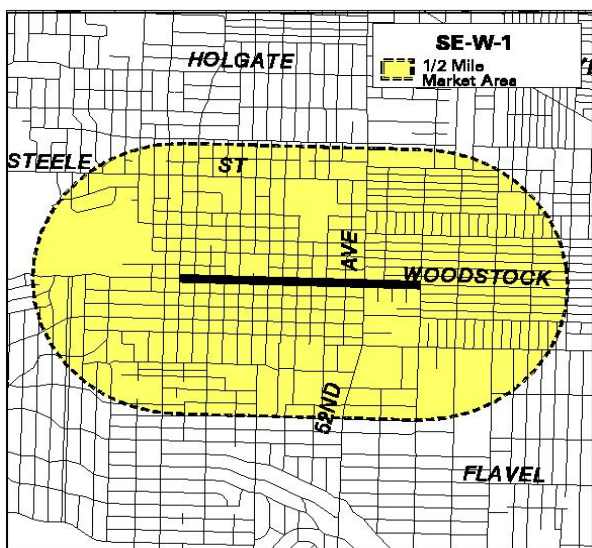


Boundaries: SE 40th Ave to SE 57th Ave

Length: 0.82 miles

**OVERVIEW**

This segment of SE Woodstock is a Region 2040 designated main street. Compared to a citywide average, this segment's market area has more people and households per acre than the city average. Household size is slightly above average. Housing prices are lower than the city average and average incomes are slightly above the citywide average (\$52,072 versus \$52,020). The area is less racially diverse than Portland overall, but there is a growing number of Asians and Hispanics. The area hovers around the average age composition. There is a greater number of small sized firms with an average number of medium sized firms. Retail (37%), Personal Services (20%), and Office (25%) are the dominant uses. Most of the employment is estimated in the Retail category (61%). Land in this segment is primarily zoned Storefront Commercial (41%) and Neighborhood Commercial (42%).



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

**Traffic** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	Neighborhood Collector Street
Average Daily Traffic Volume <sup>2</sup> :	15,449
Number of Traffic Lanes:	2

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

TSP Street Classification <sup>1</sup> :	Transit Access Street
Transit Service:	Bus Routes 19, 74, and 75

**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>7,209</b>	<b>530,638</b>
People per Acre	7.0	5.5
<b>Total Households</b>	<b>2,946</b>	<b>224,425</b>
Households per Acre	2.9	2.3
<b>Mean Household Size</b>	<b>2.5</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$52,072</b>	<b>\$52,020</b>

**Age Distribution** *Source: CN*

	Segment	Portland
0 - 17 Years Old	19%	21%
18 - 34 Years Old	28%	29%
35 - 64 Years Old	38%	39%
65+ Years Old	14%	12%

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

	Segment	Portland
<b>Non-Hispanic</b>	<b>96.1%</b>	<b>93.2%</b>
White	86.4%	75.5%
Black	1.0%	6.2%
Native American	0.9%	0.9%
Asian	5.0%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.3%	0.2%
Two or More Races	2.5%	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)	\$155,000	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	125%	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

**SE WOODSTOCK BLVD**

Street Segment ID: SE-W-1

Boundaries: SE 40th to SE 57th  
 Length: 0.82 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	67	83%	807,634	79%	12,054	18	43	4	1	1
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	14	17%	220,059	21%	15,718	1	10	2	1	0
Other <sup>1</sup>	0	0%	0	0%	0	0	0	0	0	0
<b>Total</b>	<b>81</b>	<b>100%</b>	<b>1,027,693</b>	<b>100%</b>	<b>12,688</b>	<b>19</b>	<b>53</b>	<b>6</b>	<b>2</b>	<b>1</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	79%	79%
Employment & Industrial	N/A	82%
Residential	86%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	3%	6%
Employment & Industrial	N/A	13%
Residential	7%	6%

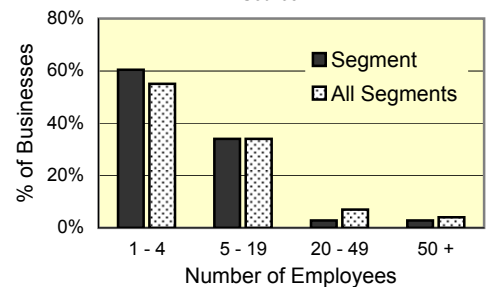
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	37%	34%	61%	34%
Personal Services	20%	8%	9%	5%
Other Services	7%	10%	4%	11%
Office	25%	28%	16%	26%
Auto Service/Repair	2%	5%	0%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	4%	4%	3%	10%
Industrial	7%	9%	6%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



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

Approximate Number of Businesses	106
Businesses per Mile	129
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	85%

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

Estimated Number of Employees	860
Employees per Mile	1048
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	25%

**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.