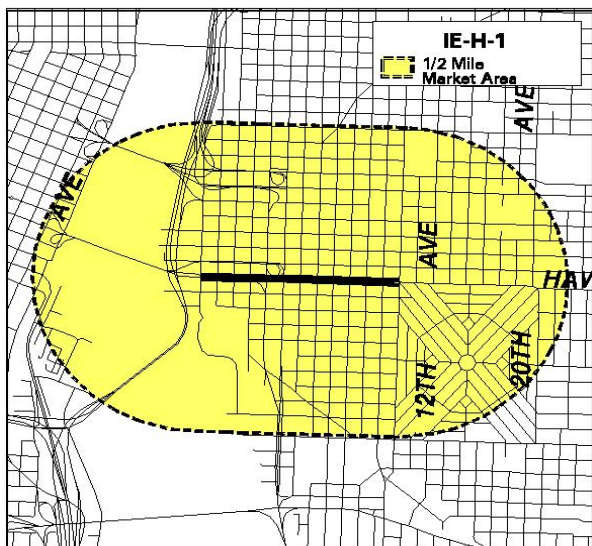


Boundaries: SE Water to SE 12th
 Length: 0.59 miles

OVERVIEW

This segment on SE Hawthorne is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, people per acre is below the average, while households per acre are above the average. Household size is also below average. Housing prices have appreciated 154% and are significantly higher than the city average; household incomes, however, are well below the average. The segment is not significantly racially diverse with 83.8% 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 (10% versus 21%). The segment has a lower than average percentage of small firms and a slightly higher percentage of large firms. Retail and Industrial are the dominant uses (35% and 32%, respectively) making up 75% of the employment. Zoning in this segment is primarily Industrial (81%) and Employment (19%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic *Source: PDOT*

TSP Street Classification ¹ :	Central City Traffic Access Street
Average Daily Traffic Volume ² :	11,655
Number of Traffic Lanes:	1 and 3

Transit *Sources: PDOT and Metro*

TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Routes 4, 6, 10, 14, 31, 32, 33, and 99

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	4,703	530,638
People per Acre	5.4	5.5
Total Households	2,678	224,425
Households per Acre	3.1	2.3
Mean Household Size	1.8	2.4
Mean Household Income	\$41,121	\$52,020

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	10%	21%
18 - 34 Years Old	44%	29%
35 - 64 Years Old	38%	39%
65+ Years Old	7%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	95.1%	93.2%
White	83.8%	75.5%
Black	2.2%	6.2%
Native American	1.3%	0.9%
Asian	4.6%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.2%	0.2%
Two or More Races	2.8%	3.8%
Hispanic	4.9%	6.8%

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$250,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	154%	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

Street Segment ID: IE-H-1

Boundaries: SE Water to SE 12th
 Length: 0.59 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	0	0%	0	0%	0	0	0	0	0	0
Employment & Industrial	43	100%	603,651	100%	14,038	9	27	7	0	0
Residential	0	0%	0	0%	0	0	0	0	0	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	43	100%	603,651	100%	14,038	9	27	7	0	0

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	N/A	79%
Employment & Industrial	88%	82%
Residential	N/A	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	N/A	6%
Employment & Industrial	12%	13%
Residential	N/A	6%

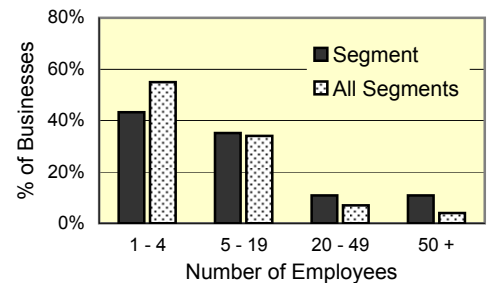
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	35%	34%	21%	34%
Personal Services	3%	8%	0%	5%
Other Services	14%	10%	2%	11%
Office	3%	28%	0%	26%
Auto Service/Repair	11%	5%	12%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	3%	4%	10%	10%
Industrial	32%	9%	54%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Approximate Number of Businesses	37
Businesses per Mile	63
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-10%

Estimated Number of Employees³ *Source: IP*

Estimated Number of Employees ³	712
Employees per Mile	1207
Employees per Mile for All Segments ²	837
% Different from All Segments ²	44%

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.