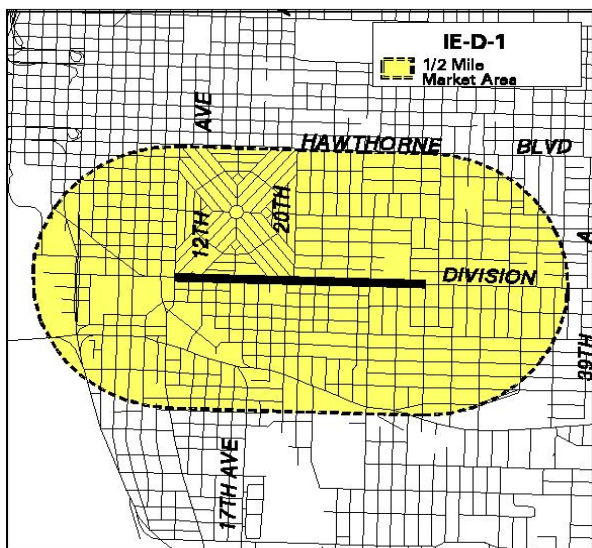


Boundaries: SE 12th to SE 29th
 Length: 0.88 miles

OVERVIEW

This segment on SE Division is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, the people and households per acre are two times the average, while the household size is below average. Housing prices have appreciated 165% and are significantly higher than the city average; average household incomes are above the average. The segment is not racially diverse. 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 (15% versus 21%). The segment has an average number of businesses with 1-4 employees and a significantly higher than average number of large firms (20-49 employees). Retail is the dominant use (38%); Industrial and Institutional uses are twice the amount in the other segments. Zoning in this segment is primarily Multi Dwelling Residential (56%), Single Dwelling Residential (22%), and Neighborhood Commercial (18%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic <i>Source: PDOT</i>	
TSP Street Classification ¹ :	Neighborhood Collector Street
Average Daily Traffic Volume ² :	13,668
Number of Traffic Lanes:	2, 3, and 4
Transit <i>Sources: PDOT and Metro</i>	
TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Route 4
Pedestrian <i>Source: PDOT</i>	
TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No
Bicycle <i>Source: PDOT</i>	
TSP Street Classification ¹ :	Local Service Bikeway
Bike Lane:	No

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

Demographic Information <i>Source: CN</i>		
	Segment	Portland
Total Population	10,522	530,638
People per Acre	9.9	5.5
Total Households	4,858	224,425
Households per Acre	4.6	2.3
Mean Household Size	2.2	2.4
Mean Household Income	\$53,242	\$52,020

Age Distribution <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	15%	21%
18 - 34 Years Old	36%	29%
35 - 64 Years Old	40%	39%
65+ Years Old	9%	12%

Ethnic and Racial Composition <i>Source: CN</i>		
	Segment	Portland
Non-Hispanic	96.2%	93.2%
White	83.3%	75.5%
Black	1.8%	6.2%
Native American	0.7%	0.9%
Asian	6.8%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.3%	0.2%
Two or More Races	3.0%	3.8%
Hispanic	3.8%	6.8%

Real Estate Sales <i>Source: CA</i>		
	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$205,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	165%	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 Segment ID: IE-D-1

Boundaries: SE 12th to SE 29th
Length: 0.88 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	22	22%	211,343	21%	9,606	7	13	1	1	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	79	78%	800,572	79%	10,134	25	50	2	0	2
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	101	100%	1,011,914	100%	10,019	32	63	3	1	2

Distribution of Lots by Zone Type *Source: BOP*

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

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

	Segment	All Segments ²
Commercial	86%	79%
Employment & Industrial	N/A	82%
Residential	99%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	0%	6%
Employment & Industrial	N/A	13%
Residential	1%	6%

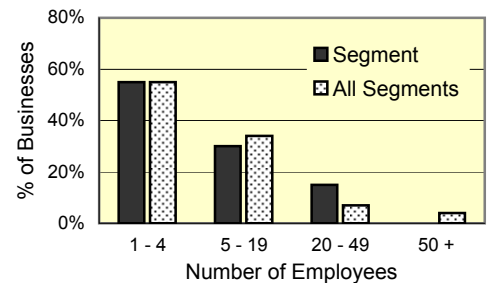
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

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%	36%	34%
Personal Services	8%	8%	19%	5%
Other Services	5%	10%	4%	11%
Office	20%	28%	6%	26%
Auto Service/Repair	5%	5%	3%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	8%	4%	11%	10%
Industrial	18%	9%	21%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP* 40

Businesses per Mile	45
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-35%

Estimated Number of Employees³ *Source: IP* 378

Employees per Mile	429
Employees per Mile for All Segments ²	837
% Different from All Segments ²	-49%

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.