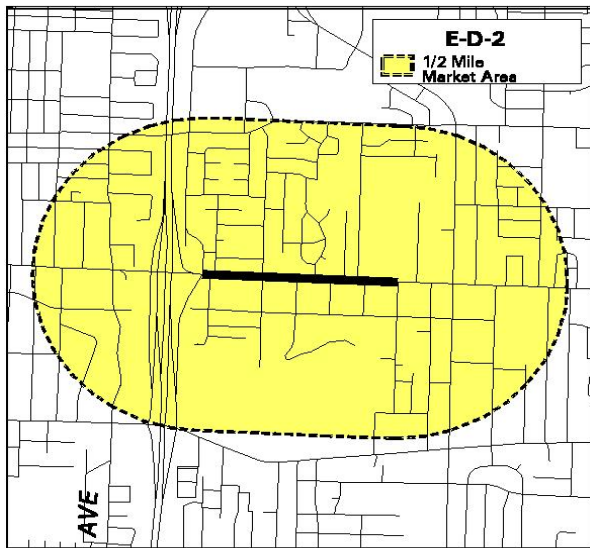


Boundaries: SE 96th to SE 109th
 Length: 0.58 miles

OVERVIEW

This short segment on Division Street east of I-205 is a Region 2040 designated main street. Compared to a citywide average, this segment's market area has significantly fewer people and households per acre, and household size is above average. Housing prices are lower than city average, as are average incomes. The area is slightly more diverse racially than Portland overall, with a substantial Asian population (14.6%). The area has significantly more children than the Portland average. The area has a relatively small number of businesses, and a higher than average percentage of medium or large firms. Compared to all other segments, this segment has more businesses per mile. Office uses dominate (53%) this segment, and most employees (70%) are estimated to work in offices. Zoning in this segment is a primarily a mixture of General Commercial (38%), Office Commercial (28%) and Neighborhood Commercial (15%), with Multi-Dwelling Residential.



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 :	41,765
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:	Yes

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

Demographic Information Source: CN

	Segment	Portland
Total Population	3,444	530,638
People per Acre	4.0	5.5
Total Households	1,212	224,425
Households per Acre	1.4	2.3
Mean Household Size	2.8	2.4
Mean Household Income	\$48,275	\$52,020

Age Distribution Source: CN

	Segment	Portland
0 - 17 Years Old	28%	21%
18 - 34 Years Old	24%	29%
35 - 64 Years Old	35%	39%
65+ Years Old	12%	12%

Ethnic and Racial Composition Source: CN

	Segment	Portland
Non-Hispanic	93.5%	93.2%
White	72.3%	75.5%
Black	1.9%	6.2%
Native American	0.6%	0.9%
Asian	14.6%	6.3%
Pacific Islander	0.4%	0.4%
Other Race	0.1%	0.2%
Two or More Races	3.7%	3.8%
Hispanic	6.5%	6.8%

Real Estate Sales Source: CA

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$148,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	83%	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-2

Boundaries: SE 96TH TO SE 109TH
 Length: 0.58 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	38	81%	910,849	50%	23,970	1	24	7	5	1
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	9	19%	907,677	50%	100,853	1	7	0	0	1
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	47	100%	1,818,526	100%	38,692	2	31	7	5	2

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²
COMMERCIAL	General Commercial	38%
	Central Commercial	0%
	Storefront Commercial	0%
	Mixed Commercial/Residential	0%
	Neighborhood Commercial	15%
	Office Commercial	28%
E & I	Employment	0%
	Industrial	0%
RES	Single-Dwelling Residential	2%
	Multi-Dwelling Residential	17%
	Other ¹	0%

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

	Segment	All Segments ²
Commercial	68%	79%
Employment & Industrial	N/A	82%
Residential	100%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	3%	6%
Employment & Industrial	N/A	13%
Residential	0%	6%

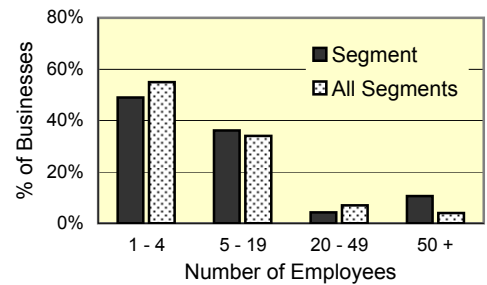
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	9%	34%	2%	34%
Personal Services	0%	8%	0%	5%
Other Services	4%	10%	1%	11%
Office	53%	28%	70%	26%
Auto Service/Repair	6%	5%	1%	3%
Auto Sales/Rental	9%	2%	1%	3%
Institutional	4%	4%	7%	10%
Industrial	15%	9%	17%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP* 47

Businesses per Mile	81
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	16%

Estimated Number of Employees³ *Source: IP* 1021

Employees per Mile	1760
Employees per Mile for All Segments ²	837
% Different from All Segments ²	110%

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.