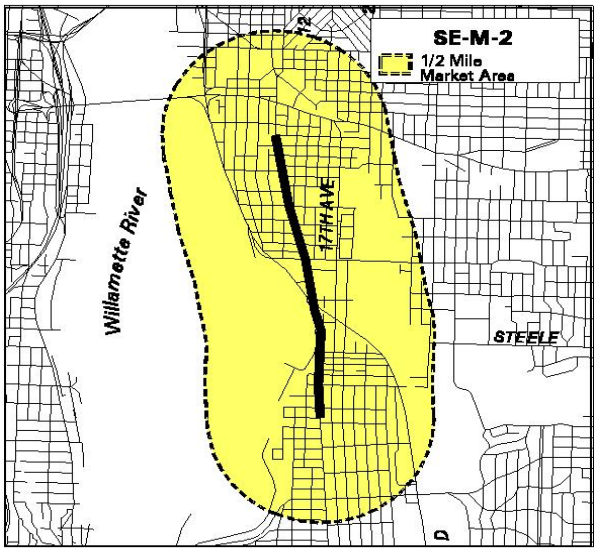
SE MILWAUKIE AVE

Street Segment ID: SE-M-2

Boundaries: SE Yukon St to SE Pershing St
Length: 1.38 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 significantly fewer people per acre, and a below average household size. Housing prices are slightly higher than city average, but the average incomes in this market area are significantly lower than the city average. The area is slightly less racially diverse than Portland overall. The area has more young adults (38%) and fewer seniors. Median prices for single-family houses in this market area are higher than citywide. There is a higher than average number of medium sized firms in this segment. Office (37%) and Industrial (18%) are the dominant uses. Retail (25%) is well below the average. Lots along the segment are predominately zoned Storefront Commercial (27%) and Multi Dwelling Residential (45%).



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]:	11,523
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	**6,793**	**530,638**
People per Acre	4.9	5.5
Total Households	**3,237**	**224,425**
Households per Acre	2.3	2.3
Mean Household Size	**2.1**	**2.4**
Mean Household Income	**$41,860**	**$52,020**

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	17%	21%
18 - 34 Years Old	38%	29%
35 - 64 Years Old	37%	39%
65+ Years Old	7%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	**95.1%**	**93.2%**
White	84.1%	75.5%
Black	3.0%	6.2%
Native American	0.9%	0.9%
Asian	3.5%	6.3%
Pacific Islander	0.3%	0.4%
Other Race	0.3%	0.2%
Two or More Races	3.1%	3.8%
Hispanic	**4.9%**	**6.8%**

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR[3] Sales Price (00-04)	$185,000	$160,500
% Change in SFR[3] Sales Price (from 1990-94 to 2000-04)	149%	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 MILWAUKIE AVENUE

Street Segment ID: SE-M-2

Boundaries: SE Pershing to SE Yukon
Length: 1.38 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	76	51%	602,219	37%	7,924	34	39	2	1	0
Employment & Industrial	1	1%	21,706	1%	21,706	0	0	1	0	0
Residential	67	45%	541,281	33%	8,079	32	31	3	1	0
Other[1]	4	3%	452,761	28%	113,190	1	1	0	2	1
Total	**148**	**100%**	**1,617,967**	**100%**	**10,932**	**67**	**71**	**6**	**4**	**1**

Distribution of Lots by Zone Type *Source: BOP*

		Segment	All Segments[2]
COMMERCIAL	General Commercial	16%	23%
	Central Commercial	0%	4%
	Storefront Commercial	27%	24%
	Mixed Commercial/Residential	8%	2%
	Neighborhood Commercial	0%	6%
	Office Commercial	0%	1%
E & I	Employment	1%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	1%	4%
	Multi-Dwelling Residential	45%	24%
	Other[1]	3%	1%

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

	Segment	All Segments[2]
Commercial	46%	79%
Employment & Industrial	100%	82%
Residential	88%	91%

Approximate Lot Vacancy by Zone Type
Sources: BOP and CA

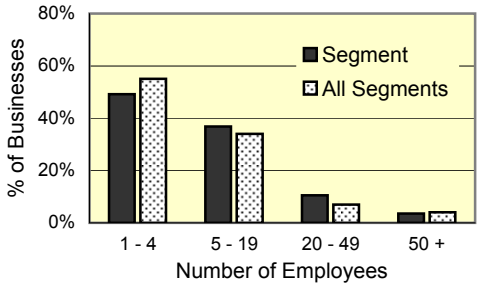
	Segment	All Segments[2]
Commercial	5%	6%
Employment & Industrial	0%	13%
Residential	3%	6%

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	25%	34%	19%	34%
Personal Services	2%	8%	0%	5%
Other Services	14%	10%	6%	11%
Office	37%	28%	45%	26%
Auto Service/Repair	4%	5%	2%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	2%	4%	12%	10%
Industrial	18%	9%	16%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size
Source: IP



Approximate Number of Businesses *Source: IP*	57
Businesses per Mile	41
Businesses per Mile for All Segments[2]	70
% Different from All Segments[2]	-41%

Estimated Number of Employees[3] *Source: IP*	635
Employees per Mile	460
Employees per Mile for All Segments[2]	837
% Different from All Segments[2]	-45%

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.