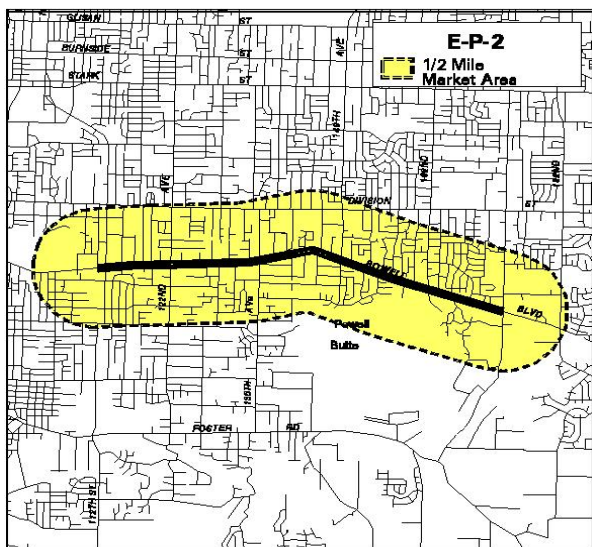


Boundaries: SE 111TH TO SE 174TH

Length: 3.23 miles

OVERVIEW

This long segment of Powell is a Region 2040 designated corridor. The area is generally residential, with nodal commercial development at key cross streets. Compared to a citywide average, this segment's market area has more people and households per acre, and household size is above average. Housing prices are lower than city average; and average incomes trail the citywide average. The area is slightly less diverse racially than Portland overall, but has a higher than average Hispanic population (9.6%). The area has a higher percentage of children than the Portland average. The segment has a small number of businesses, and a low average business density per mile. Of the businesses, a very high percentage are small businesses. This segment has a high percentage of Retail (45%) uses, followed by Office (22%), Personal Services (12%), and Auto Service/Repair (10%). Most of the employment is estimated in Retail (63%). It is notable that only 15% of the lots in this segment are zoned for Commercial use.



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic *Source: PDOT*

TSP Street Classification ¹ :	Major City Traffic Street
Average Daily Traffic Volume ² :	22,804
Number of Traffic Lanes:	2

Transit *Sources: PDOT and Metro*

TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Routes 9 and 17

Pedestrian *Source: PDOT*

TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No

Bicycle *Source: PDOT*

TSP Street Classification ¹ :	City Bikeway
Bike Lane:	Yes

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

Demographic Information *Source: CN*

	Segment	Portland
Total Population	18,612	530,638
People per Acre	7.2	5.5
Total Households	6,714	224,425
Households per Acre	2.6	2.3
Mean Household Size	2.8	2.4
Mean Household Income	\$40,670	\$52,020

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	28%	21%
18 - 34 Years Old	24%	29%
35 - 64 Years Old	35%	39%
65+ Years Old	12%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	90.4%	93.2%
White	76.1%	75.5%
Black	2.5%	6.2%
Native American	0.9%	0.9%
Asian	7.0%	6.3%
Pacific Islander	0.3%	0.4%
Other Race	0.2%	0.2%
Two or More Races	3.3%	3.8%
Hispanic	9.6%	6.8%

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$143,085	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	94%	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: E-P-2

Boundaries: SE 111TH TO SE 174TH
 Length: 3.23 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	45	16%	999,876	8%	22,219	3	29	10	2	1
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	242	84%	6,611,953	53%	27,322	6	165	47	16	8
Other ¹	1	0%	4,934,221	39%	4,934,221	0	0	0	0	1
Total	288	100%	12,546,050	100%	43,563	9	194	57	18	10

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²
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 ¹	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	92%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	11%	6%
Employment & Industrial	N/A	13%
Residential	6%	6%

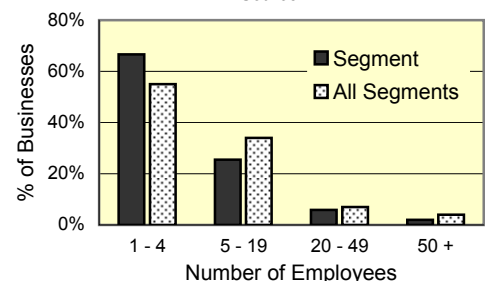
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	45%	34%	63%	34%
Personal Services	12%	8%	9%	5%
Other Services	2%	10%	1%	11%
Office	22%	28%	9%	26%
Auto Service/Repair	10%	5%	3%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	4%	4%	10%	10%
Industrial	4%	9%	5%	8%
Agriculture/Mining	2%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses <i>Source: IP</i>	51
Businesses per Mile	16
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-77%

Estimated Number of Employees³ <i>Source: IP</i>	382
Employees per Mile	118
Employees per Mile for All Segments ²	837
% Different from All Segments ²	-86%

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.