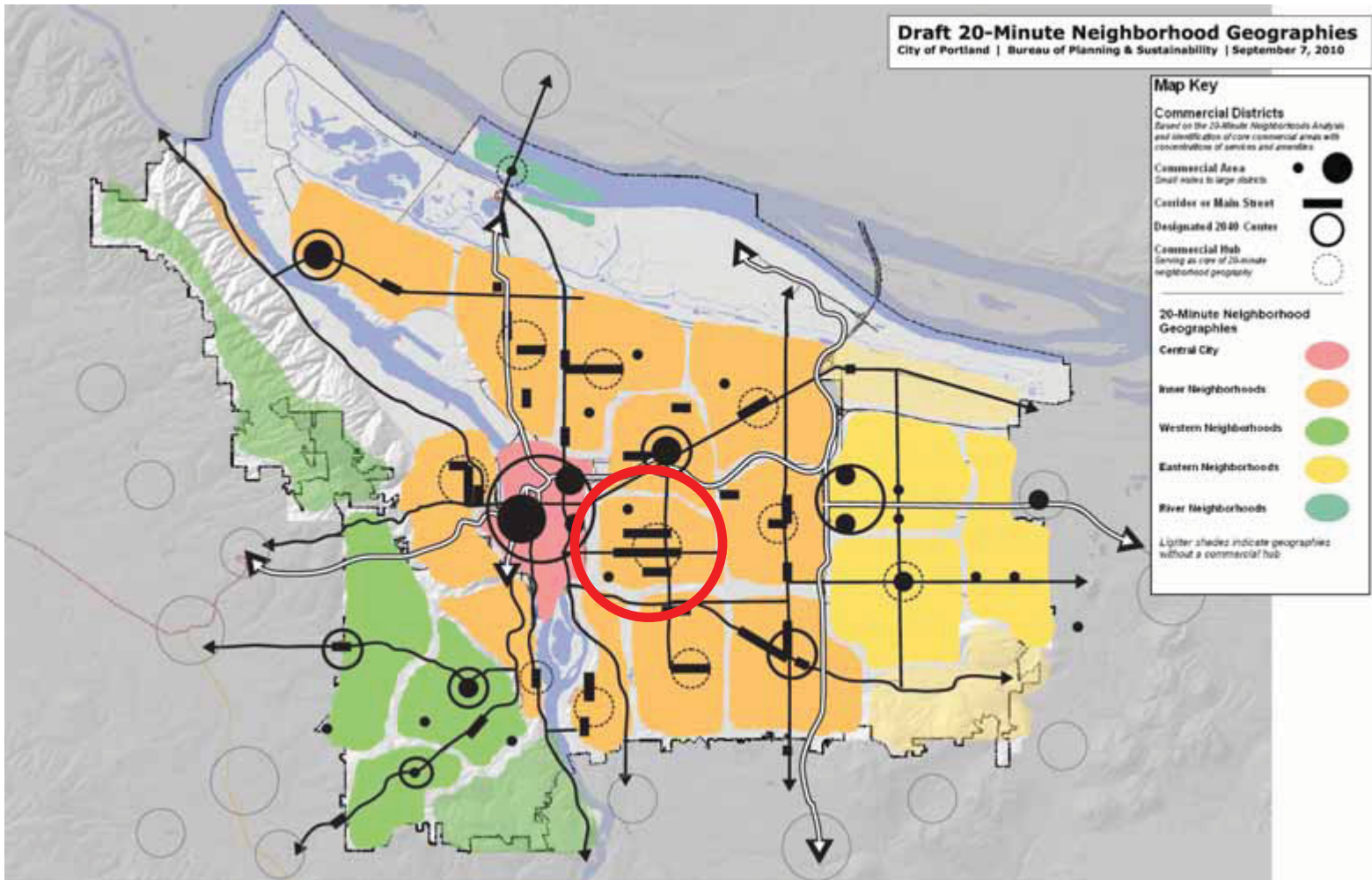


# Belmont-Hawthorne-Division Analysis Area

Including Buckman, Hosford-Abernethy, Sunnyside, Richmond, and parts of the Kerns, Laurelhurst, and Mt. Tabor neighborhoods

## Services, Demographics and Market Summary



### 20-Minute Neighborhoods Analysis

June 5, 2012

*Note: Analysis areas used in this report were based around existing core neighborhood business districts and surrounding residential areas as part of an assessment of local access to services. While many of these commercial areas have at least some neighborhood hub functions, their inclusion in these summary reports and the associated analysis area geographies are for analysis purposes only. The hubs and geographies used in these summaries do not preclude the community's identification of other locations for neighborhood hubs during the upcoming update of the Comprehensive Plan.*

# Belmont-Hawthorne-Division Analysis Area

## Services and Amenities

Population: 36,900 people (17,700 households)  
Land Area: 3.7 square miles (10,100 people per sq. mile)

### Commercial Districts

Characteristic of commercial districts in this area are its “main streets”, originally developed during the Streetcar Era of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. The primary main street corridors are along Belmont, Hawthorne, and Division, with secondary commercial areas along Burnside and on 28<sup>th</sup> Avenue near Burnside. Smaller commercial nodes are scattered elsewhere in the district. Among these are nodes at SE Clinton and 26<sup>th</sup> Avenue and on SE Stark near 28<sup>th</sup> Avenue.

**Grocery stores:** 6 (1 store per 2,950 households)

**Retail gap:** \$52 million gap (amount of estimated yearly retail spending by the analysis area population that is in excess of the retail sales generated by area businesses, indicating the extent to which retail spending is leaving the neighborhood market area)

### Community Amenities

#### Proximity to Services and Amenities

##### Percentage of population:

Within 1/2 mile of a park*:	100%
Within 1/2 mile of a public elementary school:	53%
Within 3 miles of a full-service community center*:	68%
Within 1/2 mile of a full-service grocery store:	59%
Within 1/4 mile of a frequent service transit stop:	87%

\*Parks Bureau service standard

**Community Centers:** None

**Libraries:** 1 (Belmont Library)

**Parks and Open Spaces:** 95 acres - including Laurelhurst, Colonel Summers, Sewellcrest and Clinton parks.

**Tree Canopy Coverage:** 23%

**Public Schools:** 2 high schools (Cleveland\*, Franklin)

9 K-8 schools (Abernethy Elementary, Atkinson Elementary\*, Buckman Arts Elementary, Da Vinci Arts Middle School, Glencoe Elementary\*, Hosford Middle School, Mt. Tabor Middle School\*, Richmond Elementary, Sunnyside Environmental K-8)

\*At edge of analysis area

**Colleges (campus):** 2 specialized (Multnomah Bible College & Seminary, Western Seminary)

**Hospitals:** None

**Farmers Markets:** 2 (Buckman Farmers Market, People’s Farmers Market)

**Transit Centers/Stations:** None

**Walkable Access Score:** 79 (out of 100)

(from 20-Minute Neighborhoods Analysis Index)

## Neighborhood and Business Associations

**Neighborhood Associations:** Buckman, Hosford-Abernethy, Sunnyside, Richmond, and parts of Kerns, Laurelhurst, and Mt. Tabor

**Business Associations:** Belmont Area, Hawthorne Boulevard, Division/Clinton, and East Burnside business associations

## Urban Form Characteristics

Much of this area is composed of a compact grid of residential blocks, originally developed during the Streetcar Era with a continuous system of sidewalks. The area includes an extensive series of main street business districts, lined by storefront commercial buildings. The most prominent topographical feature is Mt. Tabor, located at the eastern edge of the area.

**Access issues.** Good street and sidewalk connectivity. Good access to commercial and community services, and the area has among the best access to frequent service transit (bus) in the region.

## 2040 Growth Concept: Designated Mixed-Use Areas

*The 2040 Growth Concept sets direction for the region's growth and calls for focusing residential and commercial development in and around transit-oriented mixed-use areas that have a mix of businesses and housing.*

Mixed-Use Centers:	0
Main Streets:	8.2 miles (Burnside, Belmont, Hawthorne, Division, 50 <sup>th</sup> Ave.)
Station Communities:	1 planned (at Clinton/SE 12 <sup>th</sup> along Portland-Milwaukie light rail line)

## Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,182	73%	133
Multi-Family Residential:	177	11%	68
Commercial/Mixed-Use:	164	10%	62
Employment:	12	.7%	.4
Industrial:	0	0%	0
Open Space:	87	5%	NA

\*From Buildable Lands Inventory (vacant or underutilized)

## Anticipated Growth by 2035

*(From Buildable Lands Inventory allocations, based on development capacity and trend information)*

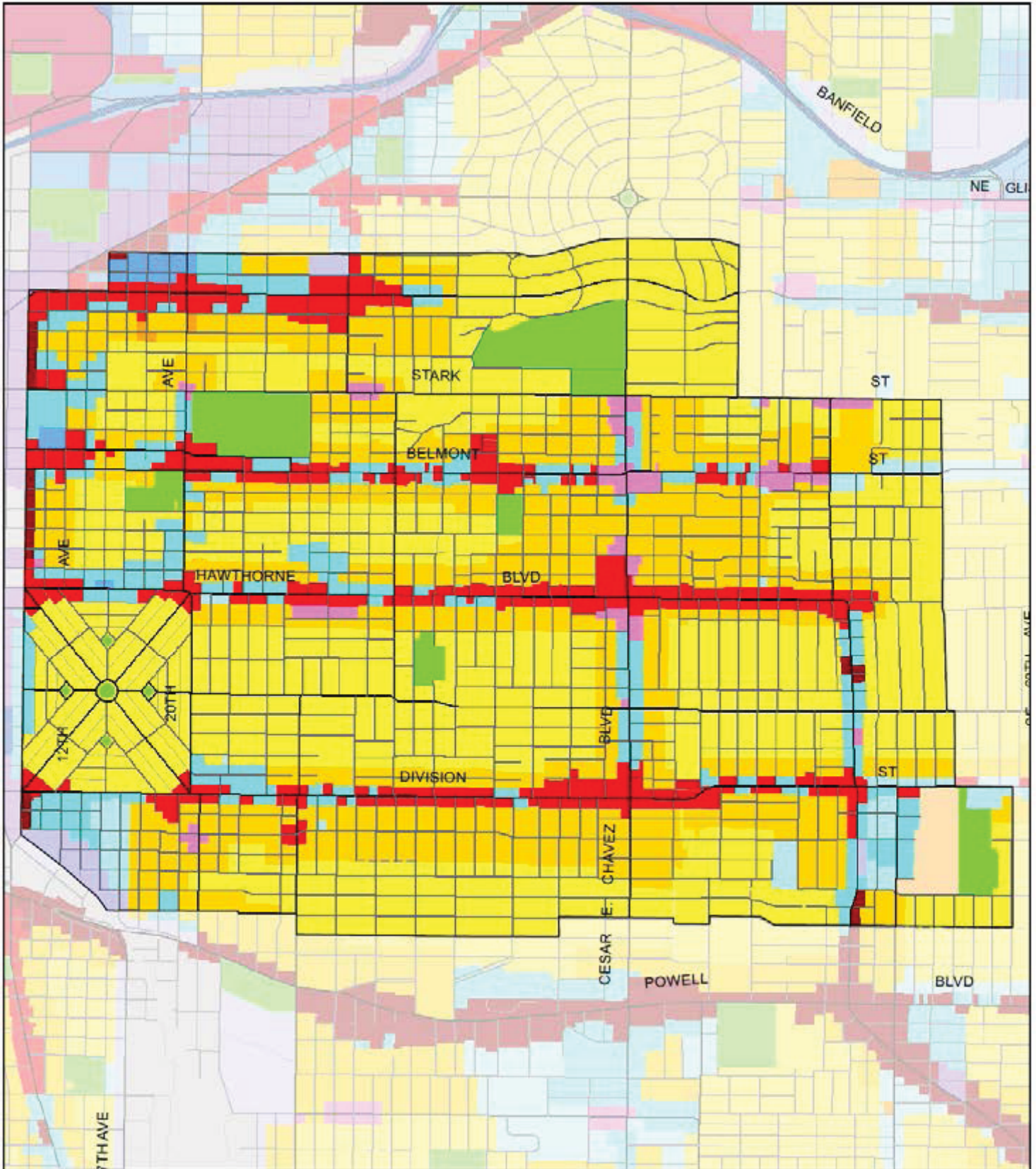
2010 Housing Units (Census):	18,582
2035 Housing Units:	22,700

### Comprehensive Plan Designations Map (next page)

#### Associated generalized zoning:

Single-Family Residential:	RF, R20, R10, R7, R5, R2.5
Multi-Family Residential:	R3, R2, R1, RH, RX, IR
Commercial/Mixed-Use:	NC, OC, UC, CG, CX, EX
Employment:	ME
Industrial:	IS
Open Space:	OS

# Belmont-Hawthorne-Division Analysis Area



## Comprehensive Plan Designations

February 1, 2012

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### Legend

OS	R5	RH	UC	IS
RF	R2.5	RX	CG	
R20	R3	IR	CX	
R10	R2	NC	ME	
R7	R1	OC	EX	



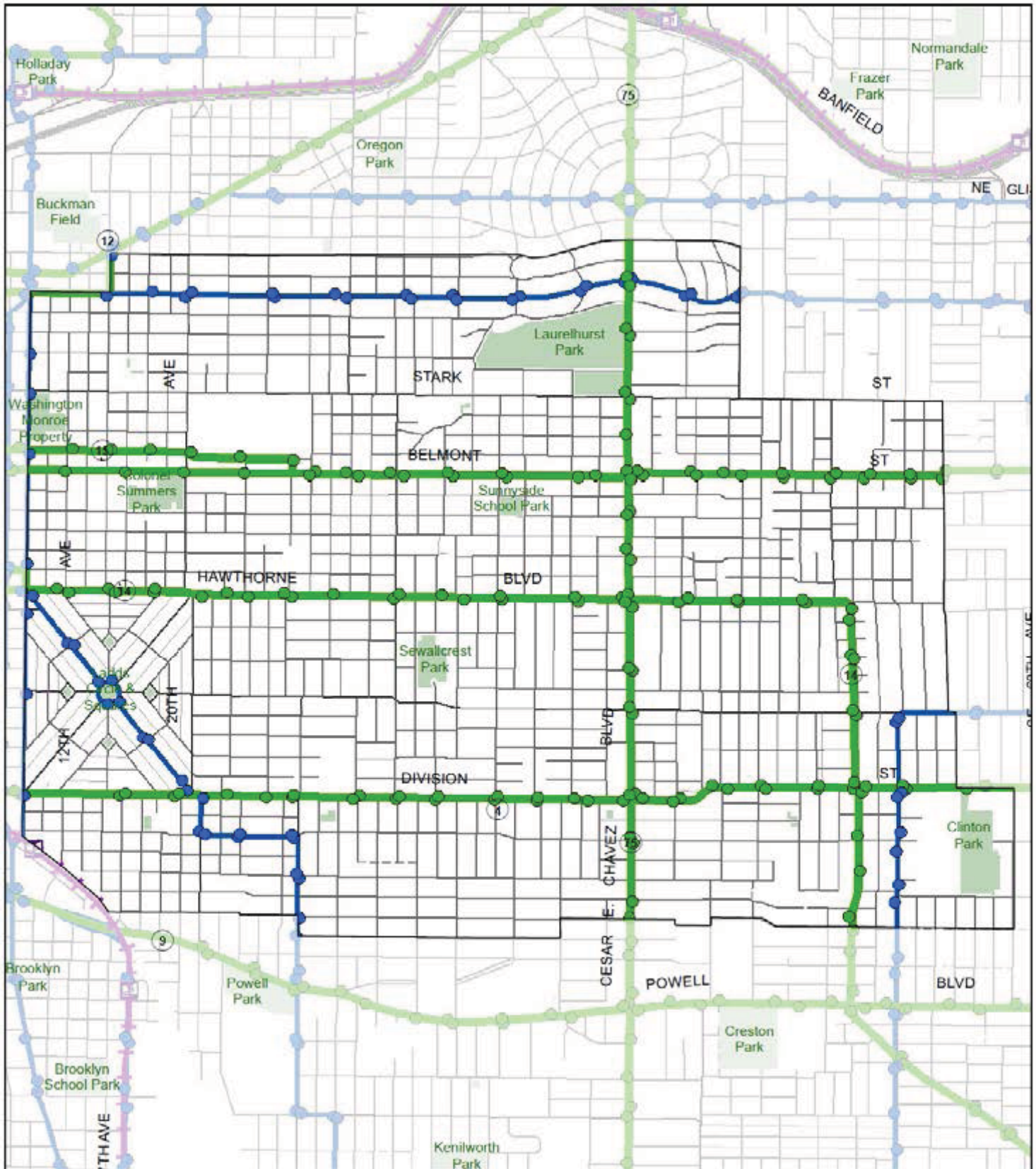
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Sam Adams, Mayor - Jason Anderson, Director



# Belmont-Hawthorne-Division Analysis Area



## Transit Infrastructure

February 1, 2012

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- | Light Rail Stops | Bus Stops              |
|------------------|------------------------|
| MAX              | Frequent Stops         |
| Street Car       | Standard Stops         |
| MAX Streetcar    | Rush Hour Stops        |
|                  | Frequent Service       |
|                  | Standard Service       |
|                  | Rush-Hour Only Service |
|                  | City Boundary          |

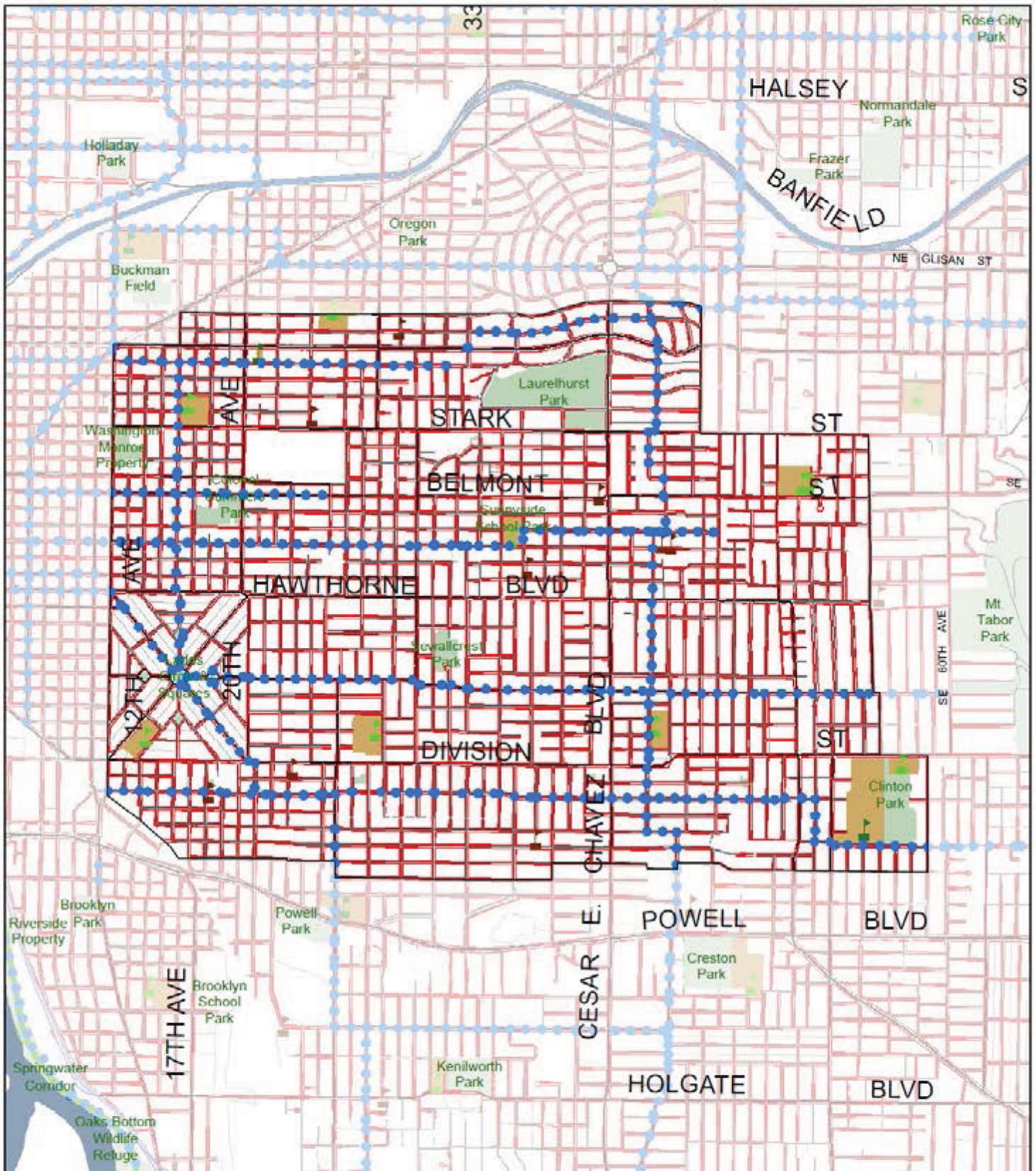


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City of Portland, Oregon  
Ben Adams, Mayor • Jason Anderson, Director

# Belmont-Hawthorne-Division Analysis Area

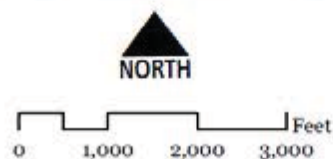


## Sidewalks and Bicycle Infrastructure

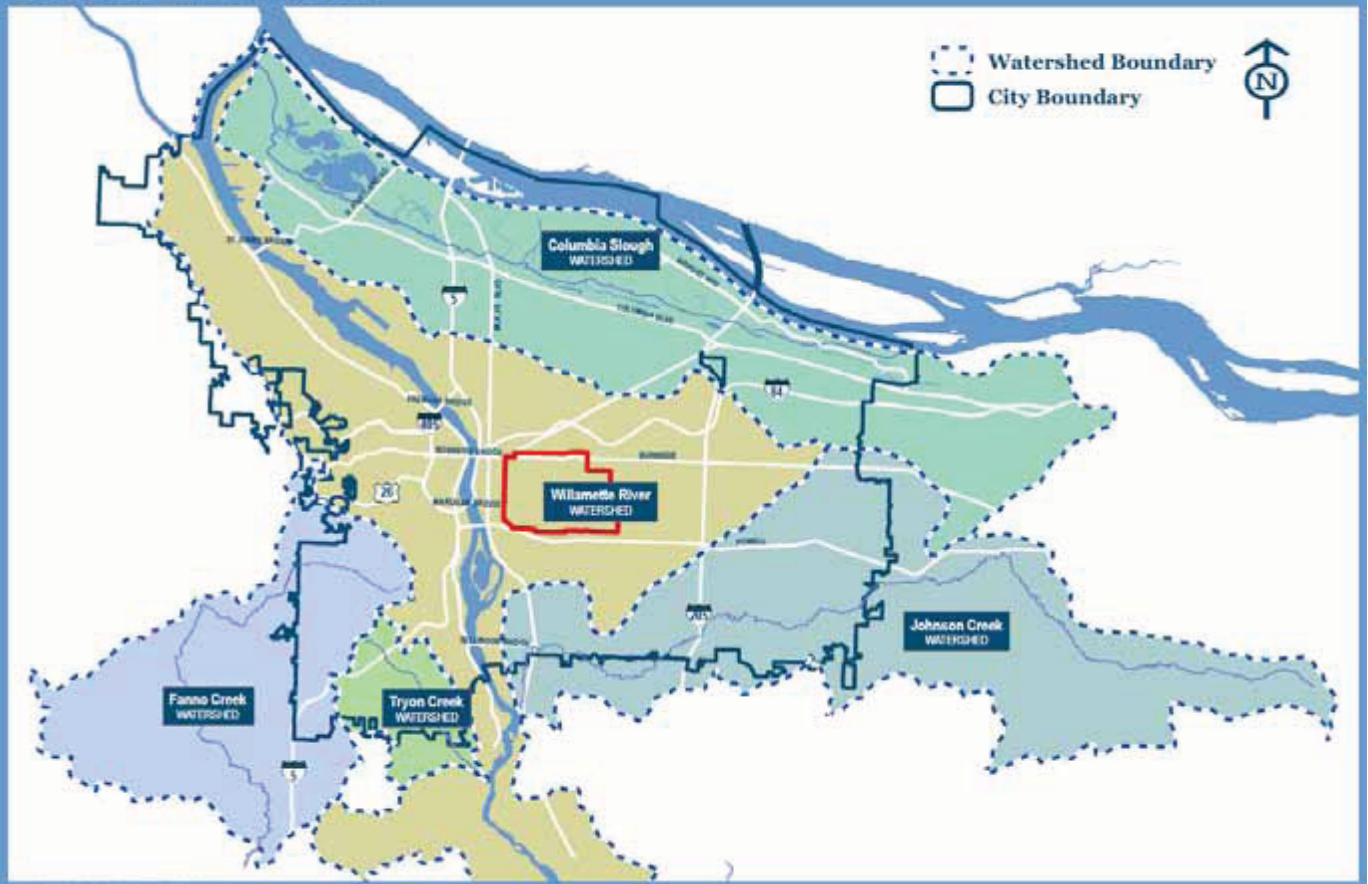
August 9, 2011

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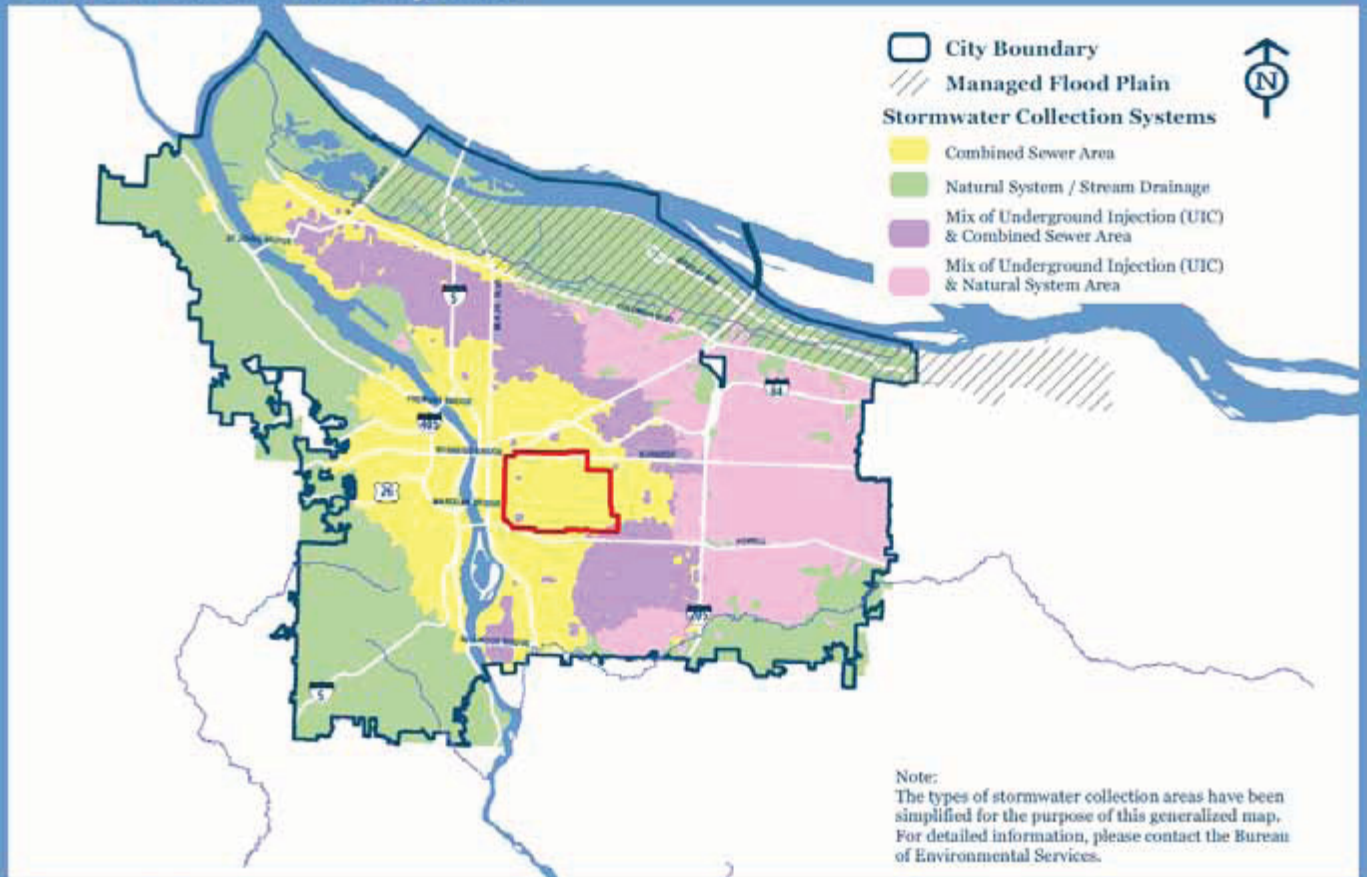
- Sidewalks
- Existing Bike Facility
- regional trails outside Portland (existing)
- regional trails in Portland
- Public HS
- Public K-8
- Private Schools



## Portland Watersheds

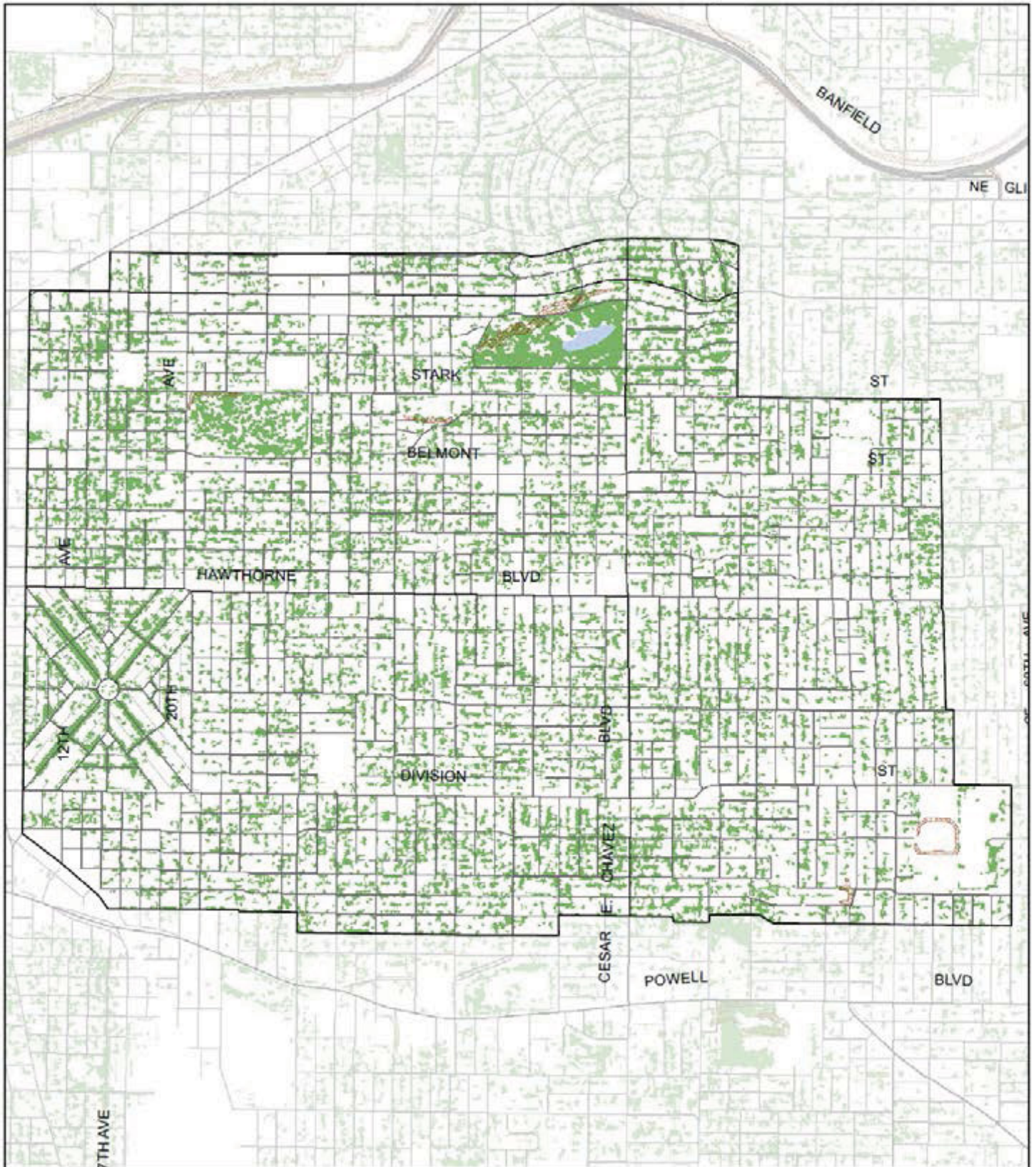


## Portland Stormwater System





# Belmont-Hawthorne-Division Analysis Area

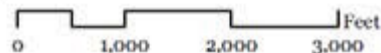


## Watersheds and Natural Features

August 9, 2011

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-  Slope Hazard
-  High Structure Vegetation
-  FEMA 100-year floodplain
-  Waterbodies
-  Open channel stream
-  Piped/culverted stream
-  City Boundary



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# Belmont-Hawthorne-Division Analysis Area

## Demographics (2000 – 2010)

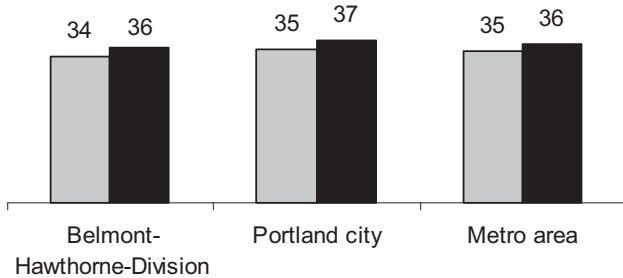
ESRI Business Analyst and US Census 2010 (except as noted)

### Population

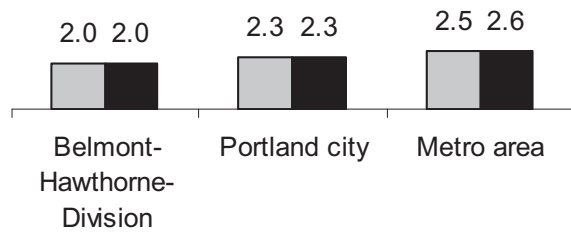
	Belmont-Hawthorne-Division	Portland city	Metro area
2010	36,907	583,776	2,226,009
2000	35,434	529,121	1,927,881
% change	4%	10%	15%

█ 2000 █ 2010

### Median Age

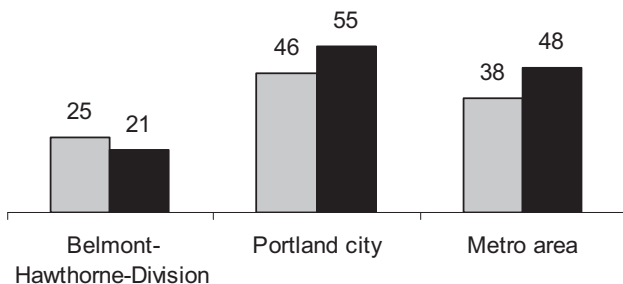


### Average Household Size

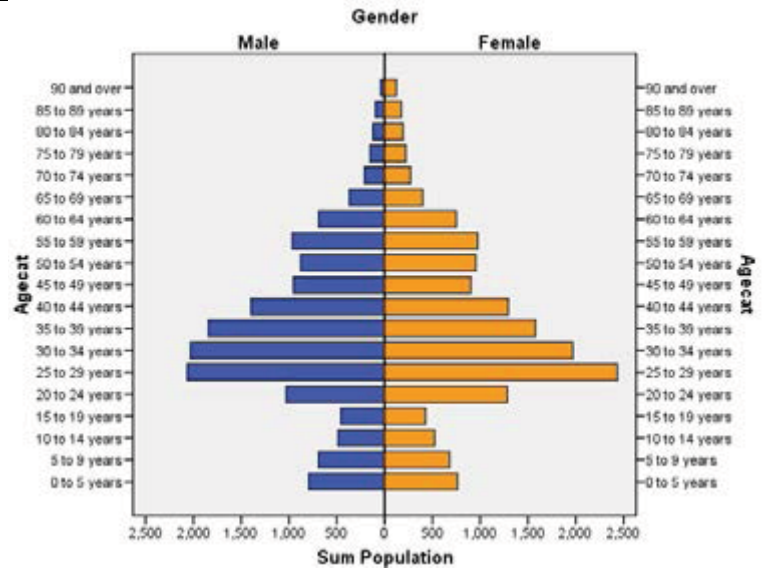


### Diversity Index

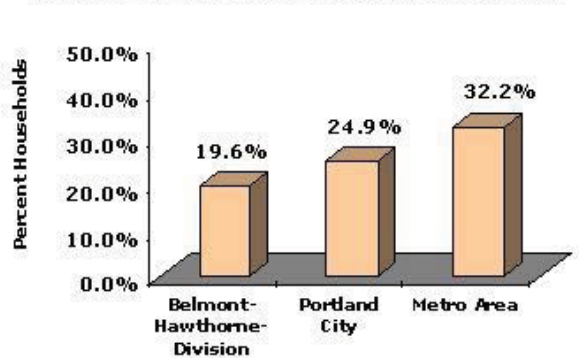
(Measures the likelihood that two persons, chosen at random from t



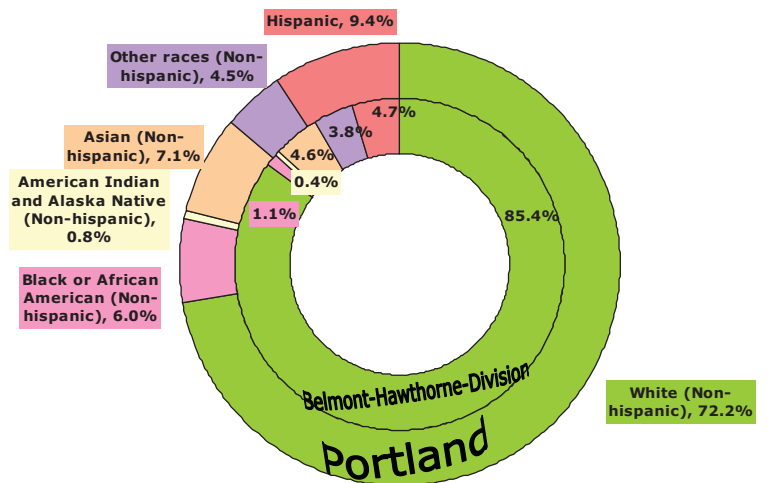
Population Pyramid for Belmont-Hawthorne-Division, 2010



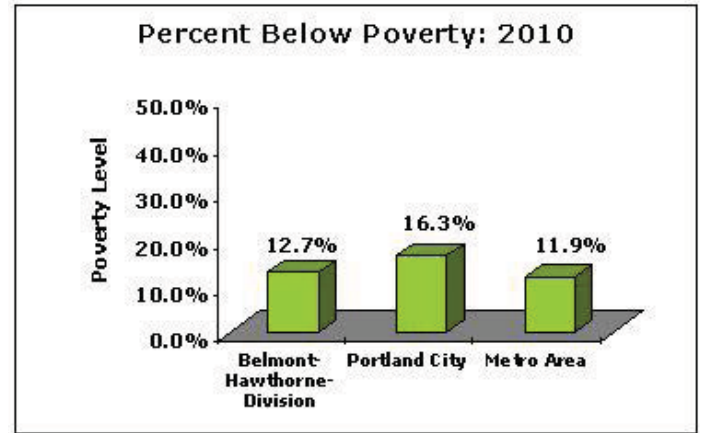
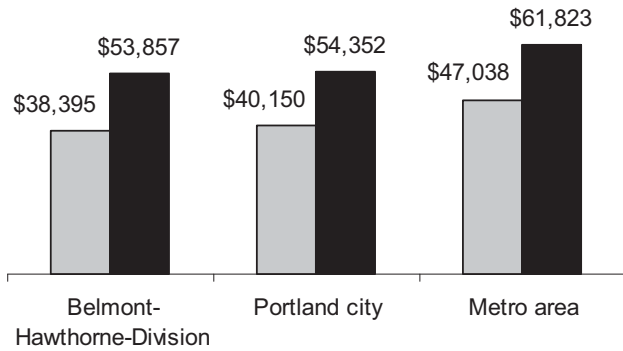
Households with Children Under 18 Years: 2010



Racial and Ethnic Distribution in Portland vs. Belmont-Hawthorne-Division

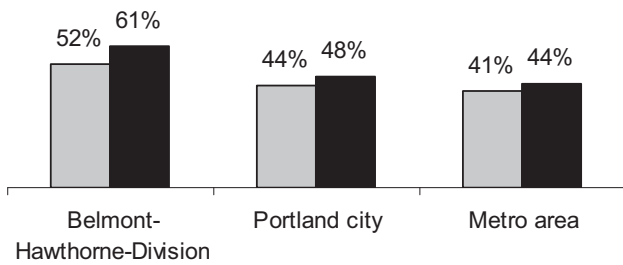


### Median Household Income

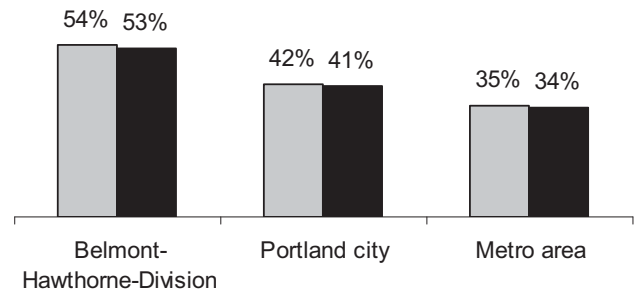


ACS 2006-2010

### Percent College Graduates



### Percent Renters of Occupied Housing Units



### Median Home Value

	Belmont-Hawthorne-Division	Portland city	Metro area
2010	\$302,669	\$253,184	\$273,500
2000	\$181,054	\$154,721	\$168,347
% change	67.2%	63.6%	62.5%

# Belmont-Hawthorne-Division Analysis Area

## Commercial Real Estate Indicators

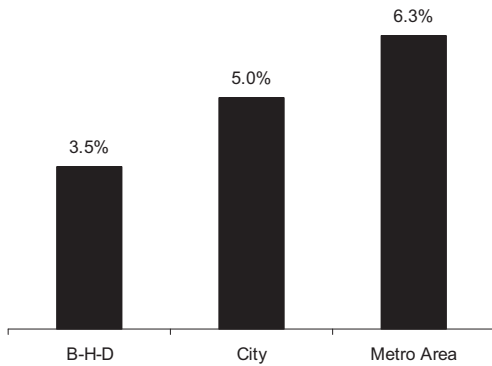
Retail and Commercial Real Estate data through 9-16-2010  
 Source: COSTAR

### RETAIL

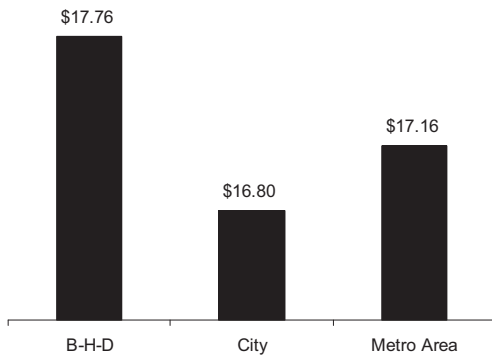
#### Square Feet

B-H-D	City	Metro Area
2,482,330	51,937,895	107,875,146

#### Retail Vacancy



#### Retail Rents

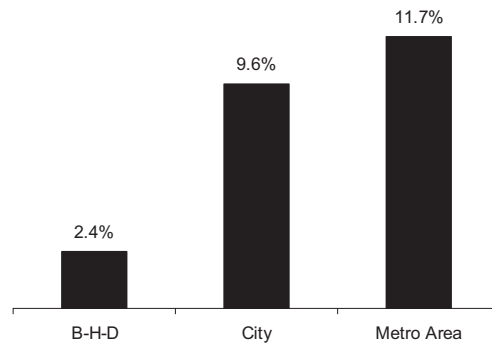


### OFFICE SPACE

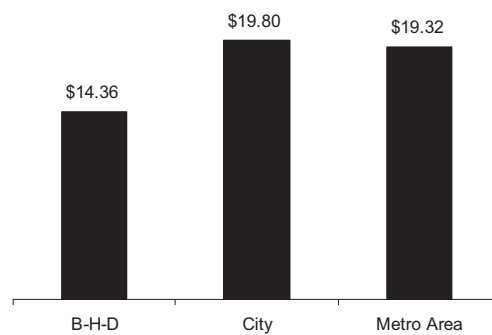
#### Square Feet

B-H-D	City	Metro Area
837,418	54,348,765	92,465,455

#### Office Vacancy



#### Office Rents



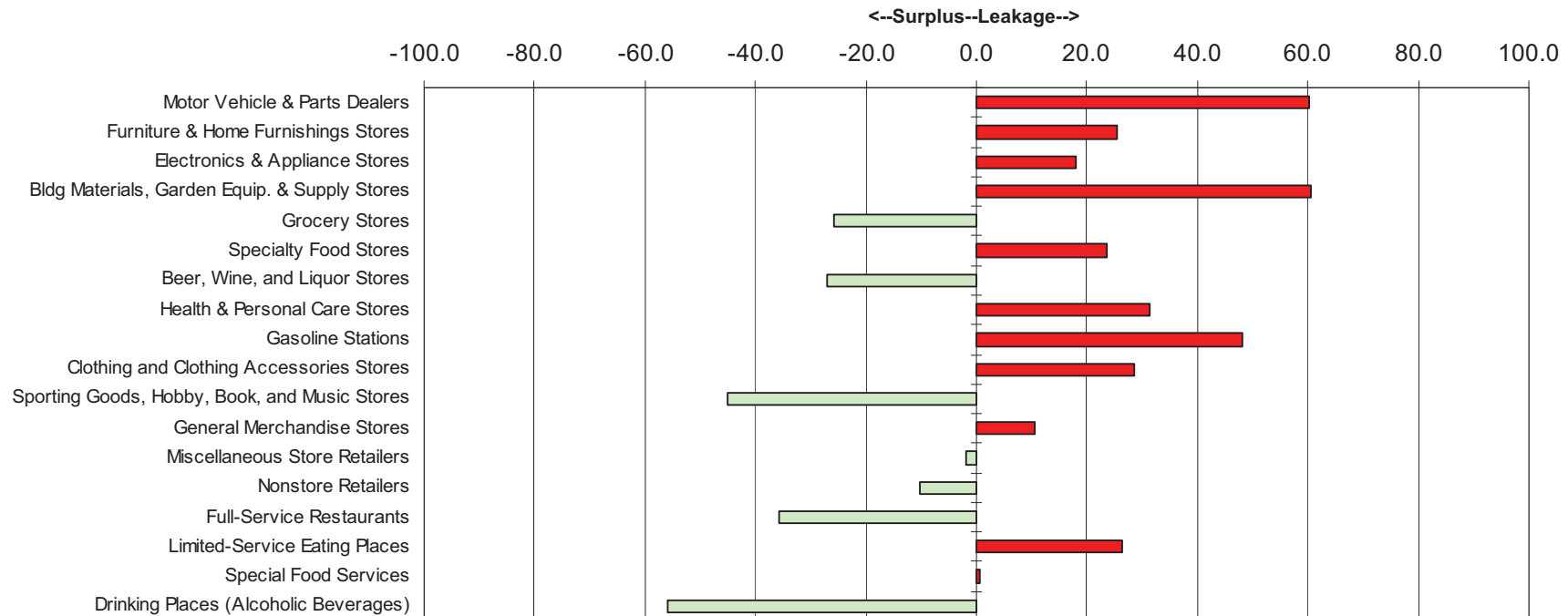
# Belmont-Hawthorne-Division Analysis Area

## Retail Market Profile

**Retail Gap = \$52 million**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / LEAKAGE Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$432,445,295	\$380,631,552	<b>\$51,813,743</b>	<b>6.4</b>	485
Total Retail Trade (NAICS 44-45)	\$367,909,912	\$289,204,067	<b>\$78,705,845</b>	<b>12.0</b>	298
Total Food & Drink (NAICS 722)	\$64,535,383	\$91,427,485	-\$26,892,102	-17.2	187

The "Retail Gap" is the difference between the potential spending in an area, based on population, and the capacity of that area's retail stores to meet the potential. In an area where retail potential is greater than retail sales, the excess retail demand (a positive number) "leaks" to other areas, thus "leakage." Demand in an area that is lower than the available supply (thus a negative number) is considered a surplus of supply, or "surplus."  
 (Source: ESRI Business Analyst)



# Belmont-Hawthorne-Division Analysis Area

## Employment

Quarterly Census of Employment and Wages data for 2002 & 2008

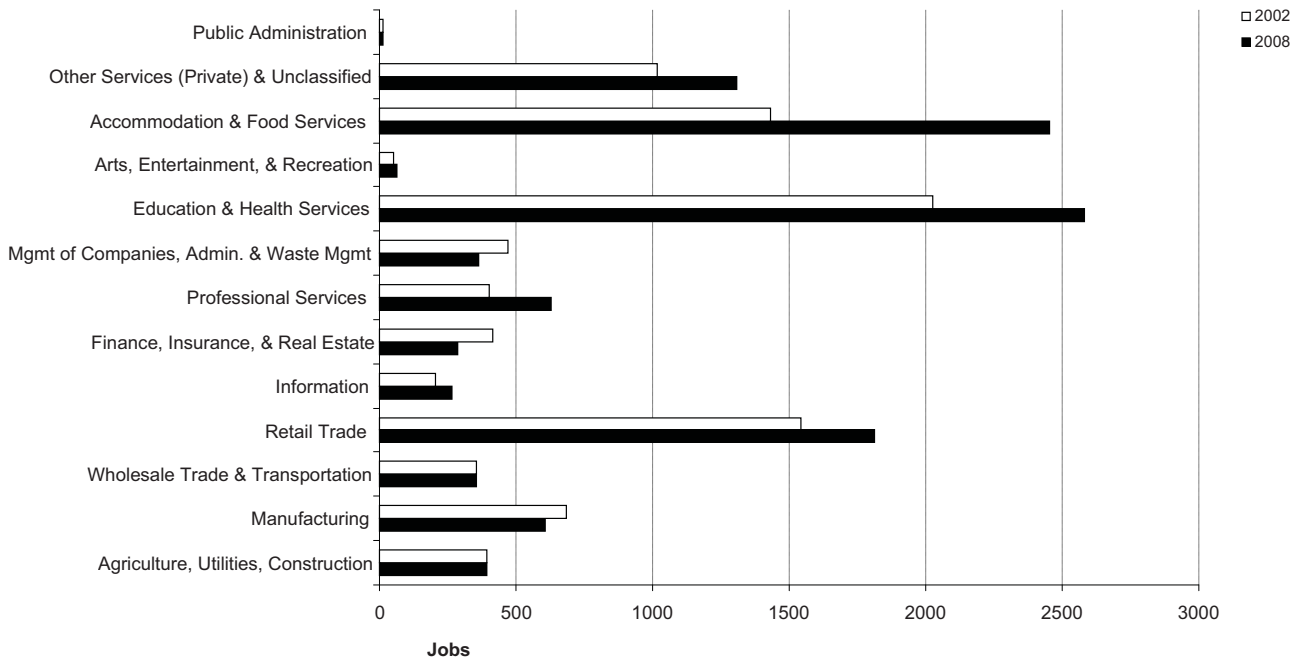
Source: Oregon Employment Department (OED)

This employment data is derived from quarterly tax reports submitted to State Employment Security Agencies by employers subject to State unemployment insurance (UI) laws and from Federal agencies subject to the Unemployment Compensation for Federal Employees (UCFE) program.

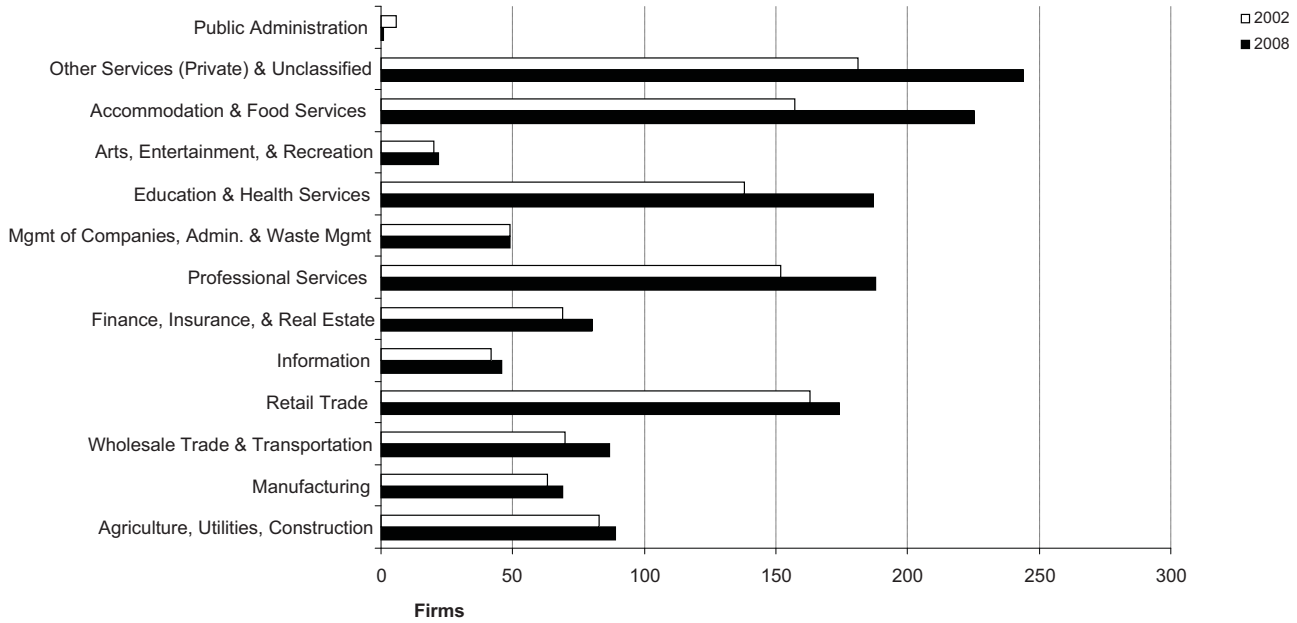
Note: These figures represent the jobs located within the geography. Employment figures should be used with care, as they are based on the addresses of firms or public agencies, and may not reflect where jobs are actually located. For example, the address may identify the location of administrative offices or a mailing address, while job locations may be located in other locations, as is sometimes the case with school districts or firms with dispersed operations.

	2002	2008	change
Total Jobs	9,004	11,132	+2,128
Total Firms	1,193	1,461	+268
Average Annual Wages	\$24,773	\$28,551	+\$3,778

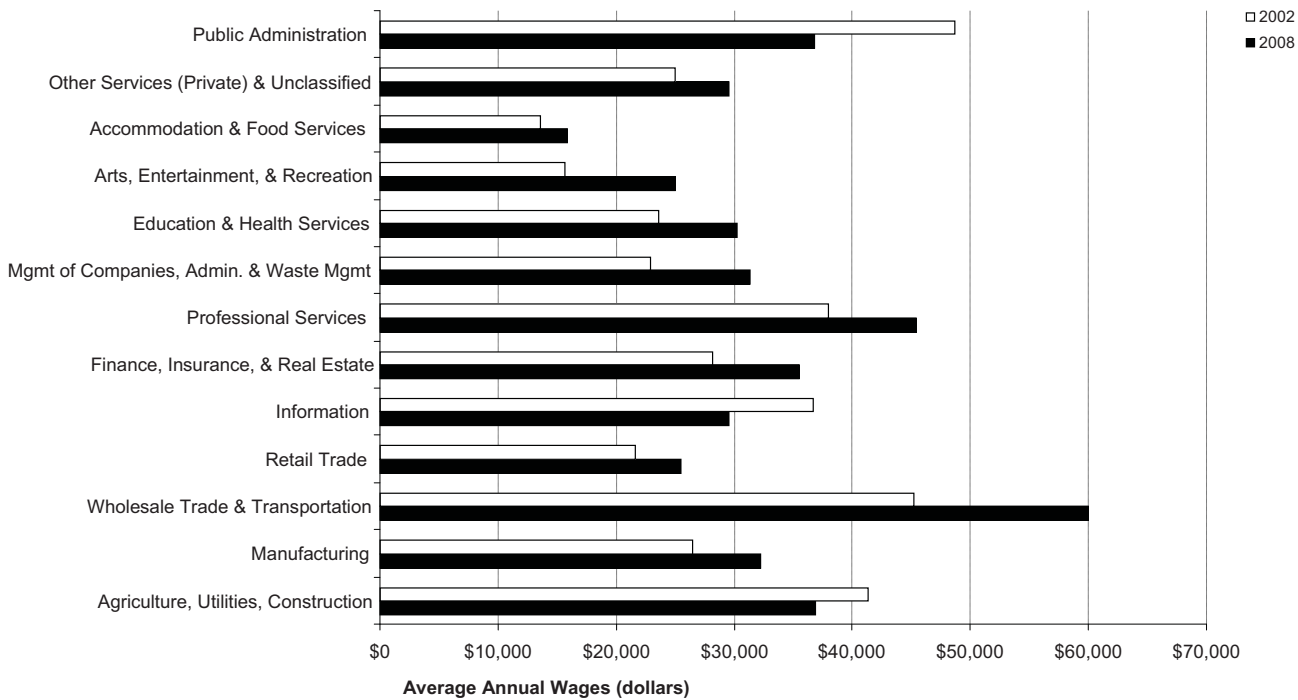
### Total Jobs



### Total Firms



### Average Annual Wages





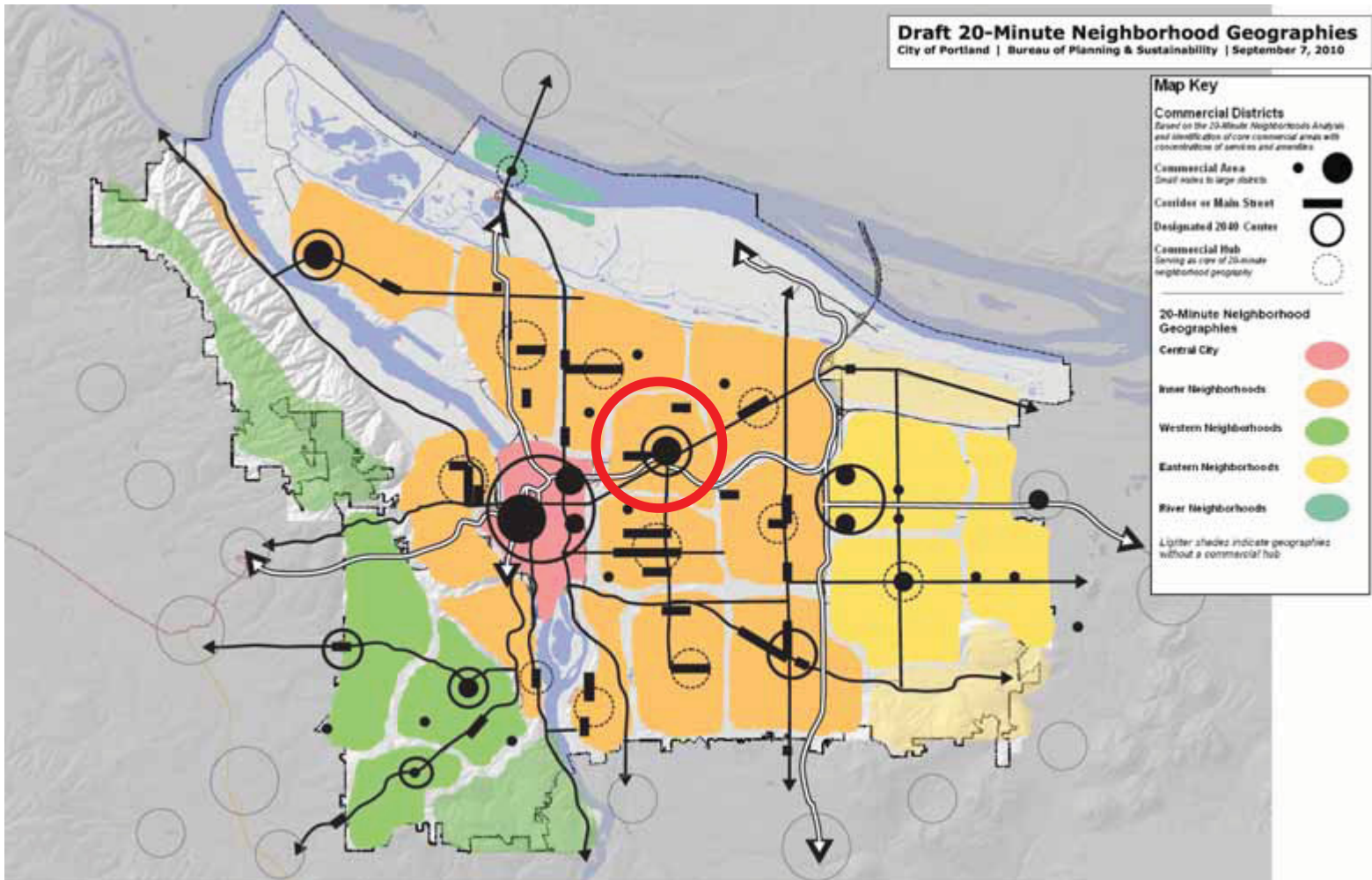


**8**

**Hollywood Area**

*Including Hollywood, Alameda, Beaumont-Wilshire, Grant Park, Irvington, Kerns, Sullivan’s Gulch, and parts of the Laurelhurst, Rose City Park, and North Tabor neighborhoods*

**Services, Demographics and Market Summary**



**20-Minute Neighborhoods Analysis**

June 5, 2012

*Note: Analysis areas used in this report were based around existing core neighborhood business districts and surrounding residential areas as part of an assessment of local access to services. While many of these commercial areas have at least some neighborhood hub functions, their inclusion in these summary reports and the associated analysis area geographies are for analysis purposes only. The hubs and geographies used in these summaries do not preclude the community’s identification of other locations for neighborhood hubs during the upcoming update of the Comprehensive Plan.*

## Hollywood Analysis Area

### Services and Amenities

*Population: 34,200 people (15,800 households)*  
*Land Area: 3.9 square miles (8,000 people per sq. mile)*

#### Commercial Districts

The area has a number of distinct commercial districts of varying sizes. The largest concentration of commercial services is in the Hollywood District. Other significant concentrations are located along NE Broadway (west of the Hollywood District) and in Beaumont Village along NE Fremont. Smaller clusters of commercial services exist around NE Glisan and 28<sup>th</sup> Avenue, at NE Glisan and 47<sup>th</sup> Avenue, and along NE Sandy Boulevard.

**Grocery stores:** 5 (1 store per 3,160 households)

**Retail gap:** \$65 million gap (*amount of estimated yearly retail spending by the analysis area population that is in excess of the retail sales generated by area businesses, indicating the extent to which retail spending is leaving the neighborhood market area*)

#### Community Amenities

##### Proximity to Services and Amenities

###### Percentage of population:

Within 1/2 mile of a park*:	83%
Within 1/2 mile of a public elementary school:	49%
Within 3 miles of a full-service community center*:	100%
Within 1/2 mile of a full-service grocery store:	57%
Within 1/4 mile of a frequent service transit stop:	60%

*\*Parks Bureau service standard*

**Community Centers:** None

**Libraries:** 1 (Hollywood Library)

**Parks and Open Spaces:** 40 acres - including Grant Park, Oregon Park, Frazer Park, and Buckman Field

**Tree Canopy Coverage:** 22%

**Public Schools:** 2 high schools (Grant and Benson)

5 K-8 schools (Alameda Elementary, Beaumont Middle School, Beverly Cleary K-8, Irvington K-8, Laurelhurst K-8)

**Colleges (campus):** None

**Hospitals:** 1 (Providence Portland Medical Center)

**Farmers Markets:** 2 (Hollywood Farmers Market, Irvington Farmers Market)

**Transit Centers/Stations:** 1 (Hollywood Transit Center)

**Walkable Access Score:** 70 (out of 100)

*(from 20-Minute Neighborhoods Analysis Index)*

#### Neighborhood and Business Associations

**Neighborhood Associations:** Hollywood, Grant Park, Sullivan's Gulch, Irvington, Alameda, Beaumont-Wilshire, Rose City Park, North Tabor, Laurelhurst, Kerns

**Business Associations:** Hollywood Boosters, Beaumont Business Association, Northeast Broadway Business Association, North-Northeast Business Association

## Urban Form Characteristics

Much of this area is composed of a grid of residential blocks (curvilinear in Laurelhurst), originally developed during the Streetcar Era with a continuous system of sidewalks. The area is anchored by the Hollywood District and has two major corridors, Sandy Boulevard and Broadway. These commercial areas have a mix of street-fronting buildings and more auto-oriented development. The area also includes the Fremont main street. Prominent topographical features include Alameda Ridge and Sullivan’s Gulch, where the I-84 Freeway is located.

**Access issues.** Good street and sidewalk connectivity, but the I-84 Freeway acts as a barrier. Good access to transit and to commercial and community services, although northwest portions of the area are beyond convenient walking distance to services.

## 2040 Growth Concept: Designated Mixed-Use Areas

*The 2040 Growth Concept sets direction for the region’s growth and calls for focusing residential and commercial development in and around transit-oriented mixed-use areas that have a mix of businesses and housing.*

Hollywood Town Center:	139 acres
Main Streets:	4.3 miles (Sandy, Broadway, Fremont)
Station Communities:	1

## Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,229	69%	84
Multi-Family Residential:	226	13%	49
Commercial/Mixed-Use:	235	13%	98
Employment:	7	.4%	2
Industrial:	14	.8%	1
Open Space:	68	4%	NA

*\*From Buildable Lands Inventory (vacant or underutilized)*

## Anticipated Growth by 2035

*(From Buildable Lands Inventory allocations, based on development capacity and trend information)*

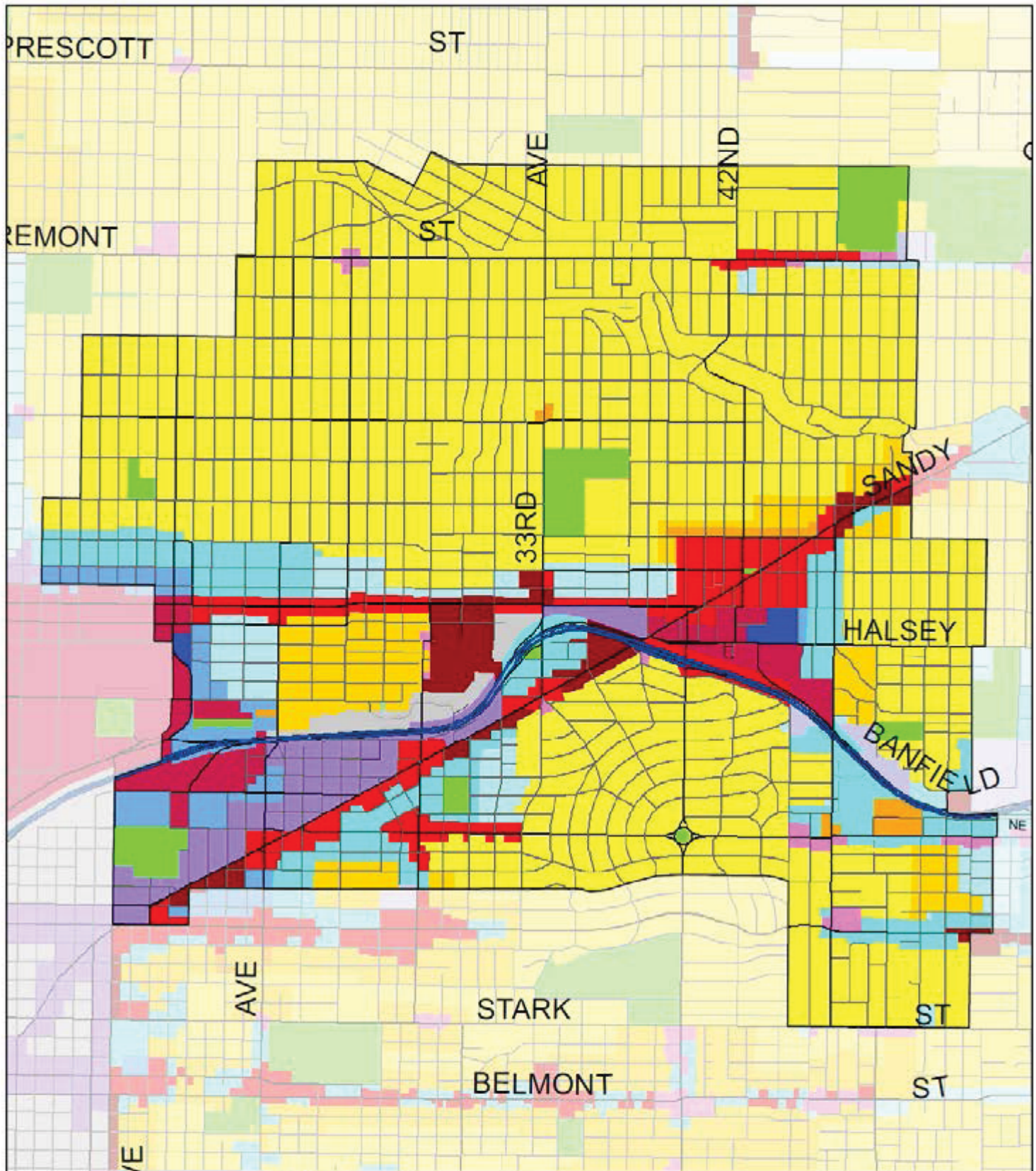
2010 Housing Units (Census):	16,541
2035 Housing Units:	21,400

### Comprehensive Plan Designations Map *(next page)*

#### Associated generalized zoning:

Single-Family Residential:	RF, R20, R10, R7, R5, R2.5
Multi-Family Residential:	R3, R2, R1, RH, RX, IR
Commercial/Mixed-Use:	NC, OC, UC, CG, CX, EX
Employment:	ME
Industrial:	IS
Open Space:	OS

# Hollywood Analysis Area



## Comprehensive Plan Designations

February 1, 2012

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### Legend

OS	R5	RH	UC	IS
RF	R2.5	RX	CG	
R20	R3	IR	CX	
R10	R2	NC	ME	
R7	R1	OC	EX	

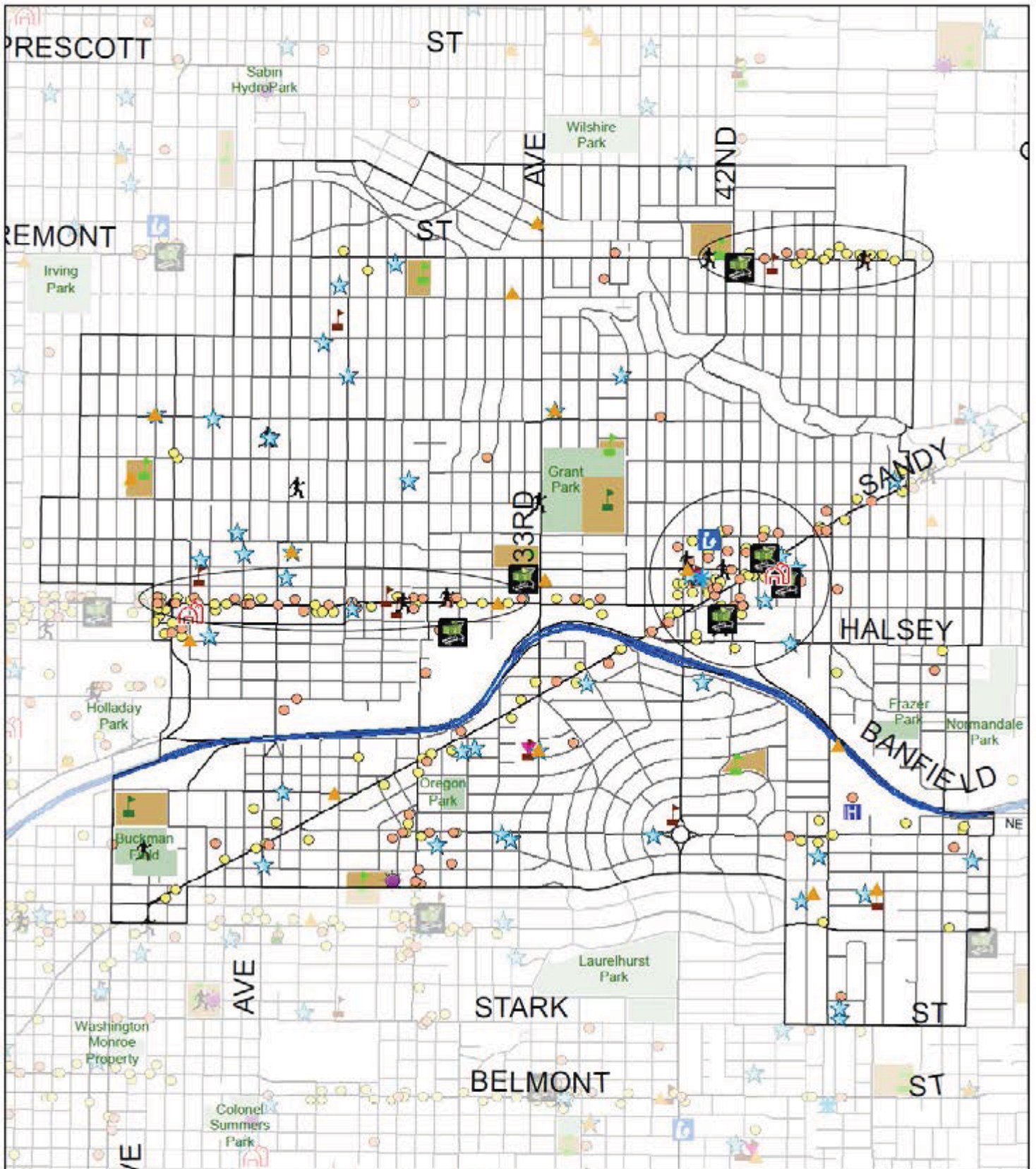


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City of Portland, Oregon  
Don Adams, Mayor • Susan Anderson, Director

# Hollywood Analysis Area



## Services and Amenities

February 1, 2012  
commercial data: InfoUSA 2008

- Type 1 Commercial
- Type 2 Commercial
- Commercial Cluster
- Fitness Centers
- Grocery Stores
- Places of Worship
- County Aging Services
- Libraries
- Farmers Markets
- Community Gardens
- Community Centers
- County Health Clinic
- Preschools
- Daycare Centers
- Public HS
- Public K-8
- Private Schools



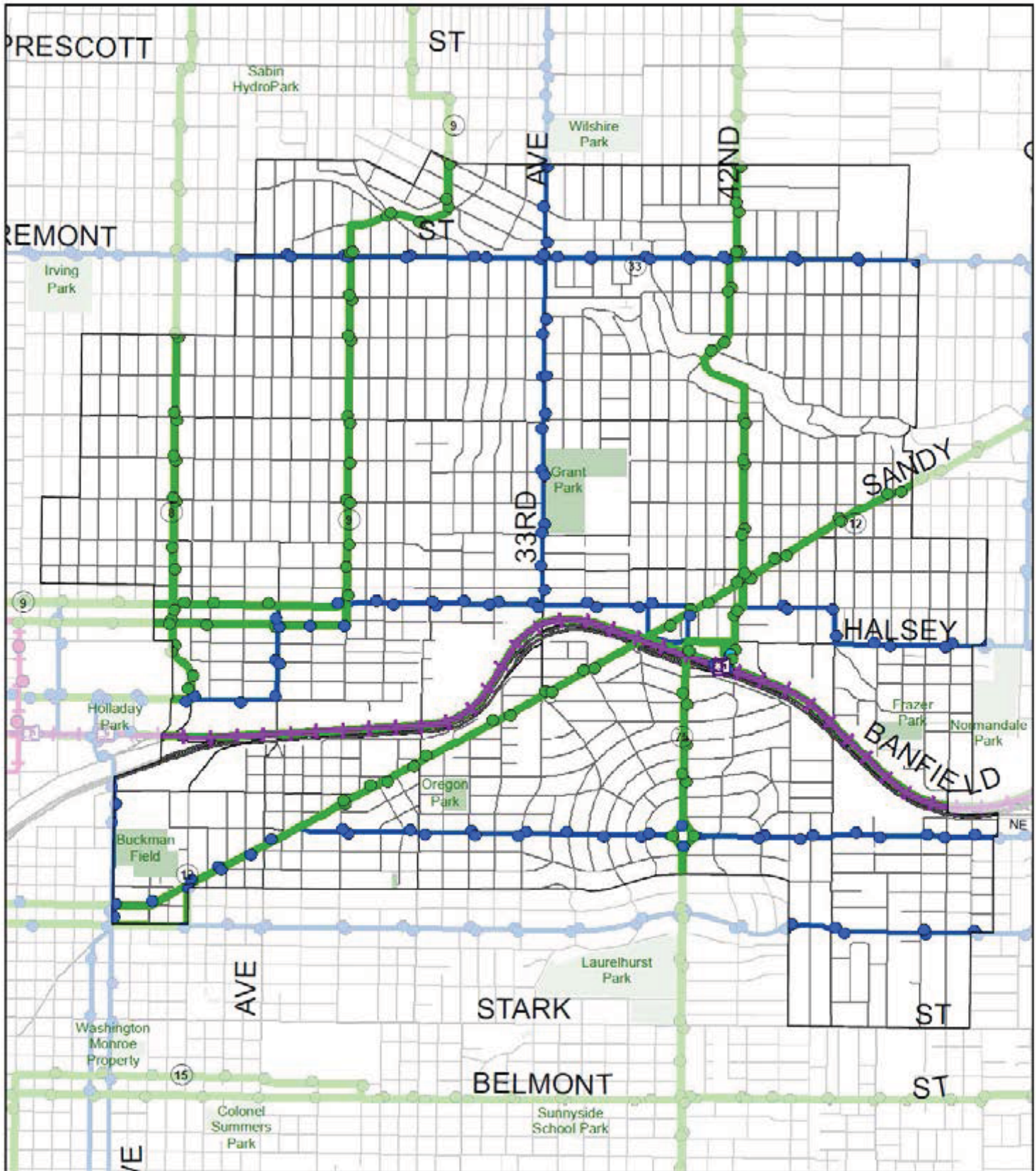
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Joan Adams Water - Susan Anderson, Director

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# Hollywood Analysis Area



## Transit Infrastructure

February 1, 2012

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- | Light Rail Stops | Bus Stops              |
|------------------|------------------------|
| MAX              | Frequent Stops         |
| Street Car       | Standard Stops         |
| MAX              | Rush Hour Stops        |
| Streetcar        | Frequent Service       |
|                  | Standard Service       |
|                  | Rush-Hour Only Service |
|                  | City Boundary          |

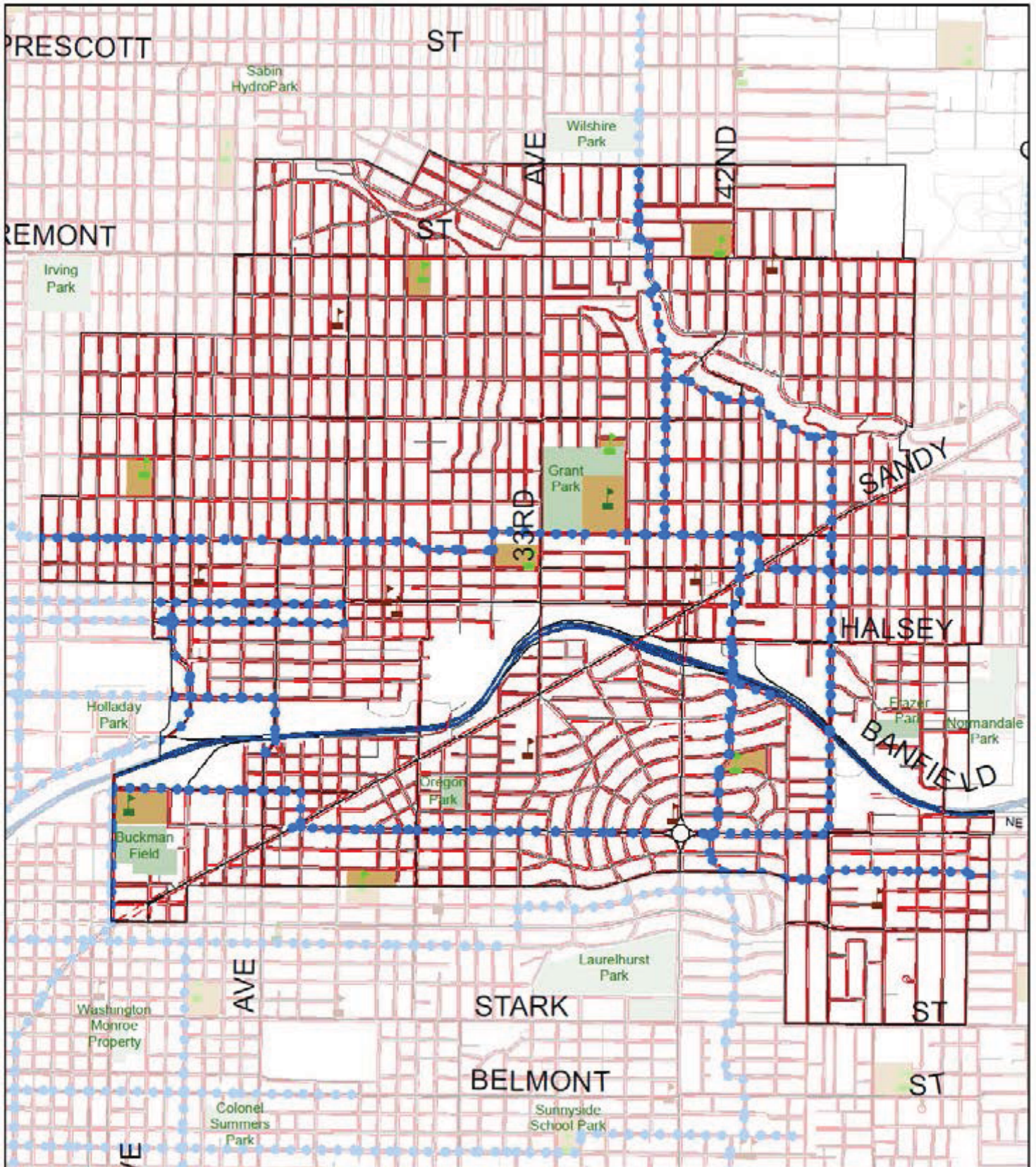


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# Hollywood Analysis Area



## Sidewalks and Bicycle Infrastructure

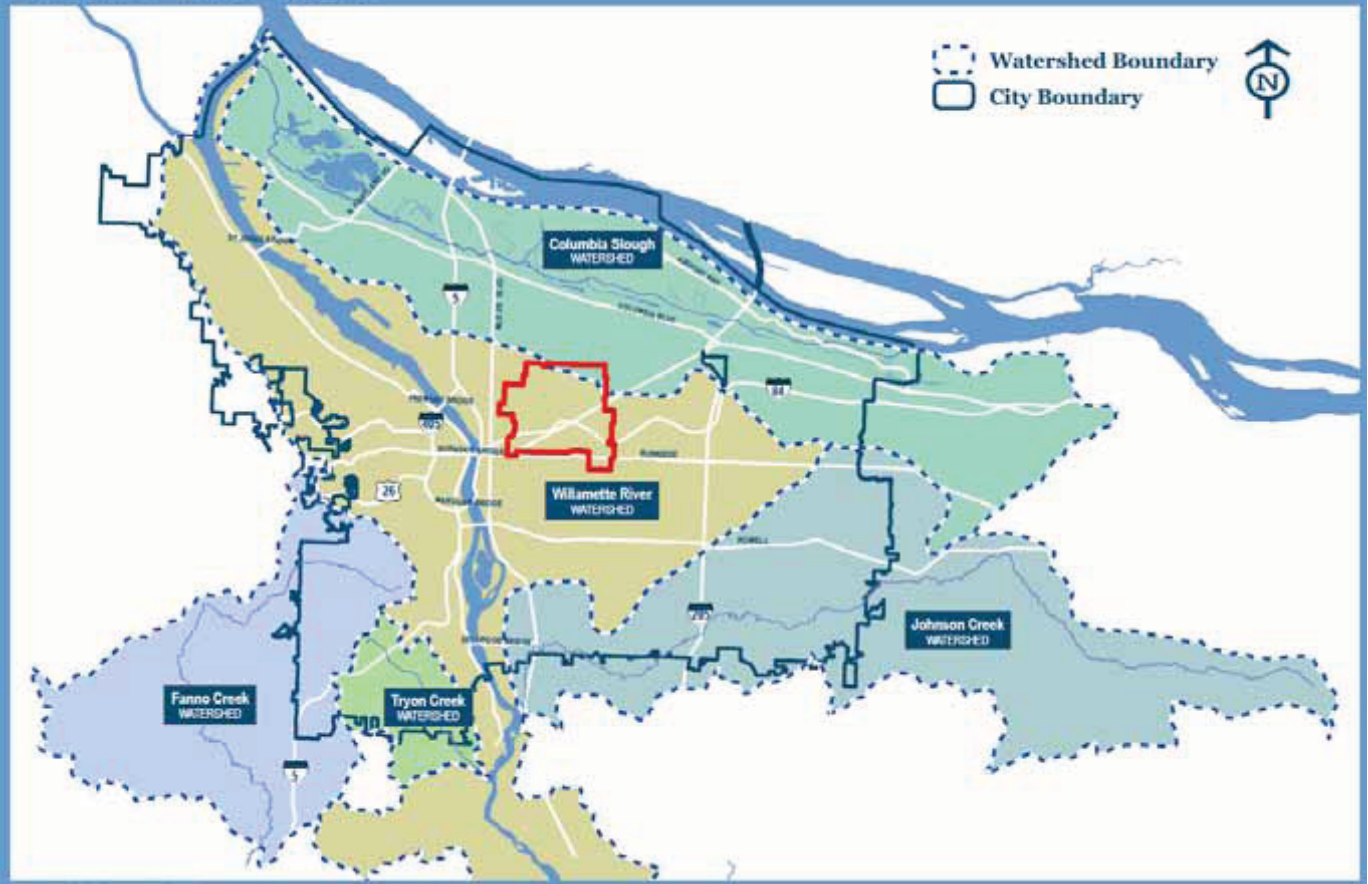
February 1, 2012

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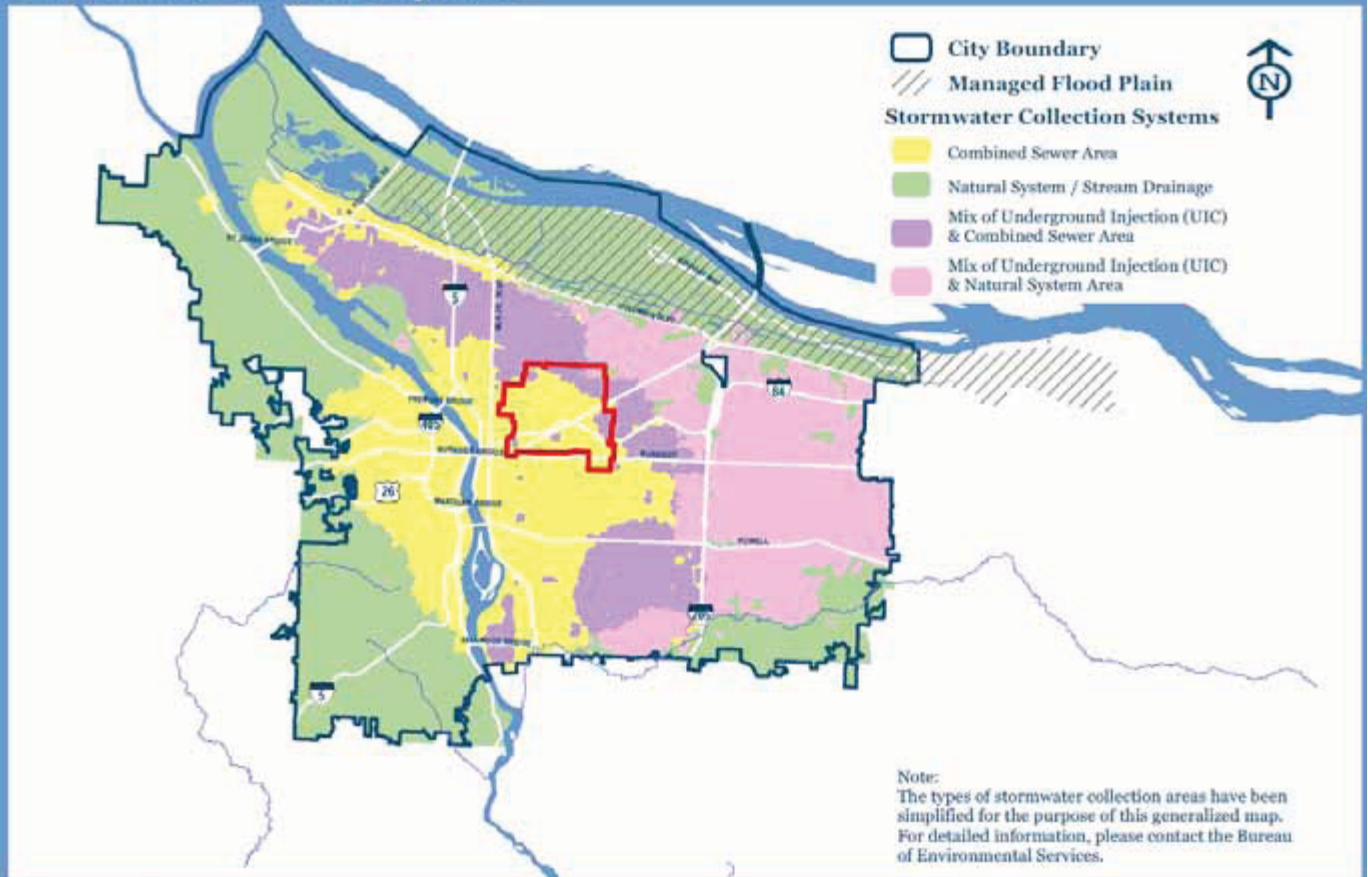
- Sidewalks
- Existing Bike Facility
- regional trails outside Portland (existing)
- regional trails in Portland
- Public HS
- Public K-8
- ▲ Private Schools



## Portland Watersheds

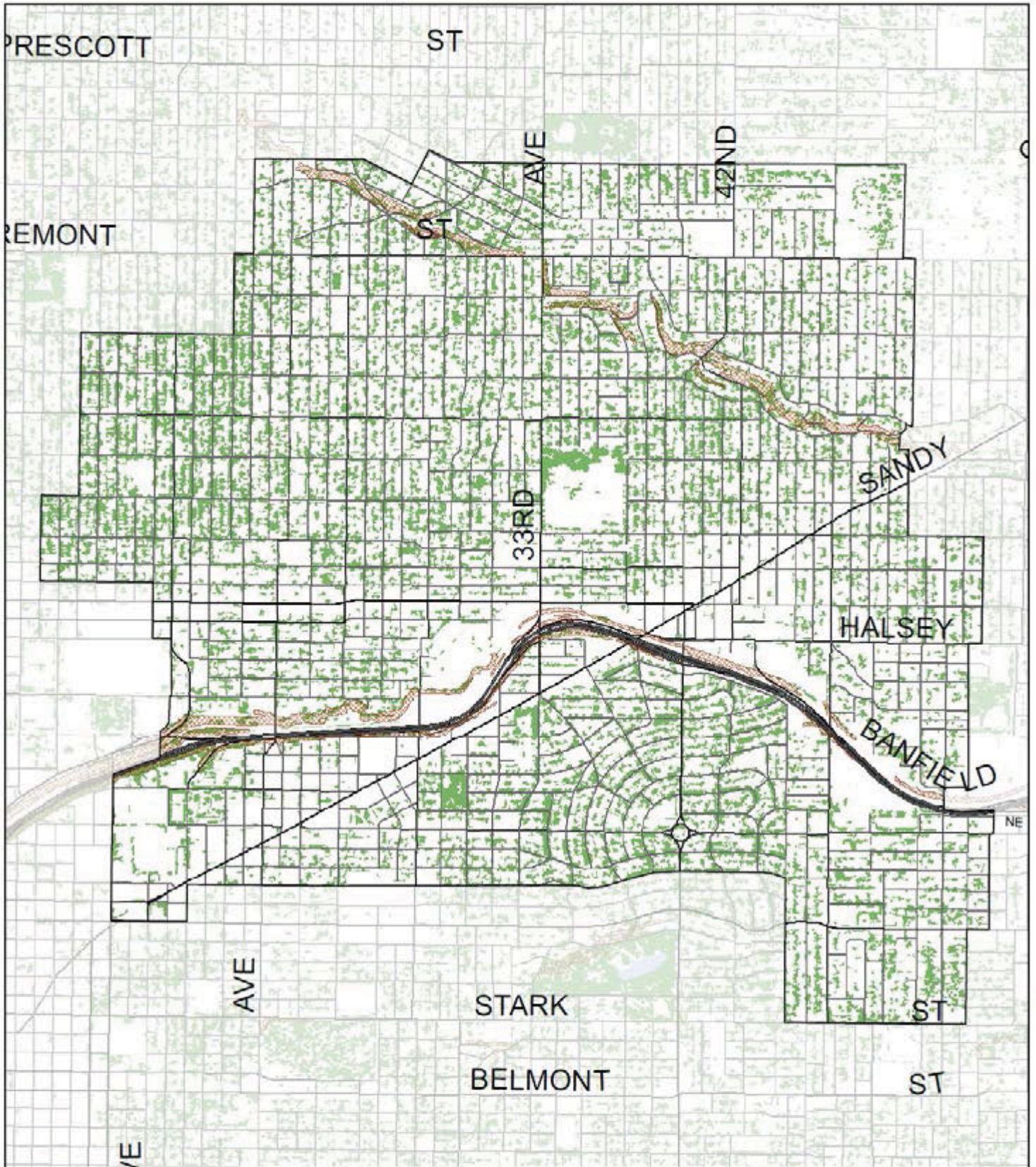


## Portland Stormwater System












# Hollywood Analysis Area



## Watersheds and Natural Features

-  Slope Hazard
-  High Structure Vegetation
-  FEMA 100-year floodplain
-  Waterbodies
-  Open channel stream
-  Piped/culverted stream
-  City Boundary



February 1, 2012

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# Hollywood Analysis Area Demographics (2000 – 2010)

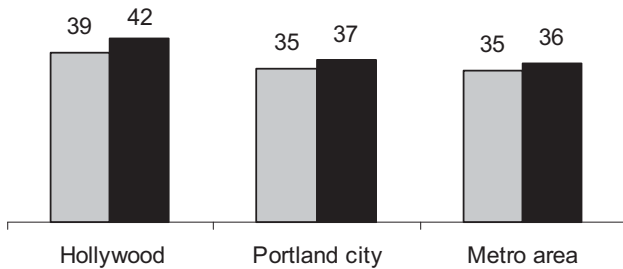
ESRI Business Analyst and US Census 2010 (except as noted)

## Population

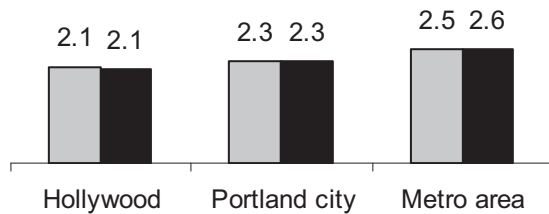
	Hollywood	Portland city	Metro area
2010	34,181	583,776	2,226,009
2000	32,973	529,121	1,927,881
% change	4%	10%	15%

■ 2000 ■ 2010

## Median Age

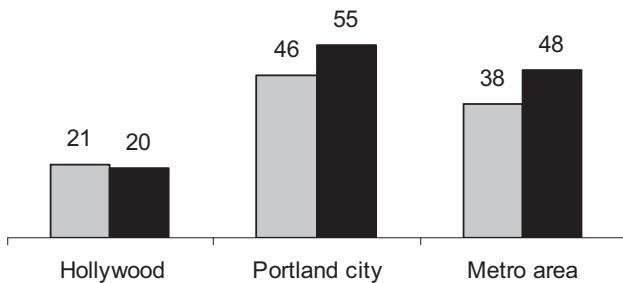


## Average Household Size

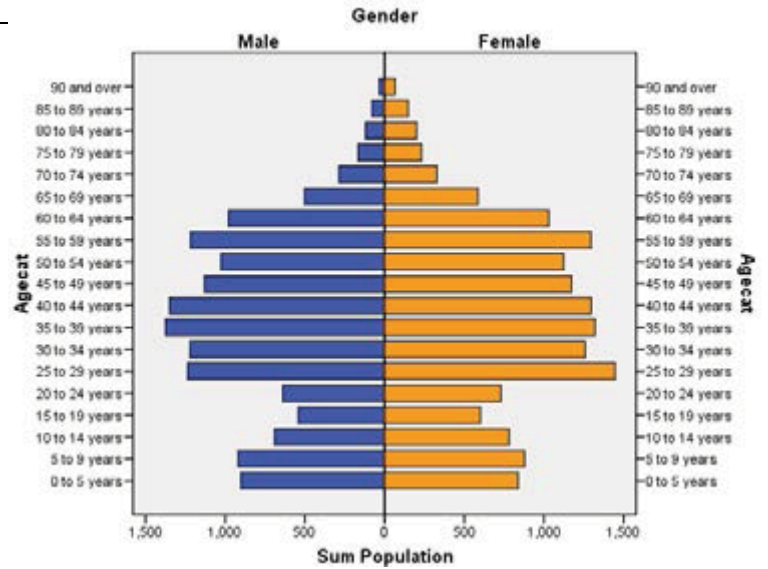


## Diversity Index

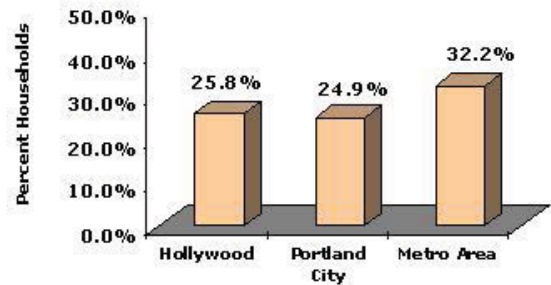
(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)



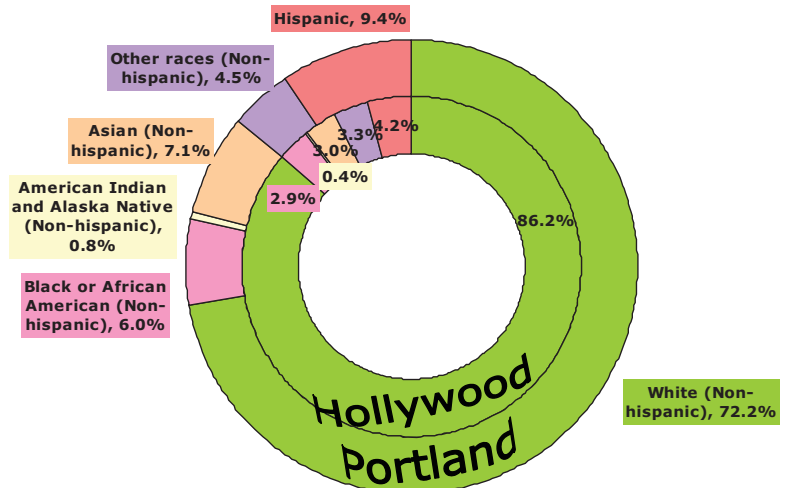
Population Pyramid for Hollywood, 2010



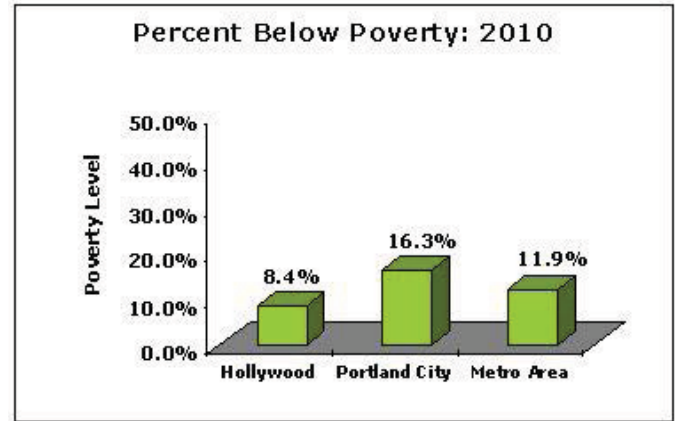
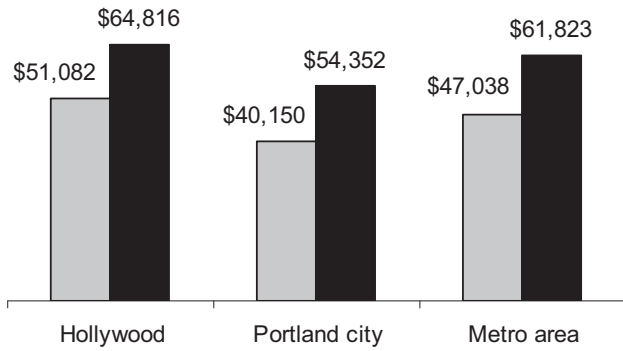
Households with Children Under 18 Years: 2010



Racial and Ethnic Distribution in Portland vs. Hollywood

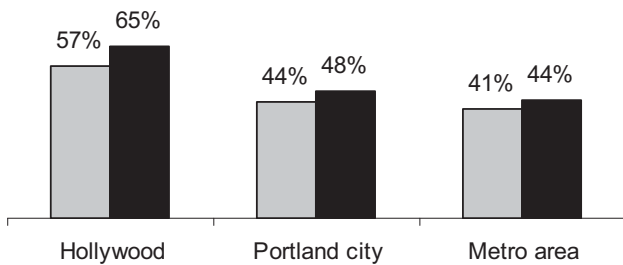


### Median Household Income

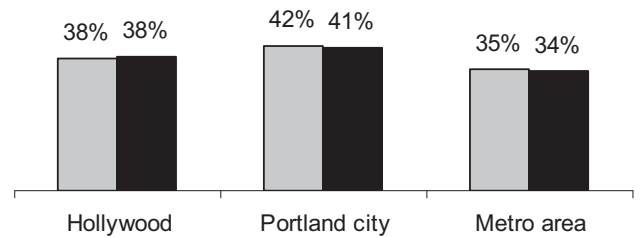


ACS 2006-2010

### Percent College Graduates



### Percent Renters of Occupied Housing Units



### Median Home Value

	Hollywood	Portland city	Metro area
2010	\$368,711	\$253,184	\$273,500
2000	\$223,268	\$154,721	\$168,347
% change	65.1%	63.6%	62.5%

# Hollywood Analysis Area

## Commercial Real Estate Indicators

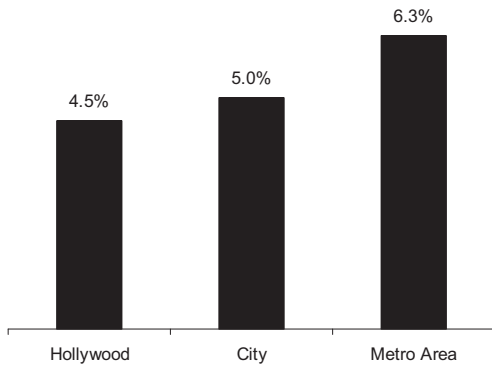
Retail and Commercial Real Estate data through 9-16-2010  
 Source: COSTAR

### RETAIL

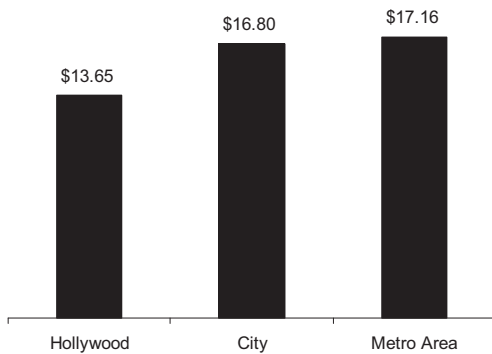
#### Square Feet

Hollywood	City	Metro Area
3,448,216	51,937,895	107,875,146

#### Retail Vacancy



#### Retail Rents

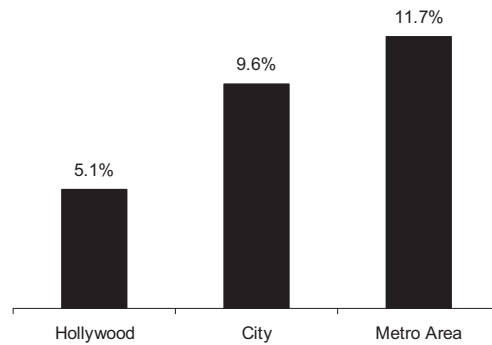


### OFFICE SPACE

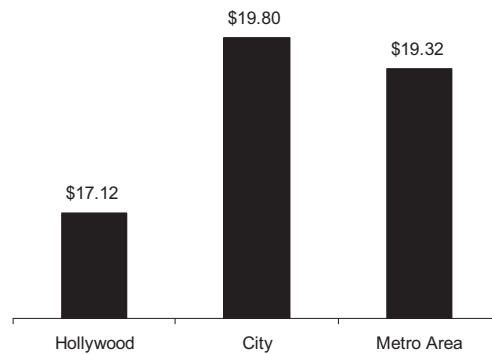
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#### Office Vacancy



#### Office Rents



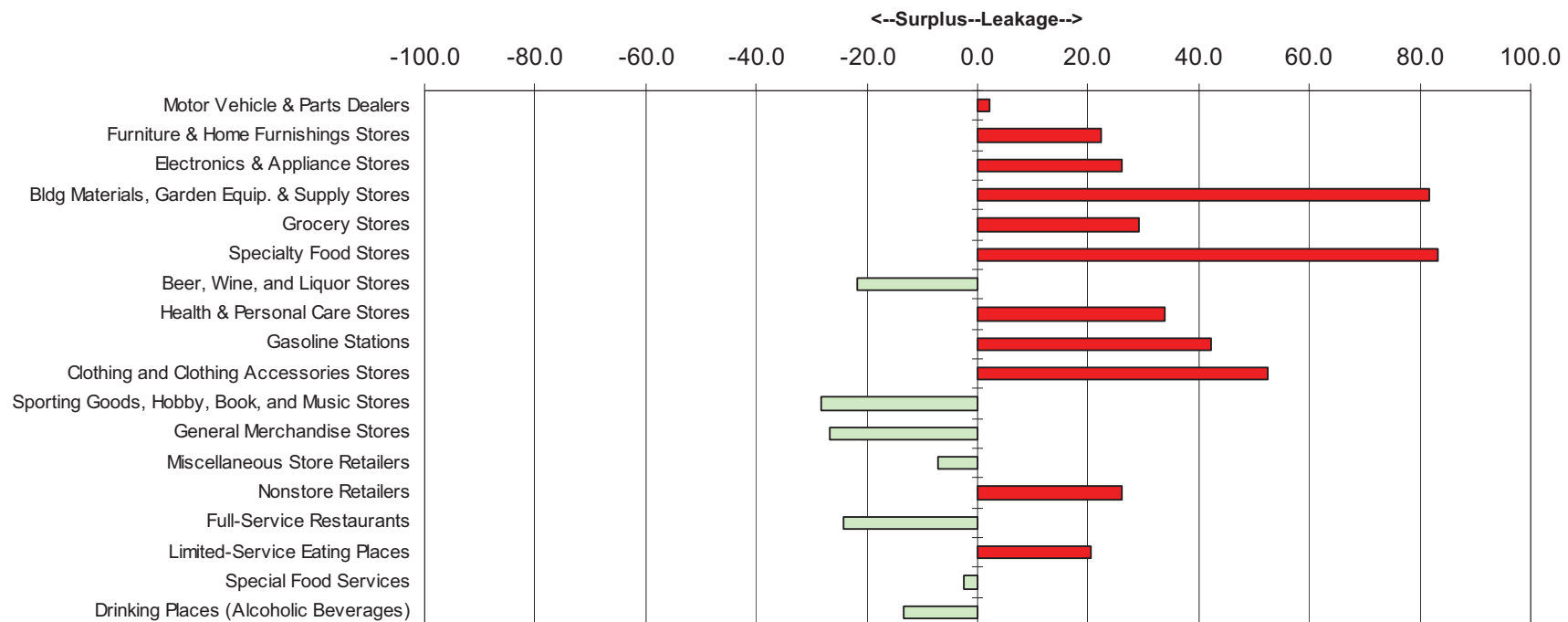
# Hollywood Analysis Area

## Retail Market Profile

**Retail Gap = \$65 million**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / LEAKAGE Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$443,400,912	\$378,127,863	<b>\$65,273,049</b>	<b>7.9</b>	365
Total Retail Trade (NAICS 44-45)	\$377,856,611	\$307,163,731	<b>\$70,692,880</b>	<b>10.3</b>	241
Total Food & Drink (NAICS 722)	\$65,544,301	\$70,964,132	-\$5,419,831	-4.0	124

The "Retail Gap" is the difference between the potential spending in an area, based on population, and the capacity of that area's retail stores to meet the potential. In an area where retail potential is greater than retail sales, the excess retail demand (a positive number) "leaks" to other areas, thus "leakage." Demand in an area that is lower than the available supply (thus a negative number) is considered a surplus of supply, or "surplus."  
 (Source: ESRI Business Analyst)



# Hollywood Analysis Area

## Employment

Quarterly Census of Employment and Wages data for 2002 & 2008

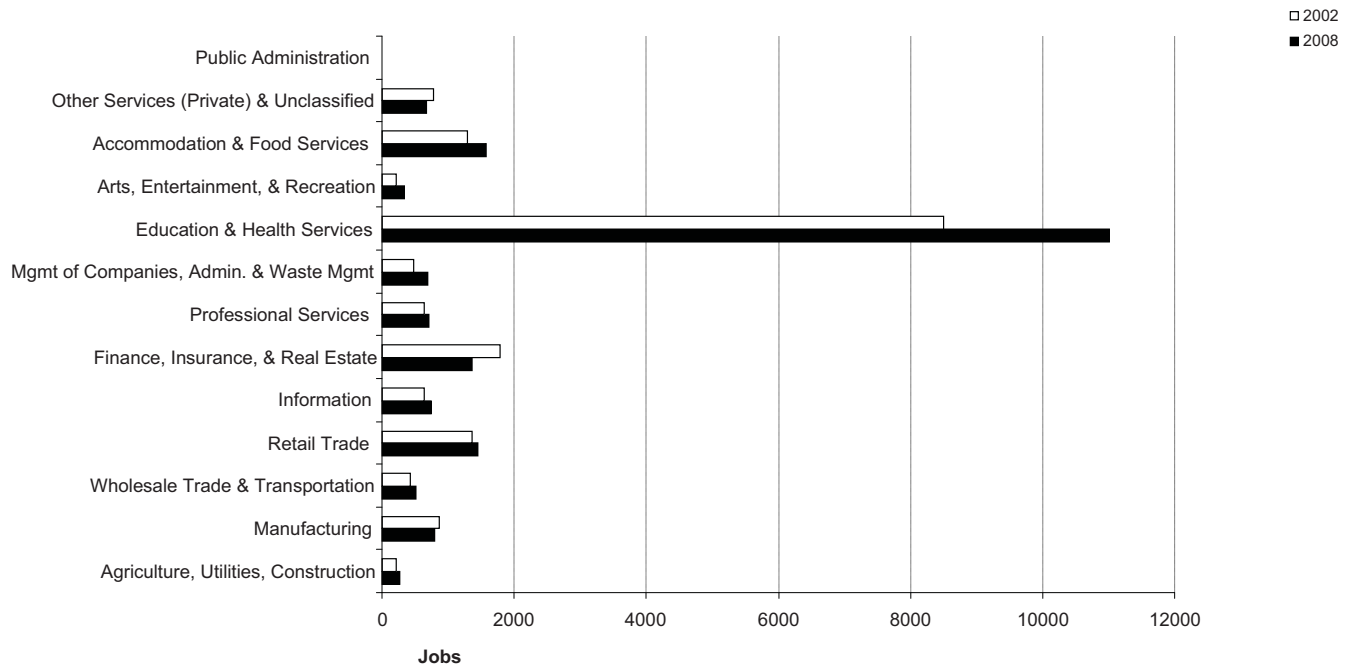
Source: Oregon Employment Department (OED)

This employment data is derived from quarterly tax reports submitted to State Employment Security Agencies by employers subject to State unemployment insurance (UI) laws and from Federal agencies subject to the Unemployment Compensation for Federal Employees (UCFE) program.

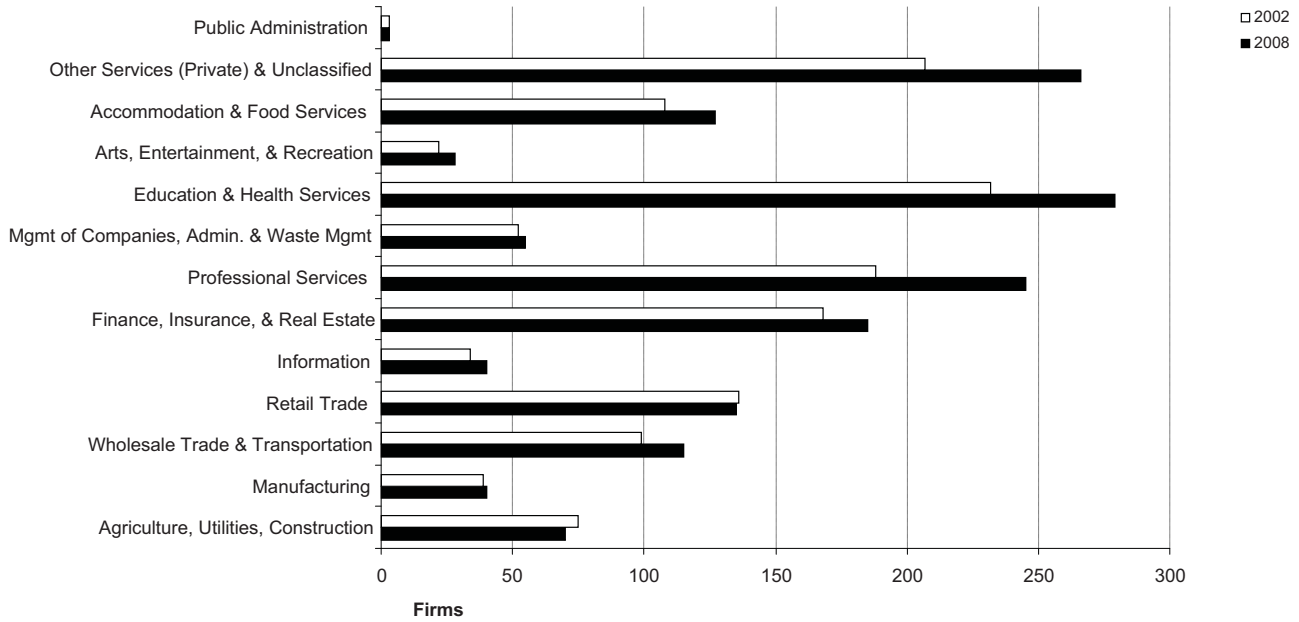
Note: These figures represent the jobs located within the geography. Employment figures should be used with care, as they are based on the addresses of firms or public agencies, and may not reflect where jobs are actually located. For example, the address may identify the location of administrative offices or a mailing address, while job locations may be located in other locations, as is sometimes the case with school districts or firms with dispersed operations.

	2002	2008	change
Total Jobs	17,167	20,132	+2,965
Total Firms	1,363	1,588	+225
Average Annual Wages	\$33,527	\$44,193	+\$10,666

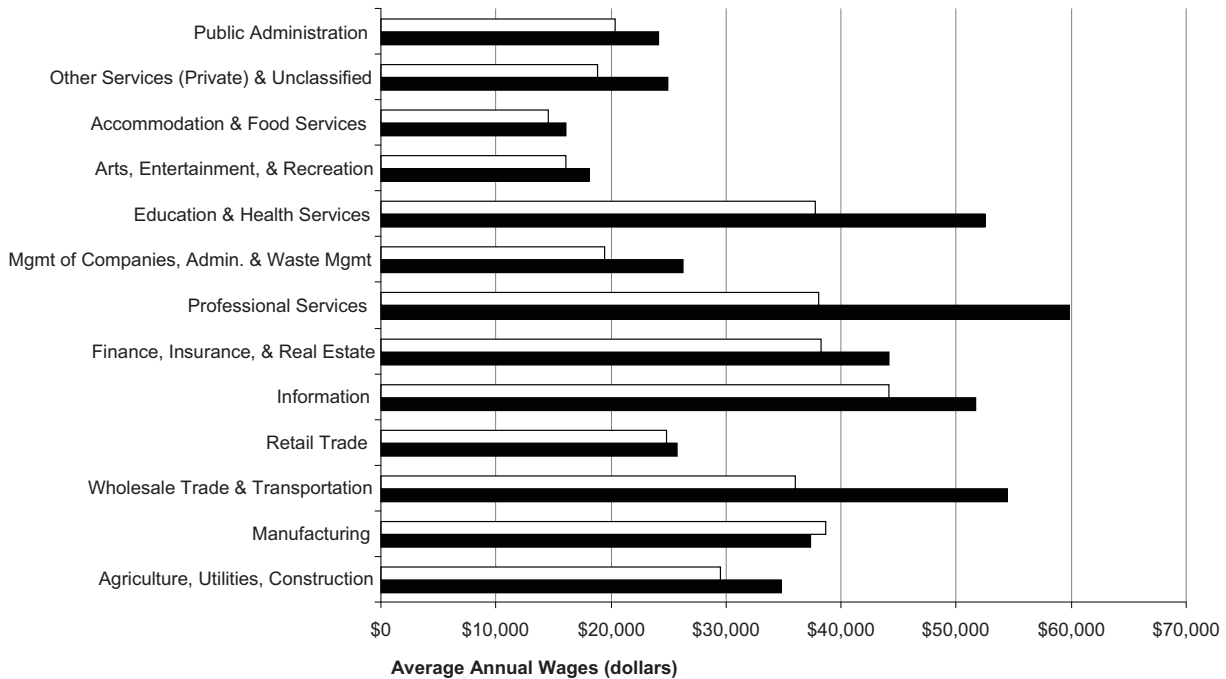
Total Jobs



**Total Firms**



**Average Annual Wages**





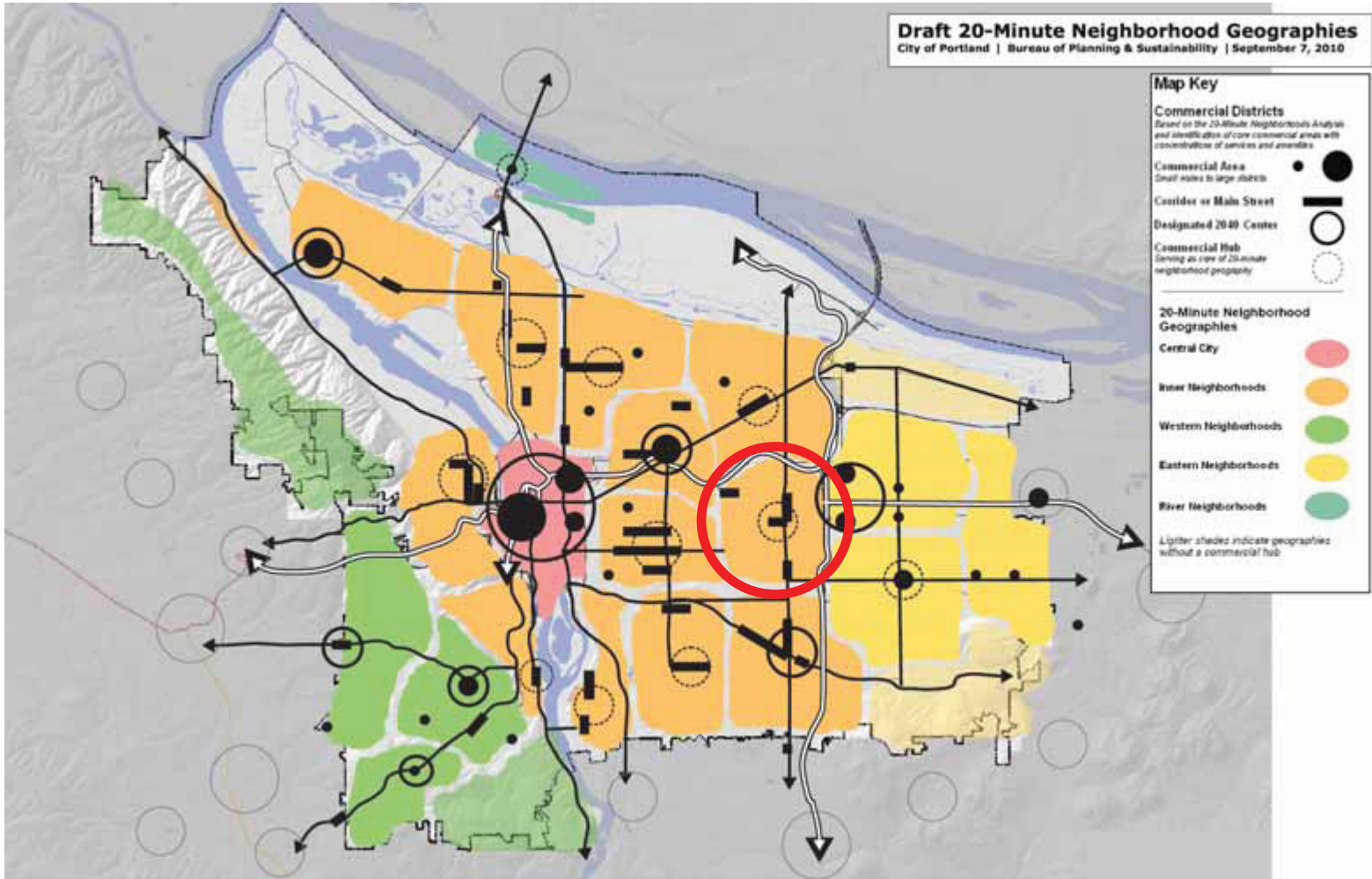


**9**

**Montavilla Analysis Area**

*Including Montavilla, Mt. Tabor, South Tabor, and parts of the North Tabor and Powellhurst-Gilbert neighborhoods*

**Services, Demographics and Market Summary**



**20-Minute Neighborhoods Analysis**

June 5, 2012

*Note: Analysis areas used in this report were based around existing core neighborhood business districts and surrounding residential areas as part of an assessment of local access to services. While many of these commercial areas have at least some neighborhood hub functions, their inclusion in these summary reports and the associated analysis area geographies are for analysis purposes only. The hubs and geographies used in these summaries do not preclude the community's identification of other locations for neighborhood hubs during the upcoming update of the Comprehensive Plan.*

## Montavilla Analysis Area

### Services and Amenities

Population: 31,600 people (13,300 households)  
Land Area: 4.4 square miles (7,200 people per sq. mile)

#### Commercial Districts

Primary concentrations of commercial districts include Montavilla's historic main street along Stark near 82<sup>nd</sup> Avenue, Glisan west of 82<sup>nd</sup> Avenue, and the area around Division and 82<sup>nd</sup> Avenue (which includes the Fubbon shopping center and numerous Asian businesses and is sometimes referred to as the "New Chinatown"). Smaller concentrations of neighborhood commercial services are also located elsewhere along 82<sup>nd</sup> Avenue.

**Grocery stores:** 4 (1 store per 3,325 households)

**Retail gap:** \$15 million gap (*amount of estimated yearly retail spending by the analysis area population that is in excess of the retail sales generated by area businesses, indicating the extent to which retail spending is leaving the neighborhood market area*)

#### Community Amenities

##### Proximity to Services and Amenities

###### Percentage of population:

Within 1/2 mile of a park*:	82%
Within 1/2 mile of a public elementary school:	40%
Within 3 miles of a full-service community center*:	100%
Within 1/2 mile of a full-service grocery store:	34%
Within 1/4 mile of a frequent service transit stop:	49%

*\*Parks Bureau service standard*

**Community Centers:** 1 (Montavilla Community Center and Pool)

**Libraries:** None

**Parks and Open Spaces:** 229 acres - including Mt. Tabor, Montavilla, Berrydale, and Harrison parks.

**Tree Canopy Coverage:** 22%

**Public Schools:** 1 high school (Franklin – at southwest edge of analysis area)  
5 K-8 schools (Atkinson Elementary\*, Creative Science School K-8, Vestal K-8, Glencoe Elementary\*, Harrison Park K-8)  
*\*At edge of analysis area*

**Colleges (campus):** 3 (Portland Community College – Southeast Campus, Warner Pacific University, Multnomah University – Bible College and Biblical Seminary)

**Hospitals:** None

**Farmers Markets:** 1 (Montavilla Farmers Market)

**Transit Centers/Stations:** 4 (60<sup>th</sup> Avenue, 82<sup>nd</sup> Avenue, SE Main, and SE Division light rail stations – all located at edges of analysis area)

**Walkable Access Score:** 63 (out of 100)  
*(from 20-Minute Neighborhoods Analysis Index)*

## Neighborhood and Business Associations

**Neighborhood Associations:** Montavilla, Mt. Tabor, South Tabor, North Tabor, and Powellhurst-Gilbert

**Business Associations:** Montavilla/East Tabor and 82<sup>nd</sup> Avenue business associations

## Urban Form Characteristics

Most of the area has inner neighborhood characteristics, such as compact blocks with fully-improved streets and sidewalks, although its eastern edge (particularly its southeastern corner) includes eastern neighborhood characteristics, such as larger blocks and streets without sidewalks. Commercial streets include 82<sup>nd</sup> Avenue, the area’s most prominent street corridor with predominantly auto-oriented development, and some traditional main street areas with street-fronting buildings, particularly along Stark and Glisan streets. Mt. Tabor is the most prominent topographical feature in the area, which is bordered to the north and east by the I-84 and I-205 freeways.

**Access issues.** Most of the area has good street and sidewalk connectivity. An exception are portions of the area east of 82<sup>nd</sup> Avenue, particularly around Powell Boulevard. Fairly good access to transit and to commercial and community services. Freeways act as barriers to adjacent areas toward the north and east.

## 2040 Growth Concept: Designated Mixed-Use Areas

*The 2040 Growth Concept sets direction for the region’s growth and calls for focusing residential and commercial development in and around transit-oriented mixed-use areas that have a mix of businesses and housing.*

Mixed-Use Centers:	0
Main Streets:	3.3 miles (82 <sup>nd</sup> Ave., Glisan, Division)
Station Communities:	4

## Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,077	53%	144
Multi-Family Residential:	513	25%	171
Commercial/Mixed-Use:	223	11%	134
Employment:	3	.1%	0
Industrial:	0	0%	0
Open Space:	319	11%	NA

*\*From Buildable Lands Inventory (vacant or underutilized)*

## Anticipated Growth by 2035

*(From Buildable Lands Inventory allocations, based on development capacity and trend information)*

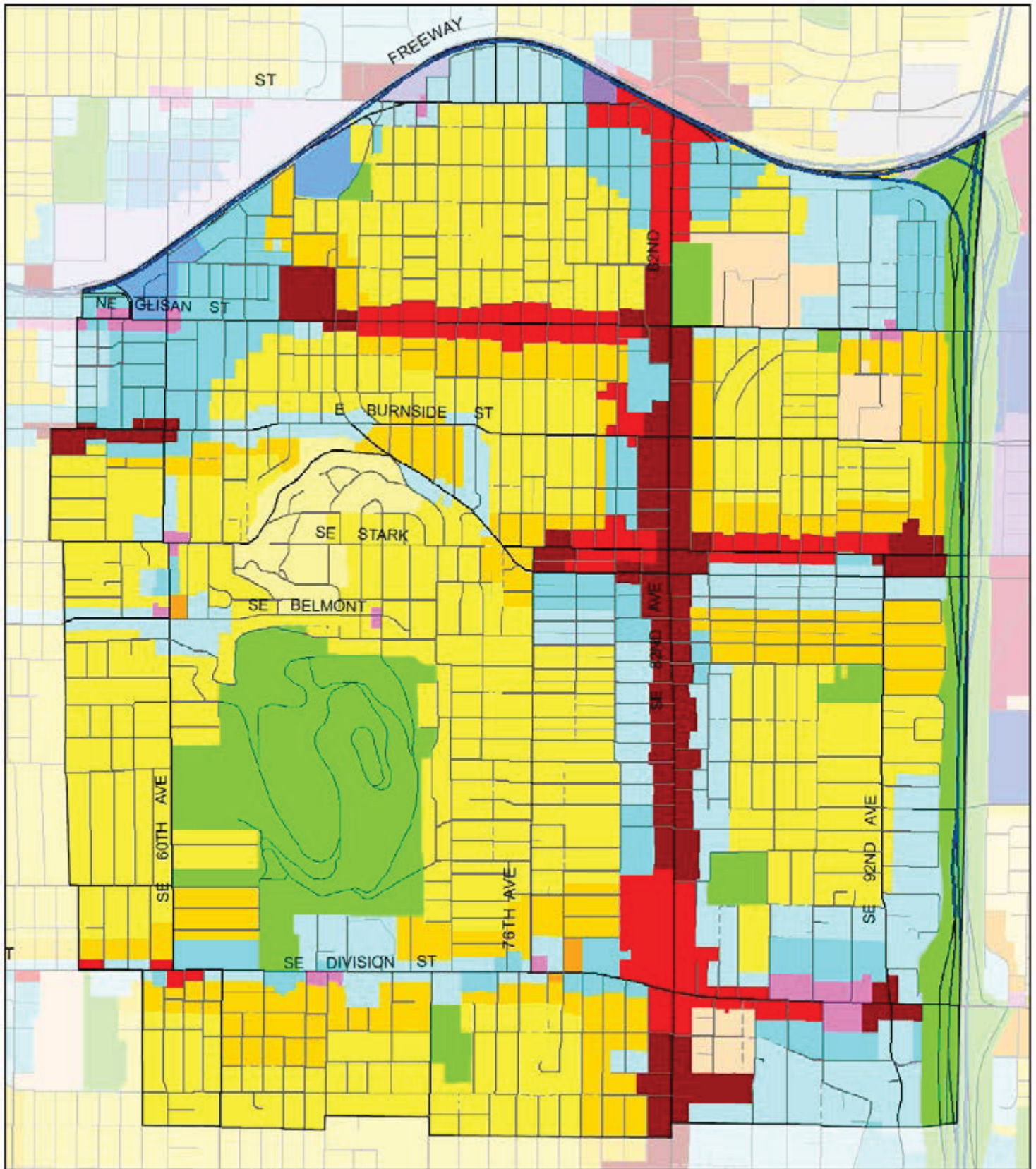
2010 Housing Units (Census):	14,033
2035 Housing Units:	19,500

### Comprehensive Plan Designations Map *(next page)*

#### Associated generalized zoning:

Single-Family Residential:	RF, R20, R10, R7, R5, R2.5
Multi-Family Residential:	R3, R2, R1, RH, RX, IR
Commercial/Mixed-Use:	NC, OC, UC, CG, CX, EX
Employment:	ME
Industrial:	IS
Open Space:	OS

# Montavilla Analysis Area



## Legend

## Comprehensive Plan Designations

OS	R5	RH	UC	IS
RF	R2.5	RX	CG	
R20	R3	IR	CX	
R10	R2	NC	ME	
R7	R1	OC	EX	



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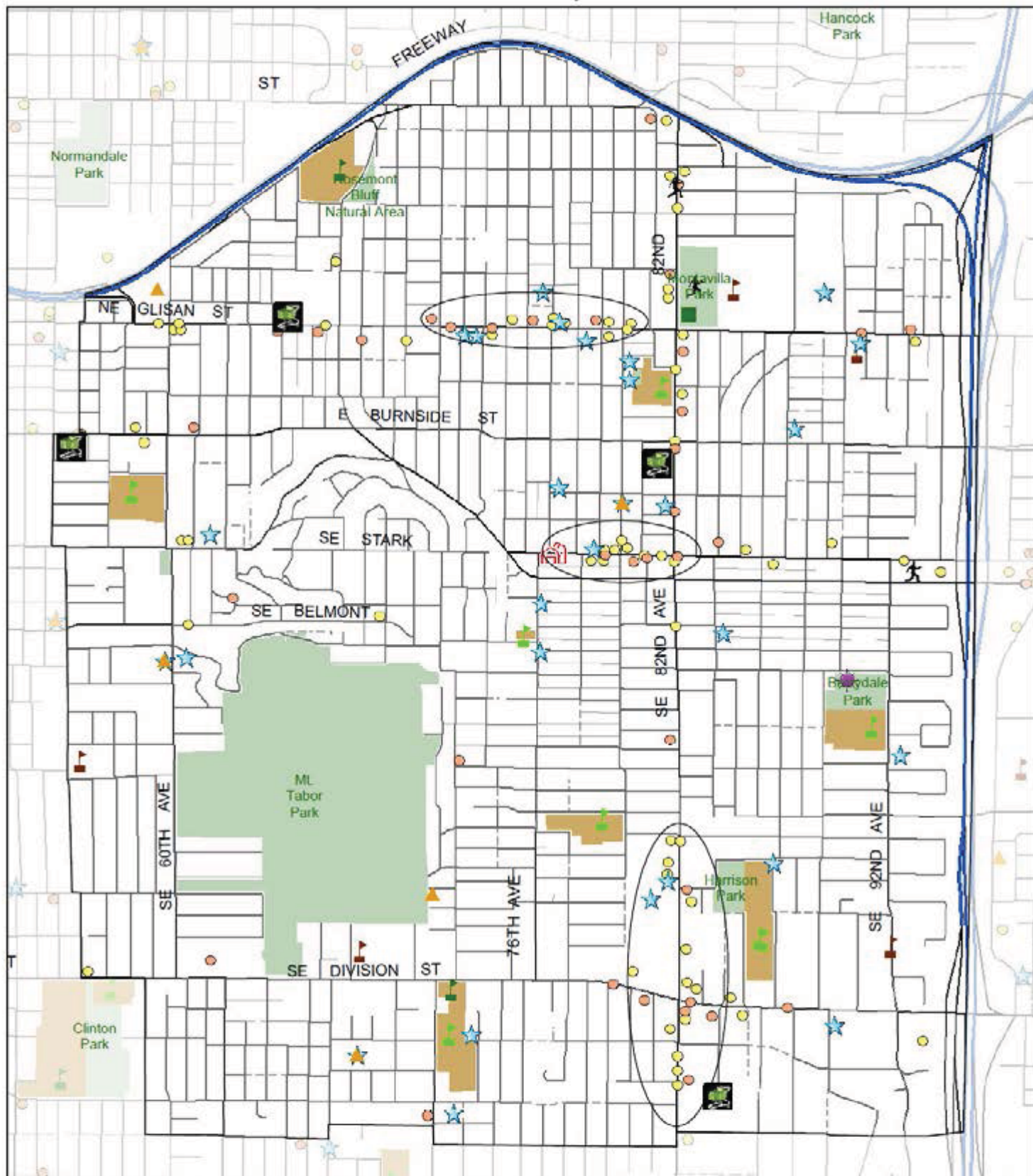


City of Portland, Oregon  
Sam Adams, Mayor • Jason Anderson, Director

February 1, 2012

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# Montavilla Analysis Area



## Services and Amenities

August 9, 2011  
commercial data: InfoUSA 2008

- |                    |                       |                 |
|--------------------|-----------------------|-----------------|
| Type 1 Commercial  | Libraries             | Preschools      |
| Type 2 Commercial  | Farmers Markets       | Daycare Centers |
| Commercial Cluster | Community Gardens     | Public HS       |
| Fitness Centers    | Community Centers     | Public K-8      |
| Grocery Stores     | County Health Clinic  | Private Schools |
| Places of Worship  | County Aging Services |                 |



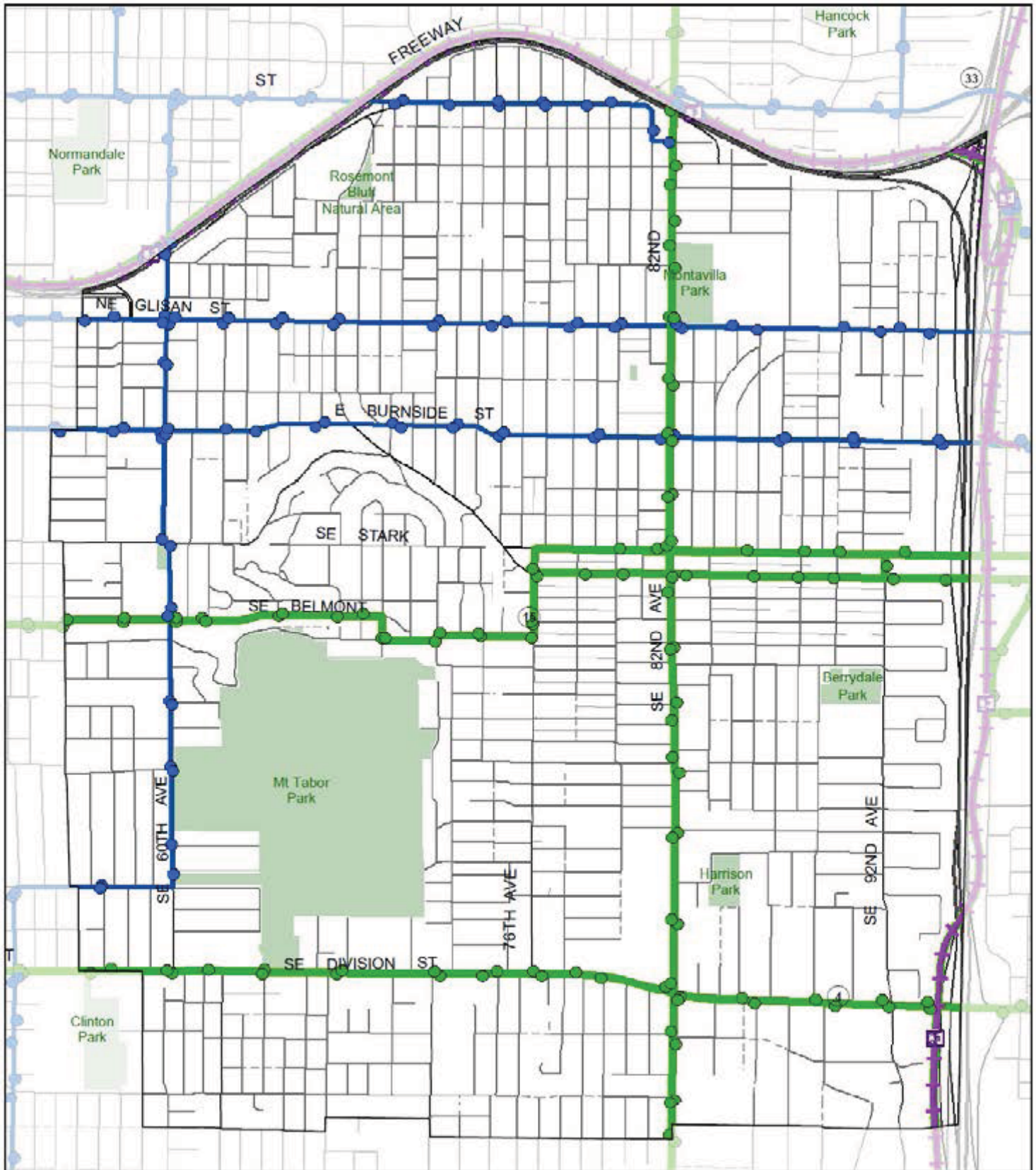
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City of Portland, Oregon  
Jan Adams-Walker - Chief, Operations Director

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# Montavilla Analysis Area



## Transit Infrastructure

February 1, 2012

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- | Light Rail Stops | Bus Stops              |
|------------------|------------------------|
| MAX Streetcar    | Frequent Stops         |
| Street Car       | Standard Stops         |
| MAX Streetcar    | Rush Hour Stops        |
| Streetcar        | Frequent Service       |
|                  | Standard Service       |
|                  | Rush-Hour Only Service |
|                  | City Boundary          |

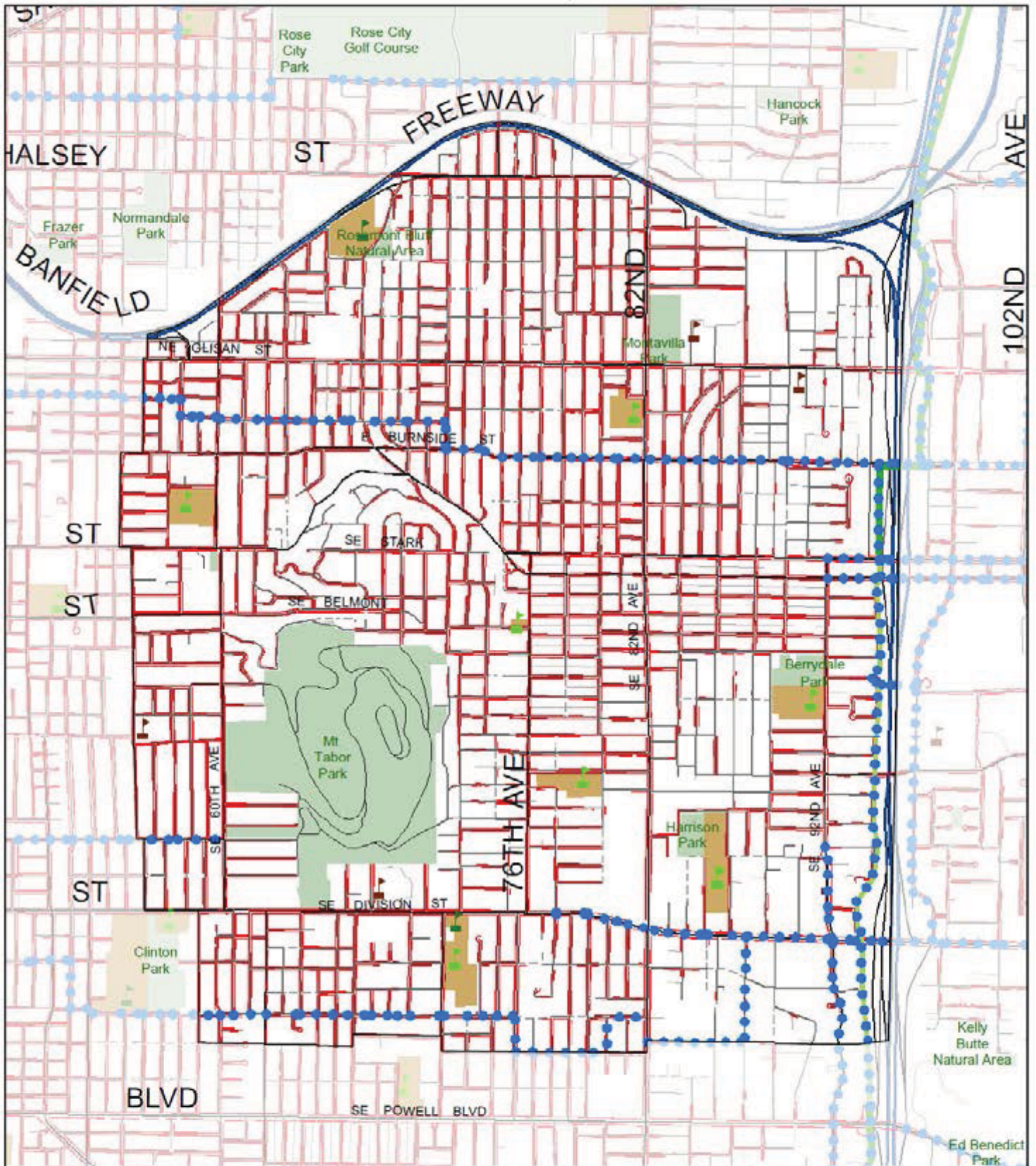


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City of Portland, Oregon  
Ben Adams, Mayor · Jason Anderson, Director

# Montavilla Analysis Area



## Sidewalks and Bicycle Infrastructure

August 9, 2011

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- Sidewalks
- Existing Bike Facility
- regional trails outside Portland (existing)
- regional trails in Portland
- Public HS
- Public K-8
- Private Schools



0 1,000 2,000 3,000 Feet

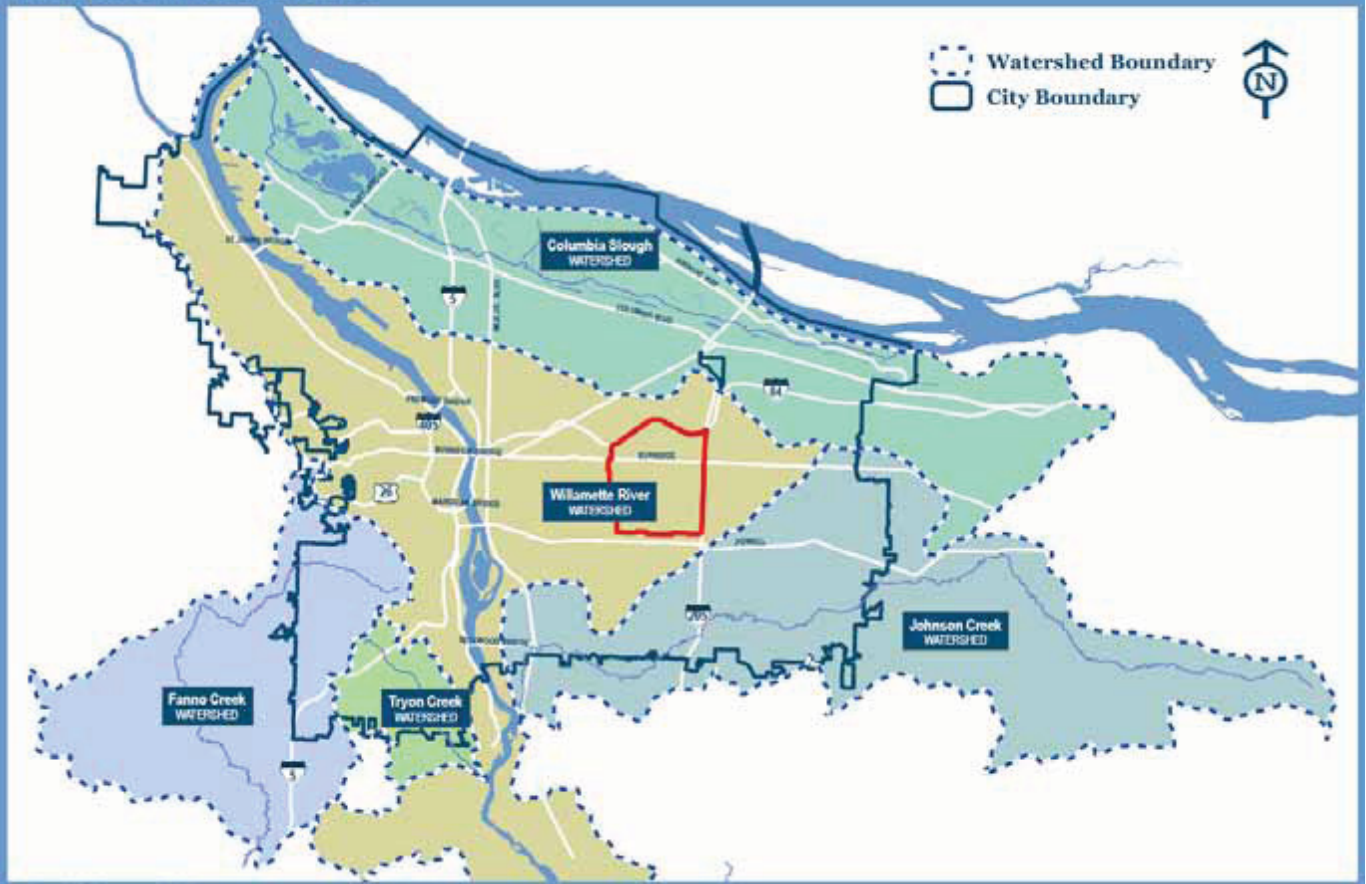


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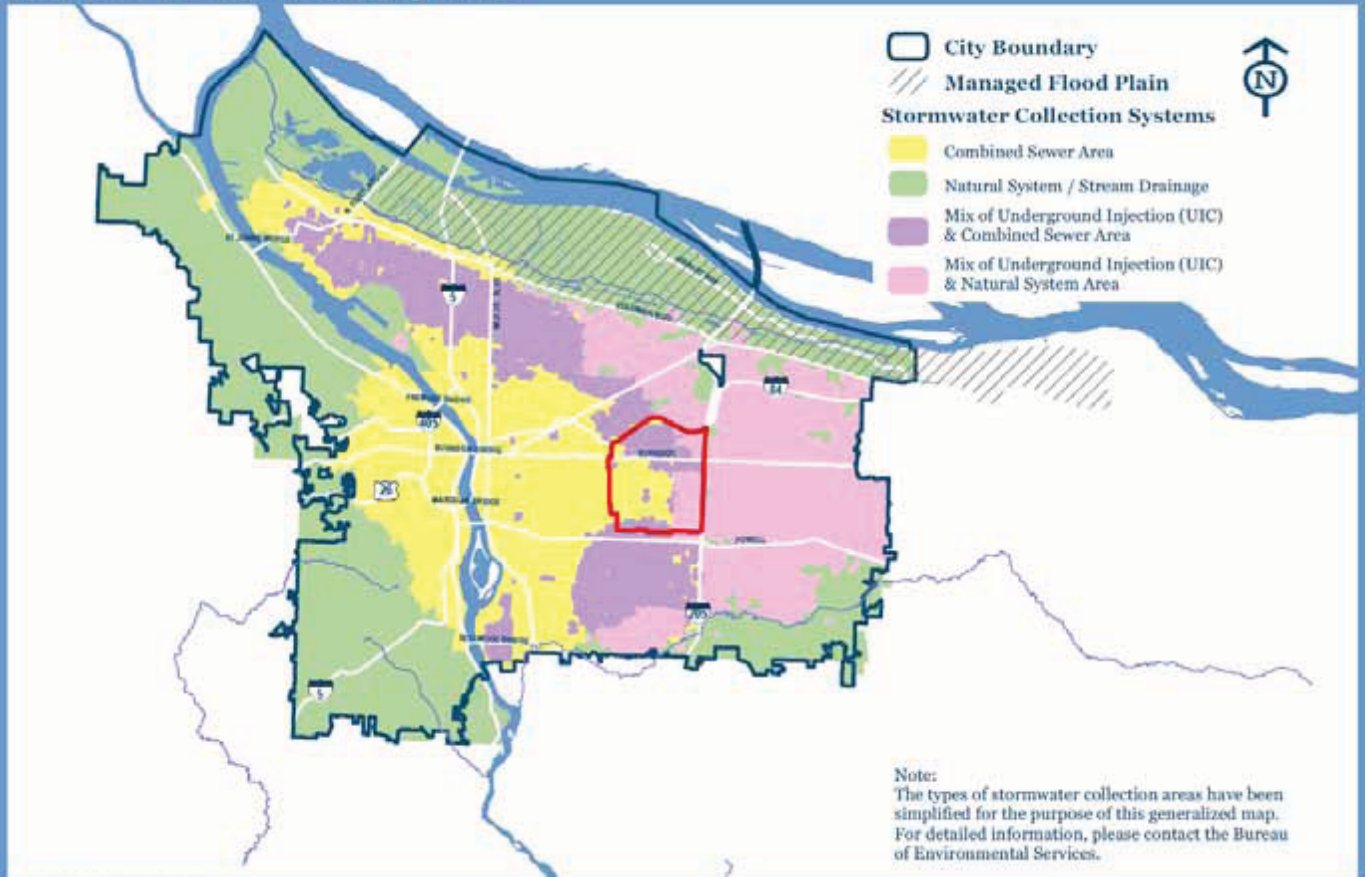


City of Portland, Oregon  
Sam Allen, Mayor • Jason Anderson, Director

## Portland Watersheds

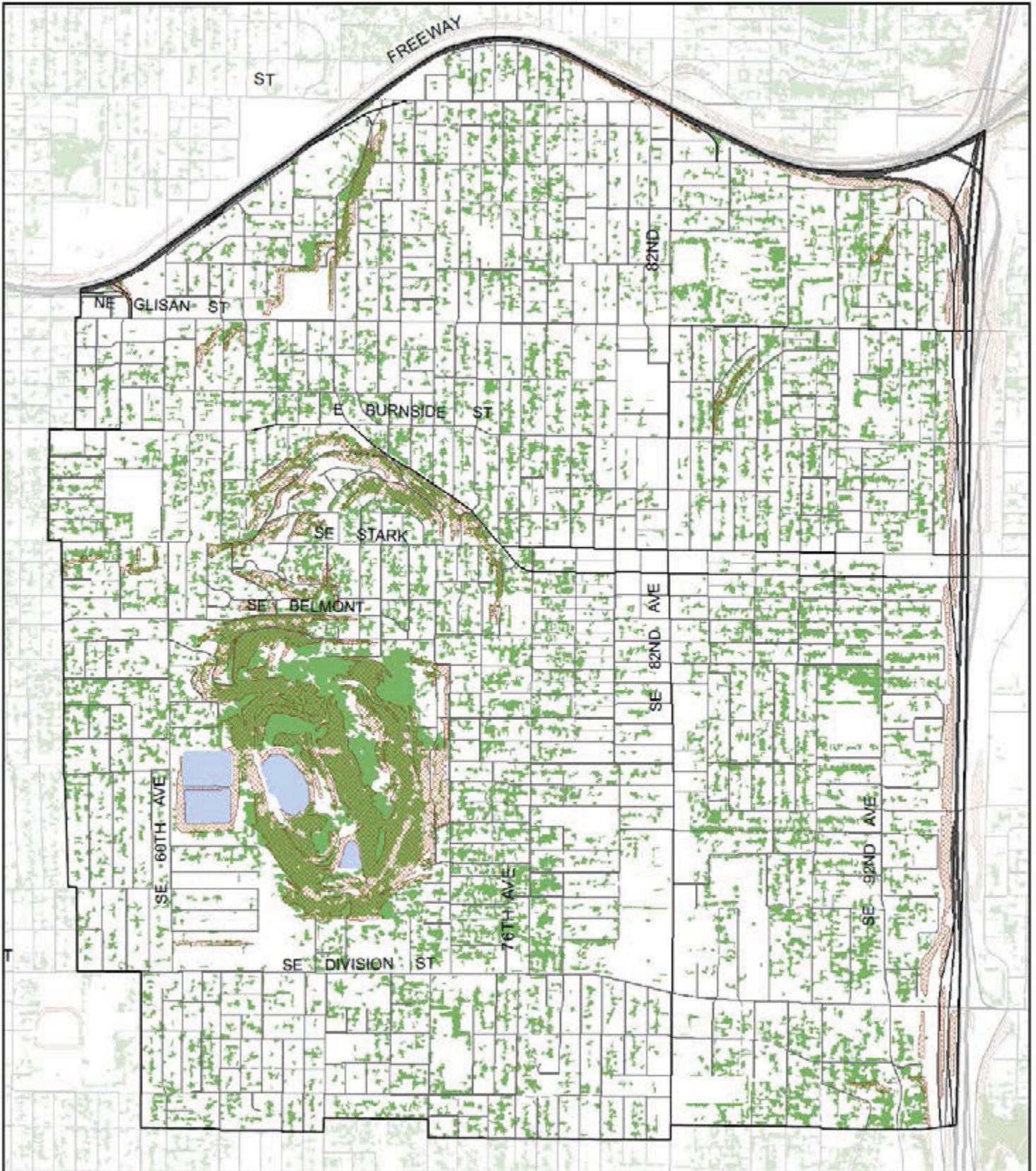


## Portland Stormwater System





# Montavilla Analysis Area



## Watersheds and Natural Features

- Slope Hazard
- High Structure Vegetation
- FEMA 100-year floodplain
- Waterbodies
- Open channel stream
- Piped/culverted stream
- City Boundary



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City of Portland, Oregon  
Sue Atkey, Mayor - Susan Anderson, Director

August 9, 2011

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# Montavilla Analysis Area Demographics (2000 – 2010)

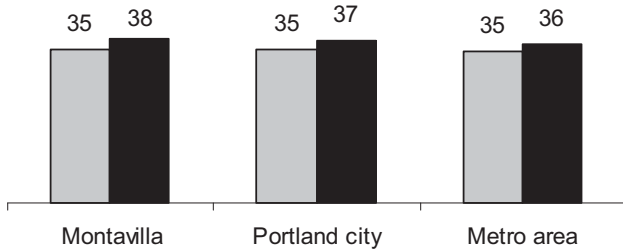
ESRI Business Analyst and US Census 2010 (except as noted)

## Population

	Montavilla	Portland city	Metro area
2010	31,581	583,776	2,226,009
2000	30,336	529,121	1,927,881
% change	4%	10%	15%

■ 2000 ■ 2010

## Median Age

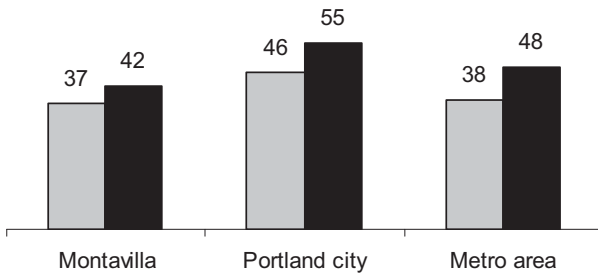


## Average Household Size

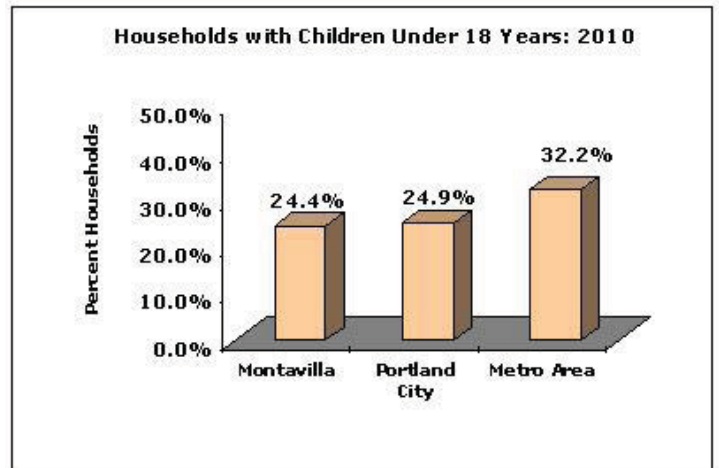
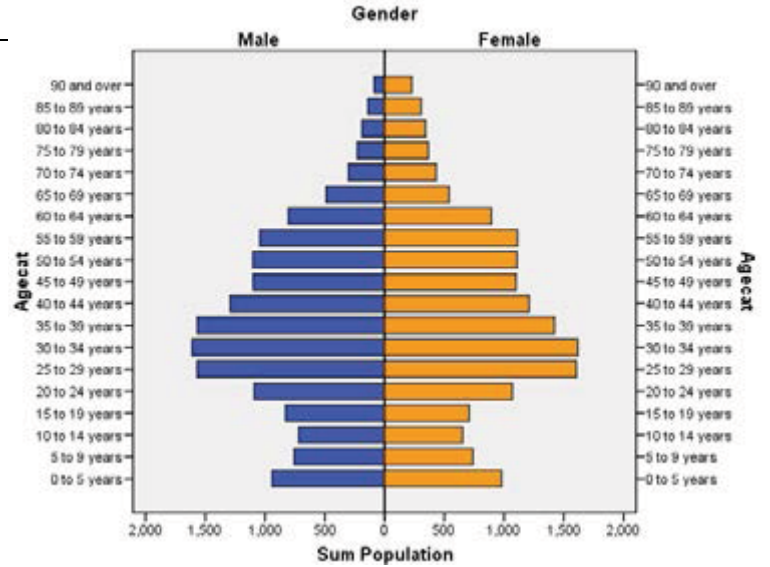


## Diversity Index

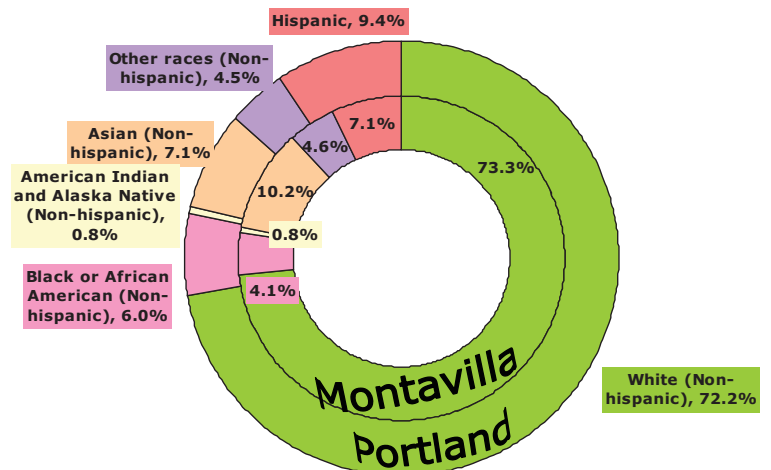
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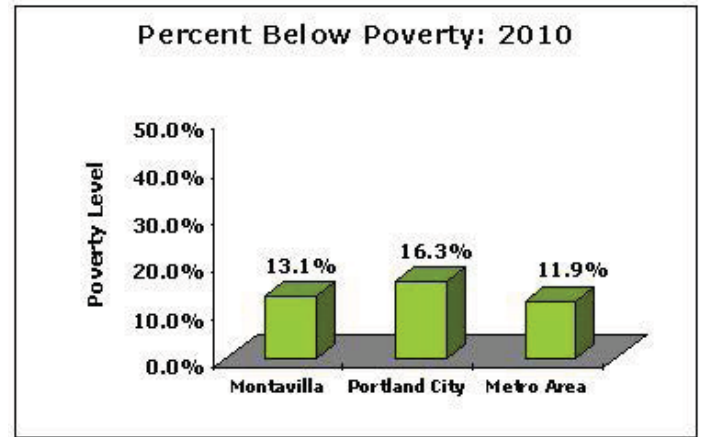
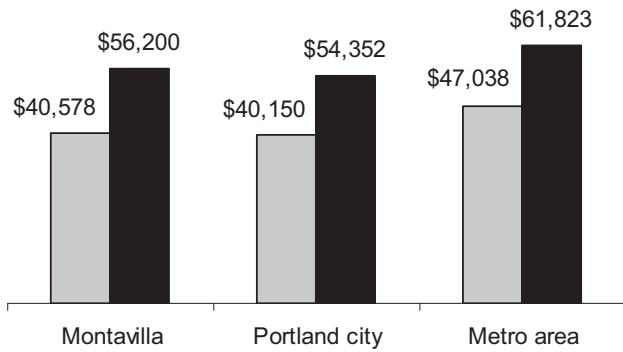
Population Pyramid for Montavilla, 2010



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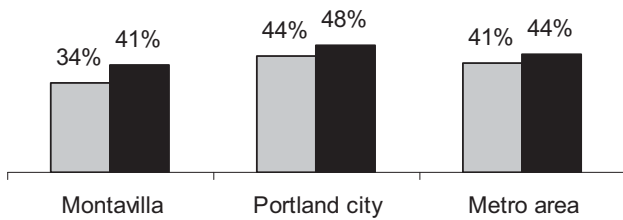


### Median Household Income

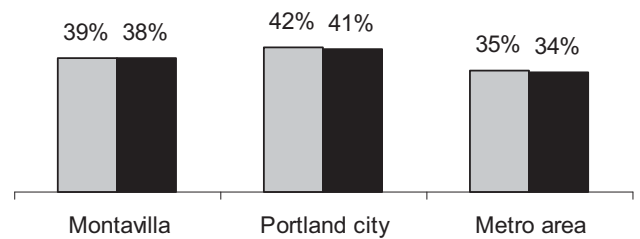


ACS 2006-2010

### Percent College Graduates



### Percent Renters of Occupied Housing Units



### Median Home Value

	Montavilla	Portland city	Metro area
2010	\$226,609	\$253,184	\$273,500
2000	\$141,422	\$154,721	\$168,347
% change	60.2%	63.6%	62.5%

# Montavilla Analysis Area

## Commercial Real Estate Indicators

Retail and Commercial Real Estate data through 9-16-2010  
 Source: COSTAR

### RETAIL

#### Square Feet

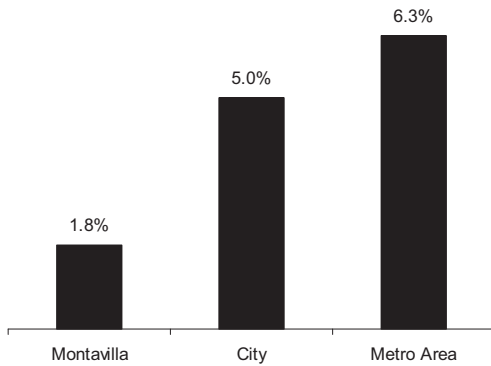
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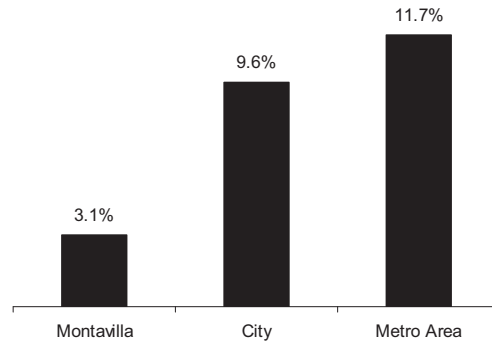
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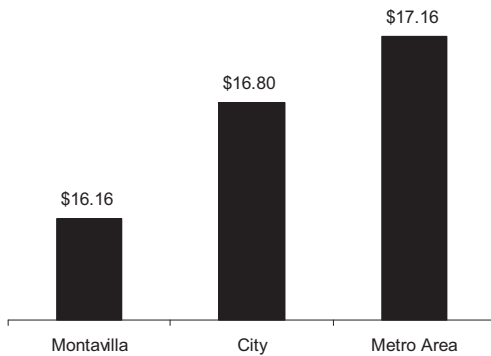
#### Retail Vacancy



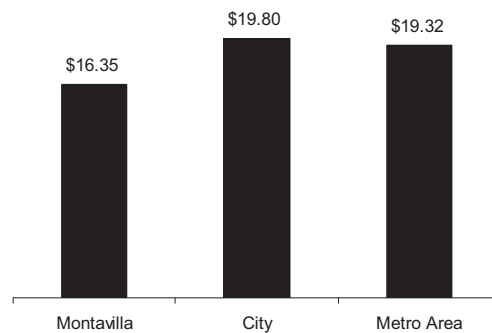
#### Office Vacancy



#### Retail Rents



#### Office Rents



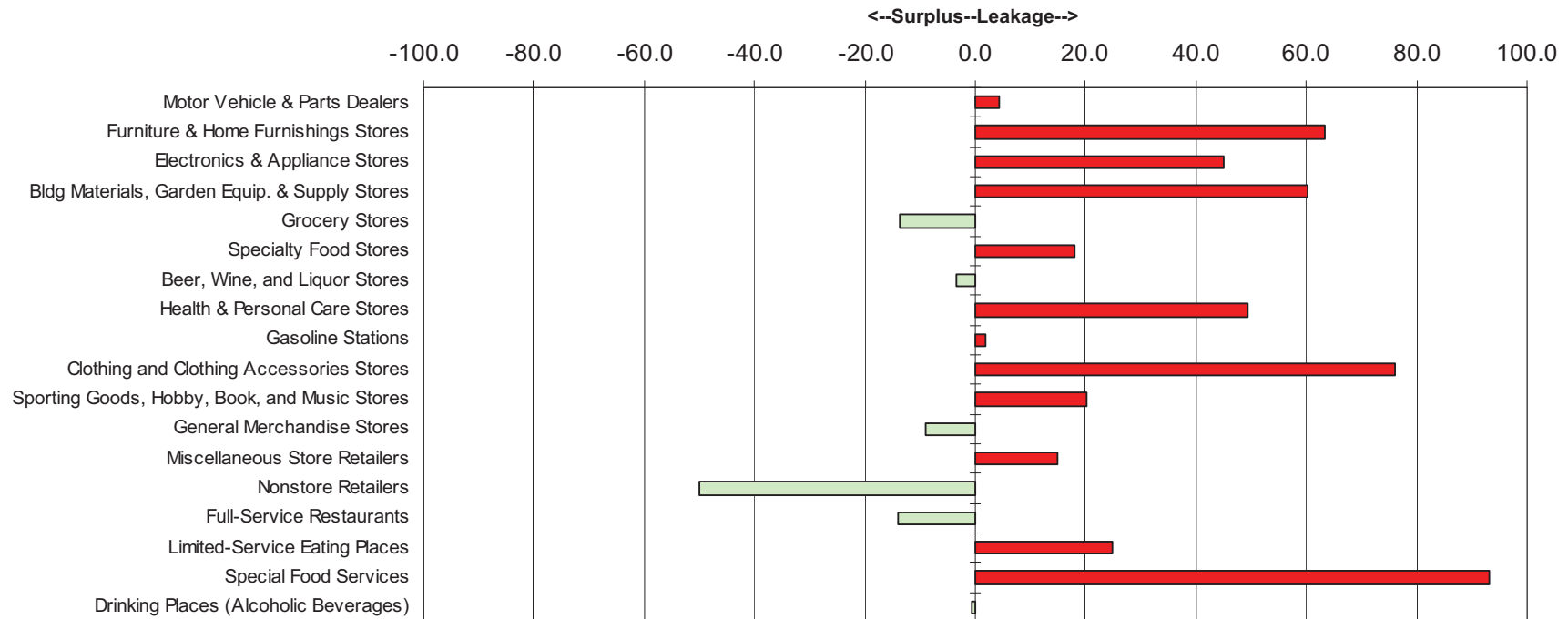
# Montavilla Analysis Area

## Retail Market Profile

**Retail Gap = \$15 million**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / LEAKAGE Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$307,027,091	\$291,870,690	<b>\$15,156,401</b>	<b>2.5</b>	255
Total Retail Trade (NAICS 44-45)	\$261,905,097	\$255,650,875	<b>\$6,254,222</b>	<b>1.2</b>	174
Total Food & Drink (NAICS 722)	\$45,121,994	\$36,219,815	<b>\$8,902,179</b>	<b>10.9</b>	81

The "Retail Gap" is the difference between the potential spending in an area, based on population, and the capacity of that area's retail stores to meet the potential. In an area where retail potential is greater than retail sales, the excess retail demand (a positive number) "leaks" to other areas, thus "leakage." Demand in an area that is lower than the available supply (thus a negative number) is considered a surplus of supply, or "surplus."  
 (Source: ESRI Business Analyst)



# Montavilla Analysis Area

## Employment

### Quarterly Census of Employment and Wages data for 2002 & 2008

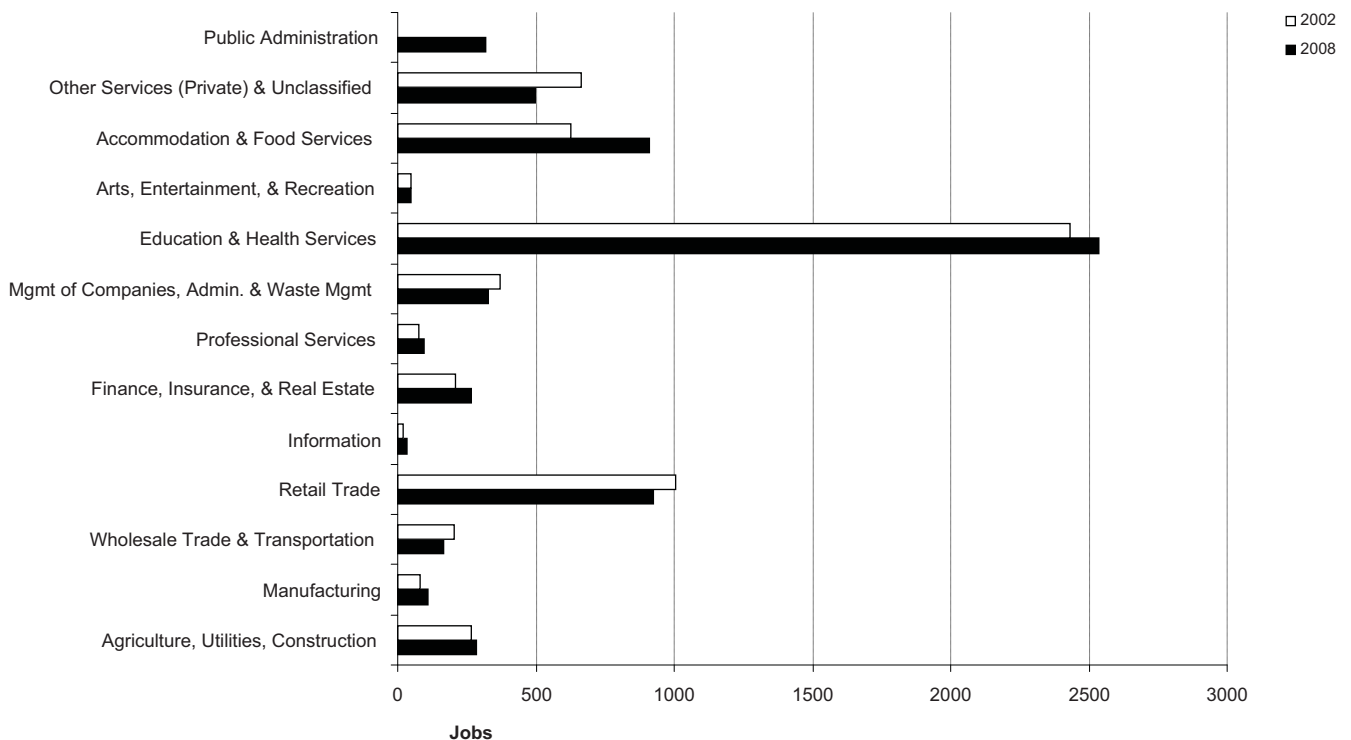
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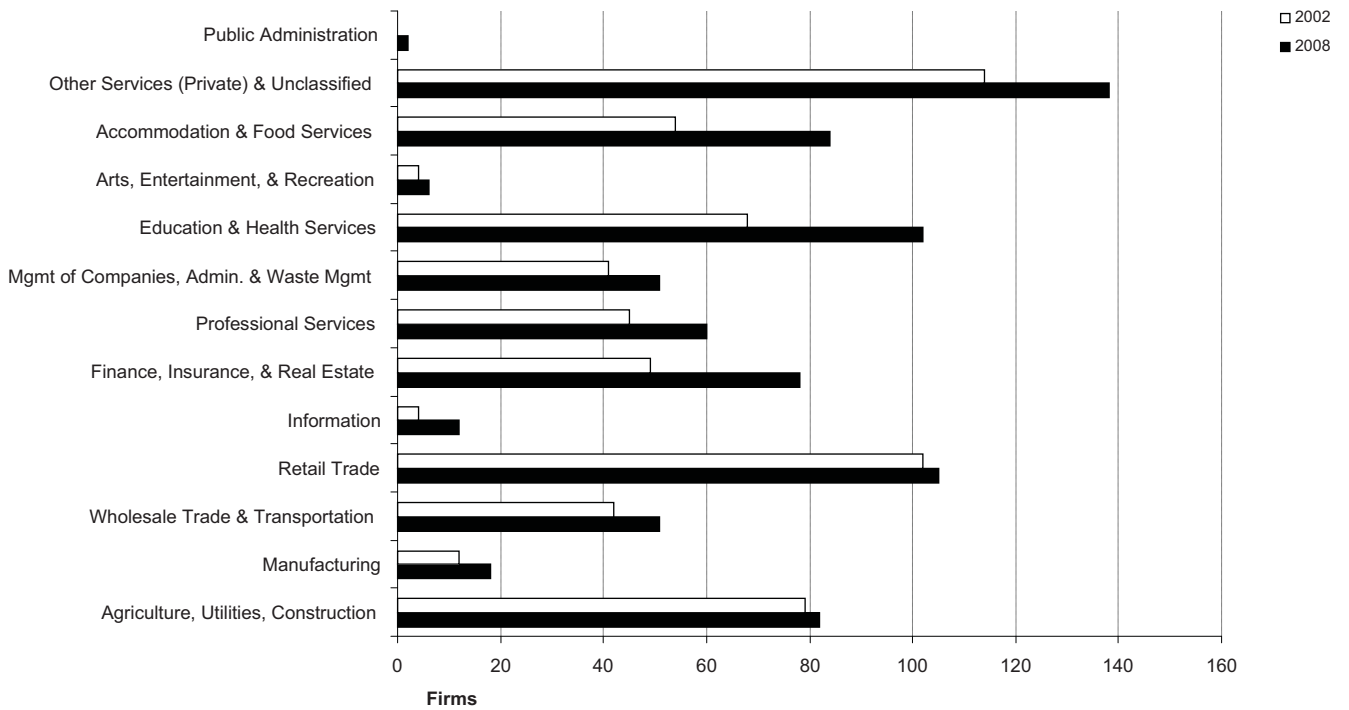
Note: These figures represent the jobs located within the geography. Employment figures should be used with care, as they are based on the addresses of firms or public agencies, and may not reflect where jobs are actually located. For example, the address may identify the location of administrative offices or a mailing address, while job locations may be located in other locations, as is sometimes the case with school districts or firms with dispersed operations.

	2002	2008	change
Total Jobs	6,000	6,506	+506
Total Firms	614	789	+175
Average Annual Wages	\$22,191	\$28,995	+6,804

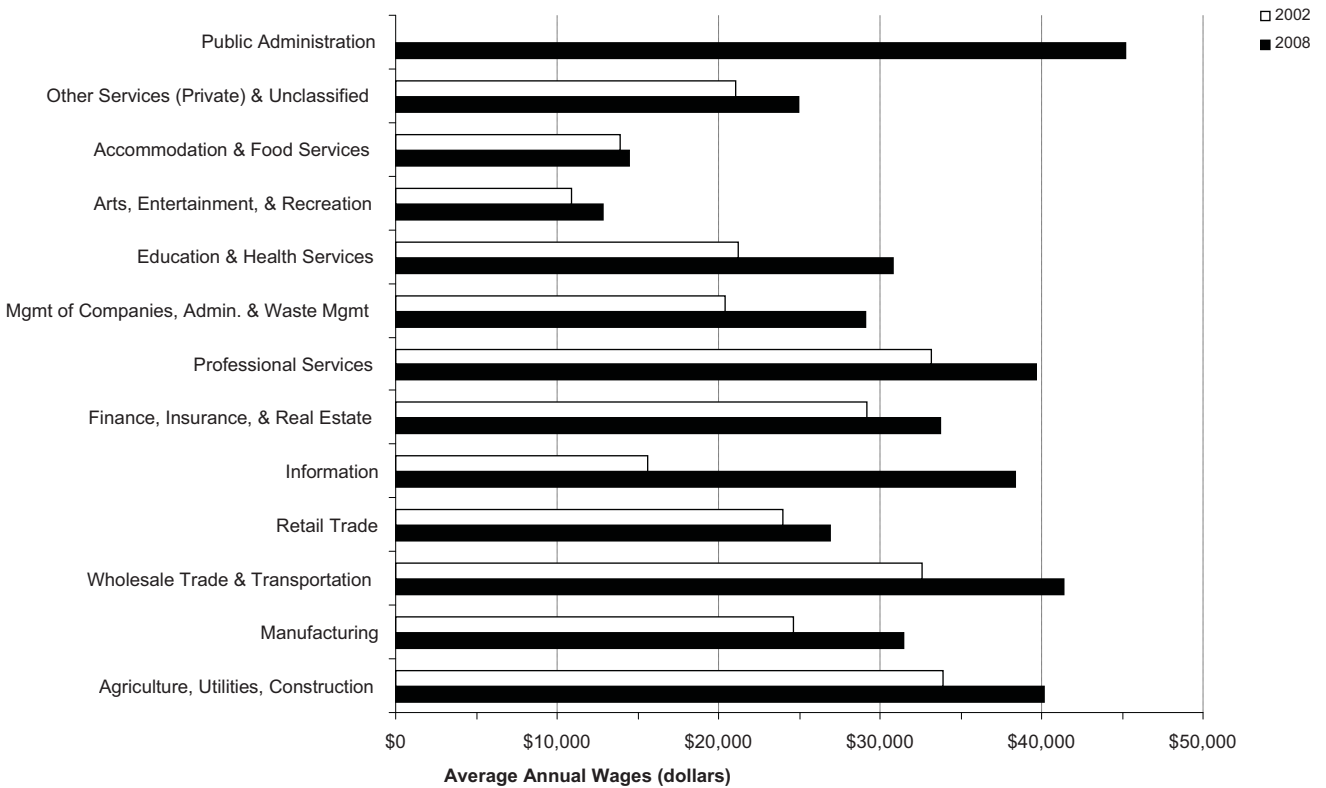
### Total Jobs



### Total Firms



### Average Annual Wages





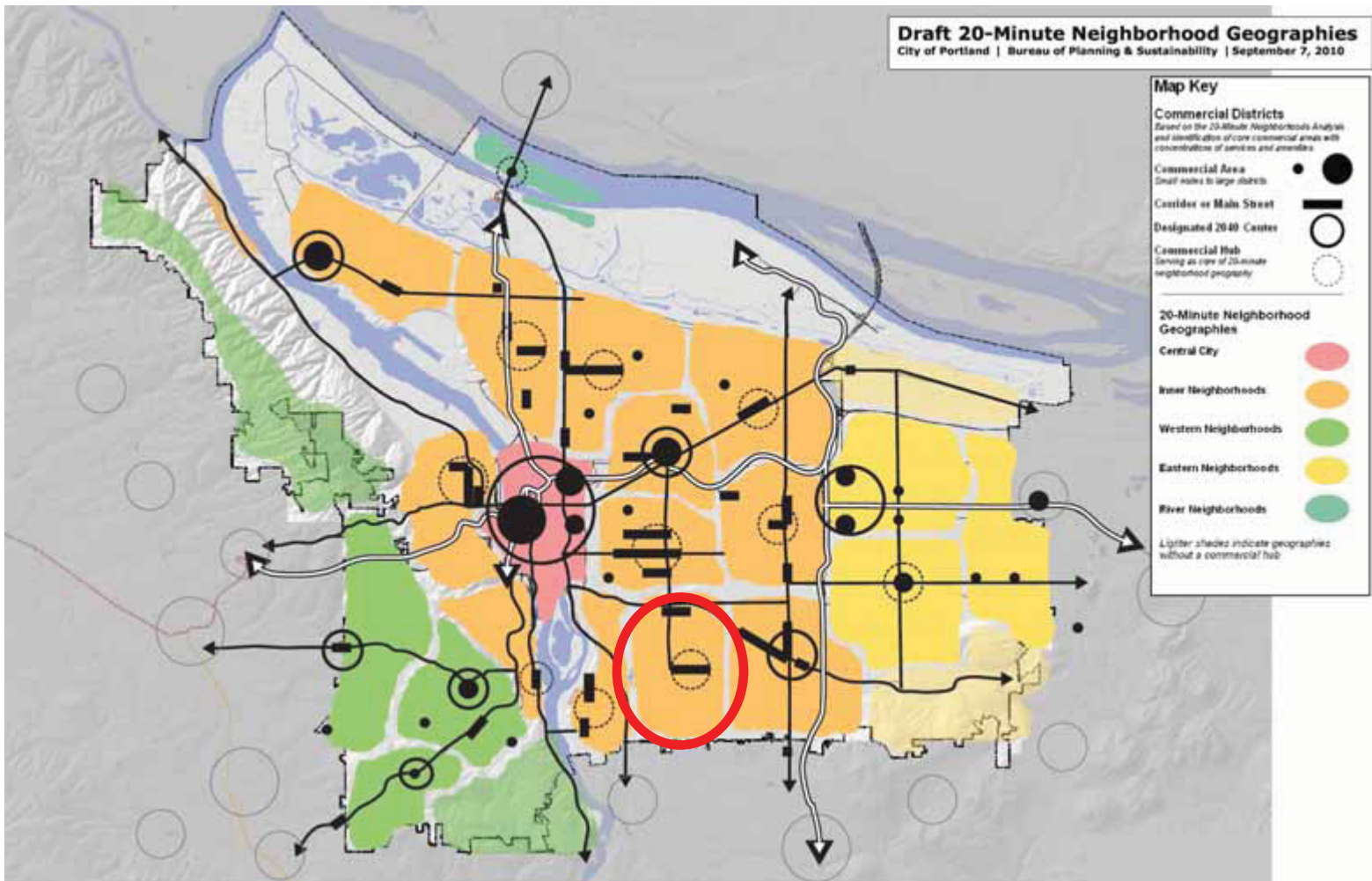


# 10

## Woodstock Analysis Area

Including Woodstock, Eastmoreland, Reed, Creston-Kenilworth, and parts of the Brentwood-Darlington neighborhoods

### Services, Demographics and Market Summary



## 20-Minute Neighborhoods Analysis

June 5, 2012

*Note: Analysis areas used in this report were based around existing core neighborhood business districts and surrounding residential areas as part of an assessment of local access to services. While many of these commercial areas have at least some neighborhood hub functions, their inclusion in these summary reports and the associated analysis area geographies are for analysis purposes only. The hubs and geographies used in these summaries do not preclude the community's identification of other locations for neighborhood hubs during the upcoming update of the Comprehensive Plan.*

## Woodstock Analysis Area Services and Amenities

*Population: 31,300 people (13,200 households)  
Land Area: 4.6 square miles (6,700 people per sq. mile)*

### Commercial Districts

The area's largest concentration of commercial services is located along SE Woodstock. There are also concentrations of commercial services at the area's northern edge along SE Powell and on SE Foster.

**Grocery stores:** 4 (1 store per 3,300 households)

**Retail gap:** \$136 million gap (*amount of estimated yearly retail spending by the analysis area population that is in excess of the retail sales generated by area businesses, indicating the extent to which retail spending is leaving the neighborhood market area*)

### Community Amenities

#### Proximity to Services and Amenities

**Percentage of population:**

Within 1/2 mile of a park*:	100%
Within 1/2 mile of a public elementary school:	51%
Within 3 miles of a full-service community center*:	96%
Within 1/2 mile of a full-service grocery store:	46%
Within 1/4 mile of a frequent service transit stop:	40%

*\*Parks Bureau service standard*

**Community Centers:** 1 (Woodstock Community Center – no recreation facilities)

**Libraries:** 1 (Woodstock Library)

**Parks and Open Spaces:** 233 acres – including Crystal Springs Rhododendron Garden, Eastmoreland Golf Course, Tideman Johnson Natural Area, and Creston, Kenilworth, Berkeley and Woodstock parks.

**Tree Canopy Coverage:** 25%

**Public Schools:** 1 high school (Cleveland\*)

6 K-8 schools (Duniway, Grout, Lewis and Woodstock elementary schools, Creston K-8, Lane Middle School\*)

*\*At edge of analysis area*

**Colleges (campus):** 1 (Reed College)

**Hospitals:** None

**Farmers Markets:** 1 (Woodstock Farmers Market)

**Transit Centers/Stations:** None

**Walkable Access Score:** 61 (out of 100)

*(from 20-Minute Neighborhoods Analysis Index)*

### Neighborhood and Business Associations

**Neighborhood Associations:** Woodstock, Eastmoreland, Reed, Creston-Kenilworth, and parts of Brentwood-Darlington

**Business Associations:** Woodstock Community, Greater Brooklyn, and Foster Area business associations

## Urban Form Characteristics

The majority of the area has inner neighborhood characteristics, such as compact blocks with fully-improved streets and sidewalks, but a substantial minority of streets in the southeastern portion of the area lack sidewalks or are not fully improved. Woodstock Boulevard is the area’s primary commercial main street and features a mix of street-fronting buildings and more auto-oriented development with surface parking lots, while the major street corridors of Powell and Foster border the area’s northern edge and McLoughlin Boulevard and railroad tracks define its western edge. Prominent natural features include Reed Canyon and Crystal Springs toward the west and Johnson Creek and hilly topography to the south.

**Access issues.** Most of the area has good street and sidewalk connectivity, except for the southeastern portion of the area. The area includes frequent transit service and commercial and community services, but these are beyond walking distance for a large portion of residents. McLoughlin Boulevard, railroad tracks, a golf course and other open spaces limit access to adjacent areas to the west.

### 2040 Growth Concept: Designated Mixed-Use Areas

*The 2040 Growth Concept sets direction for the region’s growth and calls for focusing residential and commercial development in and around transit-oriented mixed-use areas that have a mix of businesses and housing.*

Mixed-Use Centers:	0
Main Streets:	1.4 miles (Woodstock, parts of Powell and Foster)
Station Communities:	2 planned (along Portland-Milwaukie light rail line)

## Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,489	67%	212
Multi-Family Residential:	292	13%	147
Commercial/Mixed-Use:	135	6%	63
Employment:	4	.2%	1
Industrial:	96	4%	2
Open Space:	209	9%	NA

*\*From Buildable Lands Inventory (vacant or underutilized)*

### Anticipated Growth by 2035

*(From Buildable Lands Inventory allocations, based on development capacity and trend information)*

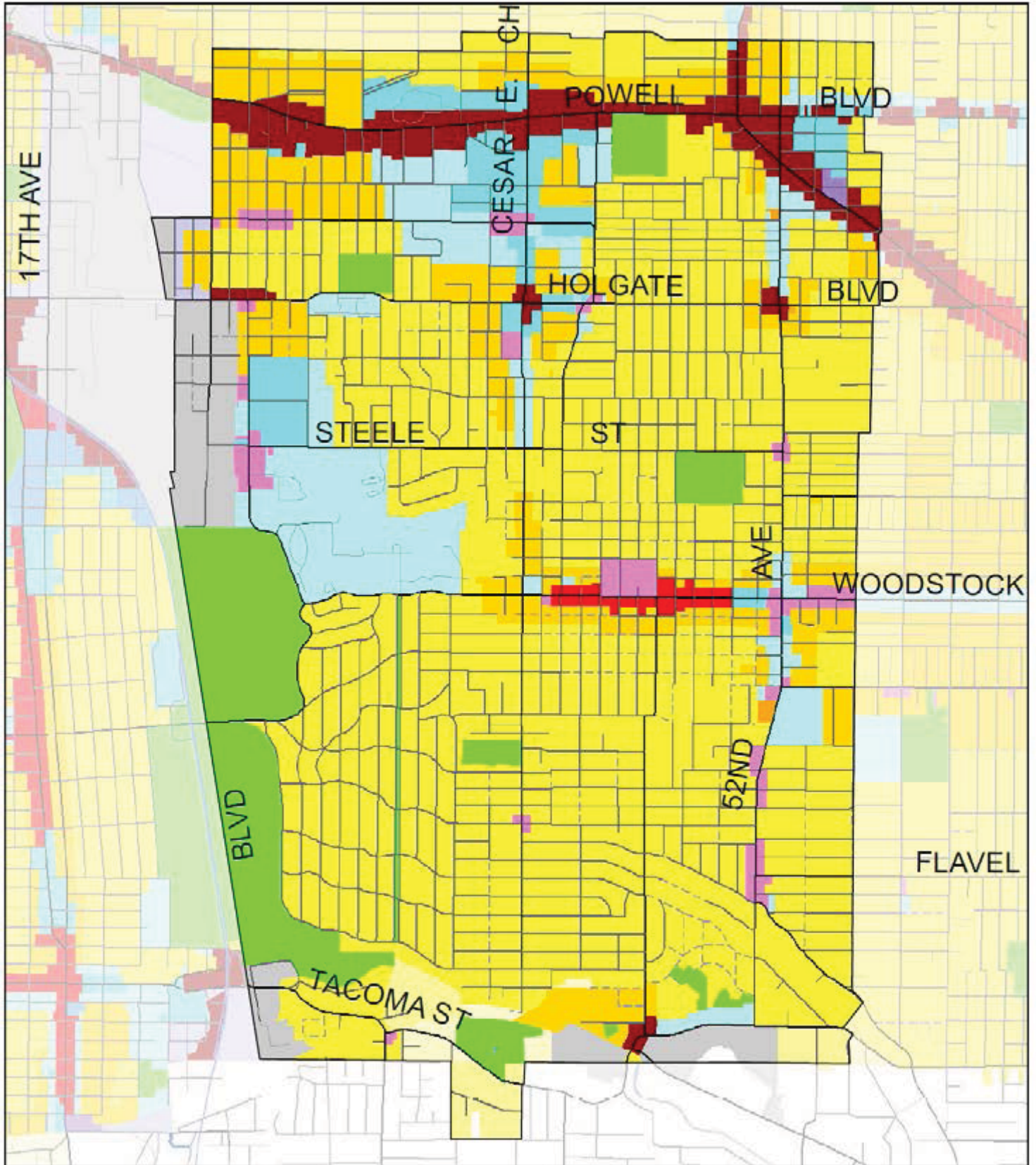
2010 Housing Units (Census):	13,761
2035 Housing Units:	16,300

#### Comprehensive Plan Designations Map *(next page)*

##### Associated generalized zoning:

Single-Family Residential:	RF, R20, R10, R7, R5, R2.5
Multi-Family Residential:	R3, R2, R1, RH, RX, IR
Commercial/Mixed-Use:	NC, OC, UC, CG, CX, EX
Employment:	ME
Industrial:	IS
Open Space:	OS

# Woodstock Analysis Area



## Comprehensive Plan Designations

February 1, 2012

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### Legend

OS	R5	RH	UC	IS
RF	R2.5	RX	CG	
R20	R3	IR	CX	
R10	R2	NC	ME	
R7	R1	OC	EX	

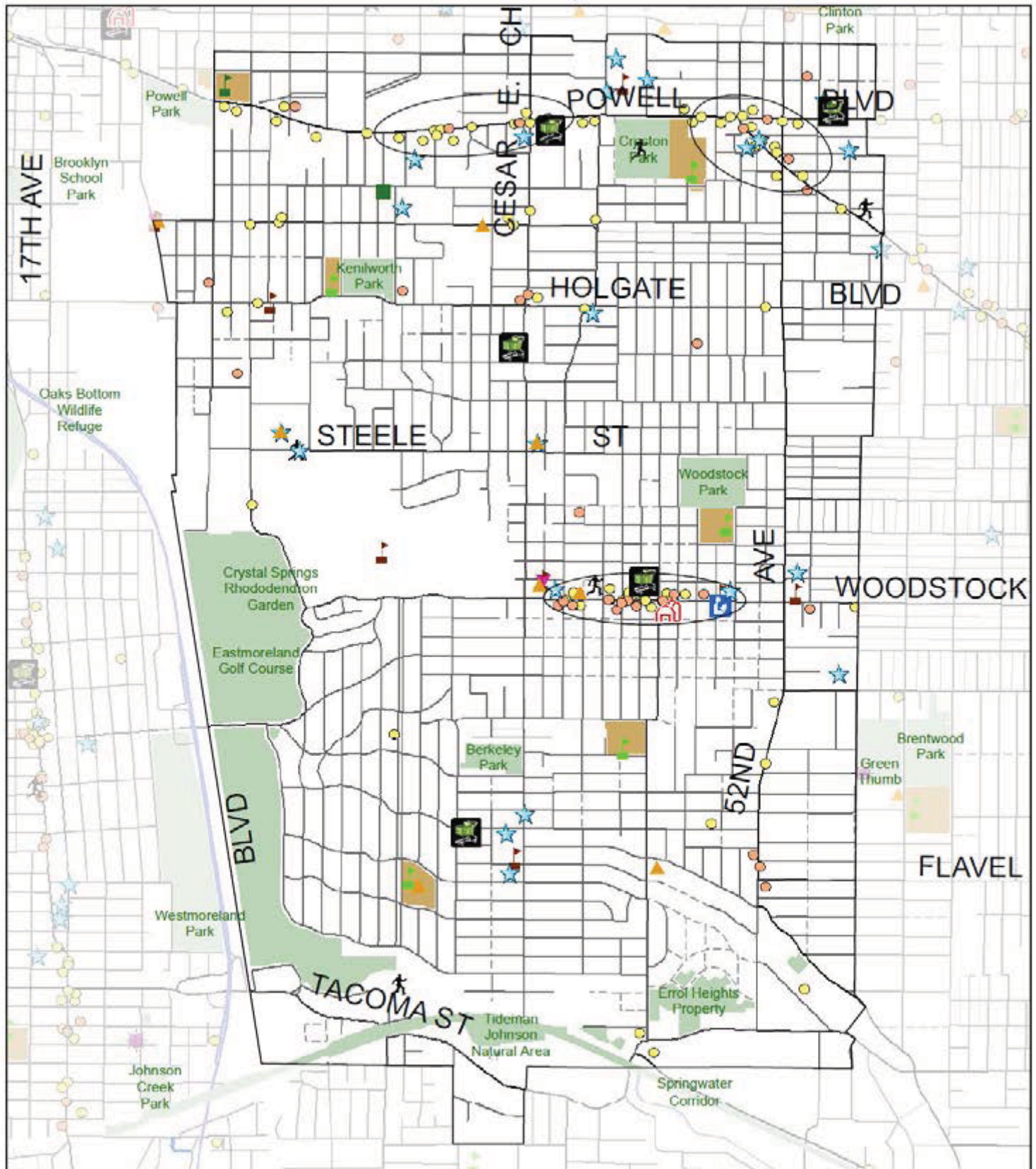


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City of Portland, Oregon  
Sam Adams, Mayor • Jason Anderson, Director

# Woodstock Analysis Area



## Services and Amenities

August 9, 2011  
commercial data: InfoUSA 2008

- Type 1 Commercial
- Type 2 Commercial
- Commercial Cluster
- Fitness Centers
- Grocery Stores
- ★ Places of Worship
- Libraries
- Farmers Markets
- Community Gardens
- Community Centers
- ★ County Health Clinic
- ★ County Aging Services
- ▼ Preschools
- ▲ Daycare Centers
- Public HS
- Public K-8
- Private Schools



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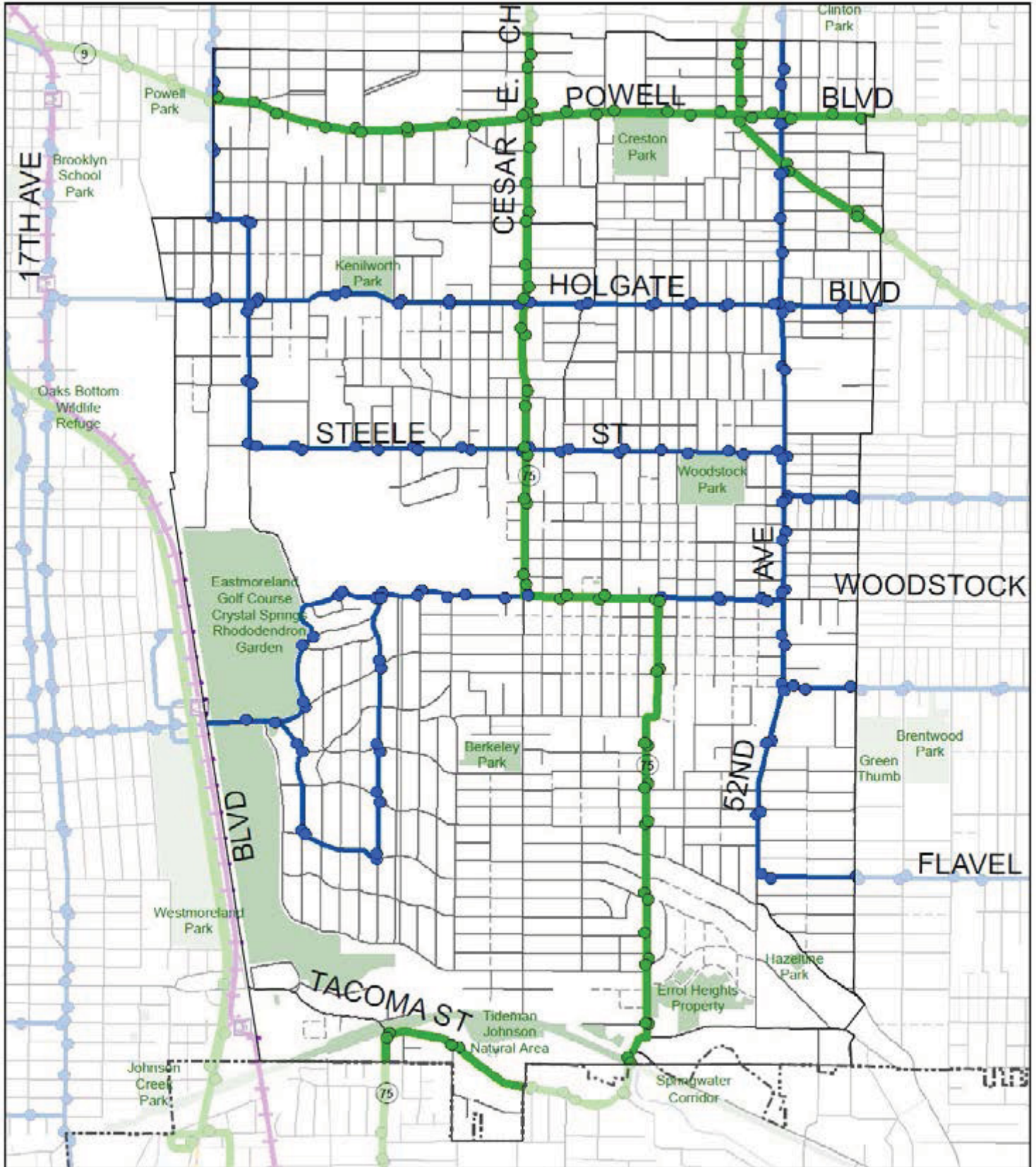


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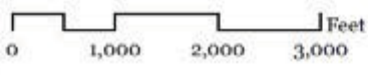
City of Portland, Oregon  
Ben Adams, Mayor • Susan Anderson, Director

# Woodstock Analysis Area



## Transit Infrastructure

- | Light Rail Stops | Bus Stops              |
|------------------|------------------------|
| MAX              | Frequent Stops         |
| Street Car       | Standard Stops         |
| MAX              | Rush Hour Stops        |
| Streetcar        | Frequent Service       |
|                  | Standard Service       |
|                  | Rush-Hour Only Service |
|                  | City Boundary          |



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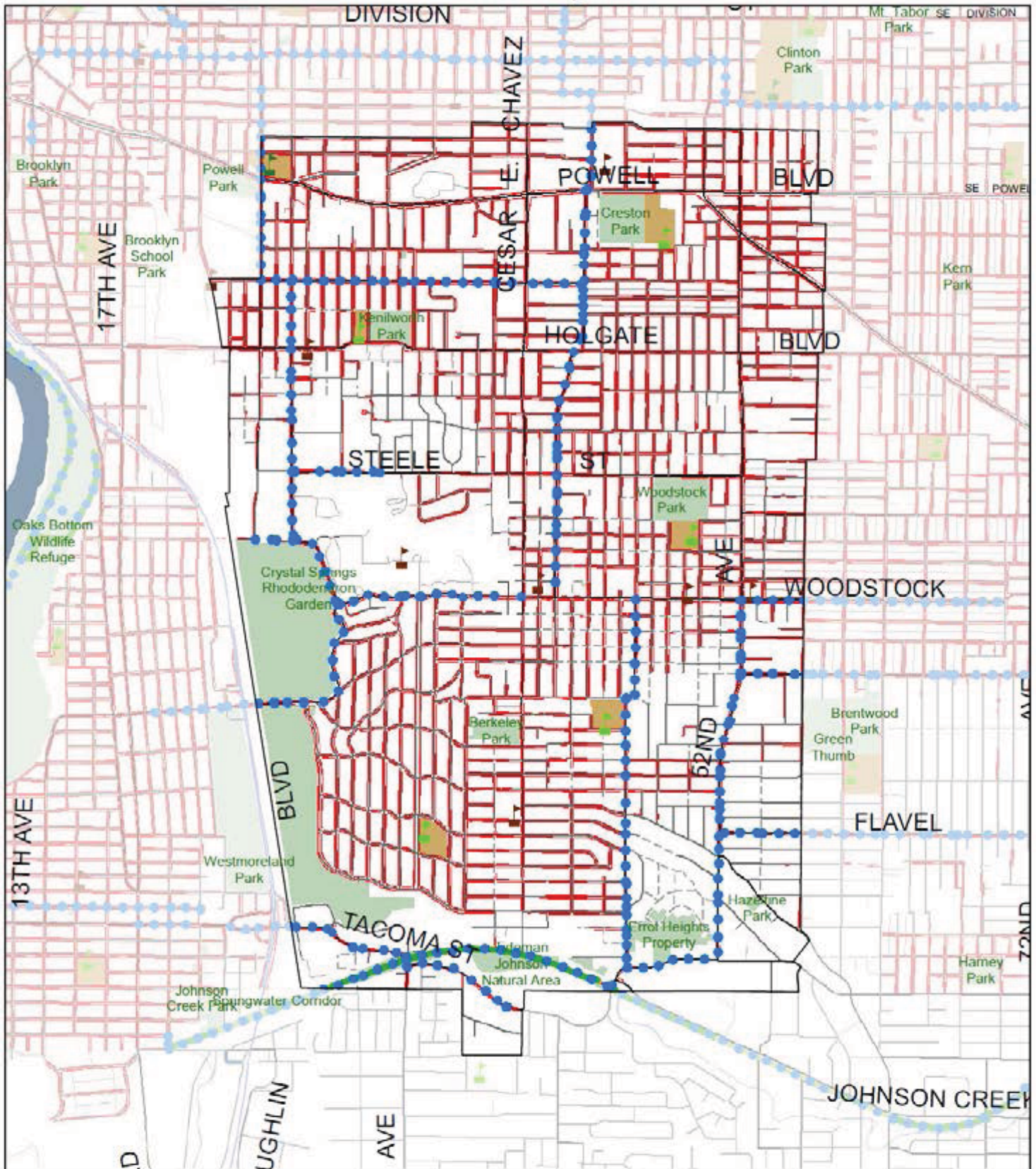


City of Portland, Oregon  
Ann Adams, Mayor • Jason Anderson, Director

February 1, 2012

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# Woodstock Analysis Area

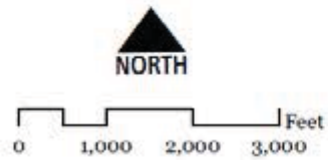


## Sidewalks and Bicycle Infrastructure

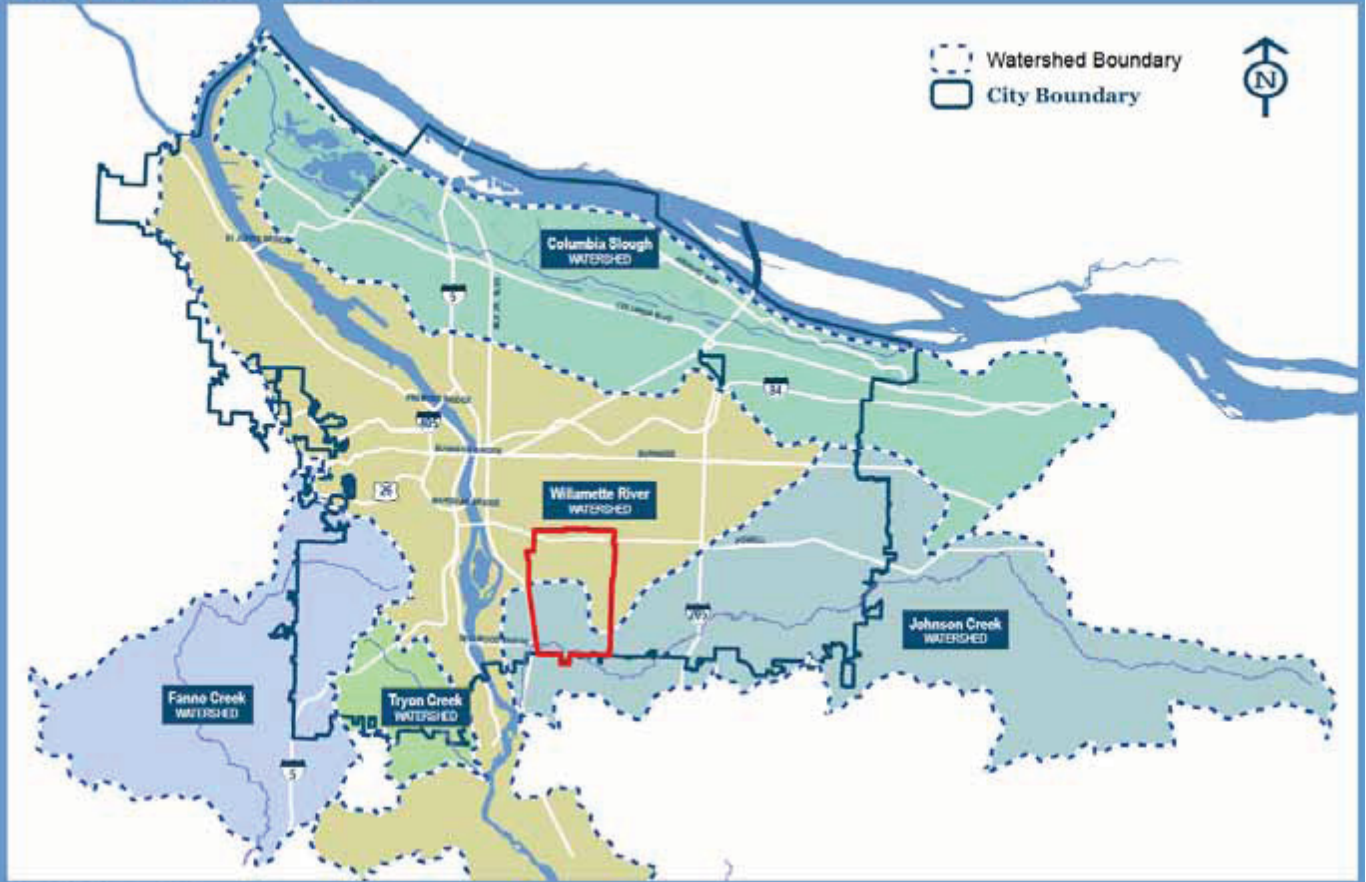
August 9, 2011

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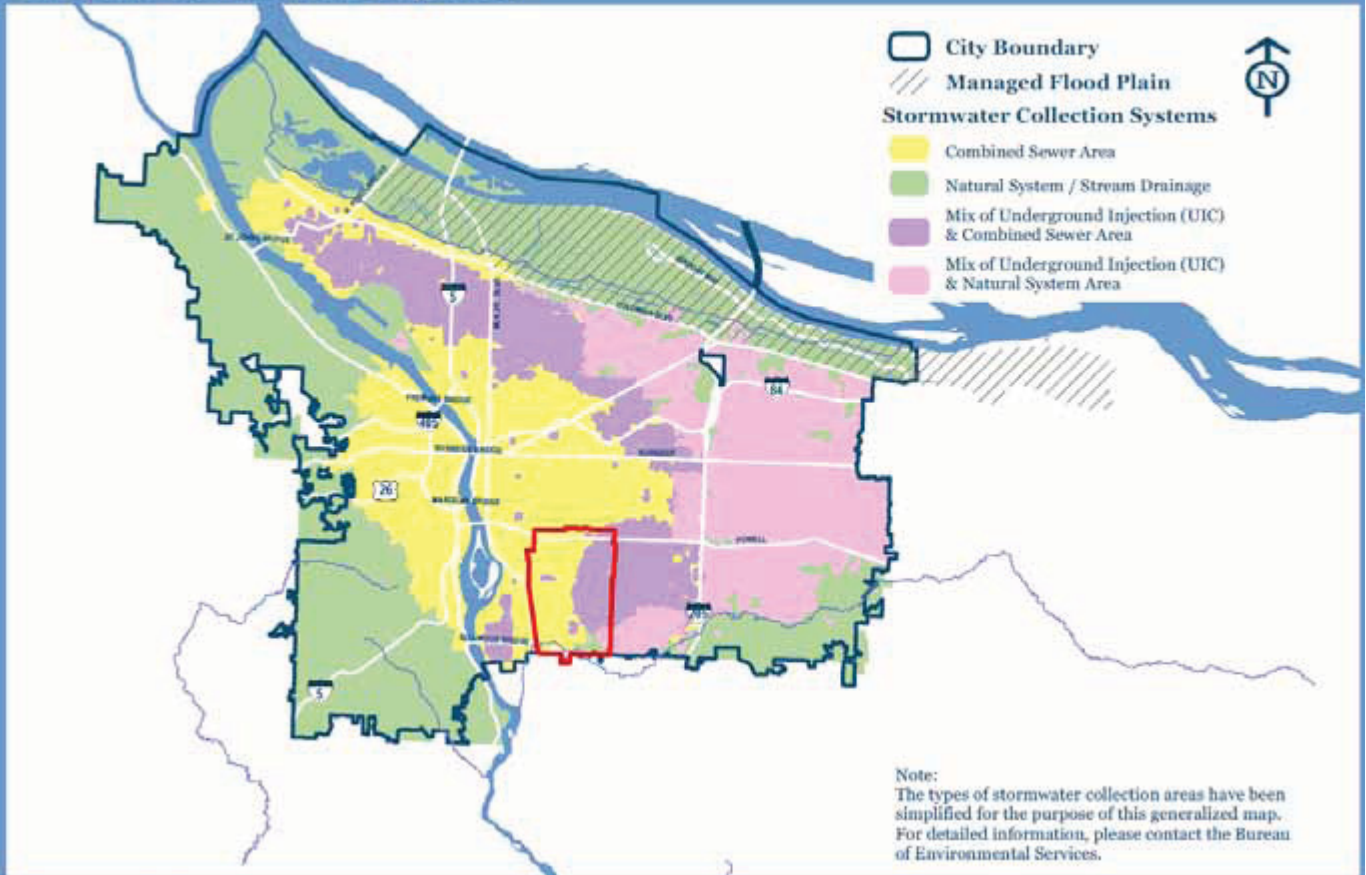
- Sidewalks
- Existing Bike Facility
- regional trails outside Portland (existing)
- regional trails in Portland
-  Public HS
-  Public K-8
-  Private Schools



## Portland Watersheds

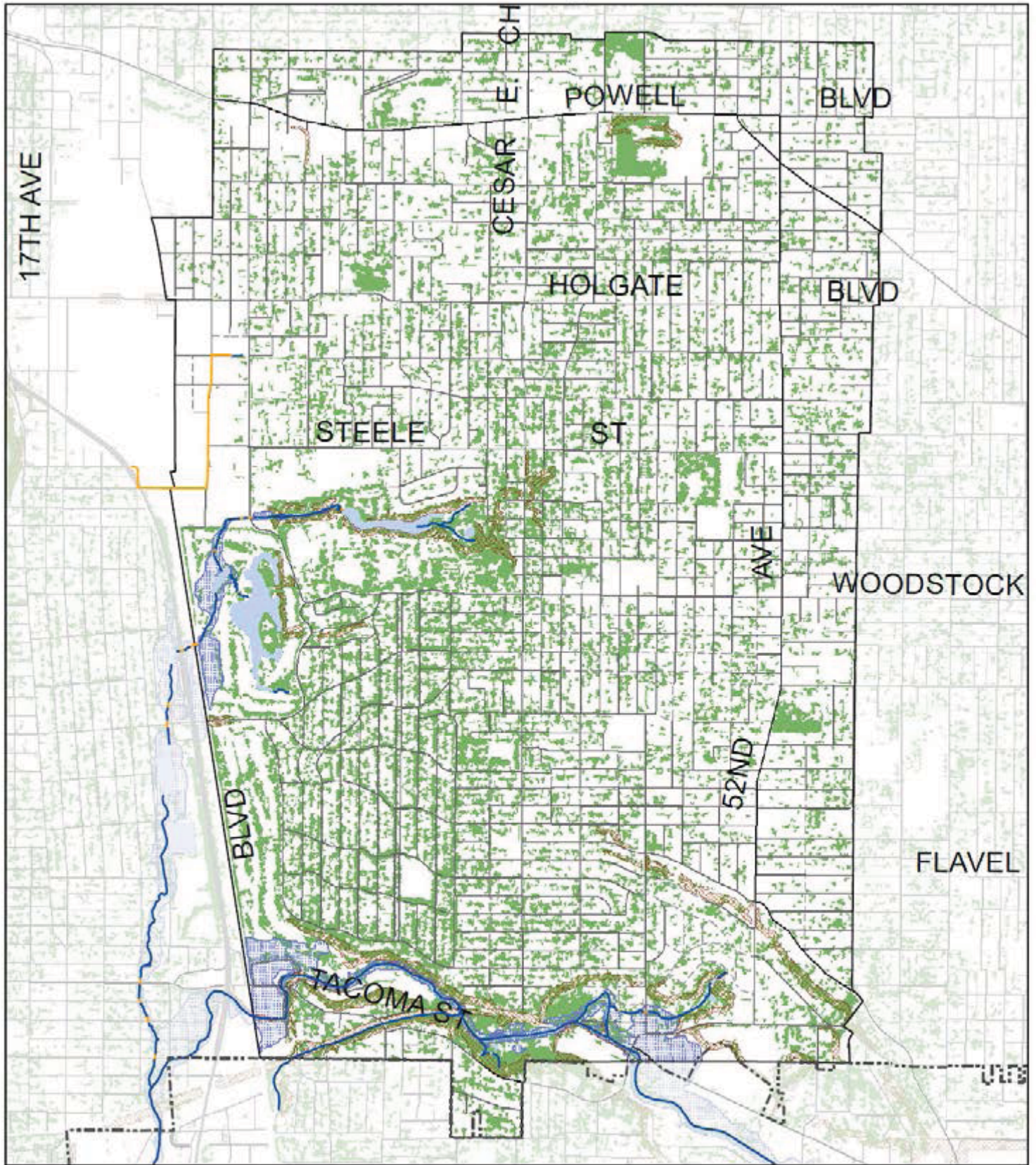


## Portland Stormwater System






# Woodstock Analysis Area



## Watersheds and Natural Features

-  Slope Hazard
-  High Structure Vegetation
-  FEMA 100-year floodplain
-  Waterbodies
-  Open channel stream
-  Piped/culverted stream
-  City Boundary



August 9, 2011

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# Woodstock Analysis Area Demographics (2000 – 2010)

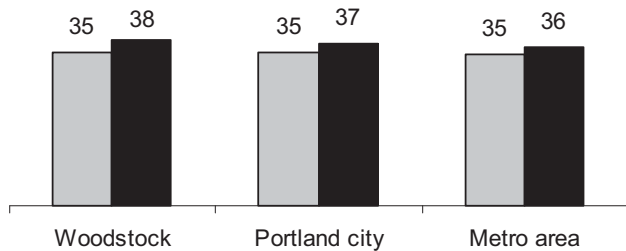
ESRI Business Analyst and US Census 2010 (except as noted)

## Population

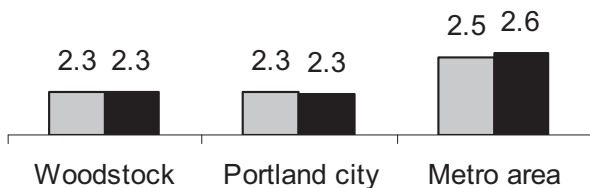
	Woodstock	Portland city	Metro area
2010	31,266	583,776	2,226,009
2000	30,357	529,121	1,927,881
% change	3%	10%	15%

■ 2000 ■ 2010

## Median Age

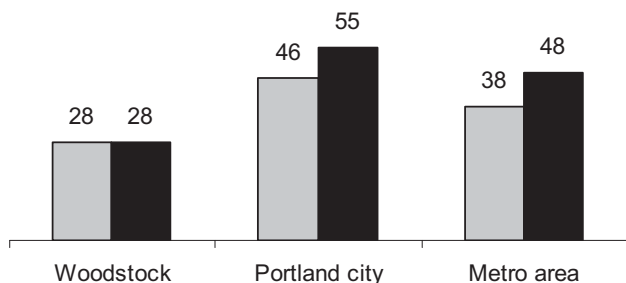


## Average Household Size

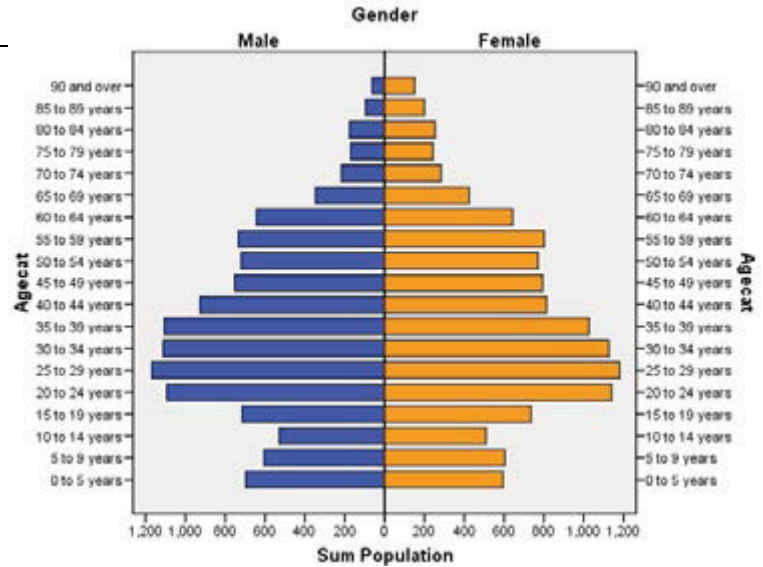


## Diversity Index

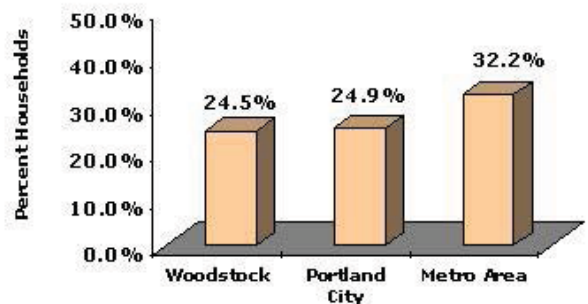
(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)



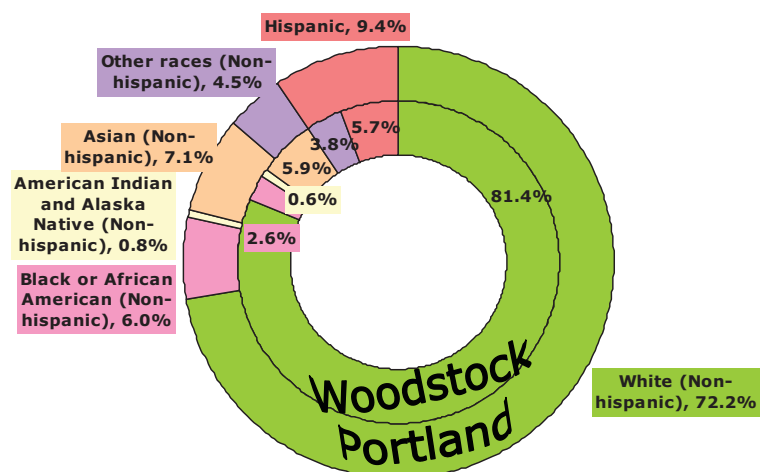
Population Pyramid for Woodstock, 2010



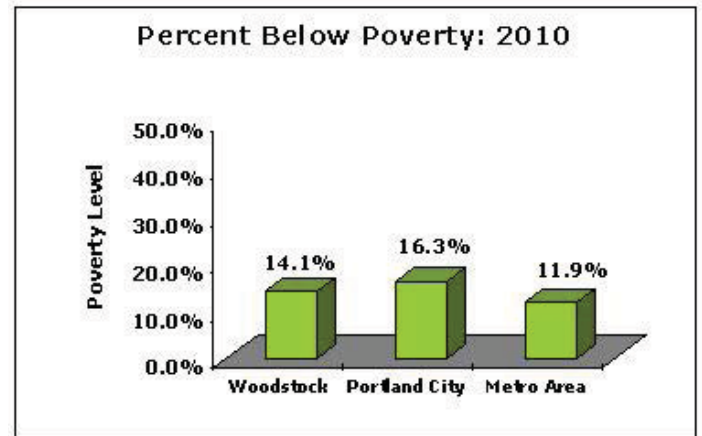
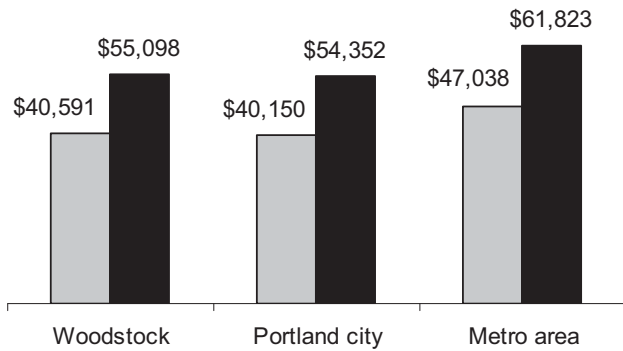
Households with Children Under 18 Years: 2010



Racial and Ethnic Distribution in Portland vs. Woodstock

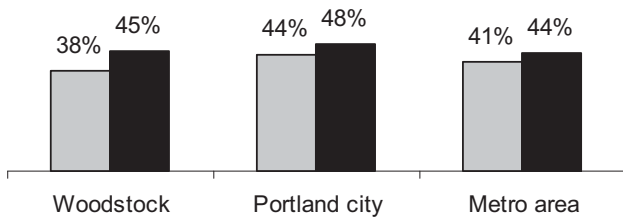


### Median Household Income

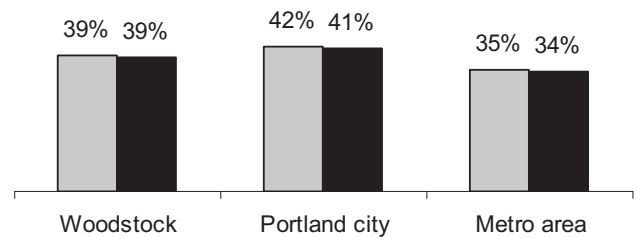


ACS 2006-2010

### Percent College Graduates



### Percent Renters of Occupied Housing Units



### Median Home Value

	Woodstock	Portland city	Metro area
2010	\$247,365	\$253,184	\$273,500
2000	\$152,397	\$154,721	\$168,347
% change	62.3%	63.6%	62.5%

# Woodstock Analysis Area

## Commercial Real Estate Indicators

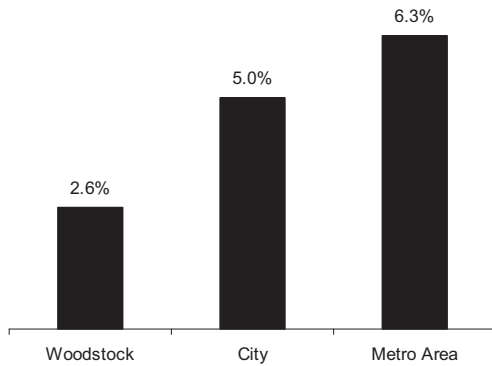
Retail and Commercial Real Estate data through 9-16-2010  
 Source: COSTAR

### RETAIL

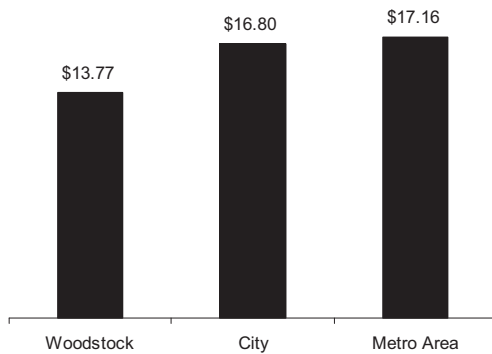
#### Square Feet

Woodstock	City	Metro Area
1,125,825	51,937,895	107,875,146

#### Retail Vacancy



#### Retail Rents

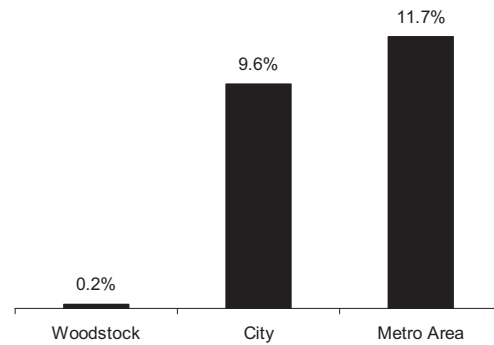


### OFFICE SPACE

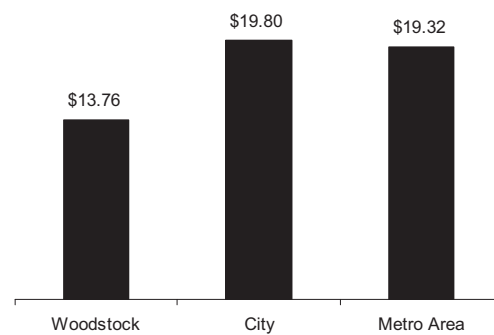
#### Square Feet

Woodstock	City	Metro Area
252,844	54,348,765	92,465,455

#### Office Vacancy



#### Office Rents



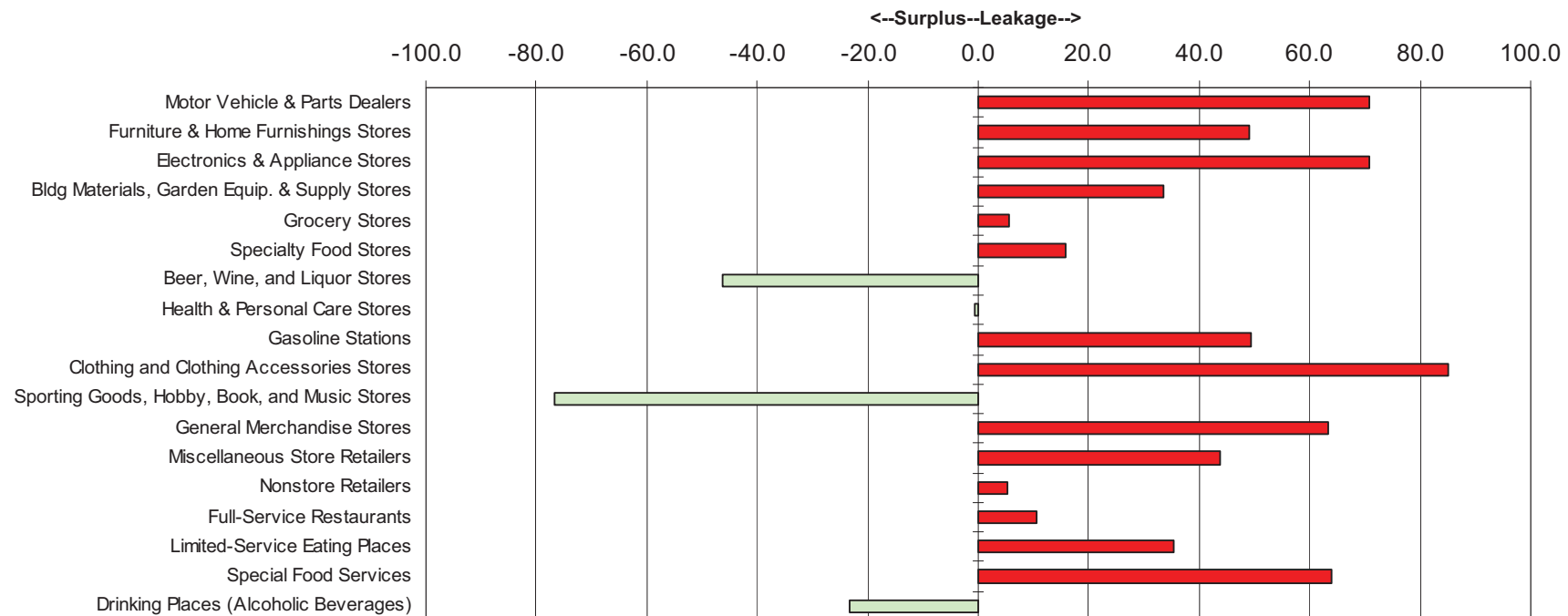
# Woodstock Analysis Area

## Retail Market Profile

**Retail Gap = \$136 million**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / LEAKAGE Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$327,794,855	\$191,454,951	<b>\$136,339,904</b>	<b>26.3</b>	196
Total Retail Trade (NAICS 44-45)	\$279,542,679	\$159,253,521	<b>\$120,289,158</b>	<b>27.4</b>	130
Total Food & Drink (NAICS 722)	\$48,252,176	\$32,201,430	<b>\$16,050,746</b>	<b>20.0</b>	66

The “Retail Gap” is the difference between the potential spending in an area, based on population, and the capacity of that area’s retail stores to meet the potential. In an area where retail potential is greater than retail sales, the excess retail demand (a positive number) “leaks” to other areas, thus “leakage.” Demand in an area that is lower than the available supply (thus a negative number) is considered a surplus of supply, or “surplus.”  
 (Source: ESRI Business Analyst)



# Woodstock Analysis Area

## Employment

Quarterly Census of Employment and Wages data for 2002 & 2008

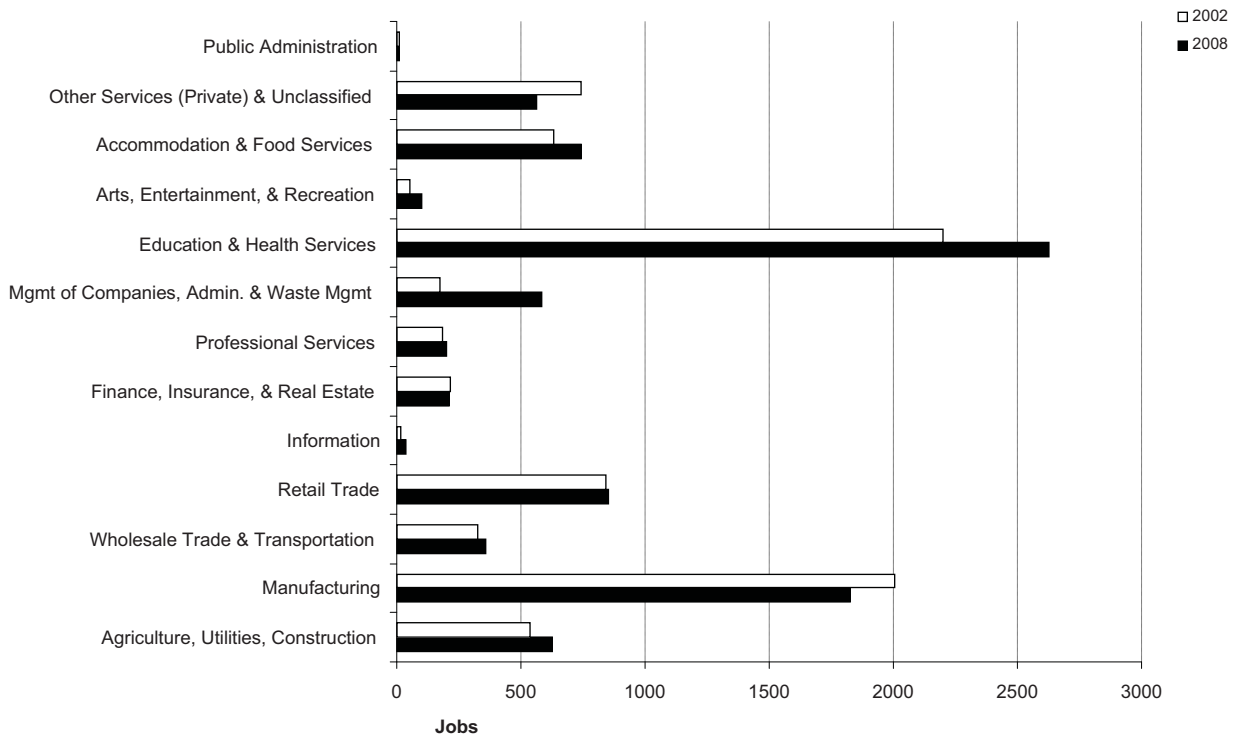
Source: Oregon Employment Department (OED)

This employment data is derived from quarterly tax reports submitted to State Employment Security Agencies by employers subject to State unemployment insurance (UI) laws and from Federal agencies subject to the Unemployment Compensation for Federal Employees (UCFE) program.

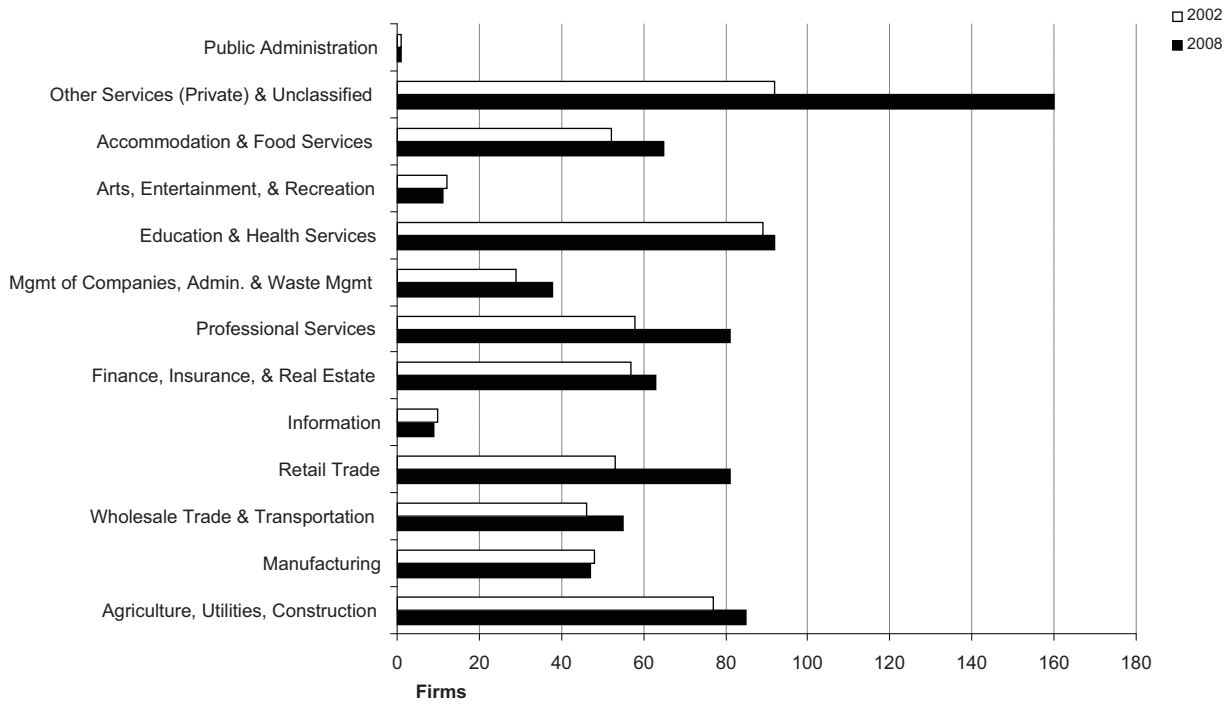
Note: These figures represent the jobs located within the geography. Employment figures should be used with care, as they are based on the addresses of firms or public agencies, and may not reflect where jobs are actually located. For example, the address may identify the location of administrative offices or a mailing address, while job locations may be located in other locations, as is sometimes the case with school districts or firms with dispersed operations.

	2002	2008	change
Total Jobs	7,939	8,726	+787
Total Firms	624	788	+164
Average Annual Wages	\$30,622	\$35,277	+4,655

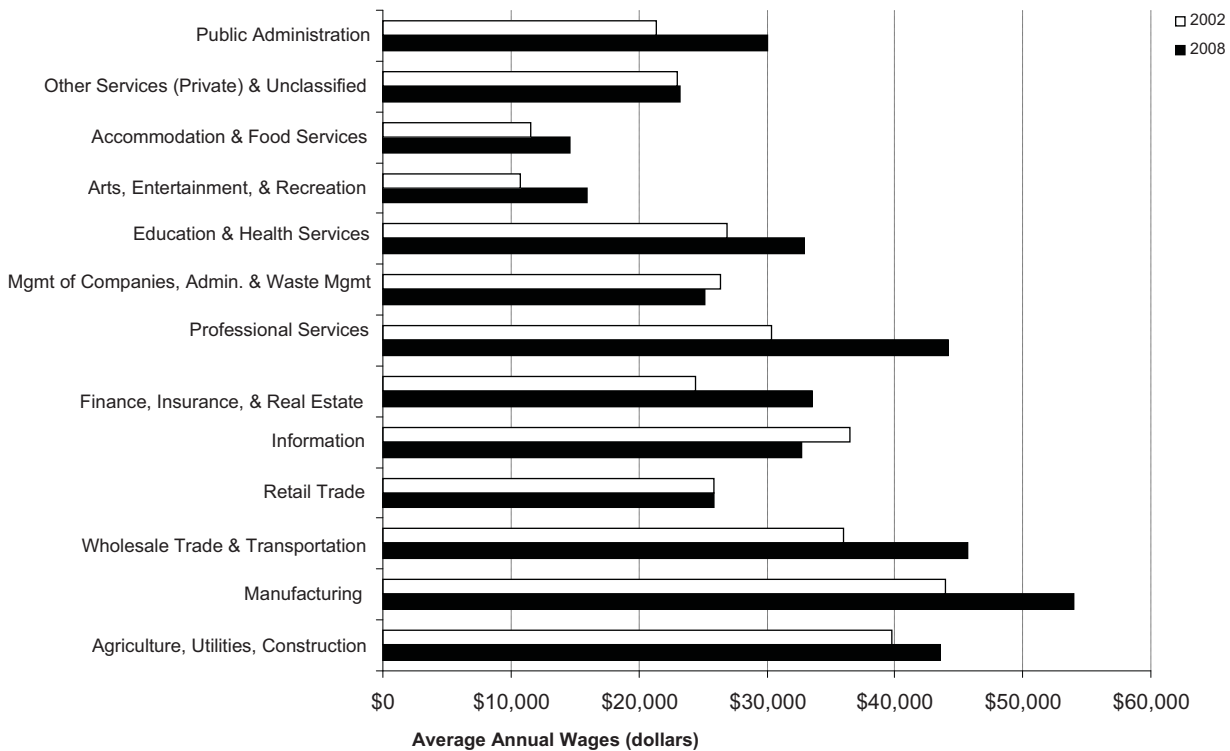
**Total Jobs**



### Total Firms



### Average Annual Wages



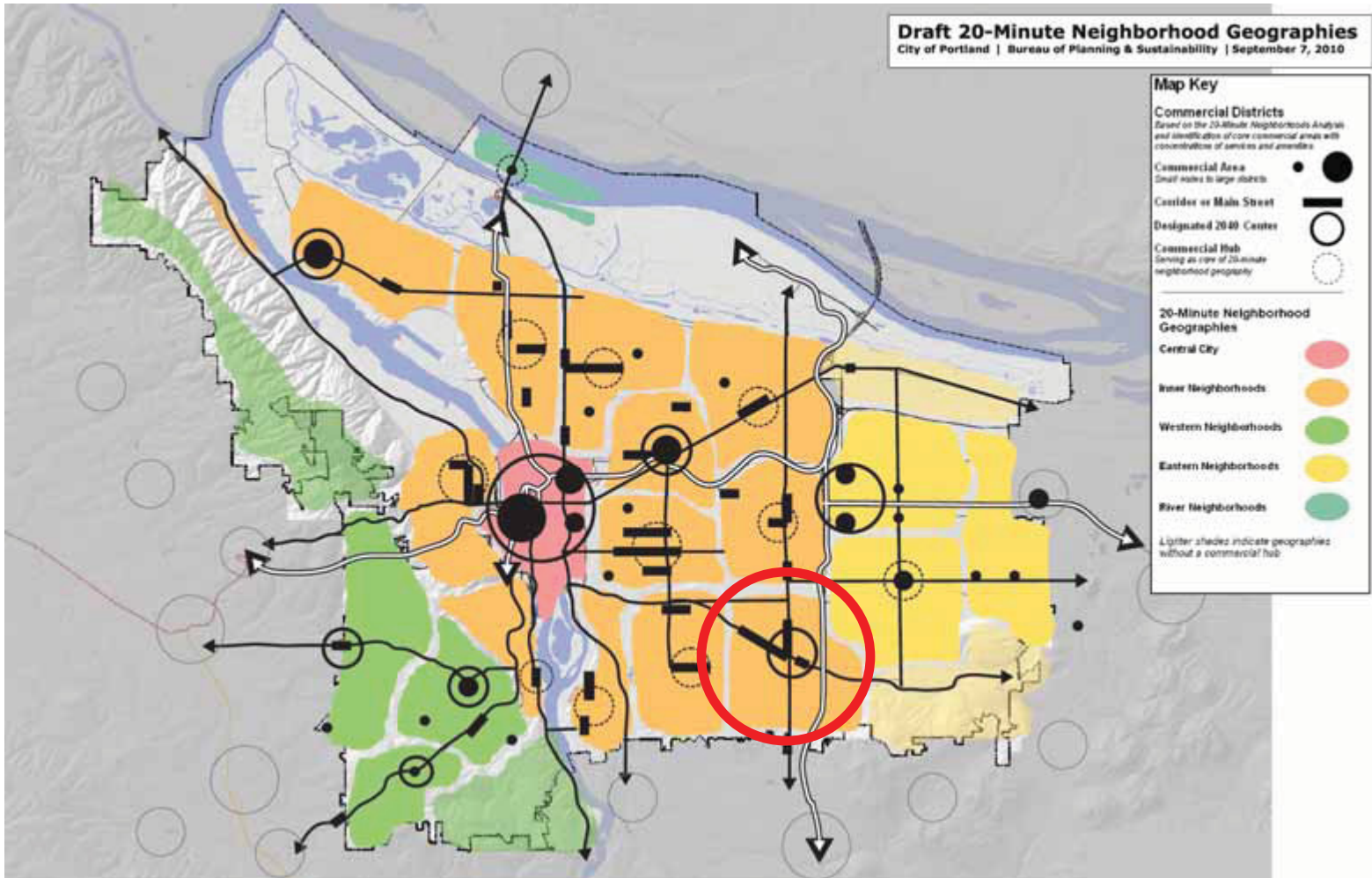




# Lents-Foster Analysis Area

Including Foster-Powell, Lents, Mt. Scott-Arleta, and Brentwood-Darlington neighborhoods

## Services, Demographics and Market Summary



### 20-Minute Neighborhoods Analysis

June 5, 2012

*Note: Analysis areas used in this report were based around existing core neighborhood business districts and surrounding residential areas as part of an assessment of local access to services. While many of these commercial areas have at least some neighborhood hub functions, their inclusion in these summary reports and the associated analysis area geographies are for analysis purposes only. The hubs and geographies used in these summaries do not preclude the community's identification of other locations for neighborhood hubs during the upcoming update of the Comprehensive Plan.*

## Lents-Foster Analysis Area

### Services and Amenities

Population: 43,900 people (16,800 households)  
Land Area: 6.3 square miles (7,000 people per sq. mile)

#### Commercial Districts

The area's largest concentrations of commercial services are located along 82<sup>nd</sup>, particularly near SE Foster and between SE Holgate and Powell. This latter area includes the Eastport Plaza shopping center and its clustering of commercial services also extends along SE Powell. Other clusters of commercial services are located along Foster, particularly near SE Holgate and near 82<sup>nd</sup> Avenue; and in the Lents town center clustered around SE Foster and 92<sup>nd</sup>.

**Grocery stores:** 5 (1 store per 3,360 households)

**Retail gap:** \$34 million gap (*amount of estimated yearly retail spending by the analysis area population that is in excess of the retail sales generated by area businesses, indicating the extent to which retail spending is leaving the neighborhood market area*)

#### Community Amenities

##### Proximity to Services and Amenities

###### Percentage of population:

Within 1/2 mile of a park*:	91%
Within 1/2 mile of a public elementary school:	42%
Within 3 miles of a full-service community center*:	100%
Within 1/2 mile of a full-service grocery store:	32%
Within 1/4 mile of a frequent service transit stop:	43%

*\*Parks Bureau service standard*

**Community Centers:** 1 (Mt. Scott Community Center – full service)

**Libraries:** 1 (Holgate Library)

**Parks and Open Spaces:** 213 acres - including Lents, Bloomington, Glenwood, Harney, Brentwood, and Mt. Scott parks; and the Veterans Creek Natural Area.

**Tree Canopy Coverage:** 20%

**Public Schools:** 6 K-8 schools (Kelly, Whitman, and Woodmere elementary schools; Lent and Marysville K-8s, Lane Middle School\*)  
*\*At edge of analysis area*

**Colleges (campus):** None

**Hospitals:** None

**Farmers Markets:** 1 (Lents International Farmers' Market)

**Transit Centers/Stations:** 4 (Powell, Holgate, Lents Town Center, and Flavel light rail stations)

**Walkable Access Score:** 57 (out of 100)  
*(from 20-Minute Neighborhoods Analysis Index)*

#### Neighborhood and Business Associations

**Neighborhood Associations:** Foster-Powell, Lents, Mt. Scott-Arleta, and Brentwood-Darlington

**Business Associations:** 82<sup>nd</sup> Avenue and Foster Area business associations

## Urban Form Characteristics

The area has a mix of inner neighborhood characteristics, such as compact blocks with fully-improved streets and sidewalks, and eastern neighborhood characteristics, especially in Brentwood-Darlington and other southern portions of the area, where many streets lack sidewalks or are not fully improved. Commercial corridors include a mix of Streetcar-Era main street patterns (parts of Foster Road and also 92<sup>nd</sup> Avenue in the Lents town center) and auto-oriented development with surface parking lots (particularly along the prominent corridors of 82<sup>nd</sup> Avenue and parts of Foster). The southeastern portion of the area includes prominent natural features, including Johnson Creek and adjacent floodplain areas, and streams and forested ravines at the edges of Mt. Scott.

**Access issues.** Includes a mix of areas with good street and sidewalk connectivity and other areas (particularly in southern areas) with poor connectivity. Areas near Foster Road and to the north have good access to transit and commercial and community services, but southern parts of the area lack convenient access to these services. The I-205 Freeway and natural areas act as barriers limiting access to the east and southeast.

## 2040 Growth Concept: Designated Mixed-Use Areas

*The 2040 Growth Concept sets direction for the region's growth and calls for focusing residential and commercial development in and around transit-oriented mixed-use areas that have a mix of businesses and housing.*

Lents Town Center:	281 acres
Main Streets:	3.4 miles (82 <sup>nd</sup> Ave., Foster, Woodstock)
Station Communities:	4

## Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,770	59%	332
Multi-Family Residential:	537	18%	117
Commercial/Mixed-Use:	385	13%	280
Employment:	90	3%	45
Industrial:	57	2%	.5
Open Space:	168	6%	NA

*\*From Buildable Lands Inventory (vacant or underutilized)*

## Anticipated Growth by 2035

*(From Buildable Lands Inventory allocations, based on development capacity and trend information)*

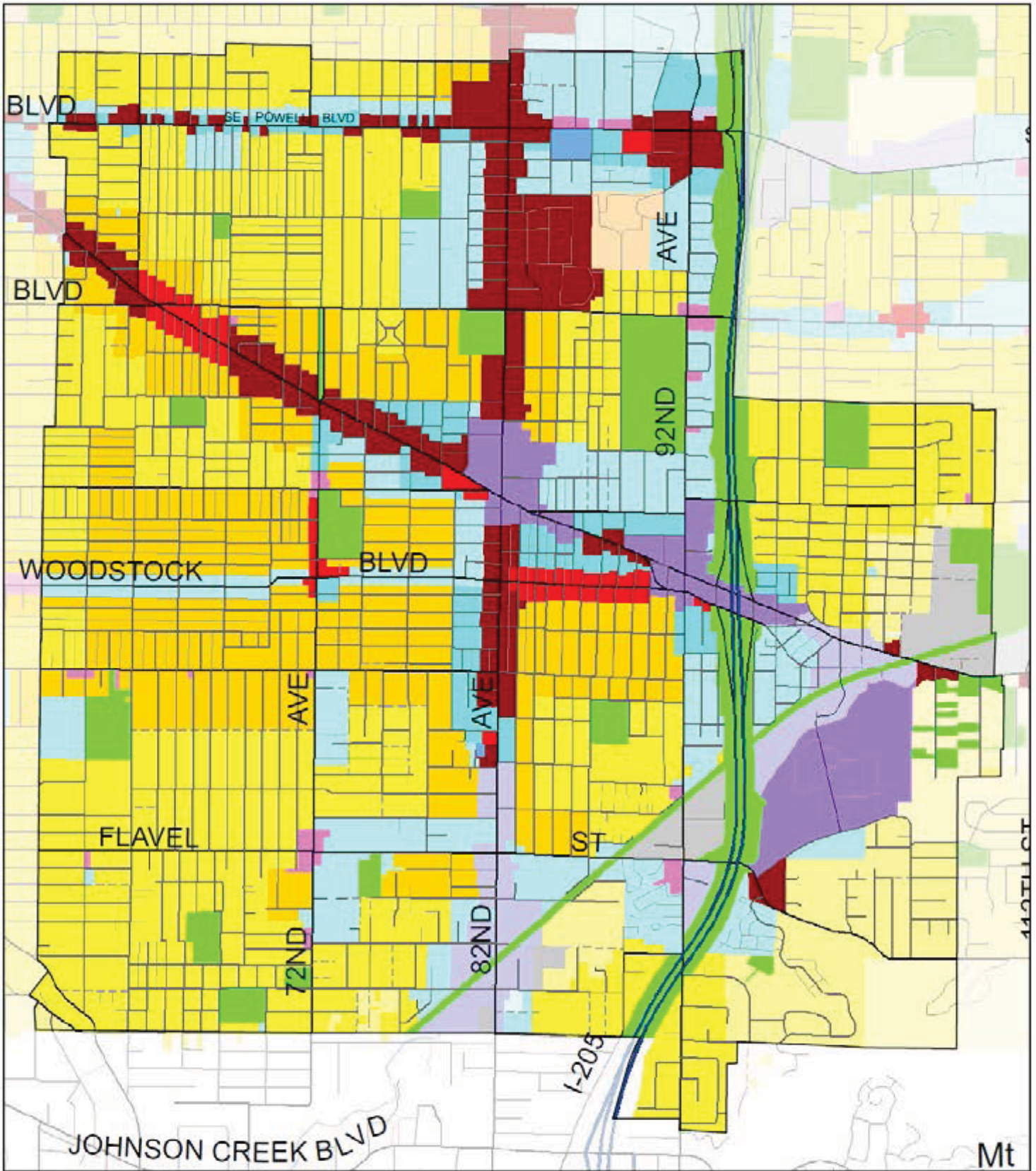
2010 Housing Units (Census):	17,770
2035 Housing Units:	27,900

### Comprehensive Plan Designations Map *(next page)*

#### Associated generalized zoning:

Single-Family Residential:	RF, R20, R10, R7, R5, R2.5
Multi-Family Residential:	R3, R2, R1, RH, RX, IR
Commercial/Mixed-Use:	NC, OC, UC, CG, CX, EX
Employment:	ME
Industrial:	IS
Open Space:	OS

# Lents-Foster Analysis Area



## Comprehensive Plan Designations

February 1, 2012

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### Legend

OS	R5	RH	UC	IS
RF	R2.5	RX	CG	
R20	R3	IR	CX	
R10	R2	NC	ME	
R7	R1	OC	EX	

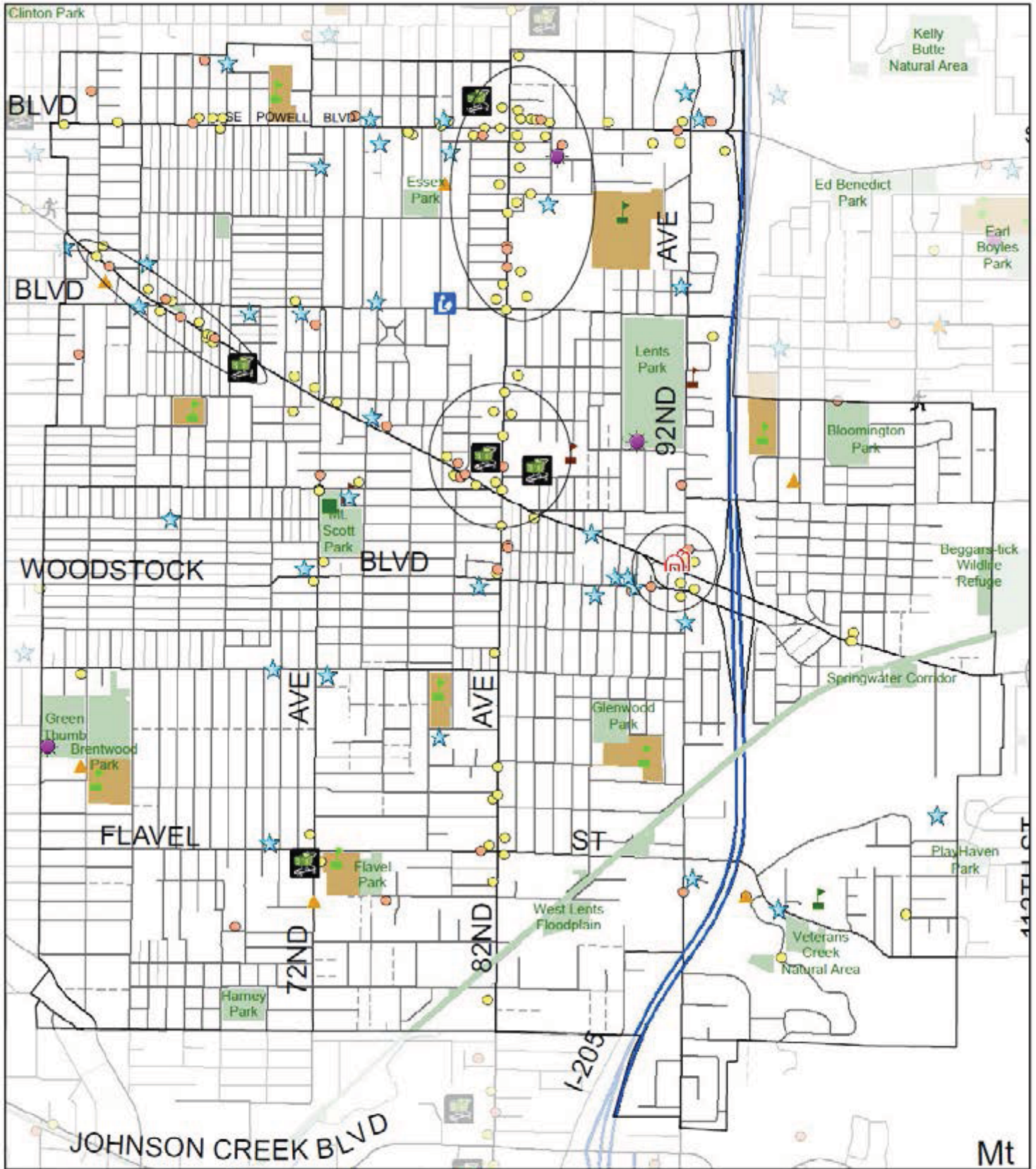


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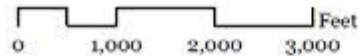
# Lents-Foster Analysis Area



## Services and Amenities

August 9, 2011  
commercial data: InfoUSA 2008

- Type 1 Commercial
- Type 2 Commercial
- Commercial Cluster
- ★ Fitness Centers
- Grocery Stores
- ★ Places of Worship
- ★ Libraries
- Farmers Markets
- Community Gardens
- Community Centers
- ★ County Health Clinic
- ★ County Aging Services
- ▲ Preschools
- ▲ Daycare Centers
- Public HS
- Public K-8
- Private Schools



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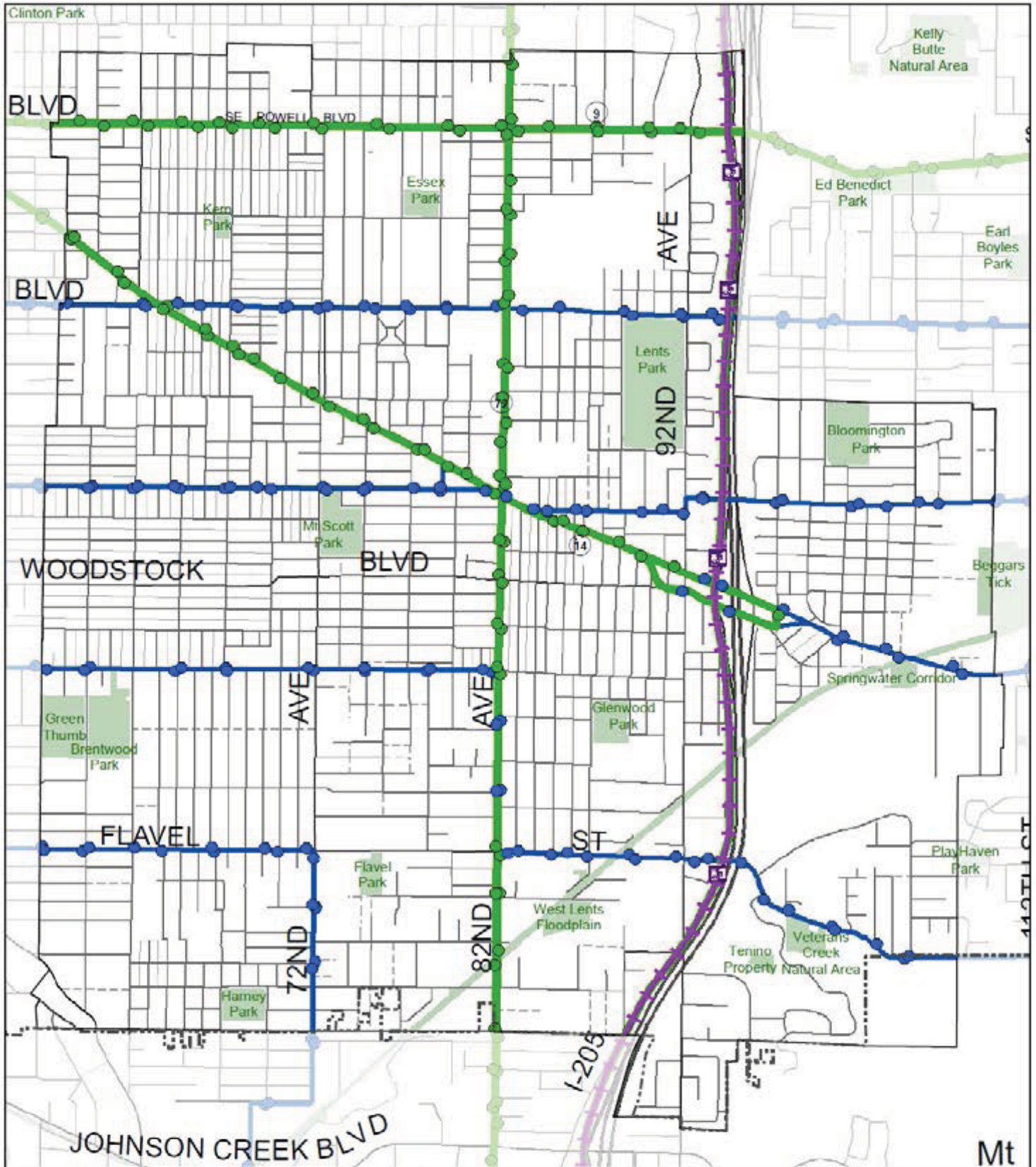


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# Lents-Foster Analysis Area



## Transit Infrastructure

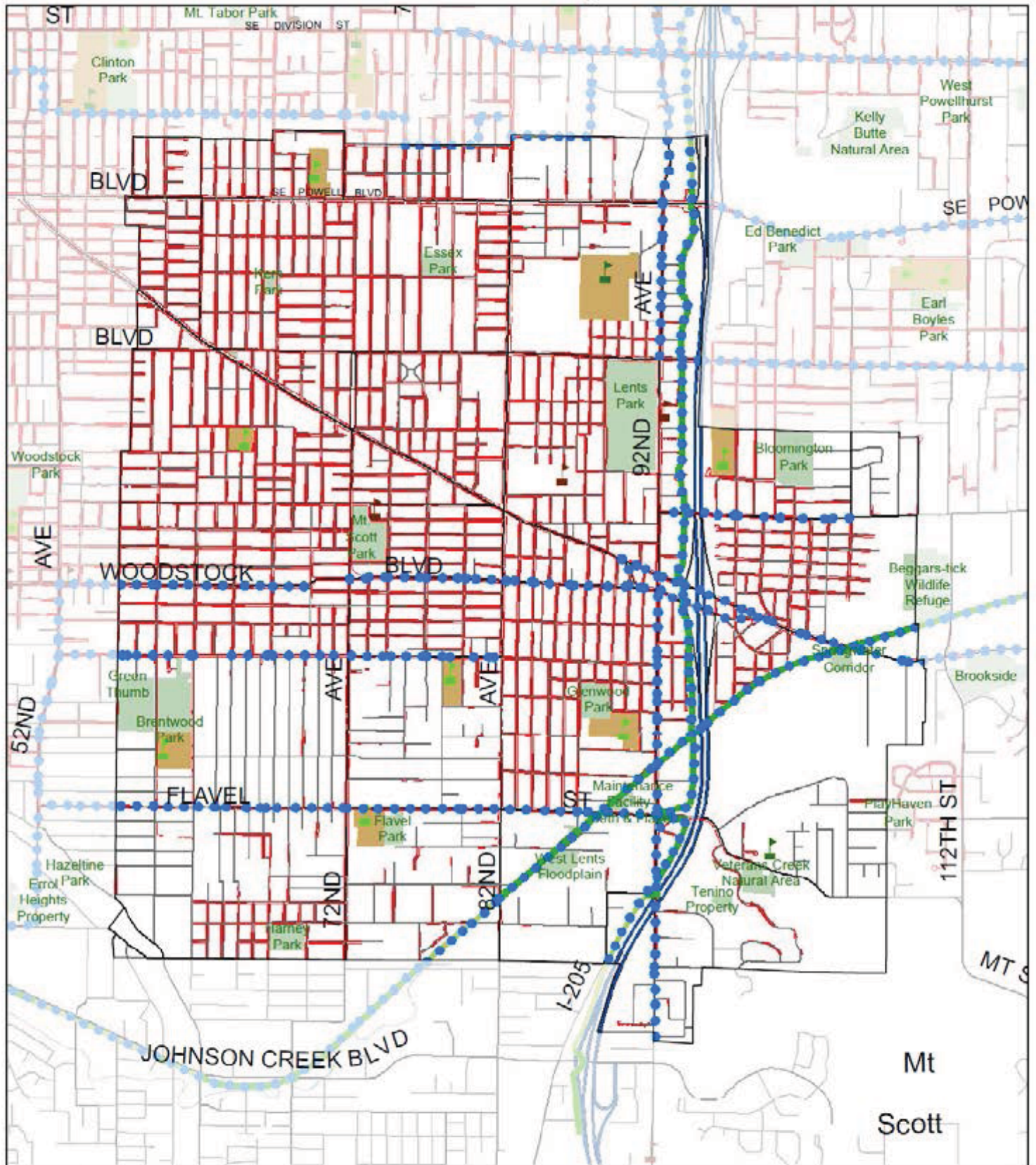
February 1, 2012

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- |                         |                        |
|-------------------------|------------------------|
| <b>Light Rail Stops</b> | <b>Bus Stops</b>       |
| MAX                     | Frequent Stops         |
| Street Car              | Standard Stops         |
| MAX Streetcar           | Rush Hour Stops        |
|                         | Frequent Service       |
|                         | Standard Service       |
|                         | Rush-Hour Only Service |
|                         | City Boundary          |



# Lents-Foster Analysis Area

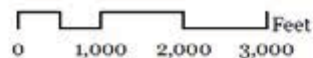


## Sidewalks and Bicycle Infrastructure

August 9, 2011

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- Sidewalks
- Existing Bike Facility
- regional trails outside Portland (existing)
- regional trails in Portland
- Public HS
- Public K-8
- Private Schools

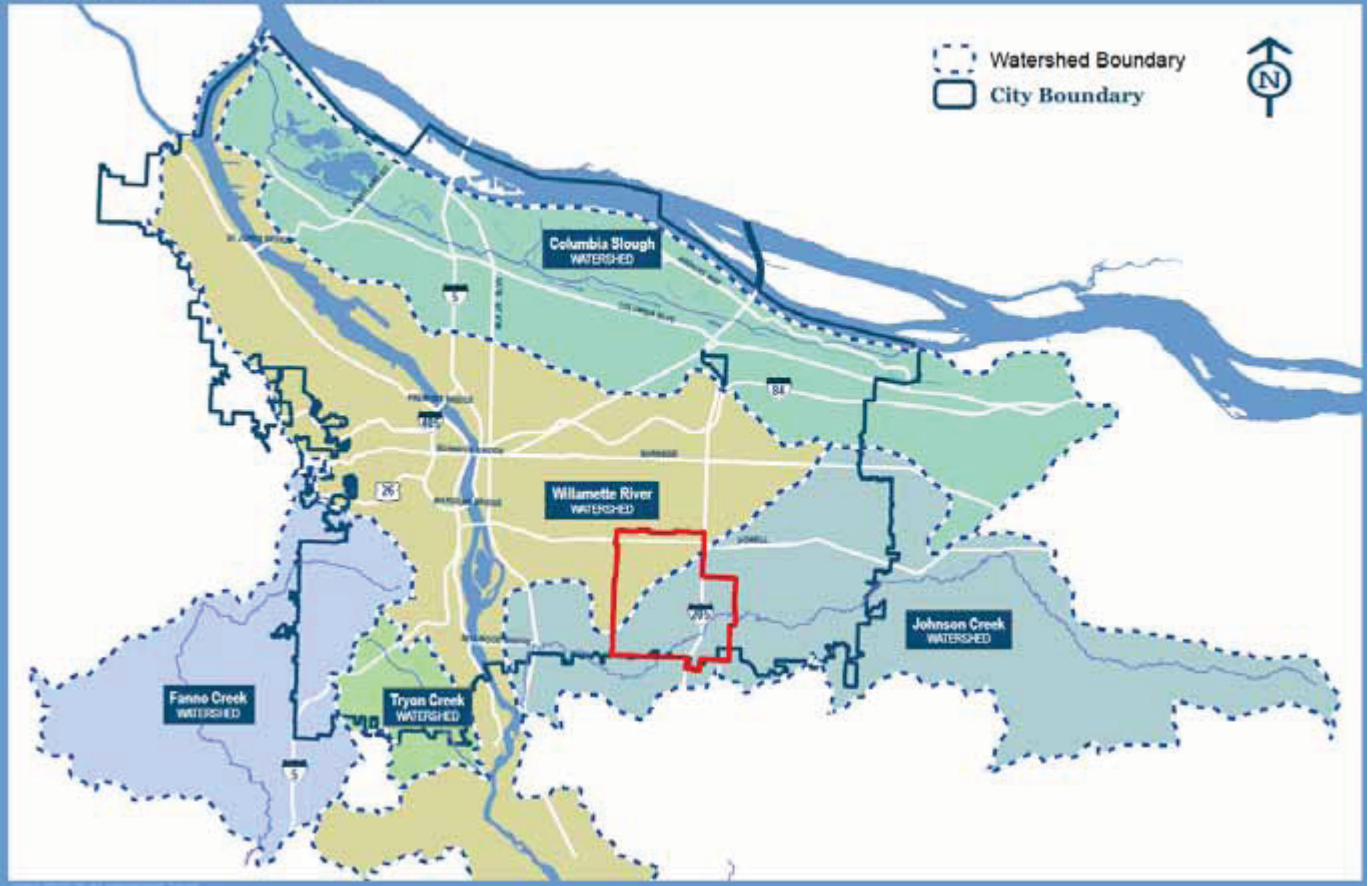


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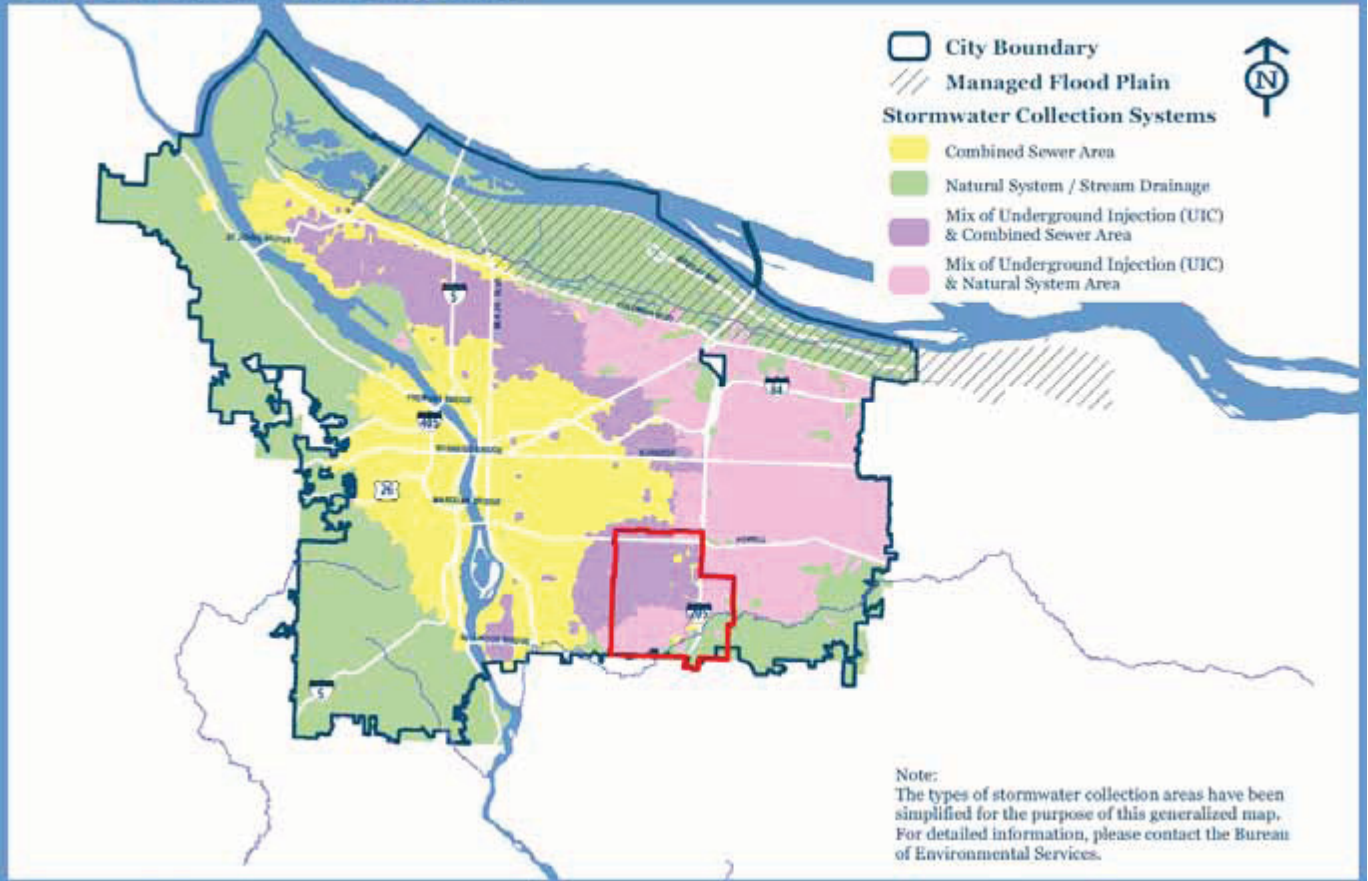


City of Portland, Oregon  
Sam Adams, Mayor • Susan Anderson, Director

## Portland Watersheds

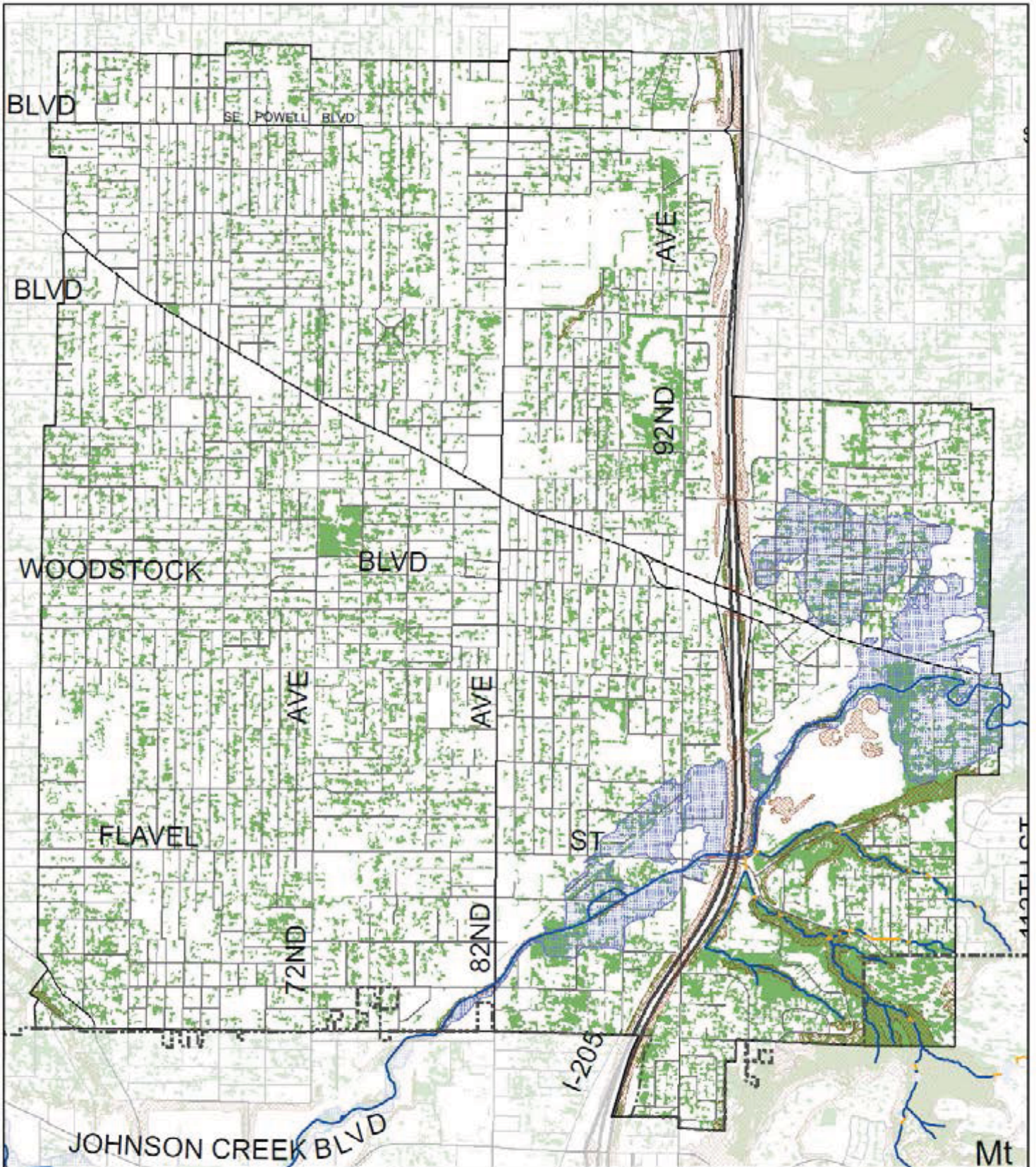


## Portland Stormwater System












# Lents-Foster Analysis Area



## Watersheds and Natural Features

-  Slope Hazard
-  High Structure Vegetation
-  FEMA 100-year floodplain
-  Waterbodies
-  Open channel stream
-  Piped/culverted stream
-  City Boundary



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City of Portland, Oregon  
Sue Adams, Mayor - Susan Anderson, Director

August 9, 2011

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# Lents-Foster Analysis Area Demographics (2000 – 2010)

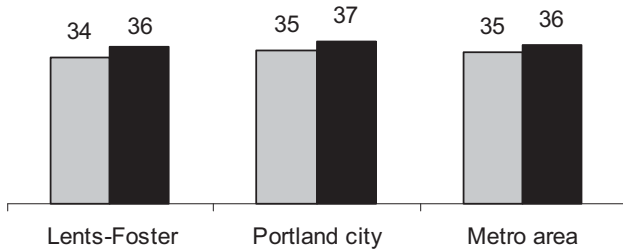
ESRI Business Analyst and US Census 2010 (except as noted)

## Population

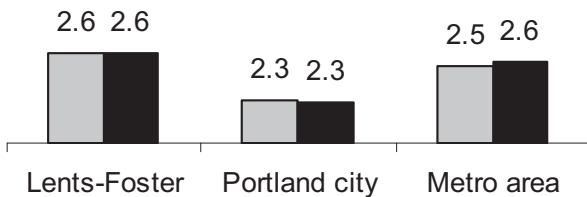
	Lents-Foster	Portland city	Metro area
2010	43,891	583,776	2,226,009
2000	40,472	529,121	1,927,881
% change	8%	10%	15%

■ 2000 ■ 2010

## Median Age

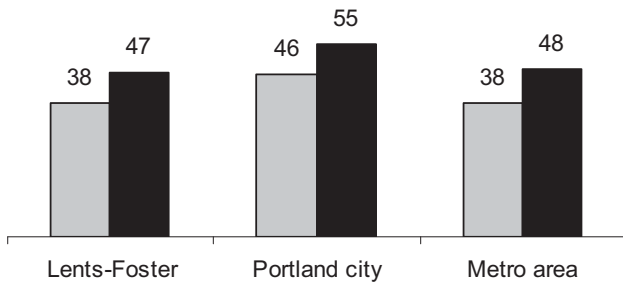


## Average Household Size

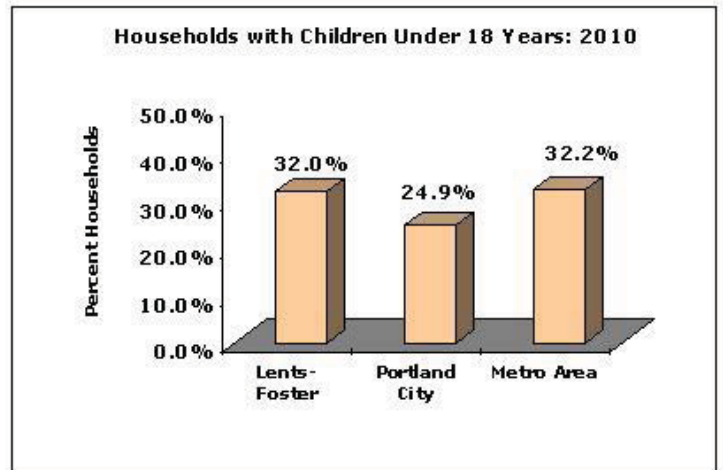
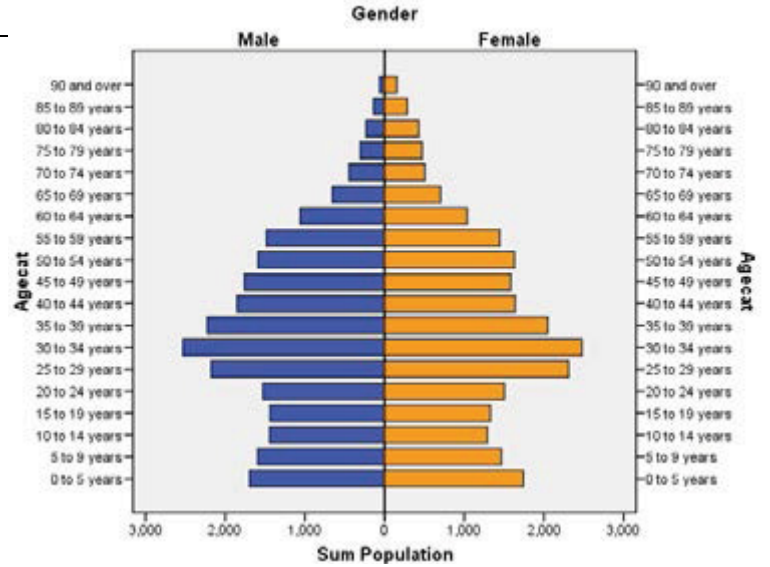


## Diversity Index

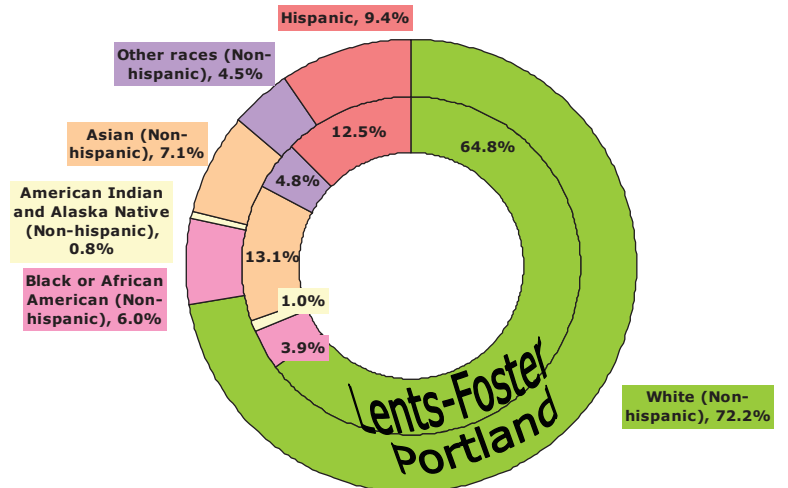
(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)



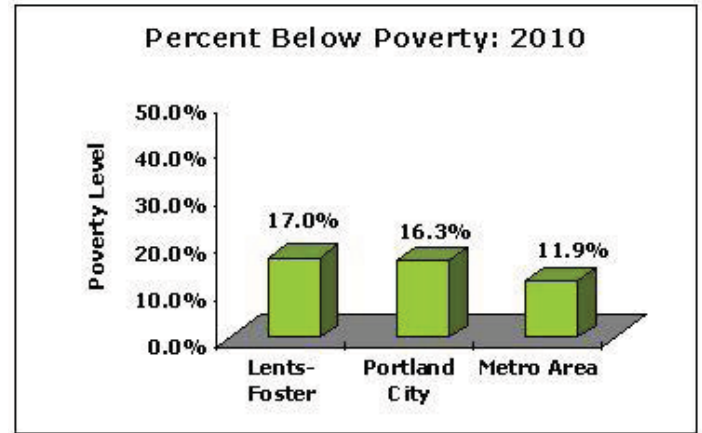
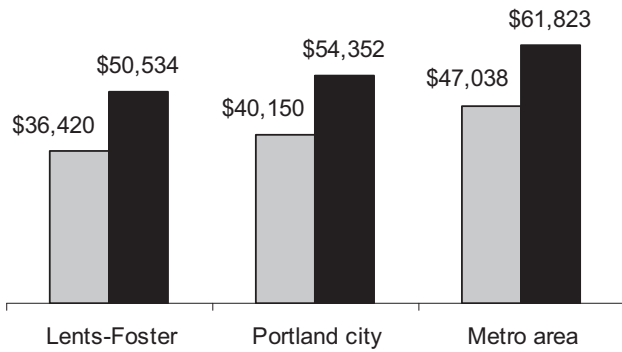
Population Pyramid for Lents-Foster, 2010



Racial and Ethnic Distribution in Portland vs. Lents-Foster

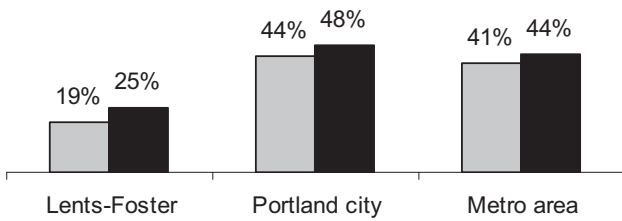


### Median Household Income

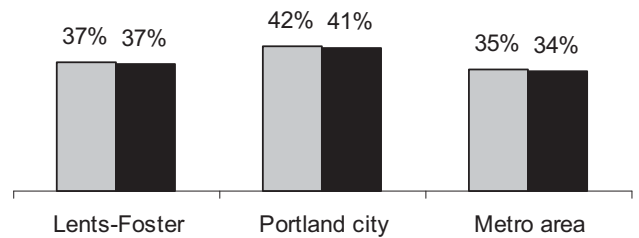


ACS 2006-2010

### Percent College Graduates



### Percent Renters of Occupied Housing Units



### Median Home Value

	Lents-Foster	Portland city	Metro area
2010	\$191,470	\$253,184	\$273,500
2000	\$120,837	\$154,721	\$168,347
% change	58.5%	63.6%	62.5%

# Lents-Foster Analysis Area

## Commercial Real Estate Indicators

Retail and Commercial Real Estate data through 9-16-2010  
 Source: COSTAR

### RETAIL

#### Square Feet

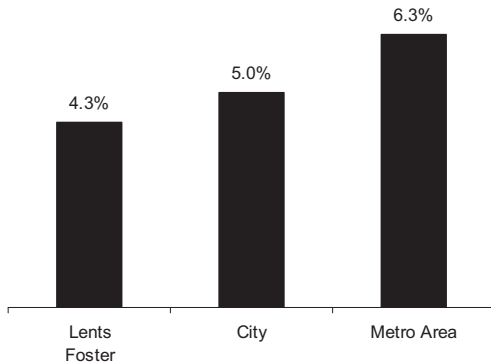
Lents Foster	City	Metro Area
1,125,825	51,937,895	107,875,146

### OFFICE SPACE

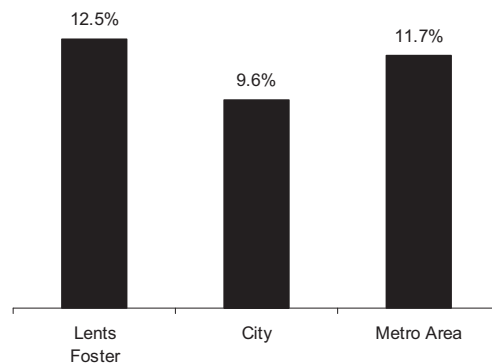
#### Square Feet

Lents Foster	City	Metro Area
252,844	54,348,765	92,465,455

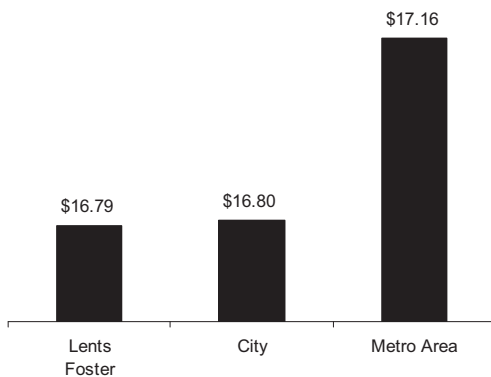
#### Retail Vacancy



#### Office Vacancy



#### Retail Rents



#### Office Rents



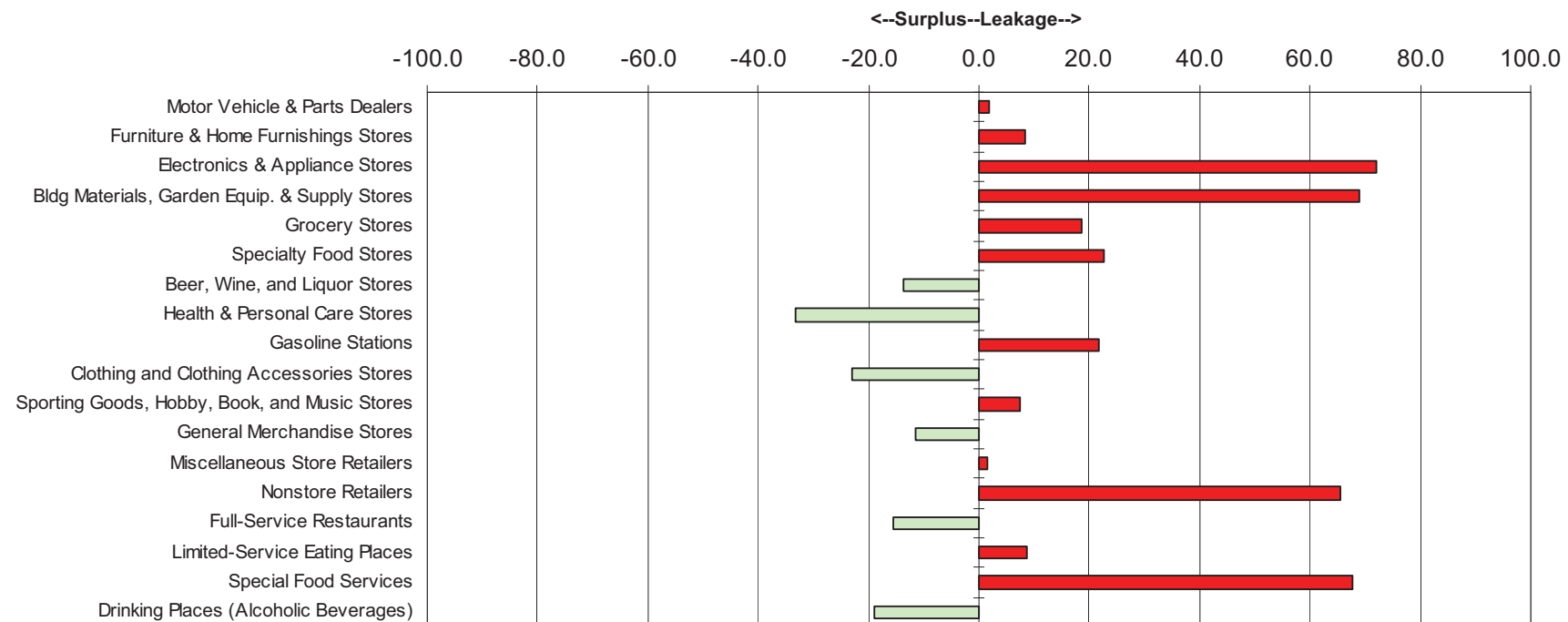
# Lents-Foster Analysis Area

## Retail Market Profile

**Retail Gap = \$34 million**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / LEAKAGE Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$345,272,969	\$311,166,451	<b>\$34,106,518</b>	<b>5.2</b>	330
Total Retail Trade (NAICS 44-45)	\$294,557,571	\$260,989,428	<b>\$33,568,143</b>	<b>6.0</b>	221
Total Food & Drink (NAICS 722)	\$50,715,398	\$50,177,023	<b>\$538,375</b>	<b>0.5</b>	109

The “Retail Gap” is the difference between the potential spending in an area, based on population, and the capacity of that area’s retail stores to meet the potential. In an area where retail potential is greater than retail sales, the excess retail demand (a positive number) “leaks” to other areas, thus “leakage.” Demand in an area that is lower than the available supply (thus a negative number) is considered a surplus of supply, or “surplus.”  
 (Source: ESRI Business Analyst)



# Lents-Foster Analysis Area

## Employment

Quarterly Census of Employment and Wages data for 2002 & 2008

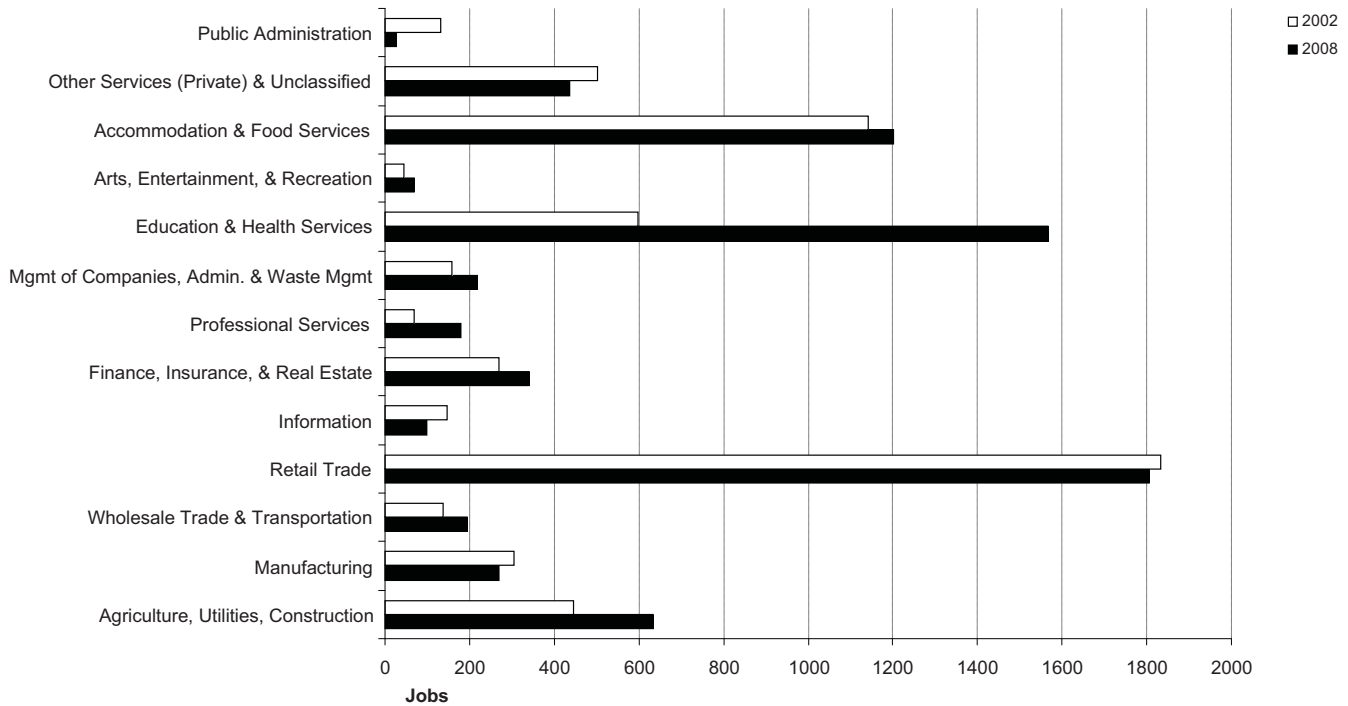
Source: Oregon Employment Department (OED)

This employment data is derived from quarterly tax reports submitted to State Employment Security Agencies by employers subject to State unemployment insurance (UI) laws and from Federal agencies subject to the Unemployment Compensation for Federal Employees (UCFE) program.

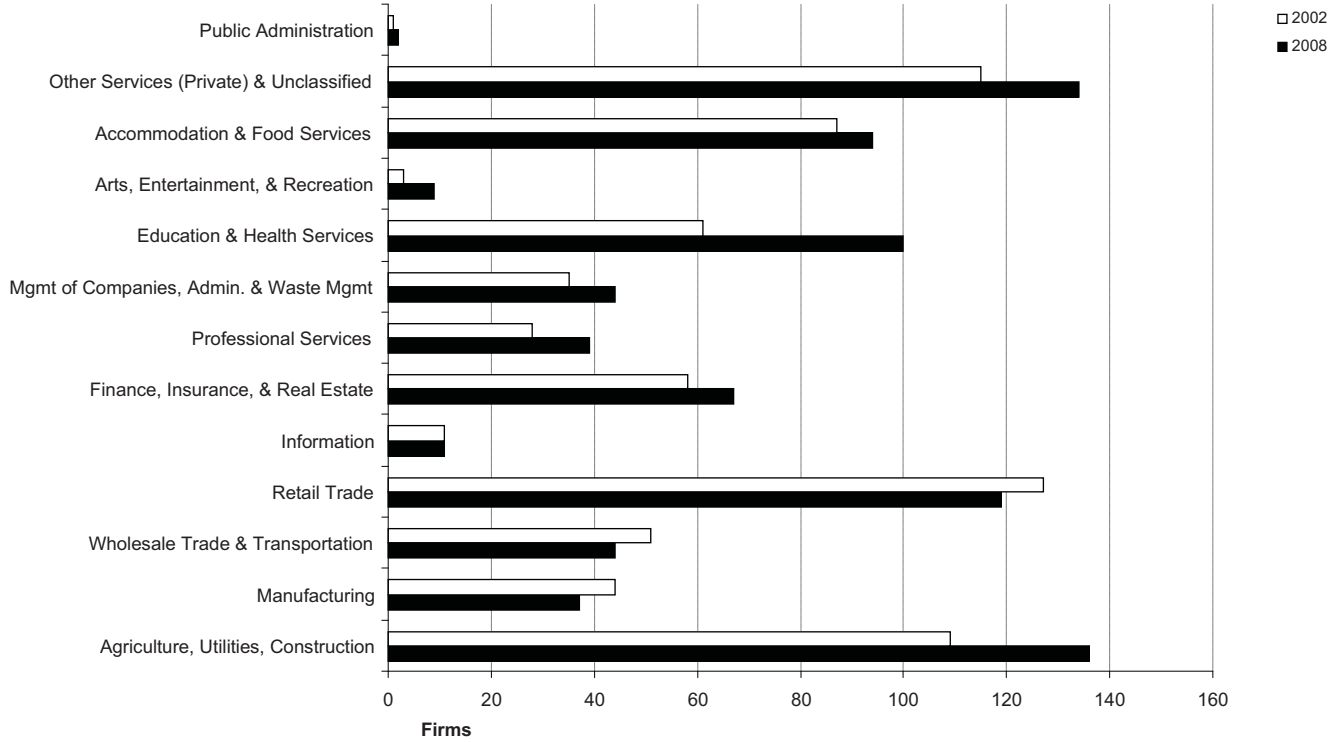
Note: These figures represent the jobs located within the geography. Employment figures should be used with care, as they are based on the addresses of firms or public agencies, and may not reflect where jobs are actually located. For example, the address may identify the location of administrative offices or a mailing address, while job locations may be located in other locations, as is sometimes the case with school districts or firms with dispersed operations.

	2002	2008	change
Total Jobs	5,785	7,040	+1,255
Total Firms	730	836	+106
Average Annual Wages	\$24,514	\$28,202	+3,687

**Total Jobs**



**Total Firms**



**Average Annual Wages**

