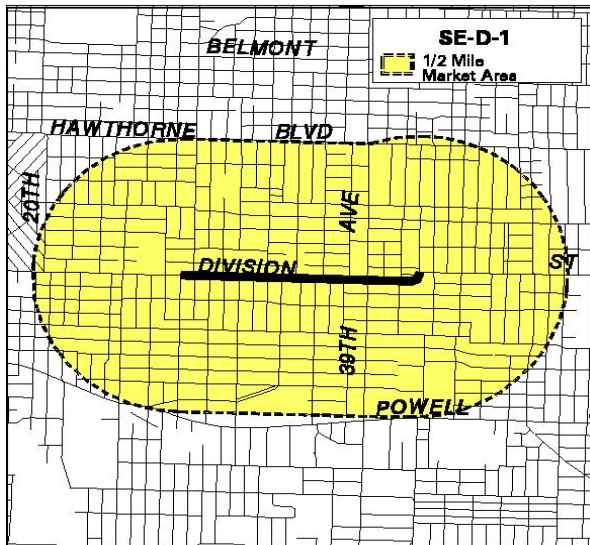


Boundaries: SE 29th to SE 42nd Ave
 Length: 0.83 miles

OVERVIEW

This is a relatively short segment on Division Street that is a Region 2040 designated main street. Compared to a citywide average, this segment's market area has significantly more people and households per acre, but a lower than average household size. Housing prices are higher than the city average, but the average incomes are lower. The area is less racially diverse than Portland overall, but has a higher than average Asian population. The segment has more 18-34 year-olds (34%) and lower than average 0-17 year-olds. Compared to all other segments, this segment has more businesses per mile. Retail use dominates (43%), while Industrial, Institutional, and Other Services are slightly above average. Most employees (62%) are estimated to work in Retail. Zoning in this segment is primarily a mixture of Storefront Commercial (52%) and Neighborhood Commercial (35%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic Source: PDOT

TSP Street Classification ¹ :	Neighborhood Collector Street
Average Daily Traffic Volume ² :	14,027
Number of Traffic Lanes:	2

Transit Sources: PDOT and Metro

TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Route 4

Pedestrian Source: PDOT

TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No

Bicycle Source: PDOT

TSP Street Classification ¹ :	Local Service Bikeway
Bike Lane:	No

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

Demographic Information Source: CN

	Segment	Portland
Total Population	12,487	530,638
People per Acre	12.2	5.5
Total Households	5,581	224,425
Households per Acre	5.5	2.3
Mean Household Size	2.2	2.4
Mean Household Income	\$51,773	\$52,020

Age Distribution Source: CN

	Segment	Portland
0 - 17 Years Old	16%	21%
18 - 34 Years Old	34%	29%
35 - 64 Years Old	39%	39%
65+ Years Old	10%	12%

Ethnic and Racial Composition Source: CN

	Segment	Portland
Non-Hispanic	96.0%	93.2%
White	83.7%	75.5%
Black	1.4%	6.2%
Native American	0.6%	0.9%
Asian	7.1%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.4%	0.2%
Two or More Races	2.7%	3.8%
Hispanic	4.0%	6.8%

Real Estate Sales Source: CA

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$200,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	170%	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 DIVISION STREET

Street Segment ID: SE-D-1

Boundaries: SE 29th to SE 42nd
 Length: 0.83 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	95	86%	642,860	92%	6,767	31	63	1	0	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	15	14%	58,820	8%	3,921	12	3	0	0	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	110	100%	701,680	100%	6,379	43	66	1	0	0

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	68%	79%
Employment & Industrial	N/A	82%
Residential	100%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	5%	6%
Employment & Industrial	N/A	13%
Residential	0%	6%

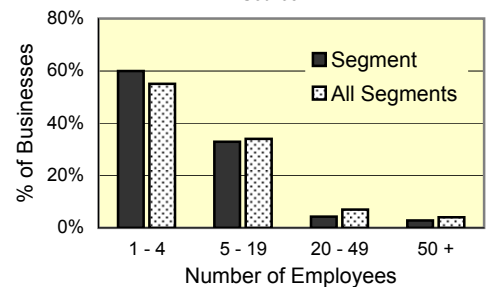
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	43%	34%	62%	34%
Personal Services	6%	8%	1%	5%
Other Services	11%	10%	5%	11%
Office	19%	28%	19%	26%
Auto Service/Repair	4%	5%	2%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	6%	4%	6%	10%
Industrial	11%	9%	5%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Businesses per Mile	70
Businesses per Mile for All Segments ²	84
% Different from All Segments ²	20%

Estimated Number of Employees³ *Source: IP*

Employees per Mile	666
Employees per Mile for All Segments ²	802
% Different from All Segments ²	837
	-4%

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.