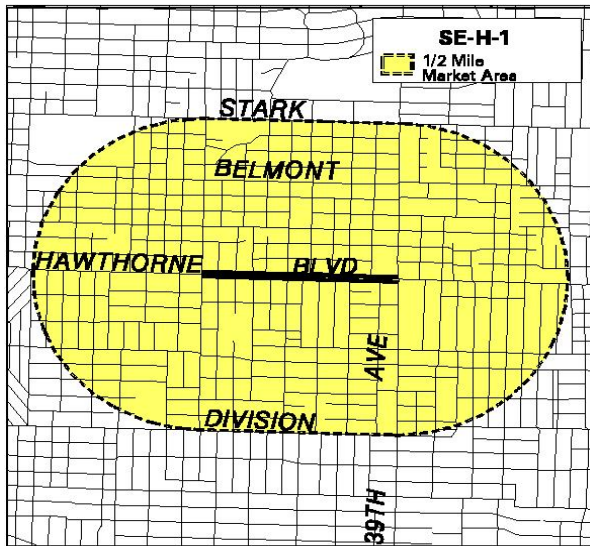


Boundaries: SE 30th Ave to SE 39th Ave

Length: 0.58 miles

OVERVIEW

This ½ mile segment of SE Hawthorne Blvd. is a Region 2040 designated main street. Compared to a citywide average, this segment's population and household densities are close to three times the density of Portland (14.1 persons per acre compared to 5.5 persons for the city and 6.8 households per acre compared to 2.3 households for the city.) Housing prices have escalated by 192% and the average incomes also slightly lower than the citywide average. The area is less racially diverse than Portland overall, with a lower-than average Hispanic population. The area has a high proportion of 18-34 year-olds. The number of small-medium firms is below the average for all of the segments, but notably the number of large firms (20-49 employees) is greater than all of the segments combined. The primary land use is retail at 70% which captures 73% of the employment in the area. The employment density is astounding at 1,209 employees in this ½ mile commercial area.



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 :	19,489
Number of Traffic Lanes:	4

Transit *Sources: PDOT and Metro*

TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Route 14

Pedestrian *Source: PDOT*

TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No

Bicycle *Source: PDOT*

TSP Street Classification ¹ :	City Bikeway
Bike Lane:	No

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

Demographic Information *Source: CN*

	Segment	Portland
Total Population	12,313	530,638
People per Acre	14.1	5.5
Total Households	5,903	224,425
Households per Acre	6.8	2.3
Mean Household Size	2.1	2.4
Mean Household Income	\$49,233	\$52,020

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	12%	21%
18 - 34 Years Old	41%	29%
35 - 64 Years Old	36%	39%
65+ Years Old	10%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	96.5%	93.2%
White	85.8%	75.5%
Black	1.6%	6.2%
Native American	0.9%	0.9%
Asian	5.1%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.5%	0.2%
Two or More Races	2.6%	3.8%
Hispanic	3.5%	6.8%

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$219,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	192%	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: SE-H-1

Boundaries: SE 30th to SE 39th
 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	54	82%	523,547	90%	9,695	17	34	2	1	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	12	18%	60,840	10%	5,070	6	6	0	0	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	66	100%	584,387	100%	8,854	23	40	2	1	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	91%	79%
Employment & Industrial	N/A	82%
Residential	92%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

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

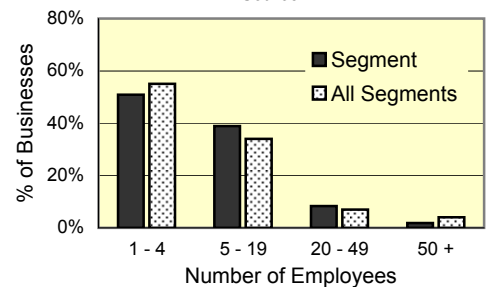
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	70%	34%	73%	34%
Personal Services	6%	8%	9%	5%
Other Services	10%	10%	10%	11%
Office	9%	28%	6%	26%
Auto Service/Repair	0%	5%	0%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	0%	4%	0%	10%
Industrial	4%	9%	2%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Approximate Number of Businesses	108
Businesses per Mile	186
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	166%

Estimated Number of Employees³ *Source: IP*

Estimated Number of Employees ³	1209
Employees per Mile	2084
Employees per Mile for All Segments ²	837
% Different from All Segments ²	149%

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.