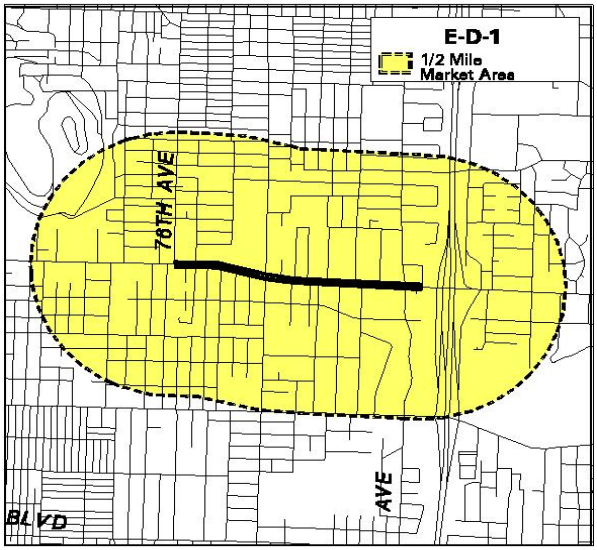
SE DIVISION STREET

Street Segment ID: E-D-1

Boundaries: SE 79th to SE 93rd
Length: 0.87 miles

OVERVIEW

This relatively short segment on Division Street near 82nd Avenue is designated a main street and a corridor in the Region 2040 Plan. Compared to a citywide average, this segment's market area has significantly more people and households per acre, and household size is above average. Housing prices are lower than the city average, as are average incomes. The area is significantly more diverse racially than Portland overall, with a significant percentage of Asian residents. The area has a slightly higher percentage of small business than average. Retail uses dominate (41%) this segment, with a significant percentage of personal services (18%) and auto services (10%). Most employees (41%) are estimated to work in retail. Compared to all other segments, this segment has significantly fewer businesses per mile. Zoning in this segment is primarily Storefront Commercial (35%), Neighborhood Commercial (29%), and Multi-Dwelling Residential (26%).



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]:	24,182
Number of Traffic Lanes:	4

Transit *Sources: PDOT and Metro*

TSP Street Classification[1]:	Major Transit Priority Street
Transit Service:	Bus Route 4

Pedestrian *Source: PDOT*

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

Bicycle *Source: PDOT*

TSP Street Classification[1]:	City Bikeway
Bike Lane:	Partial

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

Demographic Information *Source: CN*

	Segment	Portland
Total Population	**7,564**	**530,638**
People per Acre	7.2	5.5
Total Households	**2,927**	**224,425**
Households per Acre	2.8	2.3
Mean Household Size	**2.6**	**2.4**
Mean Household Income	**$44,809**	**$52,020**

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	23%	21%
18 - 34 Years Old	25%	29%
35 - 64 Years Old	38%	39%
65+ Years Old	13%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	**92.4%**	**93.2%**
White	67.9%	75.5%
Black	2.3%	6.2%
Native American	0.9%	0.9%
Asian	16.9%	6.3%
Pacific Islander	0.4%	0.4%
Other Race	0.1%	0.2%
Two or More Races	3.8%	3.8%
Hispanic	**7.6%**	**6.8%**

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR[3] Sales Price (00-04)	$147,000	$160,500
% Change in SFR[3] Sales Price (from 1990-94 to 2000-04)	96%	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 DIVISION STREET

Street Segment ID: E-D-1

Boundaries: SE 79TH TO SE 93RD
Length: 0.87 miles

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	57	74%	902,380	72%	15,831	5	40	9	3	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	20	26%	352,216	28%	17,611	6	11	1	1	1
Other[1]	0	0%	0	0%	0	0	0	0	0	0
Total	**77**	**100%**	**1,254,596**	**100%**	**16,293**	**11**	**51**	**10**	**4**	**1**

Distribution of Lots by Zone Type *Source: BOP*

		Segment	All Segments[2]
COMMERCIAL	General Commercial	8%	23%
	Central Commercial	0%	4%
	Storefront Commercial	35%	24%
	Mixed Commercial/Residential	0%	2%
	Neighborhood Commercial	29%	6%
	Office Commercial	3%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	0%	4%
	Multi-Dwelling Residential	26%	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	85%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments[2]
Commercial	11%	6%
Employment & Industrial	N/A	13%
Residential	5%	6%

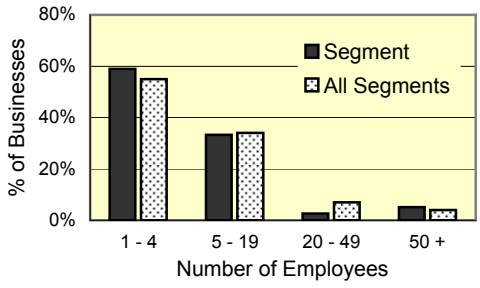
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees[3]	
	Segment	All Segments[2]	Segment	All Segments[2]
Retail	41%	34%	41%	34%
Personal Services	18%	8%	6%	5%
Other Services	0%	10%	0%	11%
Office	10%	28%	24%	26%
Auto Service/Repair	10%	5%	8%	3%
Auto Sales/Rental	3%	2%	0%	3%
Institutional	5%	4%	11%	10%
Industrial	10%	9%	6%	8%
Agriculture/Mining	3%	0%	4%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*	39
Businesses per Mile	45
Businesses per Mile for All Segments[2]	70
% Different from All Segments[2]	-36%

Estimated Number of Employees[3] *Source: IP*	342
Employees per Mile	393
Employees per Mile for All Segments[2]	837
% Different from All Segments[2]	-53%

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.