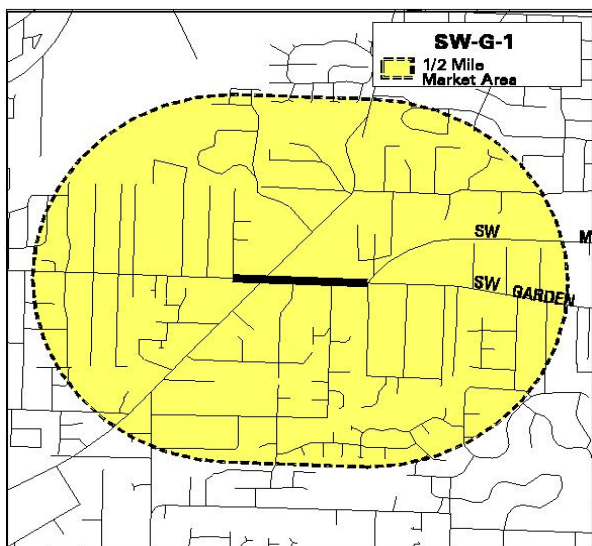


Boundaries: SW 69th to SW 76th Ave  
 Length: 0.34 miles

**OVERVIEW**

In the Region 2040 Growth Concept, this segment is designated a main street, along with Oleson Rd. Compared to the citywide average, this segment has higher household incomes, higher housing prices, is less racially diverse, and fewer people and households per acre and mean household size. The number of businesses per mile mimics all segments, though there are 28% fewer employees per mile. Surprisingly, more than all segments, this segment contains more businesses employing 5-19 workers than any other size. Retail uses account for 48% of the businesses and 78% of the employees. This segment contains more residential zoning (50%) that almost (every) other segment.



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

<b>Traffic</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	District Collector Street
Average Daily Traffic Volume <sup>2</sup> :	12,523
Number of Traffic Lanes:	2
<b>Transit</b> <i>Sources: PDOT and Metro</i>	
TSP Street Classification <sup>1</sup> :	Transit Access Street
Transit Service:	Bus Route 45
<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> :	City Bikeway
Bike Lane:	Partial

**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>2,920</b>	<b>530,638</b>
People per Acre	4.1	5.5
<b>Total Households</b>	<b>1,352</b>	<b>224,425</b>
Households per Acre	1.9	2.3
<b>Mean Household Size</b>	<b>2.2</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$65,077</b>	<b>\$52,020</b>

<b>Age Distribution</b> <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	20%	21%
18 - 34 Years Old	29%	29%
35 - 64 Years Old	42%	39%
65+ Years Old	9%	12%

<b>Ethnic and Racial Composition</b> <i>Source: CN</i>		
	Segment	Portland
<b>Non-Hispanic</b>	<b>96.3%</b>	<b>93.2%</b>
White	87.9%	75.5%
Black	0.8%	6.2%
Native American	0.7%	0.9%
Asian	3.7%	6.3%
Pacific Islander	0.5%	0.4%
Other Race	0.2%	0.2%
Two or More Races	2.6%	3.8%
<b>Hispanic</b>	<b>3.7%</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)	\$272,500	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	68%	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 GARDEN HOME ROAD**

Street Segment ID: SW-G-1

Boundaries: SW 69th to SW 76th  
 Length: 0.34 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	10	36%	242,281	28%	24,228	0	6	2	2	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	14	50%	590,793	68%	42,200	0	6	6	1	1
Other <sup>1</sup>	4	14%	36,286	4%	9,071	0	4	0	0	0
<b>Total</b>	<b>28</b>	<b>100%</b>	<b>869,360</b>	<b>100%</b>	<b>31,049</b>	<b>0</b>	<b>16</b>	<b>8</b>	<b>3</b>	<b>1</b>

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

	Segment	All Segments <sup>2</sup>
COMMERCIAL	General Commercial	4%
	Central Commercial	0%
	Storefront Commercial	21%
	Mixed Commercial/Residential	0%
	Neighborhood Commercial	11%
	Office Commercial	0%
E & I	Employment	0%
	Industrial	0%
RES	Single-Dwelling Residential	4%
	Multi-Dwelling Residential	46%
	Other <sup>1</sup>	14%

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

	Segment	All Segments <sup>2</sup>
Commercial	90%	79%
Employment & Industrial	N/A	82%
Residential	64%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	10%	6%
Employment & Industrial	N/A	13%
Residential	21%	6%

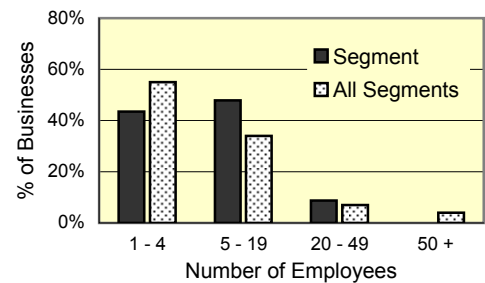
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	48%	34%	78%	34%
Personal Services	13%	8%	6%	5%
Other Services	13%	10%	5%	11%
Office	26%	28%	12%	26%
Auto Service/Repair	0%	5%	0%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	0%	4%	0%	10%
Industrial	0%	9%	0%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



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

Businesses per Mile	23
Businesses per Mile for All Segments <sup>2</sup>	68
% Different from All Segments <sup>2</sup>	70
	-3%

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

Employees per Mile	205
Employees per Mile for All Segments <sup>2</sup>	601
% Different from All Segments <sup>2</sup>	837
	-28%

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.