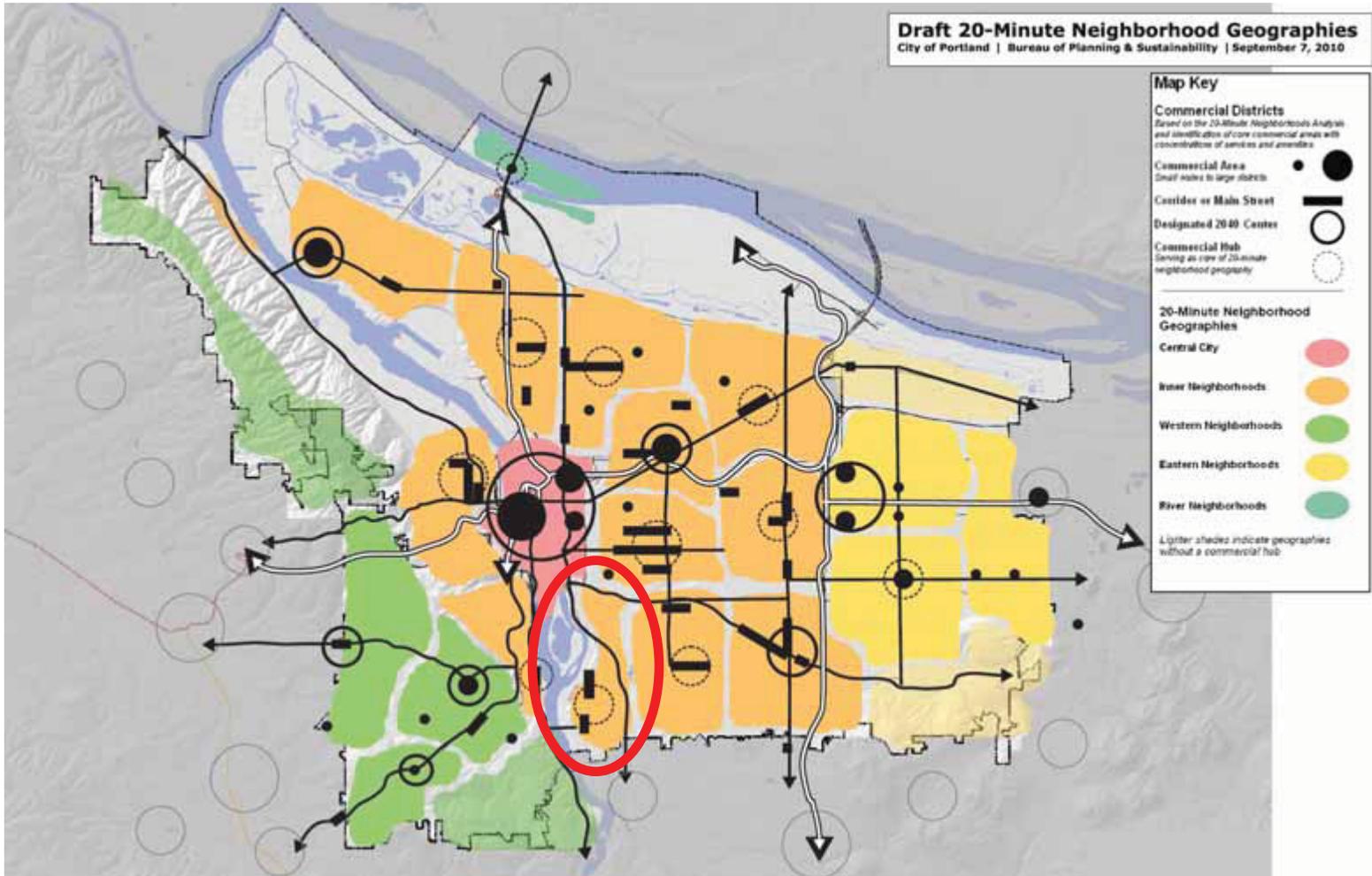# 12

Sellwood-Moreland-Brooklyn Analysis Area

Including the Sellwood-Moreland and Brooklyn 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.

Sellwood-Moreland-Brooklyn Analysis Area
Services and Amenities

Population: 15,300 people (7,400 households)
Land Area: 2.9 square miles (5,400 people per sq. mile)

Commercial Districts

The area's largest concentrations of commercial services are located along SE 13th (once known as "Antique Row") and in the Westmoreland shopping area at SE Milwaukie and SE Bybee. Other clusters of commercial services are located along other portions of SE Milwaukie, including the Brooklyn commercial district at SE Milwaukie and SE Powell, and on SE 17th near SE Tacoma.

Grocery stores: 2 (1 store per 3,700 households)

Retail gap: $35 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*:	95%
Within 1/2 mile of a public elementary school:	29%
Within 3 miles of a full-service community center*:	0%
Within 1/2 mile of a full-service grocery store:	47%
Within 1/4 mile of a frequent service transit stop:	16%

Parks Bureau service standard

Community Centers: 1 (Sellwood Community Center)

Libraries: 1 (Sellwood-Moreland Library)

Parks and Open Spaces: 309 acres - including Brooklyn, Powell, Sellwood, Sellwood Riverfront, Johnson Creek and Westmoreland parks, and the Oaks Bottom Wildlife Refuge.

Tree Canopy Coverage: 23%

Public Schools: 3 K-8 schools (Llewellyn and Winterhaven elementary schools, Sellwood Middle School)

Colleges (campus)**:**   None

Hospitals: None

Farmers Markets: 1 (Moreland Farmers Market)

Transit Centers/Stations: None

Walkable Access Score: 55 (out of 100)
(from 20-Minute Neighborhoods Analysis Index)

Neighborhood and Business Associations

Neighborhood Associations: Sellwood-Moreland, Brooklyn

Business Associations: Sellwood/Westmoreland Business Alliance, Greater Brooklyn Business Association

Urban Form Characteristics

The majority of this area is composed of compact residential blocks, originally developed during the Streetcar Era with a continuous system of sidewalks. The area includes several commercial main streets lined by storefront buildings. Prominent natural features include the Willamette River and Oaks Bottom at the area's western edge, and Crystal Springs toward the east.

Access issues. Good street and sidewalk connectivity. Fairly good access to commercial and community services, but most residents are beyond convenient walking distance to frequent service transit. Access to adjacent areas is limited by natural and built boundaries, including the Willamette River and bluffs to the west, McLoughlin Boulevard and open spaces to the east, railroad tracks to the east and south, and Powell Boulevard to the north.

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:	3.1 miles (Milwaukie, Tacoma)
Station Communities:	5 planned (along Portland-Milwaukie light rail line)

Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	554	42%	46
Multi-Family Residential:	131	10%	25
Commercial/Mixed-Use:	132	10%	40
Employment:	80	6%	22
Industrial:	180	14%	0
Open Space:	314	18%	NA

*From Buildable Lands Inventory (vacant or underutilized)

Anticipated Growth by 2035

(From Buildable Lands Inventory allocations, based on development capacity and trend information)
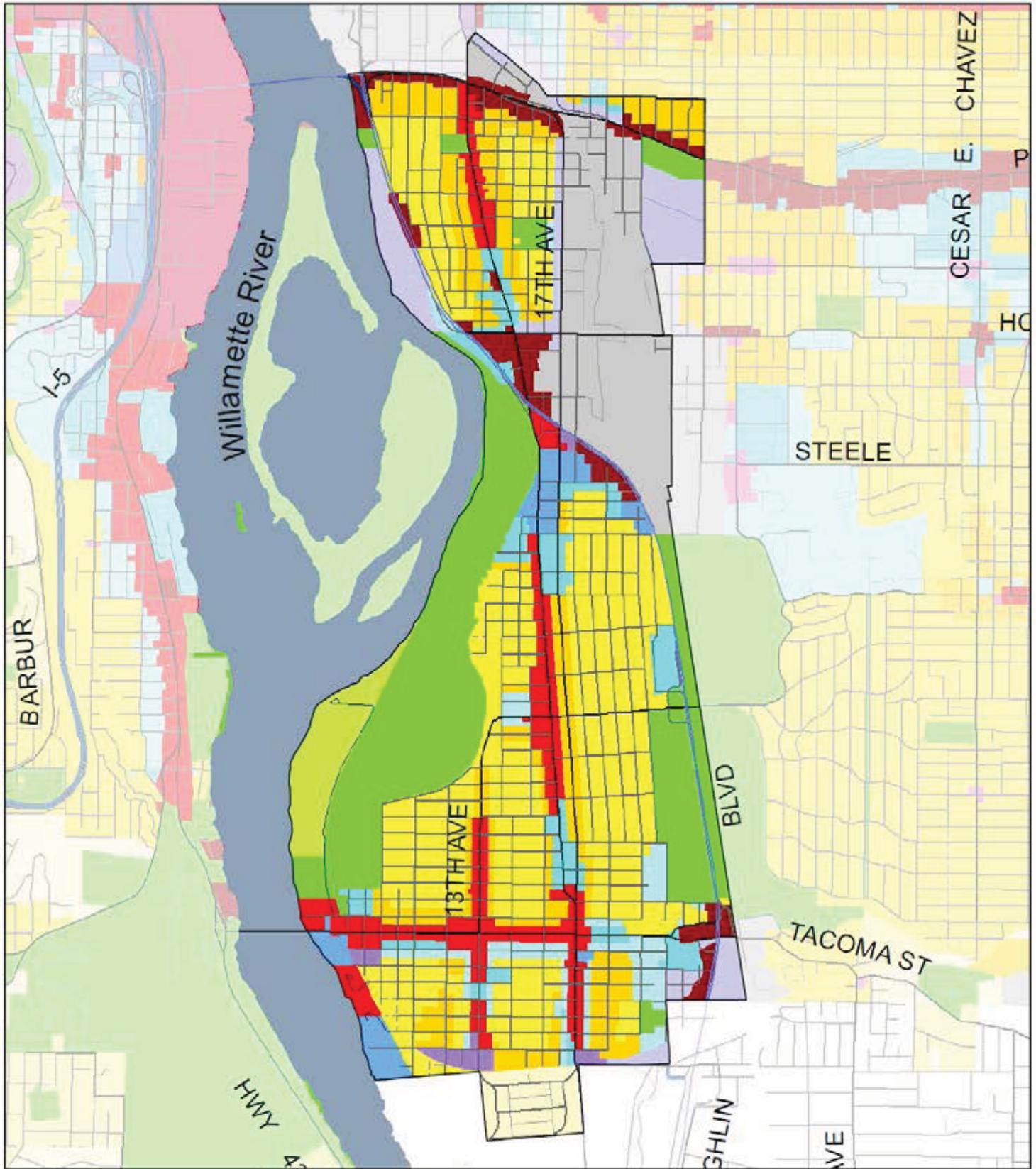
2010 Housing Units (Census):	7,851
2035 Housing Units:	9,600

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

Sellwood-Moreland-Brooklyn Analysis Area

Legend

Comprehensive Plan Designations

February 1, 2012

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

NORTH

0 1,000 2,000 3,000 Feet

Bureau of Planning and Sustainability

City of Portland, Oregon
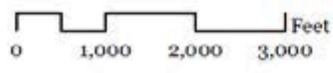Sam Adams, Mayor · Susan Anderson, Director
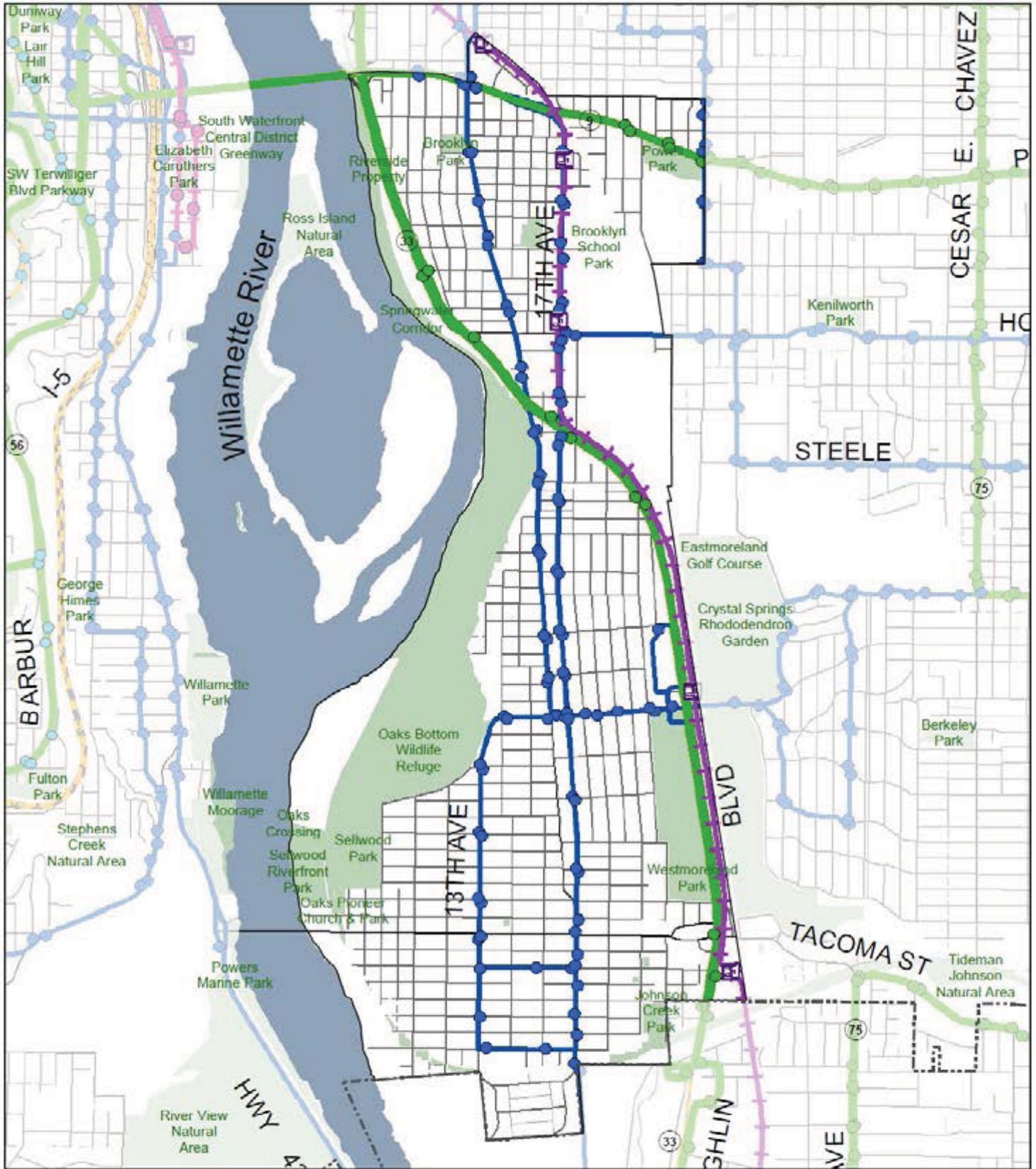
Sellwood-Moreland-Brooklyn Analysis Area

Services and Amenities

August 9, 2011
commercial data: InfoUSA 2008

Legend:

- 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

NORTH

Feet
0   1,000   2,000   3,000

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Sellwood-Moreland-Brooklyn Analysis Area

Transit Infrastructure

Light Rail Stops
- MAX
- Street Car

Bus Stops
- Frequent Stops
- Standard Stops
- Rush Hour Stops

- MAX
- Streetcar
- Frequent Service
- Standard Service
- Rush-Hour Only Service
- City Boundary

NORTH

0 1,000 2,000 3,000 Feet

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February 1, 2012

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Sellwood-Moreland-Brooklyn Analysis Area

Sidewalks and Bicycle Infrastructure

August 9, 2011

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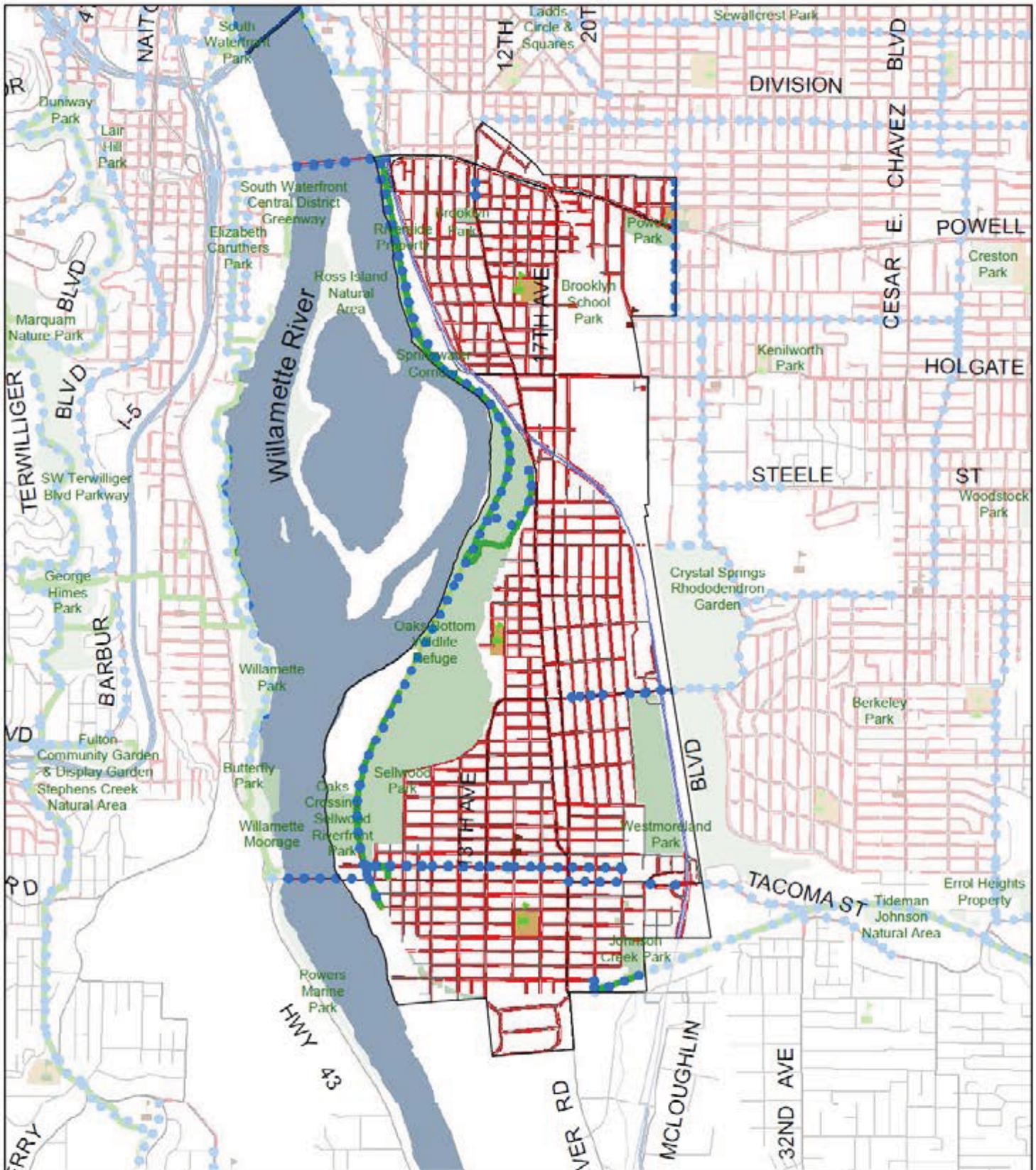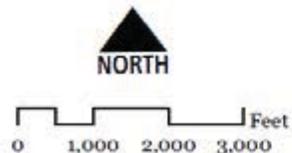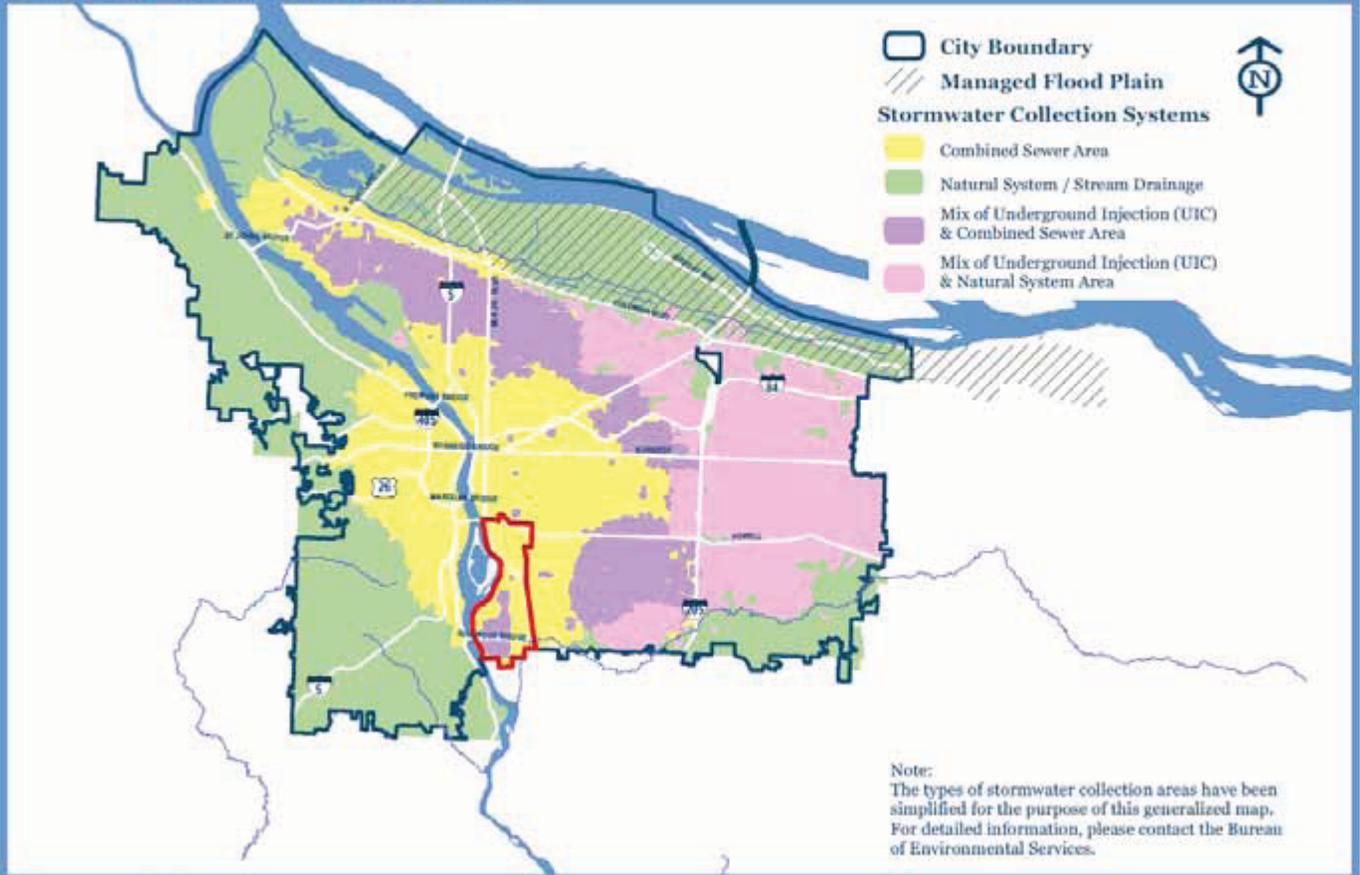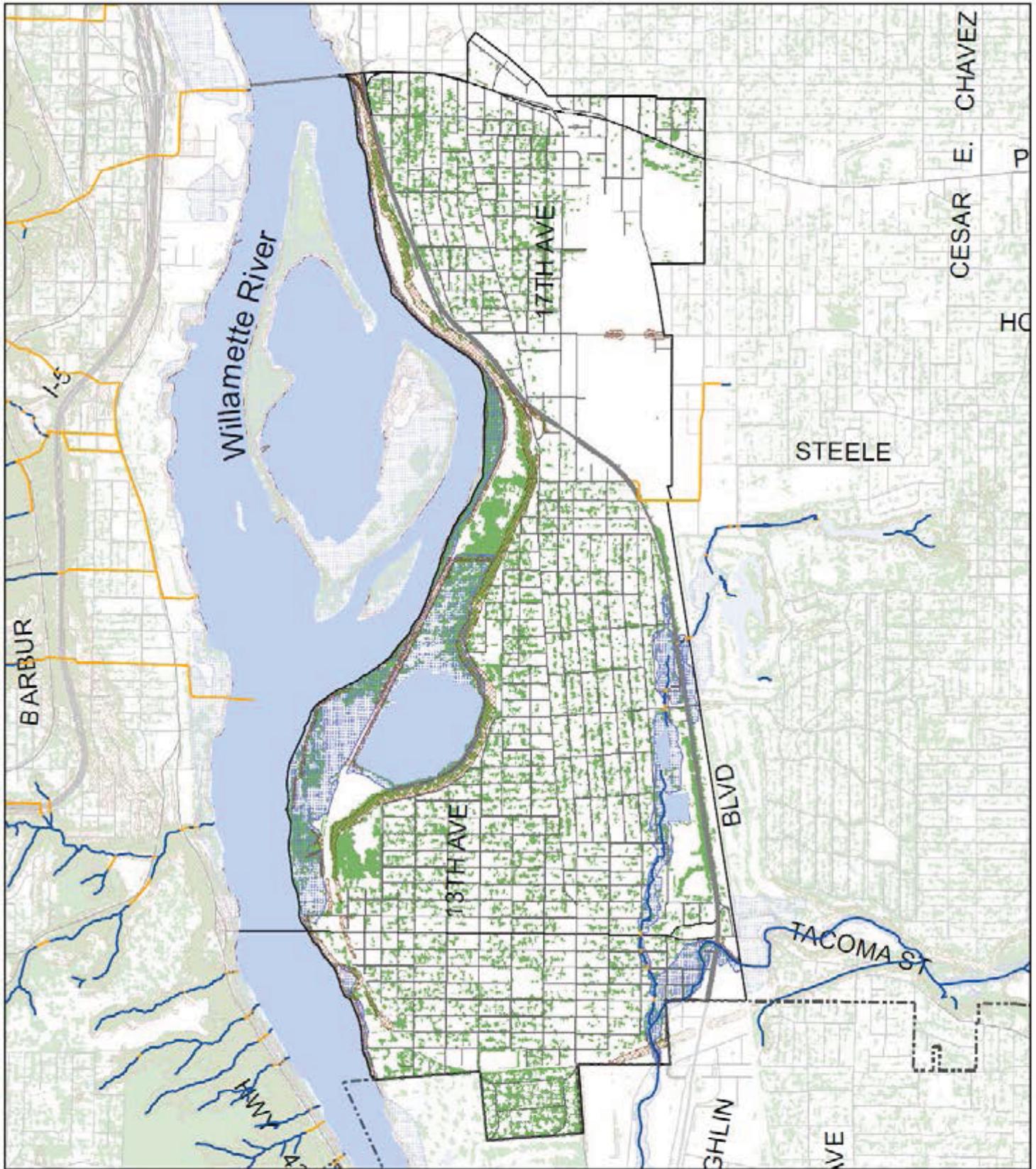
NORTH

Feet
0   1,000   2,000   3,000

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Portland Watersheds

Legend:
- ⬚ Watershed Boundary
- ☐ City Boundary
- N (compass)

Columbia Slough WATERSHED

Willamette River WATERSHED

Johnson Creek WATERSHED

Fanno Creek WATERSHED

Tryon Creek WATERSHED

Portland Stormwater System

Legend:
- ☐ City Boundary
- /// Managed Flood Plain

Stormwater Collection Systems
- Combined Sewer Area
- Natural System / Stream Drainage
- Mix of Underground Injection (UIC) & Combined Sewer Area
- Mix of Underground Injection (UIC) & Natural System Area

Note:
The types of stormwater collection areas have been simplified for the purpose of this generalized map. For detailed information, please contact the Bureau of Environmental Services.

City of Portland Bureau of Planning and Sustainability   **12-8**

Sellwood-Moreland-Brooklyn Analysis Area

Willamette River

I-5

17TH AVE

CESAR E. CHAVEZ

STEELE

BARBUR

13TH AVE

BLVD

TACOMA ST

GHLIN

AVE

NORTH

Watersheds and Natural Features

August 9, 2011

g:\mayor_Office\20_min_nbo_profiles\Natural_features_8x11.mxd

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

Feet
0   1,000   2,000   3,000

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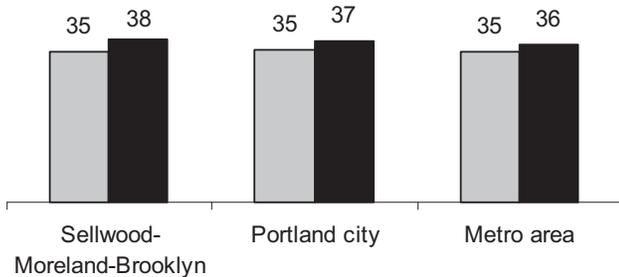# Sellwood-Moreland-Brooklyn Analysis Area
Demographics (2000 – 2010)

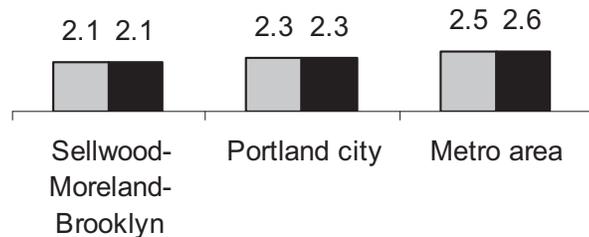*ESRI Business Analyst and US Census 2010 (except as noted)*

Population

	Sellwood-Moreland-Brooklyn	Portland city	Metro area
2010	15,349	583,776	2,226,009
2000	14,448	529,121	1,927,881
% change	6%	10%	15%

☐ 2000 ■ 2010

Median Age

	Sellwood-Moreland-Brooklyn	Portland city	Metro area
2000	35	35	35
2010	38	37	36

Average Household Size

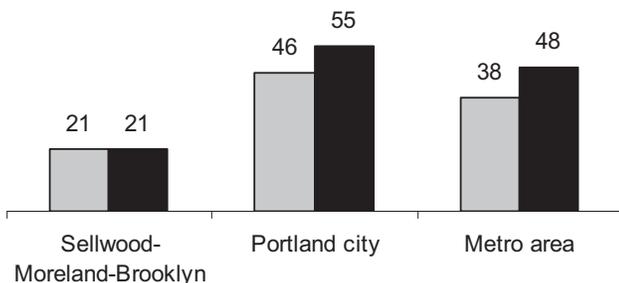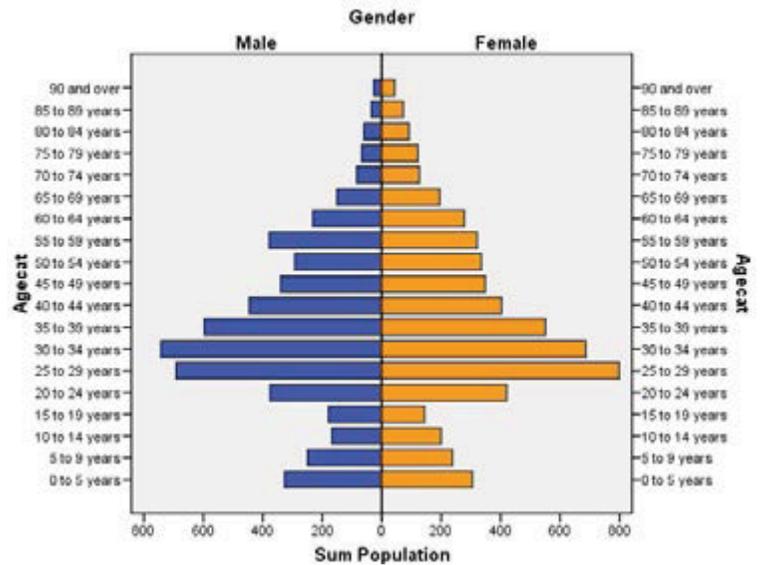|	Sellwood-Moreland-Brooklyn	Portland city	Metro area
2000	2.1	2.3	2.5
2010	2.1	2.3	2.6

Diversity Index
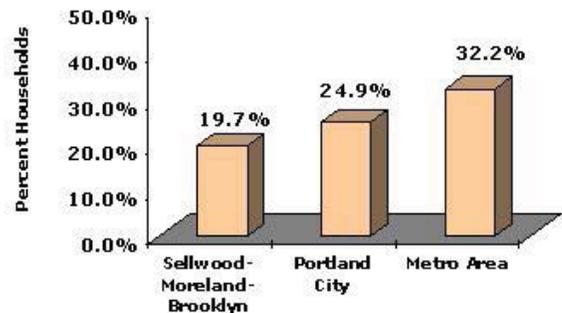*(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)*
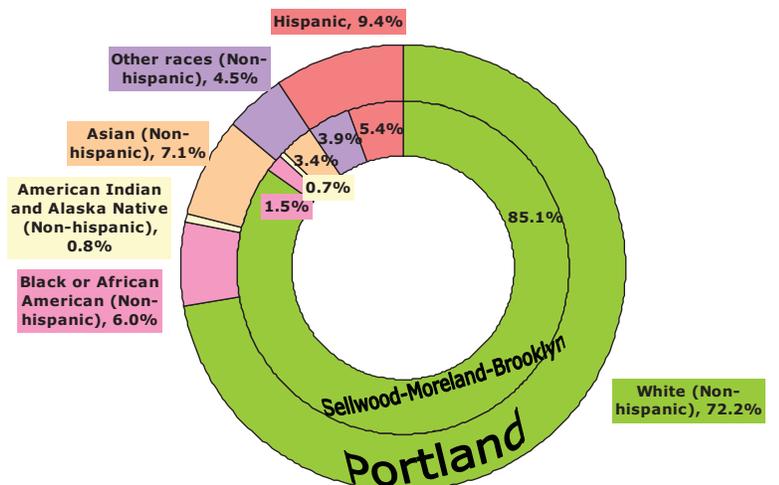
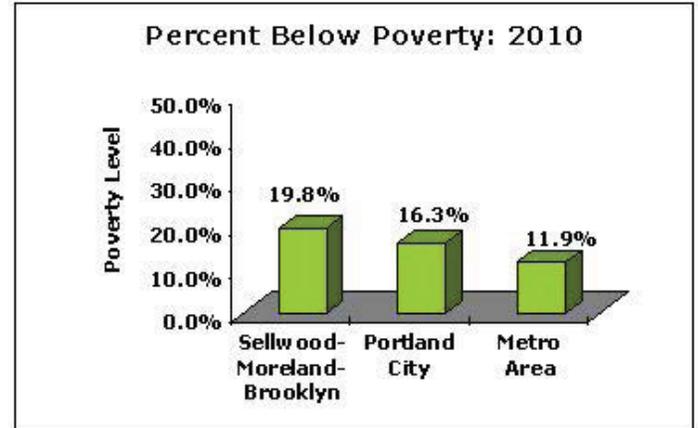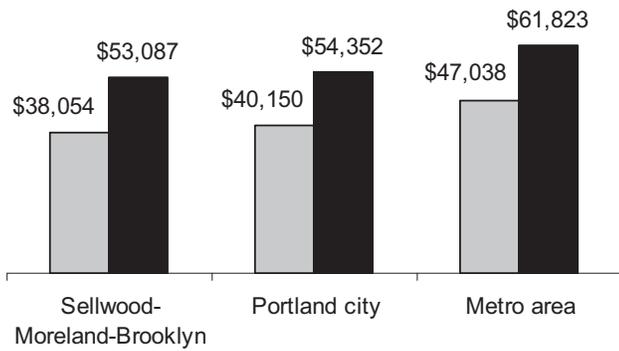|	Sellwood-Moreland-Brooklyn	Portland city	Metro area
2000	21	46	38
2010	21	55	48

Population Pyramid for Sellwood-Moreland-Brooklyn, 2010

Households with Children Under 18 Years: 2010

- Sellwood-Moreland-Brooklyn: 19.7%
- Portland City: 24.9%
- Metro Area: 32.2%

Racial and Ethnic Distribution in Portland vs. Sellwood-Moreland-Brooklyn

- Hispanic, 9.4%
- Other races (Non-hispanic), 4.5%
- Asian (Non-hispanic), 7.1%
- American Indian and Alaska Native (Non-hispanic), 0.8%
- Black or African American (Non-hispanic), 6.0%
- White (Non-hispanic), 72.2%

Sellwood-Moreland-Brooklyn: 5.4%, 3.9%, 3.4%, 0.7%, 1.5%, 85.1%

Portland

Median Household Income

$38,054 $53,087 $40,150 $54,352 $47,038 $61,823

Sellwood-Moreland-Brooklyn   Portland city   Metro area

Percent Below Poverty: 2010

19.8%   16.3%   11.9%

Sellwood-Moreland-Brooklyn   Portland City   Metro Area

ACS 2006-2010

Percent College Graduates

48%   56%   44%   48%   41%   44%

Sellwood-Moreland-Brooklyn   Portland city   Metro area

Percent Renters of Occupied Housing Units

50%   48%   42%   41%   35%   34%

Sellwood-Moreland-Brooklyn   Portland city   Metro area

Median Home Value

	Sellwood-Moreland-Brooklyn	Portland city	Metro area
2010	$284,198	$253,184	$273,500
2000	$170,779	$154,721	$168,347
% change	66.4%	63.6%	62.5%

Sellwood-Moreland-Brooklyn Analysis Area
Commercial Real Estate Indicators

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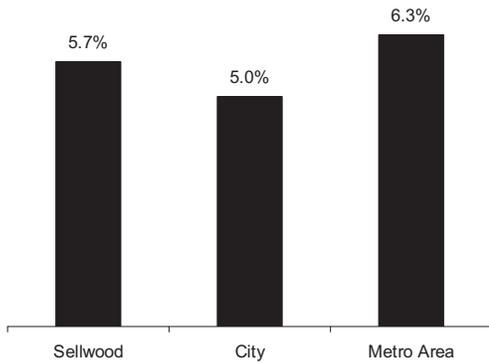*Source: COSTAR*

RETAIL

Square Feet

Sellwood	City	Metro Area
762,761	51,937,895	107,875,146

Retail Vacancy

5.7% Sellwood
5.0% City
6.3% Metro Area

Retail Rents

$13.40 Sellwood
$16.80 City
$17.16 Metro Area

OFFICE SPACE

Square Feet

Sellwood	City	Metro Area
1,039,896	54,348,765	92,465,455

Office Vacancy

4.8% Sellwood
9.6% City
11.7% Metro Area

Office Rents

$13.76 Sellwood
$19.80 City
$19.32 Metro Area
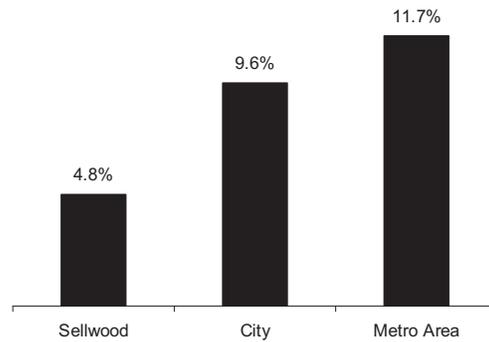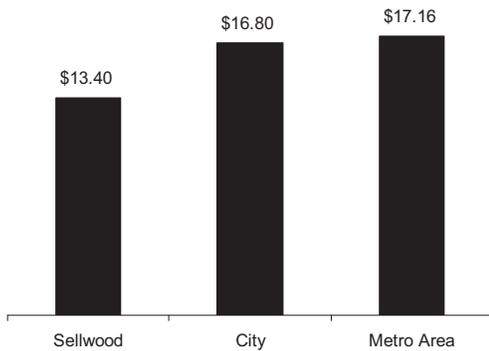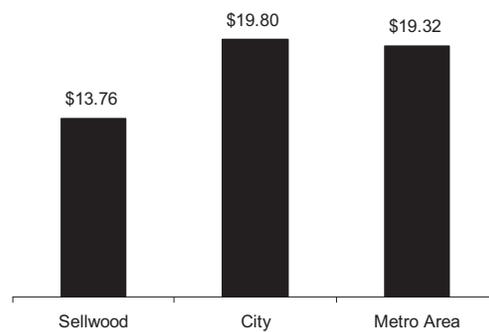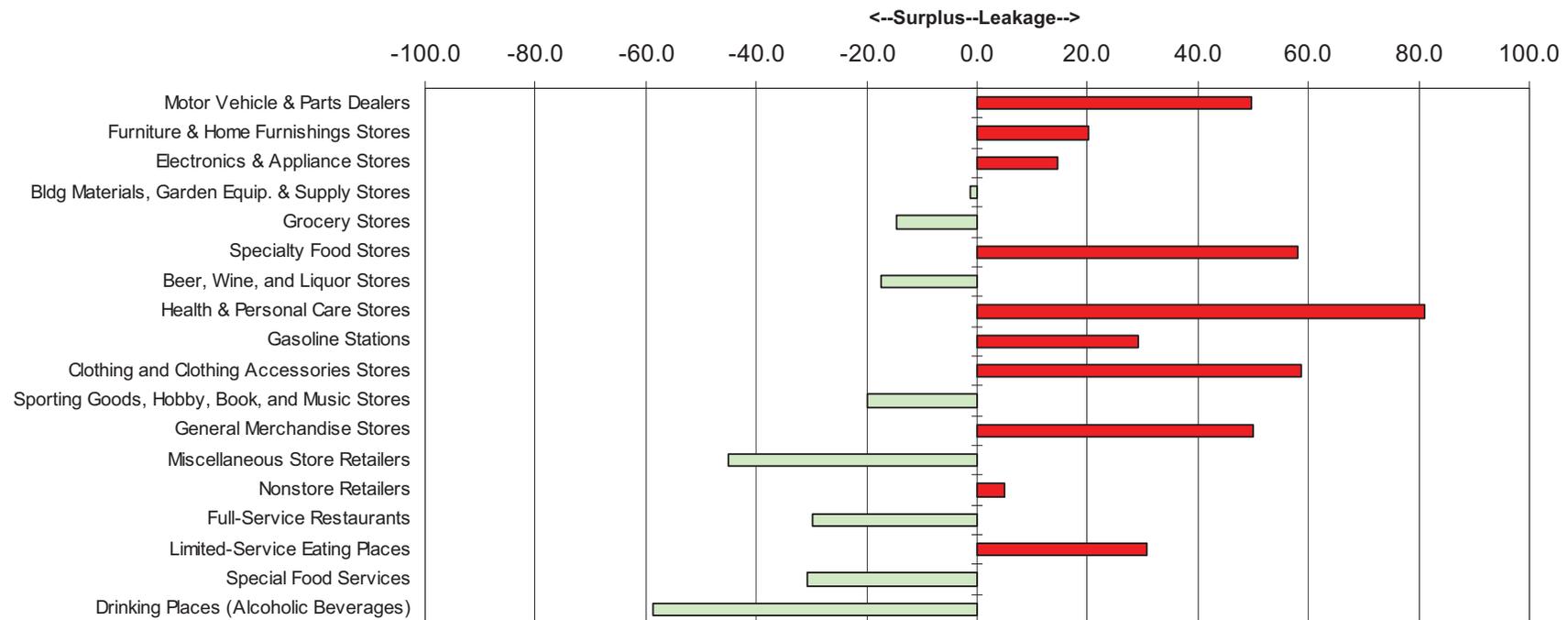
Sellwood-Moreland-Brooklyn Analysis Area
Retail Market Profile

Retail Gap = $35 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)	$179,738,780	$145,235,121	$34,503,659	10.6	210
Total Retail Trade (NAICS 44-45)	$153,231,787	$106,744,661	$46,487,126	17.9	137
Total Food & Drink (NAICS 722)	$26,506,993	$38,490,460	-$11,983,467	-18.4	73

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)

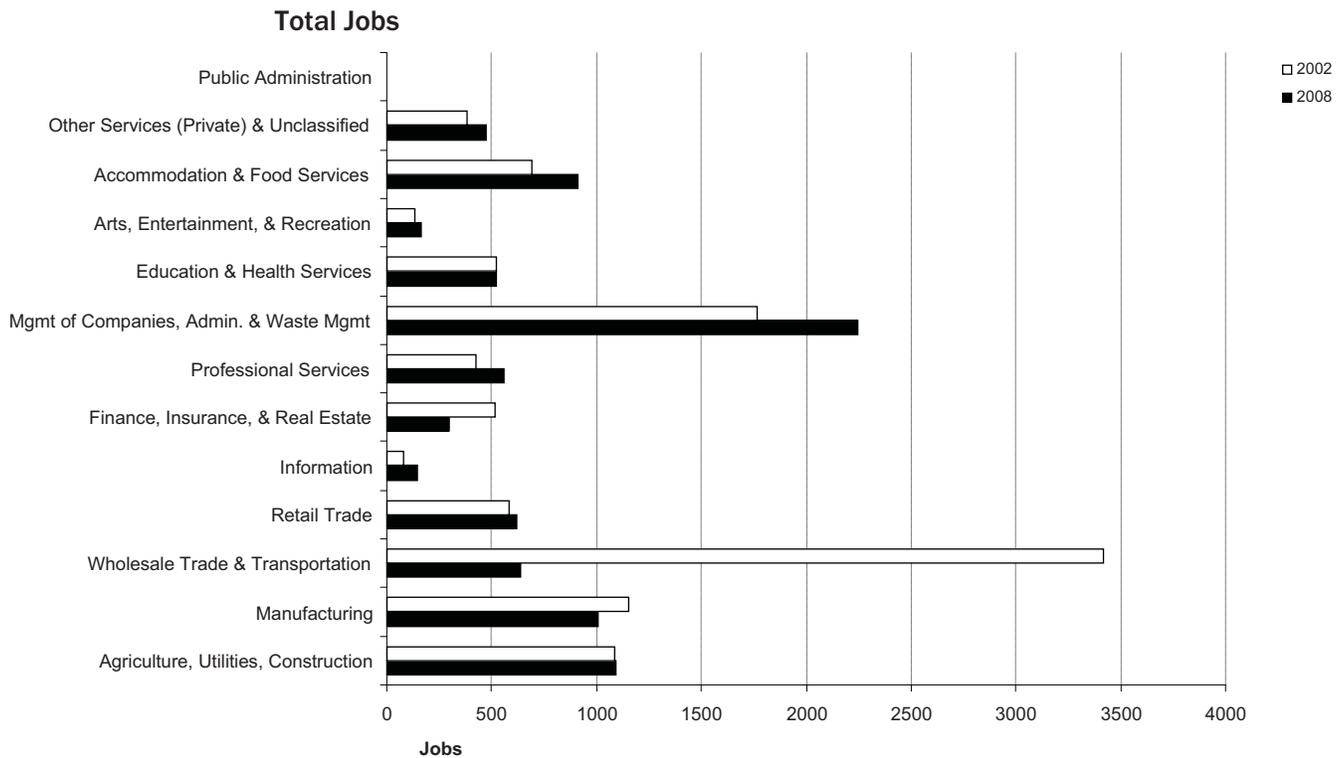# Sellwood-Moreland-Brooklyn Analysis Area
Employment

Quarterly Census of Employment and Wages data for 2002 & 2008
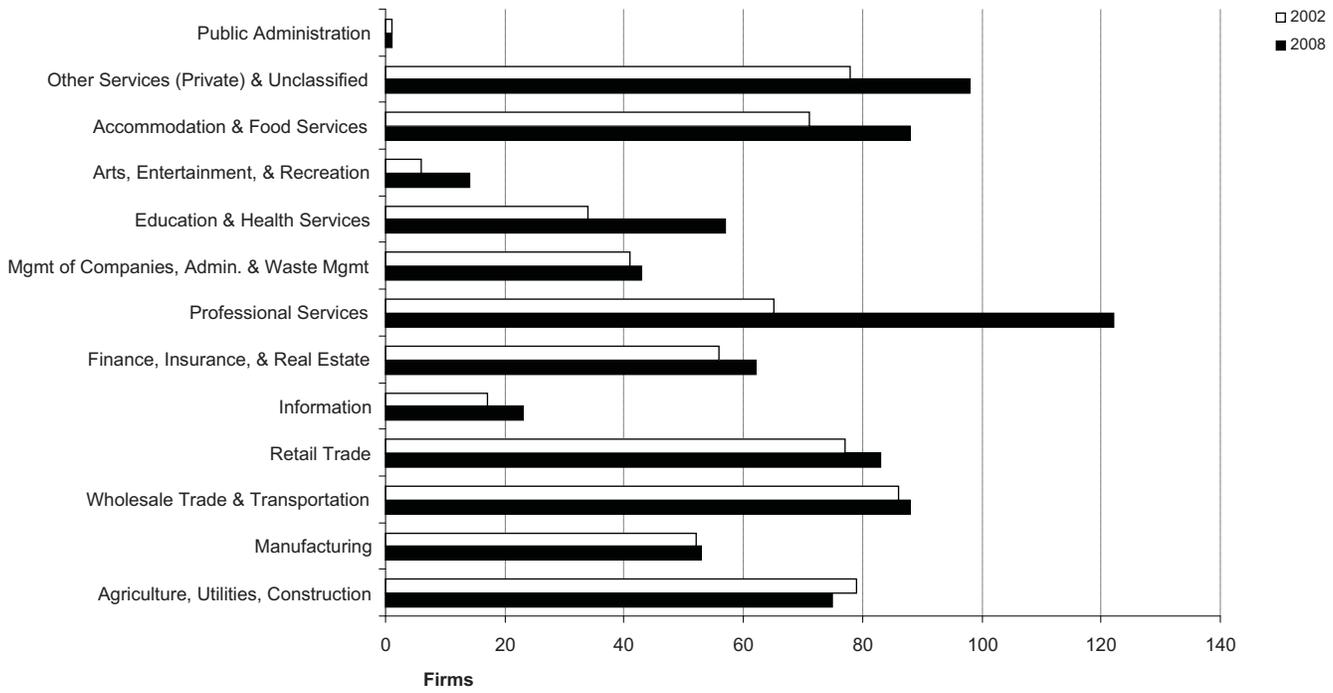*Source: Oregon Employment Department (OED)*

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.
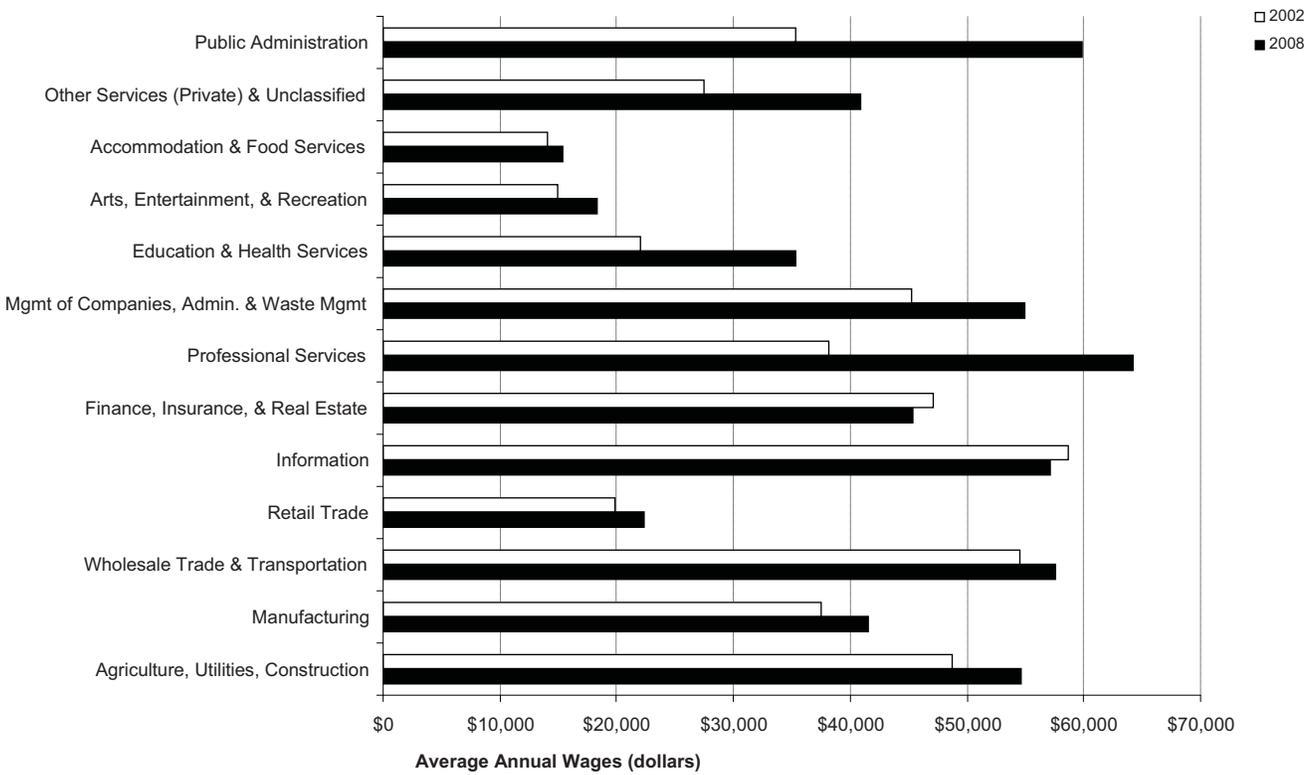
	2002	2008	change
Total Jobs	10,752	8,683	- 2,069
Total Firms	663	807	+144
Average Annual Wages	$43,653	$45,759	+2,106

Total Jobs

Total Firms

Legend: □ 2002 ■ 2008

Categories (top to bottom):
- Public Administration
- Other Services (Private) & Unclassified
- Accommodation & Food Services
- Arts, Entertainment, & Recreation
- Education & Health Services
- Mgmt of Companies, Admin. & Waste Mgmt
- Professional Services
- Finance, Insurance, & Real Estate
- Information
- Retail Trade
- Wholesale Trade & Transportation
- Manufacturing
- Agriculture, Utilities, Construction

X-axis: Firms (0, 20, 40, 60, 80, 100, 120, 140)

Average Annual Wages

Legend: □ 2002 ■ 2008

Categories (top to bottom):
- Public Administration
- Other Services (Private) & Unclassified
- Accommodation & Food Services
- Arts, Entertainment, & Recreation
- Education & Health Services
- Mgmt of Companies, Admin. & Waste Mgmt
- Professional Services
- Finance, Insurance, & Real Estate
- Information
- Retail Trade
- Wholesale Trade & Transportation
- Manufacturing
- Agriculture, Utilities, Construction

X-axis: Average Annual Wages (dollars) ($0, $10,000, $20,000, $30,000, $40,000, $50,000, $60,000, $70,000)
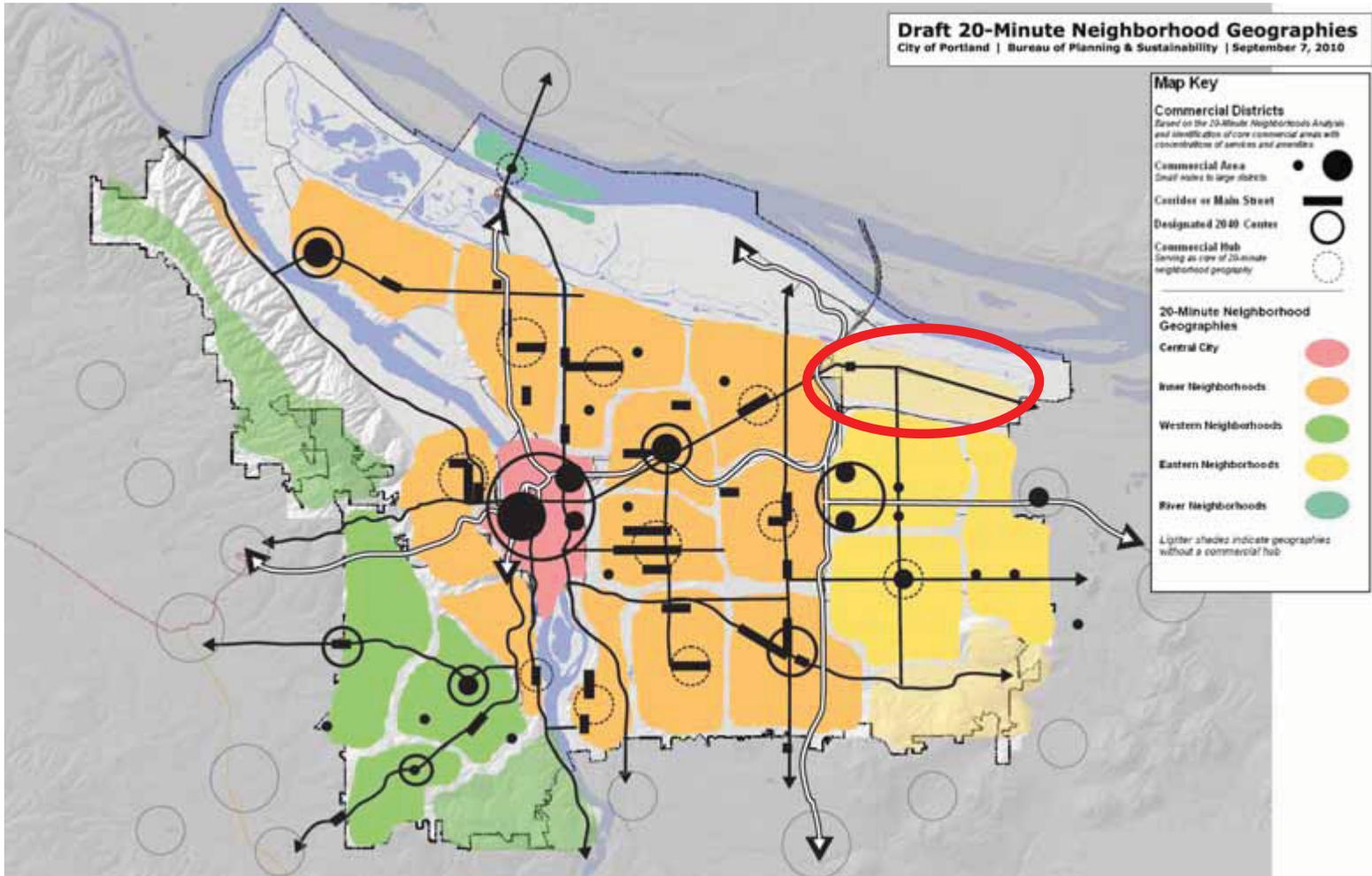
13

Parkrose-Argay Analysis Area
Including Parkrose, Argay, and part of the Wilkes neighborhood

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.

Parkrose-Argay Analysis Area
Services and Amenities

> Population: 13,800 people (5,400 households)
> Land Area: 2.3 sq. miles (6,000 people per sq. mile)

Commercial Districts

The area's largest concentration of commercial services is located along NE Sandy, between 102nd and 122nd Avenues. There are smaller concentrations of commercial services on 122nd Avenue, and other commercial services are located outside the analysis area around Airport Way.

Grocery stores: None

Retail gap: $49 million surplus *(amount of estimated yearly retail sales that is beyond what the analysis area population be expected to support, indicating the regional market of the area's retail)*

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:	25%
Within 3 miles of a full-service community center*:	12%
Within 1/2 mile of a full-service grocery store:	0%
Within 1/4 mile of a frequent service transit stop:	1%

Parks Bureau service standard

Community Centers: None

Libraries: None

Parks and Open Spaces: 89 acres – including Argay Park, Wilkes Park, and the Columbia Slough Natural Area.

Tree Canopy Coverage: 17%

Public Schools: 1 high school (Parkrose)

3 K-8 schools (Prescott and Shaver elementary schools, Parkrose Middle School)

Colleges (campus)**:**   None

Hospitals: None

Farmers Markets: 1 (Parkrose Farmers Market

Transit Centers/Stations: 1 (Parkrose/Sumner Transit Center – at western edge of analysis area)

Walkable Access Score: 32 (out of 100)
(from 20-Minute Neighborhoods Analysis Index)

Neighborhood and Business Associations

Neighborhood Associations: Parkrose, Argay, and part of Wilkes

Business Associations: Parkrose Business Association

Urban Form Characteristics

Residential areas to the west of 122nd Avenue have a mix of rectilinear blocks of various sizes, with most streets lacking sidewalks. Residential areas east of 122nd Avenue feature curvilinear post-war suburban development patterns, with sidewalks on most streets. The area's primary commercial corridor along Sandy Boulevard includes a mix of auto-oriented development with surface parking lots and traditional main street areas with street-fronting buildings. Prominent natural features include Wilkes Creek, the Columbia Slough to the north, while Rocky Butte is a prominent feature to the west. Agricultural fields occupy portions of the area.

Access issues. The area lacks good street connectivity and some areas lack sidewalks, limiting pedestrian access to the area's commercial services, which do not include any grocery stores. Limited access to transit, with the area's only frequent service transit stop (light rail) located beyond walking distance for most residents. Access to adjacent areas is limited by the I-205 and I-84 freeways to the west and south, while industrial areas and the Columbia Slough border the area to the north.

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: .6 mile (Sandy)
Station Communities: 1

Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	632	58%	108
Multi-Family Residential:	300	27%	109
Commercial/Mixed-Use:	133	12%	100
Employment:	2	.2%	1
Industrial:	8	.7%	3
Open Space:	24	2%	NA

*From Buildable Lands Inventory (vacant or underutilized)

Anticipated Growth by 2035
(From Buildable Lands Inventory allocations, based on development capacity and trend information)
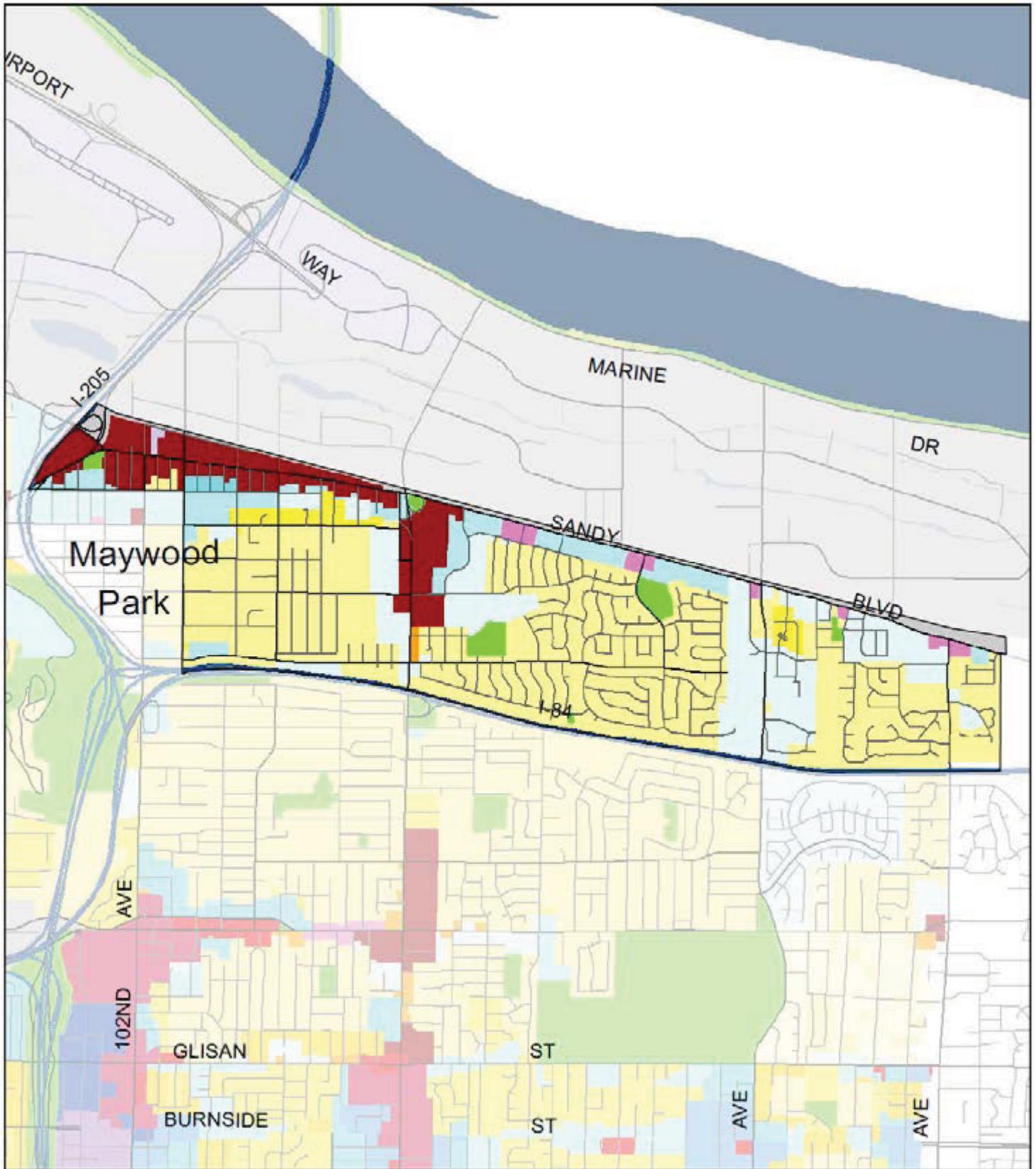
2010 Housing Units (Census):   5,691

2035 Housing Units: 7,700

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

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	

NORTH

0 1,000 2,000 3,000 Feet

Bureau of Planning and Sustainability

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

Parkrose-Argay Analysis Area

Services and Amenities

February 1, 2012
commercial data: InfoUSA 2008

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

NORTH

0   1,000   2,000   3,000 Feet

Bureau of Planning and Sustainability

City of Portland Oregon

Parkrose-Argay Analysis Area

Transit Infrastructure

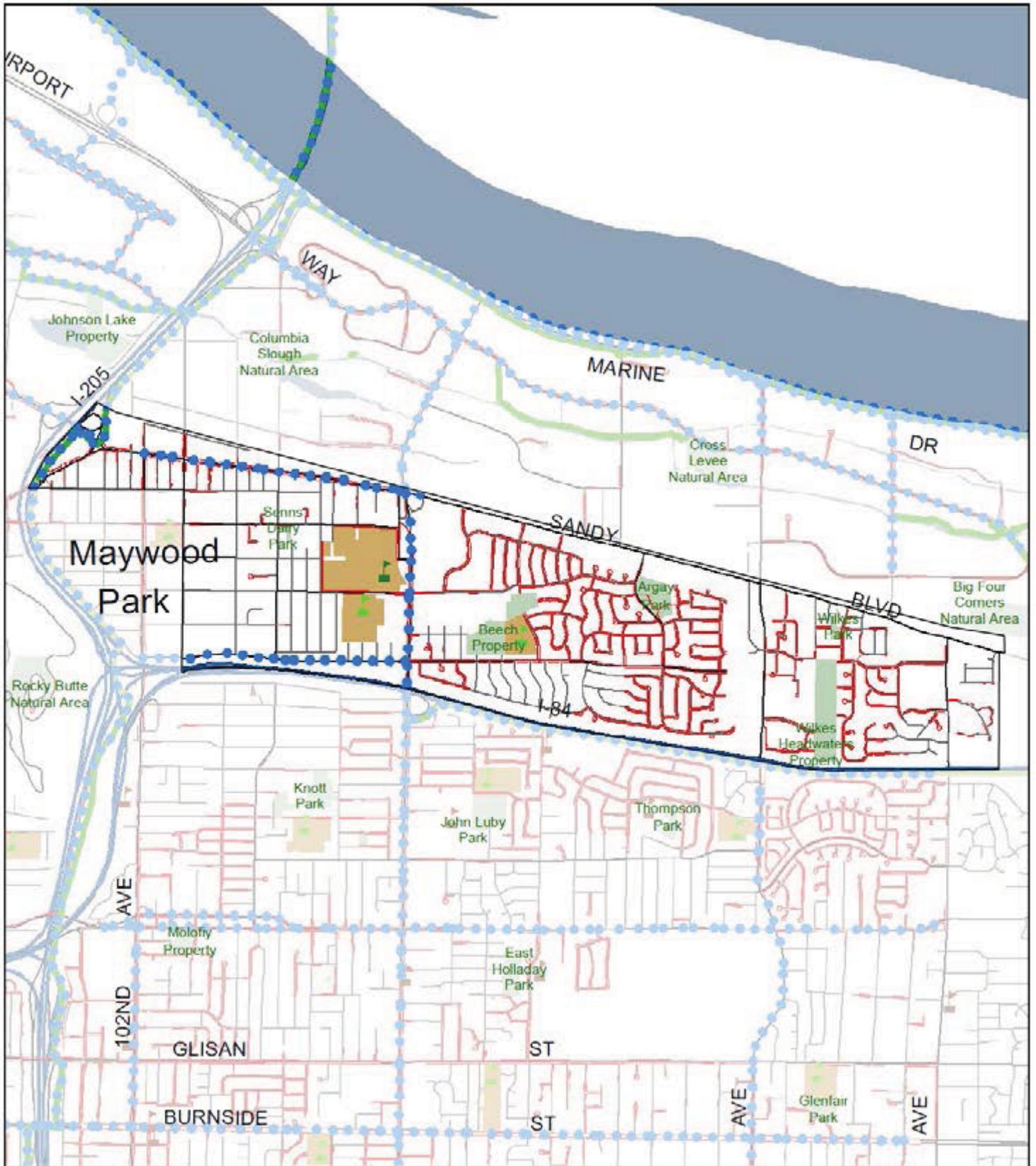| Light Rail Stops	Bus Stops
MAX	Frequent Stops
Street Car	Standard Stops
MAX	Rush Hour Stops
Streetcar	Frequent Service
	Standard Service
	Rush-Hour Only Service
	City Boundary

NORTH

0   1,000   2,000   3,000   Feet

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Sam Adams, Mayor • Susan Anderson, Director

February 1, 2012

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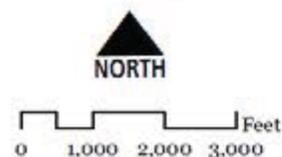
Parkrose-Argay Analysis Area
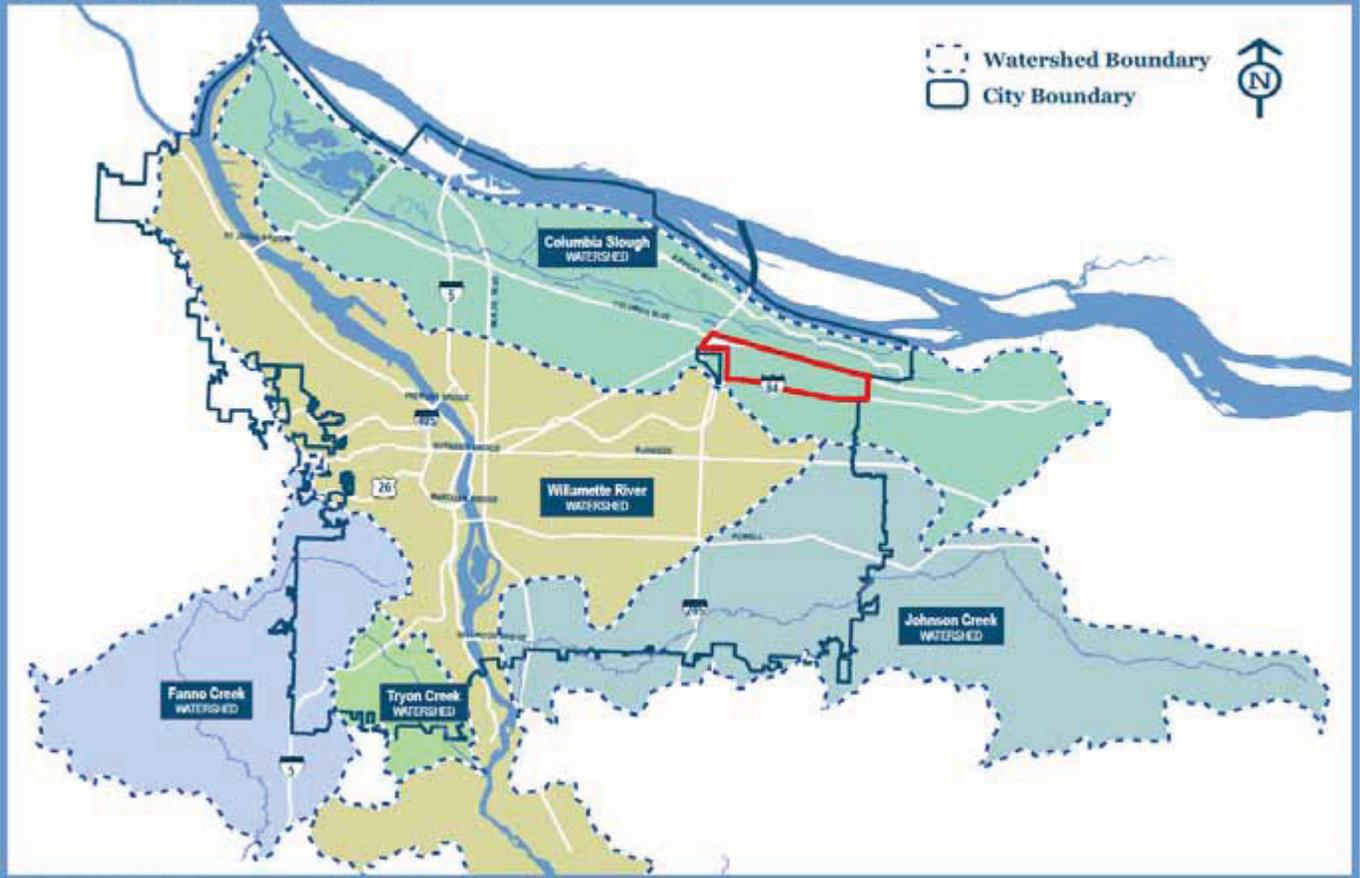
Sidewalks and Bicycle Infrastructure

February 1, 2012

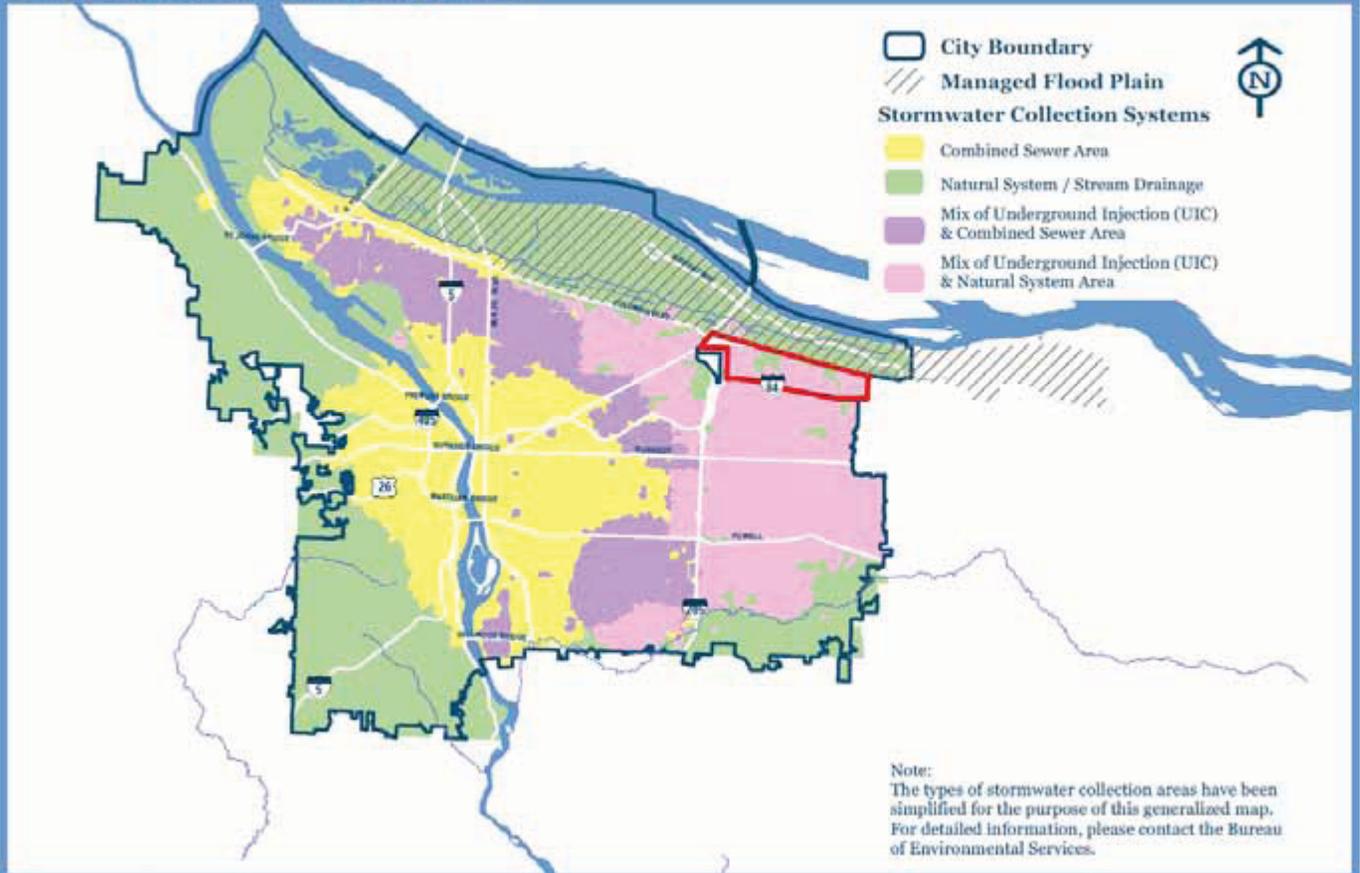G:\mayor_office\20_min_nbo_profiles\sidewalks_ft12.mxd

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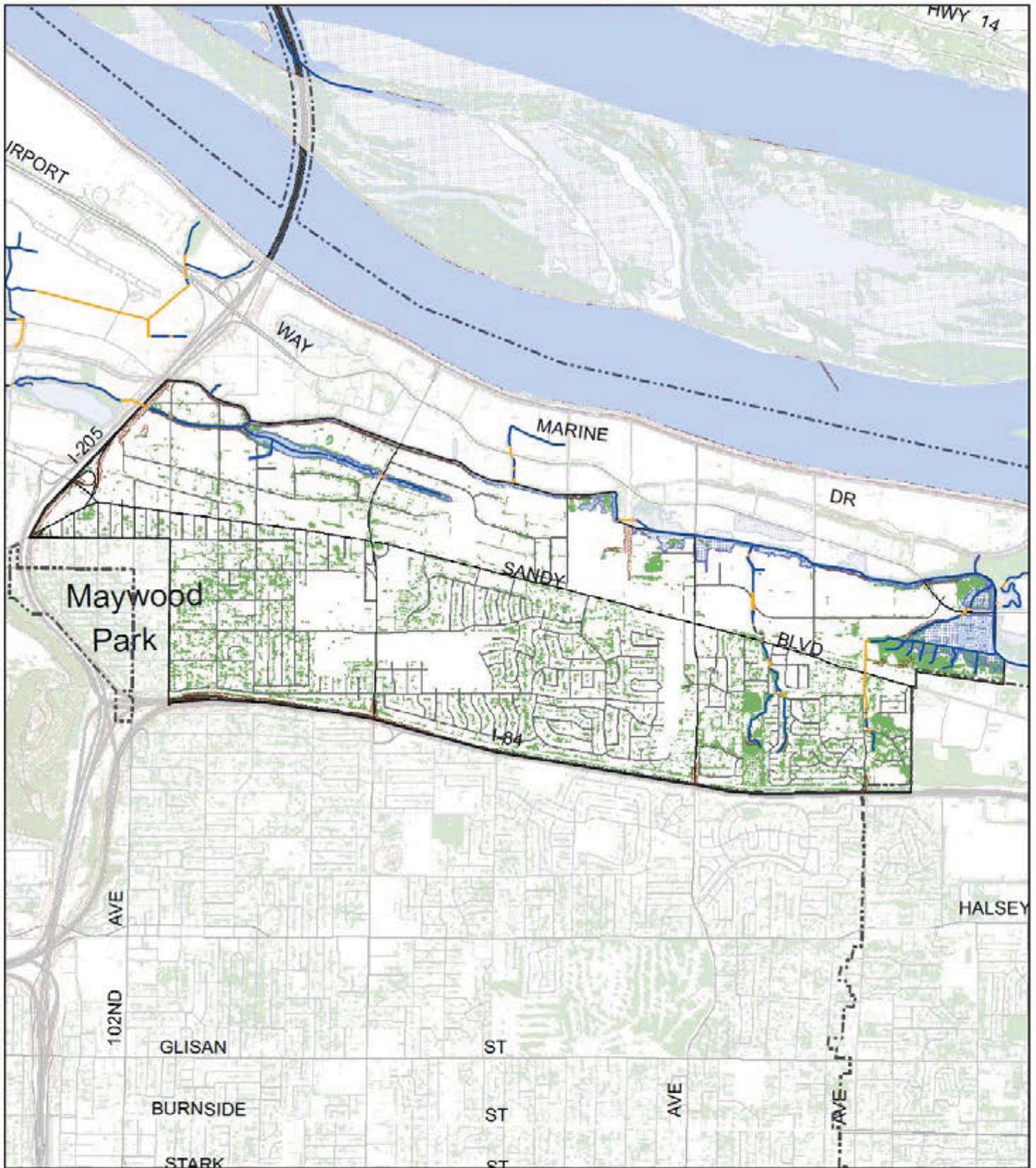- Public HS
- Public K-8
- Private Schools

NORTH

Feet
0   1,000   2,000   3,000

Bureau of Planning and Sustainability

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

Portland Watersheds

Watershed Boundary
City Boundary
N

Columbia Slough WATERSHED

Willamette River WATERSHED

Johnson Creek WATERSHED

Fanno Creek WATERSHED

Tryon Creek WATERSHED

Portland Stormwater System

City Boundary
Managed Flood Plain
N

Stormwater Collection Systems

Combined Sewer Area

Natural System / Stream Drainage

Mix of Underground Injection (UIC) & Combined Sewer Area

Mix of Underground Injection (UIC) & Natural System Area

Note:
The types of stormwater collection areas have been simplified for the purpose of this generalized map. For detailed information, please contact the Bureau of Environmental Services.

City of Portland Bureau of Planning and Sustainability   **13-8**

Parkrose-Argay Analysis Area

HWY 14

AIRPORT

WAY

MARINE

DR

I-205

SANDY

Maywood
Park

BLVD

I-84

AVE

102ND

GLISAN

ST

HALSEY

BURNSIDE

ST

AVE

AVE

STARK

ST

Watersheds and Natural Features

August 9, 2011

g:\mayor_Office\20_min_nbo_profiles\Natural_features_8x11.mxd

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

NORTH

Feet
0   1,000   2,000   3,000

Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

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

Parkrose-Argay Analysis Area
Demographics (2000 – 2010)

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

Population

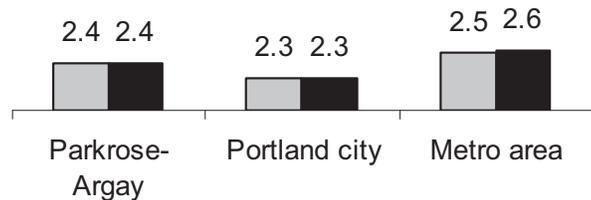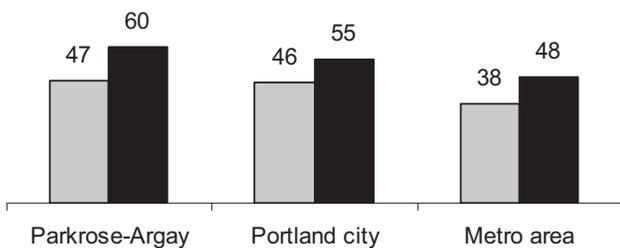|	Parkrose-Argay	Portland city	Metro area
2010	13,753	583,776	2,226,009
2000	12,031	529,121	1,927,881
% change	14%	10%	15%

☐ 2000 ■ 2010

Median Age
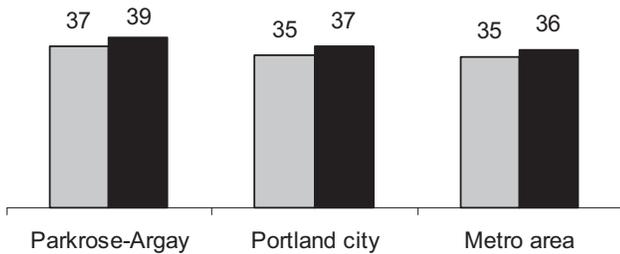
Average Household Size

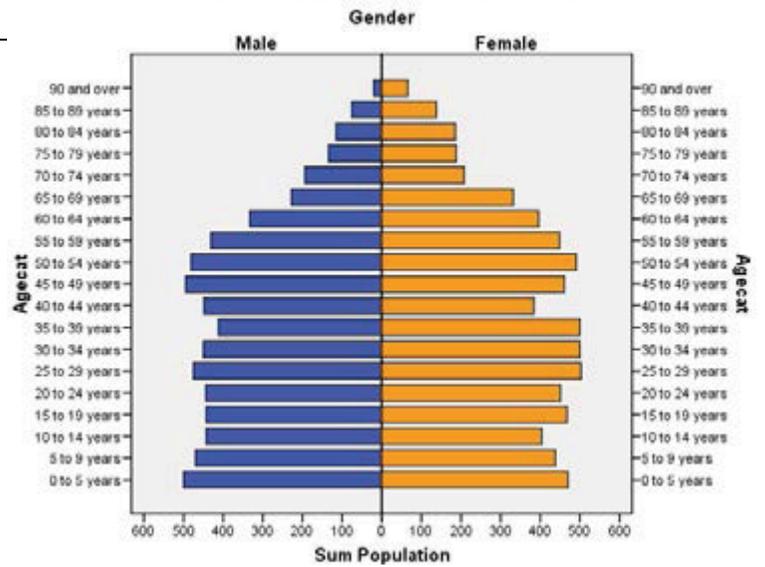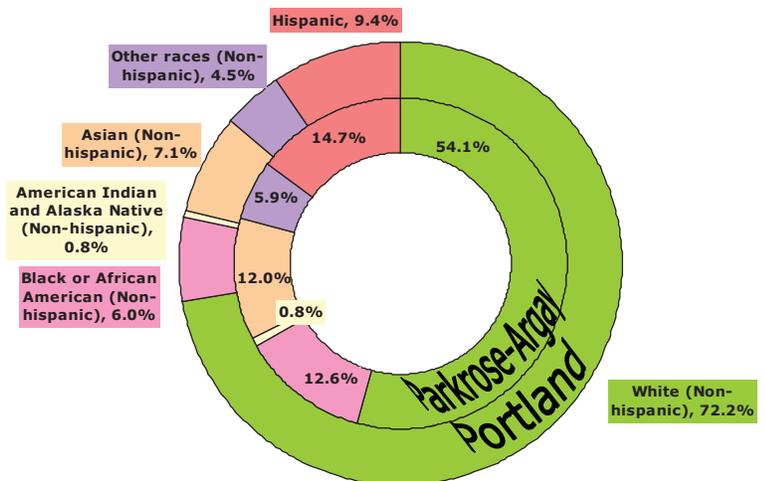
Diversity Index
(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)

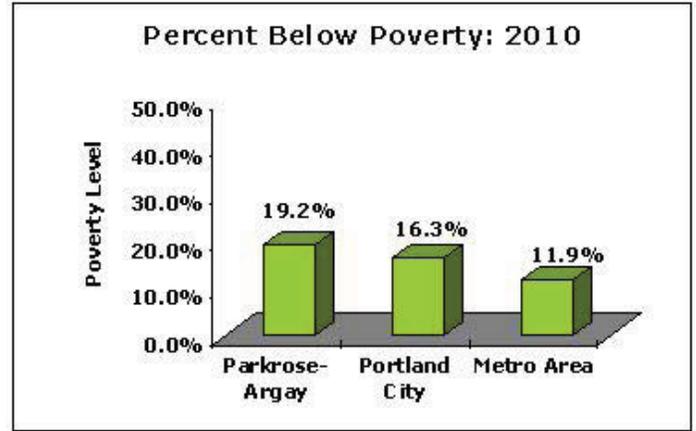
Population Pyramid for Parkrose-Argay, 2010

Households with Children Under 18 Years: 2010
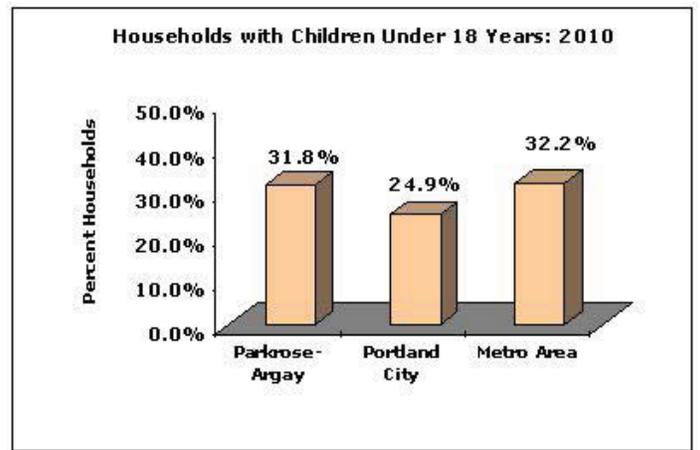
Racial and Ethnic Distribution in Portland vs. Parkrose-Argay

Median Household Income

$51,635

$39,324

$54,352

$40,150

$61,823

$47,038

Parkrose-Argay   Portland city   Metro area

ACS 2006-2010

Percent College Graduates

34%

27%

44% 48%

41% 44%

Parkrose-Argay   Portland city   Metro area

Percent Renters of Occupied Housing Units

39% 37%

42% 41%

35% 34%
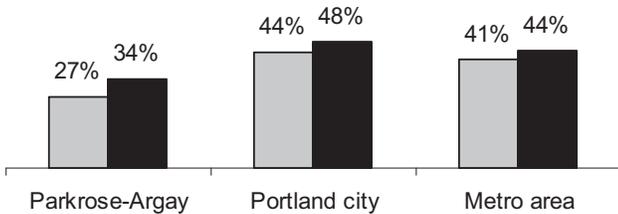
Parkrose-Argay   Portland city   Metro area
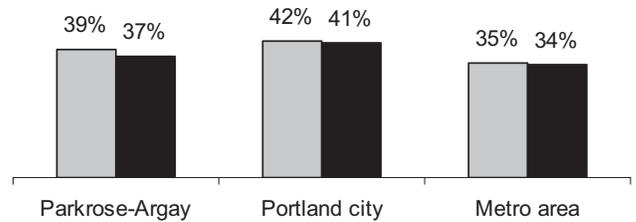
Median Home Value

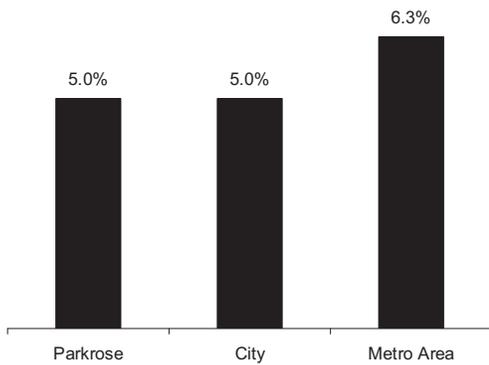|	Parkrose-Argay	Portland city	Metro area
2010	$270,425	$253,184	$273,500
2000	$163,771	$154,721	$168,347
% change	65.1%	63.6%	62.5%

Parkrose-Argay Analysis Area
Commercial Real Estate Indicators

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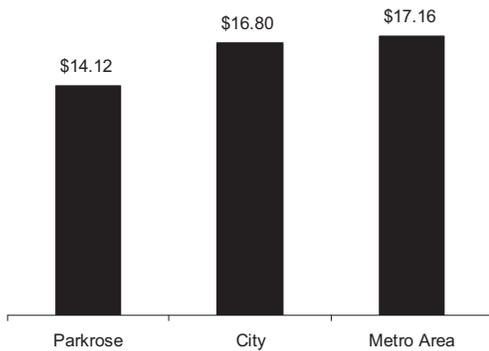*Source: COSTAR*

RETAIL

Square Feet

Parkrose	City	Metro Area
762,761	51,937,895	107,875,146

Retail Vacancy

Parkrose	5.0%
City	5.0%
Metro Area	6.3%

Retail Rents

Parkrose	$14.12
City	$16.80
Metro Area	$17.16

OFFICE SPACE

Square Feet

Parkrose	City	Metro Area
1,039,896	54,348,765	92,465,455

Office Vacancy

Parkrose	13.1%
City	9.6%
Metro Area	11.7%

Office Rents

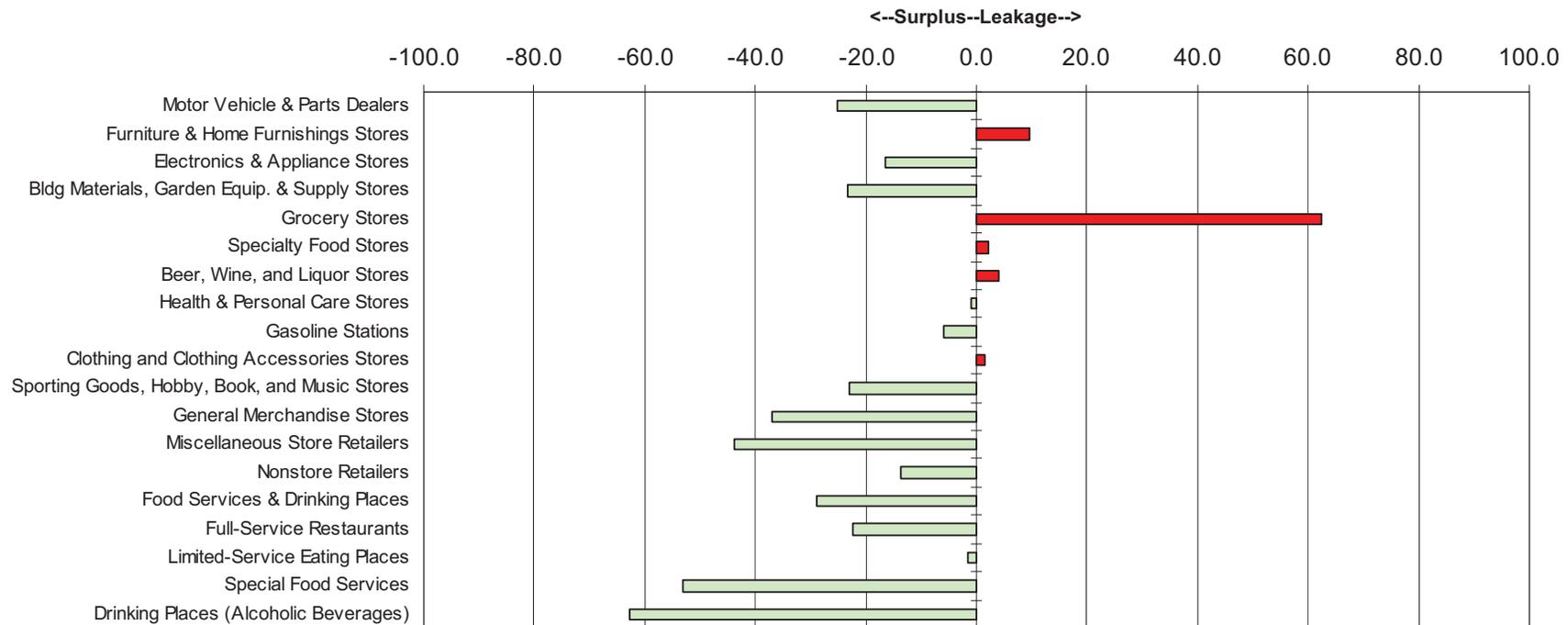|	
Parkrose	$14.36
City	$19.80
Metro Area	$19.32
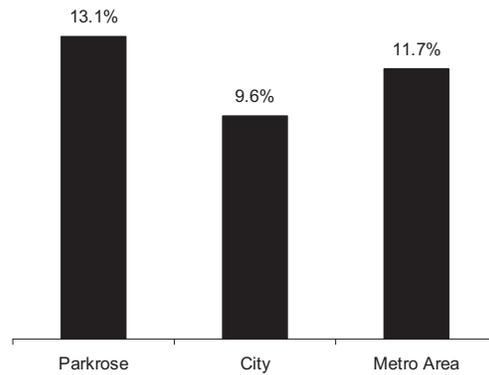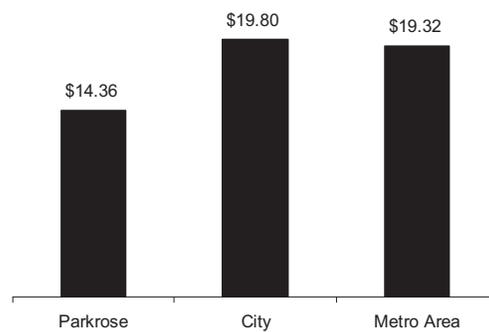
Parkrose-Argay Analysis Area
Retail Market Profile

Retail Gap = $49 million (surplus)

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)	$137,283,133	$186,249,340	-$48,966,207	-15.1	156
Total Retail Trade (NAICS 44-45)	$117,419,312	$150,263,819	-$32,844,507	-12.3	108
Total Food & Drink (NAICS 722)	$19,863,821	$35,985,521	-$16,121,700	-28.9	48

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)
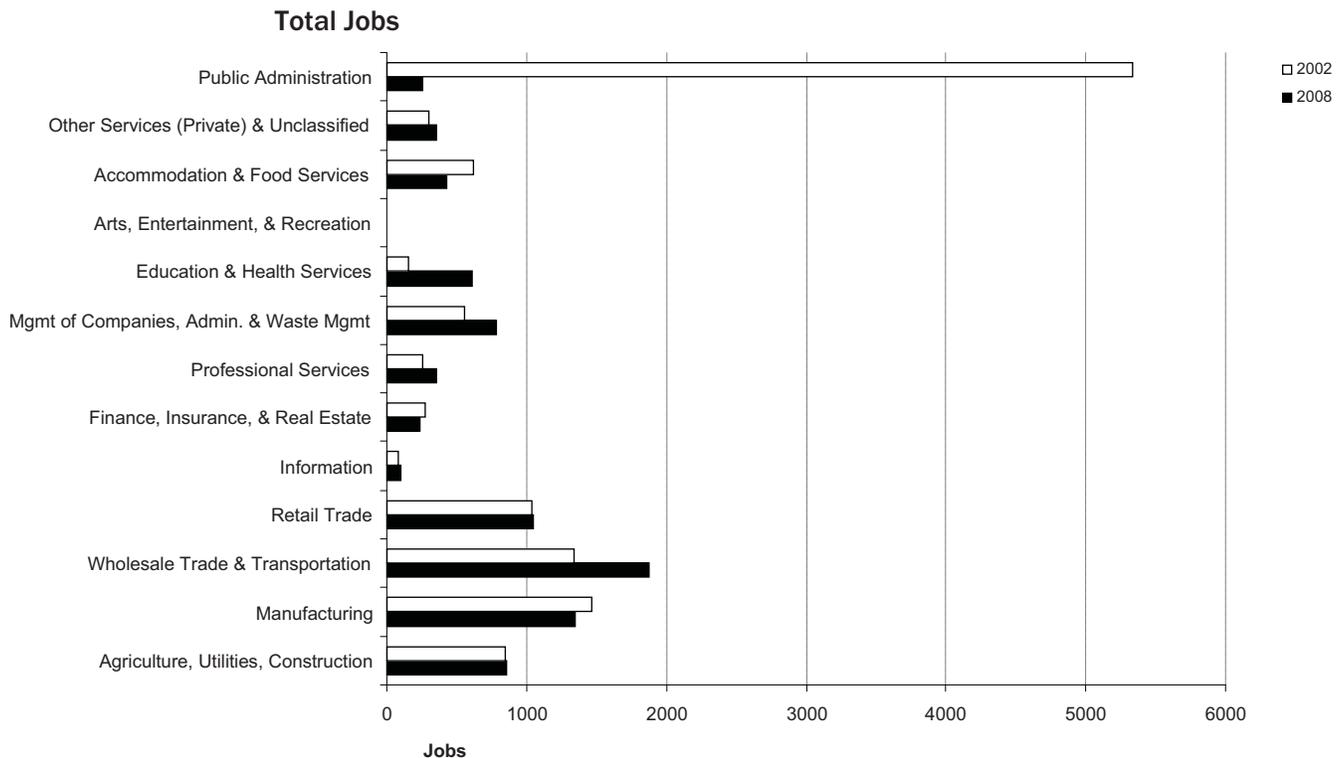
Parkrose-Argay Analysis Area
Employment

Quarterly Census of Employment and Wages data for 2002 & 2008
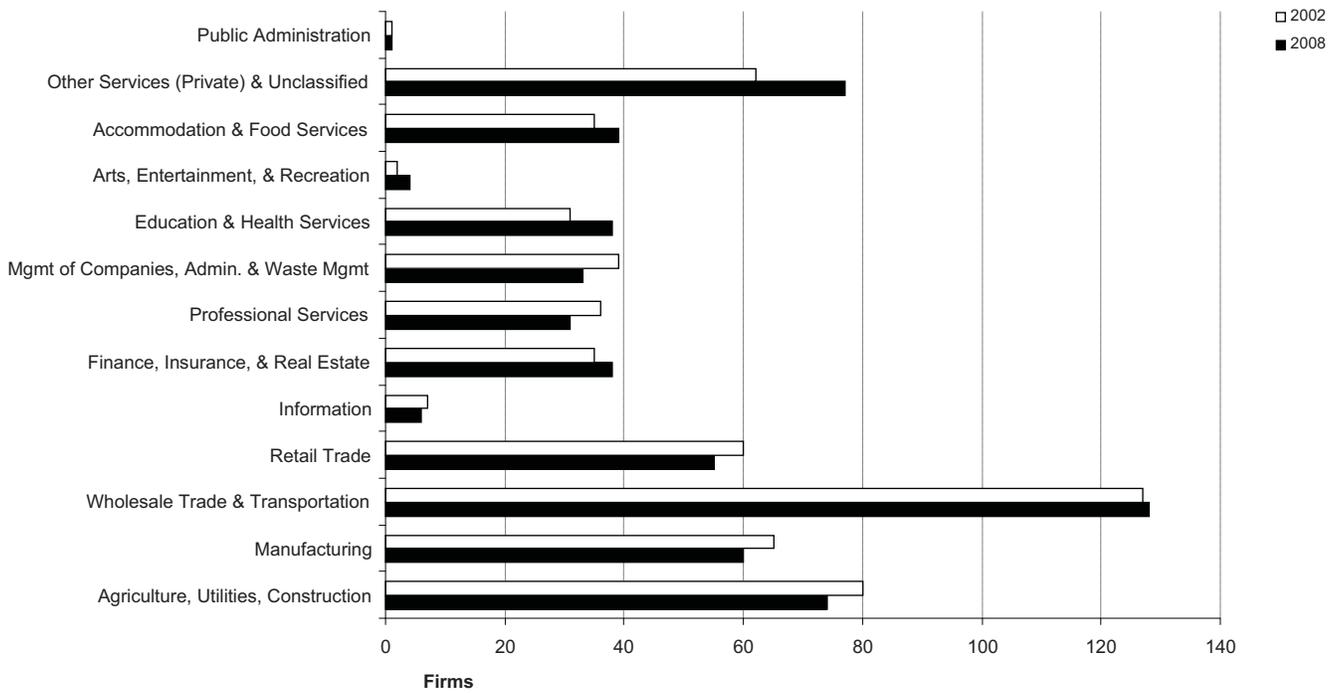*Source: Oregon Employment Department (OED)*

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	12,280	8,251	- 4,029
Total Firms	580	584	+4
Average Annual Wages	$35,902	$40,255	+4,323

Total Jobs

Total Firms

Legend: 2002, 2008

Categories (top to bottom):
- Public Administration
- Other Services (Private) & Unclassified
- Accommodation & Food Services
- Arts, Entertainment, & Recreation
- Education & Health Services
- Mgmt of Companies, Admin. & Waste Mgmt
- Professional Services
- Finance, Insurance, & Real Estate
- Information
- Retail Trade
- Wholesale Trade & Transportation
- Manufacturing
- Agriculture, Utilities, Construction

X-axis: Firms (0 to 140)

Average Annual Wages

Legend: 2002, 2008

Categories (top to bottom):
- Public Administration
- Other Services (Private) & Unclassified
- Accommodation & Food Services
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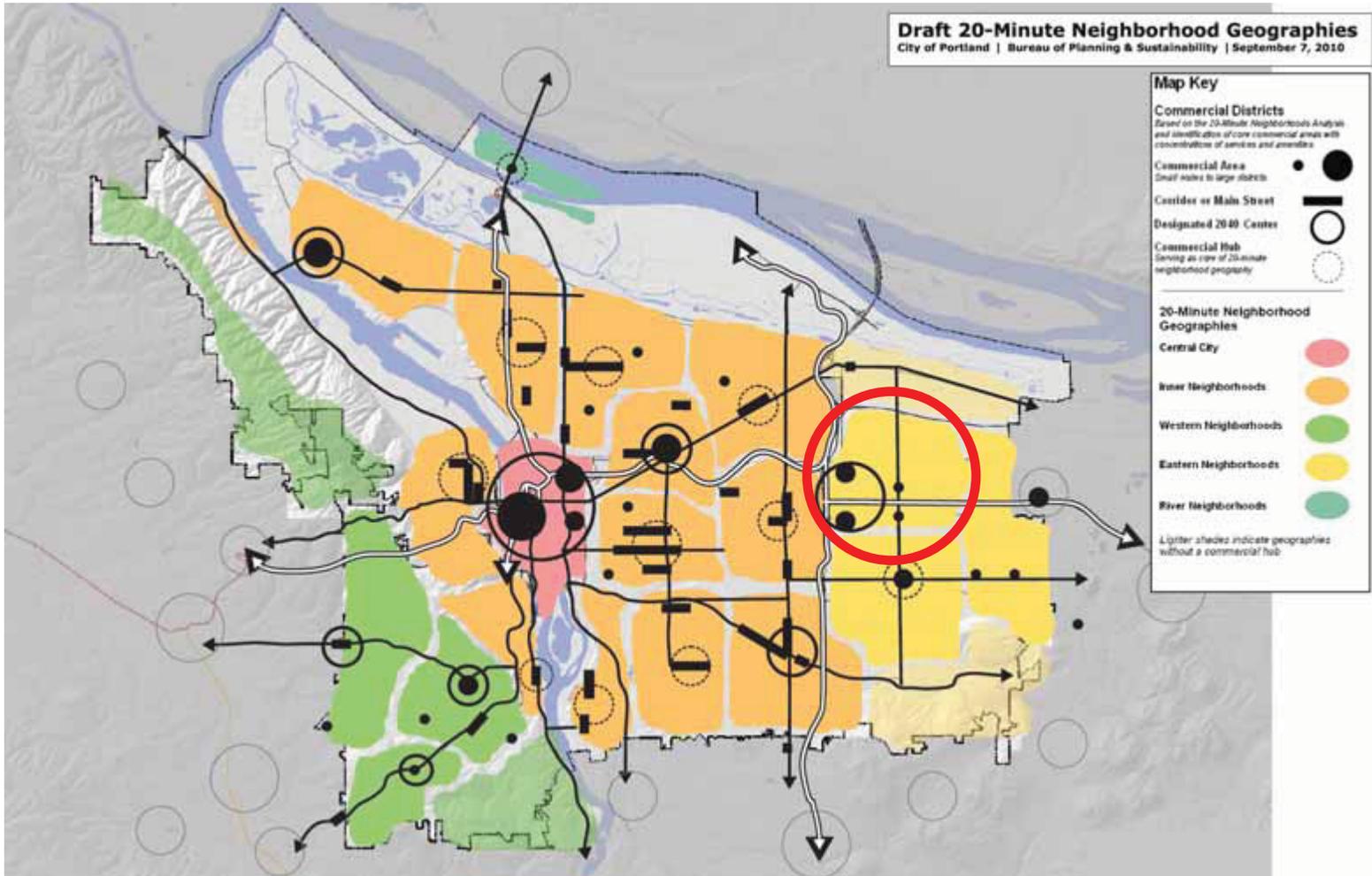X-axis: Average Annual Wages (dollars) ($0 to $80,000)

14

Gateway Analysis Area
Including Hazelwood, Parkrose Heights, Russell, and part of the Mill Park neighborhood

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.

Gateway Analysis Area
Services and Amenities

> *Population: 30,100 people (11,800 households)*
> *Land Area: 5.5 sq. miles (5,500 people per sq. mile)*

Commercial Districts

Locations with major concentrations of commercial services include the area around and east of NE Halsey and 102nd Avenue (where the Gateway Shopping Center is located), SE Washington and SE Stark near 102nd Avenue (including Mall 205), and around NE Glisan and 122nd Avenue. There are smaller concentrations of commercial services at 122nd and NE Halsey, and at 122nd and NE Stark.

Grocery stores: 4 (1 store per 2,950 households)

Retail gap: $301 million surplus *(amount of estimated yearly retail sales that is beyond what the analysis area population be expected to support, indicating the regional market of the area's retail)*

Community Amenities

Proximity to Services and Amenities

Percentage of population:

Within 1/2 mile of a park*:	97%
Within 1/2 mile of a public elementary school:	24%
Within 3 miles of a full-service community center*:	98%
Within 1/2 mile of a full-service grocery store:	27%
Within 1/4 mile of a frequent service transit stop:	12%

Parks Bureau service standard

Community Centers: 1 (East Portland Community Center & Pool – full service)

Libraries: 1 (Midland Library)

Parks and Open Spaces: 296 acres – including Floyd Light, John Luby, East Holladay, Thompson, and Ventura parks.

Tree Canopy Coverage: 22%

Public Schools: 1 high school (David Douglas)

5 K-8 schools (Menlo Park, Ventura Park, Sacramento, and Russell Academy elementary schools, Floyd Light Middle School)

Colleges (campus)**:** 1 specialized (Oregon College of Oriental Medicine)

Hospitals: 1 (Adventist Medical Center – at southwest edge of analysis area)

Farmers Markets: None

Transit Centers/Stations: 4 (Gateway Transit Center, and the E. 102nd, E. 122nd, and SE Main light rail stations)

Walkable Access Score: 48 (out of 100)
(from 20-Minute Neighborhoods Analysis Index)

Neighborhood and Business Associations

Neighborhood Associations: Hazelwood, Parkrose Heights, Russell, and part of Mill Park

Business Associations: Gateway Area Business Association

Urban Form Characteristics

The area's primary concentrations of commercial and community services are located within the Gateway regional center. Gateway is anchored at its north and south ends by shopping centers with large areas of surface parking, with little residential population within these core commercial areas. The regional center also includes low- and mid-rise multifamily housing, while single-family housing predominates in nearby residential areas, which occupy the majority of the analysis area's land outside the commercial areas. The area has a mix of block sizes and configurations, with large blocks predominant in commercial areas. Rocky Butte to the west, and stands of Douglas Firs in mid-block areas are defining aspects of the area's skyline.

Access issues. The area's large blocks provide relatively infrequent pedestrian connections. Several heavily-trafficked, multi-lane streets provide connectivity through the area, while many secondary streets lack sidewalks and there are few options for low-stress bicycle connections off of the major streets. While the area has a broad range of commercial services, these street infrastructure issues together with the small amount of housing within the core commercial areas, limits the proportion of the area's population that can conveniently access services by walking or bicycling. The area is served by three light rail lines, but most residents are beyond convenient walking distance of transit stations.

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.

Gateway Regional Center:	645 acres
Main Streets:	1.4 miles (122nd Avenue)
Station Communities:	4

Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,545	55%	287
Multi-Family Residential:	519	19%	224
Commercial/Mixed-Use:	424	15%	243
Employment:	0	0%	0
Industrial:	0	0%	0
Open Space:	303	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)
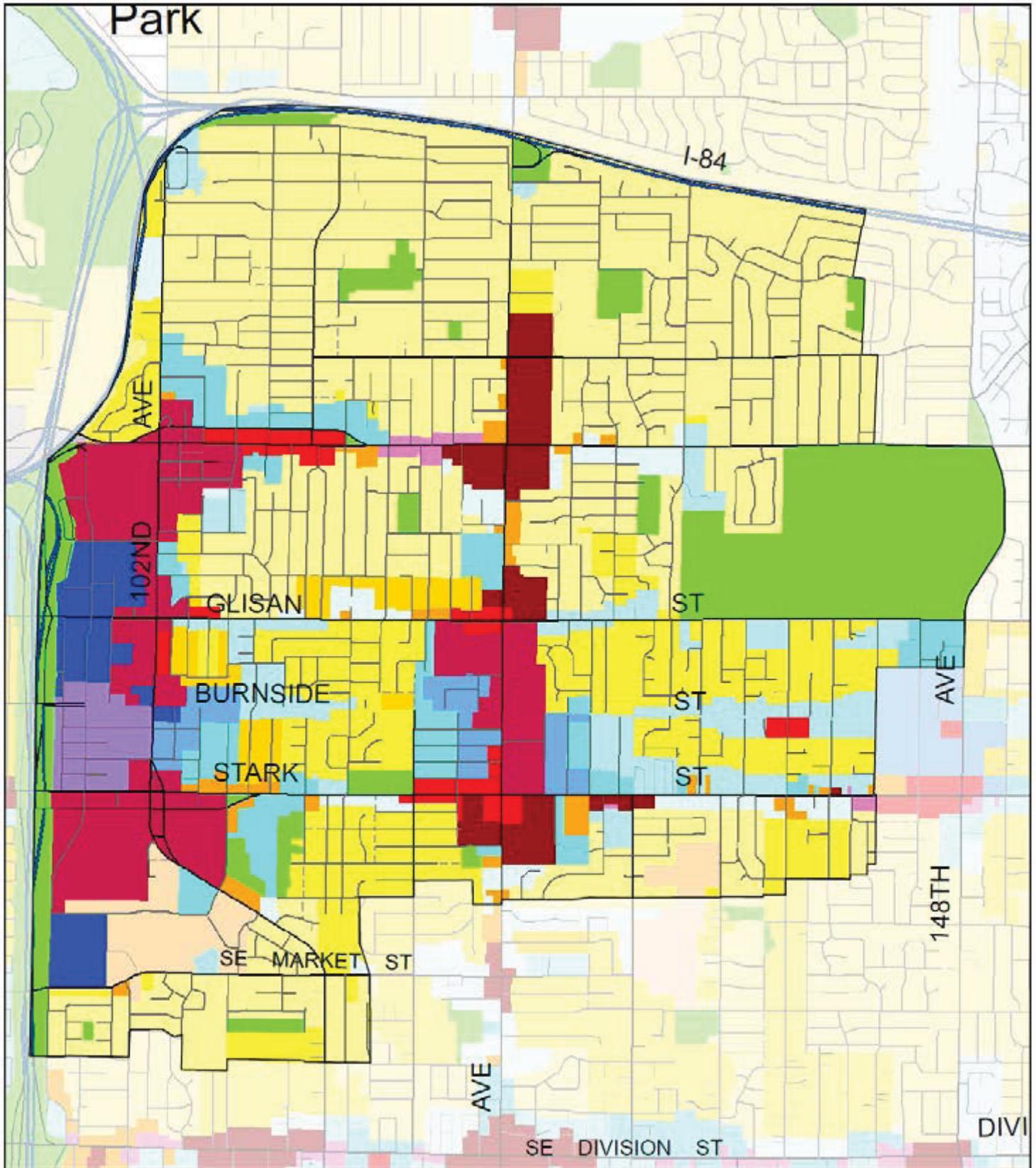
2010 Housing Units (Census):	12,723
2035 Housing Units:	29,500

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

Gateway Analysis Area

Park

Rocky Butte
Natural Area

I-84

Argay
Park

Beech
Property

Knott
Park

John
Luby Park

Thompson
Park

102ND AVE

Moon
Property

East
Holladay
Park

GLISAN ST

BURNSIDE ST

STARK ST

Ventura
Park

148TH AVE

Floyd
Light
Park

North
Powellhurst
Park

Parklane
Park

SE MARKET ST

Cherry
Park

Mill
Park

Lincoln
Park

AVE

SE DIVISION ST

DIVI

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
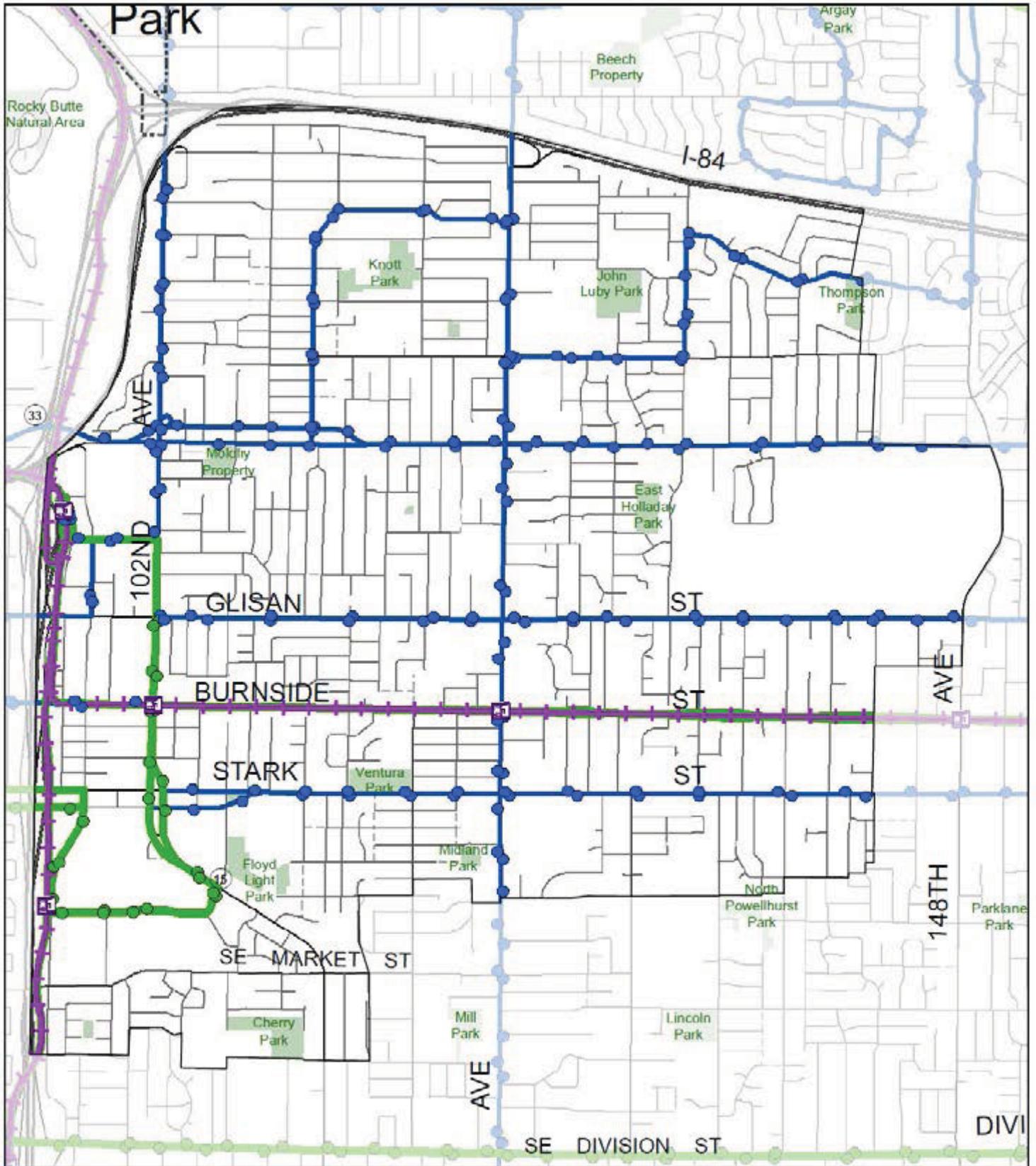Private Schools

NORTH

Feet
0   1,000   2,000   3,000

Bureau of Planning and Sustainability
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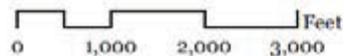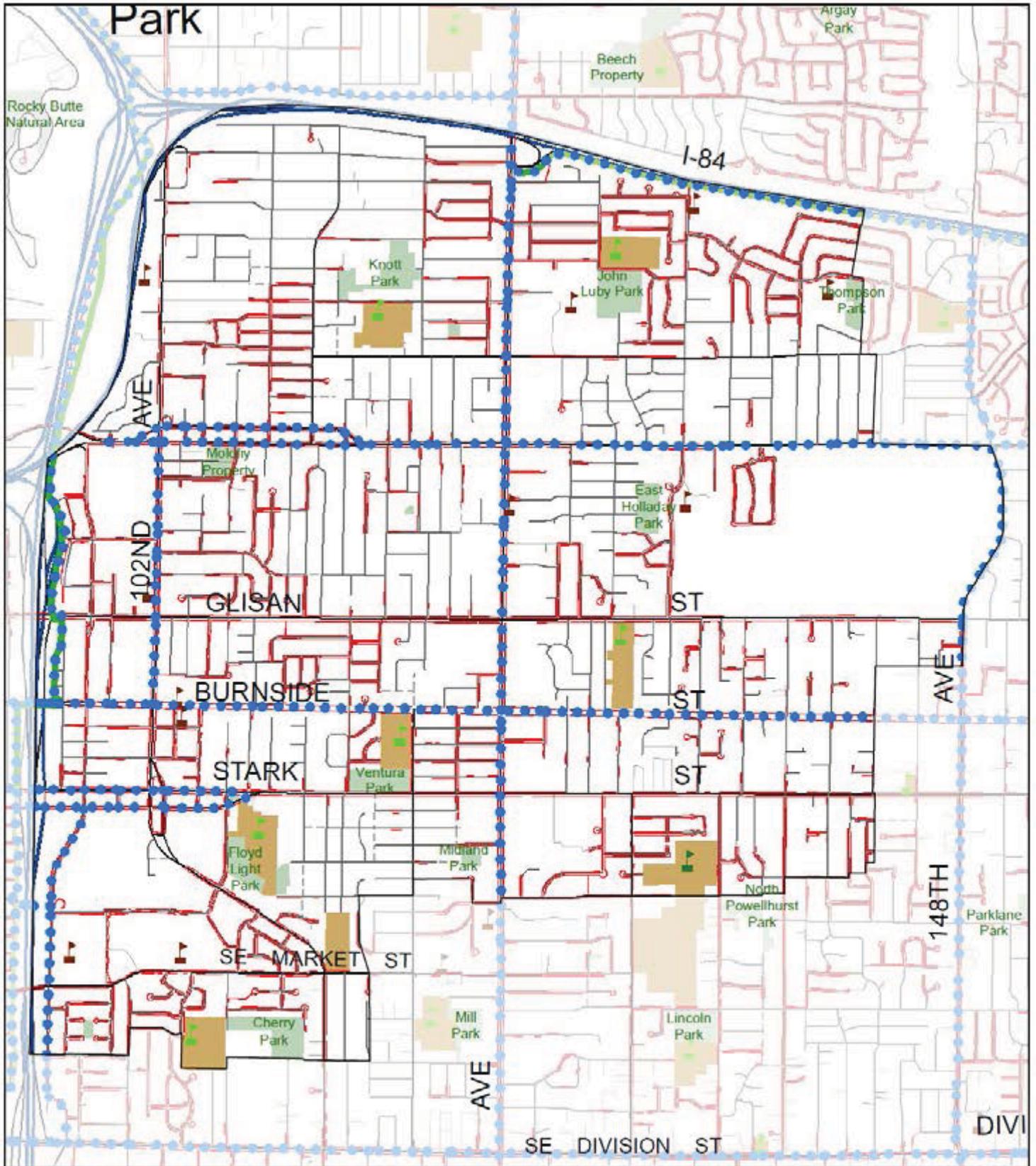G:\mayor_office\po_nta_sbo_profiles\services_amenities_8x11.mxd

Gateway Analysis Area

Transit Infrastructure

February 1, 2012

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Light Rail Stops
- MAX
- Street Car

- MAX
- Streetcar

Bus Stops
- Frequent Stops
- Standard Stops
- Rush Hour Stops
- Frequent Service
- Standard Service
- Rush-Hour Only Service
- City Boundary

NORTH

Feet
0   1,000   2,000   3,000

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City of Portland, Oregon
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Gateway Analysis Area

Sidewalks
and Bicycle
Infrastructure

February 1, 2012

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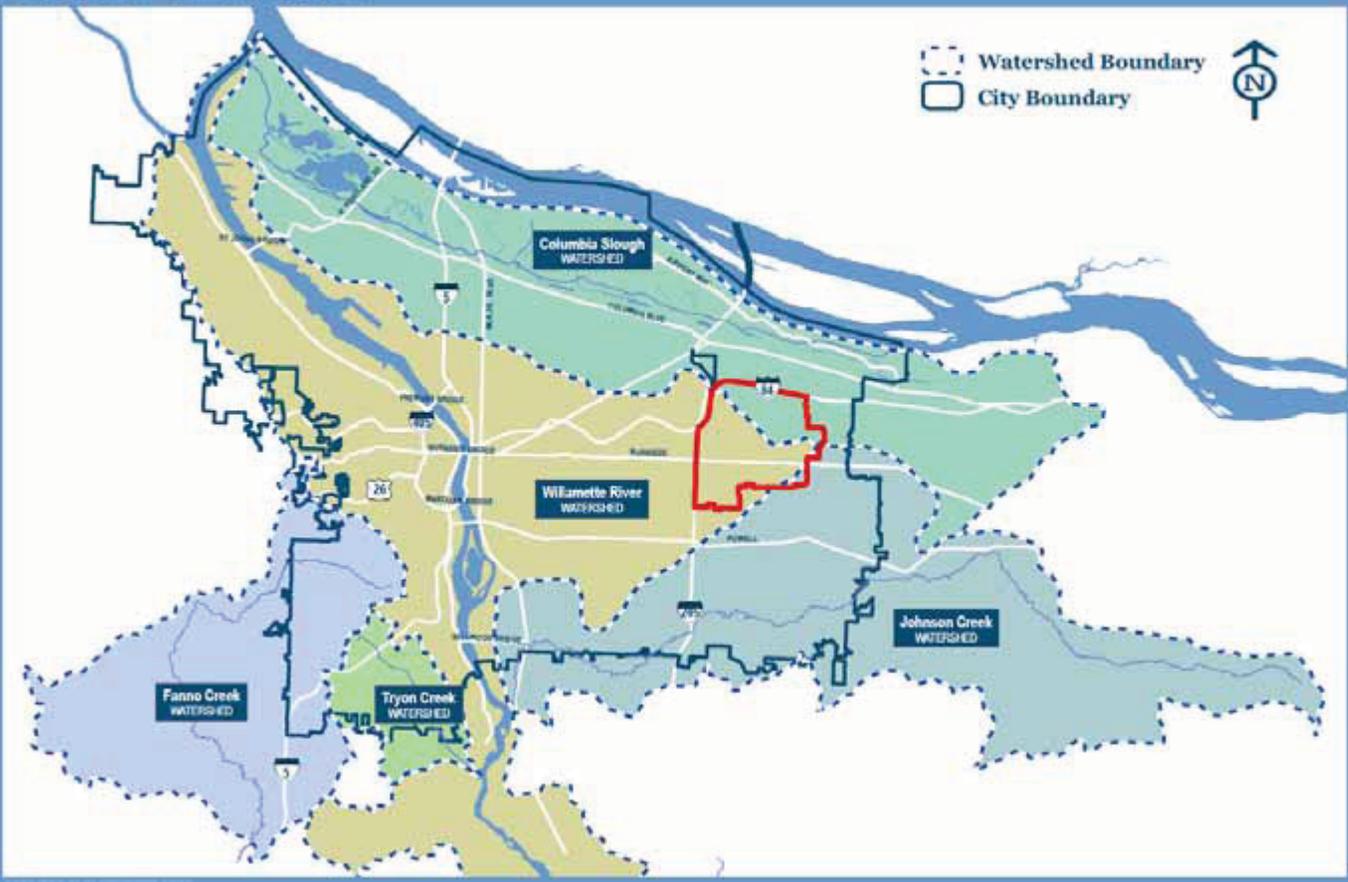| | Sidewalks |
	Existing Bike Facility
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Public HS

Public K-8

Private Schools

NORTH

Feet
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Bureau of Planning and Sustainability

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

Portland Watersheds

Watershed Boundary
City Boundary

N

Columbia Slough
WATERSHED

Willamette River
WATERSHED

Johnson Creek
WATERSHED

Fanno Creek
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Tryon Creek
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City Boundary
Managed Flood Plain

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City of Portland Bureau of Planning and Sustainability **14-8**

Park

AVE

I-84

102ND

GLISAN

ST

BURNSIDE

ST

STARK

ST

AVE

148TH

SE MARKET ST

AVE

DIVI

SE DIVISION ST

Watersheds and Natural Features

February 1, 2012

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Slope Hazard

High Structure Vegetation

FEMA 100-year floodplain

Waterbodies

Open channel stream

Piped/culverted stream

City Boundary

NORTH

Bureau of Planning and Sustainability

City of Portland, Oregon

Feet

0   1,000   2,000   3,000

Gateway Analysis Area
Demographics (2000 – 2010)

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

Population

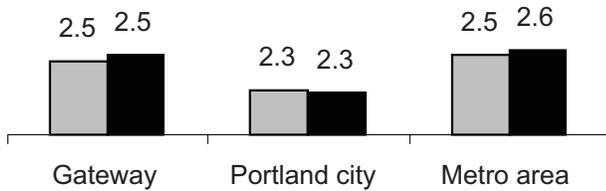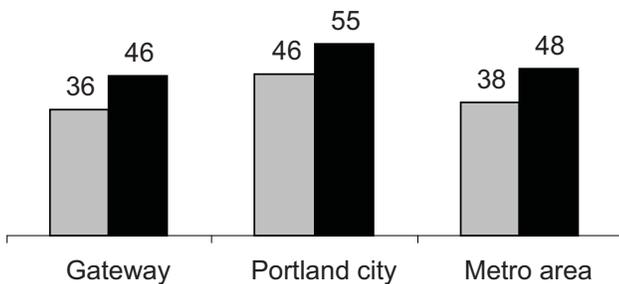|	Gateway	Portland city	Metro area
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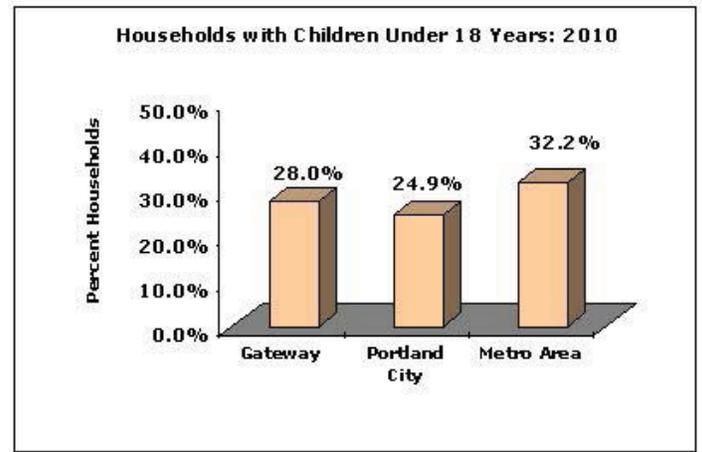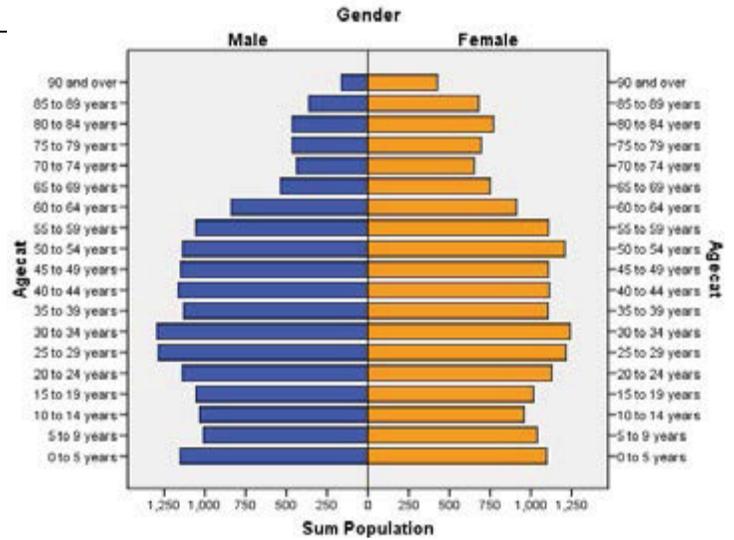## Median Age
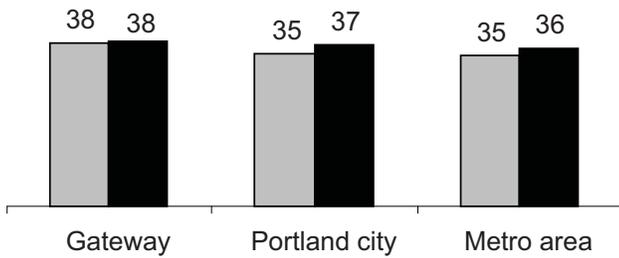
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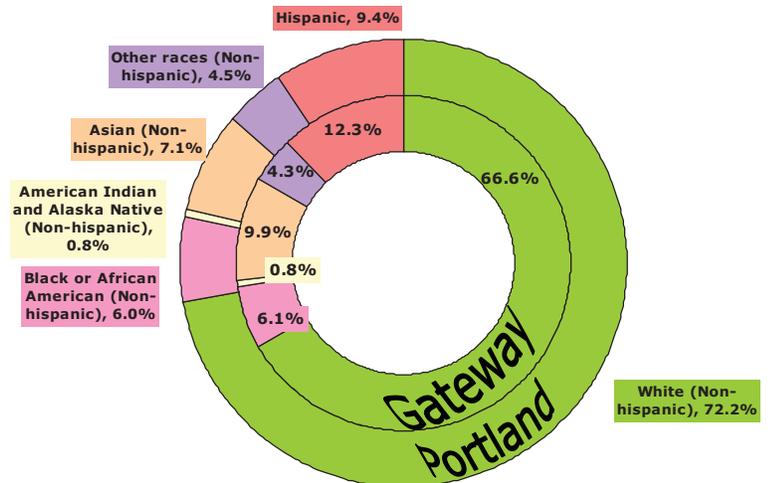

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Households with Children Under 18 Years: 2010

Racial and Ethnic Distribution in Portland vs. Gateway
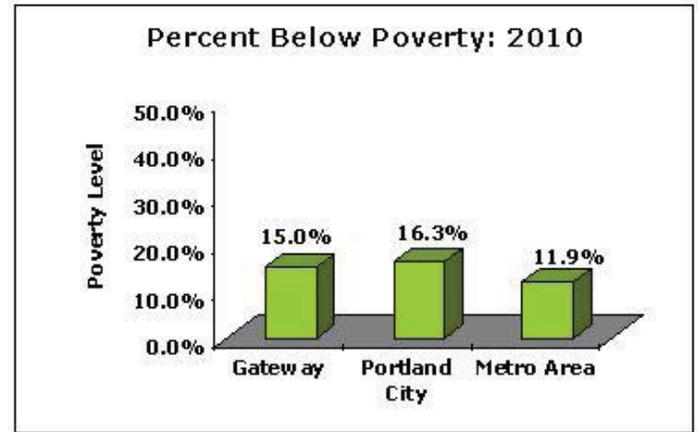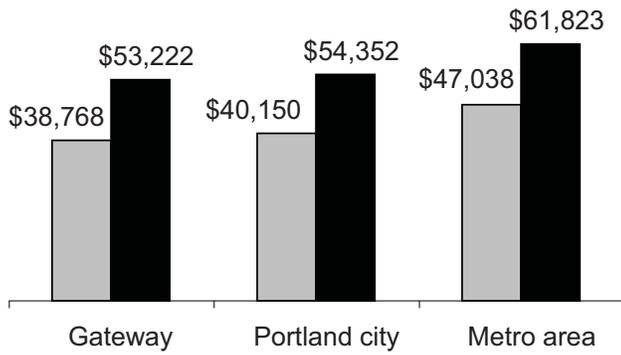
Hispanic, 9.4%
Other races (Non-hispanic), 4.5%
Asian (Non-hispanic), 7.1%
American Indian and Alaska Native (Non-hispanic), 0.8%
Black or African American (Non-hispanic), 6.0%
White (Non-hispanic), 72.2%

12.3%
4.3%
9.9%
0.8%
6.1%
66.6%

Gateway
Portland

Median Household Income

	Gateway	Portland city	Metro area
	$38,768	$40,150	$47,038
	$53,222	$54,352	$61,823

Percent Below Poverty: 2010

Gateway 15.0% · Portland City 16.3% · Metro Area 11.9%

ACS 2006-2010

Percent College Graduates

	Gateway	Portland city	Metro area
	23% / 30%	44% / 48%	41% / 44%

Percent Renters of Occupied Housing Units
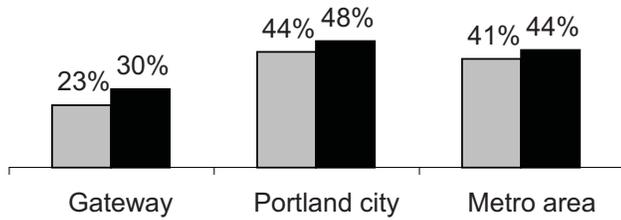
	Gateway	Portland city	Metro area
	38% / 38%	42% / 41%	35% / 34%
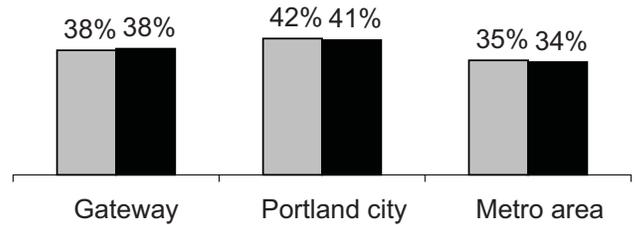
Median Home Value

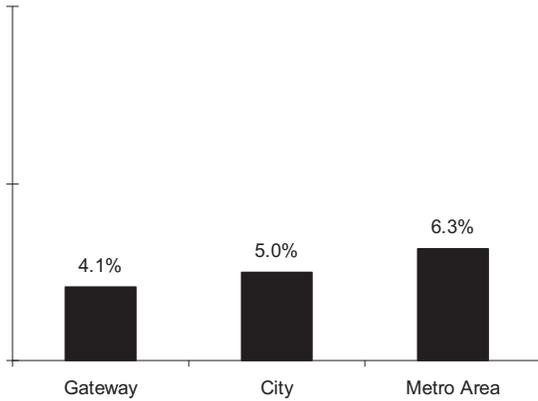|	Gateway	Portland city	Metro area
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Gateway Analysis Area
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Retail and Commercial Real Estate data through 9-16-2010
Source: COSTAR

RETAIL

Square Feet

Gateway	City	Metro Area
3,265,804	51,937,895	107,875,146

Retail Vacancy
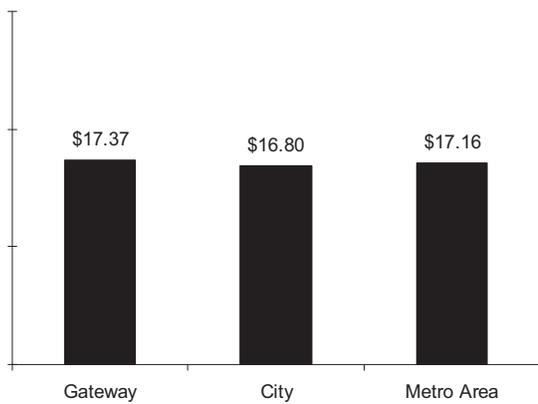
Retail Rents

OFFICE SPACE

Square Feet

Gateway	City	Metro Area
1,104,817	54,348,765	92,465,455

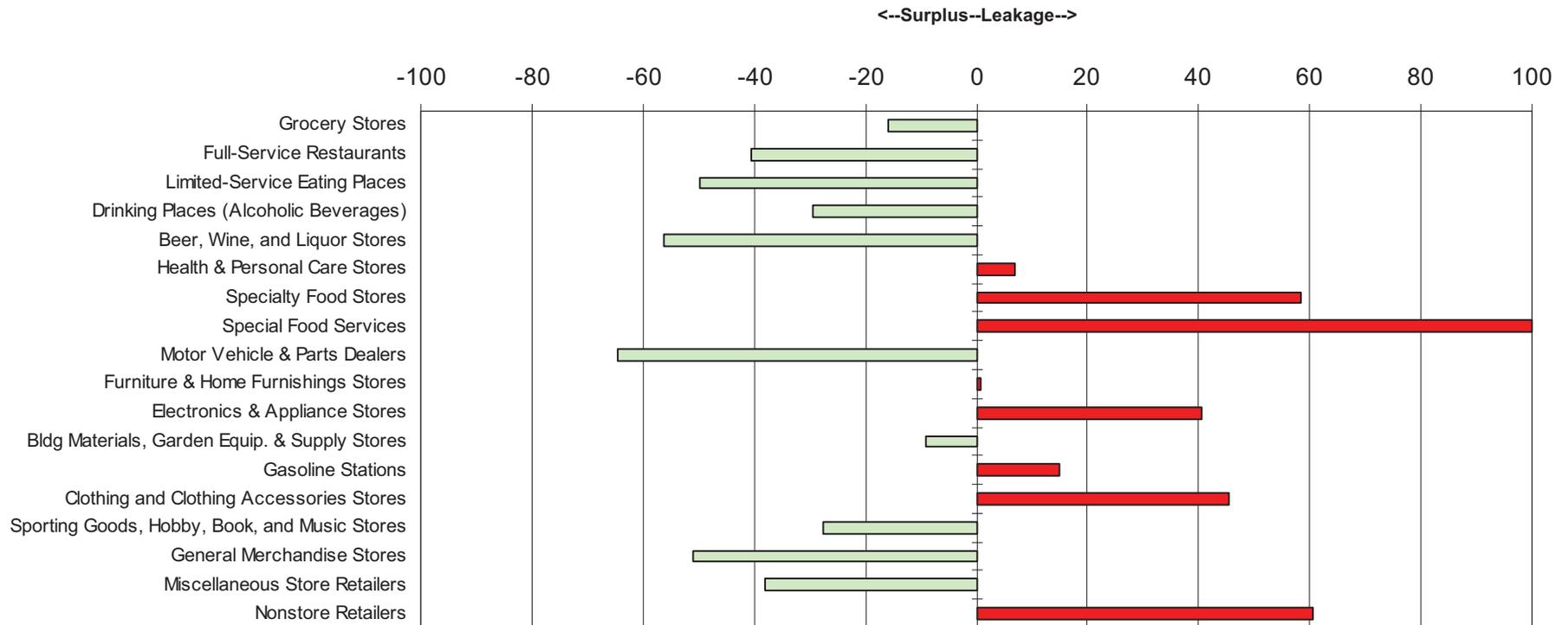### Office Vacancy
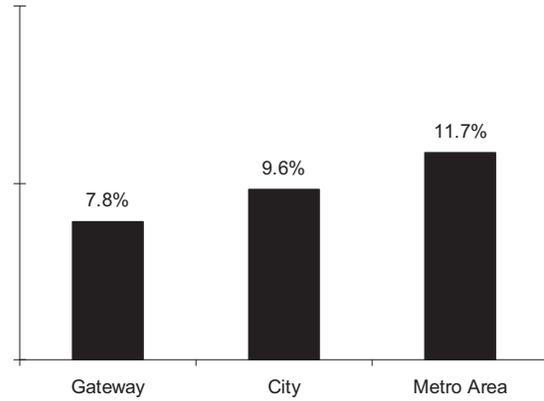
Office Rents
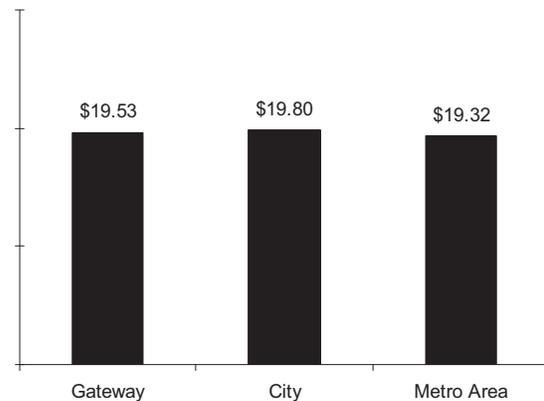
Gateway Analysis Area
Retail Market Profile

Retail Gap = $301 million (surplus)

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)	$247,808,967	$548,926,761	-$301,117,794	-37.8	262
Total Retail Trade (NAICS 44-45)	$211,294,059	$464,990,766	-$253,696,707	-37.5	175
Total Food & Drink (NAICS 722)	$36,514,908	$83,935,995	-$47,421,087	-39.4	87

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)

Gateway 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.
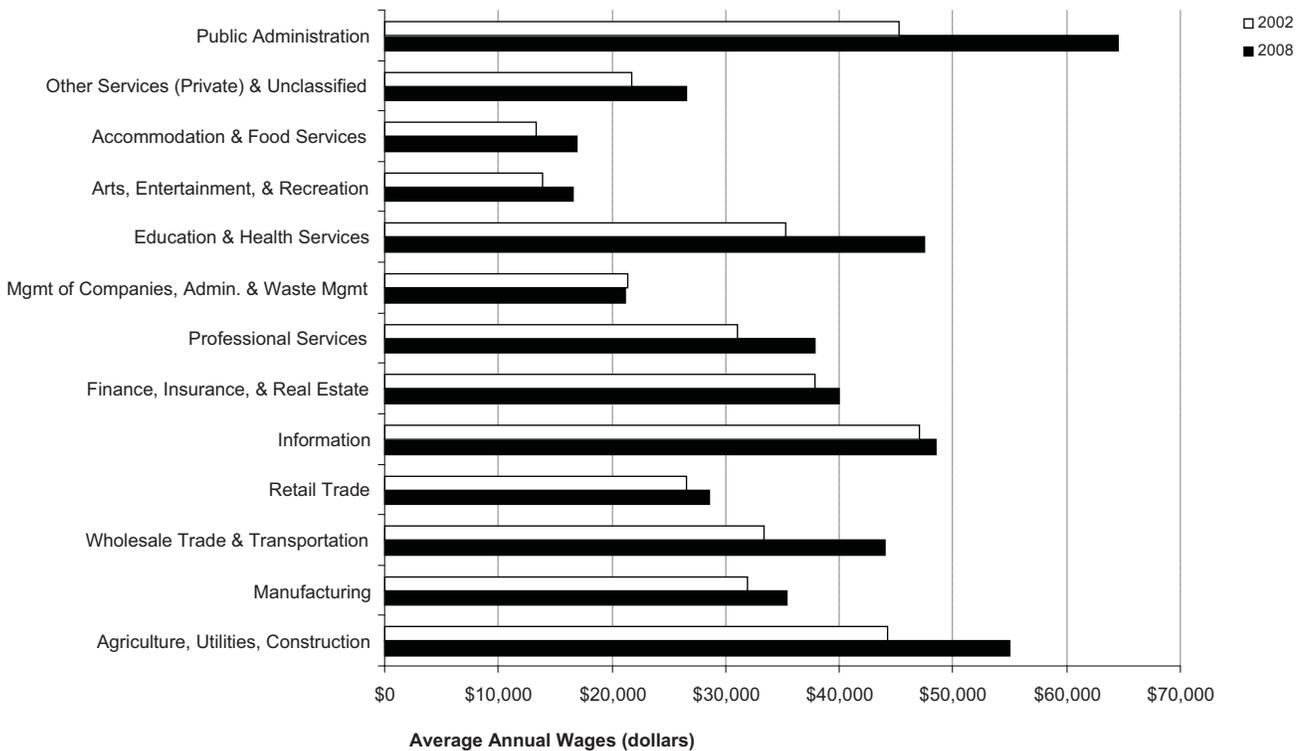
	2002	2008	change
Total Jobs	11,823	12,421	+598
Total Firms	947	956	+9
Average Annual Wages	$27,960	$35,607	+7,647

Total Jobs

Total Firms

Average Annual Wages

15
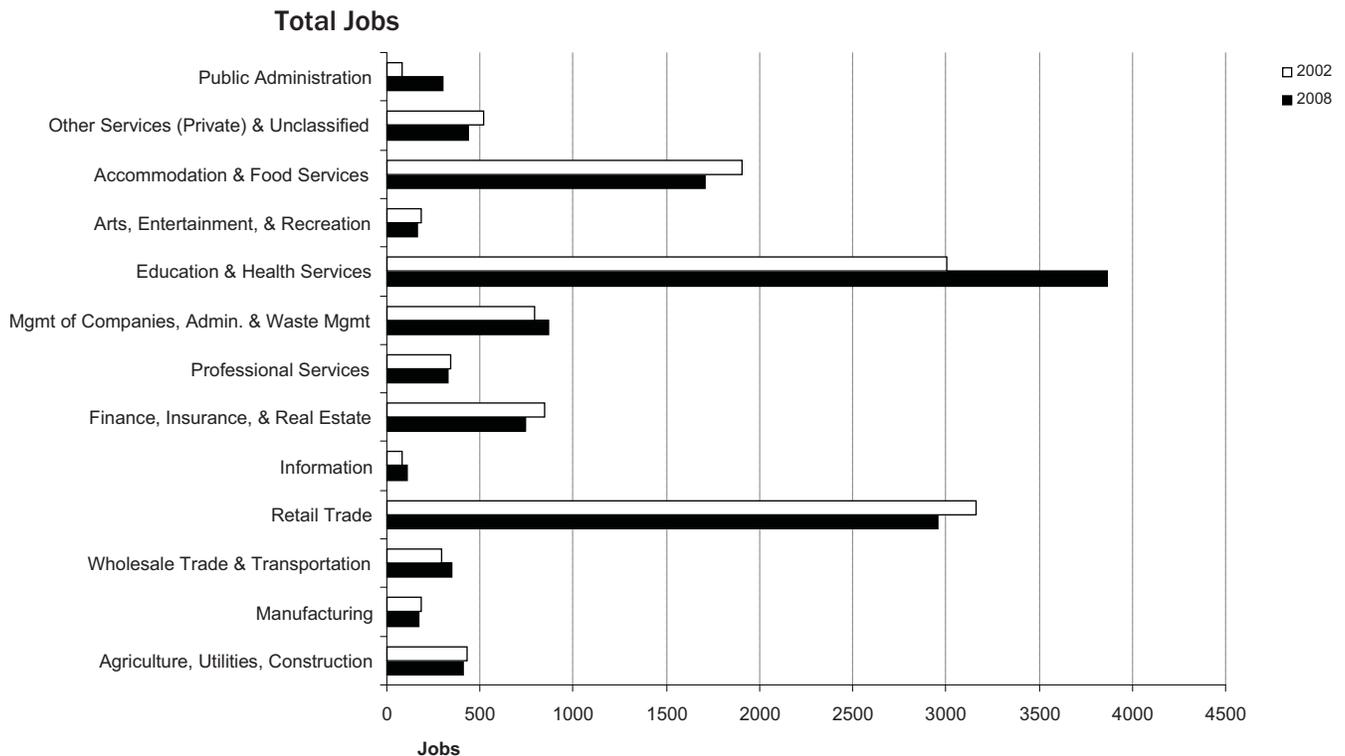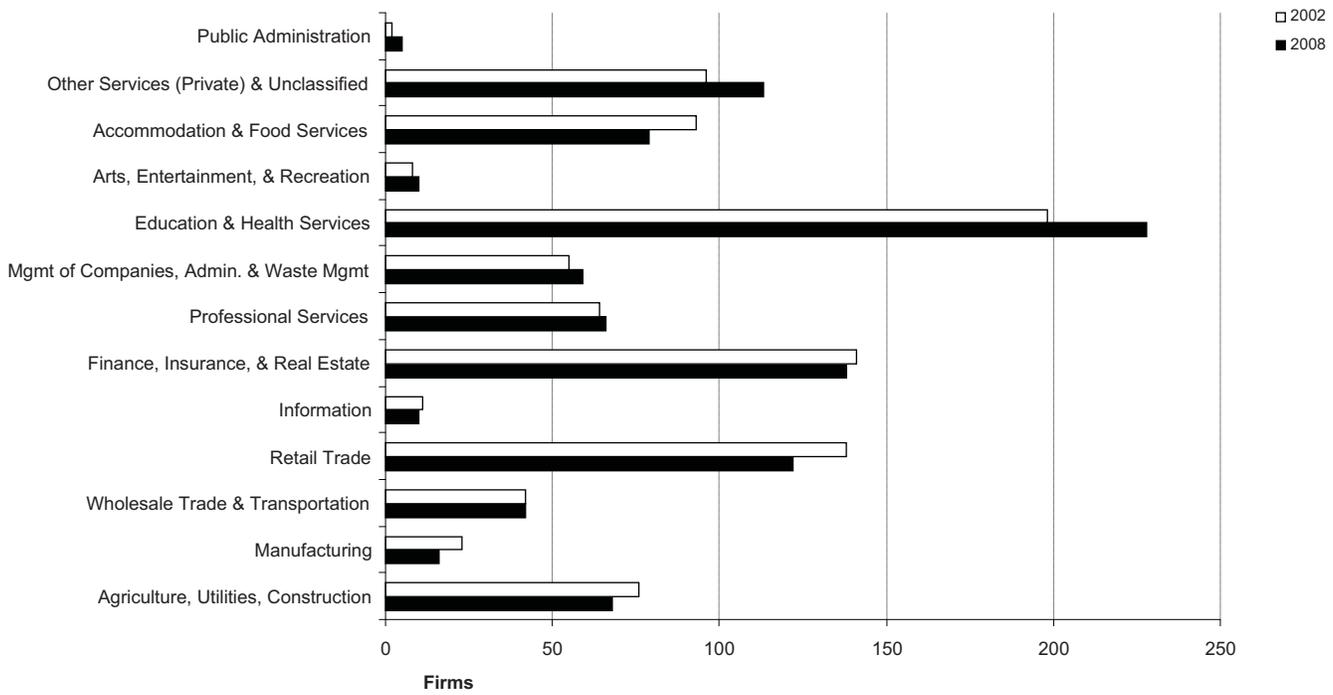
122nd-Division Analysis Area

Including Powellhurst-Gilbert, Mill Park, and parts of the Hazelwood and Lents neighborhoods

Services, Demographics and Market Summary
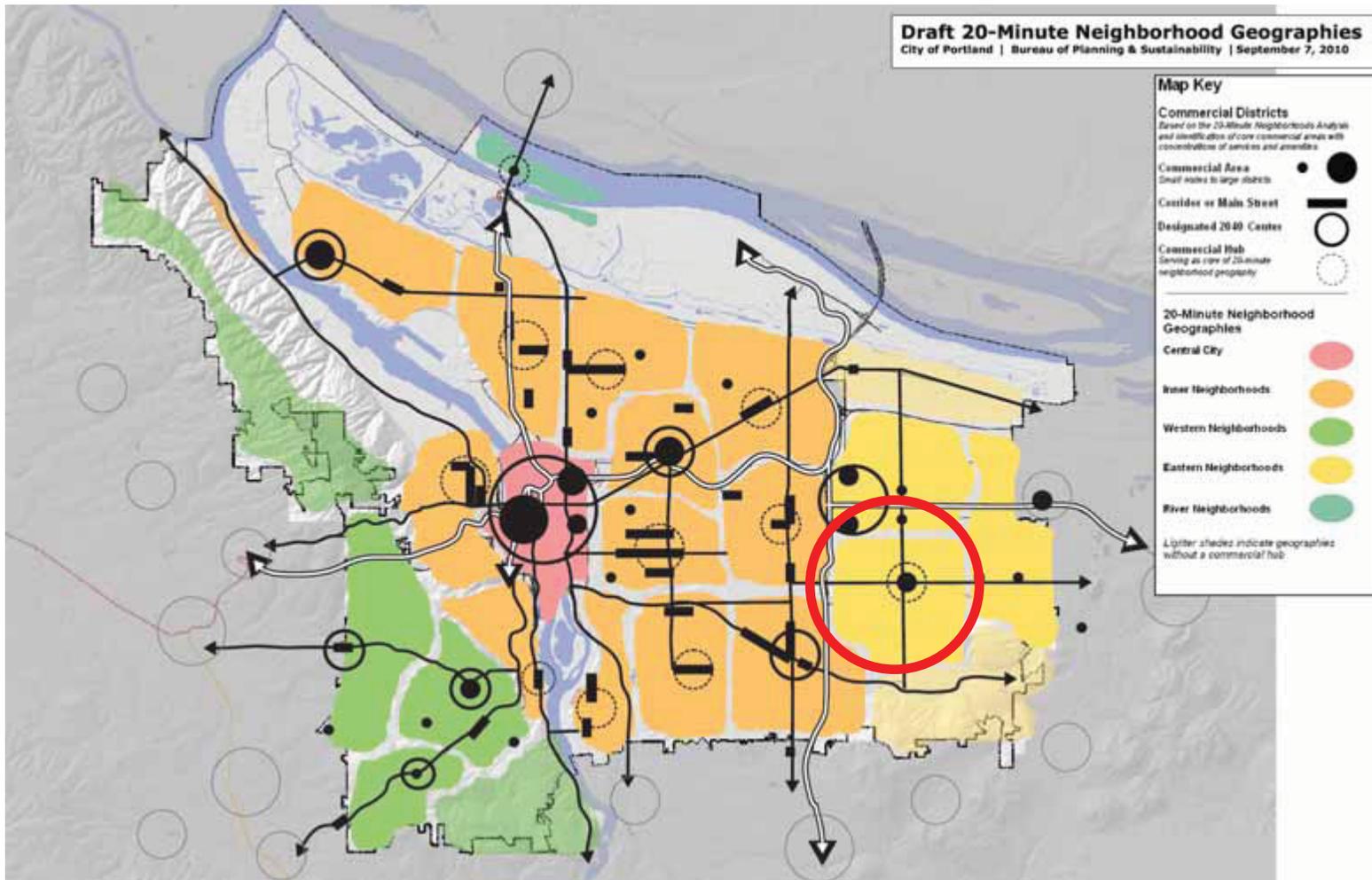
20-Minute Neighborhoods Analysis
June 5, 2012

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.

122nd-Division Analysis Area
Services and Amenities

Population: 38,700 people (13,000 households)
Land Area: 5.1 sq. miles (7,600 people per sq. mile)

Commercial Districts

The area's largest concentration of commercial services is located at SE Division and 122nd Avenue. A smaller cluster of commercial services is located at SE Powell and 122nd Avenue.

Grocery stores: 3 (1 store per 4,333 households)

Retail gap: $126 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*:	99%
Within 1/2 mile of a public elementary school:	33%
Within 3 miles of a full-service community center*:	91%
Within 1/2 mile of a full-service grocery store:	18%
Within 1/4 mile of a frequent service transit stop:	17%

Parks Bureau service standard

Community Centers: None (East Portland Community Center located just outside northern edge of analysis area)

Libraries: None (Midland Library located just outside northern edge of analysis area)

Parks and Open Spaces: 131 acres – including Cherry, Mill, Lincoln, West Powellhurst, Ed Benedict, Earl Boyles, Gilbert Heights, and Raymond parks, Kelly Butte Natural Area, and Beggars-tick Wildlife Refuge.

Tree Canopy Coverage: 26%

Public Schools: 1 high school (David Douglas – at northern edge of analysis area)

7 K-8 schools (Cherry Park, Mill Park, Lincoln Park, West Powellhurst, Earl Boyles, and Gilbert Heights elementary schools; Ron Russell Middle Schools)

Colleges (campus)**:** None

Hospitals: 1 (Adventist Medical Center – at northwest edge of analysis area)

Farmers Markets: None

Transit Centers/Stations: 3 (SE Division, SE Powell and SE Holgate light rail stations – all located at western edge of analysis area)

Walkable Access Score: 47 (out of 100)
(from 20-Minute Neighborhoods Analysis Index)

Neighborhood and Business Associations

Neighborhood Associations: Powellhurst-Gilbert, Mill Park, and parts of Hazelwood and Lents

Business Associations: Gateway Area and Midway business associations

Urban Form Characteristics

The area includes a diverse a mix of block types, which are often large with deep lots, and most streets lack continuous sidewalks. The area's larger commercial areas, located at the intersections of major arterial streets, are primarily auto-oriented shopping centers fronted by surface parking lots. The area's most prominent natural feature is Kelly Butte, which, together with Powell Butte to the east and Douglas Fir groves located in mid-block areas, dominate the area's skyline. The Springwater Corridor borders the area to the south, an area which also includes low-lying floodplain.

Access issues. The area lacks good street connectivity and most secondary streets lack sidewalks, as do some major streets (Powell, portions of 122nd Avenue and Division). These conditions, combined with infrequent signalized crosswalks on the area's major streets, limit pedestrian access to the area's commercial services. Limited access to frequent service transit. Some of the area's parks are unimproved and there are few pedestrian connections to the Springwater Corridor, limiting pedestrian access to recreational opportunities. The I-205 Freeway serves as a barrier 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:	4.2 miles (Division, 122nd Avenue)
Station Communities:	3

Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,628	60%	491
Multi-Family Residential:	736	27%	254
Commercial/Mixed-Use:	145	5%	72
Employment:	23	.9%	17
Industrial:	42	2%	1
Open Space:	124	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):	13,780
2035 Housing Units:	20,400

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

122nd-Division Analysis Area

SE MARKET ST

AVE

SE DIVISION ST

SE POWELL BLVD

122ND AVE

136TH

FOSTER RD

Legend

Comprehensive Plan Designations

February 1, 2012

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

NORTH

0   1,000   2,000   3,000   Feet

Bureau of Planning and Sustainability

City of Portland Oregon

122nd-Division Analysis Area

Services and Amenities

February 1, 2012
commercial data: InfoUSA 2008

Legend:
- 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
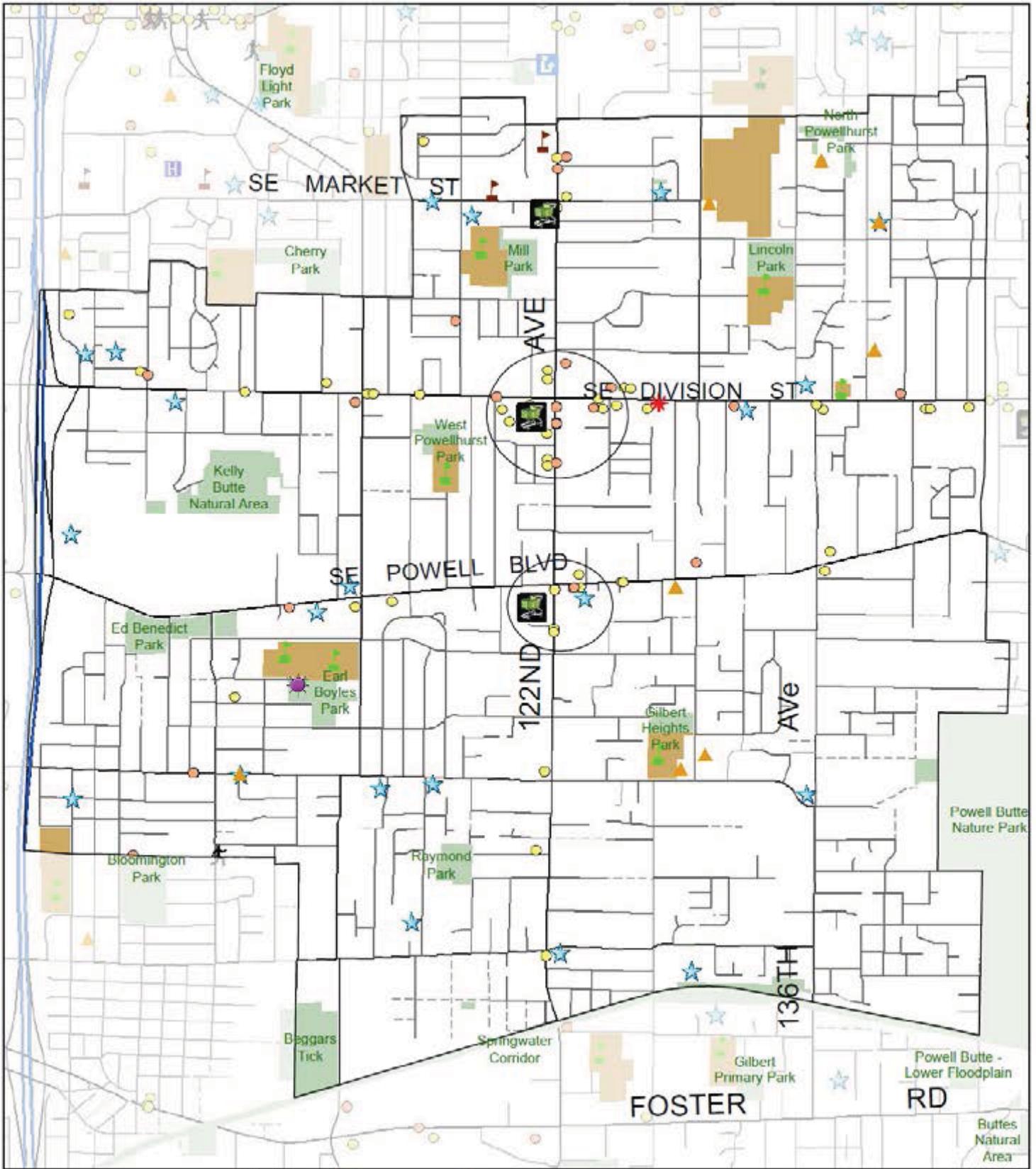- Private Schools

NORTH

0 1,000 2,000 3,000 Feet

Bureau of Planning and Sustainability
Innovation Collaboration Practical Solutions

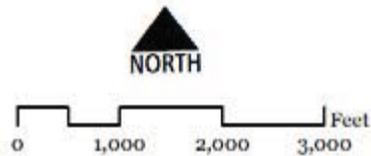City of Portland, Oregon
Sam Adams, Mayor • Susan Anderson, Director

Map labels: Floyd Light Park, SE MARKET ST, Cherry Park, Mill Park, North Powellhurst Park, Lincoln Park, SE DIVISION ST, West Powellhurst Park, Kelly Butte Natural Area, SE POWELL BLVD, 122ND AVE, Ed Benedict Park, Earl Boyles Park, Gilbert Heights Park, Powell Butte Nature Park, Bloomington Park, Raymond Park, 136TH, Beggars Tick, Springwater Corridor, Gilbert Primary Park, FOSTER RD, Powell Butte - Lower Floodplain, Buttes Natural Area

122nd-Division Analysis Area

Map labels:
Floyd Light Park
Midland Park
North Powellhurst Park
SE MARKET ST
Cherry Park
Mill Park
Lincoln Park
SE DIVISION ST
West Powellhurst Park
AVE
Kelly Butte Natural Area
SE POWELL BLVD
Ed Benedict Park
122ND
Earl Boyles Park
Gilbert Heights Park
AVe
Powell Butte Nature Park
Bloomington Park
Raymond Park
136TH
Beggars Tick
Springwater Corridor
Gilbert Primary Park
Powell Butte Lower Floodplain
RD
FOSTER
Buttes Natural Area

Transit Infrastructure

February 1, 2012

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Light Rail Stops
MAX
Street Car

MAX
Streetcar

Bus Stops
Frequent Stops
Standard Stops
Rush Hour Stops
Frequent Service
Standard Service
Rush-Hour Only Service
City Boundary

NORTH

Feet
0   1,000   2,000   3,000

Bureau of Planning and Sustainability

City of Portland, Oregon

122nd-Division Analysis Area

Floyd Light Park
Midland Park
North Powellhurst Park

SE MARKET ST

Cherry Park
Mill Park
Lincoln Park

122ND AVE

SE DIVISION ST

West Powellhurst Park

Kelly Butte Natural Area

SE POWELL BLVD

Ed Benedict Park

Earl Boyles Park

Gilbert Heights Park

122ND AVE

136TH Ave

Bloomington Park

Raymond Park

Powell Butte Nature Park

Beggars Tick

Springwater Corridor

Gilbert Primary Park

Powell Butte - Lower Floodplain

FOSTER RD

Buttes Natural Area

Sidewalks and Bicycle Infrastructure

February 1, 2012

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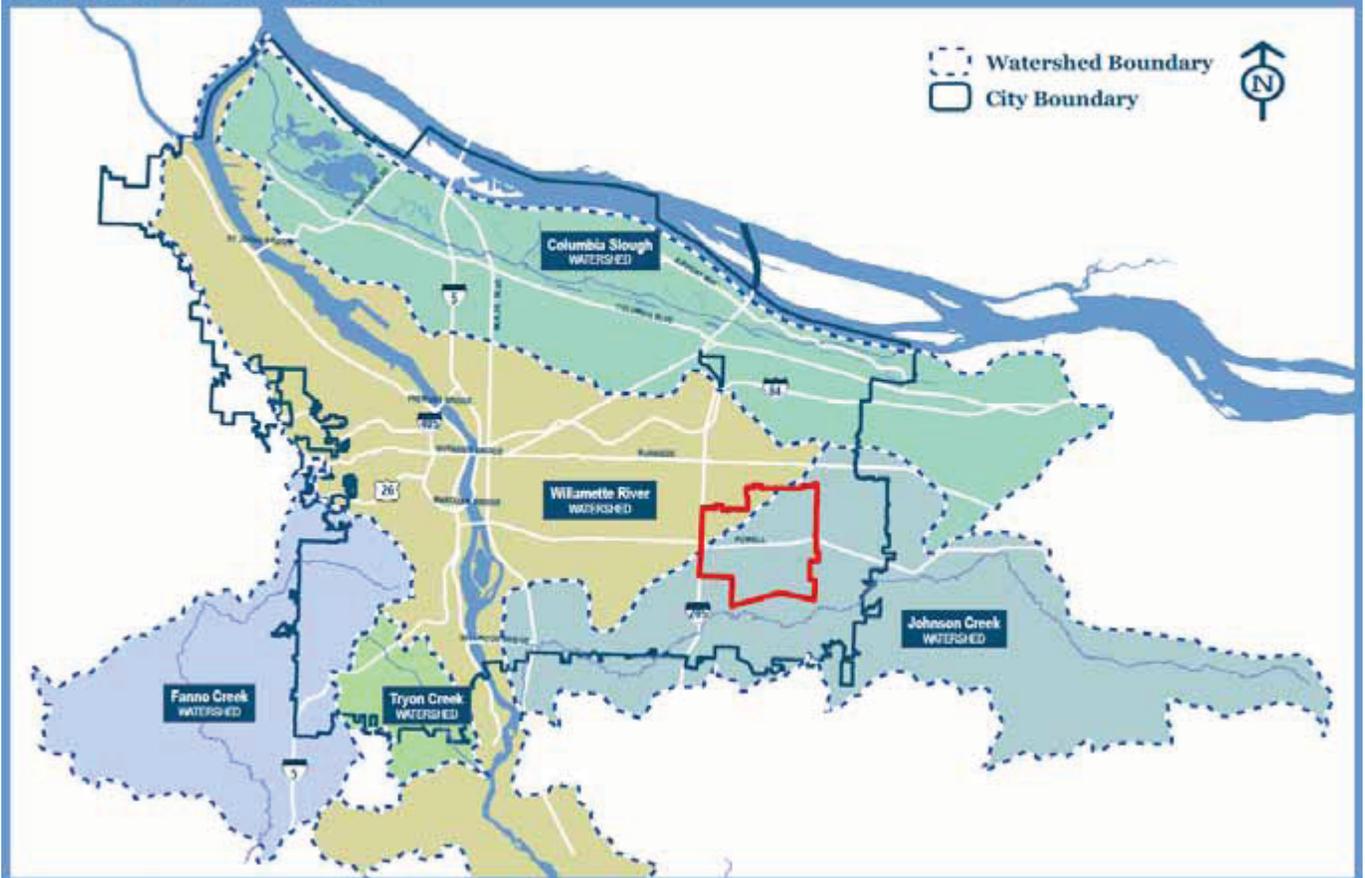- regional trails in Portland
- Public HS
- Public K-8
- Private Schools

NORTH

Feet
0   1,000   2,000   3,000

Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

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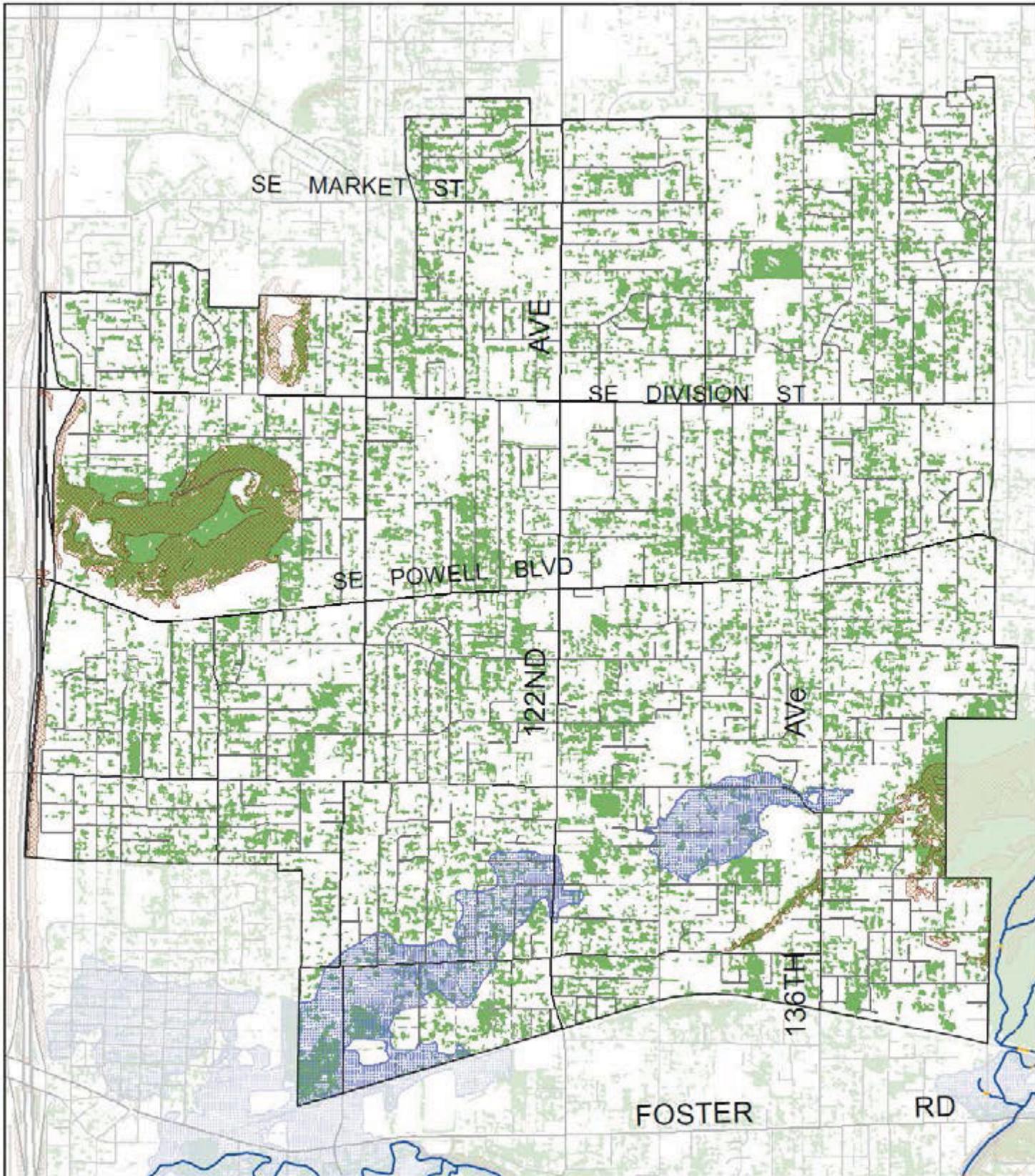Sam Adams, Mayor • Susan Anderson, Director

City of Portland Bureau of Planning and Sustainability   **15-7**

Portland Watersheds

Legend:
- Watershed Boundary
- City Boundary

N

Columbia Slough WATERSHED

Willamette River WATERSHED

Johnson Creek WATERSHED

Fanno Creek WATERSHED

Tryon Creek WATERSHED

Portland Stormwater System

Legend:
- City Boundary
- Managed Flood Plain

Stormwater Collection Systems
- Combined Sewer Area
- Natural System / Stream Drainage
- Mix of Underground Injection (UIC) & Combined Sewer Area
- Mix of Underground Injection (UIC) & Natural System Area

N

Note:
The types of stormwater collection areas have been simplified for the purpose of this generalized map. For detailed information, please contact the Bureau of Environmental Services.

122nd-Division Analysis Area

SE MARKET ST

122ND AVE

SE DIVISION ST

SE POWELL BLVD

122ND

136TH

AVe

FOSTER RD

Watersheds and Natural Features

February 1, 2012

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

NORTH

0   1,000   2,000   3,000   Feet

Bureau of Planning and Sustainability
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City of Portland, Oregon
Sam Adams, Mayor · Susan Anderson, Director

City of Portland Bureau of Planning and Sustainability   **15-9**

122nd-Division Analysis Area
Demographics (2000 – 2010)

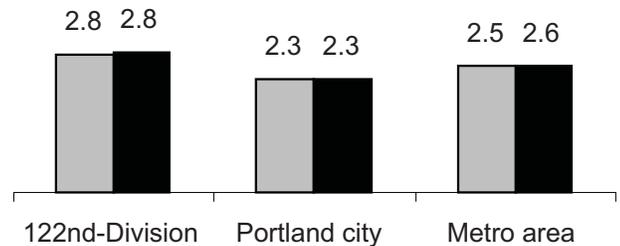*ESRI Business Analyst and US Census 2010 (except as noted)*

Population

	122nd-Division	Portland city	Metro area
2010	38,653	583,776	2,226,009
2000	31,527	529,121	1,927,881
% change	23%	10%	15%

☐ 2000   ■ 2010

Median Age
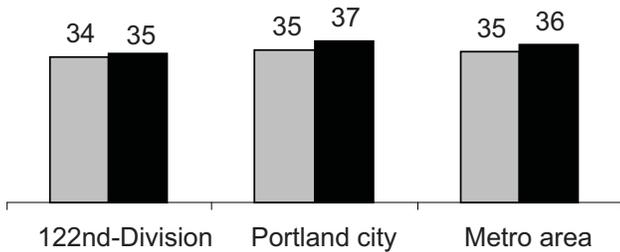
34 35   35 37   35 36

122nd-Division   Portland city   Metro area

Average Household Size

2.8 2.8   2.3 2.3   2.5 2.6

122nd-Division   Portland city   Metro area

Diversity Index
(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)
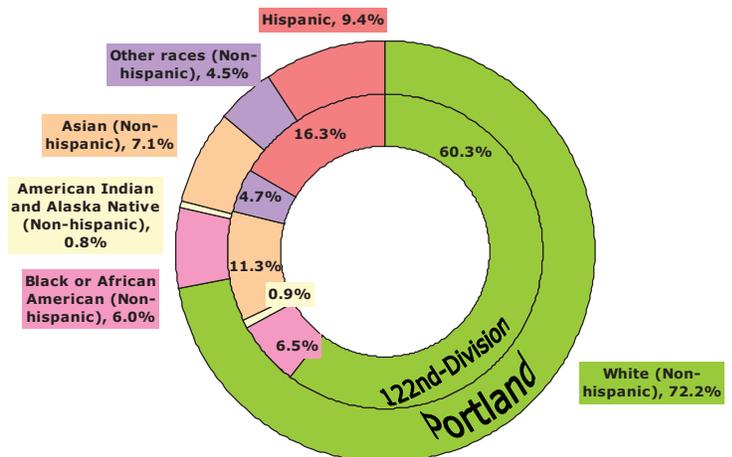
36 51   46 55   38 48

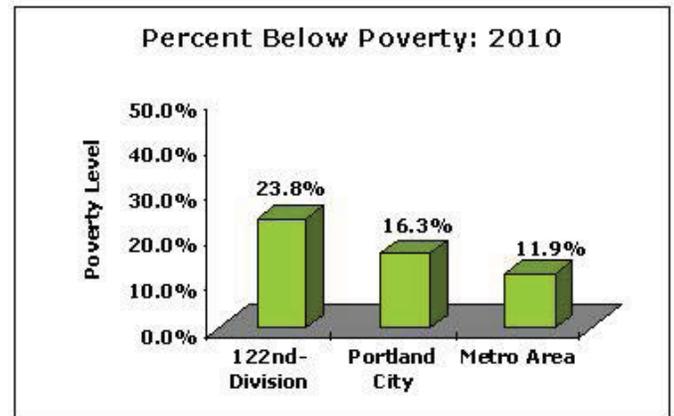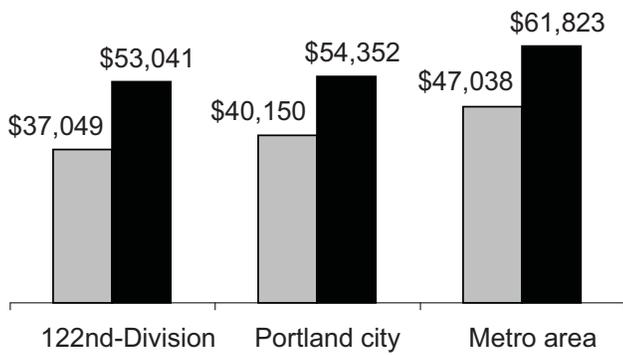122nd-Division   Portland city   Metro area
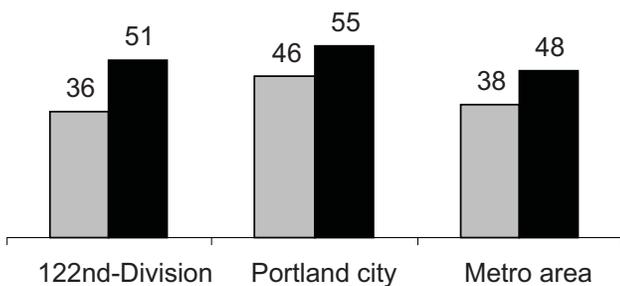
Population Pyramid for 122nd-Division, 2010
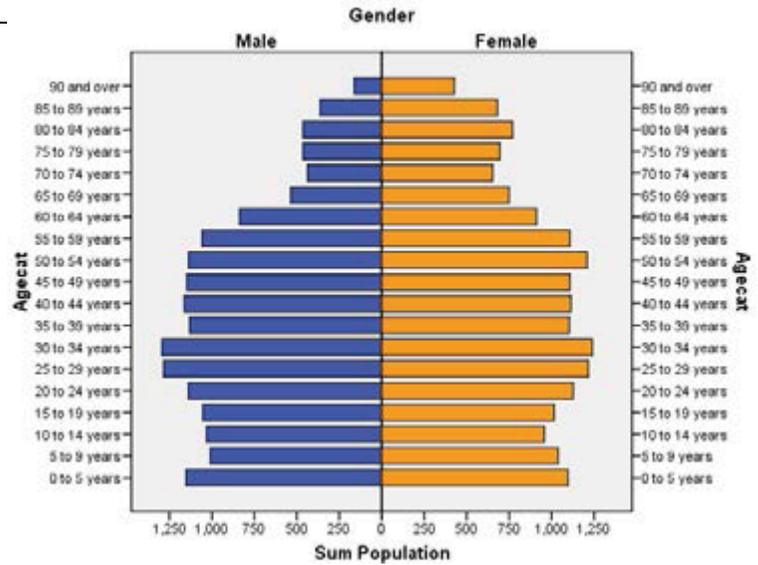
Households with Children Under 18 Years: 2010

39.6% 24.9% 32.2%

122nd-Division   Portland City   Metro Area
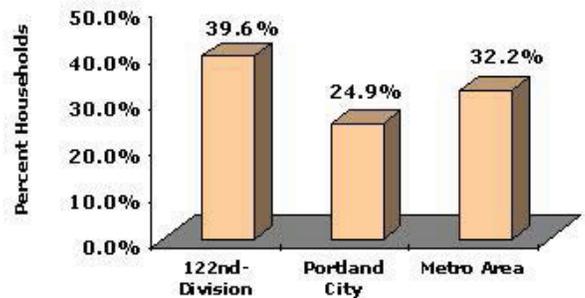
Racial and Ethnic Distribution in Portland vs. 122nd-Division

Hispanic, 9.4%
Other races (Non-hispanic), 4.5%
Asian (Non-hispanic), 7.1%
American Indian and Alaska Native (Non-hispanic), 0.8%
Black or African American (Non-hispanic), 6.0%
White (Non-hispanic), 72.2%

60.3% 16.3% 4.7% 11.3% 0.9% 6.5%

122nd-Division   Portland

Median Household Income

$53,041

$61,823

$47,038

$54,352

$37,049

$40,150

| 122nd-Division | Portland city | Metro area |

ACS 2006-2010

Percent College Graduates

44% 48%

41% 44%

17% 23%

| 122nd-Division | Portland city | Metro area |

Percent Renters of Occupied Housing Units

37% 37%

42% 41%

35% 34%
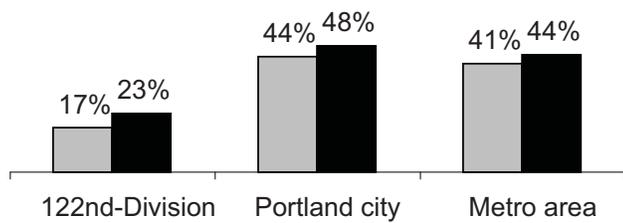
| 122nd-Division | Portland city | Metro area |
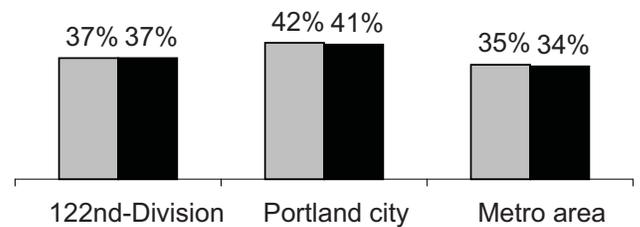
Median Home Value

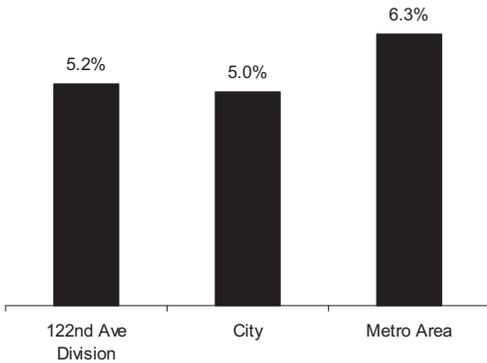|	122nd-Division	Portland city	Metro area
2010	$208,480	$253,184	$273,500
2000	$133,205	$154,721	$168,347
% change	56.5%	63.6%	62.5%

122nd-Division Analysis Area
Commercial Real Estate Indicators

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

RETAIL

Square Feet

122nd & Div	City	Metro Area
3,265,804	51,937,895	107,875,146

Retail Vacancy

122nd Ave Division	City	Metro Area
5.2%	5.0%	6.3%

Retail Rents

122nd Ave Division	City	Metro Area
$12.97	$16.80	$17.16

OFFICE SPACE

Square Feet

122nd & Div	City	Metro Area
1,104,817	54,348,765	92,465,455

Office Vacancy

122nd Ave Division	City	Metro Area
9.8%	9.6%	11.7%

Office Rents

122nd Ave Division	City	Metro Area
$11.66	$19.80	$19.32
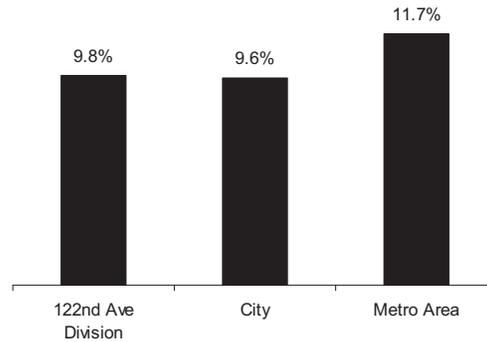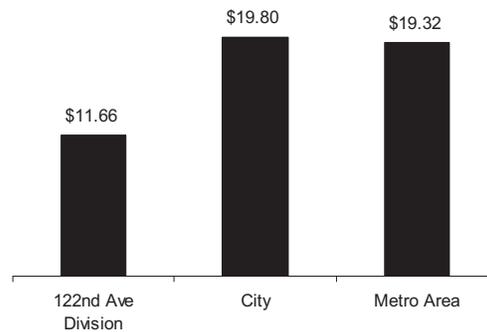
122nd-Division Analysis Area
Retail Market Profile

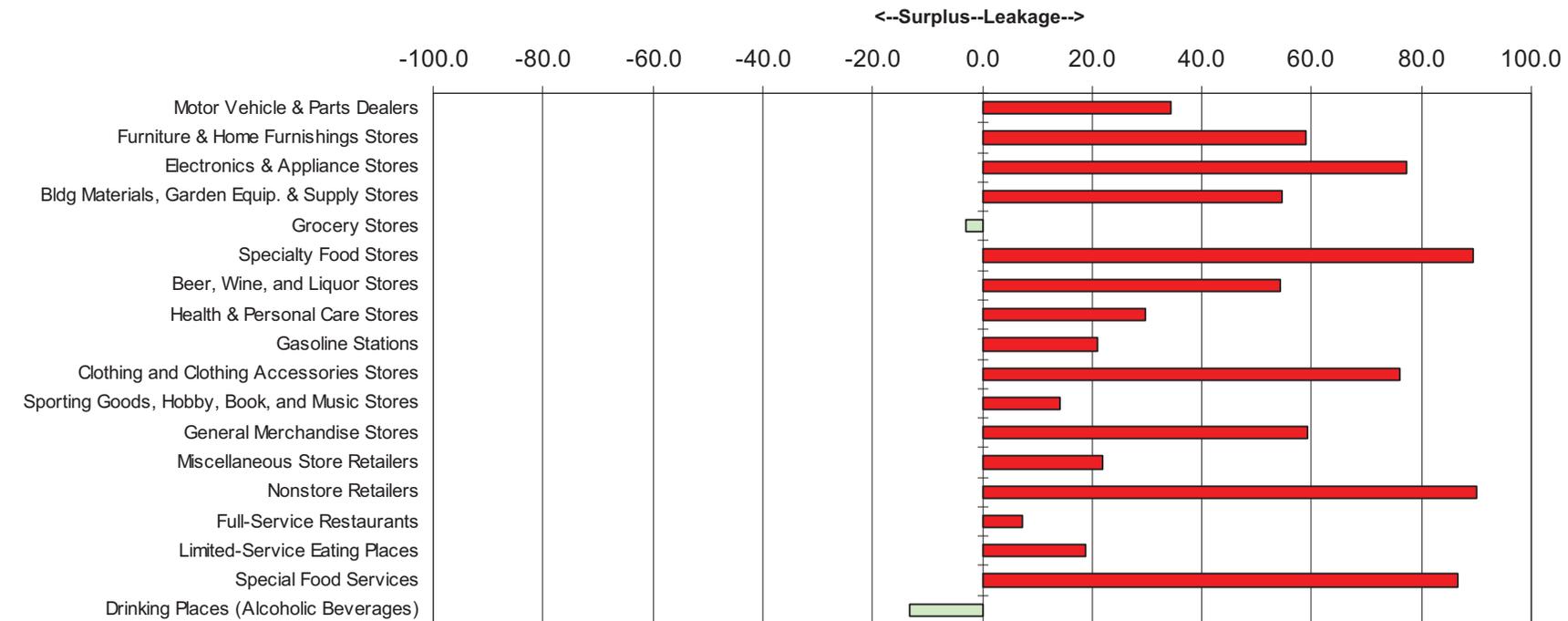**Retail Gap = $126 million**

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)	$290,131,114	$163,880,855	$126,250,259	27.8	181
Total Retail Trade (NAICS 44-45)	$247,421,959	$132,790,107	$114,631,852	30.1	124
Total Food & Drink (NAICS 722)	$42,709,155	$31,090,748	$11,618,407	15.7	57

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)

122nd-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.
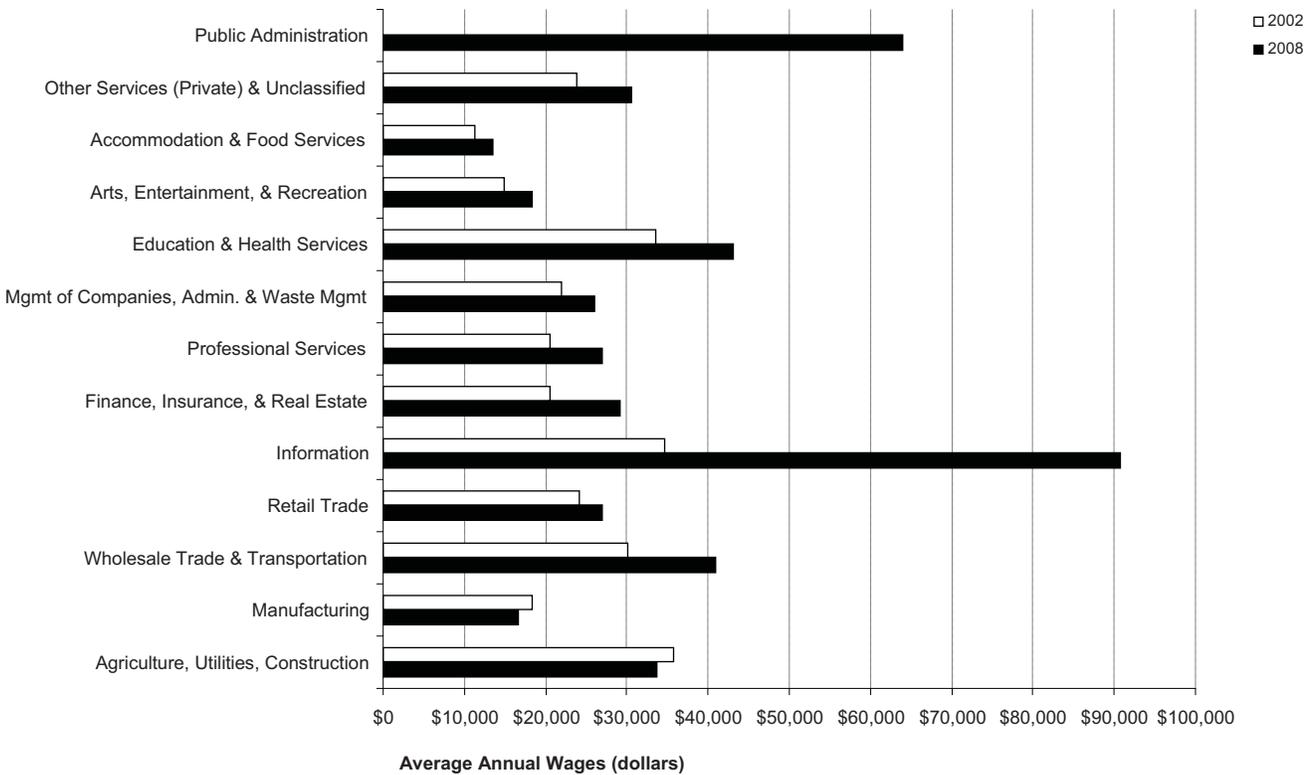
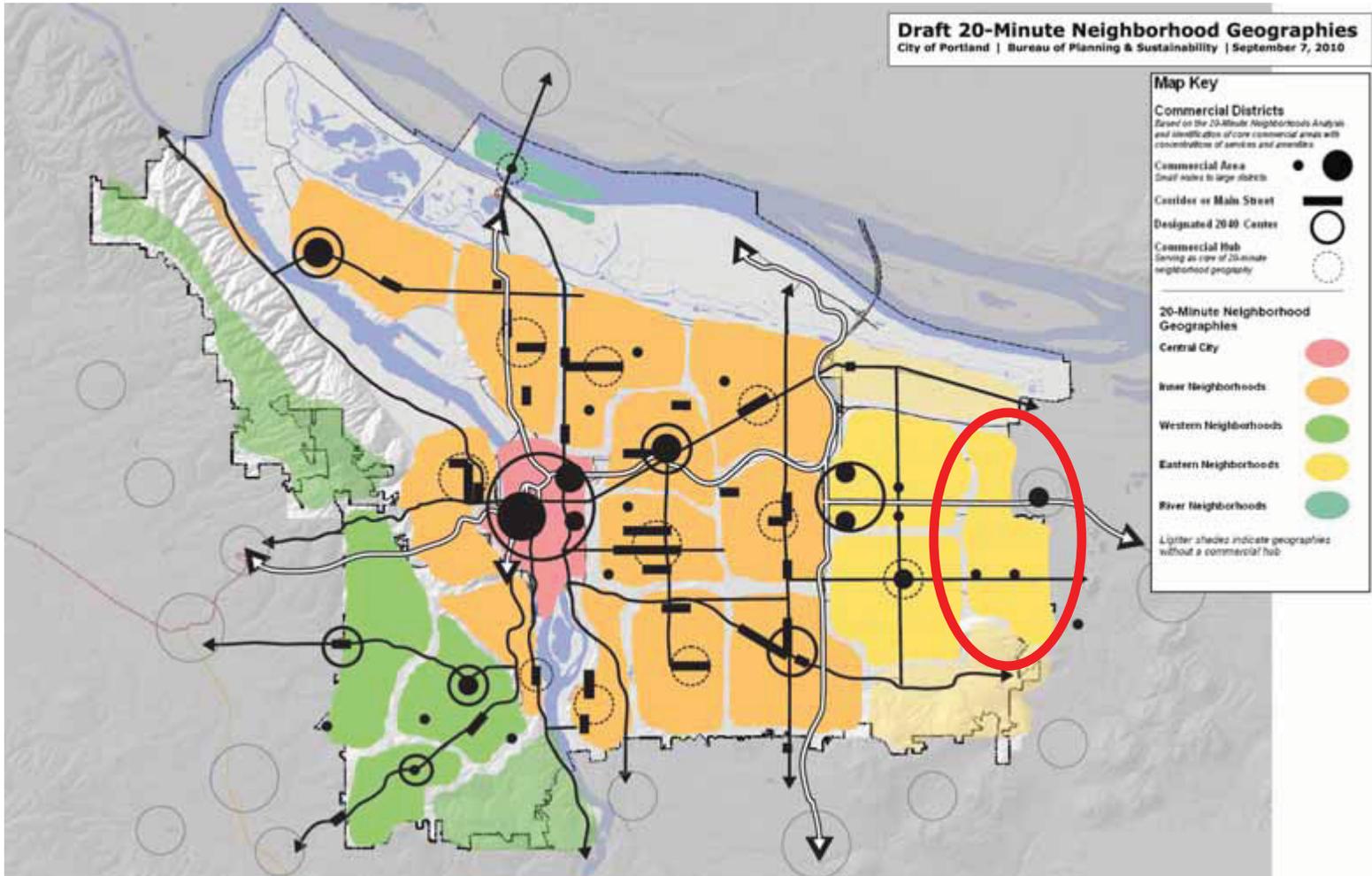|	2002	2008	change
Total Jobs	7,773	8,642	+909
Total Firms	602	699	+97
Average Annual Wages	$29,253	$37,347	+8,094

Total Jobs
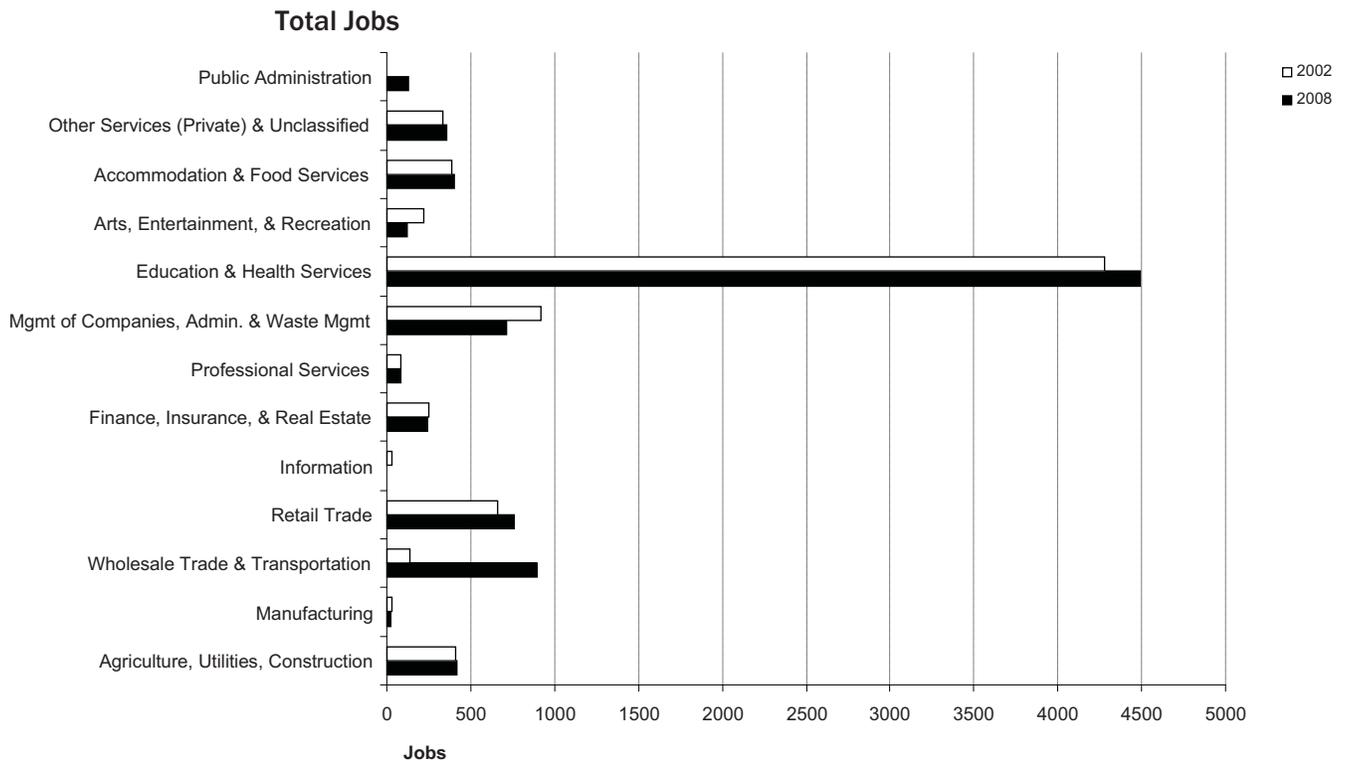
Total Firms
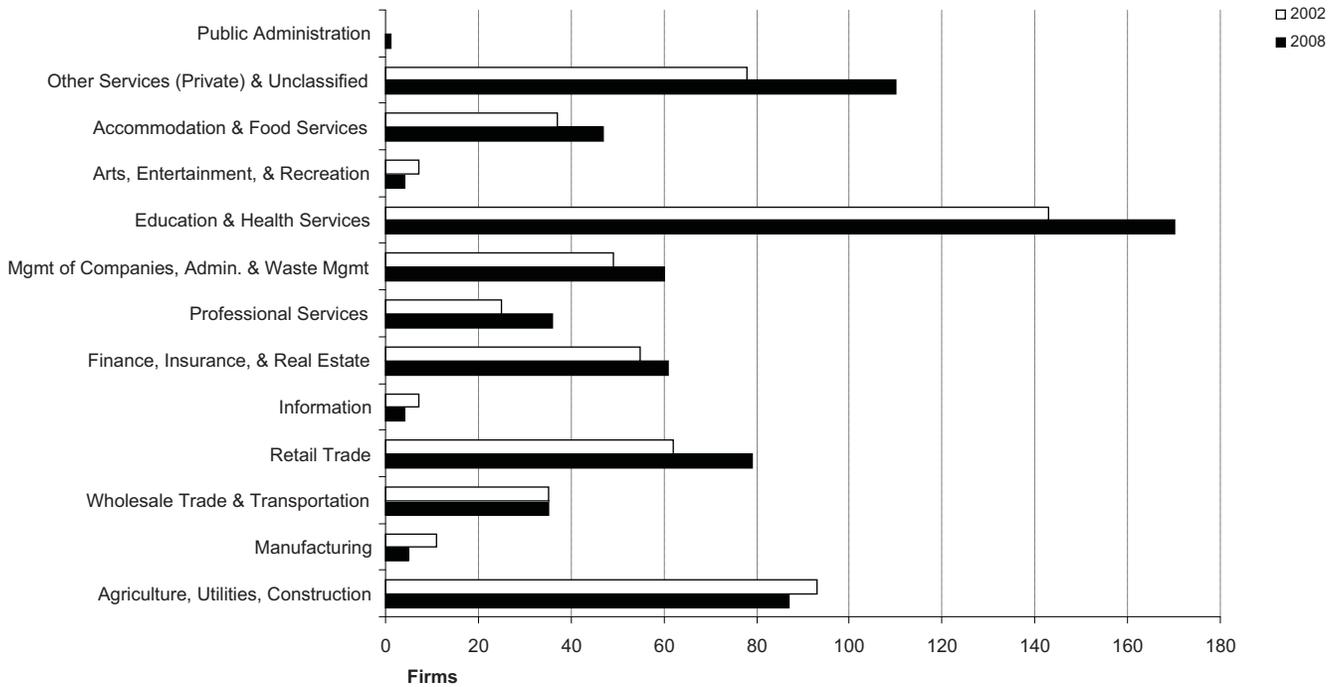
Average Annual Wages

16

Centennial-Glenfair-Wilkes Analysis Area
Including Centennial, Glenfair, and Wilkes 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.

Centennial-Glenfair-Wilkes Analysis Area
Services and Amenities

Population: *31,100 people (11,400 households)*
Land Area: *4.5 sq. miles (7,100 people per sq. mile)*

Commercial Districts

The area has several small clusters of commercial services, the largest of these located at SE Division and 148th Avenue and at SE Division and 162nd Avenue. The largest nearby concentration of commercial services is in Rockwood, located just outside the eastern edge of the analysis area in Gresham.

Grocery stores: 3 (1 store per 3,800 households)

Retail gap: $142 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*:   80%
Within 1/2 mile of a public elementary school: 23%
Within 3 miles of a full-service community center*:   31%
Within 1/2 mile of a full-service grocery store: 20%
Within 1/4 mile of a frequent service transit stop: 18%

Parks Bureau service standard

Community Centers: None

Libraries: None (Rockwood Library located just outside eastern edge of analysis area in Gresham)

Parks and Open Spaces: 87 acres – including Glenfair, Parklane, Lynchview, and Lynchwood parks. Powell Butte Nature Park is located at the southern edge of the analysis area and the Glendoveer golf course is to the west.

Tree Canopy Coverage: 24%

Public Schools: 7 elementary schools (Margaret Scott, Glenfair, Four Corners, Harold Oliver, Alder, Lynch View, and Lynch Wood elementary schools)*

Middle and high schools serving the area (Reynolds and Centennial school districts) are located east of the analysis area in Gresham and Troutdale.

Colleges (campus)**:**   None

Hospitals: None

Farmers Markets: None

Transit Centers/Stations: 2 (E. 148th and E. 162nd light rail stations)

Walkable Access Score: 46 (out of 100)
(from 20-Minute Neighborhoods Analysis Index)

Neighborhood and Business Associations

Neighborhood Associations: Centennial, Glenfair, and Wilkes

Business Associations: Gateway Area and Midway business associations

Urban Form Characteristics

The area includes a diverse mix of block types, some rectangular with deep lots, while others are curvilinear in form, and many streets lack sidewalks. The area's small amount of commercial services are primarily in the form of auto-oriented development at major street intersections. Powell Butte serves as the area's most prominent natural feature and southern boundary. The area's skyline is also defined by groves of Douglas Fir, especially around the Glendoveer golf course.

Access issues. The area lacks good street connectivity and many secondary streets and some major streets lack continuous sidewalks. These conditions, combined with infrequent signalized crosswalks on the area's major streets, limit pedestrian access to the area's limited amount of commercial and community services. The area includes light rail stations along Burnside, but most residents live beyond convenient walking distance to these stations or other frequent transit service. The I-84 Freeway serves as a barrier to adjacent areas to the north.

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:	1.1 mile (Division)
Station Communities:	2

Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,545	68%	264
Multi-Family Residential:	527	23%	174
Commercial/Mixed-Use:	133	6%	64
Employment:	14	.6%	8
Industrial:	0	0%	0
Open Space:	55	2%	NA

*From Buildable Lands Inventory (vacant or underutilized)

Anticipated Growth by 2035
(From Buildable Lands Inventory allocations, based on development capacity and trend information)
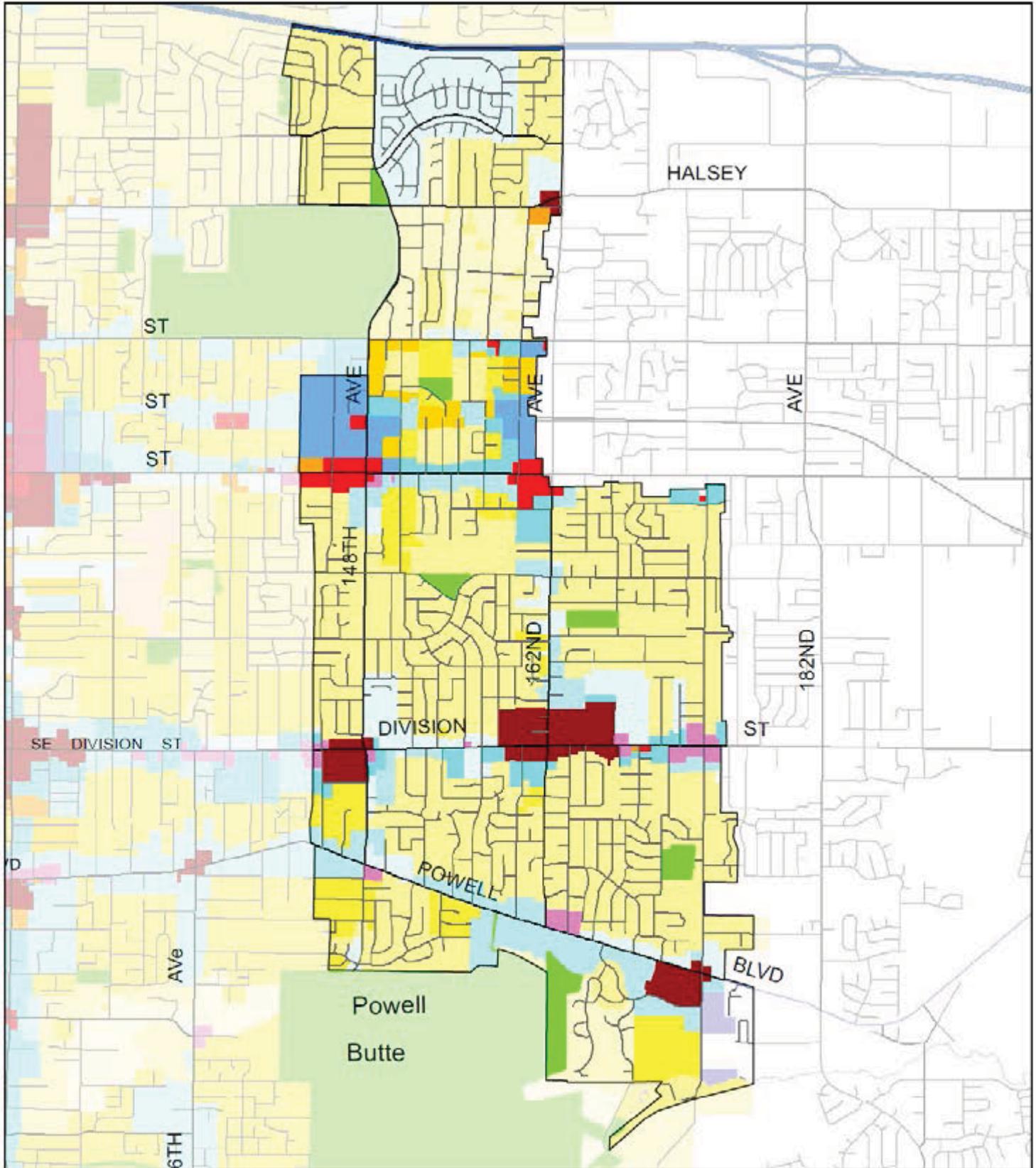
2010 Housing Units (Census):	11,946
2035 Housing Units:	17,800

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

HALSEY

ST

ST

ST

148TH

162ND

182ND

DIVISION

SE DIVISION ST

ST

POWELL

AVE

BLVD

Powell

Butte

6TH

Legend

**Comprehensive
Plan
Designations**

February 1, 2012

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

NORTH

0   1,000   2,000   3,000   Feet

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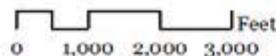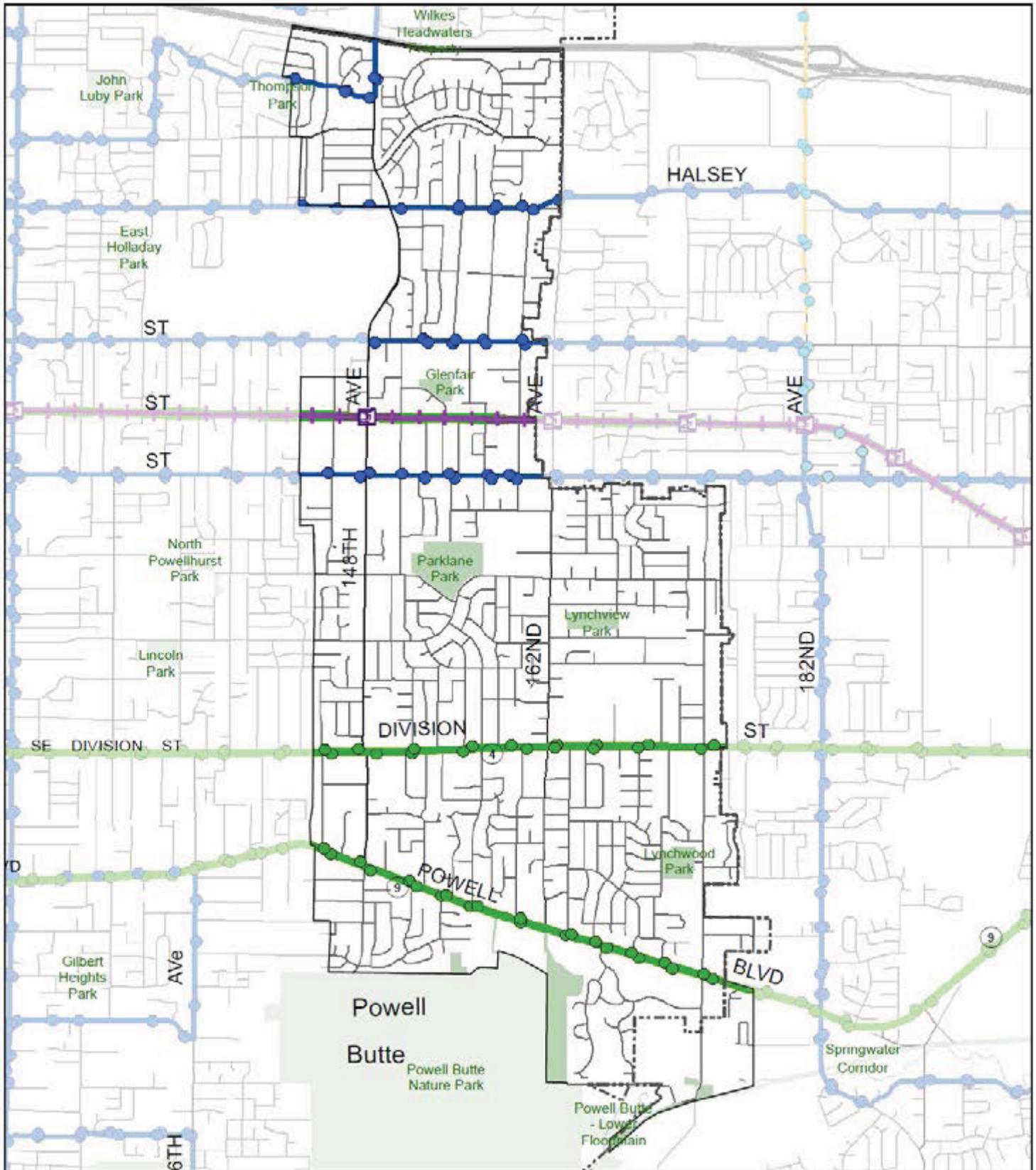Sam Adams, Mayor · Susan Anderson, Director

City of Portland Bureau of Planning and Sustainability   **16-4**

Centennial-Glenfair-Wilkes Analysis Area

HALSEY

John Luby Park

Thompson Park

Wilkes Headwaters Property

East Holladay Park

ST

ST

ST

AVE

AVE

AVE

Glenfair Park

148TH

North Powellhurst Park

Parklane Park

Lincoln Park

162ND

Lynchview Park

182ND

SE DIVISION ST

DIVISION

ST

Gilbert Heights Park

AVe

POWELL

Lynchwood Park

BLVD

Gates Park Property

Powell Butte

Springwater Corridor

6TH

Powell Butte Nature Park

Powell Butte - Lower Floodplain

Services and Amenities

August 9, 2011
commercial data: InfoUSA 2008

● Type 1 Commercial	Libraries	▼ Preschools	
● Type 2 Commercial	Farmers Markets	▲ Daycare Centers	NORTH
⬭ Commercial Cluster		Public HS	
🏃 Fitness Centers	Community Gardens	Public K-8	
Grocery Stores	Community Centers	Private Schools	Feet
★ Places of Worship	✳ County Health Clinic		0 1,000 2,000 3,000
✳ County Aging Services			

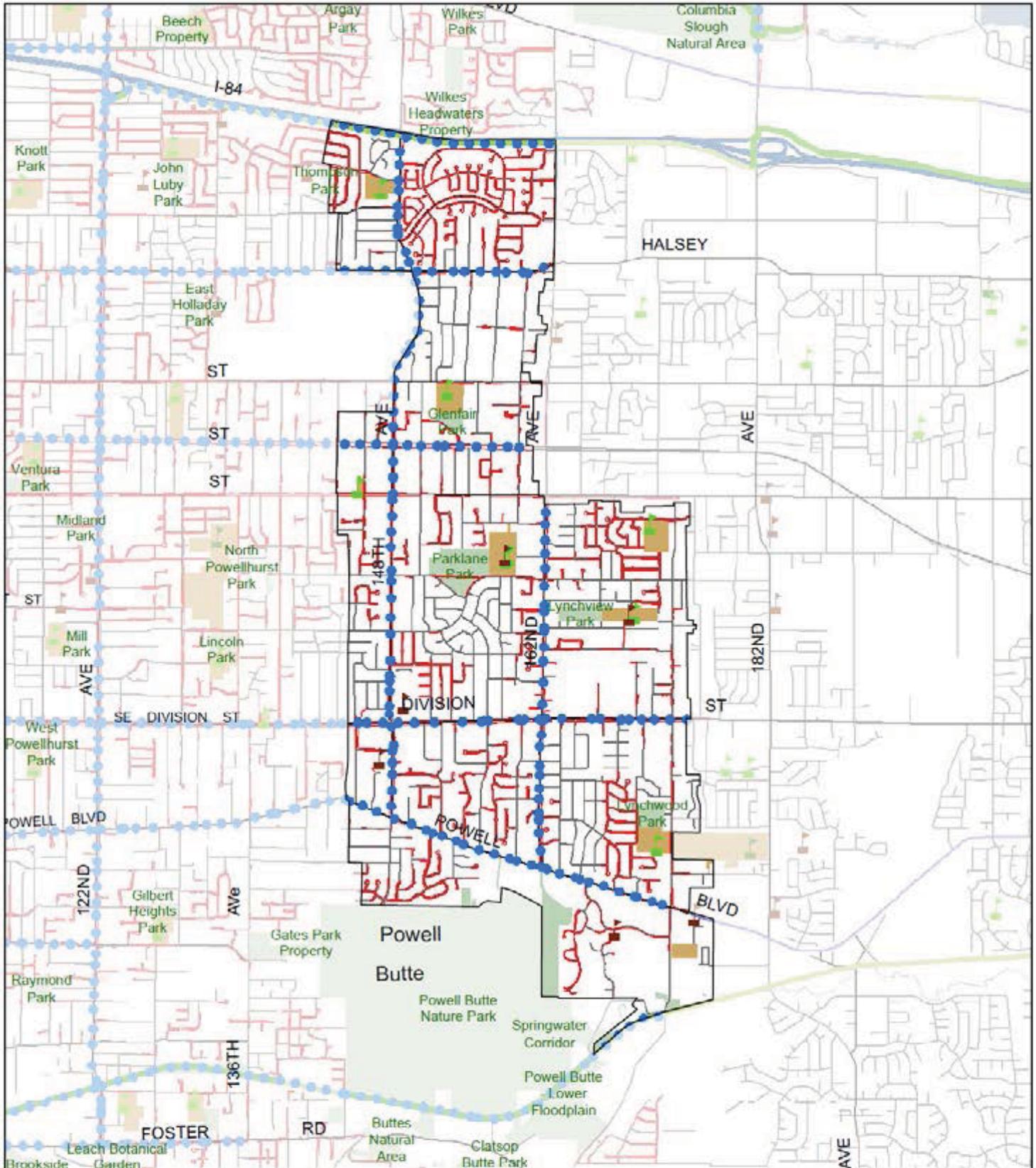G:\mayor_Office\30_min_nbo_profiles\services_amenities_8x11.mxd

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City of Portland, Oregon
Sam Adams, Mayor · Susan Anderson, Director
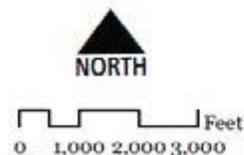
Centennial-Glenfair-Wilkes Analysis Area

Transit Infrastructure

Light Rail Stops
- ⊞ MAX
- ⬤ Street Car

- ┿ MAX
- ┿ Streetcar

Bus Stops
- ⬤ Frequent Stops
- ⬤ Standard Stops
- ⬤ Rush Hour Stops
- —— Frequent Service
- —— Standard Service
- – – Rush-Hour Only Service
- ▪–▪ City Boundary

NORTH

Feet
0   1,000 2,000 3,000

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Sam Adams, Mayor • Susan Anderson, Director

February 1, 2012

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Centennial-Glenfair-Wilkes Analysis Area
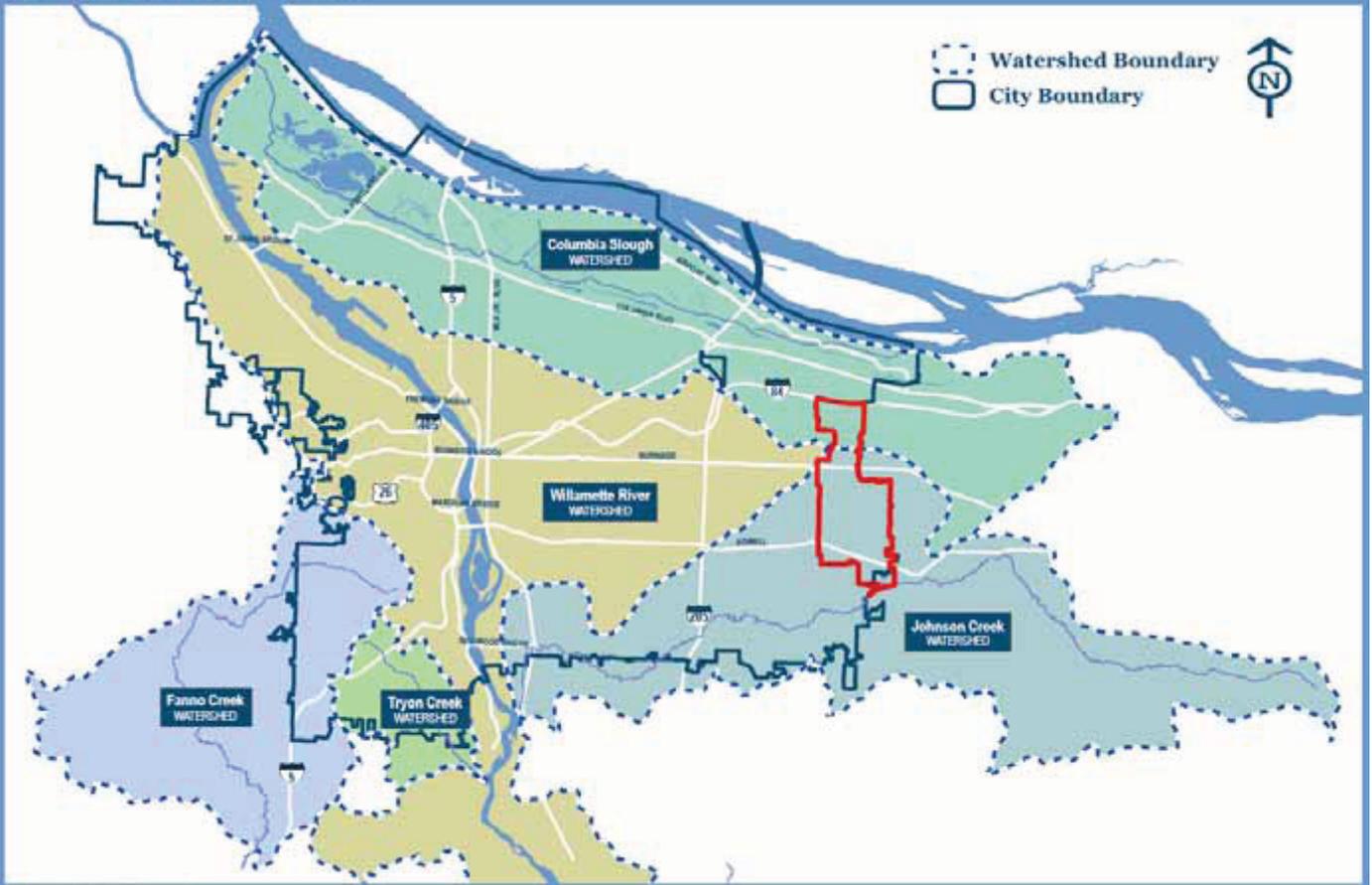

Sidewalks and Bicycle Infrastructure

August 9, 2011

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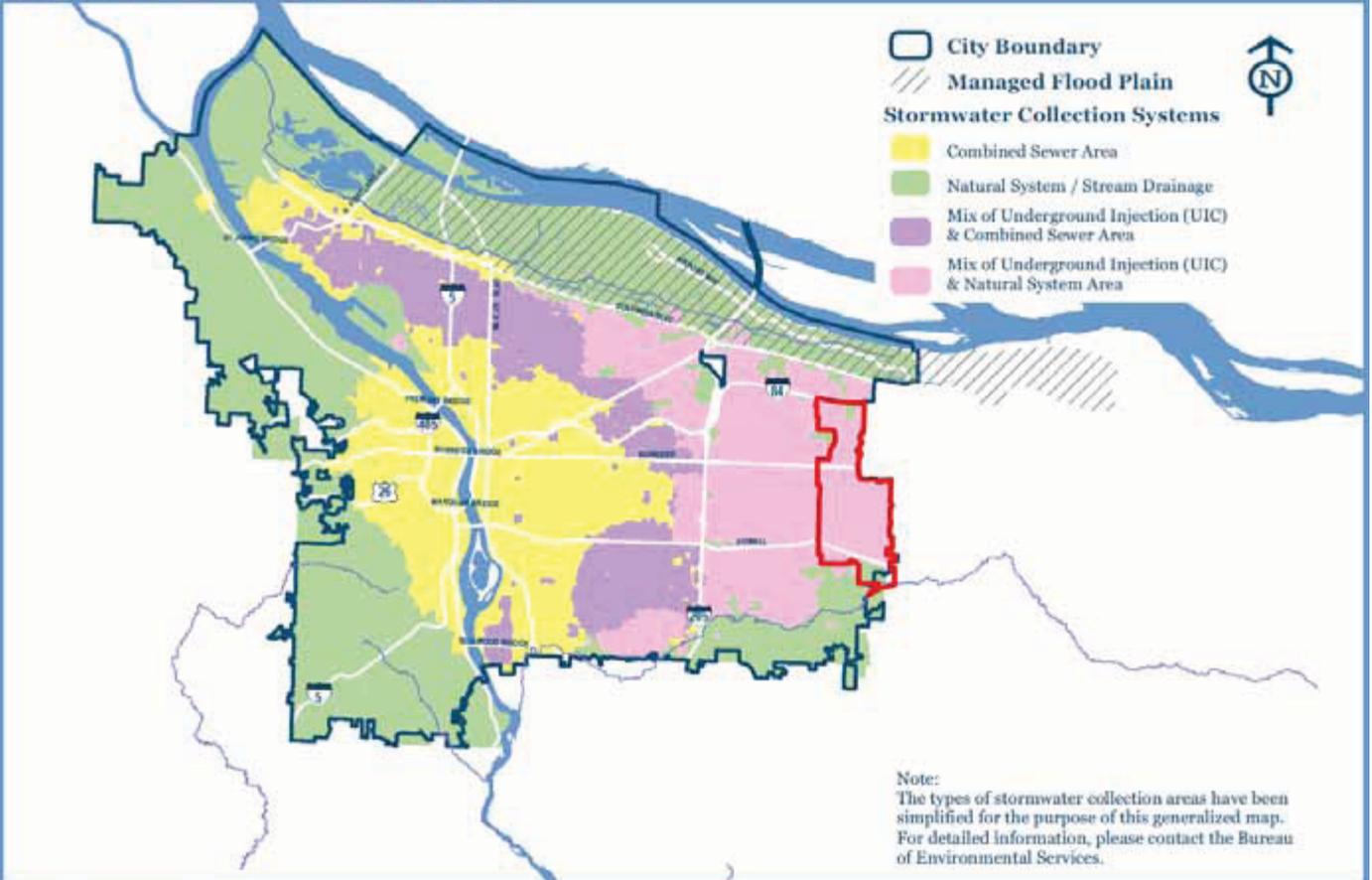
Legend:
- Sidewalks
- Existing Bike Facility
- regional trails outside Portland (existing)
- regional trails in Portland
- Public HS
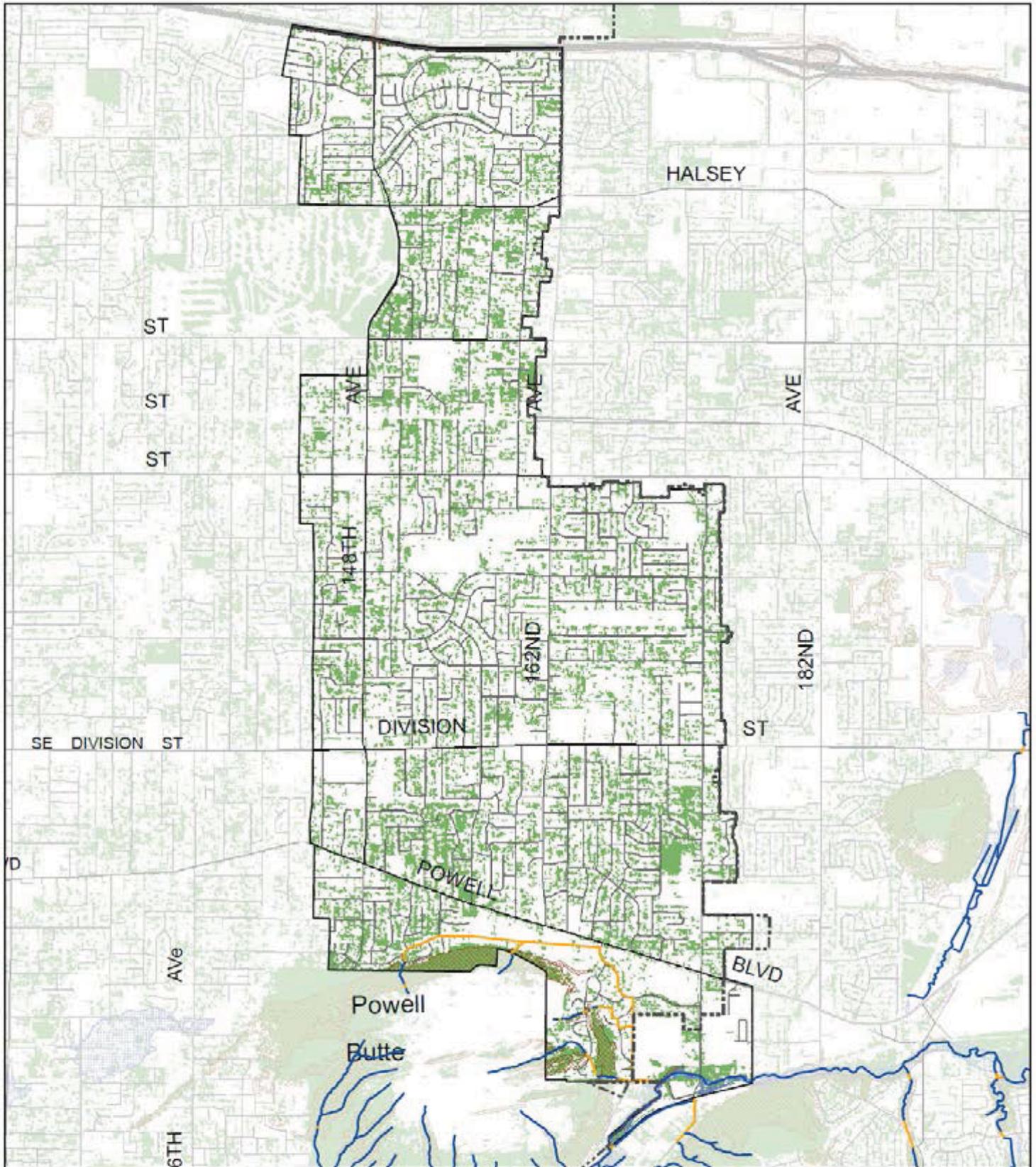- Public K-8
- Private Schools

NORTH

Feet
0 1,000 2,000 3,000

Bureau of Planning and Sustainability

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

Portland Watersheds

Legend:
- Watershed Boundary
- City Boundary

Columbia Slough WATERSHED

Willamette River WATERSHED

Johnson Creek WATERSHED

Fanno Creek WATERSHED

Tryon Creek WATERSHED

Portland Stormwater System

Legend:
- City Boundary
- Managed Flood Plain

Stormwater Collection Systems
- Combined Sewer Area
- Natural System / Stream Drainage
- Mix of Underground Injection (UIC) & Combined Sewer Area
- Mix of Underground Injection (UIC) & Natural System Area

Note:
The types of stormwater collection areas have been simplified for the purpose of this generalized map. For detailed information, please contact the Bureau of Environmental Services.

Centennial-Glenfair-Wilkes Analysis Area

HALSEY

ST
ST
ST

AVE
AVE
AVE

148TH
162ND
182ND

SE DIVISION ST
DIVISION
ST

AVe

POWELL

BLVD

Powell
Butte

6TH

Watersheds and Natural Features

August 9, 2011

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

NORTH

Feet
0 1,000 2,000 3,000

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Centennial-Glenfair-Wilkes Analysis Area
Demographics (2000 – 2010)
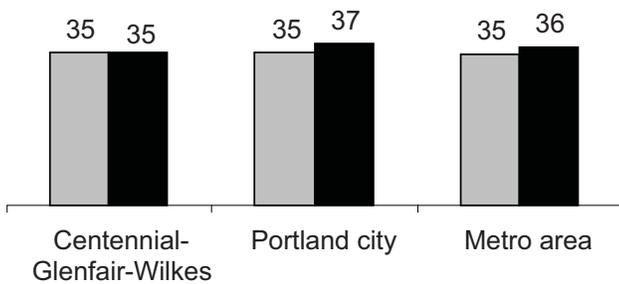
ESRI Business Analyst and US Census 2010 (except as noted)

Population

	Centennial-Glenfair-Wilkes	Portland city	Metro area
2010	31,147	583,776	2,226,009
2000	27,509	529,121	1,927,881
% change	13%	10%	15%

☐ 2000   ◼ 2010

Median Age

35 35   35 37   35 36

Centennial-Glenfair-Wilkes   Portland city   Metro area

Average Household Size

2.6 2.6   2.3 2.3   2.5 2.6

Centennial-Glenfair-Wilkes   Portland city   Metro area
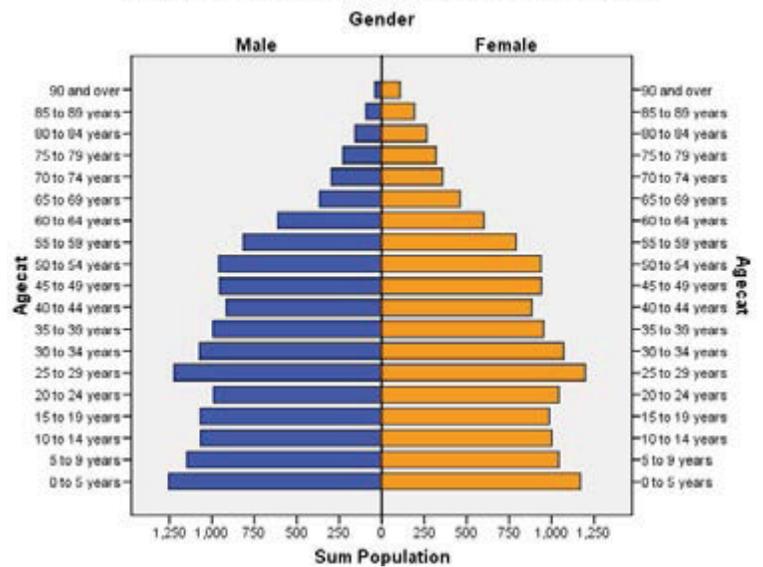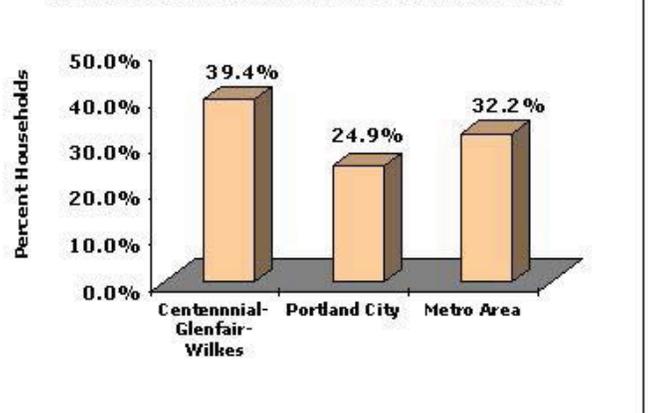
Diversity Index
(Measures the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups)

33 46   46 55   38 48

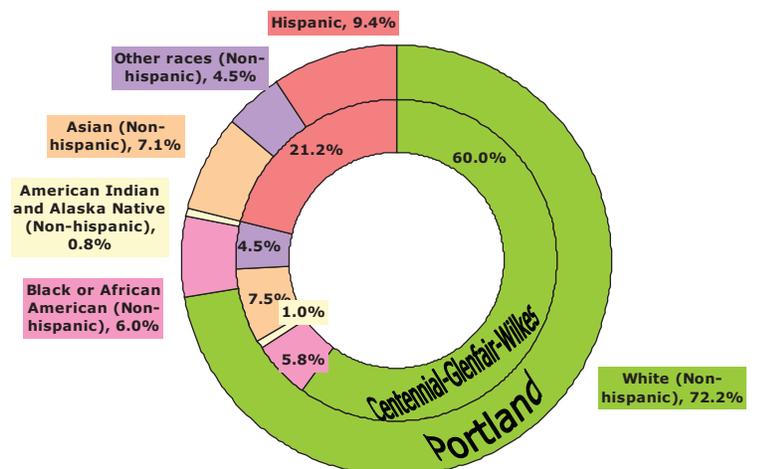Centennial-Glenfair-Wilkes   Portland city   Metro area
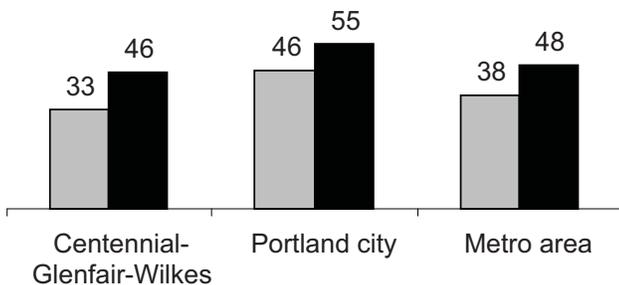
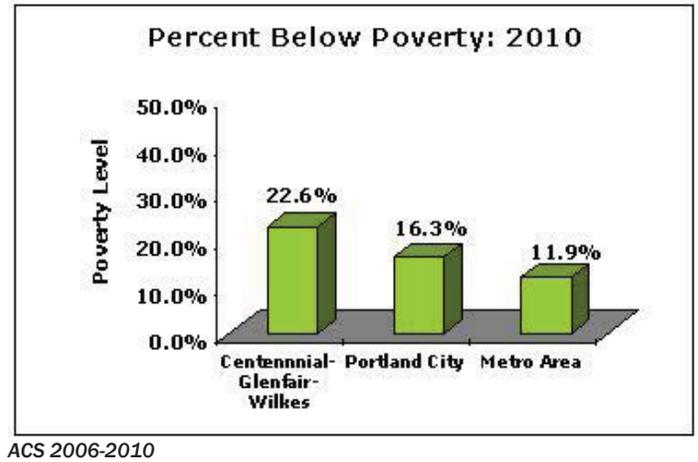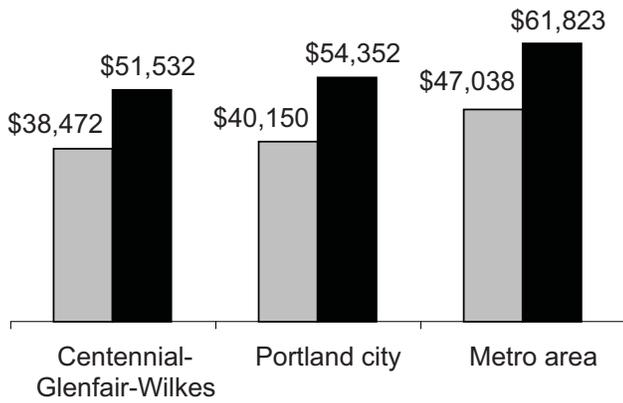Population Pyramid for Centennial-Glenfair-Wilkes, 2010

Households with Children Under 18 Years: 2010

Racial and Ethnic Distribution in Portland vs. Centennial-Glenfair-Wilkes

Median Household Income
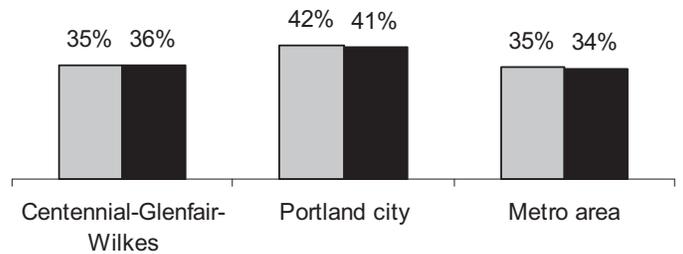

- Centennial-Glenfair-Wilkes: $38,472 / $51,532
- Portland city: $40,150 / $54,352
- Metro area: $47,038 / $61,823

Percent Below Poverty: 2010

- Centennial-Glenfair-Wilkes: 22.6%
- Portland City: 16.3%
- Metro Area: 11.9%

ACS 2006-2010

Percent College Graduates

- Centennial-Glenfair-Wilkes: 21% / 27%
- Portland city: 44% / 48%
- Metro area: 41% / 44%

Percent Renters of Occupied Housing Units

- Centennial-Glenfair-Wilkes: 35% / 36%
- Portland city: 42% / 41%
- Metro area: 35% / 34%
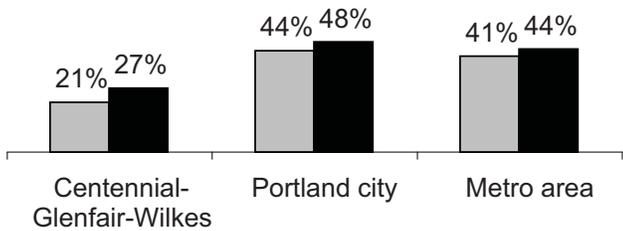
Median Home Value

	Centennial-Glenfair-Wilkes	Portland city	Metro area
2010	$229,875	$253,184	$273,500
2000	$143,259	$154,721	$168,347
% change	60.5%	63.6%	62.5%

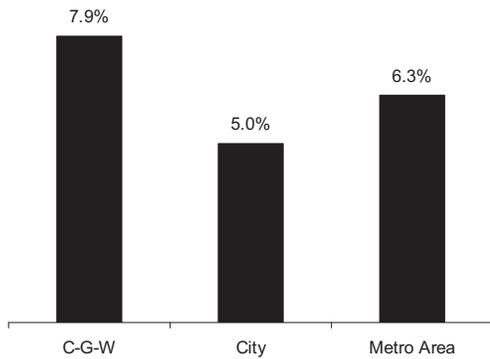# Centennial-Glenfair-Wilkes Analysis Area
Commercial Real Estate Indicators

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

RETAIL

Square Feet

C-G-W	City	Metro Area
818,117	51,937,895	107,875,146

Retail Vacancy

Retail Rents

OFFICE SPACE

Square Feet

C-G-W	City	Metro Area
88,150	54,348,765	92,465,455

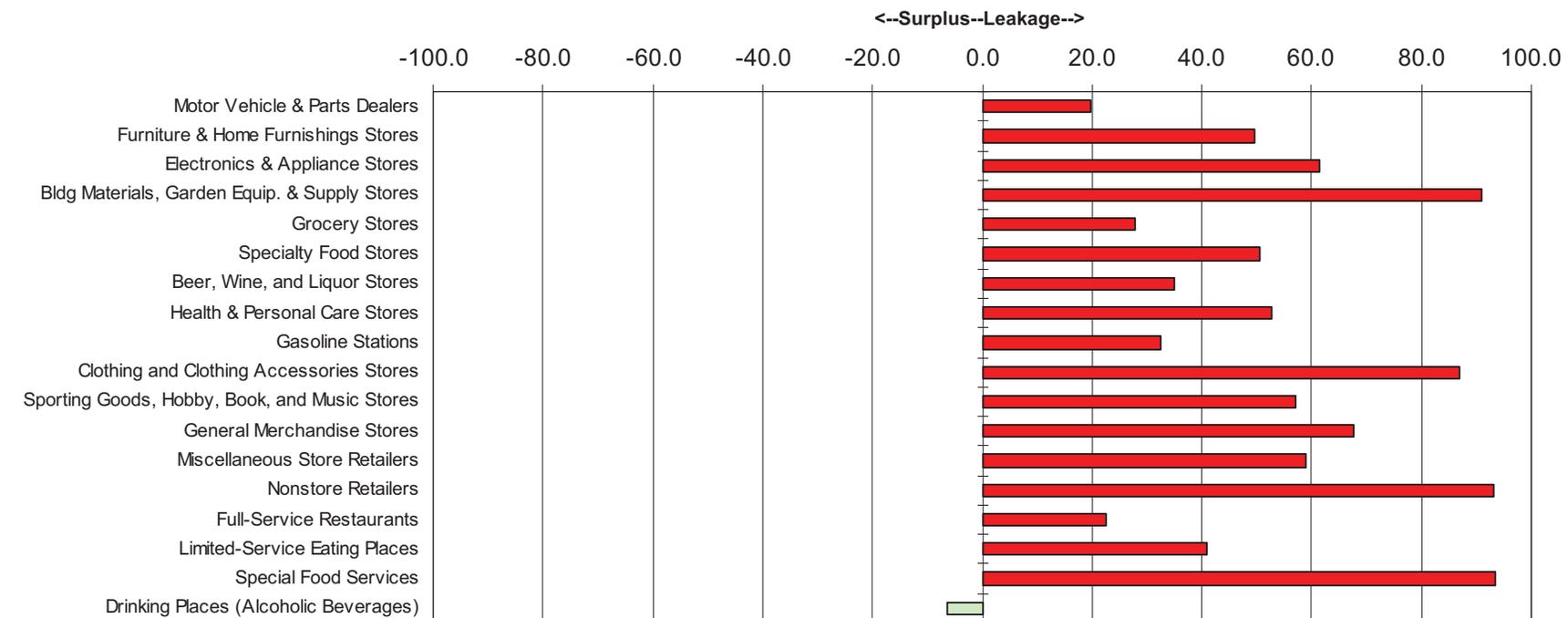### Office Vacancy
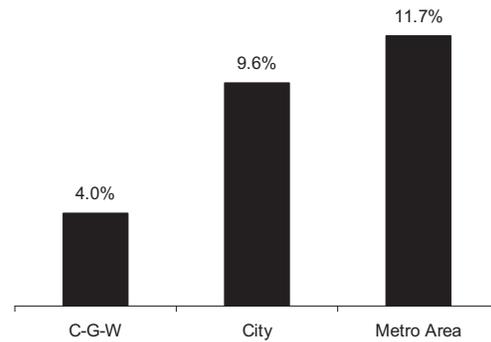
Office Rents
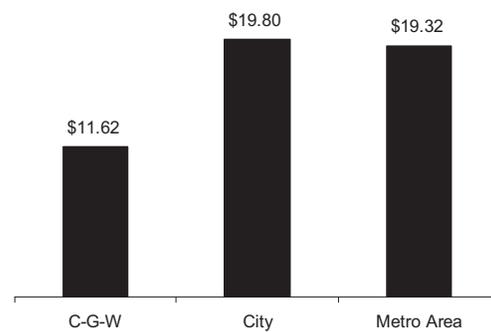
Centennial-Glenfair-Wilkes Analysis Area
Retail Market Profile

Retail Gap = $142 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)	$252,384,865	$110,882,506	$141,502,359	39.0	127
Total Retail Trade (NAICS 44-45)	$215,508,193	$92,018,190	$123,490,003	40.2	84
Total Food & Drink (NAICS 722)	$36,876,672	$18,864,316	$18,012,356	32.3	43

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)

# Centennial-Glenfair-Wilkes 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.
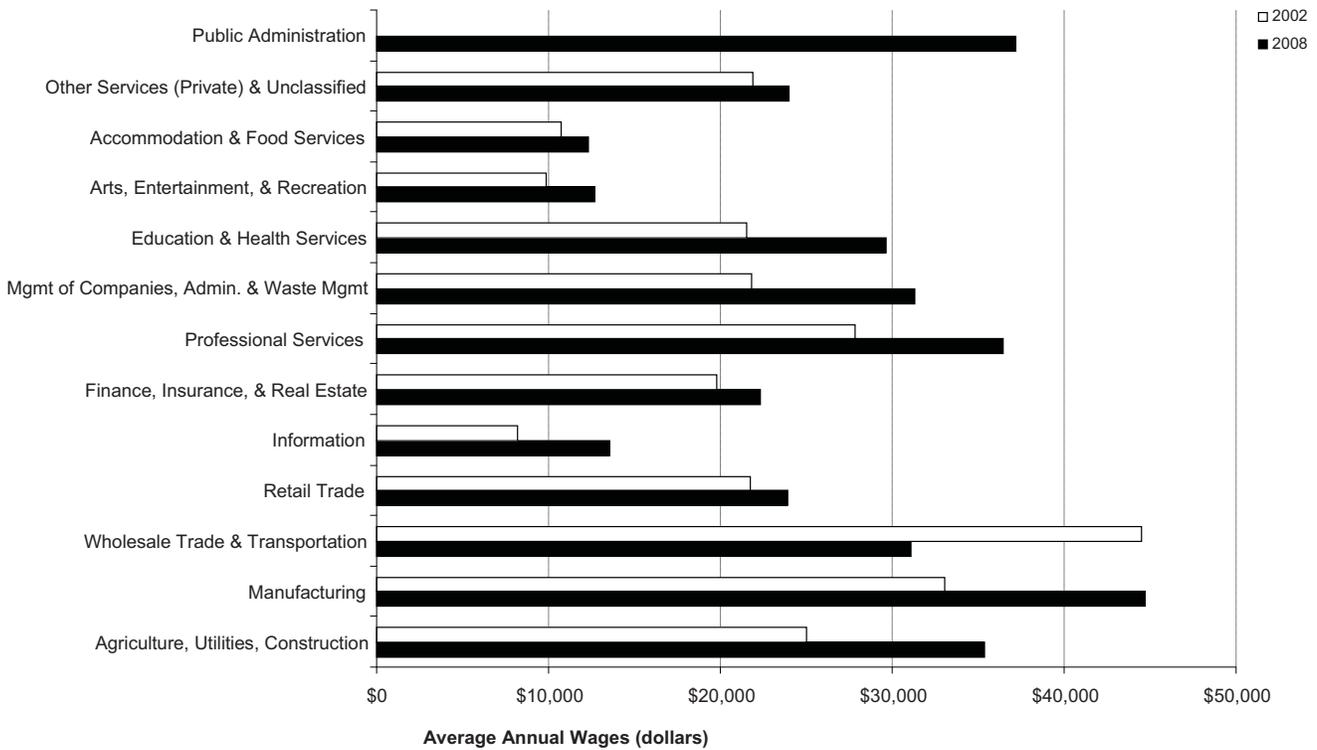
	2002	2008	change
Total Jobs	2,185	2,788	+603
Total Firms	311	383	+72
Average Annual Wages	$20,654	$26,340	+5,687

Total Jobs

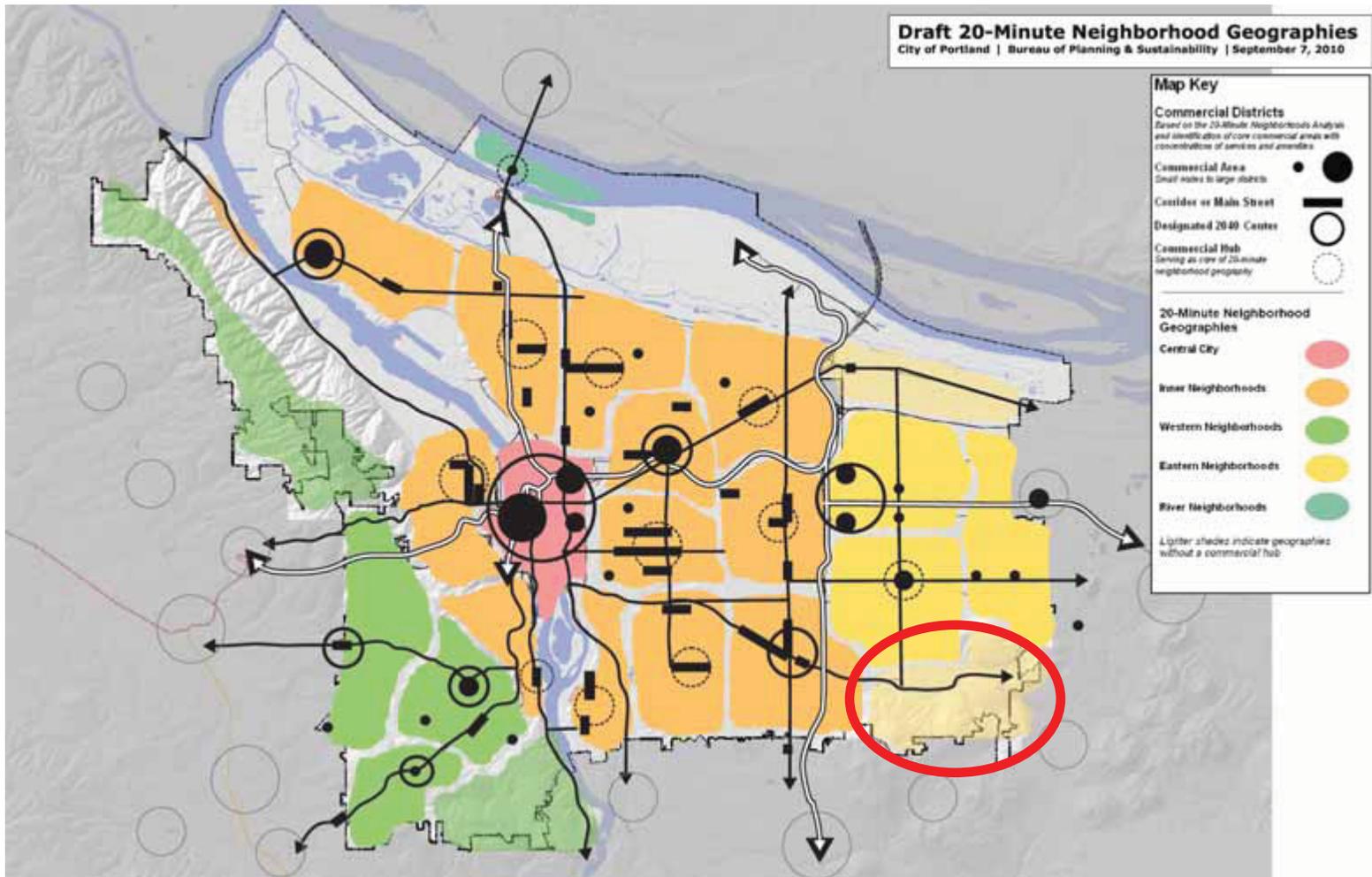## Total Firms

Average Annual Wages

17
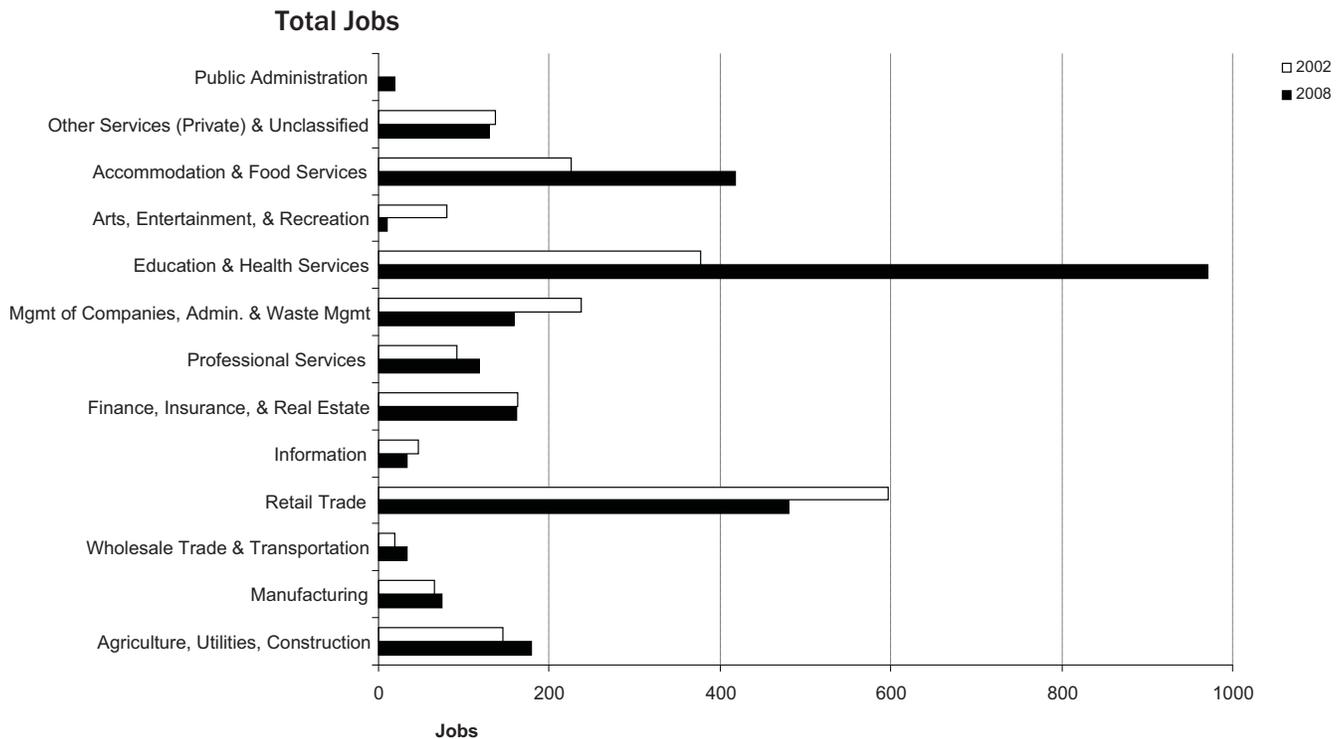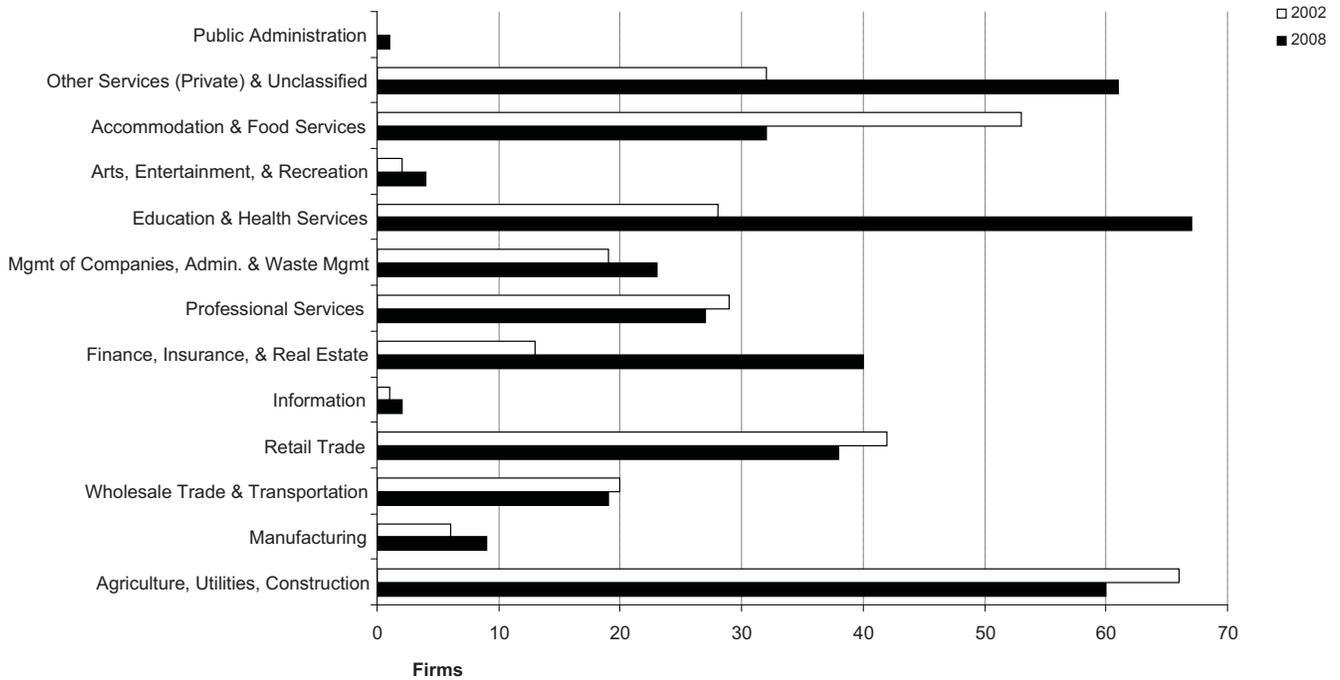
Pleasant Valley Analysis Area
Including Pleasant Valley and part of the Powellhurst-Gilbert neighborhood

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.

Pleasant Valley Analysis Area
Services and Amenities

Population: 11,800 people (3,800 households)
Land Area: 5.2 sq. miles (2,300 people per sq. mile)

Commercial Districts

The area has no major concentrations of commercial services.

Grocery stores: None

Retail gap: $91 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*:   62%
Within 1/2 mile of a public elementary school: 11%
Within 3 miles of a full-service community center*: 26%
Within 1/2 mile of a full-service grocery store: 0%
Within 1/4 mile of a frequent service transit stop: 0%

*Parks Bureau service standard

Community Centers: None

Libraries: None

Parks and Open Spaces: 1,301 acres – including Powell Butte Nature Park, Leach Botanical Garden, Gilbert Primary Park, Clatsop Butte Park, and the Buttes Natural Area.

Tree Canopy Coverage: 53%

Public Schools: 2 K-8 schools (Gilbert Park Elementary and Alice Ott Middle School)

Colleges (campus)**:**   1 specialized (Birthingway College of Midwifery)

Hospitals: None

Farmers Markets: None

Transit Centers/Stations: None

Walkable Access Score: 15 (out of 100)
(from 20-Minute Neighborhoods Analysis Index)

Neighborhood and Business Associations

Neighborhood Associations: Pleasant Valley and part of Powellhurst-Gilbert

Business Associations: Foster Area Business Association

Urban Form Characteristics

The area is characterized by the prominence of its natural features, including Powell Butte, Johnson Creek, and streams, ravines and forested hillsides south of Foster Road, below Clatsop Butte and Mt. Scott to the southwest. Areas along the north side of Foster Road feature large rectilinear blocks, while to the south roads are often curvilinear, following the hilly topography, where residential development is often in the form of clustered subdivisions set within natural features.

Access issues. The area lacks good street connectivity and many streets lack continuous sidewalks. The area has a relatively small population base, served by few commercial or community services and limited transit service. Natural features and infrequent street connections limit access to adjacent areas.

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:	0
Station Communities:	0

Zoning

	Acres	% of Land Area	Buildable Acres*
Single-Family Residential:	1,929	63%	524
Multi-Family Residential:	95	3%	31
Commercial/Mixed-Use:	22	.7%	11
Employment:	0	0%	0
Industrial:	43	1%	1
Open Space:	985	32%	NA

*From Buildable Lands Inventory (vacant or underutilized)

Anticipated Growth by 2035

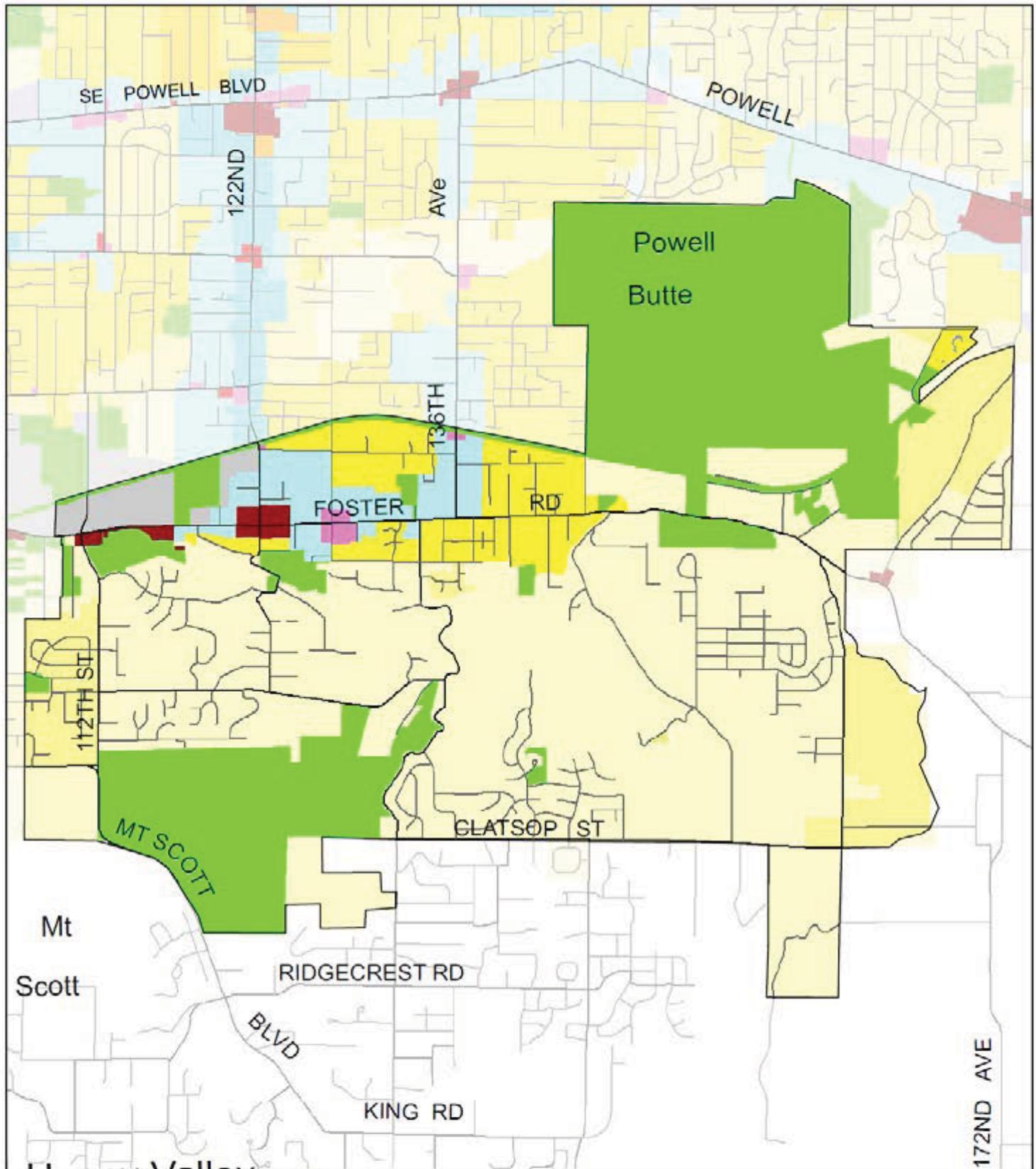*(From Buildable Lands Inventory allocations, based on development capacity and trend information)*

2010 Housing Units (Census):	3,938
2035 Housing Units:	6,100

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

Pleasant Valley Analysis Area

Powell Butte

Powell

SE POWELL BLVD

122ND

Ave

136TH

FOSTER   RD

112TH ST

MT SCOTT

Mt

Scott

CLATSOP ST

RIDGECREST RD

BLVD

KING RD

172ND AVE

Legend

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

Comprehensive Plan Designations

February 1, 2012

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NORTH

Feet

0   1,000   2,000   3,000

Bureau of Planning and Sustainability

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

City of Portland Bureau of Planning and Sustainability   **17-4**

Pleasant Valley Analysis Area

Kelly Butte Natural Area

Lynchwood Park

POWELL

Ed Benedict Park

Earl Boyles Park

Gilbert Heights Park

122ND

AVe

Gates Park Property

Powell Butte

Raymond Park

Powell Butte Nature Park

136TH

Springwater Corridor

Beggars-tick Wildlife Refuge

Gilbert Primary Park

FOSTER   RD

Powell Butte Lower Floodplain

Brookside

Leach Botanical Garden

Kingsley D. Bundy Property

Clatsop Butte Park

112TH ST

PlayHaven Park

Campfire Properties

Buttes Natural Area

Eastridge Park

CLATSOP   ST

MT SCOTT

Mt

Gentemann Property

Scott

RIDGECREST RD

BLVD

172ND AVE

KING RD

Happy Valley

Services and Amenities

Symbol	Legend		Symbol	Legend		Symbol	Legend
●	Type 1 Commercial	★	Places of Worship	▌	Public HS
●	Type 2 Commercial		Farmers Markets	▌	Public K-8
🏃	Fitness Centers	📖	Libraries	▌	Private Schools
	Grocery Stores	■	Community Centers	▲	Daycare Centers

0   750   1,500   3,000
Feet
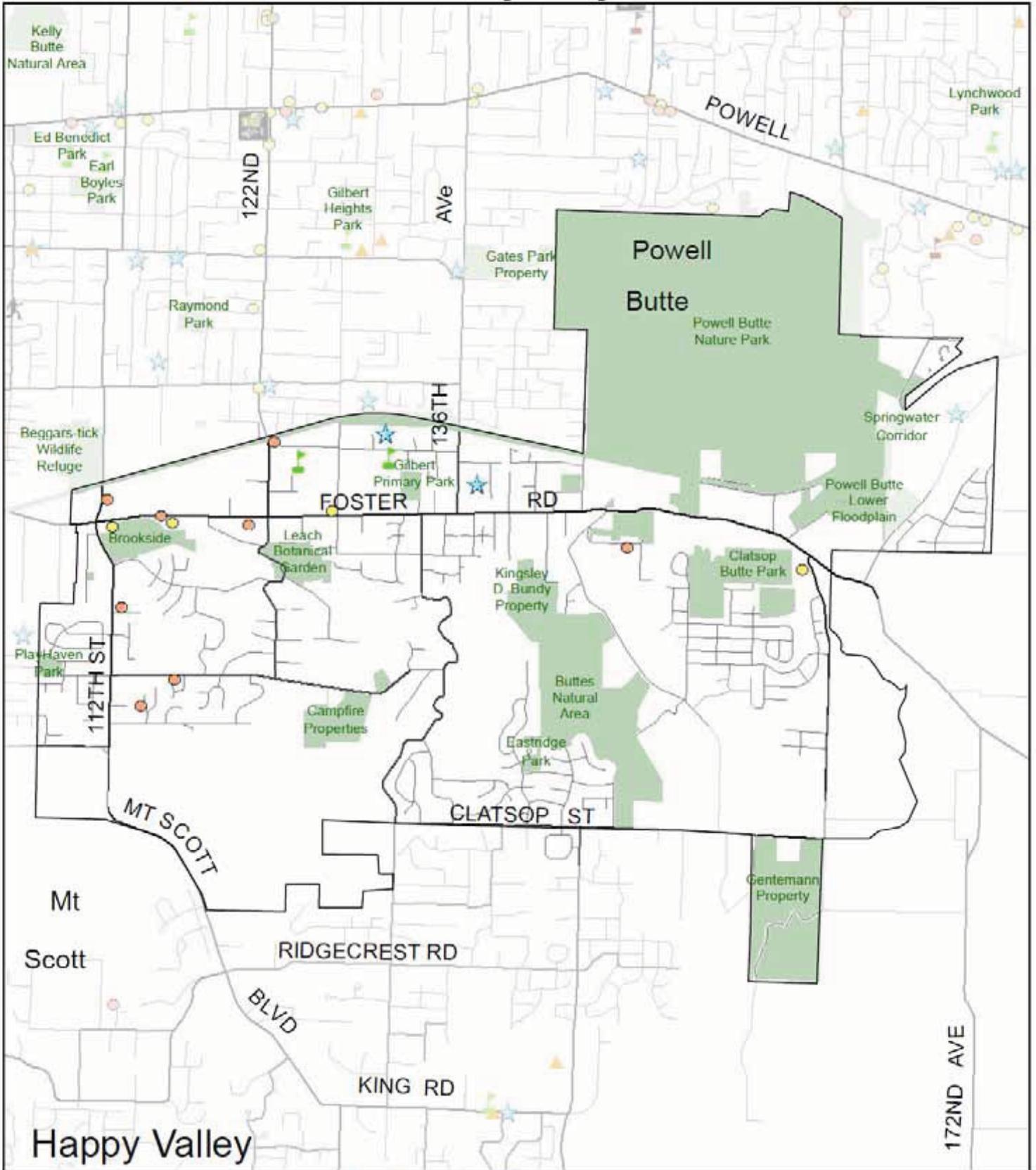
City of Portland Bureau of Planning & Sustainability
Sam Adams, Mayor | Susan Anderson, Director

March 25, 2011

Pleasant Valley Analysis Area

Kelly Butte
Natural
Area

SE POWELL BLVD

Ed Benedict
Park

Earl
Boyles
Park

Gilbert
Heights
Park

122ND

Ave

POWELL

9

Lynchwood
Park

Powell

Butte

Powell Butte
Nature Park

Raymond
Park

Beggars
Tick

136TH

Springwater
Corridor

Gilbert
Primary Park

FOSTER   RD

Leach
Botanical
Garden

Deardorff
Creek
Natural Area

Kingsley D
Bundy
Property

Powell Butte
Lower
Floodplain

Clatsop
Butte Park

112TH ST

Campfire
Properties

Buttes
Natural
Area

MT SCOTT

Eastridge
Park

CLATSOP ST

Mt

Scott

Gentemann
Property

RIDGECREST RD

BLVD

172ND AVE

KING RD

Transit
Infrastructure

February 1, 2012

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Light Rail Stops
- ⊞ MAX
- ● Street Car
- ╪ MAX
- ╪ Streetcar

Bus Stops
- ● Frequent Stops
- ● Standard Stops
- ● Rush Hour Stops
- ▬ Frequent Service
- ▬ Standard Service
- ▬ Rush-Hour Only Service
- ▬▬ City Boundary

NORTH
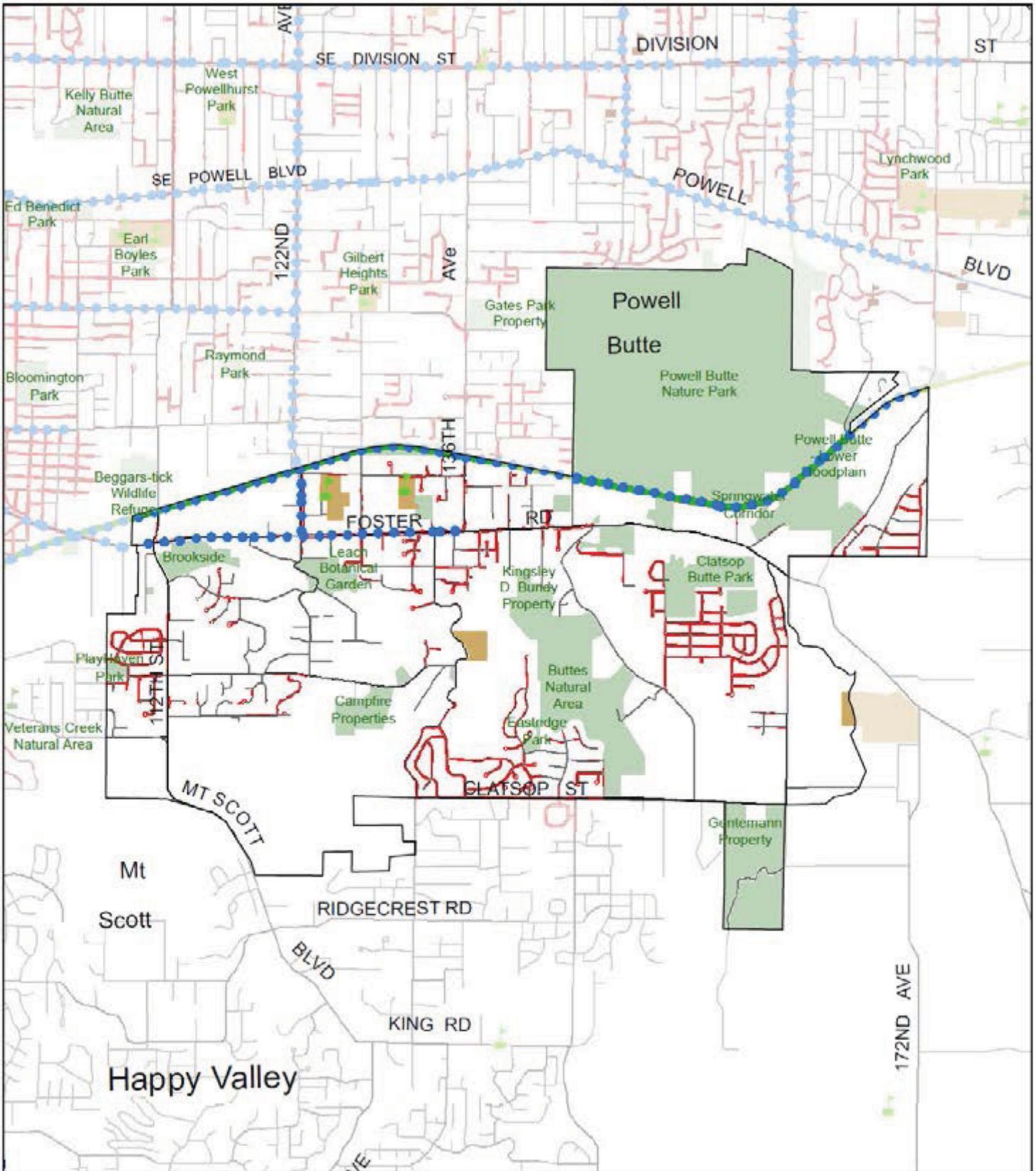
Feet
0   1,000   2,000   3,000

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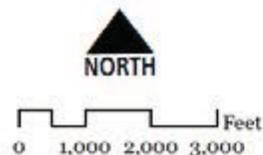
Pleasant Valley Analysis Area
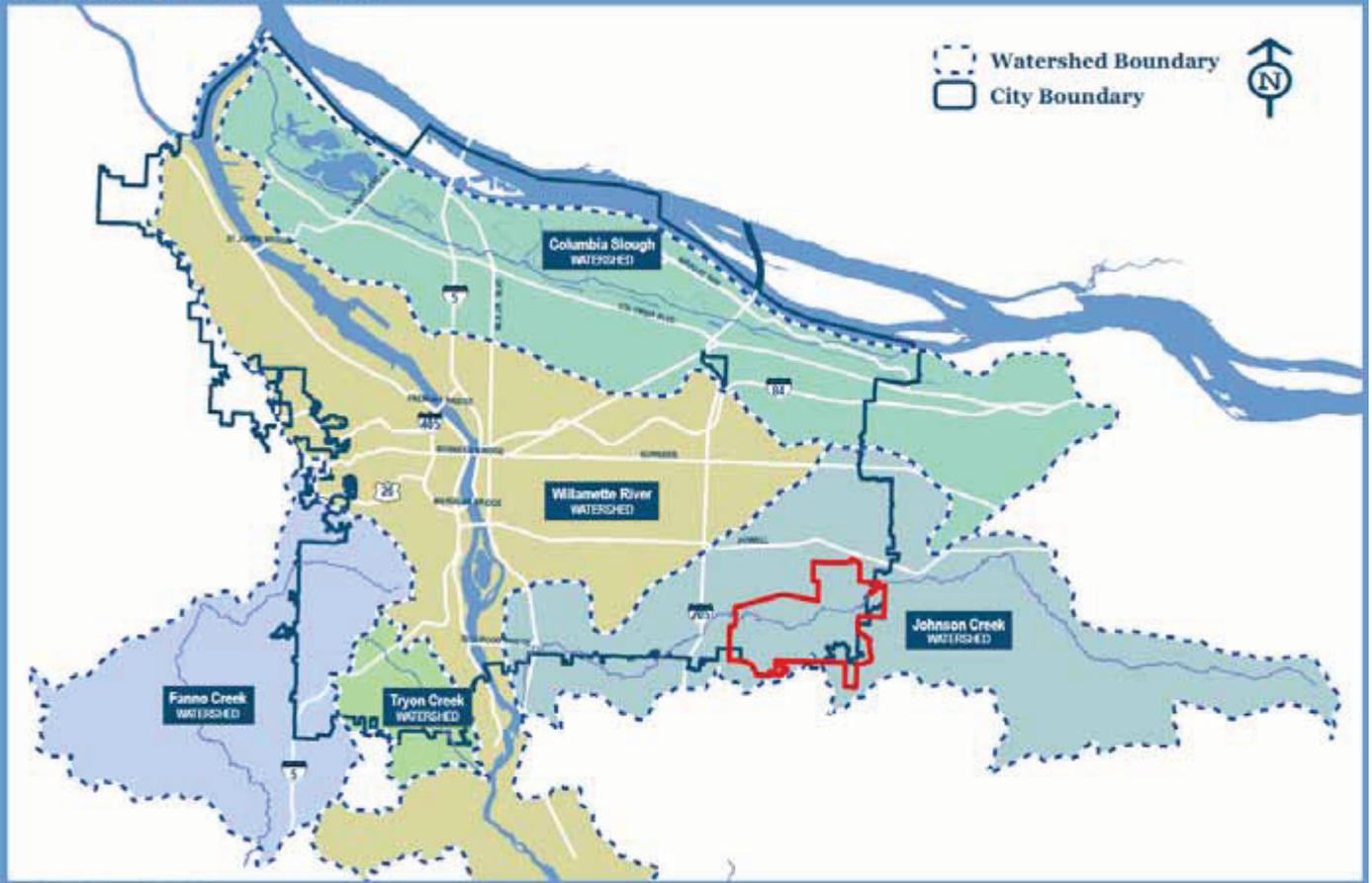

Sidewalks and Bicycle Infrastructure

August 9, 2011

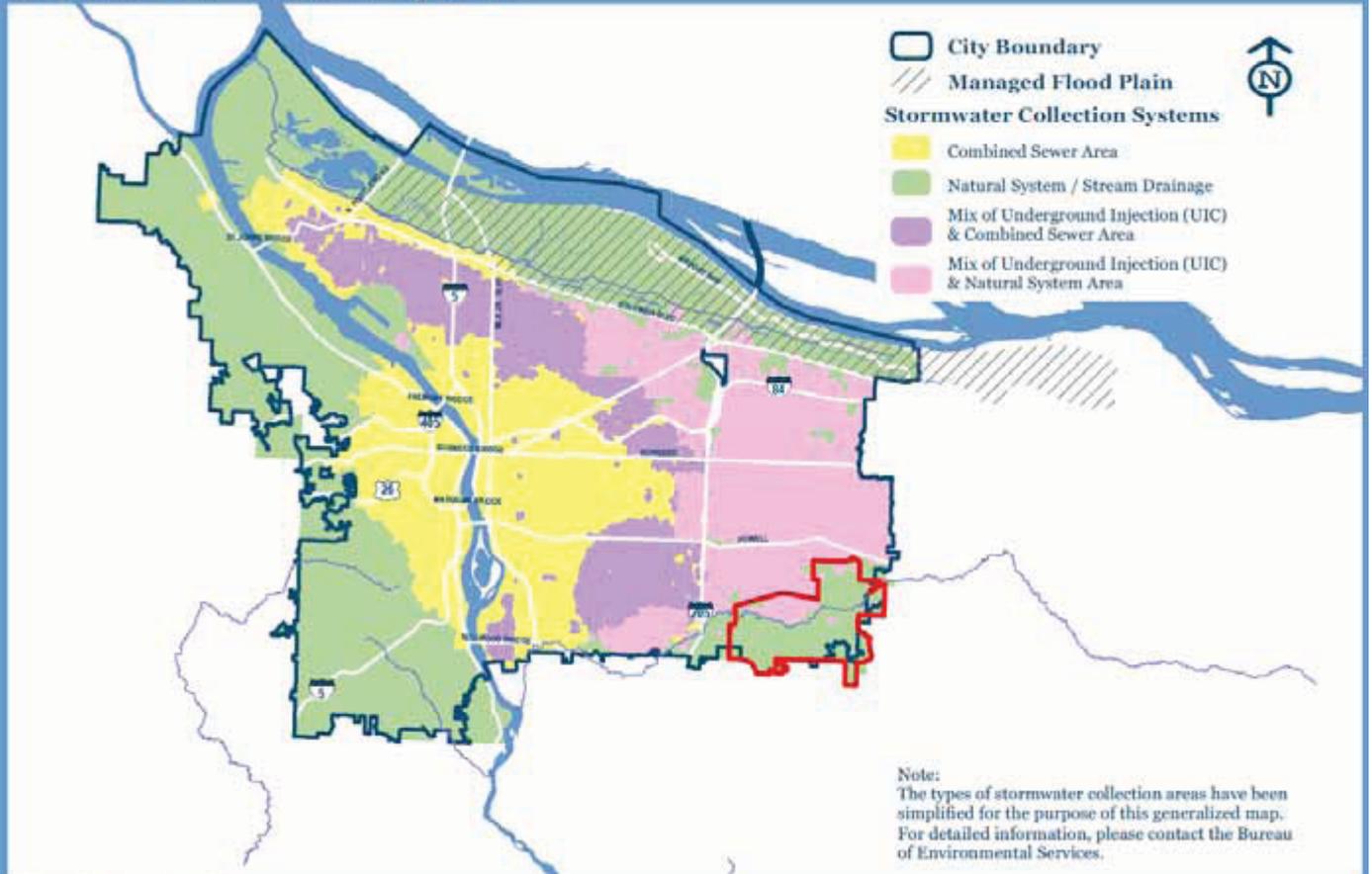G:\mayor_Office\20_min_nbo_profiles\sidewalks_8x11.mxd

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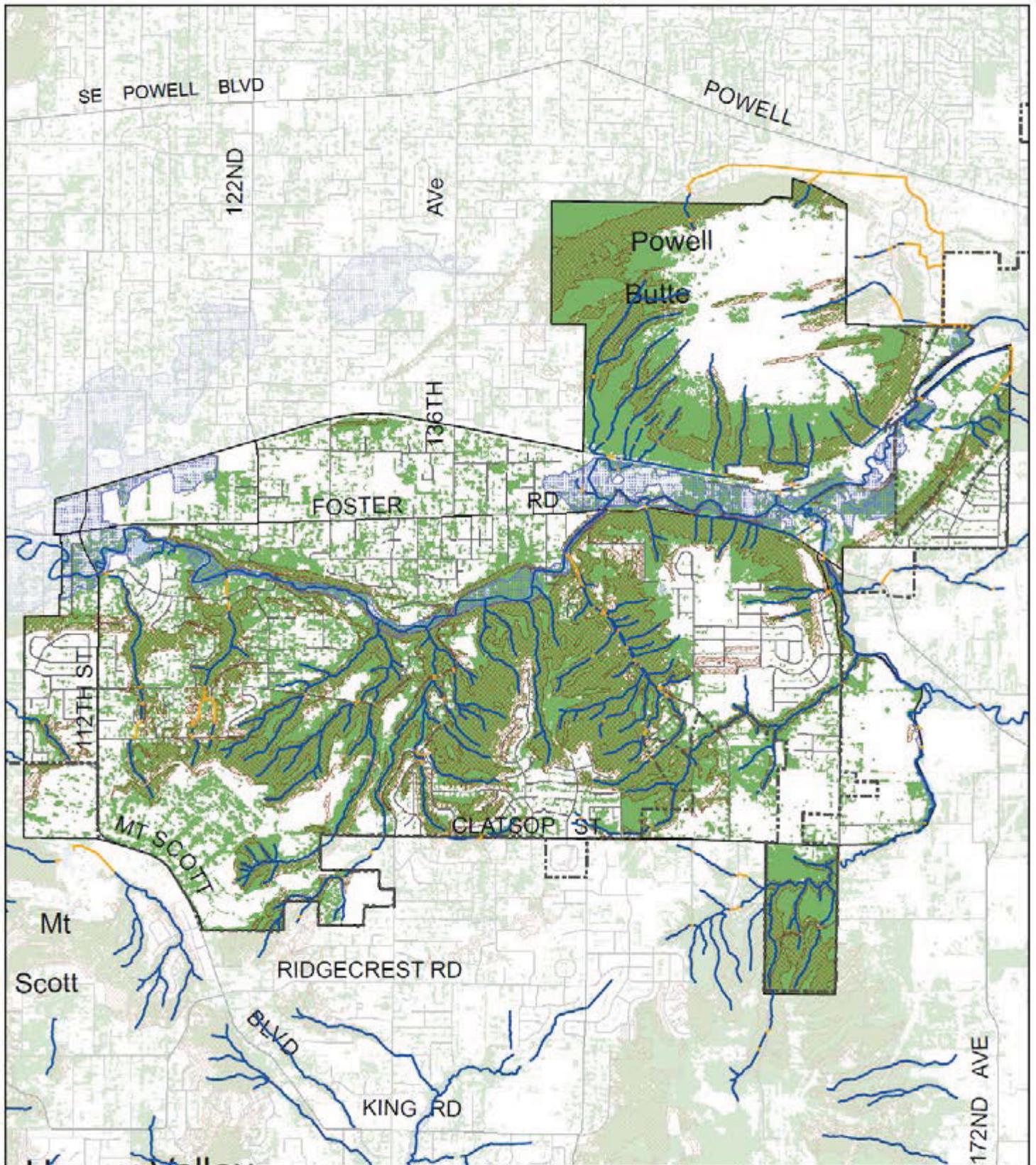- regional trails in Portland
- Public HS
- Public K-8
- Private Schools

NORTH

0 1,000 2,000 3,000 Feet

Bureau of Planning and Sustainability

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

Portland Watersheds

Legend:
- Watershed Boundary
- City Boundary

N

Columbia Slough WATERSHED

Willamette River WATERSHED

Johnson Creek WATERSHED

Fanno Creek WATERSHED

Tryon Creek WATERSHED

Portland Stormwater System

Legend:
- City Boundary
- Managed Flood Plain

Stormwater Collection Systems
- Combined Sewer Area
- Natural System / Stream Drainage
- Mix of Underground Injection (UIC) & Combined Sewer Area
- Mix of Underground Injection (UIC) & Natural System Area

N

Note:
The types of stormwater collection areas have been simplified for the purpose of this generalized map. For detailed information, please contact the Bureau of Environmental Services.

SE POWELL BLVD

POWELL

122ND

AVe

136TH

Powell

Butte

FOSTER RD

112TH ST

MT SCOTT

CLATSOP ST

Mt

Scott

RIDGECREST RD

BLVD

KING RD

172ND AVE

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

NORTH

Feet
0   1,000   2,000   3,000

Bureau of Planning and Sustainability
Innovation Collaboration Practical Solutions

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

Pleasant Valley Analysis Area
Demographics (2000 – 2010)

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

Population

	Pleasant Valley	Portland city	Metro area
2010	11,809	583,776	2,226,009
2000	7,405	529,121	1,927,881
% change	59%	10%	15%

▢ 2000   ■ 2010

Median Age
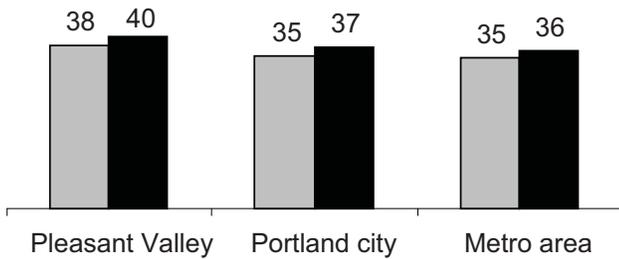
	Pleasant Valley	Portland city	Metro area
2000	38	35	35
2010	40	37	36

Average Household Size

	Pleasant Valley	Portland city	Metro area
2000	2.8	2.3	2.5
2010	2.8	2.3	2.6

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

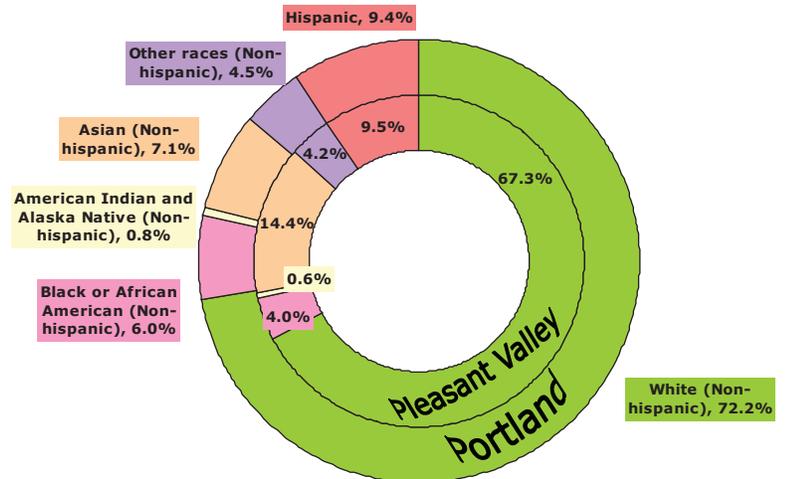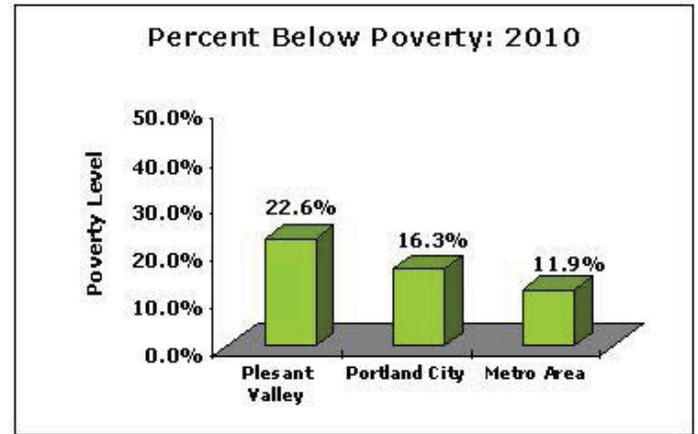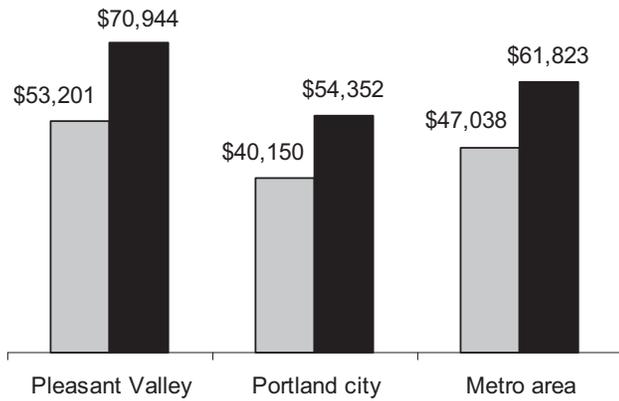|	Pleasant Valley	Portland city	Metro area
2000	25	46	38
2010	42	55	48
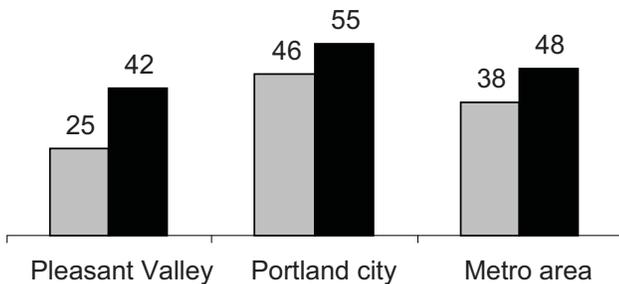
Population Pyramid for Pleasant Valley, 2010
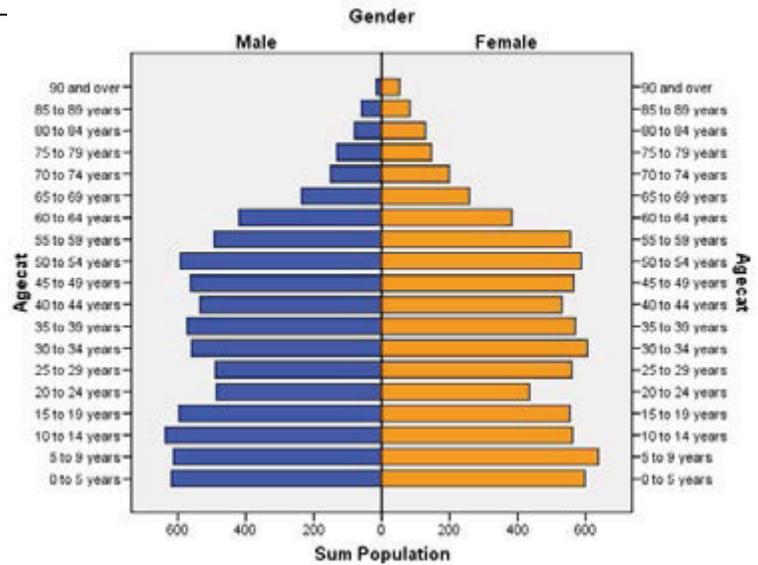
Households with Children Under 18 Years: 2010
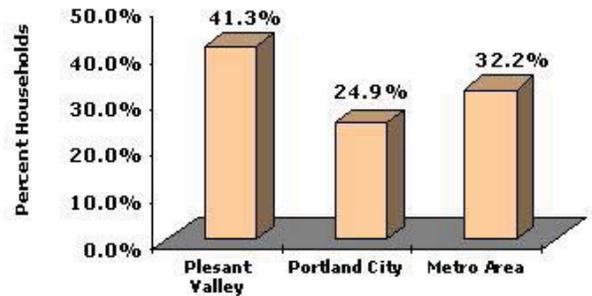
Pleasant Valley: 41.3%
Portland City: 24.9%
Metro Area: 32.2%

Racial and Ethnic Distribution in Portland vs. Plesant Valley

Hispanic, 9.4%
Other races (Non-hispanic), 4.5%
Asian (Non-hispanic), 7.1%
American Indian and Alaska Native (Non-hispanic), 0.8%
Black or African American (Non-hispanic), 6.0%
White (Non-hispanic), 72.2%

9.5%
4.2%
14.4%
0.6%
4.0%
67.3%

Pleasant Valley
Portland
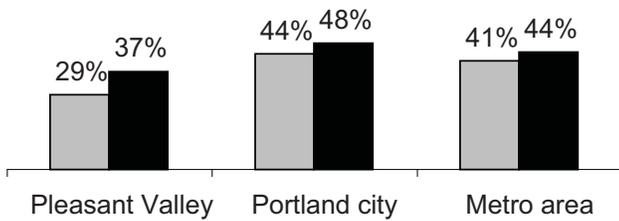
Median Household Income

Percent Below Poverty: 2010
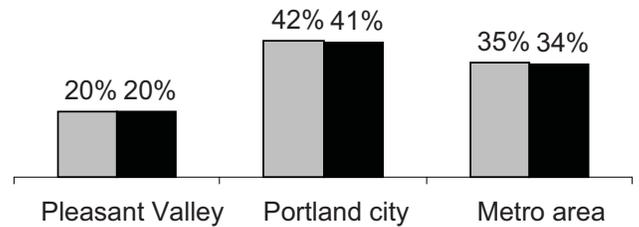

ACS 2006-2010

Percent College Graduates

Percent Renters of Occupied Housing Units

Median Home Value

	Pleasant Valley	Portland city	Metro area
2010	$303,102	$253,184	$273,500
2000	$177,778	$154,721	$168,347
% change	70.5%	63.6%	62.5%

Pleasant Valley Analysis Area
Commercial Real Estate Indicators
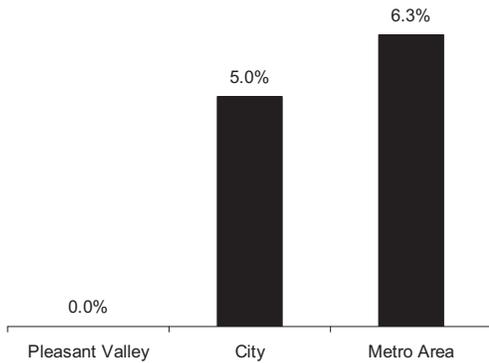
Retail and Commercial Real Estate data through 9-16-2010
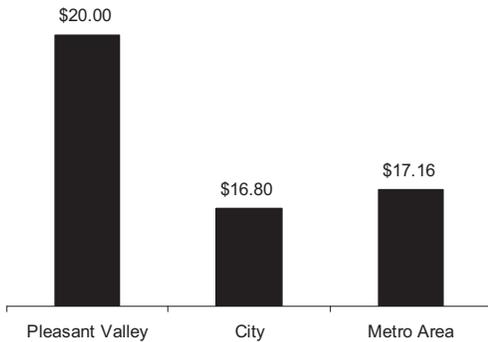*Source: COSTAR*

RETAIL

Square Feet

Pleasant Vly	City	Metro Area
28,124	51,937,895	107,875,146

Retail Vacancy

Pleasant Valley 0.0%, City 5.0%, Metro Area 6.3%

Retail Rents

Pleasant Valley $20.00, City $16.80, Metro Area $17.16

OFFICE SPACE

Square Feet

Pleasant Vly	City	Metro Area
26,509	54,348,765	92,465,455

Office Vacancy

Pleasant Valley 0.0%, City 9.6%, Metro Area 11.7%
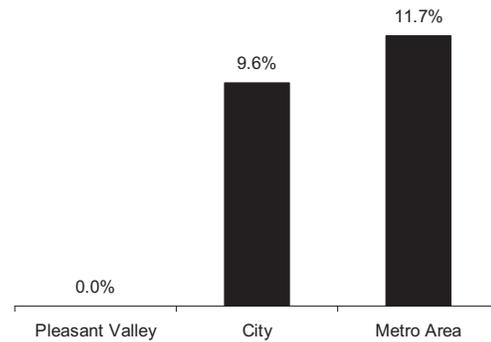
Office Rents

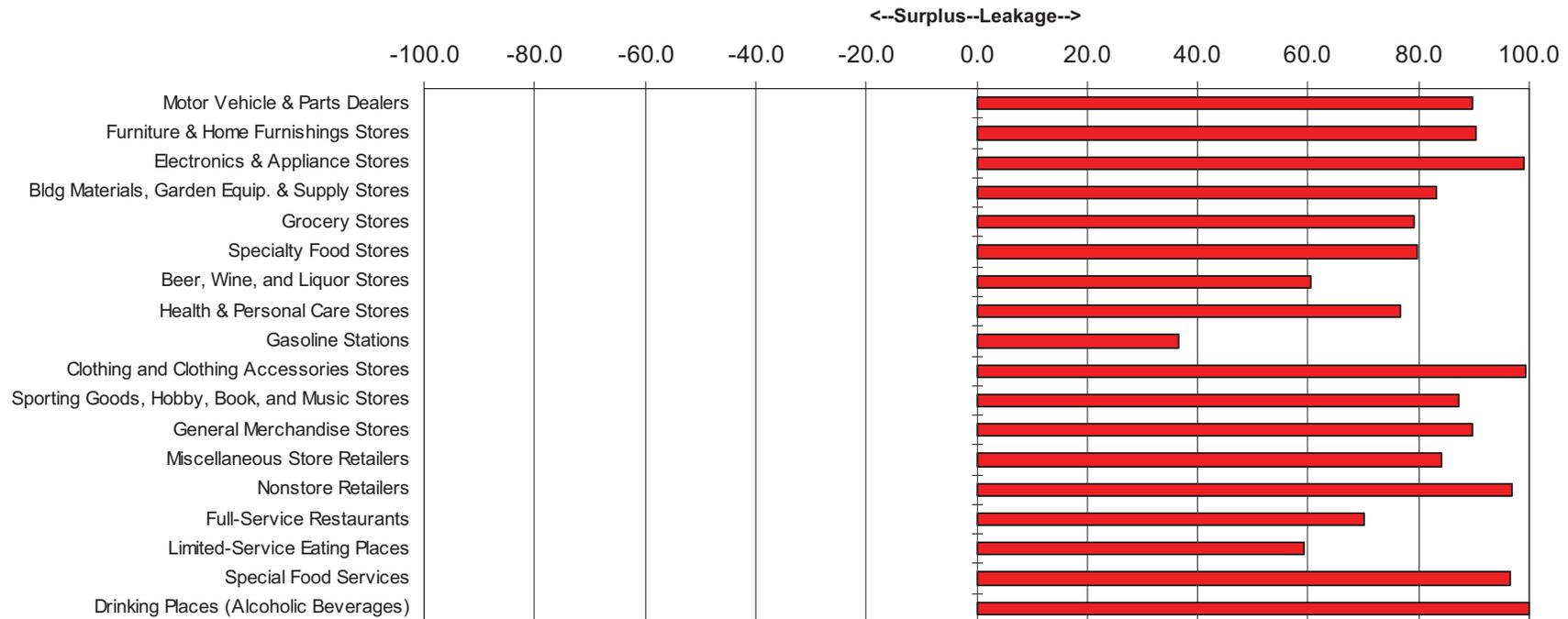Pleasant Valley $14.00, City $19.80, Metro Area $19.32
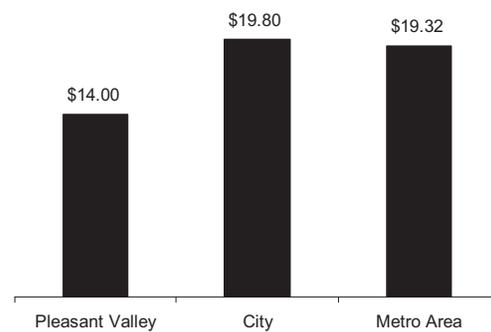
Pleasant Valley Analysis Area
Retail Market Profile

Retail Gap = $91 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)	$104,047,654	$13,479,171	$90,568,483	77.1	21
Total Retail Trade (NAICS 44-45)	$88,876,363	$10,831,554	$78,044,809	78.3	16
Total Food & Drink (NAICS 722)	$15,171,291	$2,647,617	$12,523,674	70.3	5

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)
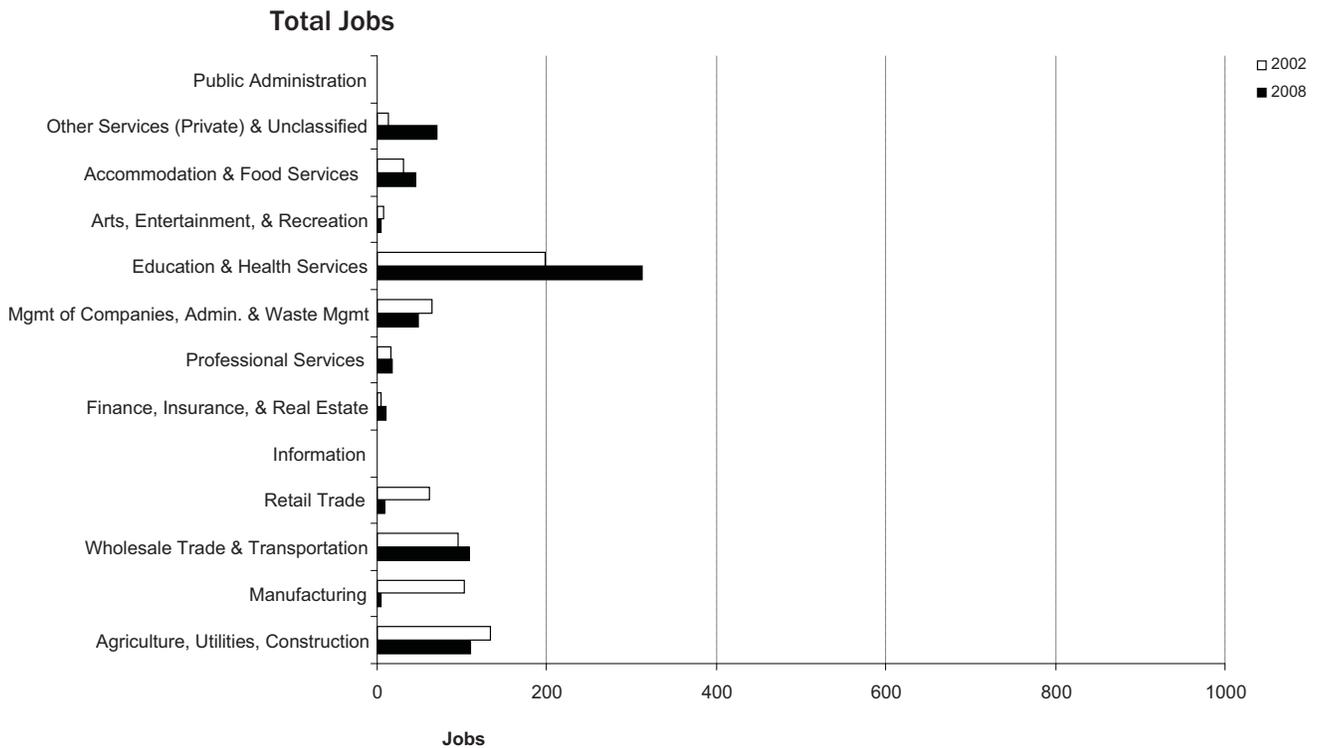
Pleasant Valley Analysis Area
Employment

Quarterly Census of Employment and Wages data for 2002 & 2008
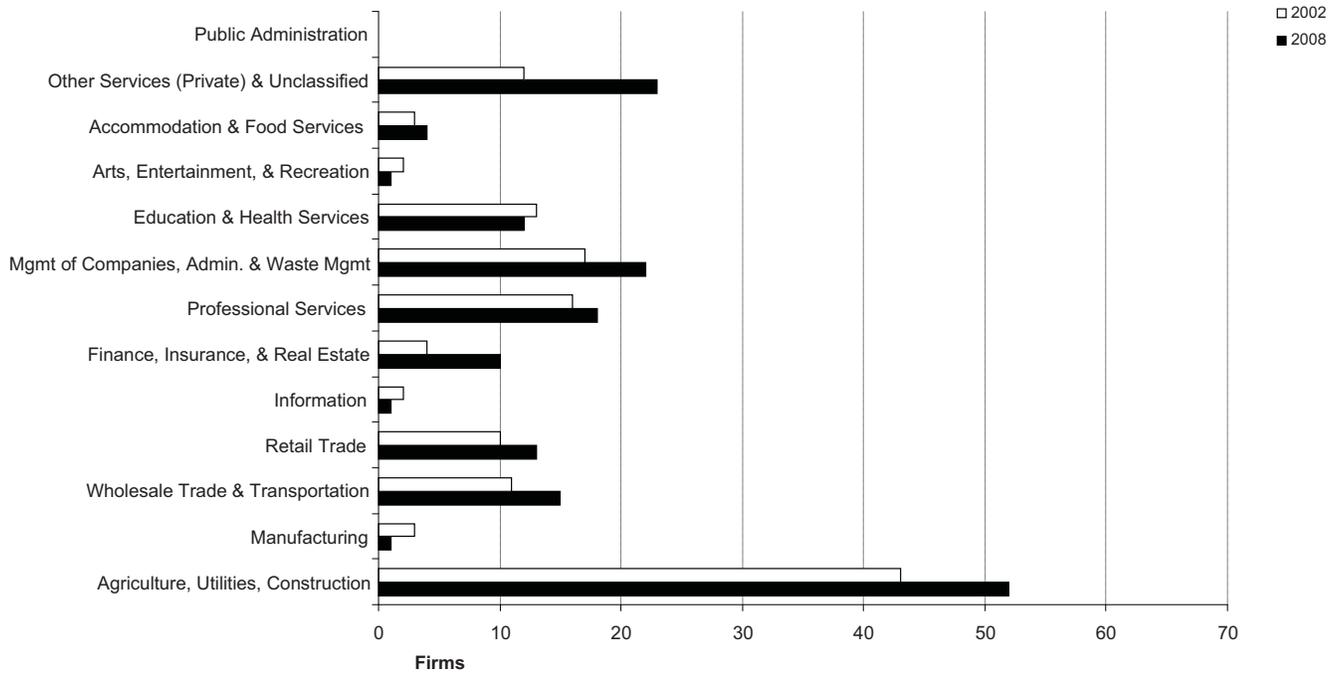*Source: Oregon Employment Department (OED)*

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	729	744	+15
Total Firms	136	172	+36
Average Annual Wages	$26,640	$30,457	+3,817

Total Jobs

Total Firms

Average Annual Wages