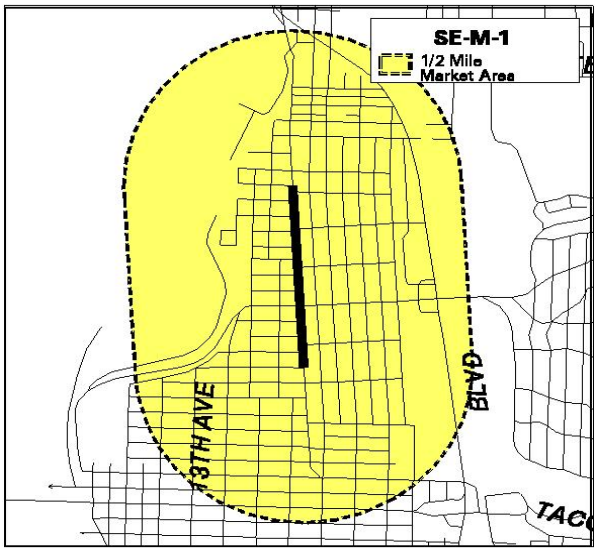
# SE MILWAUKIE AVENUE

Street Segment ID: SE-M-1

Boundaries: SE Flavel St to SE Yukon St
Length: 0.59 miles

## OVERVIEW

This segment of Milwaukie Avenue is a Region 2040 designated main street. Compared to a citywide average, this segment's market area has more people and households per acre, and household size is below average. Housing prices are higher than city average; and average incomes are slightly above the citywide average. The area is predominantly non-Hispanic white (90.4%). The area has a significant older adult to senior population. Of the businesses, a high percentage fall within the medium sized businesses. This segment has a mix of uses: Retail, Personal Services, and Office. Most of the employment is estimated in Retail and Office.




Street Segment and Surrounding 1/2-Mile Market Area

## TRANSPORTATION SUMMARY

### Traffic *Source: PDOT*

| | |
|---|---|
| TSP Street Classification[1]: | Neighborhood Collector Street |
| Average Daily Traffic Volume[2]: | 11,957 |
| Number of Traffic Lanes: | 2 |

### Transit *Sources: PDOT and Metro*

| | |
|---|---|
| TSP Street Classification[1]: | Transit Access Street |
| Transit Service: | Bus Route 19 |

### Pedestrian *Source: PDOT*

| | |
|---|---|
| TSP Street Classification[1]: | City Walkway |
| Pedestrian District: | No |

### Bicycle *Source: PDOT*

| | |
|---|---|
| TSP Street Classification[1]: | Local Service Bikeway |
| Bike Lane: | No |

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

### Demographic Information *Source: CN*

| | Segment | Portland |
|---|---|---|
| **Total Population** | **6,178** | **530,638** |
| People per Acre | 7.1 | 5.5 |
| **Total Households** | **3,051** | **224,425** |
| Households per Acre | 3.5 | 2.3 |
| **Mean Household Size** | **2.0** | **2.4** |
| **Mean Household Income** | **$52,190** | **$52,020** |

### Age Distribution *Source: CN*

| | Segment | Portland |
|---|---|---|
| 0 - 17 Years Old | 17% | 21% |
| 18 - 34 Years Old | 29% | 29% |
| 35 - 64 Years Old | 39% | 39% |
| 65+ Years Old | 15% | 12% |

### Ethnic and Racial Composition *Source: CN*

| | Segment | Portland |
|---|---|---|
| **Non-Hispanic** | **97.1%** | **93.2%** |
| White | 90.4% | 75.5% |
| Black | 1.0% | 6.2% |
| Native American | 0.5% | 0.9% |
| Asian | 2.6% | 6.3% |
| Pacific Islander | 0.2% | 0.4% |
| Other Race | 0.1% | 0.2% |
| Two or More Races | 2.3% | 3.8% |
| **Hispanic** | **2.9%** | **6.8%** |

### Real Estate Sales *Source: CA*

| | Segment | Portland |
|---|---|---|
| Median SFR[3] Sales Price (00-04) | $204,325 | $160,500 |
| % Change in SFR[3] 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)*

[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

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## 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 | 66 | 99% | 569,865 | 97% | 8,634 | 28 | 35 | 2 | 1 | 0 |
| Employment & Industrial | 0 | 0% | 0 | 0% | 0 | 0 | 0 | 0 | 0 | 0 |
| Residential | 1 | 1% | 19,911 | 3% | 19,911 | 0 | 1 | 0 | 0 | 0 |
| Other[1] | 0 | 0% | 0 | 0% | 0 | 0 | 0 | 0 | 0 | 0 |
| **Total** | **67** | **100%** | **589,776** | **100%** | **8,803** | **28** | **36** | **2** | **1** | **0** |

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

| | | Segment | All Segments[2] |
|---|---|---|---|
| COMMERCIAL | General Commercial | 0% | 23% |
| | Central Commercial | 0% | 4% |
| | Storefront Commercial | 73% | 24% |
| | Mixed Commercial/Residential | 25% | 2% |
| | Neighborhood Commercial | 0% | 6% |
| | Office Commercial | 0% | 1% |
| E & I | Employment | 0% | 9% |
| | Industrial | 0% | 2% |
| RES | Single-Dwelling Residential | 1% | 4% |
| | Multi-Dwelling Residential | 0% | 24% |
| | Other[1] | 0% | 1% |

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

| | Segment | All Segments[2] |
|---|---|---|
| Commercial | 67% | 79% |
| Employment & Industrial | N/A | 82% |
| Residential | 0% | 91% |

**Approximate Lot Vacancy by Zone Type**
*Sources: BOP and CA*

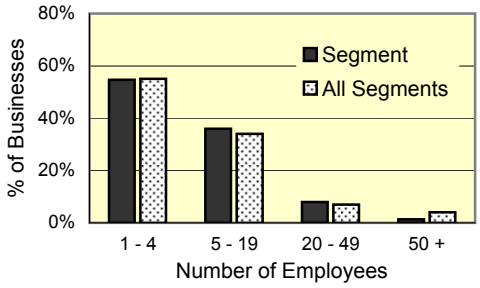
| | Segment | All Segments[2] |
|---|---|---|
| Commercial | 6% | 6% |
| Employment & Industrial | N/A | 13% |
| Residential | 0% | 6% |

## 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 | 41% | 34% | 53% | 34% |
| Personal Services | 16% | 8% | 11% | 5% |
| Other Services | 9% | 10% | 7% | 11% |
| Office | 27% | 28% | 22% | 26% |
| Auto Service/Repair | 0% | 5% | 0% | 3% |
| Auto Sales/Rental | 0% | 2% | 0% | 3% |
| Institutional | 1% | 4% | 0% | 10% |
| Industrial | 5% | 9% | 6% | 8% |
| Agriculture/Mining | 0% | 0% | 0% | 0% |

**Businesses by Size**
*Source: IP*




| **Approximate Number of Businesses** *Source: IP* | 75 |
|---|---|
| Businesses per Mile | 127 |
| Businesses per Mile for All Segments[2] | 70 |
| % Different from All Segments[2] | 82% |

| **Estimated Number of Employees[3]** *Source: IP* | 645 |
|---|---|
| Employees per Mile | 1093 |
| Employees per Mile for All Segments[2] | 837 |
| % Different from All Segments[2] | 31% |

*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.