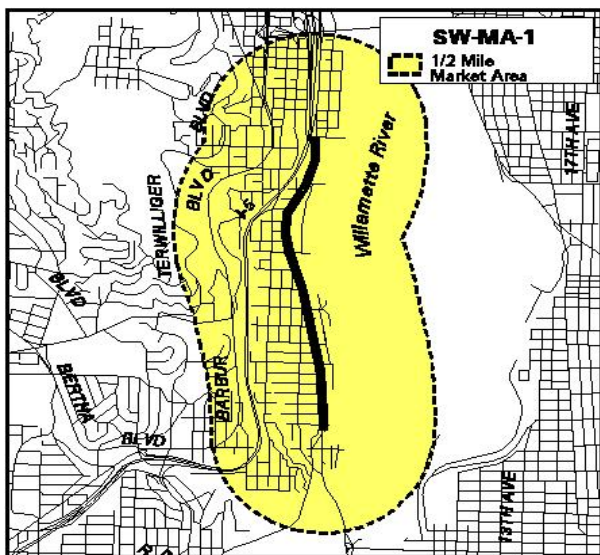


Boundaries: SW Bancroft to SW Taylors Ferry

Length: 1.47 miles

**OVERVIEW**

In the Region 2040 Growth Concept, Macadam is a corridor with potential high capacity transit (HCT). In addition, a portion of Macadam is a designated main street. Compared to the citywide average, this segment has higher household incomes, higher housing prices, and is less racially diverse. People and households per acre and household size are lower than the city average. Compared to the combined segments, this segment contains 158% more businesses and 26% more employees per mile. The largest differential between this segment and other commercial corridors is the high percentage of offices (56%) and office employees (52%). Though the percentage of almost every other use is lower than all segments, this is one of the few segments that includes a business in every use category.



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> :	29,856
Number of Traffic Lanes:	4

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

TSP Street Classification <sup>1</sup> :	Major Transit Priority Street
Transit Service:	Bus Routes 35, 36, and 40

**Pedestrian** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	City Walkway
Pedestrian District:	Partial

**Bicycle** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	Local Service Bikeway
Bike Lane:	No

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

**Demographic Information** *Source: CN*

	Segment	Portland
<b>Total Population</b>	<b>4,468</b>	<b>530,638</b>
People per Acre	3.1	5.5
<b>Total Households</b>	<b>2,557</b>	<b>224,425</b>
Households per Acre	1.8	2.3
<b>Mean Household Size</b>	<b>1.8</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$66,477</b>	<b>\$52,020</b>

**Age Distribution** *Source: CN*

	Segment	Portland
0 - 17 Years Old	8%	21%
18 - 34 Years Old	41%	29%
35 - 64 Years Old	41%	39%
65+ Years Old	10%	12%

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

	Segment	Portland
<b>Non-Hispanic</b>	<b>96.1%</b>	<b>93.2%</b>
White	86.8%	75.5%
Black	1.8%	6.2%
Native American	0.5%	0.9%
Asian	4.0%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.1%	0.2%
Two or More Races	2.7%	3.8%
<b>Hispanic</b>	<b>3.9%</b>	<b>6.8%</b>

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

	Segment	Portland
Median SFR <sup>3</sup> Sales Price (00-04)	\$262,500	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	122%	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 MACADAM AVENUE**

Street Segment ID: SW-MA-1

Boundaries: SW Bancroft to SW Taylors Ferry  
 Length: 1.47 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	72	95%	2,078,766	83%	28,872	6	35	19	8	4
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	4	5%	421,280	17%	105,320	0	0	0	2	2
Other <sup>1</sup>	0	0%	0	0%	0	0	0	0	0	0
<b>Total</b>	<b>76</b>	<b>100%</b>	<b>2,500,046</b>	<b>100%</b>	<b>32,895</b>	<b>6</b>	<b>35</b>	<b>19</b>	<b>10</b>	<b>6</b>

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

	Segment	All Segments <sup>2</sup>
COMMERCIAL	General Commercial	23%
	Central Commercial	4%
	Storefront Commercial	24%
	Mixed Commercial/Residential	2%
	Neighborhood Commercial	6%
	Office Commercial	1%
E & I	Employment	9%
	Industrial	2%
RES	Single-Dwelling Residential	4%
	Multi-Dwelling Residential	24%
	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	88%	79%
Employment & Industrial	N/A	82%
Residential	0%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

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

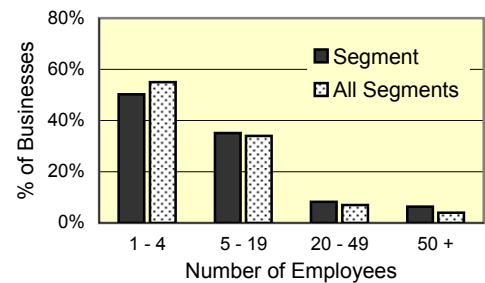
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	15%	34%	8%	34%
Personal Services	3%	8%	2%	5%
Other Services	13%	10%	30%	11%
Office	56%	28%	52%	26%
Auto Service/Repair	1%	5%	0%	3%
Auto Sales/Rental	1%	2%	0%	3%
Institutional	3%	4%	2%	10%
Industrial	8%	9%	7%	8%
Agriculture/Mining	1%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP* 265

Businesses per Mile	180
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	158%

**Estimated Number of Employees<sup>3</sup>** *Source: IP* 4511

Employees per Mile	3068
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	266%

**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.