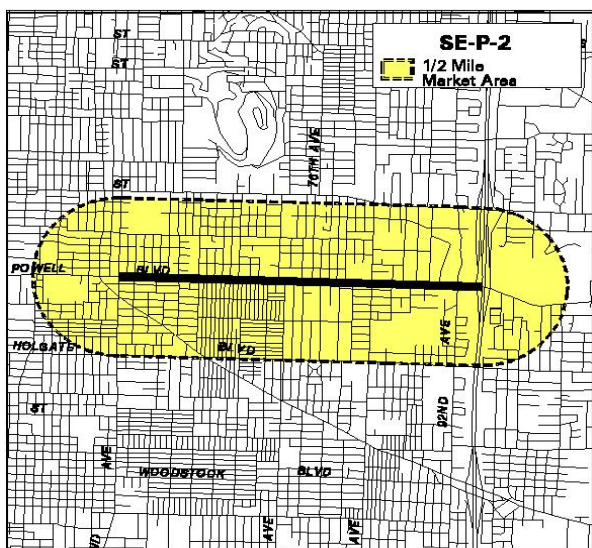


Boundaries: SE 52nd Ave to I-205

Length: 2.11 miles

OVERVIEW

This long segment on Powell extending east from 52nd Avenue to I-205 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 slightly above average. Housing prices and average incomes are significantly lower than city average (\$141,200 and \$43,364, respectively). The area is more racially diverse than Portland overall, with a predominant presence of Asian (14.2%) and Hispanic (6%) populations. The segment has an average age distribution. There is a higher than average number of small to medium firms in this segment. Retail, Office, and Personal Services meet the overall segments average. Lots along the segment are predominately zoned General Commercial (54%) and Multi Dwelling Residential (33%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic <i>Source: PDOT</i>	
TSP Street Classification ¹ :	Major City Traffic Street
Average Daily Traffic Volume ² :	30,773
Number of Traffic Lanes:	4
Transit <i>Sources: PDOT and Metro</i>	
TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Route 9
Pedestrian <i>Source: PDOT</i>	
TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No
Bicycle <i>Source: PDOT</i>	
TSP Street Classification ¹ :	City Bikeway
Bike Lane:	No

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

Demographic Information <i>Source: CN</i>		
	Segment	Portland
Total Population	15,671	530,638
People per Acre	8.5	5.5
Total Households	6,306	224,425
Households per Acre	3.4	2.3
Mean Household Size	2.5	2.4
Mean Household Income	\$43,364	\$52,020

Age Distribution <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	21%	21%
18 - 34 Years Old	27%	29%
35 - 64 Years Old	38%	39%
65+ Years Old	14%	12%

Ethnic and Racial Composition <i>Source: CN</i>		
	Segment	Portland
Non-Hispanic	94.0%	93.2%
White	73.3%	75.5%
Black	1.9%	6.2%
Native American	0.9%	0.9%
Asian	14.2%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.2%	0.2%
Two or More Races	3.4%	3.8%
Hispanic	6.0%	6.8%

Real Estate Sales <i>Source: CA</i>		
	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$141,200	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	121%	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 POWELL BLVD

Street Segment ID: SE-P-2

Boundaries: SE 52nd to I-205
 Length: 2.11 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	100	63%	1,577,724	59%	15,777	13	71	13	3	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	58	37%	1,075,092	41%	18,536	15	34	4	5	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	158	100%	2,652,816	100%	16,790	28	105	17	8	0

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²	
COMMERCIAL	General Commercial	54%	23%
	Central Commercial	0%	4%
	Storefront Commercial	0%	24%
	Mixed Commercial/Residential	3%	2%
	Neighborhood Commercial	6%	6%
	Office Commercial	0%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	4%	4%
	Multi-Dwelling Residential	33%	24%
	Other ¹	0%	1%

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

	Segment	All Segments ²
Commercial	80%	79%
Employment & Industrial	N/A	82%
Residential	79%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	13%	6%
Employment & Industrial	N/A	13%
Residential	3%	6%

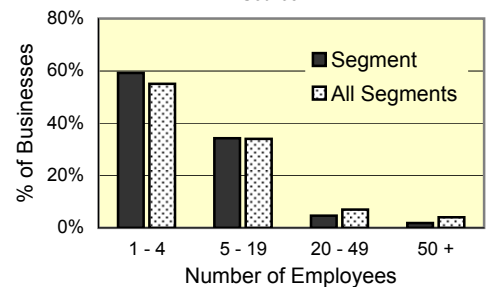
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	38%	34%	65%	34%
Personal Services	9%	8%	6%	5%
Other Services	7%	10%	5%	11%
Office	28%	28%	14%	26%
Auto Service/Repair	6%	5%	4%	3%
Auto Sales/Rental	1%	2%	0%	3%
Institutional	3%	4%	2%	10%
Industrial	6%	9%	3%	8%
Agriculture/Mining	1%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Businesses per Mile	51
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-27%

Estimated Number of Employees³ *Source: IP*

Employees per Mile	436
Employees per Mile for All Segments ²	837
% Different from All Segments ²	-48%

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.