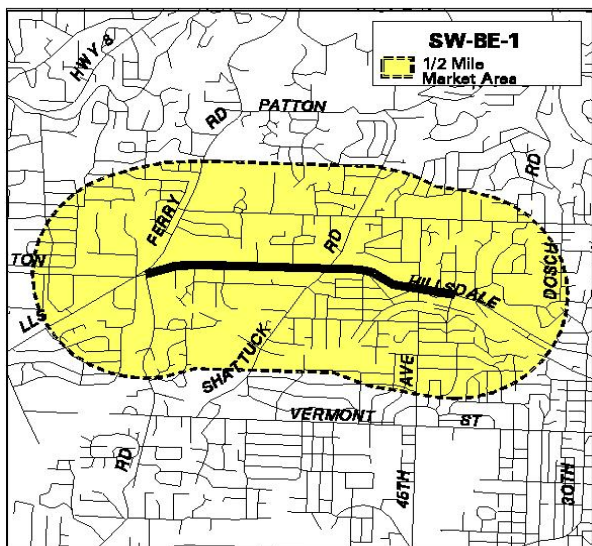


Boundaries: Oleson Road to SW 42nd Ave

Length: 1.40 miles

**OVERVIEW**

In the Region 2040 Growth Concept, this segment is a corridor. It is also a major city traffic and transit priority street, a city walkway, and a city bikeway. As such, it must meet expectations for a wide variety of people. Compared to the combined segments, this segment contains slightly fewer people and households per acre and lower household size. Both incomes and housing costs are higher and there is less racial diversity. There are more persons 65 years and older and fewer 18-34 year olds than the city average. Given the high percentage of residential zoning (61%) in this segment, it is not surprising that there are fewer businesses (46) and employees (668) per mile. With the exception of auto sales/rentals, all use categories are represented, with offices being the greatest use. Most people work for businesses with 1-4 employees.



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

**Traffic** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	Major City Traffic Street
Average Daily Traffic Volume <sup>2</sup> :	20,843
Number of Traffic Lanes:	4

**Transit** *Sources: PDOT and Metro*

TSP Street Classification <sup>1</sup> :	Major Transit Priority Street
Transit Service:	Bus Routes 54, 56, 61, and 92

**Pedestrian** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	City Walkway
Pedestrian District:	No

**Bicycle** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	City Bikeway
Bike Lane:	Partial

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

**Demographic Information** *Source: CN*

	Segment	Portland
<b>Total Population</b>	<b>5,541</b>	<b>530,638</b>
People per Acre	4.0	5.5
<b>Total Households</b>	<b>2,573</b>	<b>224,425</b>
Households per Acre	1.8	2.3
<b>Mean Household Size</b>	<b>2.2</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$76,320</b>	<b>\$52,020</b>

**Age Distribution** *Source: CN*

	Segment	Portland
0 - 17 Years Old	20%	21%
18 - 34 Years Old	22%	29%
35 - 64 Years Old	41%	39%
65+ Years Old	17%	12%

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

	Segment	Portland
<b>Non-Hispanic</b>	<b>94.5%</b>	<b>93.2%</b>
White	86.3%	75.5%
Black	1.5%	6.2%
Native American	0.6%	0.9%
Asian	3.6%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.4%	0.2%
Two or More Races	2.0%	3.8%
<b>Hispanic</b>	<b>5.5%</b>	<b>6.8%</b>

**Real Estate Sales** *Source: CA*

	Segment	Portland
Median SFR <sup>3</sup> Sales Price (00-04)	\$225,000	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	75%	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

**SW BEAVERTON-HILLSDALE HWY**

Street Segment ID: SW-BE-1

Boundaries: SW 42nd Ave to SW Oleson Rd  
 Length: 1.40 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	42	32%	896,840	32%	21,353	3	28	7	2	2
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	80	61%	1,610,000	58%	20,125	11	53	8	6	2
Other <sup>1</sup>	10	8%	282,891	10%	28,289	0	5	4	0	1
<b>Total</b>	<b>132</b>	<b>100%</b>	<b>2,789,730</b>	<b>100%</b>	<b>21,134</b>	<b>14</b>	<b>86</b>	<b>19</b>	<b>8</b>	<b>5</b>

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

	Segment	All Segments <sup>2</sup>	
COMMERCIAL	General Commercial	15%	23%
	Central Commercial	0%	4%
	Storefront Commercial	13%	24%
	Mixed Commercial/Residential	0%	2%
	Neighborhood Commercial	0%	6%
	Office Commercial	4%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	2%	4%
	Multi-Dwelling Residential	59%	24%
	Other <sup>1</sup>	8%	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	N/A	82%
Residential	83%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	7%	6%
Employment & Industrial	N/A	13%
Residential	18%	6%

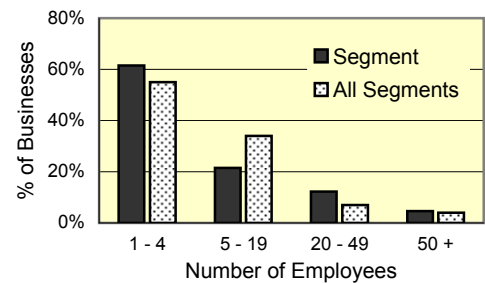
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	20%	34%	23%	34%
Personal Services	6%	8%	1%	5%
Other Services	15%	10%	27%	11%
Office	37%	28%	24%	26%
Auto Service/Repair	6%	5%	2%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	3%	4%	20%	10%
Industrial	11%	9%	3%	8%
Agriculture/Mining	2%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP* 65

Businesses per Mile	46
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	-34%

**Estimated Number of Employees<sup>3</sup>** *Source: IP* 935

Employees per Mile	668
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	-20%

**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.