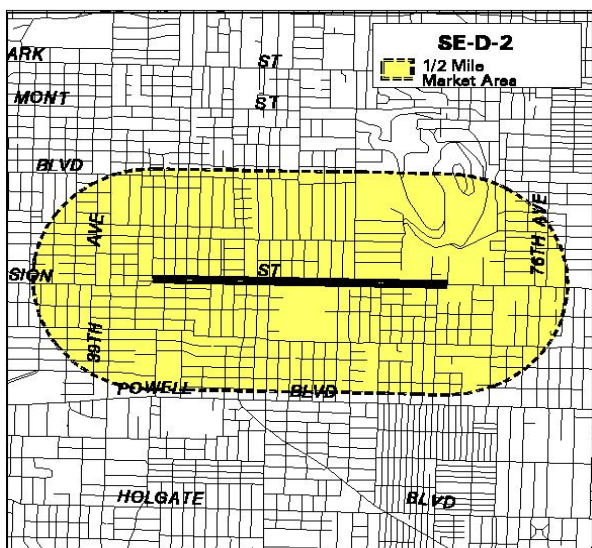


Boundaries: SE 42nd Ave to SE 68th Ave  
 Length: 1.23 miles

**OVERVIEW**

This long segment of Division is a Region 2040 designated main street. Compared to a citywide average, this segment's market area has significantly more people and households per acre, and household size is almost at the average. Housing prices are slightly higher than the city average, as are average incomes. The area has a higher percentage of Asians than Portland overall, but a significantly lower percentage of Hispanic and Black residents. The area also has slightly more young adults than the Portland average. There is a higher than average number of very small firms. Multi Dwelling Residential dominates the uses along the segment (62%) while Commercial activity comprises 33% of the segment. Zoning in this segment is a mixture of General Commercial (8%), Storefront Commercial (19%), and Multi-Dwelling Residential (62%).



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

<b>Traffic</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	Neighborhood Collector Street
Average Daily Traffic Volume <sup>2</sup> :	15,360
Number of Traffic Lanes:	2, 3, 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 4
<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>12,744</b>	<b>530,638</b>
People per Acre	9.9	5.5
<b>Total Households</b>	<b>5,519</b>	<b>224,425</b>
Households per Acre	4.3	2.3
<b>Mean Household Size</b>	<b>2.3</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$54,220</b>	<b>\$52,020</b>

<b>Age Distribution</b> <i>Source: CN</i>	Segment	Portland
0 - 17 Years Old	18%	21%
18 - 34 Years Old	30%	29%
35 - 64 Years Old	38%	39%
65+ Years Old	13%	12%

<b>Ethnic and Racial Composition</b> <i>Source: CN</i>	Segment	Portland
<b>Non-Hispanic</b>	<b>95.4%</b>	<b>93.2%</b>
White	81.3%	75.5%
Black	1.7%	6.2%
Native American	0.6%	0.9%
Asian	8.9%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.3%	0.2%
Two or More Races	2.5%	3.8%
<b>Hispanic</b>	<b>4.6%</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)	\$180,000	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	140%	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 DIVISION STREET**

Street Segment ID: SE-D-2

Boundaries: SE 42nd to SE 68th  
 Length: 1.23 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	43	33%	388,019	4%	9,024	11	30	1	1	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	84	64%	1,107,651	10%	13,186	50	27	2	2	3
Other <sup>1</sup>	4	3%	9,285,032	86%	2,321,258	0	0	0	1	3
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>10,780,702</b>	<b>100%</b>	<b>82,295</b>	<b>61</b>	<b>57</b>	<b>3</b>	<b>4</b>	<b>6</b>

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

	Segment	All Segments <sup>2</sup>	
COMMERCIAL	General Commercial	8%	23%
	Central Commercial	0%	4%
	Storefront Commercial	19%	24%
	Mixed Commercial/Residential	4%	2%
	Neighborhood Commercial	2%	6%
	Office Commercial	0%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	2%	4%
	Multi-Dwelling Residential	62%	24%
	Other <sup>1</sup>	3%	1%

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

	Segment	All Segments <sup>2</sup>
Commercial	77%	79%
Employment & Industrial	N/A	82%
Residential	90%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	7%	6%
Employment & Industrial	N/A	13%
Residential	8%	6%

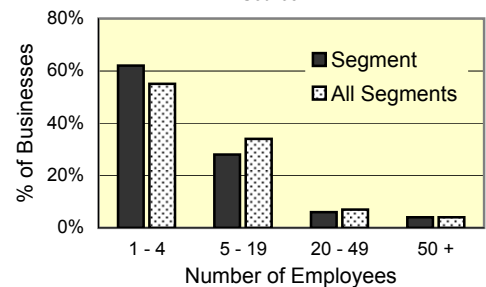
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	40%	34%	25%	34%
Personal Services	6%	8%	2%	5%
Other Services	10%	10%	4%	11%
Office	18%	28%	17%	26%
Auto Service/Repair	4%	5%	1%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	8%	4%	43%	10%
Industrial	14%	9%	8%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP* 50

Businesses per Mile	41
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	-42%

**Estimated Number of Employees<sup>3</sup>** *Source: IP* 459

Employees per Mile	373
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	-55%

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.