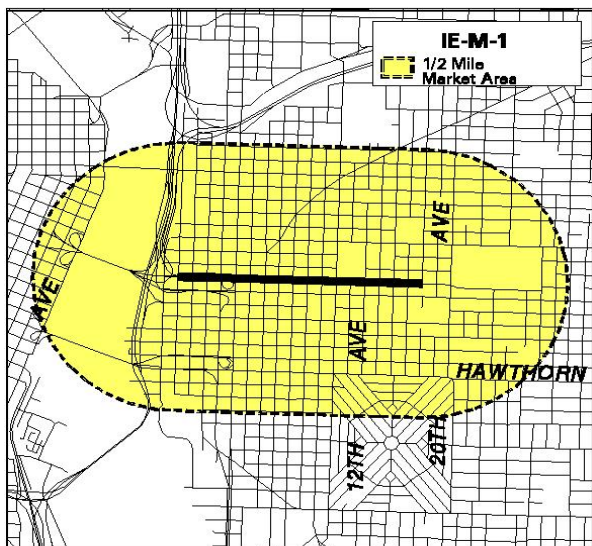


Boundaries: SE 1st to SE 18th  
 Length: 0.84 miles

**OVERVIEW**

This segment on SE Morrison is a designated Corridor in the Region 2040 Plan. Compared to the citywide average, people and households per acre are above the average. Household size is below average. Housing prices have appreciated 220% and are significantly higher than the city average; household incomes, however, are well below the average. The segment is not significantly racially diverse with 82.3% Non-Hispanic White, but there is a below average presence of African Americans and Hispanics (4.3% and 5.4%, respectively). 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 higher percentage of medium to large firms. Retail, Other Services, and Industrial are the dominant uses (31%, 17%, 16% respectively) making up 72% of the employment. Zoning in this segment is mixed, but primarily Employment (40%) and Single Dwelling Residential (12%).



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

<b>Traffic</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	Major City Traffic Street
Average Daily Traffic Volume <sup>2</sup> :	13,238
Number of Traffic Lanes:	1 and 4
<b>Transit</b> <i>Sources: PDOT and Metro</i>	
TSP Street Classification <sup>1</sup> :	Major Transit Priority Street
Transit Service:	Bus Route 15
<b>Pedestrian</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	City Walkway
Pedestrian District:	No
<b>Bicycle</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	City Bikeway
Bike Lane:	No

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

<b>Demographic Information</b> <i>Source: CN</i>		
	Segment	Portland
<b>Total Population</b>	<b>7,832</b>	<b>530,638</b>
People per Acre	7.6	5.5
<b>Total Households</b>	<b>4,242</b>	<b>224,425</b>
Households per Acre	4.1	2.3
<b>Mean Household Size</b>	<b>1.9</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$31,023</b>	<b>\$52,020</b>

<b>Age Distribution</b> <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	10%	21%
18 - 34 Years Old	48%	29%
35 - 64 Years Old	37%	39%
65+ Years Old	5%	12%

<b>Ethnic and Racial Composition</b> <i>Source: CN</i>		
	Segment	Portland
<b>Non-Hispanic</b>	<b>94.6%</b>	<b>93.2%</b>
White	82.3%	75.5%
Black	4.3%	6.2%
Native American	1.5%	0.9%
Asian	2.6%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.5%	0.2%
Two or More Races	3.3%	3.8%
<b>Hispanic</b>	<b>5.4%</b>	<b>6.8%</b>

<b>Real Estate Sales</b> <i>Source: CA</i>		
	Segment	Portland
Median SFR <sup>3</sup> Sales Price (00-04)	\$223,500	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	220%	114%

**DATA SOURCES / YEAR:** Portland Office of Transportation, 2003 (PDOT); Metro, 2004 (Metro); US Census, 2000 (CN); County Assessor, 2004 (CA)

<sup>1</sup> Where more than one classification in Portland's Transportation System Plan (TSP) exists per category, the one that spans the greatest distance is reported.

<sup>2</sup> This figure represents the mean weighted Average Daily Traffic Volume for the segment.

<sup>3</sup> Single-Family Residence

**SE MORRISON STREET**

Street Segment ID: IE-M-1

Boundaries: SE 1st to SE 18th  
Length: 0.84 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	15	22%	139,535	13%	9,302	4	10	1	0	0
Employment & Industrial	34	51%	554,823	51%	16,318	6	19	9	0	0
Residential	18	27%	399,420	37%	22,190	7	10	0	0	1
Other <sup>1</sup>	0	0%	0	0%	0	0	0	0	0	0
<b>Total</b>	<b>67</b>	<b>100%</b>	<b>1,093,779</b>	<b>100%</b>	<b>16,325</b>	<b>17</b>	<b>39</b>	<b>10</b>	<b>0</b>	<b>1</b>

**Distribution of Lots by Zone Type** *Source: BOP*

	Segment	All Segments <sup>2</sup>
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 <sup>1</sup>	1%

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

	Segment	All Segments <sup>2</sup>
Commercial	67%	79%
Employment & Industrial	91%	82%
Residential	89%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	13%	6%
Employment & Industrial	9%	13%
Residential	11%	6%

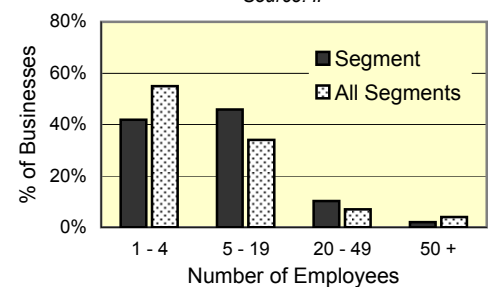
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees <sup>3</sup>	
	Segment	All Segments <sup>2</sup>	Segment	All Segments <sup>2</sup>
Retail	31%	34%	36%	34%
Personal Services	7%	8%	5%	5%
Other Services	17%	10%	22%	11%
Office	19%	28%	18%	26%
Auto Service/Repair	2%	5%	1%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	7%	4%	4%	10%
Industrial	16%	9%	14%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP* 98

Businesses per Mile	117
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	67%

**Estimated Number of Employees<sup>3</sup>** *Source: IP* 1046

Employees per Mile	1245
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	49%

DATA SOURCES / YEAR: Portland Bureau of Planning, 2004 (BOP); County Assessor, 2004 (CA); Inside Prospects, 2002-3 (IP)

<sup>1</sup> "Other" zone type includes Portland's Open Space (OS) and Institutional Residential (IR) zones, as well as commercial zones in other jurisdictions.

<sup>2</sup> "All Segments" figures derived from data from all ninety-three commercial street segments in this study.

<sup>3</sup> Number of employees derived by multiplying number of businesses by average number of employees. See methodology section for further detail.