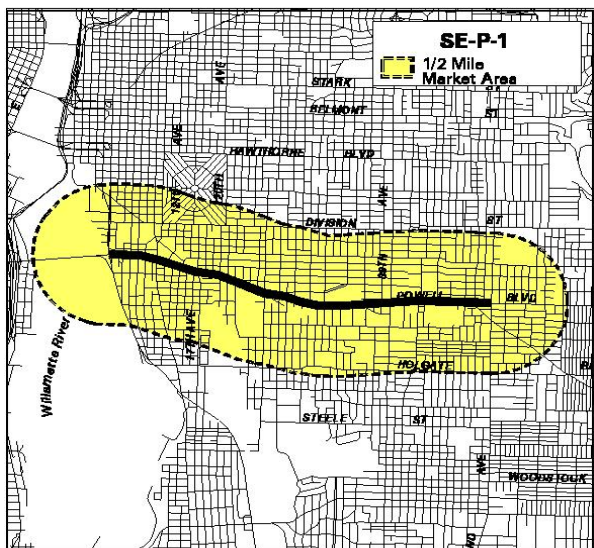


Boundaries: SE Mc Loughlin to SE 52nd Ave  
 Length: 2.56 miles

**OVERVIEW**

This long segment on Powell extending east to 52nd Avenue is a Region 2040 designated corridor. 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 slightly higher than city average; average incomes in this market area are well below the average. The area is slightly more racially diverse than Portland overall, with a predominant presence of Asian and Hispanic populations. The area has more young adults than the Portland average, and fewer children and seniors. There is a higher than average number of medium and large firms in this segment. Retail uses are the most dominant (43%), followed by Industrial (12%), and Auto Repair Services (7%). Most of the area's employment is estimated in Retail (38%) and Office (25%) businesses. Lots along the segment are predominately zoned General Commercial (76%) and Employment (10%).



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> :	41,356
Number of Traffic Lanes:	4, 5, and 6
<b>Transit</b> <i>Sources: PDOT and Metro</i>	
TSP Street Classification <sup>1</sup> :	Major Transit Priority Street
Transit Service:	Bus Routes 9, 17, 19, and 66
<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> :	Local Service 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>19,681</b>	<b>530,638</b>
People per Acre	9.2	5.5
<b>Total Households</b>	<b>8,624</b>	<b>224,425</b>
Households per Acre	4.0	2.3
<b>Mean Household Size</b>	<b>2.3</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$43,703</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	36%	29%
35 - 64 Years Old	37%	39%
65+ Years Old	9%	12%

<b>Ethnic and Racial Composition</b> <i>Source: CN</i>		
	Segment	Portland
<b>Non-Hispanic</b>	<b>94.1%</b>	<b>93.2%</b>
White	78.1%	75.5%
Black	2.7%	6.2%
Native American	1.0%	0.9%
Asian	8.2%	6.3%
Pacific Islander	0.3%	0.4%
Other Race	0.3%	0.2%
Two or More Races	3.5%	3.8%
<b>Hispanic</b>	<b>5.9%</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)	\$165,000	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	158%	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 POWELL BLVD**

Street Segment ID: SE-P-1

Boundaries: SE Mc Loughlin to SE 52nd  
 Length: 2.56 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	131	76%	1,855,892	39%	14,167	40	70	14	7	0
Employment & Industrial	27	16%	425,550	9%	15,761	8	12	5	2	0
Residential	12	7%	1,471,989	31%	122,666	2	2	1	3	4
Other <sup>1</sup>	2	1%	975,413	21%	487,707	0	0	0	0	2
<b>Total</b>	<b>172</b>	<b>100%</b>	<b>4,728,843</b>	<b>100%</b>	<b>27,493</b>	<b>50</b>	<b>84</b>	<b>20</b>	<b>12</b>	<b>6</b>

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

	Segment	All Segments <sup>2</sup>
COMMERCIAL	General Commercial	76%
	Central Commercial	0%
	Storefront Commercial	0%
	Mixed Commercial/Residential	0%
	Neighborhood Commercial	0%
	Office Commercial	0%
E & I	Employment	10%
	Industrial	5%
RES	Single-Dwelling Residential	3%
	Multi-Dwelling Residential	3%
	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	81%	79%
Employment & Industrial	67%	82%
Residential	83%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	8%	6%
Employment & Industrial	33%	13%
Residential	0%	6%

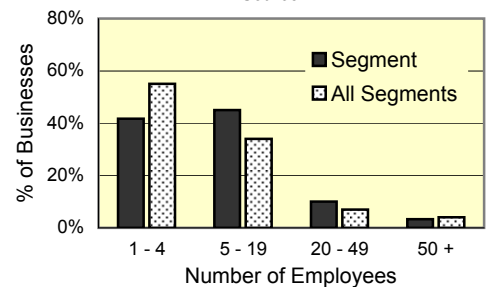
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees <sup>3</sup>	
	Segment	All Segments <sup>2</sup>	Segment	All Segments <sup>2</sup>
Retail	43%	34%	38%	34%
Personal Services	3%	8%	1%	5%
Other Services	11%	10%	8%	11%
Office	16%	28%	25%	26%
Auto Service/Repair	7%	5%	3%	3%
Auto Sales/Rental	3%	2%	1%	3%
Institutional	6%	4%	15%	10%
Industrial	12%	9%	10%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP* 120

Businesses per Mile	47
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	-33%

**Estimated Number of Employees<sup>3</sup>** *Source: IP* 1480

Employees per Mile	578
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	-31%

**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.