

Portland's Commercial Areas



An Initial Appraisal of Blight and Related Factors

Community Renewal Program

PORTLAND'S COMMERCIAL AREAS

- An Initial Appraisal of Blight and Related Factors -

Portland City Planning Commission

Community Renewal Program

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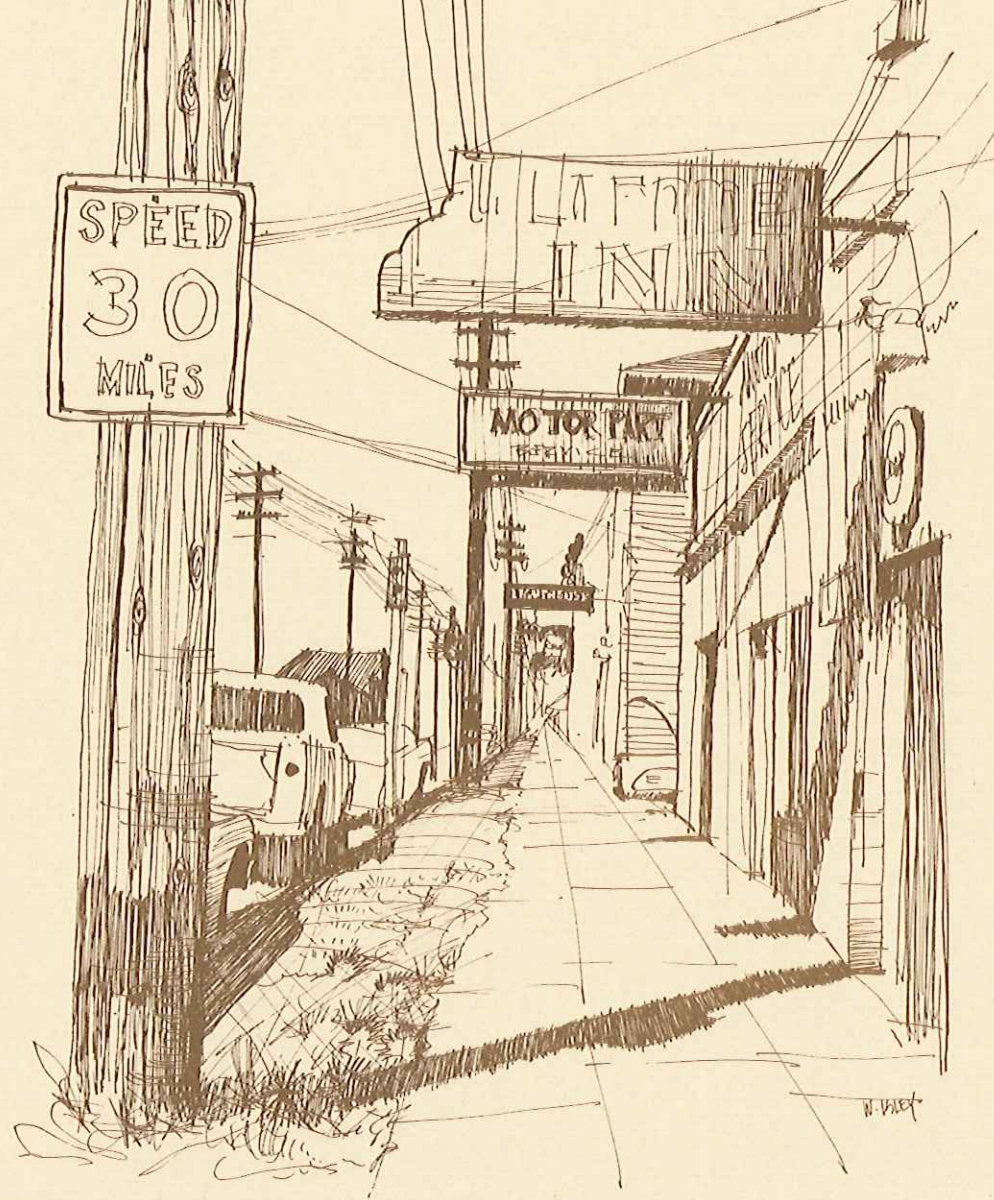
Although the great bulk of the area of Portland, as in any normal city, is devoted to housing, housing is by no means all of the city. Perhaps one of the basic, most compelling reasons for the creation of a city is to provide a market place. The Bazaar, the Trading Post, and the Market are as inseparably a part of the city as are people themselves.

Much has been said and written about housing problems, the effect of inadequate housing upon the lives of people, the genesis and growth of slums, and the need for public action to prevent their growth and spread. Much has been done towards the eradication of residential blight in many of our nation's cities, some even in Portland. Sometimes overlooked, however, except as an incidental adjunct to residential areas is the condition of our commercial districts. Commercial areas are subject to the same blight producing factors--age, neglect and obsolescence--as are the residential neighborhoods. Commercial buildings and districts are, in fact, more perishable than are their residential contemporaries. Technological change affects the commercial structure of any city in a relentless matter. Transportation systems, shopping habits, merchandising techniques, and merchandise itself are continually changing.

It is the pursuit of an understanding of these factors and their effect on the commercial areas of Portland that is the subject of this report.

As in the previous volume, Portland's Residential Areas, this report has been organized into two general sections. The first discusses, in a general way, the causes, effects, formation and consequences of commercial blight throughout the city. The second section applies those factors to specific districts within Portland. For purposes of convenient cross-reference, the districts used in this report are identical with those discussed in Portland's Residential Areas.

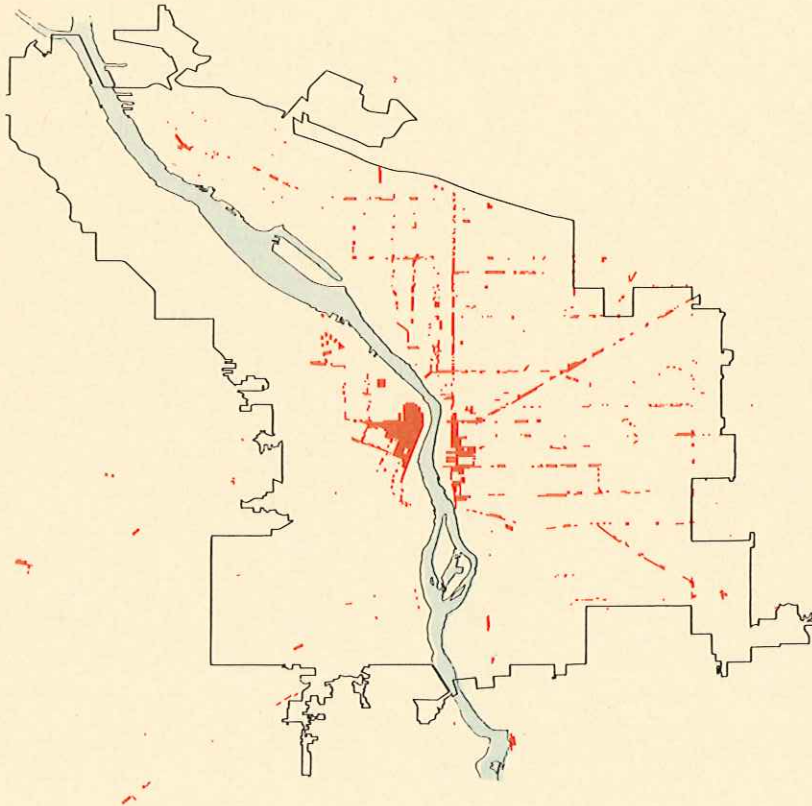
As in the case of the companion volume, this is a report of findings rather than conclusions and of facts rather than judgments. It does not prescribe solutions, but rather attempts to define the problems towards which solutions must be directed.



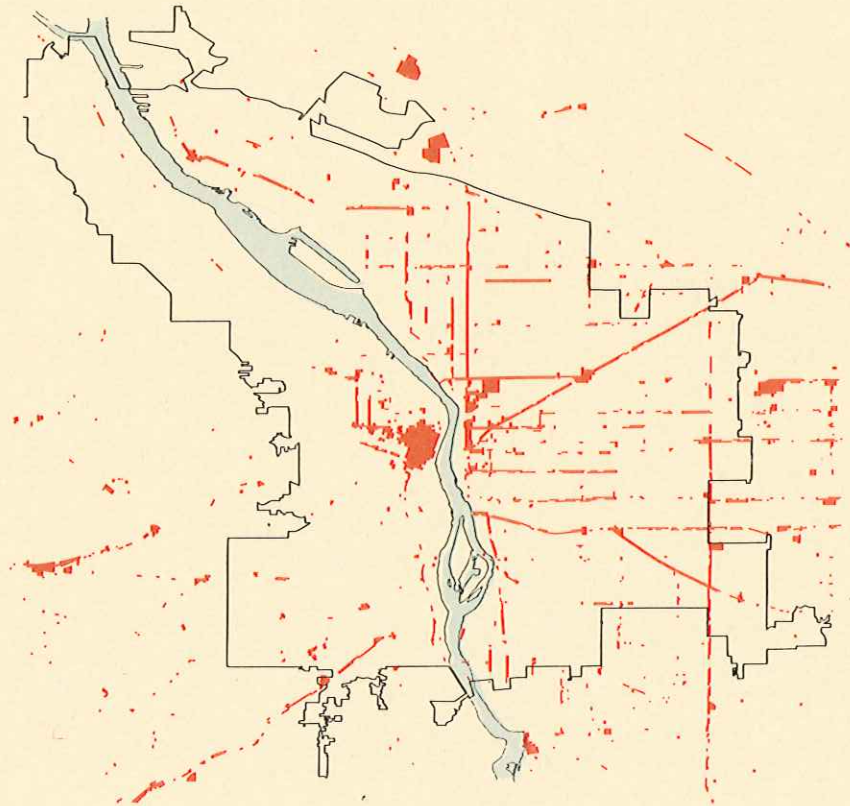
COMMERCIAL CONDITIONS

The historical analysis of commercial land use patterns in Portland shows that commercial development during the last three decades has, in large part, reinforced existing commercial patterns and has not moved freely from one area to another. Land valuations, zoning policies, large fixed commercial investments, established arterial routes, and customer-retailer loyalties are some of the most important reasons why commercial locational trends, once started, have great longevity.

The earliest accurate land use data available for the entire City of Portland dates back to 1943. Comparing the present land use pattern with the 1943 land use arrangement reveals a marked similarity between the two commercial land use distributions. The downtown shopping area has retained the same general location; most of Portland's commercial centers originated before 1943; and almost all the commercial strips in Portland began to develop prior to 1943. A land use survey of Portland was taken in 1932 and



1943 Commercial Land Use



1964 Commercial Land Use

although the land use map for the survey is quite general, the 1932 commercial land use pattern closely approximates the 1943 pattern.

Concomitant with the relatively stable commercial development pattern in Portland have been many socio-economic and technological changes affecting the city's commercial activity. Population growth and mobility have had a significant impact upon commercial market potentials. Changes in disposable income and geographical movements of income groups have greatly affected market demands. Marketing trends have been towards fewer and larger establishments. Centralization of commercial facilities into large shopping centers, along with increased numbers of small specialty shops, have caused greater locational and commodity specialization. Increased auto ownership and freeway construction have enabled shoppers to travel greater distances for their retail goods and services. Thus, Portland's present commercial land use pattern is one structured by an underlying skeleton but it is a skeleton under stress.

Because the socio-economic and technological changes have been far more dynamic than the slowly changing commercial land use patterns, a situation exists wherein commercial areas and commercial establishments are trying to readjust to the changing market demands, new marketing techniques and increased shopper mobility. This situation has led to two major problems:

one, an imbalance between commercial floor space and commercial market demand; and two, a competitive gap between modern commercial facilities and obsolete facilities.

In commercial areas where market demands exceed the supply of commercial floor space, new commercial facilities are built or existing facilities are expanded. However, in areas where market demands are diminishing, the supply of commercial floor space is not usually adjusted by demolishing commercial structures. The failure to compensate for decreased market demands by removing commercial structures manifests itself in an increased percentage of building vacancies and marginal business activity. Old obsolete commercial areas are at a competitive disadvantage with modern pleasant shopping areas. Consequently, these older areas are highly prone to increased vacancy rates and marginal business activity.

Normal aging of all buildings will eventually end in physical deterioration, even if the buildings have had good maintenance. However, normal rates of physical deterioration can be accelerated because of the problems that arise from reduced market demands and increased obsolescence of commercial facilities. It was shown above, that two more end products of these problems are building vacancies and marginal business activity. Vacancies are sometimes filled by uses that do not belong in the structure or area. These conversions are often less desirable to surrounding land users than were the original commercial tenants.

Often these converted uses are not ideally located according to their own operating specifications. Conversions to heavier uses often subject buildings originally designed for commercial uses to greater physical stress, thus speeding up the process of structural deterioration. If the vacancies remain unfilled, the normal rate of structural aging is accelerated due to lack of building maintenance. Reduced market demands and obsolete commercial facilities do not always force proprietors out of business, but they often earn marginal profits for their owners and allow very little capital to be used for building maintenance or remodeling.

There are several reasons why problems of commercial blight, once created, become enduring problems. Private enterprise often fails to revitalize blighted areas. The failure to redevelop old commercial areas partially results from a surplus of commercially zoned land. It is cheaper to acquire land which is vacant or in low density residential use and construct a commercial establishment than to purchase an existing commercial building, demolish it, and rebuild on the site. If the supply of commercially zoned land is limited in certain areas, it is often possible to effectuate a zone change which will allow commercial development. Most often, however, the failure to rehabilitate a blighted commercial area is caused by the businessman's unwillingness to assume the risk of rejuvenating a blighted area without a guarantee that the market will be recaptured and a move to a better market location is his

final decision.

The implications of commercial blight are many and varied, and they affect almost everyone living in the City. Blighted areas are often unsightly and unsanitary, occupied by dilapidated buildings standing in the midst of litter and trash. Old frame commercial buildings tightly packed together present serious fire hazards. Commercial areas in the grips of blight become economic liabilities to the City, producing little tax revenue. Businessmen suffer personal income losses if their establishments are in the way of advancing commercial blight and they fail to, or are unable to, relocate in a sound commercial environment. Customers who frequent a blighted center or strip are exposed to many inconveniences, and often they risk actual physical harm in a severely congested area. Commercial blight can be a cancerous infection that spreads to surrounding properties, destroying land values and subjecting the owners to undesirable environmental elements. These are some of the more important negative ramifications of commercial blight.

Measuring Commercial Blight

The dictionary defines blight as "any disease that results in the withering, cessation of growth, and death of parts" or "that which impairs or destroys." By this definition, four major types of commercial blight are discernable: economic, functional, physical, and environmental blight. Economic blight results from

RETAIL TRADE

RETAIL ESTABLISHMENTS, SALES AND EMPLOYMENT

	<u>1954</u>	<u>1958</u>	<u>1963</u>	<u>Percentage Change 1954-1963</u>
<u>ESTABLISHMENTS</u>				
Portland	5,248	4,697	3,439	-34.5%
SMSA*	7,964	7,657	6,954	-12.7%
Oregon	18,806	18,056	17,276	- 8.1%
USA	1,703,693	1,794,744	1,707,931	.2%
<u>SALES (\$1,000)</u>				
Portland	658,254	732,213	751,697	14.2%
SMSA	901,306	1,038,507	1,279,337	41.9%
Oregon	1,921,204	2,137,084	2,679,337	39.5%
USA	170,579,632	200,364,678	244,201,777	43.3%
<u>PAID EMPLOYEES</u>				
Portland	28,164	30,423	29,266	3.9%
SMSA	35,871	40,000	45,266	26.2%
Oregon	69,643	77,253	90,182	29.5%
USA	7,152,096	7,942,144	8,410,199	17.6%

*Standard Metropolitan Statistical Area (Clackamas, Multnomah, Washington and Clark Counties.)
Source: US Census of Business

SELECTED SERVICES

SERVICE ESTABLISHMENTS, SALES AND EMPLOYMENT

	<u>1954</u>	<u>1958</u>	<u>1963</u>	<u>Percentage Change 1954-1963</u>
<u>ESTABLISHMENTS</u>				
Portland	3,384	3,428	2,932	-13.4%
SMSA*	4,615	5,067	5,090	10.3%
Oregon	10,008	10,699	11,064	10.6%
USA	788,731	979,195	1,061,673	34.6%
<u>RECEIPTS (\$1,000)</u>				
Portland	103,641	138,525	168,529	62.6%
SMSA	124,201	166,903	216,536	74.3%
Oregon	217,533	276,055	364,353	67.5%
USA	23,602,051	32,505,593	44,586,261	88.9%
<u>PAID EMPLOYEES</u>				
Portland	10,040	12,151	13,352	33.0%
SMSA	12,149	14,385	16,741	37.8%
Oregon	20,459	24,165	27,697	35.4%
USA	2,374,102	2,904,156	3,261,541	37.4%

*Standard Metropolitan Statistical Area (Clackamas, Multnomah, Washington and Clark Counties.)
Source: US Census of Business

reduced market demands for products or services. Functional blight stems from locational or structural obsolescence of commercial establishments. Physical blight is caused by the structural deterioration of commercial buildings. Environmental blight is caused by the presence of elements in commercial areas which decrease the efficiency of these areas.

A method has been derived to appraise all four types of commercial blight for each commercial establishment in Portland. The method is based upon the assumption that the devaluation of commercial buildings and property is a good indication of commercial blight. It was concluded that the factors utilized in an adjustment of the depreciation value of commercial establishments are the same factors that ascribe to commercial blight; and that the adjustment process could be interpreted in such a way that the location and degree of commercial blight could be determined.

The Multnomah County Assessor's Office has given each commercial establishment in Portland a depreciation value representing the ratio of market value to replacement cost. To maintain a realistic depreciation value, an adjustment is periodically made to update this value. The adjustment is made because replacement costs continually lose authenticity as a measure of real market value once the improvement has been constructed. Changes occur in marketing techniques, building designs, and physical conditions as time passes. The passage of time also

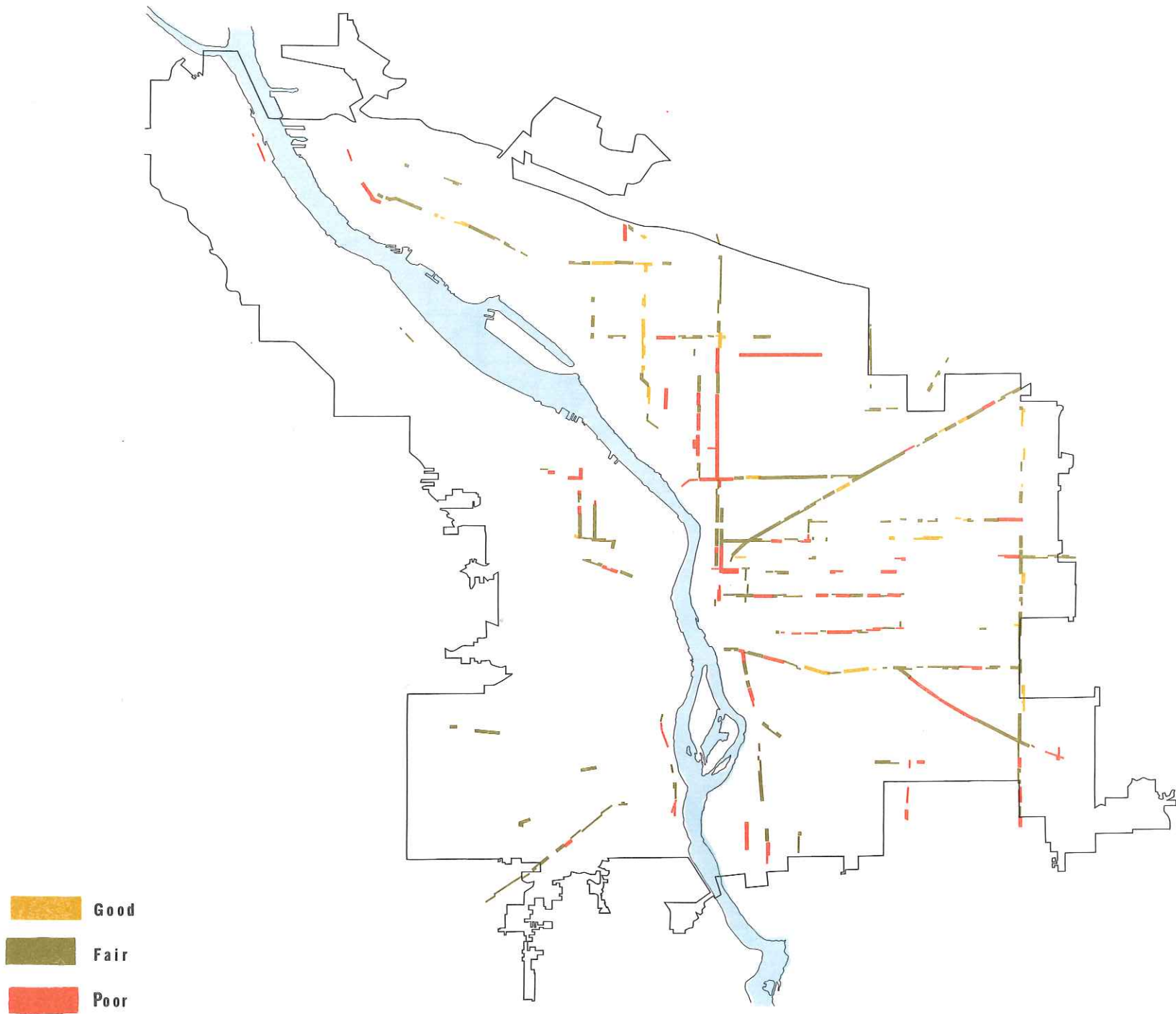
causes commercial districts to vary with respect to their economic growth, stagnation, or decline.

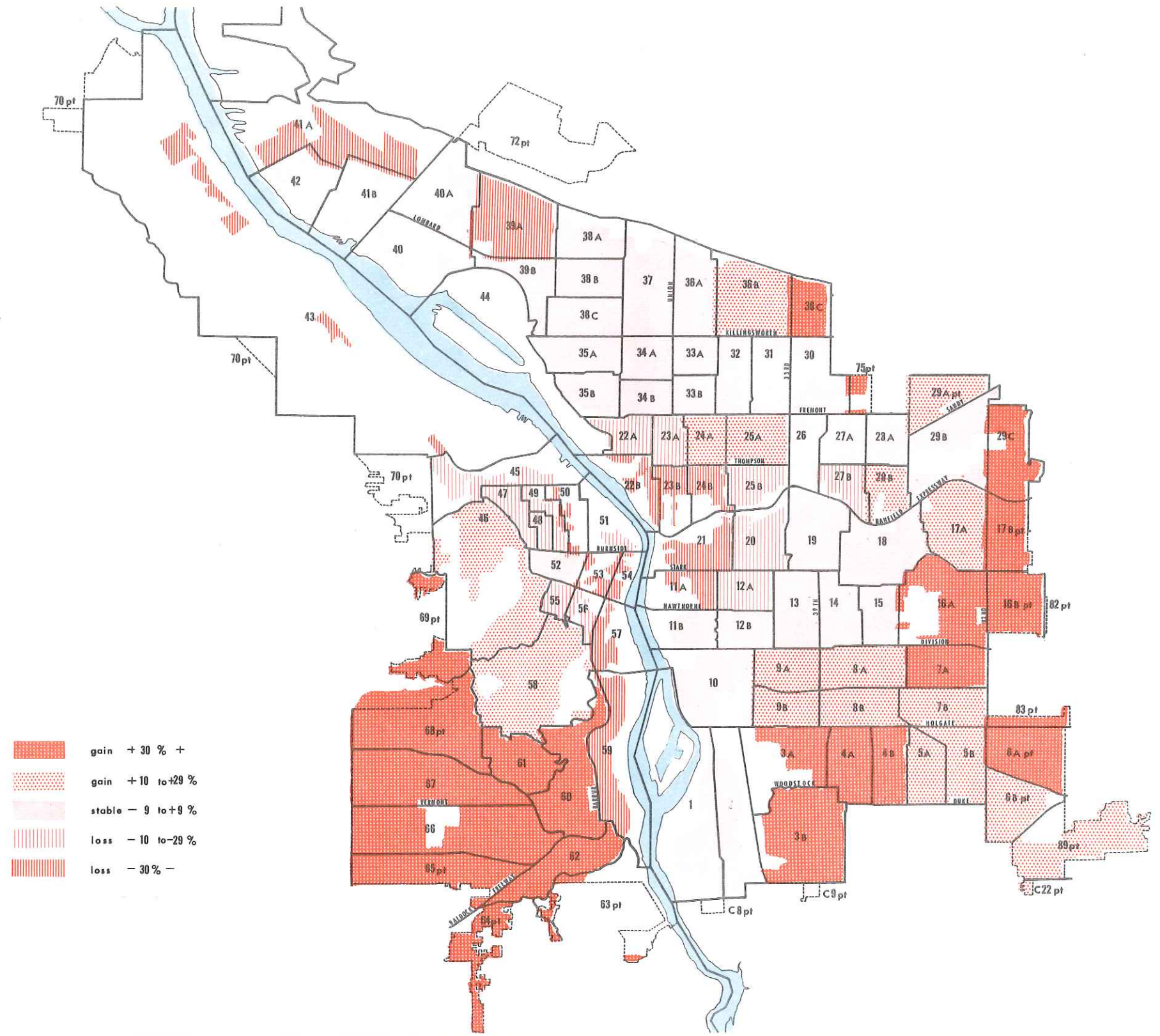
The adjustment calculation is an involved and complicated process, and no detailed description of this process will be attempted in this report. Suffice it to say that the assessors use, along with factor tables and books, experienced judgment on each individual property with reference to the surrounding properties. This process of judgement and adjustment is constantly in progress, and revisions are made as often as possible to keep pace with the dynamics of commercial activity. Two factors enter into the adjustment calculation of the depreciation value:

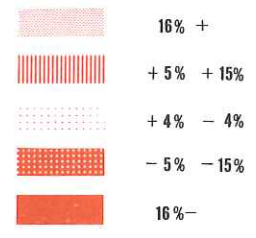
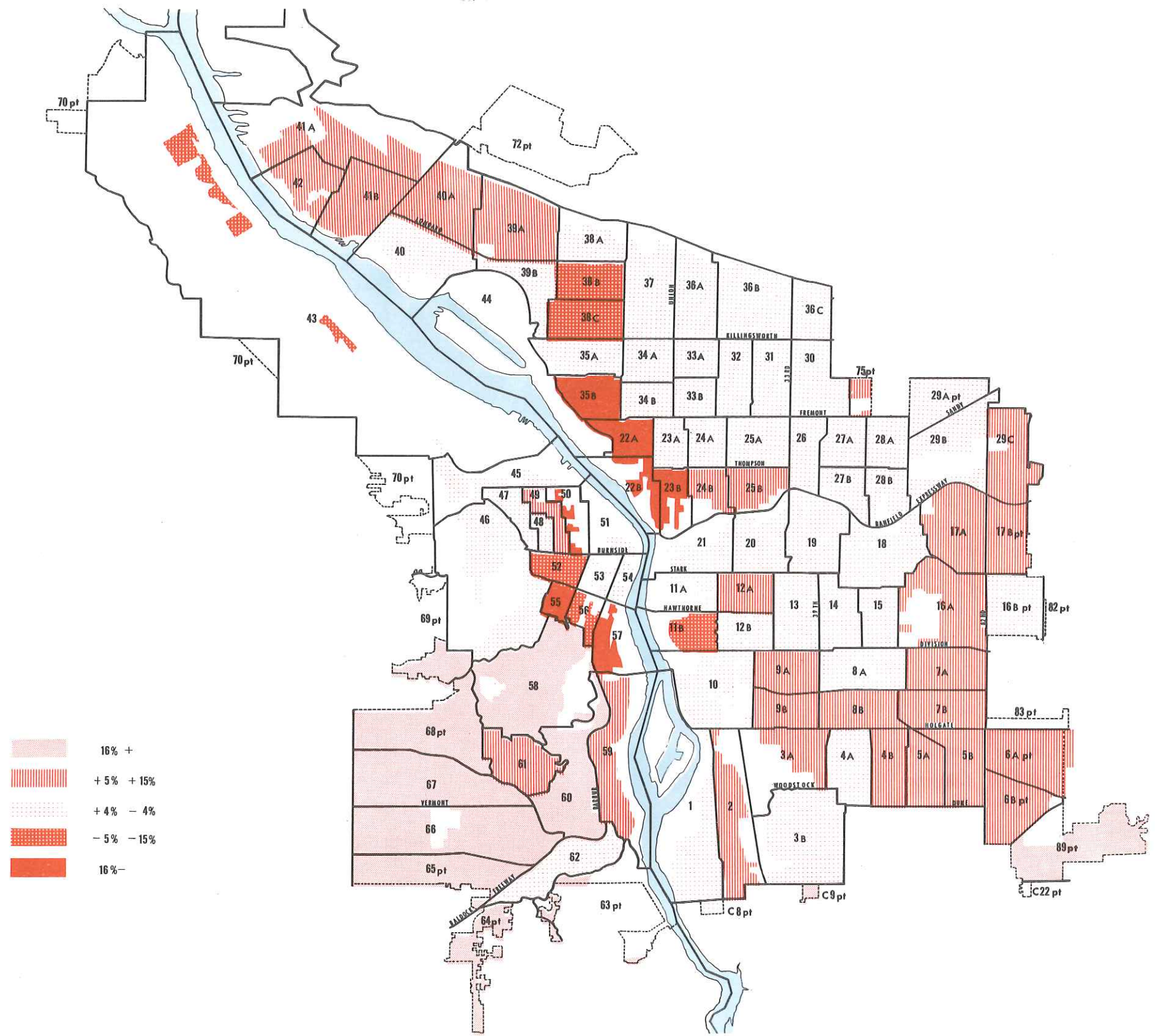
- (1) Age value - a value representing the structure's age and its observed physical condition.
- (2) Obsolescence value - a value representing the economic, functional, and environmental conditions of a commercial establishment.

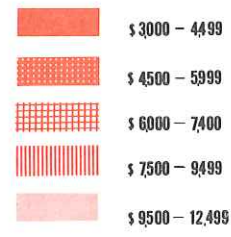
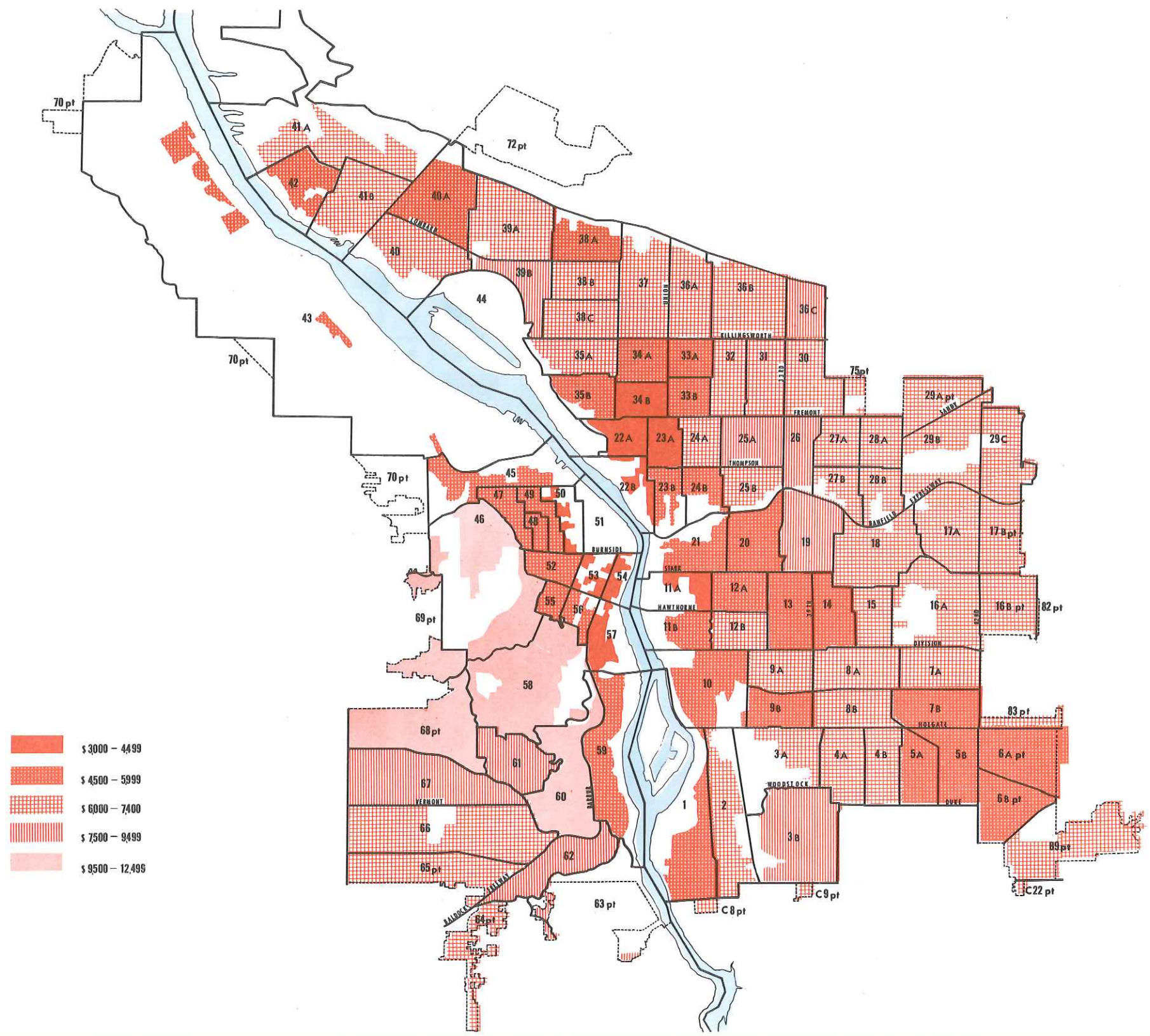
Together, the age and obsolescence factors include appraisals of all four major types of commercial blight for every commercial establishment in Portland.

Age factors and obsolescence factors for each establishment were assigned a condition rank; the higher the rank value, the older or more obsolete the establishment. The condition ranks for the age and obsolescence factors were then combined, giving each establishment a condition rating.









The full range of condition ratings are divided into five categories: excellent, good, fair, poor and bad.

Excellent condition ratings are given to commercial establishments that are located in structurally sound and functionally modern buildings. The establishments are not adversely affected by their surroundings and they are producing profitable returns on their investments. Bad condition ratings result when commercial buildings contain serious structural deficiencies and are functionally obsolete. The establishments are located in undesirable commercial environments and earn marginal profits for their owners or have ceased to earn any return and have gone out of business. Good, fair, and poor condition ratings indicate varying degrees of blight between the excellent and bad ratings.

Condition ratings for individual establishments have been averaged together on a block basis and the block ratings have been entered onto a commercial condition map. A generalized version of this map has been reproduced in this report (Plate 1). Block condition ratings were averaged together for commercial centers, commercial strips and other commercial areas and are used in the district profiles that follow.

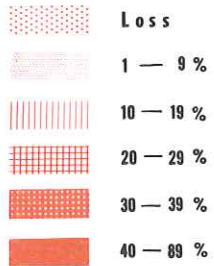
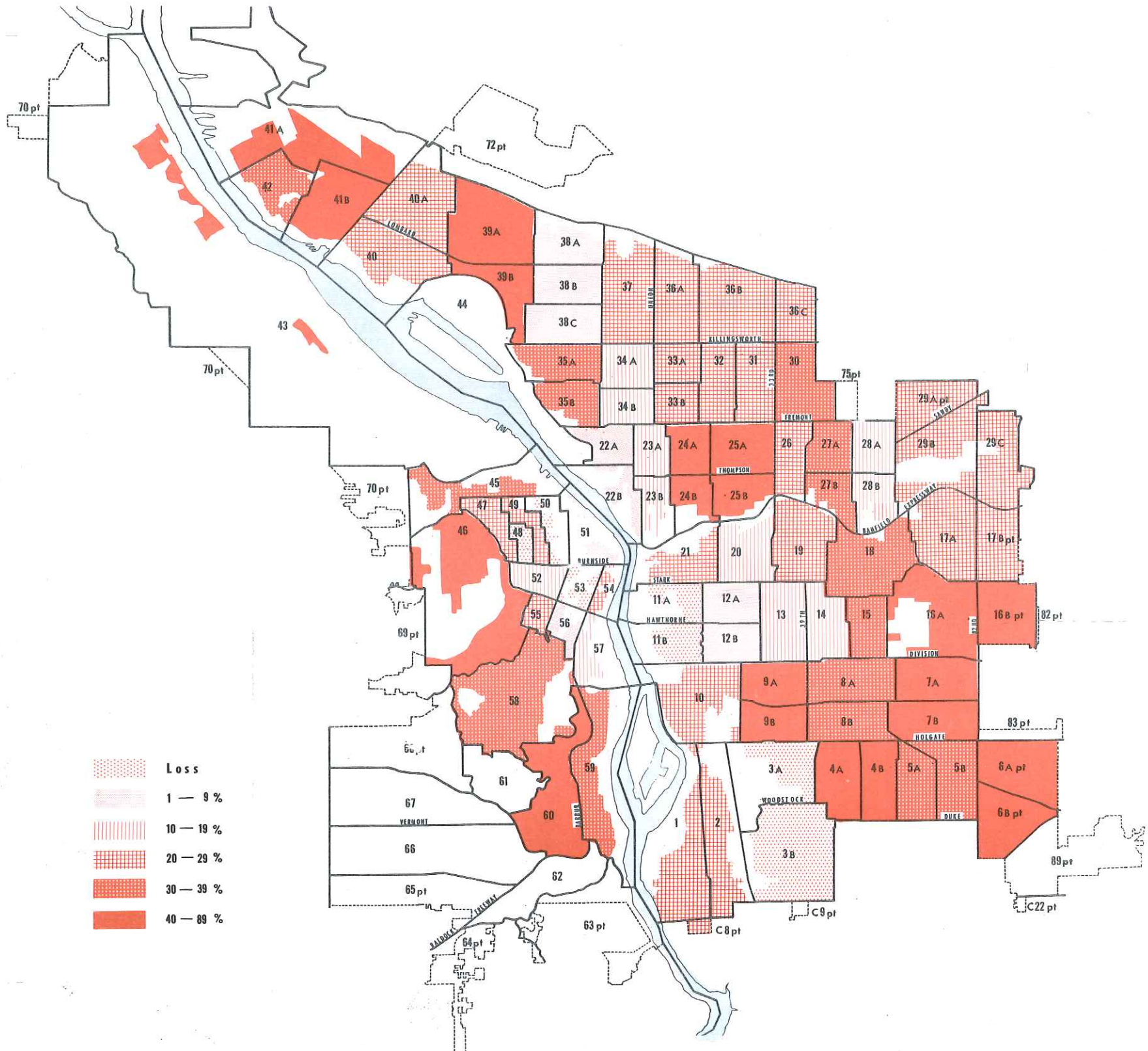
Socio-Economic & Technological Changes

It has been stated in an earlier paragraph that a number of socio-economic

and technological changes affect commercial activity. Four major changes were mentioned: population growth and movement, real income change and migration of income groups, new marketing techniques, and improved shopper mobility. It was then explained how these changes can lead to the formation of commercial blight. The next several pages provide the reader with some detailed information about these major changes as they exist in Portland.

Although the population in the Portland Metropolitan Area has increased during the last 15 years, the distribution of the population has resulted in fewer persons living in the City of Portland. The central portion of the City, the core area in particular, has experienced the greatest population loss. The population shifted to suburban areas around Portland and to the peripheral areas inside the City limits, where new housing units were built on vacant land (see Plates 2 and 3).

The distribution of income is changing in Portland. The movement of middle-class families from the central area is leaving behind low income groups and is allowing an influx of additional low income persons and families. The result is decreased demands for services and specialty items. During the last decade real income changes, adjusted for cost of living increases, show that persons living in central Portland had the smallest real income gains in the City. Several large portions of the core area actually displayed reductions in real income.



(See Plates 4 and 5)

The great fluidity of merchandising techniques and variety of consumer tastes are causing revolutionary changes in commercial activity. Larger stores, locational specialization, emphasis on shopping centers, and wider ranges of goods and services are bringing on widespread obsolescence in old strips, centers, and neighborhood stores.

Commercial building permits issued between 1959-1962 indicate that while investors have spent money on new commercial construction in many types of locations, a large majority of the total investment has been for new shopping centers and for commercial development in or near existing centers.¹ Between 1958-1962, a total of 2,138,000 sq. ft. was added to shopping goods floor area in centers (35% inc.) and 735,000 sq. ft. was added to commercial service floor area in centers (20% inc.).² The Metropolitan Planning Commission forecasts that between 1962 and 1975, commercial floor areas in centers will increase from 80% in the larger centers to 93% in smaller centers. During this same time it is predicted that the commercial floor area outside of centers will increase by only 26%.³

The 1954, 1958, and 1963 U.S. Business Censuses show that numbers of commercial

¹Metropolitan Planning Commission, Commercial Patterns, Part II, August 1964.

²Ibid.

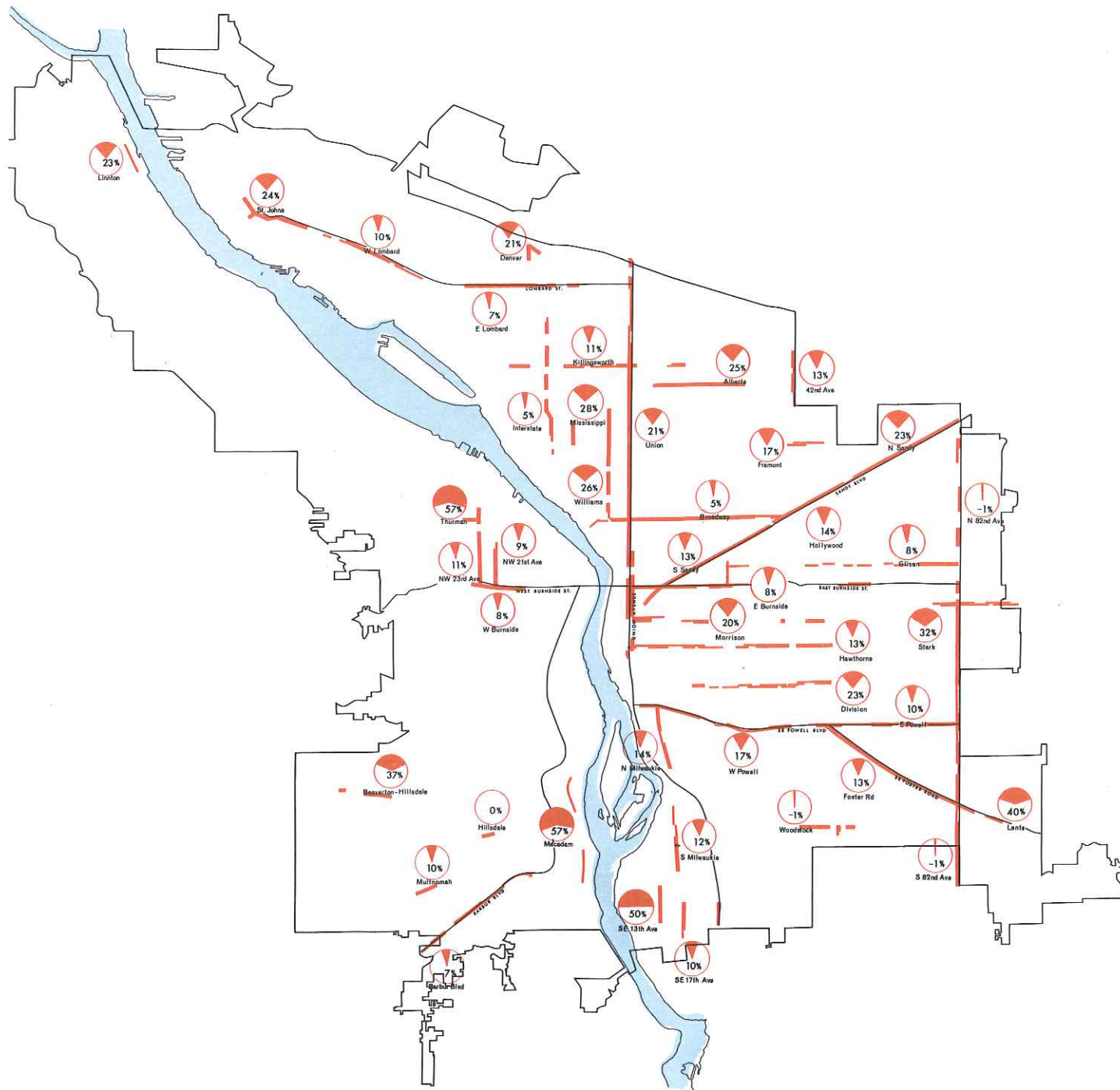
³Ibid.

establishments have been steadily declining in Portland, but that commercial sales and employment are experiencing sustained growth. Between 1954 and 1963, Portland lost 1809 retail establishments and 452 service establishments--a 34.5% and 13.4% loss respectively. Since total commercial floor area increased by nearly 3,000 sq. ft. between 1958-1962, it can be reasonably assumed that commercial establishments in Portland have been increasing in physical size.⁴ (See pages 6 and 7).

Another change affecting commercial areas is increased consumer mobility. The automobile has replaced the trolley car and walking as a means of getting from home to the store and back, and car ownership rates continue to rise every year. In 1946, and again in 1960, traffic studies of origins and destinations were conducted in the Portland area. During that 14 year time period, total vehicular trips to shopping areas increased by 360%. Only trips by auto for educational and medical purposes had higher rates of increase. One change stemming from this trend towards increased use of the auto is the need for additional parking space. Old crowded centers and strips are unable to handle the deluge of cars and, as a result, parked cars overflow into residential areas.

The Baldock, Banfield and Minnesota Freeways, and the planned I-205 and Mt. Hood Freeways, are allowing auto drivers to expand their shopping radii. No studies

⁴Ibid.



in Portland relate highway construction to commercial blight, but studies made by other cities conclude that highway relocations and improvements cause greater nucleation of business establishments. Ease of movement enables the consumer to purchase goods and services in higher order centers rather than in the lower order strips and centers. Highway construction also results in commercial strip relocations. Certain strip establishments are more sensitive to traffic volumes than others, and if volumes drop they move to the busier arterials (eg. motels, gas stations, drive-in restaurants).

Several research efforts have quantitatively measured the effects that socioeconomic and technological changes have upon changes in commercial demands. The findings of a Chicago Community Renewal Program study will be quoted, thus helping to substantiate some of the statements that were made earlier in this report. Absolute values differ between individual cities. For this reason, only long term conclusions were borrowed as they display fundamental trends affecting commercial areas throughout urban centers in the U.S. Chicago found that:

- (1) A change in population numbers engenders a direct change in the number of retail establishments.
- (2) A change in real income generates a direct change in the number of retail establishments.
- (3) The combined changes in marketing

techniques and shopper mobility cause a loss in numbers of retail establishments.

- (4) A drop in income relative to the City's median income, in a neighborhood with a growing low income population, results in a reduction of the number of retail establishments.

These statements imply that:

- (1) In a stable, high-income area, a pre-established commercial district would experience a small decline in number of establishments.
- (2) In a stable, low-income area, a pre-established commercial district would experience a somewhat greater decline in numbers of retail establishments.
- (3) In transitional areas of high to low income, the rate of decline in numbers of establishments is at its greatest.

Because space needs for individual commercial establishments have increased, a revised set of implications can be stated. A stable, high-income area would have negligible change in space demands. A stable, low-income area experiences a small loss in space demands, and an area changing from high to low income would have a slightly greater loss in demand for commercial space than the stable,

low-income area.

Commercial Vacancies

One urban authority has stated that the mortality rate of retail business is extremely high, between 15 and 25 percent of the establishments going out of business each year. Almost one-third of all retail businesses have a life span of one year or less, one-half remain in business no longer than two years, and less than one-fourth remain as long as ten years.⁵

The above figures indicate that commercial activity is very capricious, that much of the commercial business operates on a marginal basis, and that the inducement to engage in uneconomic ventures is strong. With these ideas in mind, vacant commercial establishments are not unexpected phenomena; they should not even be considered as necessary evils. Vacant commercial buildings enable entrepreneurs to set up a business without making a huge cash outlay for construction of a physical plant.

Therefore, the goal of urban renewal is not to eradicate vacant structures. Nor should urban action try to establish an optimum vacancy rate for all of Portland's commercial areas. However, an unusually large number of vacancies in a commercial area is one of the best available indexes locating economic blight or functional blight.

In 1963, a field survey was conducted

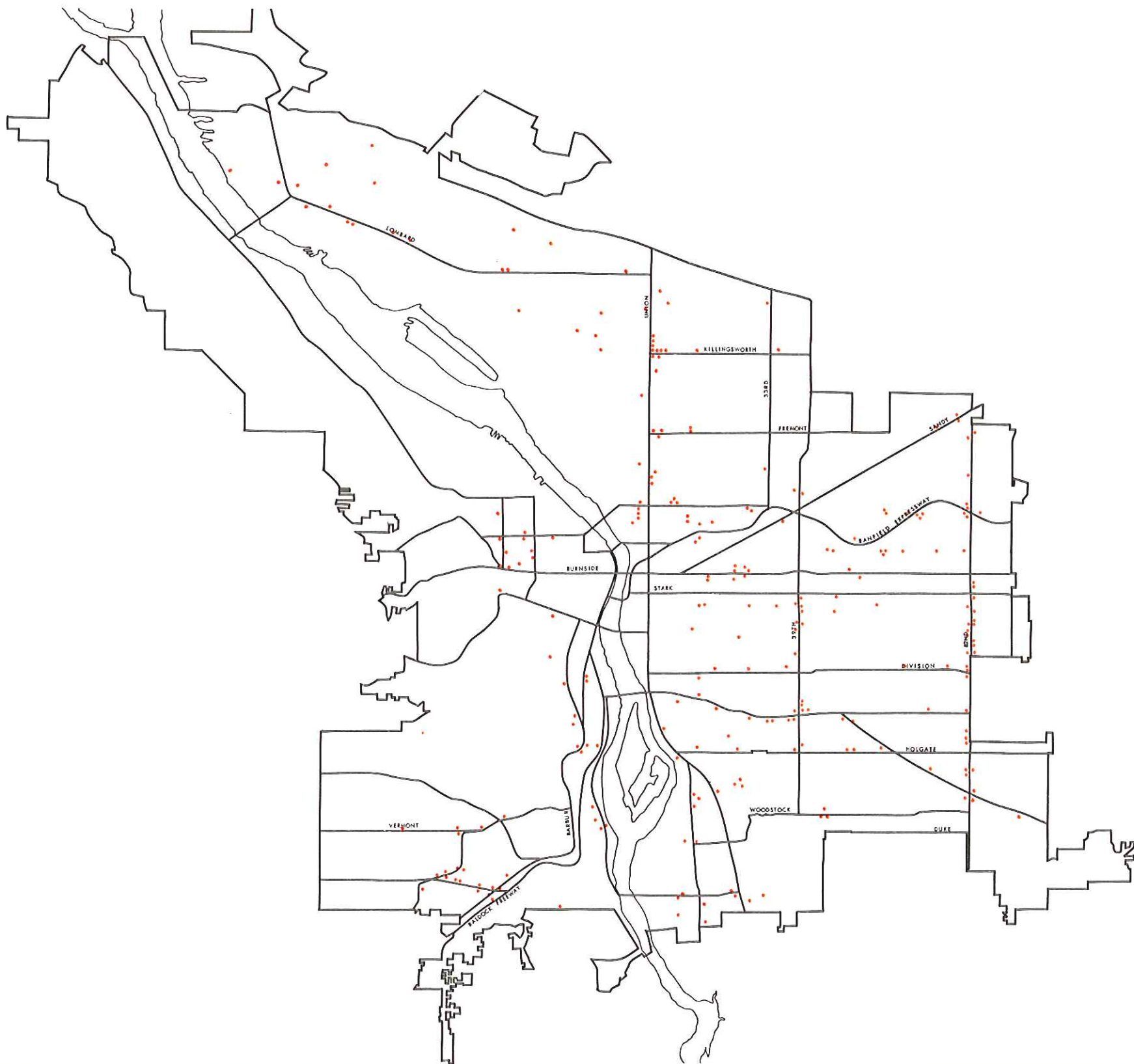
⁵Gallion, The Urban Pattern, 1951.

throughout all of Portland's commercial areas, excluding the downtown area. The accompanying map (Plate 6) is a graphic portrayal of the survey results. The average amount of commercial frontage in Portland that consists of vacant buildings is 17.8%. The major commercial areas have vacancy rates that range from almost zero percent to 57%. Unfortunately, no historical extension is available for the study of vacancy rates in Portland. However, vacancy rates for most large commercial areas probably do not fluctuate greatly over a few years time.

Commercial Zoning

Commercial blight is difficult to remove once it is entrenched in a commercial area. One important reason for this is that generous amounts of commercially zoned land exist; furthermore, the ability to obtain zone changes enable developers to leave behind blighted commercial areas and seek greener commercial pastures.

Harland Bartholomew, a well-known planning consultant, estimates that approximately 25% of the total area of the average city is commercially zoned, but that only about 3% of the area of the city is actually used by commercial enterprise. No accurate measurement has been made in Portland to substantiate these figures. While rough calculations indicate that the absolute values stated by Bartholomew do not pertain to Portland, the relative difference between the percentages of commercially zoned land and land in actual commercial use does compare with his values. This means that only a small portion of the land available for commercial development is



ALBERTA STREET
(Between 9th & 31st NE Avenues)

	<u>Frontage</u>		<u>Establishments</u>	
	Feet -	% Nonresidential	Number -	% Nonresidential
Gross Frontage	11,600	-----	---	-----
Streets-Alleys	2,340	-----	---	-----
Net Frontage	9,260	-----	---	-----
Residential & Vacant Land	1,940	-----	---	-----
Nonresidential	7,320	100.0	158	100.0
Vacant Establishments	2,315	31.6	61	38.6
Converted Establishments	765	10.5	14	8.9
Deteriorated Establishments	1,120	15.3	31	19.6
Dilapidated Establishments	1,100	15.0	28	17.7
Sound Occupied Establishments	2,020	27.6	24	15.2

Year Structure Built	Percent of Structures
1900-1904	1.0
1905-1909	14.4
1910-1914	16.4
1915-1919	4.8
1920-1924	11.5
1925-1929	22.2
1930-1934	4.8
1935-1939	3.8
1940-1944	1.9
1945-1949	5.8
1950-1954	6.7
1955-1959	3.8
1960-1964	2.9
	<hr style="width: 50px; margin-left: auto; margin-right: 0;"/> 100.0%

occupied by commercial uses. Therefore, no critical shortage of commercially zoned land exists in Portland.

Evidently not all businessmen have been satisfied with Portland's commercial zones. An accompanying map (Plate 7) shows that many requests for zone changes, residential to commercial, have been received and approved by the City. These zone changes are often logical and desirable alterations in the land zoning pattern, at least for many of the involved persons. Land owners receive higher land prices, businessmen are placed in better competitive locations, developers are able to utilize generally cheaper land, and the City increases its tax revenue.

However, zone changes are not desirable in many instances, especially when considering long-term effects they have on urban development. Too much commercially zoned land encourages land use mixture which creates an undesirable environment for surrounding land uses. Excessive amounts of commercial land prompts new commercial development to migrate to undeveloped areas, leaving behind obsolete and deteriorating structures. Widespread zoning of commercial land fosters the creation of commercial ribbons, since much of the zoned land abuts major arterials; this in turn aggravates traffic congestion and hazards.

Commercial Strips

Between 80 and 100 miles of the arterial

frontage in Portland is occupied by commercial uses. During the trolley car era, long ribbons of land adjacent to the trolley lines were zoned for commercial development. As the automobile and bus replaced the trolley car, the commercial strips continued to prosper and grow. However, changes in marketing techniques have caused businessmen to locate their commercial establishments in shopping centers rather than along arterials. Centers provide ample off-street parking, pleasant surroundings, and comparative, one-stop shopping. As a result, many commercial strips, unable to compete with the new commercial centers, are experiencing growing numbers of vacant stores, deteriorating structures, and occupancy conversions to heavier uses.

Some types of commercial activity logically seek locations along arterial routes. Automobile oriented uses such as gas stations, motels, and drive-in restaurants; and special functions such as auto and trailer sales and servicing, and building supplies, are better suited to arterial locations than are most of the remaining commercial uses. These uses are more ideally located in shopping centers.

In order to explore the problems being experienced by commercial strips, a study was made of Alberta Street between 9th and 31st Avenues in February 1964.

Alberta Street, between 9th and 31st Avenues, runs for 23 blocks and includes 46 block frontages. The total length is 11,600 feet, of which 20.2% is in street and alley intersections, making the net frontage

9260 feet. Land uses are mixed along this entire segment of Alberta Street. Twenty-one percent of the net frontage is in residential use and vacant parcels. The remainder of the strip is commercially developed with a small portion in industrial and public utility uses. (Table opp. page 13).

Vacant stores account for 31.6% of the net nonresidential frontage, and another 10.5% of this frontage has been converted from retail uses to industrial uses. There are 158 nonresidential establishments along Alberta Street; 61 (38.6%) are vacant and, 14 (8.9%) have been converted to industrial uses. This is a total of 75 establishments (47.5%) which are no longer fulfilling their original or intended function.

Most of the commercial establishments along Alberta Street are old buildings. The average year of construction for all structures is 1926. Of the total number of structures, 70.3% were built prior to 1930. Several of the structures have been remodeled; however, most of the alterations were not very extensive.

External conditions of all structures were appraised, and it was assumed that if shoddy workmanship, poor materials, and lack of maintenance were noticeable externally, it is likely that the interior conditions would also be substandard. Deteriorated establishments numbered 31 (19.6%); these were establishments having one serious structural fault. There were 28 (17.7%) dilapidated establishments on the strip, and these were stores

having two or more serious structural faults. Combined, 59 deteriorated and dilapidated establishments, or 37.3% of the total number of establishments on Alberta, need improvement or replacement.

Obviously, the commercial strip along Alberta Street is severely blighted and it is apparent that no major steps have been taken to alleviate the blighted conditions. One noticeable trend is the conversion of vacant commercial buildings to heavier uses. This fact is not very good news to adjacent home owners. Alberta Street is not alone with its problems, There are other commercial strips in Portland having similar or worse commercial conditions.

Isolated Commercial Establishments

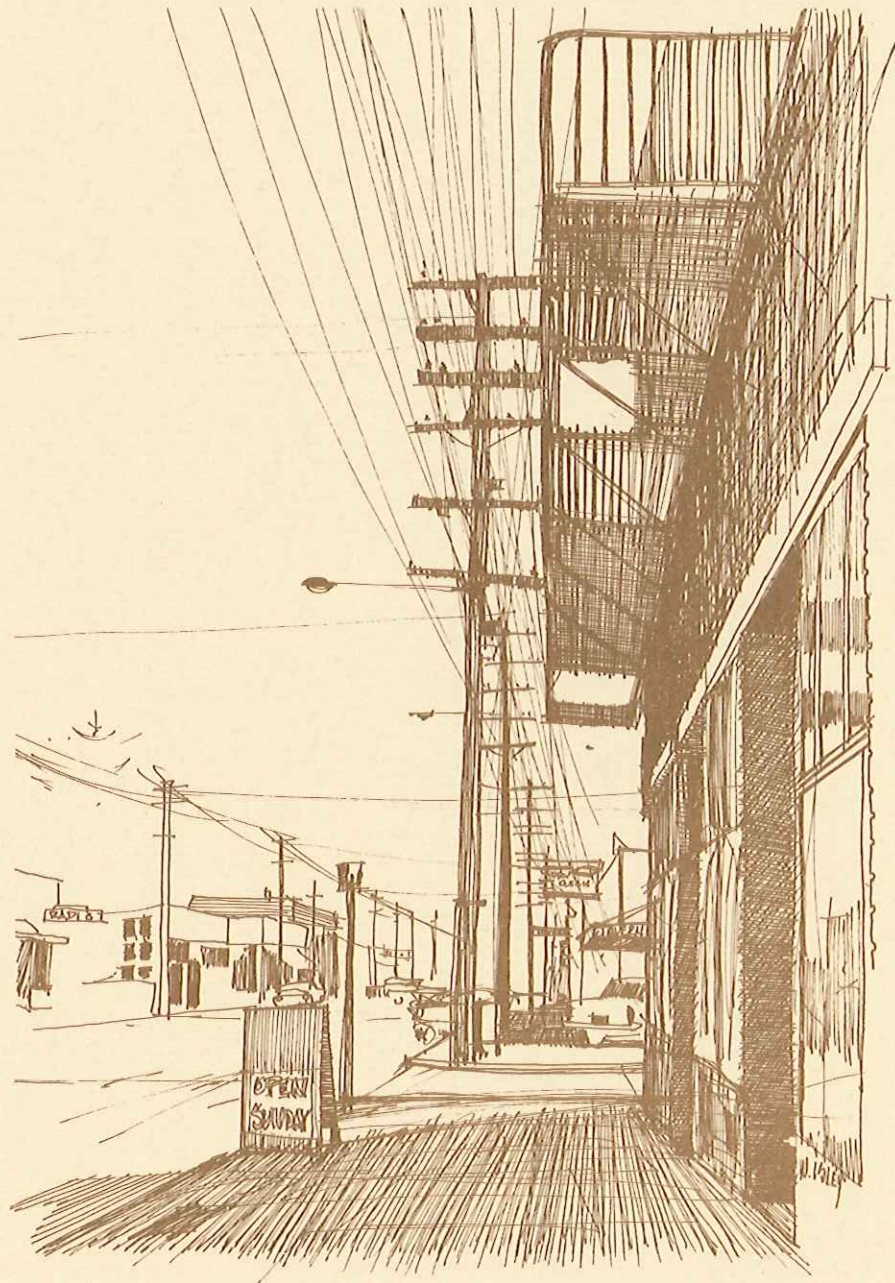
A single commercial establishment or a small cluster of commercial uses usually serve the shopping needs of persons living in the immediate vicinity. Since these commercial areas are small, no serious traffic or parking problems arise. The uses afford residents with convenience goods and services and should not always be considered a detrimental element in a residential area.

An abbreviated study was made in two sizable residential areas of Portland, one area with generally sound housing conditions present. Both areas have had similar chronological development patterns. The results of the study are shown in tabular form on the opposite page.

ISOLATED COMMERCIAL ESTABLISHMENTS--Sample Distribution

Use	Year Built	Market Value		Structural Condition	Vacant Occupied	Land Use Zoning
		Structure	Land			
District "A"						
Florist	1953	\$11,000	\$5,000	Good	Occupied	Commercial
Grocery	1924	7,000	2,100	Poor	Occupied	Residential
?--	1908	3,600	850	Poor	Vacant	Residential
?--	1908	5,100	1,800	Poor	Vacant	Residential
Grocery	1905	2,900	2,800	Bad	Occupied	Residential
Grocery	1921	6,500	2,700	Fair	Occupied	Residential
Grocery	1911	?----	?----	Fair	Occupied	Residential
Gas Station	1932	3,800	2,000	Fair	Occupied	Residential
Grocery	1904	1,000	2,700	Poor	Occupied	Residential
Grocery	1913	3,800	1,200	Poor	Occupied	Residential
District "B"						
Grocery	1911	3,400	5,500	Bad	Occupied	Residential
Grocery	1924	9,200	6,300	Fair	Occupied	Residential
Grocery	1911	5,500	3,000	Poor	Occupied	Residential
Grocery	1922	3,000	1,200	Fair	Occupied	Residential
Grocery	1912	4,000	2,500	Poor	Occupied	Residential
?--	1916	?----	?----	Bad	Vacant	Residential

Briefly summing up, it is obvious most of the commercial spots are old buildings and in poor condition, regardless of the housing characteristics in surrounding residential areas. The buildings are assigned low market values. Most of the uses do not conform to the present zoning plan. Not many vacancies exist--a fact seeming to prove that the businesses have some utility. No doubt, more and more of these "Mom and Pop" stores will be phased out of business in the years ahead. Those remaining in business will probably operate on close to marginal profits, making it difficult to remodel through private financing.



DISTRICT DESCRIPTIONS

INTRODUCTION -- DISTRICT DESCRIPTIONS

There are about 2000 acres of commercially developed land in Portland including parking, landscaping and open storage space. There are over two dozen commercial centers, about three dozen commercial strips, and a large number of isolated commercial clusters in Portland. Market areas for these commercial uses are irregularly shaped and overlap each other; also they are constantly shifting in size, shape, location and wealth. Because there are so many commercial uses and such a complex arrangement of market areas, a systematic presentation of data must be practiced if all commercial areas are to be uniformly appraised for blight. To help accomplish this end, the City was divided into districts. Each district has its commercial activity appraised for existing commercial blight in the following manner.

The district profiles are prefaced with a list of commercial areas located within the district. All commercial areas are placed into one of three general categories: commercial centers, commercial strips and other commercial areas. A commercial center usually consists of a group of retail and service establishments and has a fairly well defined boundary; some centers have an elongated shape rather than a cluster shape. A commercial strip is a non-nucleated continuous ribbon of predominantly commercial development, usually located adjacent to a major thoroughfare. Other commercial areas can be in isolated or free standing locations. They are relatively small spots of commercial development, not large enough to be considered a center and not

extensive enough to be a strip. The Central Business District is not discussed in this report as it is being comprehensively studied in a separate planning effort and renewal proposals expressed in that study report will be incorporated into the Community Renewal Program.

Once the commercial areas are listed, market determinants are discussed for the district. Four determinants are summarized: 1) 1950-1960 Population Change, 2) 1960-1965 Housing Unit Change, 3) 1960 Median Income, and 4) 1950-1960 Income Change. The profiles relate only the general direction of change concerning the four determinants. Referring to Plates 2-5 will provide the reader with specific values for more precise areas. Some commercial areas have trade zones that extend beyond district boundaries and market determinants in several districts must be analyzed.

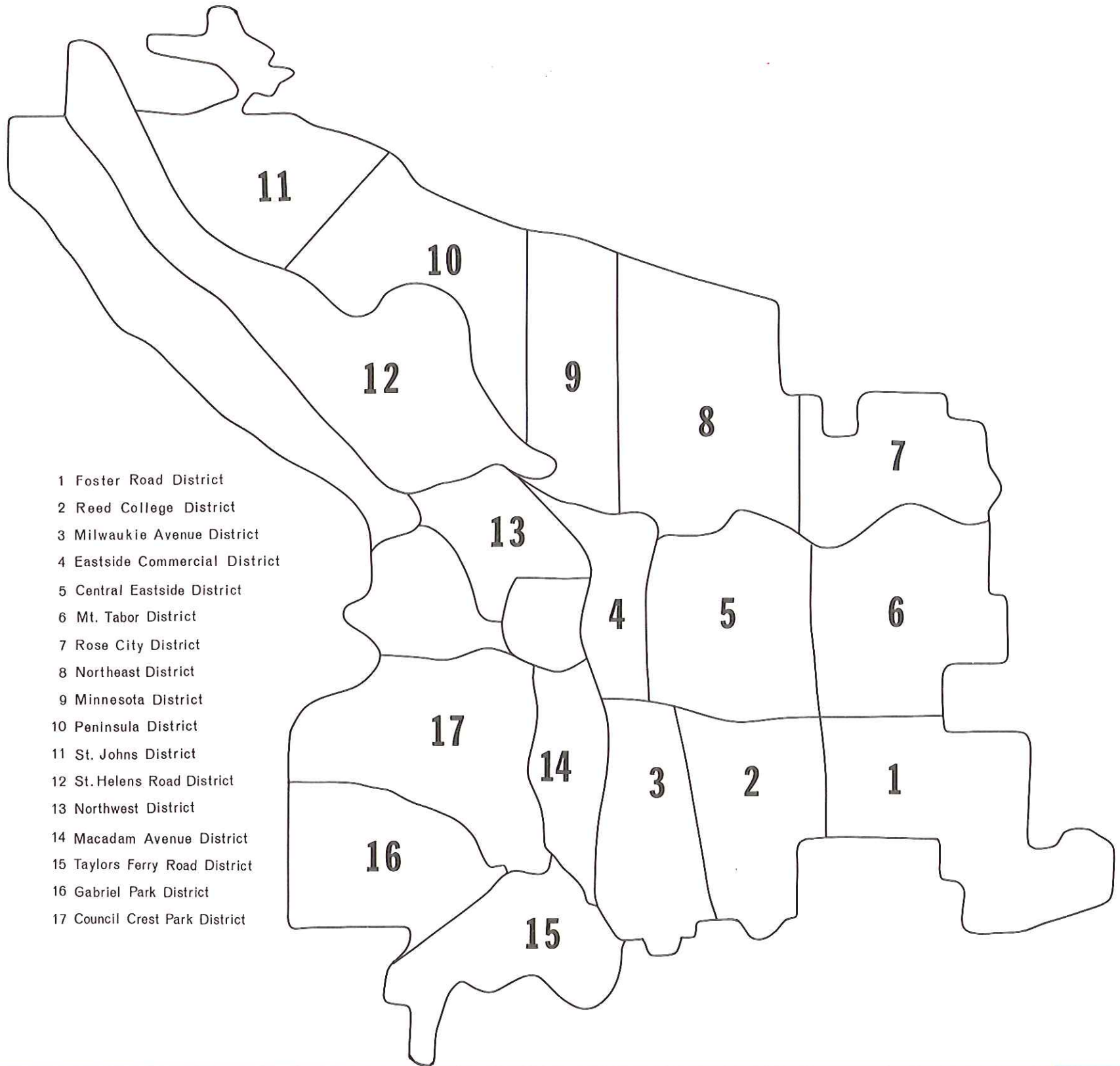
Following the discussion of market determinants, a paragraph appraises shopper mobility. Existing and approved freeways located in or near the district are listed. This information indicates whether or not district residents are conveniently linked to the rest of Portland. The discussion also indicates re-routing of traffic volumes which might affect certain commercial activities along existing commercial strips.

The next paragraph lists those commercial facilities that have been recently built in the district. An awareness of what new shopping centers have been constructed, what commercial strips are growing, and

whether or not spot commercial development is spreading, is essential when determining the degree of competition between district commercial areas.

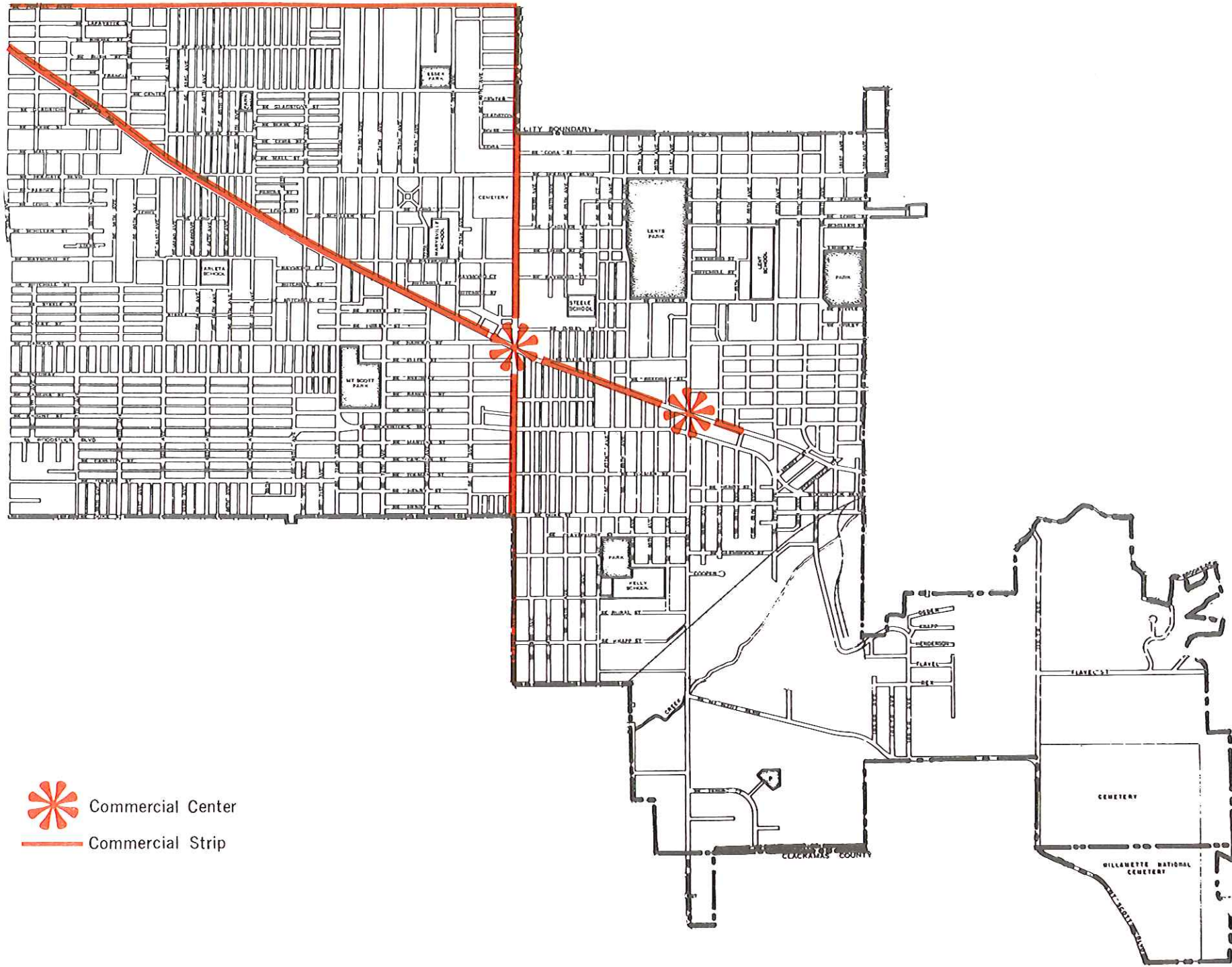
The final section assesses the degree of blight present in each major commercial area within the district. Commercial condition ratings are tabulated for each commercial area; the figures are derived from the devaluation study outlined in the introductory section. The five condition ratings - excellent, good, fair, poor and bad - in no way indicate the type of renewal treatment necessary for commercial improvement, They indicate whether a commercial area is blighted and the degree of the blight relative to commercial blight in all of Portland. A brief description is given of the blighted commercial areas in the district, those that are rated worse than the average ratings for all similar commercial areas in Portland. Also, a brief statement compares the district's total rating with the other district ratings.

A summary section consisting of tabulated condition ratings for all of Portland's commercial areas, along with a few observations, concludes the report.



- 1 Foster Road District
- 2 Reed College District
- 3 Milwaukie Avenue District
- 4 Eastside Commercial District
- 5 Central Eastside District
- 6 Mt. Tabor District
- 7 Rose City District
- 8 Northeast District
- 9 Minnesota District
- 10 Peninsula District
- 11 St. Johns District
- 12 St. Helens Road District
- 13 Northwest District
- 14 Macadam Avenue District
- 15 Taylors Ferry Road District
- 16 Gabriel Park District
- 17 Council Crest Park District

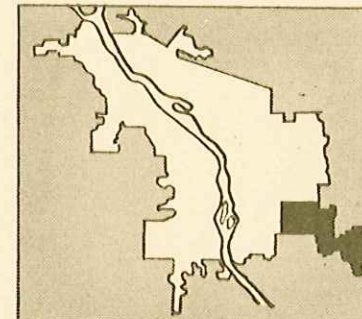




-  Commercial Center
-  Commercial Strip



FOSTER ROAD DISTRICT



Commercial Centers--Manhattan: intersection of 82nd Avenue and Foster Road.
Lents: intersection of 92nd Avenue and Foster Road.

Commercial Strips--Foster Road: between Powell Boulevard and the eastern city limits. 82nd Avenue: between Powell Boulevard and southern city limits.

Other Commercial--Clustered uses along Woodstock Boulevard, east of 52nd Avenue, and other isolated spots of commerce.

Market Determinants

1950-1960 POPULATION CHANGE: The entire district gained population.

1960-1965 HOUSING UNIT CHANGE: There were substantial rates of housing unit increase throughout the district. The recently annexed area near Mt. Scott has been experiencing the greatest rate of growth.

1960 MEDIAN INCOME: Along the western edge of the district, between 52nd and 62nd Avenues, incomes are equivalent to the City's median income value. Incomes in the remainder of the district are below Portland's median income level.

1950-1960 INCOME CHANGE: The whole district experienced real income gains that exceeded the average real income rise in Portland.

Shopper Mobility

At present, this district has not greatly benefited from Portland area freeway construction. However, the I-205 Freeway will traverse the district north and south, 96th Avenue being the approximate center line. The Mt. Hood Freeway will ultimately be located north of the district. Only 20% of the auto trips from home to district shopping facilities exceed three miles.

Commercial Development

Much of the commercial development along 82nd Avenue, particularly north of Foster Road, has taken place in recent years. Eastport Plaza, not in Portland but contiguous to the City and this district, has just been built. Eastport Plaza is a large planned center with many customer conveniences and a wide range of commercial uses. The center provides other district commercial areas with keen competition. Manhattan center had much of its area developed about 1950. The majority of the remaining shopping area was constructed well before 1950.

Commercial Blight

Manhattan shopping center is rated as a substandard commercial center. Because structures are fairly new here, the rating can be attributed to traffic congestion and competition from Eastport Plaza. Lents commercial center is given a very poor condition rating. Extremely old buildings in deteriorated condition

and obsolete by modern marketing standards, plus a large amount of marginal retail activity and a high vacancy rate, account for this poor rating. Lents center does perform an important commercial function by providing low income families with Portland's major concentration of second hand and thrift stores. Foster Road is rated as one of Portland's poorest commercial strips; old structures, heavy commercial activity, and traffic congestion contribute greatly to the blighted situation.

The isolated commercial spots in the Foster Road District have a combined rating that is poorer than that of any other district; the small old retail and heavy commercial buildings along Woodstock Boulevard, east of 52nd Avenue, are the primary causes of this rating.

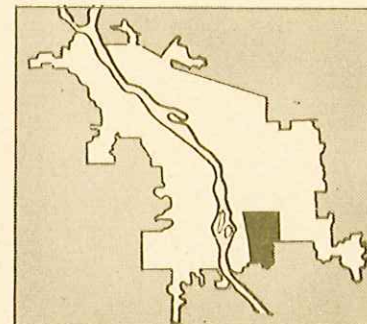
The Foster Road District is ranked with two other districts as having the poorest district condition rating in Portland. Almost 31% of the total commercial area in the district is rated poor and bad.

1965 COMMERCIAL CONDITIONS - FOSTER ROAD DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Manhattan Center	8.0	0.0	12.3	81.4	6.3	0.0	2.9
Lents Center	8.3	0.0	5.9	17.6	76.5	0.0	3.7
Foster Rd. Strip	28.5	1.7	19.7	46.2	30.8	1.7	3.1
82nd Ave Strip	21.9	31.1	24.4	26.7	15.6	2.2	2.3
Powell Blvd. Strip	16.0	9.1	33.3	40.9	15.2	1.5	2.7
Other Commercial	17.3	8.5	9.9	33.8	46.5	1.4	3.2
District Total	100.0%	10.2%	19.5%	39.4%	29.4%	1.5%	2.9%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

REED COLLEGE DISTRICT



Commercial Centers--Woodstock: along Woodstock Boulevard between 43rd and 50th Avenues. Powell Boulevard and 39th Avenue.
Commercial Strip--Powell Boulevard: between the Southern Pacific Railroad tracks and 52nd Avenue.
Other Commercial--Isolated spots and clusters.

Market Determinants

1950-1960 POPULATION CHANGE: Rates of population increase north of Holgate Boulevard were moderate, south of Holgate the rate of increased population was much greater.

1960-1965 HOUSING UNIT CHANGE: North of Reed College there has been pronounced residential growth. Single family unit construction has predominated south of Holgate Boulevard, apartment construction taking place north of Holgate.

1960 MEDIAN INCOME: Incomes north of Woodstock Boulevard are generally equal to median incomes in Portland. North of Holgate Boulevard incomes drop slightly below Portland's average income level. South of Woodstock Boulevard incomes are considerably higher than the City's median value.

1950-1960 INCOME CHANGE: North of Holgate Boulevard and east of 41st Avenue, real incomes almost doubled over the

decade. The rest of the district actually had lower real incomes in 1960 than in 1950. The income drop resulted from an influx of residents whose incomes, while quite high, were nonetheless slightly lower than the incomes of the original residents.

Shopper Mobility

McLoughlin Expressway provides a convenient route between central Portland and district residents living in the Eastmoreland area. The majority of the district, however, does not have an express route to other parts of Portland. This partially accounts for the small number of long-range auto trips to district commercial facilities and explains why most of the trips to district commercial establishments originate from homes less than one mile away.

Commercial Development

The Powell Boulevard and 39th Avenue center is a relatively new commercial development, two large supermarket variety store complexes having been built within the last several years. Powell Boulevard shows frequent signs of new commercial construction and Woodstock Center is offering evidence of a construction rebirth - one huge supermarket going up in 1965. Several commercial clusters have been recently con-

structed in the northwestern section of the district.

Commercial Blight

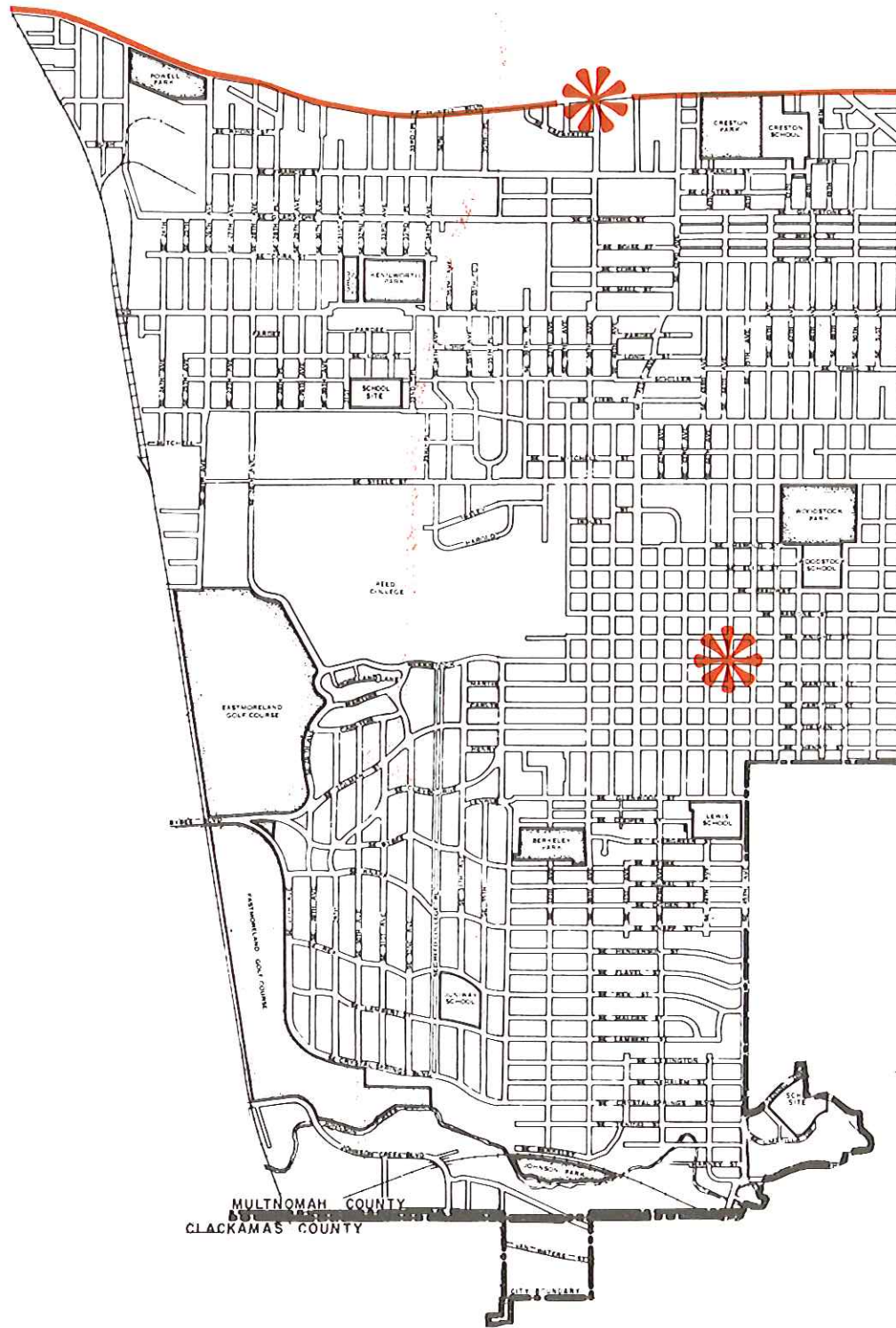
The two commercial centers, one commercial strip, and other commercial areas located within this district are in better than average condition. There

are a few structures that are blighted; 14.9% of the commercial area is rated as being either poor or bad. However, only two other districts and the Tualatin Mt. Region contain lower percentages of poor and bad conditions. The overall district rating makes Reed College District second best in Portland, Only the Tualatin Mt. Region is in better condition.

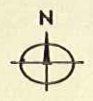
1965 COMMERCIAL CONDITIONS - REED COLLEGE DISTRICT

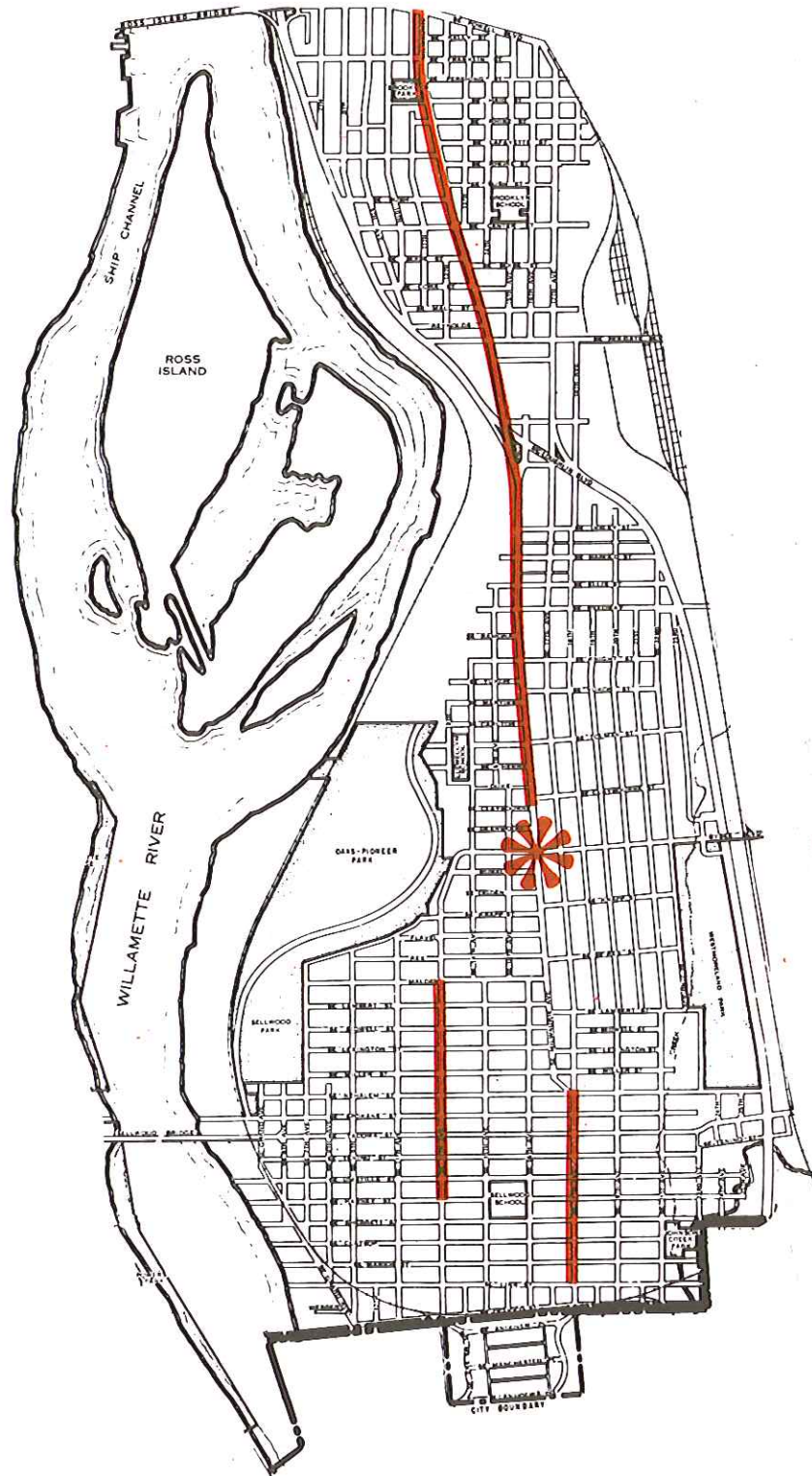
Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Woodstock Center	9.9	23.3	20.0	43.4	13.3	0.0	2.5
Powell & 39th Center	5.9	55.6	44.4	0.0	0.0	0.0	1.4
Powell Blvd Strip	29.1	18.2	38.6	29.5	11.4	2.3	2.4
Other Commercial	55.1	14.4	41.9	26.3	15.0	2.4	2.5
District Total	100.0%	18.8%	38.9%	27.4%	12.9%	2.0%	2.4%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



-  Commercial Center
-  Commercial Strip

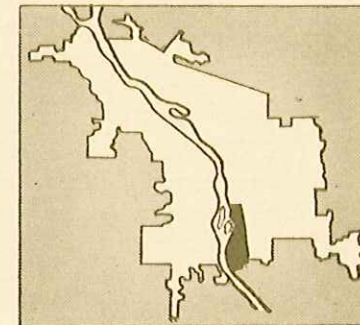




-  Commercial Center
-  Commercial Strip



MILWAUKIE AVENUE DISTRICT



Commercial Center--Moreland: along Milwaukie Avenue between Tolman and Knapp Streets.

Commercial Strips--Milwaukie Avenue. SE 13th Avenue. SE 17th Avenue.

Other Commercial--Scattered commercial spots, on McLoughlin Boulevard, Powell Boulevard, and near the Sellwood Bridge approach.

Market Determinants

1950-1960 POPULATION CHANGE: The population during the decade did not greatly change anywhere in the district.

1960-1965 HOUSING UNIT CHANGE: There has been a small amount of residential construction of single family structures throughout the district. East of 17th Avenue a moderate increase in numbers of housing units was caused, in large part, by construction of multiple-family structures.

1960 MEDIAN INCOME: The incomes average slightly less than the City's median income level. In the Westmoreland area median incomes equal Portland's median income value.

1950-1960 INCOME CHANGE: The district had uniform real income increases in all areas. The increase was just below the average real income rise for Portland.

Shopper Mobility

The McLoughlin Expressway allows rapid transportation between the eastern and northern sections of the district and the core area of Portland. The southwestern part of the district is not, at present, connected to the free-way system in Portland.

Commercial Development

Only in Moreland Center has pronounced commercial construction recently taken place in the district. New buildings are appearing in the northern part of the center, while some of the older structures in the central portion have been remodeled.

Commercial Blight

All three commercial strips in this district are rated as being in poorer condition than the City's average rating for commercial strips. Considering that 42% of the commercial area in the district lies along these arterials, the problem of blighted strips is of major concern. Many old deteriorated structures, heavy commercial uses, and vacant buildings are noticeable on these strips. The strips lack off-street parking and traffic congestion plagues each of the arterials having commercial frontage. Special mention should be made of 13th Avenue. A large number of old sub-standard structures and a greatly reduced market demand (50% of the commercial

frontage is vacant) lead to its poor rating.

The Milwaukie Avenue District shares with two other districts the unhappy position of being Portland's poorest rated commercial district. Of these

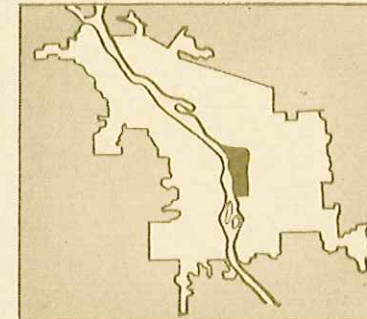
three districts, Milwaukie district does have the least amount of poor and bad commercial area, however, this also means it has the smallest amount of commercial area rated as good or excellent.

1965 COMMERCIAL CONDITIONS -- MILWAUKIE AVE. DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Moreland Center	10.6	13.8	37.9	48.3	0.0	0.0	2.3
Milwaukie Strip	18.3	18.0	12.0	28.0	40.0	2.0	3.0
13th Ave. Strip	12.4	2.9	2.9	14.7	61.8	17.6	3.9
17th Ave. Strip	11.3	12.9	12.9	48.4	16.1	9.7	3.0
Other Commercial	47.4	10.0	37.7	35.4	12.3	4.6	2.6
District Total	100.0%	11.3%	25.9%	34.3%	22.6%	5.8%	2.9%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

EASTSIDE COMMERCIAL DISTRICT



Metropolitan Center (central function)--
The Lloyd Center: Serves the entire Metropolitan area.
Commercial Strips--Union and Grand Avenues: south of Broadway. East Burnside Street: between the Willamette River and 12th Avenue. SE Morrison and Belmont Streets: between the Willamette River and 12th Avenue. SE Hawthorne Boulevard: between the Willamette River and 12th Avenue.
Other Commercial--Eastern parts of NE Broadway Street and SE Sandy Boulevard, SE 12th Avenue and other commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: Population losses in this district were very large and occurred in most of residential area, only an area south of Hawthorne Boulevard had little change in population numbers.

1960-1965 HOUSING UNIT CHANGE: No new housing units were added to the district. Demolition of residential structures continue as nonresidential uses expand in the district. Demolitions were particularly noticeable south of Hawthorne Boulevard. At present, a high rise apartment building is being built east of the Coliseum.

1960 MEDIAN INCOME: Incomes are well below Portland's median income value in all parts of the district.

1950-1960 INCOME CHANGE: The area be-

tween Stark Street and Division Street had a reduction in the real income level during the decade. Most of the drop in income was due to an exodus of the highest income groups, the lowest remaining behind in the district's low rent housing.

Shopper Mobility

The district is bordered on the west by the Eastbank Freeway which connects the Baldock, Minnesota, and Banfield Freeways. The proposed Mt. Hood Freeway will also tie into this freeway system within district boundaries. Many major arterials cross the district, linking much of north, northeast, and southeast Portland to the downtown area. The strategic location of the district is attracting commercial activities that serve the entire City. In 1960, the district showed that it was luring customers to its commercial areas from a long distance. Over 50% of all commercial trips to the district came from residents located further than three miles from the establishment.

Commercial Development

This relatively small district contains more commercial area than any of the districts in Portland except for the very large Central Eastside District. Commercial facilities having an extensive trade area and commercial uses serving the district's industrial uses are the major commercial activities in the district. A number of commercial buildings

have been recently constructed in the district, including the huge Lloyd Center. Surrounding the Lloyd Center new commercial development has been accelerated in the past few years and the construction boom has not hinted at slowing down.

Commercial Blight

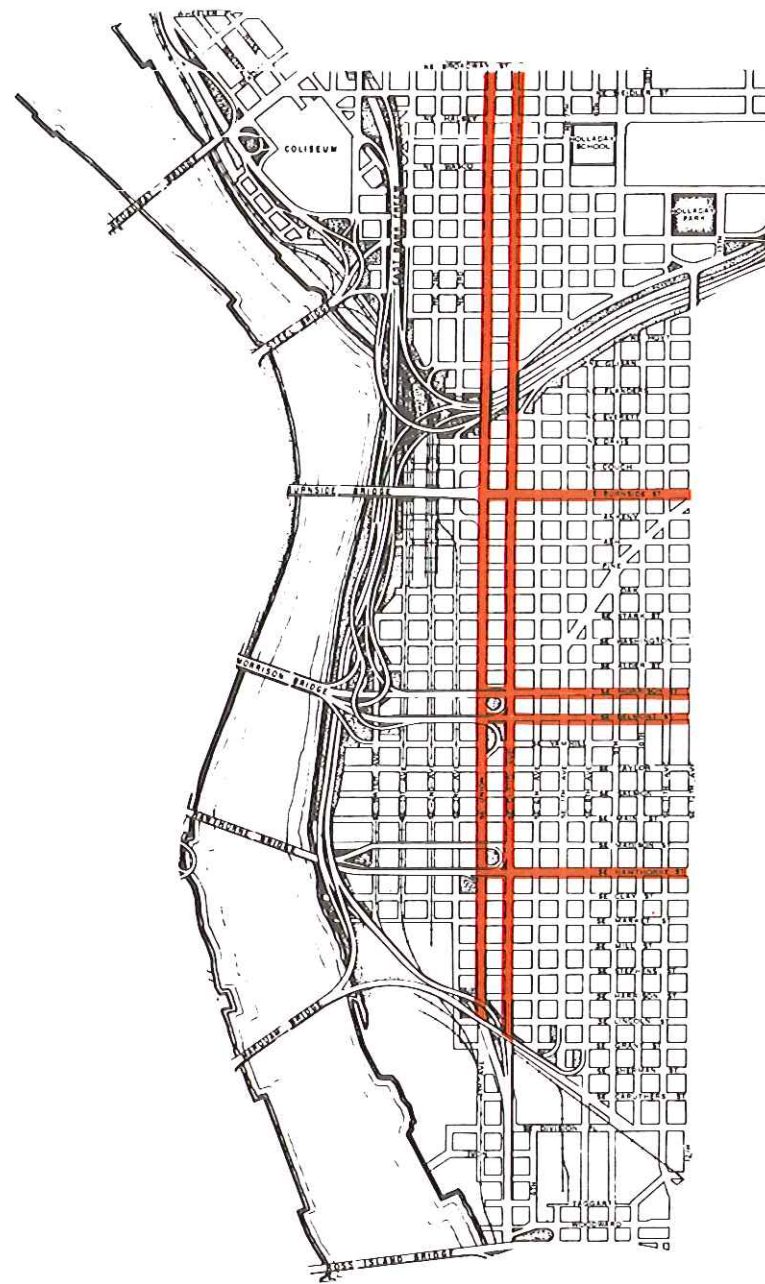
Two strips, Hawthorne Boulevard and the Morrison-Belmont Street couplet, have condition ratings that are poorer than Portland's average strip rating. These two strips are located on former trolley car lines which provided the frontages with a good market supply--the commuters. The disappearance of the trolley lines along with reduced district population, have seriously lowered market demands.

Because the commercial areas merge together into a single mass with several minor protrusions and islands, it is difficult to single out specific problems. Many of the buildings are old but most were well constructed and have been remodeled. Traffic congestion is lessening and should largely disappear, once the freeway loop is completed. A shortage of off-street parking facilities, limited space for expansion, and a generally cluttered appearance are some of the district's environmental defects. However, the excellent location, transportation system, and absence of structural blight gives the district a better than average overall rating.

1965 COMMERCIAL CONDITIONS - EASTSIDE COMMERCIAL DISTRICT

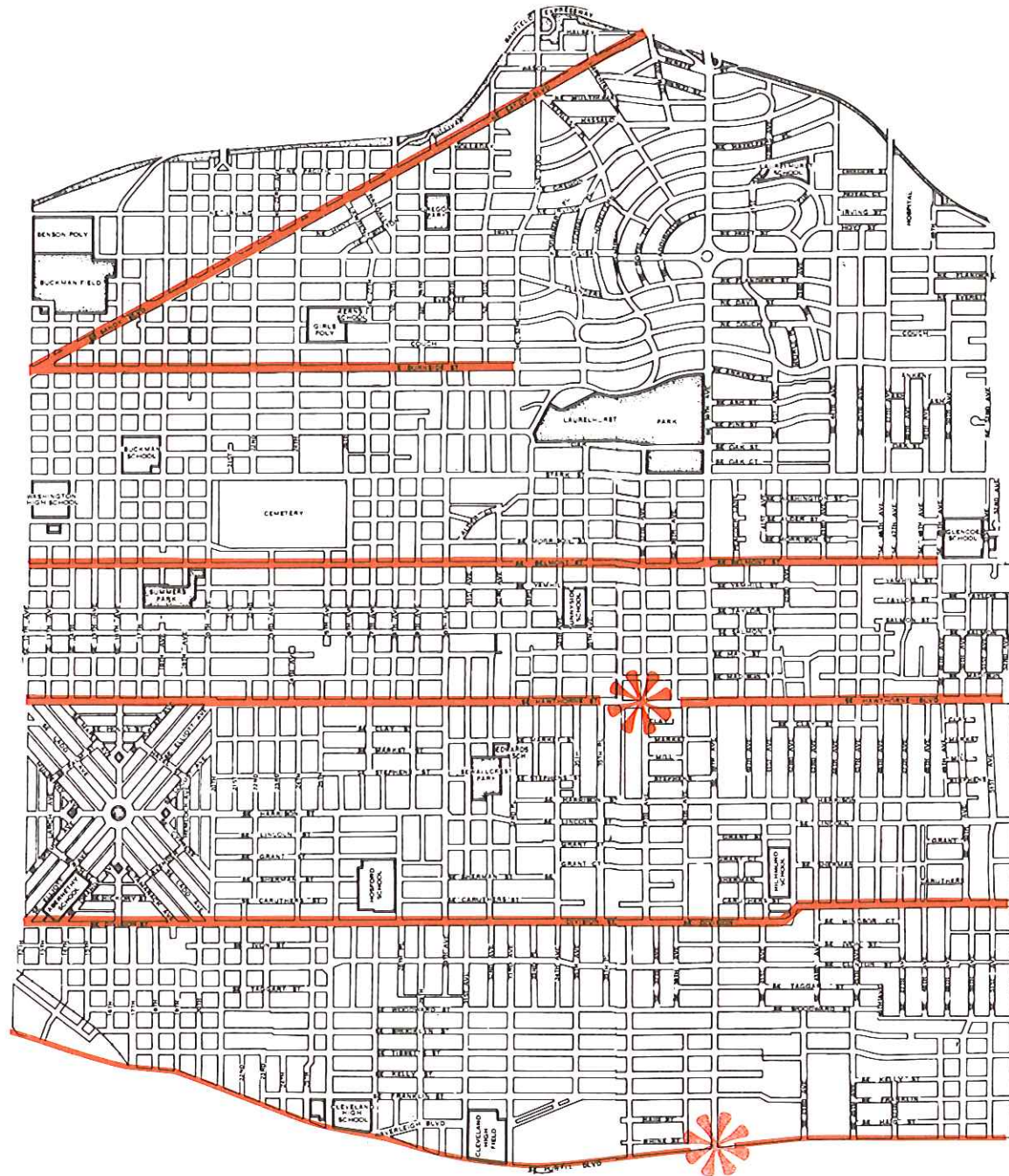
Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Union-Grand Strip	37.0	13.1	22.9	51.0	11.8	1.2	2.7
Burnside Strip	4.4	31.0	10.3	48.4	3.4	6.9	2.4
Morrison-Belmt Strip	3.8	0.0	38.0	52.0	16.0	4.0	3.0
Hawthorne Strip	3.2	0.0	14.3	76.2	0.0	9.5	3.0
Other Commercial	51.6	21.9	32.4	23.7	20.8	1.2	2.5
District Total	100.0%	17.5%	27.2%	37.6%	15.9%	1.8%	2.6%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



— Commercial Strip





Commercial Center



Commercial Strip



CENTRAL EASTSIDE DISTRICT

Commercial Centers--Hawthorne: along Hawthorne Boulevard between 34th and 39th Avenues. Powell Boulevard and 39th Avenue: see Reed College District.

Commercial Strips--Sandy Boulevard: between 12th Avenue and Banfield Freeway. Hawthorne Boulevard: between 12th and 52nd Avenue. Division Street: between 12th and 52nd Avenues. Belmont Street: between 12th and 52nd Avenues. Burnside Street: between 12th and 52nd Avenues. Powell Boulevard: see Reed College District.

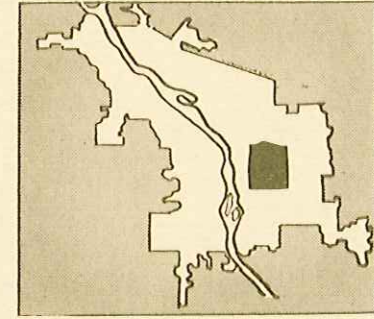
Other Commercial--Parts of SE 39th Avenue, SE Stark Street, SE Glisan Street, SE 28th Avenue, and other isolated commercial spots and clusters.

Market Determinants

1950-1960 POPULATION CHANGE: Most of the district had a relatively stable population during the decade. There was a small increase in population in the southeastern section. In the northwestern quadrant there was a small population loss.

1960-1965 HOUSING UNIT CHANGE: Most of the district's land is developed and very little change in dwelling unit numbers took place. In the western section some apartments have been built and some old large single family structures were converted into flats or rooming houses to cause a small increase in housing units.

1960 MEDIAN INCOME: Incomes range from quite high in the Laurelhurst area to average in Colonial Heights and the southern portion of the district, to rather low incomes in the



central and northeastern sections of the district.

1950-1960 INCOME CHANGE: Incomes increased during the decade in a large part of the district's central section, but at slightly lower rates than the average Portland increase. Incomes rose at the City's average rate of increase in the northern and eastern parts of the district, and exceeded the City's average rise in the southern section of the district.

Shopper Mobility

The central location of the district makes all parts of the city equidistant from both district homes and commercial establishments. Residents living in the northern tiers of blocks are close enough to the Banfield Freeway to utilize this route to downtown Portland. The proposed Mt. Hood Freeway will traverse the southern part of the district.

Commercial Development

The district is characterized by many commercial strips running east and west. The only commercial center in the district aside from the 39th Avenue and Powell Boulevard center discussed in the Reed College District, is located along Hawthorne Boulevard, and is in the form of a ribbon. All of the strips, except Sandy Boulevard which has experienced recent growth, have had little new commercial development.

Commercial Blight

Hawthorne Center is rated as a substandard commercial center. Many old small establishments are located in the center and there are a large number of vacancies and several deteriorated structures. Hawthorne, Burnside, Belmont, and Division strips have many similar characteristics and can be discussed as a group. All the strips except Burnside have blight ratings which are considerably poorer than the average rating for all Portland strips. Burnside is rated slightly better than average. One feature all strips including Burnside have in common is that at least 25% of their area is rated as being poor or bad. Most of these areas rated poor or bad consist of small old buildings that are holdovers from a bygone trolley car era, and are deteriorated, obsolete, and/or vacant. Each of these strips have a generous scattering of light industrial uses housed in structures originally built for commercial uses. None of the strips have adequate off-street parking accommodations. Traffic

is heavy on each of the strip arterials. All of the commercial ribbons are interspersed with residential uses.

In addition to the numerous long commercial strips, the district has several abbreviated strips or commercial clusters: Glisan Street, Stark Street, 29th Avenue, and Clinton Street. Many of the commercial uses occupy old buildings in poor physical condition. Also, a great amount of light industry has entered these areas. Therefore, other commercial areas in this district rate poorer than the average rating for similar areas in Portland.

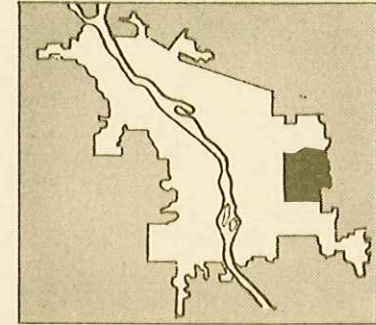
The district condition rating is slightly poorer than the average district rating in Portland. The percentage of the commercial area rated as poor or bad (22%) is equal to the average amount of commercial land in Portland so rated.

1965 COMMERCIAL CONDITIONS - CENTRAL EASTSIDE DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond* Rating
Hawthorne Center	4.5	0.0	6.3	75.0	18.7	0.0	3.1
Sandy Blvd Strip	14.6	6.8	50.4	37.9	4.9	0.0	2.4
Hawthorne Strip	13.5	13.7	15.8	44.2	24.2	2.1	2.9
Division Strip	12.2	3.5	22.1	43.0	31.4	0.0	3.0
Belmont Strip	10.5	10.8	16.2	43.3	25.6	4.1	3.0
Burnside Strip	9.7	23.5	26.5	26.4	11.8	11.8	2.6
Other Commercial	35.0	15.4	23.9	38.5	20.6	1.6	2.7
District Total	100.0%	12.1%	25.1%	40.7%	19.7%	2.4%	2.8%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

MT. TABOR DISTRICT



Commercial Centers--66th Avenue and Glisan Street. 82nd Avenue and Division Street. Montavilla: along Stark Street between 78th and 82nd Avenues.

Commercial Strips--82nd Avenue: between Banfield Freeway and Powell Boulevard. NE Glisan Street: between 52nd and 92nd Avenues. SE Stark Street: between 52nd and 92nd Avenues. E. Burnside Street: between 52nd and 92nd Avenues. Powell Boulevard: see Foster Road District.

Other Commercial--Along Division Street and scattered spots of commercial uses.

Market Determinants

1950-1960 POPULATION CHANGE: Nearly all of the district gained population during the decade. The largest gains were east of 82nd Avenue. Population in a small area west and northwest of Mt. Tabor Park remained stable.

1960-1965 HOUSING UNIT CHANGE: Construction of single family homes and some apartments east of Mt. Tabor Park have caused a moderate rate of increase in numbers of housing units.

1960 MEDIAN INCOME: Incomes throughout the district are equal to Portland's median income value.

1950-1960 INCOME CHANGE: West of Mt. Tabor Park incomes rose slightly more than the average citywide income rise. Southeast of the Park, incomes increased

at a much greater rate than almost any other area in Portland. Northeast of Tabor Park, income gains were equal to the City's average income increase.

Shopper Mobility

The Banfield Freeway provides residents in the northern part of the district with a good transportation route to the central area of Portland. The proposed I-205 and Mt. Hood Freeway routes will give the entire district excellent access to all parts of Portland.

Commercial Development

Two commercial centers, 66th Avenue and Glisan and 82nd Avenue and Division, were recently built, as was much of the district's major commercial strip, 82nd Avenue. Sporadic commercial construction in the past few years took place along Glisan and Burnside Streets. The remainder of the district's commercial areas are quite old. East of the City, and east of the Mt. Tabor District, are several commercial centers of quite recent origin and they offer district commercial areas some vigorous competition.

Commercial Blight

Montavilla center is rated as a sub-standard commercial area despite signs of recent improvement. Traffic congestion and lack of parking space hinder the movements of both vehicles and pedestrians. Many of the buildings are old, some

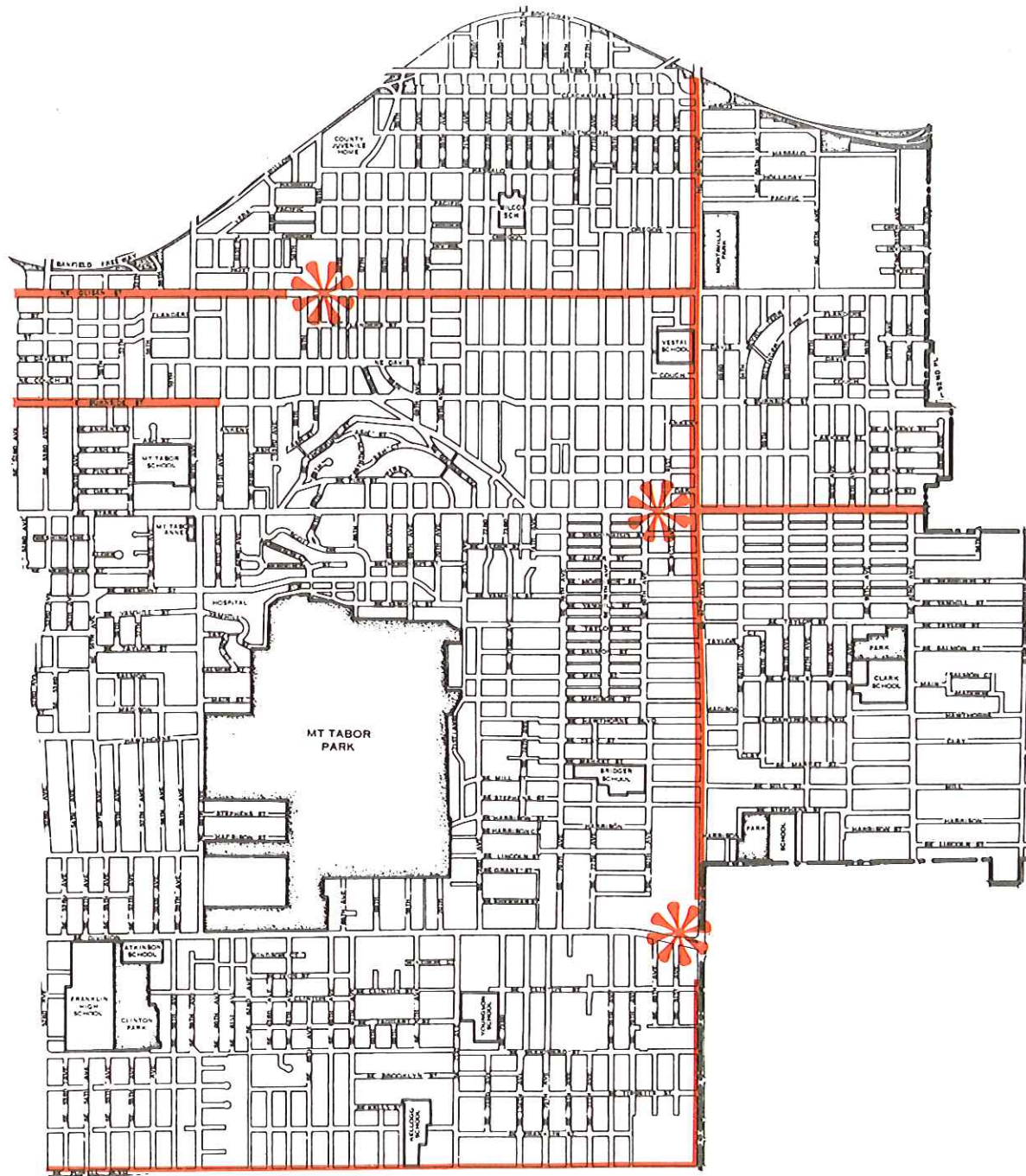
are in poor structural condition and some are vacant. The presence of the newer shopping centers in this district have attracted many former customers of Montavilla center. The Glisan and Stark commercial strips are rated slightly poorer than the City's average blight rating for commercial strips. The Stark Street ribbon is, in large part, rated as being in fair condition and no serious problems exist along it. Glisan Street, however,

has almost one-third of its frontage rated poor or bad. Old buildings in sub-standard structural condition and many converted uses constitute the major reasons for this large amount of blighted frontage. There are several small old corner stores in the district and they have lead to a poorer than average rating for other commercial areas. Overall conditions in the district are better than most of Portland's districts.

1965 COMMERCIAL CONDITIONS - MT. TABOR DISTRICT

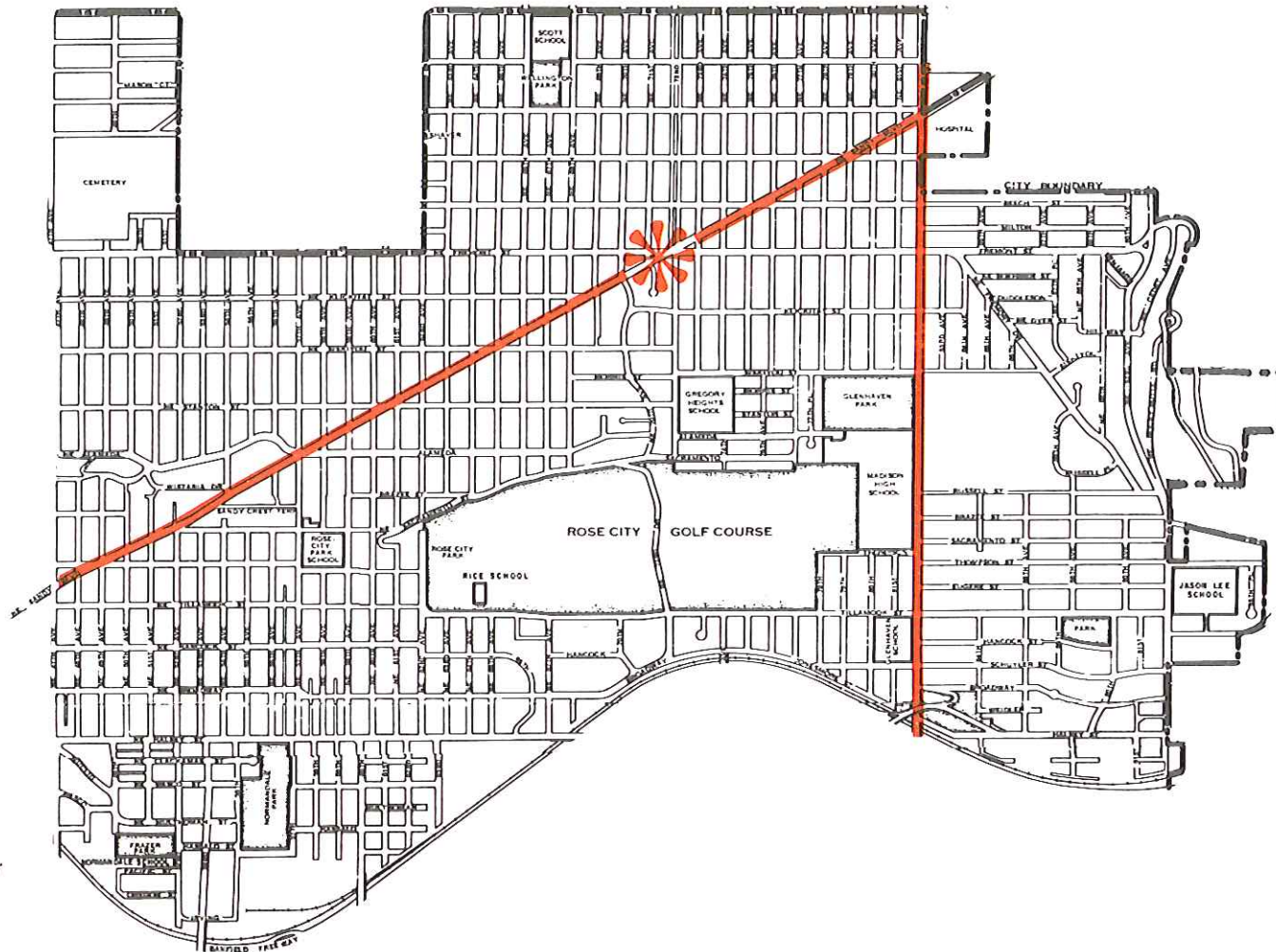
Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
66th-Glisan Center	5.2	77.8	0.0	22.2	0.0	0.0	1.4
82nd-Division Center	2.3	75.0	25.0	0.0	0.0	0.0	1.3
Montavilla Center	6.6	4.3	0.0	60.9	34.8	0.0	3.3
82nd Ave Strip	33.7	11.9	47.4	22.0	15.3	3.4	2.5
Glisan St.Strip	17.7	8.1	24.2	35.5	30.6	1.6	2.9
Stark St. Strip	7.1	0.0	20.0	76.0	4.0	0.0	2.8
Burnside St. Strip	6.0	23.8	61.9	9.5	4.8	0.0	2.0
Other Commercial	21.4	13.3	20.0	40.0	20.0	6.7	2.9
District Total	100.0%	15.7%	30.3%	33.4%	17.7%	2.9%	2.6%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



-  Commercial Center
-  Commercial Strip





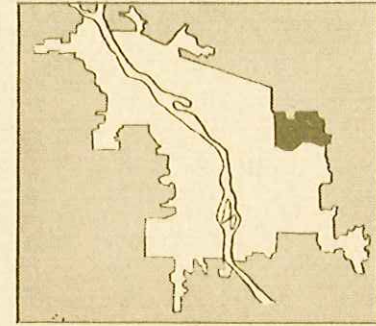
Commercial Center



Commercial Strip



ROSE CITY DISTRICT



Commercial Center--Rose City: at the intersection of Sandy Boulevard and Fremont Street.

Commercial Strips--Sandy Boulevard: east of the Banfield Freeway to the City Limits. 82nd Avenue: north of the Banfield Freeway to the City Limits.

Other Commercial--Commercial clusters on Halsey Street and isolated commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: During the decade there were population increases east of 82nd Avenue, north of Sandy Boulevard, and in the southwestern section of the district. The greatest rate of increase occurred east of 82nd Avenue.

1960-1965 HOUSING UNIT CHANGE: There were moderate increases in numbers of housing units east of 82nd Avenue. Elsewhere in the district there were no substantial changes in numbers of housing units.

1960 MEDIAN INCOME: Throughout the district median incomes are equal to the City's median income value.

1950-1960 INCOME CHANGE: During the decade real incomes rose at a rate commensurate with the City's average income rise.

Shopper Mobility

The Banfield Freeway is utilized by many district residents to reach central Portland and the other freeway routes. The I-205 Freeway will skirt the eastern edge of the district.

Commercial Development

Much of the commercial construction in the district has been along 82nd Avenue and Sandy Boulevard, a large percentage of the construction having occurred in recent years. Commercial uses along Cully Boulevard, immediately outside the City Limits, serve shoppers from the northern fringe of the district area. Gateway center on Halsey Street, outside the City, provides commercial facilities for district shoppers living east of 82nd Avenue. Hollywood center attracts customers from the western part of the district.

Commercial Blight

The largest establishments in the Rose City center are modern shopping facilities in good structural condition. However, a number of smaller stores are included within the center and poor structural conditions in some of these buildings and a few vacancies, give the center a sub-standard rating.

Only the Tualatin Mt. Region and Reed

College District have condition ratings better than the Rose City District. A few small pockets of blight appearing

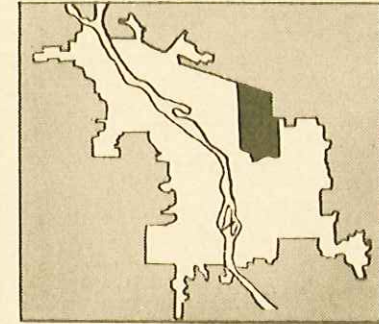
in a few areas blemish an otherwise perfect condition rating.

1965 COMMERCIAL CONDITIONS - ROSE CITY DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond*. Rating
Rose City Center	12.6	16.0	8.0	28.0	48.0	0.0	3.1
Sandy Strip	39.7	13.9	36.7	31.6	12.7	5.1	2.6
82nd Ave. Strip	21.1	45.2	28.6	16.7	9.5	0.0	1.9
Other Commercial	26.6	22.6	45.4	22.6	9.4	0.0	2.2
District Total	100.0%	23.1%	33.7%	25.6%	15.6%	2.0%	2.4%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

NORTHEAST DISTRICT



Commercial Centers--Hollywood: surrounding the intersection of Sandy Boulevard and Broadway. Walnut Park: see Minnesota District. 33rd Avenue and Killingsworth Street. 15th Avenue and Fremont Street. Commercial Strips--Union Avenue: see Minnesota District. Broadway: between Union and 42nd Avenues. 42nd Avenue: North of Fremont Street. Other Commercial--Commercial clusters at Dekum and Woodlawn, 33rd and Knott, 25th and Fremont, Killingsworth and 15th, and isolated commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: Population losses occurred generally south of Thompson Street as nonresidential uses expanded into residential areas. Construction of single family housing caused a population increase in the northeastern section of the district. The Irvington Neighborhood and east to 33rd Avenue had population gains, most of the increase caused by child-rearing families moving into large houses previously occupied by elderly persons.

1960-1965 HOUSING UNIT CHANGE: Very small changes in numbers of housing units occurred in most of the district. East of the Lloyd Center apartment house construction has added a sizable amount of housing.

1960 MEDIAN INCOME: Median incomes in

the Irvington area, along Alameda Ridge, and in the extreme northeastern corner of the district are higher than Portland's median income value. In a small area near Highland School, incomes are slightly lower than the median level for Portland. The rest of the district has income levels that did not deviate far from the City's median value.

1950-1960 INCOME CHANGE: Real incomes in a large area south of Fremont Street and west of 33rd Avenue had very large percentage increases during the decade. This fact substantiates the statement made above that younger families (having greater earning powers) are replacing older persons (living on fixed lower incomes) in this area. Elsewhere the rise in real incomes have been equal to, or slightly lower than, Portland's average income rise.

Shopper Mobility

Banfield Freeway provides some district residents with a high-speed route into the core area of Portland. The Minnesota Freeway, likewise, has given some district residents an excellent route into central Portland.

Commercial Development

Most of the commercial development in this district has been limited to the peripheral areas. Recent commercial development has penetrated some of this

large central area in the district; a large supermarket and supporting establishments have been built at 15th Avenue and Fremont Street and a large supermarket and associated stores have been built at 33rd Avenue and Killingsworth Street. The Broadway strip has experienced occasional new construction as has the Hollywood Center. Fremont Street east of 42nd Avenue is undergoing spot redevelopment.

Commercial Blight

Three of the commercial strips in this district are rated poorer than the average rating for commercial ribbons in Portland, two of which (Broadway and 42nd Avenue) are just slightly poorer than the average

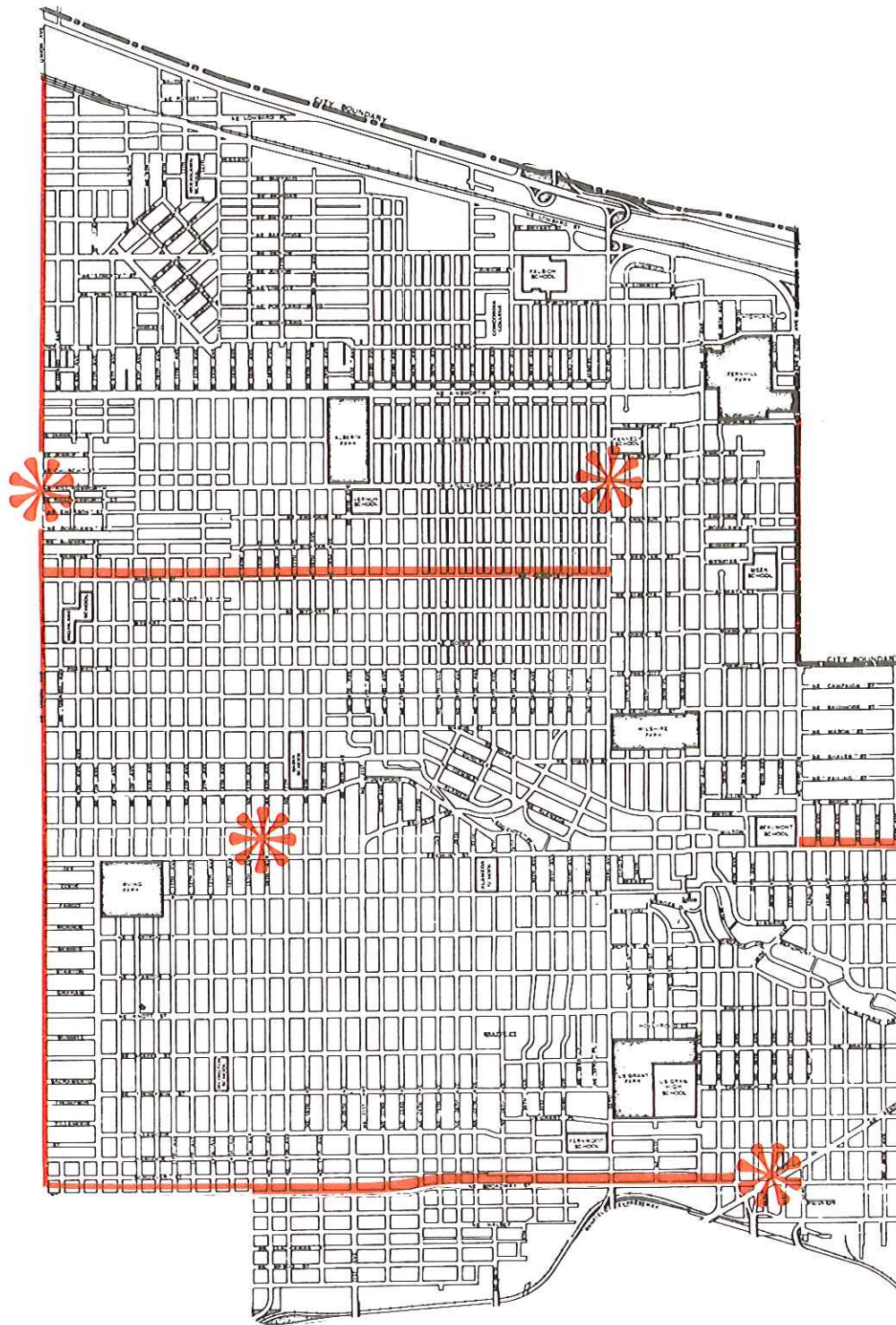
rating. Along the 42nd Avenue strip are found heavy commercial uses and several small and deteriorated buildings intermingled with larger and newer structures. The Broadway strip contains a great number of homes which have had commercial facades added to their structures. The Alberta strip described in detail in the introductory section is poorly rated (see page (3)).

The district rating is equal to the average condition rating of all districts in Portland. Aside from the Alberta Street strip, no single commercial area in the district is rated as being in worse than fair condition.

1965 COMMERCIAL CONDITIONS - NORTHEAST DISTRICT

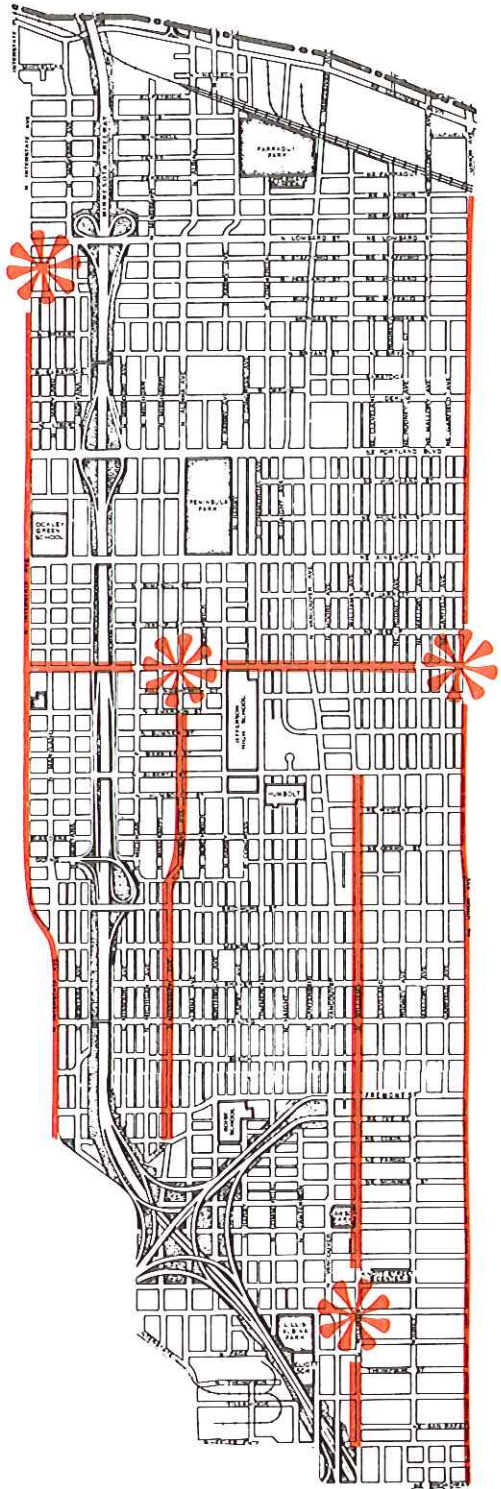
Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Hollywood Center	19.8	13.8	39.4	45.0	1.8	0.0	2.3
33rd-Killwth. Center	2.2	8.3	66.7	25.0	0.0	0.0	2.2
15th-Fremont Center	1.8	60.0	0.0	0.0	40.0	0.0	2.2
Broadway Strip	16.6	4.4	24.2	61.5	9.9	0.0	2.8
Alberta Strip	15.3	0.0	6.0	32.1	53.6	8.3	3.6
Fremont Strip	6.7	13.5	29.7	32.5	24.3	0.0	2.7
42nd Ave. Strip	4.7	0.0	38.5	42.3	19.2	0.0	2.8
Other Commercial	32.9	18.7	30.9	30.5	16.0	3.9	2.6
District Total	100.0%	11.8%	28.2%	38.8%	18.7%	2.5%	2.7%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



-  Commercial Center
-  Commercial Strip





-  Commercial Center
-  Commercial Strip



MINNESOTA FREEWAY DISTRICT

Commercial Centers--Walnut Park: intersection of Union Avenue and Killingsworth Street. Killingsworth-Albina: intersection of Killingsworth Street and Albina Avenue. Williams Avenue: intersection of Williams Avenue and Russell Street. Interstate: intersection of Interstate Avenue and Lombard Street.

Commercial Strips--Union Avenue: north of Broadway. Interstate Avenue. Williams Avenue. Albina-Mississippi Avenue. Killingsworth Avenue: between Union Avenue and Interstate Avenue.

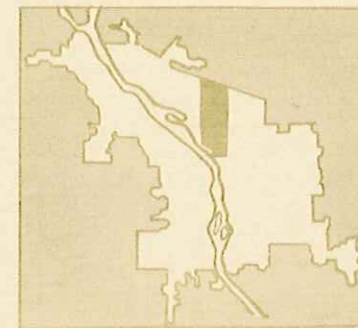
Other Commercial--Commercial clusters along Lombard Street, Vancouver Avenue, Russell Street and other commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: South of Fremont Street, population numbers declined during the ten years, the heaviest losses occurring south of Russell Street. The remainder of the district, had a very small population change.

1960-1965 HOUSING UNIT CHANGE: Construction of the Minnesota Freeway and expansion of nonresidential uses in the southern part of the district have caused the removal of large numbers of housing units. Few new housing units have been built during this time.

1960 MEDIAN INCOME: Generally, incomes north of Killingsworth Street are equal to the City's median income value; between Killingsworth and Skidmore Streets, incomes drop just below the median value; and south of Skidmore Street the incomes



average quite far below Portland's median income level.

1950-1960 INCOME CHANGE: North of Killingsworth Street incomes rose at a rate just under the average income rise in Portland. Between Killingsworth Street and Fremont Street incomes increased at a smaller rate than they did to the north. South of Fremont Street incomes increased at the smallest rate in the entire district.

Shopper Mobility

This elongated district is named for the Freeway route traversing its entire north-south dimension. The freeway enables all district residents to be only minutes away from the core area of Portland. The freeway has also taken much of the district's traffic off its arterials, especially Interstate Avenue.

Commercial Development

The Walnut Park commercial center has had a major addition (food and variety store) constructed since 1960. The remainder of the center was built since 1950. Interstate center was built after 1950 and has had very recent additions to the original structure. The Interstate commercial strip is of recent origin. The rest of the district's commercial areas are quite old.

Commercial Blight

Three of the six poorest rated commercial strips in Portland are located in this district: Union Avenue, Mississippi-

Albina Avenues and Williams Avenue. Two of Portland's most blighted commercial centers are also found in the district: Williams Avenue and Killingsworth-Albina. In addition to the three strips and two centers that are in substandard condition, the district's other commercial areas are rated slightly poorer than the average rating for similar areas in Portland.

All of these blighted commercial areas are located in the southern half of the district. It is an area where decreased numbers of residents and lowered incomes have reduced market demands and caused high vacancy rates in commercial areas.

The areas are also facing the competition offered by the Lloyd Center and 15th Avenue and Fremont Street Center. Many of the commercial establishments in the southern area were built shortly after 1900 and are now suffering from advanced physical deterioration and functional obsolescence.

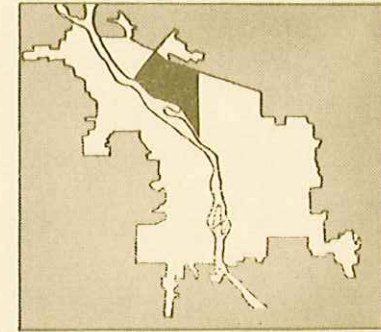
The Minnesota Freeway District is rated, along with two other districts, as the poorest commercial district in the City. Approximately one-third of the total commercial area is rated as poor or bad, this is the highest percentage found in any of the districts.

1965 COMMERCIAL CONDITIONS - MINNESOTA FREEWAY DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Walnut Park Center	5.0	19.4	80.6	0.0	0.0	0.0	1.8
Killwrth-Albina Center	4.2	0.0	23.1	38.4	38.5	0.0	3.2
Williams Ave Center	3.6	0.0	4.5	0.0	81.9	13.6	4.0
Interstate Center	1.6	50.0	50.0	0.0	0.0	0.0	1.5
Union Ave Strip	31.6	2.6	21.0	42.1	29.2	5.1	3.1
Interstate Strip	17.5	25.0	59.2	13.9	1.9	0.0	1.9
Williams Strip	10.2	9.5	19.0	15.9	49.3	6.3	3.2
Albina-Miss Strip	8.8	7.4	7.4	16.7	50.0	18.5	3.6
Killingsworth Strip	3.6	9.1	27.3	45.4	18.2	0.0	2.7
Other Commercial	13.9	7.0	31.4	24.4	26.7	10.5	3.0
District Total	100.0%	9.9%	31.0%	25.4%	27.9%	5.8%	2.9%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

PENINSULA DISTRICT



Commercial Centers--Greeley: along Lombard Street between Vincent and Burrage Streets. Portsmouth: intersection of Portsmouth Avenue and Lombard Street.
Commercial Strips--Interstate Avenue: see Minnesota Freeway District. Lombard Street: between Interstate Avenue and the S.P. & S. Railroad overpass. Denver Avenue: north of Watts Street to intersection with Interstate Avenue. Killingsworth Street: west of Interstate Avenue.
Other Commercial--Clusters of commercial uses on Greeley Avenue and isolated commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: In the north central area, a considerable amount of war housing was dismantled during the decade and a large amount of population was lost. The rest of the district did not vary greatly in numbers of persons.

1960-1965 HOUSING UNIT CHANGE: A large number of new single family housing units have been recently constructed in the northwestern section of the district. A large amount of vacant land remains to be residentially developed in the next few years in the northern part of the district.

1960 MEDIAN INCOME: Incomes are lower than Portland's median income value in

the northwest corner (Columbia Villa Public Housing area) and in the northeast corner in the vicinity of Kenton Park. Along Willamette Boulevard, in the Mocks Crest area, incomes are higher than Portland's median income level. The rest of the district has average median income values.

1950-1960 INCOME CHANGE: Generally, incomes increased west of Dwight Avenue at a slightly smaller rate than did most of Portland. Between Dwight and Delaware Avenues incomes rose at a higher rate than the average City increase, and east of Delaware Avenue incomes rose at a far smaller rate than the average income rise in Portland.

Shopper Mobility

Construction of the Minnesota Freeway links the eastern portion of the district to the core area of Portland. Lombard Street adequately collects traffic for much of the district and carries it to the Freeway. Over one-half of the auto trips from home to district commercial establishments travel less than one mile.

Commercial Development

A major addition and several minor additions have been made to the Greeley center since 1950. A large food market has been added to the Portsmouth center

since 1960. Scattered spots of new commercial construction has taken place along Lombard Street outside the two centers. Very little new commercial development has occurred elsewhere in the district.

Commercial Blight

Denver Avenue, commonly known as the Kenton shopping area, and Portsmouth center are rated slightly poorer than

the average ratings for similar commercial areas in Portland. Each area consists largely of older buildings, few of which are large scale establishments. Vacancies are present and structural deterioration is not totally absent from either area. The isolated spots of commercial uses rate slightly poorer than the city-wide average rating for this commercial category. The district is rated better than the average district rating in Portland.

1965 COMMERCIAL CONDITIONS - PENINSULA DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Greeley Center	10.5	25.0	41.7	33.3	0.0	0.0	2.1
Portsmouth Center	6.1	21.4	7.2	28.6	42.8	0.0	2.9
Lombard St. Strip	38.2	19.6	36.8	34.5	8.0	1.1	2.3
Denver Ave. Strip	11.0	12.0	24.0	36.0	28.0	0.0	2.8
Killingsworth Strip	9.6	22.7	22.7	54.6	0.0	0.0	2.3
Other Commercial	24.6	10.7	30.4	37.5	19.6	1.8	2.7
District Total	100.0%	17.5%	31.1%	36.9%	13.6%	0.9%	2.5%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



Commercial Center



Commercial Strip

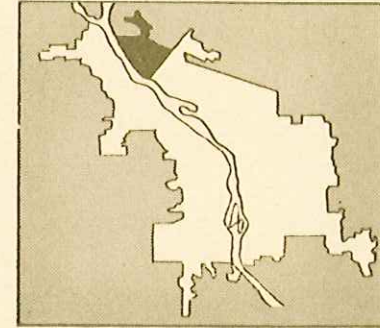




-  Commercial Center
-  Commercial Strip



ST. JOHNS DISTRICT



Commercial Centers--St. Johns: surrounding the intersection of Lombard Street and Philadelphia Avenue. Peninsula: intersection of Lombard Street and Ida Avenue. Commercial Strip--Lombard Street: north-west of the S.P. & S. Railroad overpass. Other Commercial--Commercial clusters along Fessenden Street and St. Louis Avenue and isolated commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: In the northern part of the district there were large population losses, most of the losses due to the phasing-out of war housing units.

1960-1965 HOUSING UNIT CHANGE: The entire district is gaining numbers of housing units at a moderate rate. Single family units are being built on the former war housing sites and apartments are being constructed in scattered sites throughout the district.

1960 MEDIAN INCOME: The area immediately surrounding the St. Johns center contains low income groups. The remainder of the district has higher median incomes but they are still below Portland's median income level.

1950-1960 INCOME CHANGE: The entire district had real income gains during the decade that exceeded the average

real income increase found in Portland.

Shopper Mobility

No freeway construction has altered shopper mobility patterns in the district. The great distance from St. Johns District to the rest of the City has encouraged residents to shop at local centers and at the same time negated a heavy market draw from outside areas. Over 40% of commercial trips to district establishments come from residences less than one mile away.

Commercial Development

Along the Lombard strip a number of establishments have been built in recent years. The large Peninsula center was constructed after 1960. In St. Johns center several very large super markets have been built since 1960 and a number of other commercial structures were constructed after 1950. Many buildings in the center have also been remodeled in the past several years.

Commercial Blight

Up until the recent construction and remodeling era, St. Johns center had lapsed into a state of structural dilapidation and functional obsolescence because of the many old buildings located in the center and the declining market

demands following WW II. The condition rating still verges on the poor, primarily owing to a number of old buildings that are still standing in the center. An awkward junction of major arterials at the center's midpoint causes serious traffic congestion and there is not enough off-street parking space to handle the parking demand in the central part of the center. Scattered commercial uses in the district, not part of the two centers or Lombard strip, are housed in many

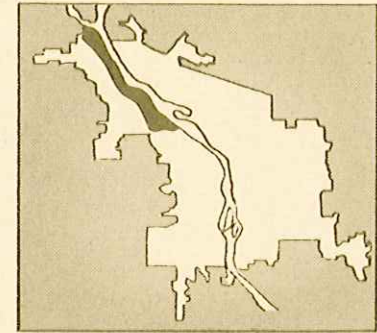
old and deteriorated buildings. Almost one-third of the area occupied by these isolated buildings is in poor and bad condition. Considering that these isolated commercial uses take up more ground space than do both the St. Johns and Peninsula centers, the problem is one of quantity as well as quality. Commercial condition ratings in St. Johns District are equal to the average district rating of all districts in Portland.

1965 COMMERCIAL CONDITIONS - ST. JOHNS DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
St. Johns Center	31.8	7.8	20.3	34.3	31.3	6.3	3.1
Peninsula Center	6.5	92.3	0.0	7.7	0.0	0.0	1.2
Lombard St. Strip	17.4	17.1	54.3	20.0	8.6	0.0	2.2
Other Commercial	44.3	3.4	37.0	28.1	27.0	4.5	2.9
District Total	100.0%	12.9%	32.3%	27.4%	23.4%	4.0%	2.7%

 *Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

ST. HELENS ROAD DISTRICT



Commercial Strips--St. Helens Road: south of 106th Avenue. Linnton: north of 106th Avenue along St. Helens Road.

Market Determinants

1950-1960 POPULATION CHANGE: The entire district lost a large percentage of its population. Most of the loss was due to the removal of war housing units in the Guildes Lake area.

1960-1965 HOUSING UNIT CHANGE: Housing units are being demolished for industrial development and there has been no replacement of these dwelling units in the district.

1960 MEDIAN INCOME: The district incomes are below the City's median income level.

1950-1960 INCOME CHANGE: Incomes rose at a high rate; probably not so much an increase in individual incomes but rather an indication of an exodus of low income families.

Shopper Mobility

Recently St. Helens Road has had major improvements; widening, resurfacing, and improved access and egress.

However, so few commercial establishments are located along the arterial and the Linnton shopping area is so far away from any significant population centers, that the road improvements probably have not affected market demands to any great degree. Almost 90% of all trips to commercial establishments in the district originate from residences further than three miles away.

Commercial Development

A few new establishments have been built along St. Helens Road and some new buildings have been constructed in the northern section of the Linnton area.

Commercial Blight

Buildings on St. Helens Road are, for the most part, in fair condition. There are several old buildings in poor condition which cause the strip to be rated slightly poorer than the City's average rating for commercial strips. Linnton is a very old center that lost half of its frontage area when St. Helens Road was widened. The remaining old deteriorated buildings occupy over 38% of Linnton's commercial area. Yet the new buildings lo-

cated in the northern part of the area offset the poor and bad conditions to give the area a fair rating. The

district is rated the same as the average district in Portland.

1965 COMMERCIAL CONDITIONS - ST. HELENS ROAD DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
St. Helens Strip	40.9	11.1	22.2	44.5	22.2	0.0	2.8
Linnton Area	59.1	38.4	23.1	0.0	15.4	23.1	2.6
District Total	100.0%	27.3%	22.7%	18.2%	18.2%	13.6%	2.7%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



— Commercial Strip

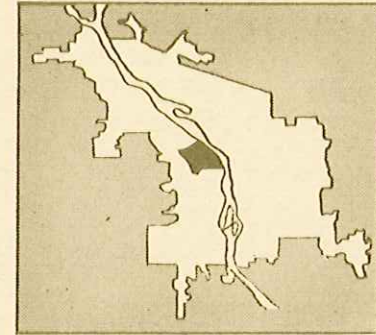




 Commercial Center
 Commercial Strip



NORTHWEST DISTRICT



Commercial Center--Uptown: intersection of Burnside Street, 23rd Avenue, Vista Avenue and Westover Road.

Commercial Strips--18th-19th Avenues: north of Jefferson Street. W. Burnside Street: between the Stadium Freeway and Westover Road. 21st Avenue: north of Burnside Street. 23rd Avenue: north of Burnside Street. Jefferson Street: west of the Stadium Freeway. Thurman Street.

Other Commercial--Isolated commercial spots and a few clusters of commercial uses.

Market Determinants

1950-1960 POPULATION CHANGE: Throughout most of the district, population numbers were reduced at moderate rates except for a small area south of Burnside Street which remained numerically stable.

1960-1965 HOUSING UNIT CHANGE: Construction of the Stadium Freeway has removed many housing units and expansion of commercial and industrial uses has caused further losses in numbers of housing units. In many scattered locations, apartments are being built and one census tract (CT 49) shows a moderate rate of increase in numbers of housing units.

1960 MEDIAN INCOME: Median incomes throughout most of the district are lower than Portland's median income value.

Although there are many luxury apartments in the district occupied by high income families, the large number of retired persons and young single persons having predominately low incomes, keeps the median income level low.

1950-1960 INCOME CHANGE: Real incomes in this district increased at rates well below the average rate of income increase in Portland. In several areas, the income levels actually decreased due to an influx of low income persons and a departure of high income persons.

Shopper Mobility

Construction of the Stadium Freeway is underway and it will remove a large amount of arterial traffic from the district's streets. Thurman-Vaughan Street exit ramps will tie into St. Helens Road, while the mainstream of traffic will be linked to the Fremont Bridge. The Canyon Road Tunnel will divert traffic off Jefferson Street, bringing traffic directly to the Stadium Freeway. Also improvement of the Burnside route is in the offing.

Commercial Development

No commercial area in the district is made up entirely of new buildings, although most of the Uptown center is of relatively recent origin. Spots of new commercial development and remodeling can be found along most of the strips, with the major exception being Thurman Street

which shows industrial growth, not commercial development.

Commercial Blight

The north-south commercial strips traversing the Northwest District north of Burnside Street are all rated slightly poorer than Portland's average strip rating. Along 18th, 19th, 21st, and 23rd Avenues many of the structures are fairly old and small, factors that indicate structural deterioration and obsolescence. Narrow streets, little off-street parking, and

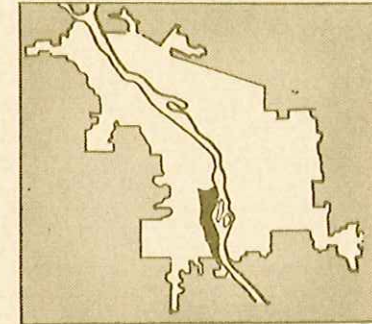
large volumes of traffic create serious congestion problems. Thurman Street is rated as one of Portland's poorest commercial strips; it is especially bad in the vicinity of 23rd Avenue. In 1963 the strip had the highest vacancy rate to be found in the City. Structural deterioration is very much in evidence and the local market is being reduced by industrial encroachments. In total, however, the Northwest District is rated as better than average condition when compared to the rest of the district rating.

1965 COMMERCIAL CONDITIONS - NORTHWEST DISTRICT

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Uptown Center	9.0	4.0	80.0	12.0	4.0	0.0	1.6
18th-19th Ave Strips	19.0	7.5	22.6	54.8	11.3	3.8	2.8
W Burnside Strip	14.3	7.5	37.5	45.0	10.0	0.0	2.6
21st Ave Strip	11.5	9.4	12.5	71.8	6.3	0.0	2.8
23rd Ave Strip	10.4	6.9	27.6	48.3	6.9	10.3	2.9
Canyon Rd Strip	7.2	20.0	55.0	15.0	10.0	0.0	2.2
Thurman Strip	6.4	0.0	5.6	27.8	55.5	11.1	3.7
Other Commercial	22.2	22.6	22.6	46.8	4.8	3.2	2.4
District Total	100.0%	11.1%	30.5%	44.4%	10.8%	3.2%	2.6%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.

MACADAM AVENUE DISTRICT



Commercial Strips--Macadam Avenue. Barbur Boulevard: north of Hamilton Street intersection.

Other Commercial--Scattered commercial spots, primarily in the northern part of the district.

Market Determinants

1950-1960 POPULATION CHANGE: The district lost approximately one-third of its population. Most of the loss was caused by housing demolitions during construction of the Banfield Freeway.

1960-1965 HOUSING UNIT CHANGE: A number of single family housing units have recently been built in the southern section of the district. A few apartment structures have also been added to the housing stock during this five year period.

1960 MEDIAN INCOME: District incomes average lower than Portland's median income level.

1950-1960 INCOME CHANGE: Incomes rose almost 40% during the decade. The increased income level resulted both from a loss of low income households and increased numbers of high income families.

Shopper Mobility

The Baldock Freeway removed a large amount of traffic from the district's major arterials. When an improved highway link is constructed between Sellwood and the Baldock Freeway, Macadam Avenue traffic volumes should be greatly reduced. Barbur Boulevard is a wide expressway and should continue to carry a large traffic load.

Commercial Development

A large amount of commercial investment has taken place recently in the district, especially in the northern part. Most of the new construction has been for office buildings and professional buildings, not retail establishments. A few gas stations have been the most important retail-service uses added to the district in the last several years.

Commercial Blight

Macadam Avenue is primarily an industrial corridor, however, a number of commercial uses are located along the arterial. Most of the establishments are old and in poor structural condition. The vacancy rate was very high in 1963. As a result the strip is rated poorer than the average Portland commercial strip. In the northern half of the district many small buildings are vacant and

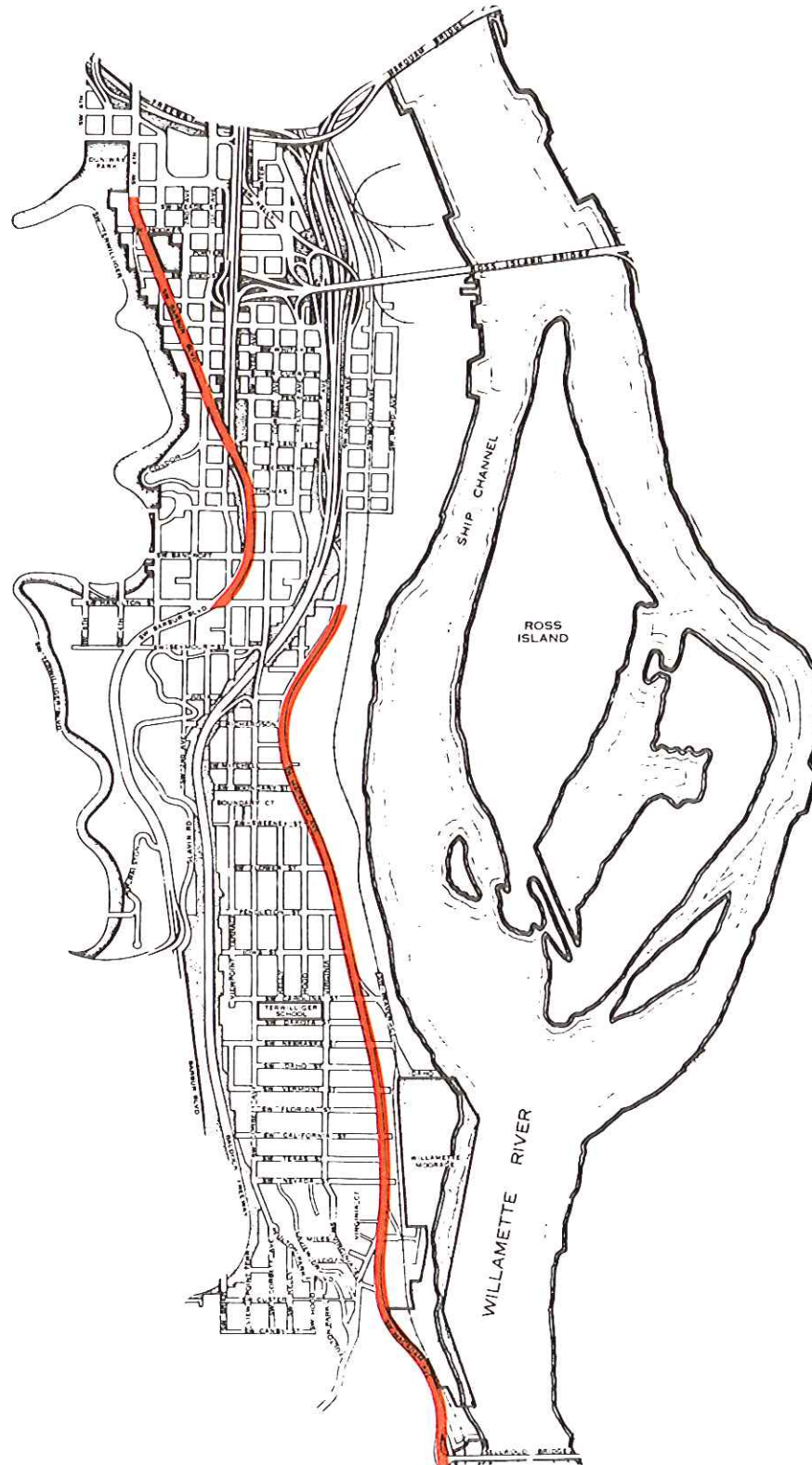
some of the occupied buildings are badly deteriorated. However, the new office construction has greatly helped to improve the district's condition rating. The miscellaneous

commercial uses still rate poorer than the average district rating for similar commercial uses. The Macadam Avenue District contains a below average condition rating compared to the other district ratings.

1965 COMMERCIAL CONDITIONS - MACADAM AVENUE DISTRICT

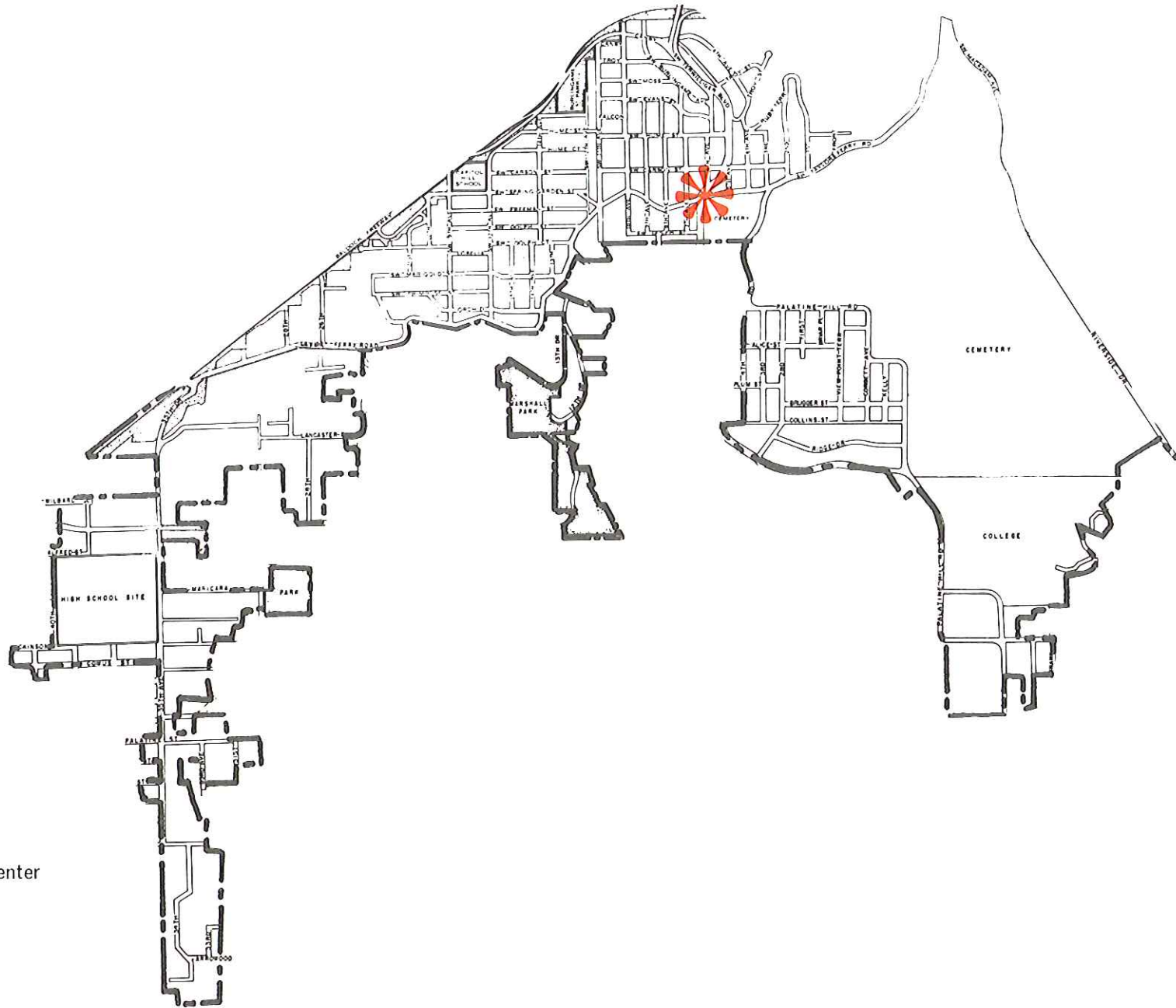
Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Macadam Strip	36.7	5.9	25.5	43.1	19.6	5.9	2.9
Barbur Strip	14.4	0.0	75.0	25.0	0.0	0.0	2.3
Other Commercial	48.9	25.0	19.1	22.1	19.1	14.7	2.8
District Total	100.0%	14.4%	29.5%	30.2%	16.5%	9.4%	2.8%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



— Commercial Strip





 Commercial Center



TUALATIN MOUNTAIN REGION

(Taylors Ferry Road, Gabriel Park,
Council Crest Park Districts)

Commercial Centers--Burlingame: intersection of Bertha and Barbur Boulevards. Multnomah: junction Capitol Highway and Multnomah Boulevard. South Burlingame: intersection of Taylors Ferry Road and Terwilliger Boulevard. Hillsdale: intersection of Capitol Highway and Bertha Boulevard.

Commercial Strips--Barbur Boulevard: south of Terwilliger Boulevard intersection. Beaverton: Hillsdale Highway.

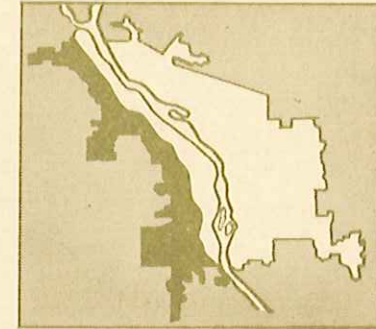
Other Commercial--Scattered and isolated commercial spots.

Market Determinants

1950-1960 POPULATION CHANGE: The entire region gained population. Construction of single family units and several apartment complexes accounted for the increased population numbers.

1960-1965 HOUSING UNIT CHANGE: The relative growth in numbers of housing units has been greater here than in any other area in Portland. Single family units are being built throughout the region and a number of multi-family units have recently been constructed in the general vicinity of Wilson High School.

1960 MEDIAN INCOME: South of Vermont Street, in the Maplewood area, incomes are close to Portland's median income level. The remainder of the region had incomes that were far higher



than in the rest of the City.

1950-1960 INCOME CHANGE: Where Census data was available for both 1950 and 1960, incomes showed great increases. Even in the areas having no 1950 data, the southern and southwestern portions, it can be assumed that incomes increased at an average rate or greater.

Shopper Mobility

The Baldock Freeway and Barbur Boulevard routes are extensively used by many of the residents and they lead directly to the core area of Portland. The northwestern portion of the region gains access to central Portland via Canyon Road. Two more routes that serve almost the entire region are the Beaverton-Hillsdale and Capitol Highways. These highways are primarily radial routes. Circumferential movement in SW Portland is not easily accomplished.

Commercial Development

The majority of buildings in the Burlingame Center are relatively new. A considerable amount of commercial construction has taken place in South Burlingame Center since 1955. In the Hillsdale shopping center no buildings are old and a large amount of the commercial area has been added in recent years. Along the Beaverton-Hillsdale Highway, the Raleigh Hills Shopping Center has recently been constructed.

In Multnomah Center and along Barbur Boulevard, several new structures have been built.

Commercial Blight

Multnomah Center is rated slightly below average in comparison with all Portland centers. Many of the establishments are old and small. Traffic congestion and parking difficulties, hamper the center; nonetheless, the center pro-

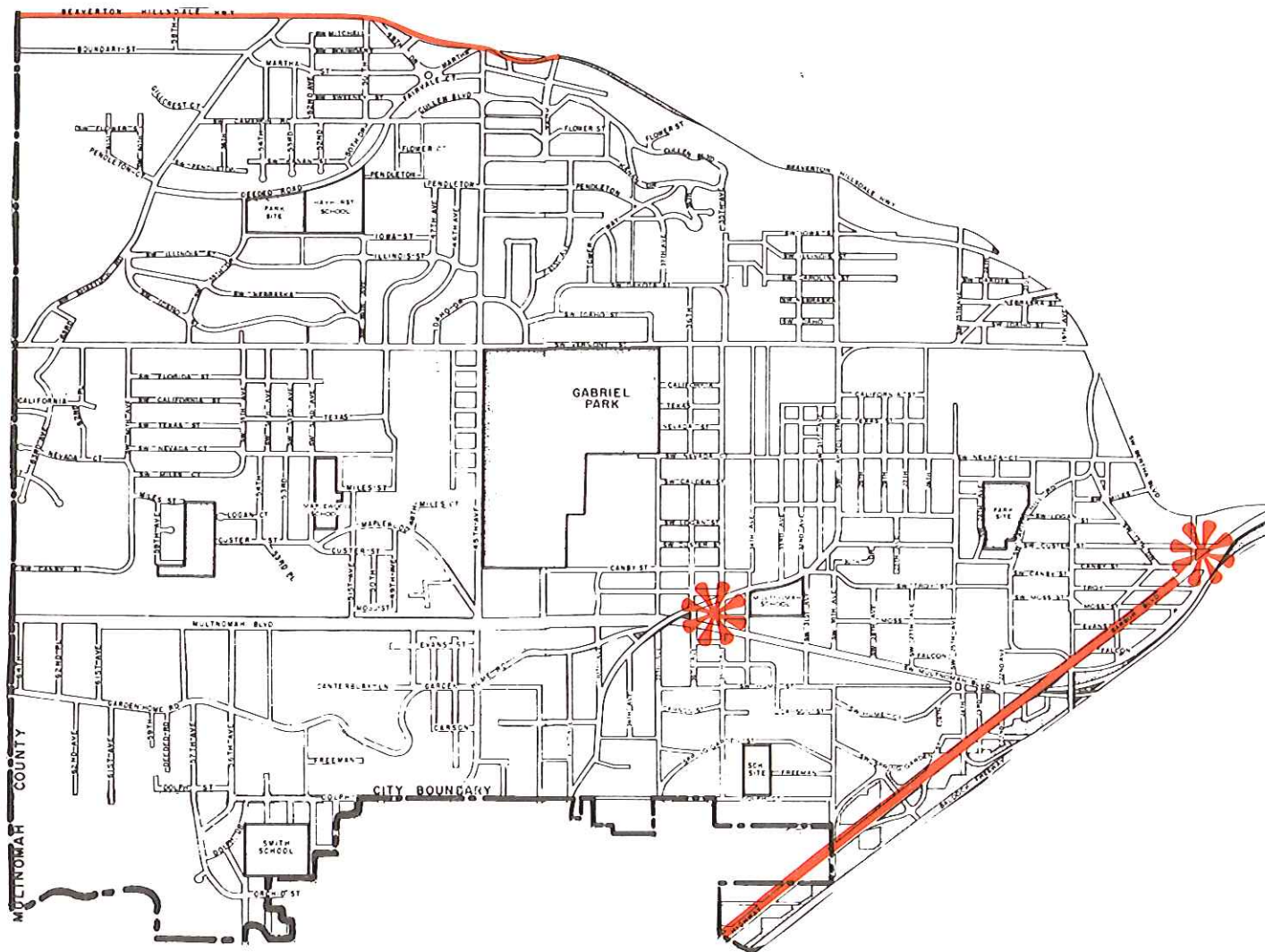
vides shoppers with a wide range of facilities and there are very few vacancies. No other commercial area in the region is rated below average.

The Tualatin Mountain Region has a better overall condition rating than any other Portland district. A mere 6.7% of its commercial area is rated as poor or bad compared to 22% of Portland's commercial area being rated poor or bad.

1965 COMMERCIAL CONDITIONS - TUALATIN MOUNTAIN REGION

Commercial Area	% Comm. Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond.* Rating
Burlingame Center	9.0	50.0	37.5	12.5	0.0	0.0	1.6
Multnomah Center	12.3	15.2	6.1	72.6	6.1	0.0	2.7
S Burlingame Center	3.4	22.2	66.7	11.1	0.0	0.0	1.9
Hillsdale Center	10.4	28.6	71.4	0.0	0.0	0.0	1.7
Barbur Blvd Strip	19.4	17.3	23.2	51.9	3.8	3.8	2.5
Beaver-Hills Strip	10.8	20.7	34.6	31.0	10.3	3.4	2.4
Other Commercial	34.7	24.7	37.7	29.0	3.2	5.4	2.3
District Total	100.0%	24.3%	35.0%	34.0%	3.7%	3.0%	2.3%

*Condition Rating: Excellent = 1, Good = 2, Fair = 3, Poor = 4, Bad = 5.



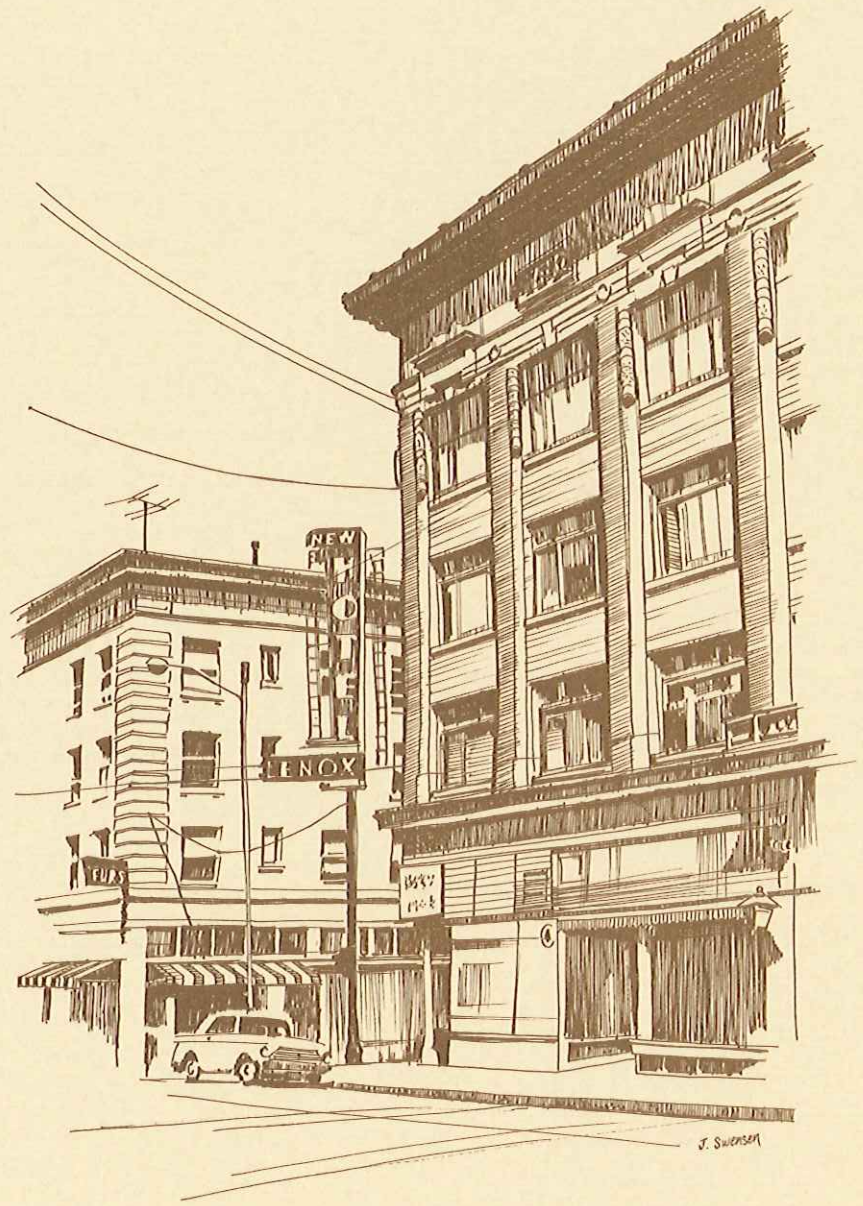
-  Commercial Center
-  Commercial Strip





-  Commercial Center
-  Commercial Strip





SUMMARY OF CONDITION RATINGS

SUMMARY OF CONDITION RATINGS

Tables one through five tabulate the results of the property devaluation study of Portland's commercial areas minus the Central Business District and the Lloyd Center.

Table one makes comparisons between Portland's commercial centers, commercial strips and other commercial areas. The greatest difference is found in the relative land coverage by the three categories; commercial strips contain slightly over one-half of the total commercial area in Portland, other commercial areas account for one-third of the area, and commercial centers comprise only one-seventh of the City's commercial area. Condition ratings varied between the commercial categories but the differences were quite small. Commercial centers had a better average rating (2.5) than did the commercial strips (2.7). Other commercial areas averaged 2.6, which was the average rating for all commercial conditions in Portland.

Table two lists the districts in order of their condition ratings--poorest to best. The worst rating is 2.9, three districts having this rating. The worst rating is only slightly poorer than the average district rating of 2.7. The amount of poor and bad commercial area found in the districts ranges from one-third of the district's total commercial area to less than 7% of the total area. Considering that variations in average district ratings were small, the districts with a large amount of seriously blighted commercial area evidently have a large amount of good commercial area as well. This fact substantiates the observation that most often old deteriorated buildings are not removed and new commercial areas are developed in nearby locations.

Table three ranks commercial centers by degree of blight. The range of ratings was great, 1.2 to 4.0. The amount of poor and bad commercial area in individual centers ranged from zero to over 95%. Ten Portland centers have more than ten percent of their area rated as poor or bad. Obviously commercial centers, although considered the best location for most commercial activity, do display signs of blight.

Table four ranks all of the major commercial strips in Portland according to their condition ratings. The range of ratings was from 1.9 to 3.9. Sixteen strips had over 25% of their area rated poor and bad. The large number of strips, the huge amount of commercial land included along their frontages, and the sizable number of poorly rated strips indicate, once again, that most of Portland's commercial blight problems are found in the commercial ribbons. Assuming that future commercial development continues to be oriented towards the center rather than ribbon development, Portland may be faced with a monumental renewal task as commercial land along arterials is vacated and commercial uses migrate to centers.

Table five lists districts according to the blight ratings of other commercial areas. The range of ratings was relatively small, 3.2 to 2.2. This is due to the great variety of commercial uses that are located within this category of commercial areas; all of their conditions averaging close to the same rating value. However, these miscellaneous commercial uses contain a large amount of blighted conditions. Over 23% of the commercial area in this category is rated poor or bad.

Table 1

COMMERCIAL CATEGORIES

Commercial Category	Approx* Area (acres)	% Total Area	% Area Exc.	% Area Good	% Area Fair	% Area Poor	% Area Bad	% Cond. Rating
Centers	352.0	13.6	18.9	29.2	33.7	17.2	1.0	2.5
Strips	1392.0	53.4	11.9	27.7	37.7	19.3	3.4	2.7
Other	860.0	33.0	16.4	30.8	30.5	18.7	3.6	2.6
Total	2604.0	100.0%	14.3%	28.9%	34.8%	18.8%	3.2%	2.6%

*Includes parking, open storage, landscaping, any industrial and residential properties that lie within the commercial areas.

Table 2

DISTRICT RATINGS

District	Percent Poor & Bad	Approximate Area (acres)	Percent Total Area	Condition Rating
Minnesota Freeway	33.7	308.5	11.8%	2.9
Foster Road	30.9	205.5	7.9%	2.9
Milwaukie Avenue	28.4	137.0	5.3%	2.9
Macadam Avenue	25.9	69.5	2.7%	2.8
Central Eastside	22.1	352.5	13.5%	2.8
St. Helens Road	31.8	11.0	0.4%	2.7
St. Johns	27.4	100.5	3.9%	2.7
Northeast	21.2	275.0	10.6%	2.7
Mt. Tabor Park	20.6	175.0	6.7%	2.6
Eastside Commercial	17.7	331.0	12.7%	2.6
Northwest	14.0	139.5	5.4%	2.6
Peninsula	14.5	114.0	4.4%	2.5
Rose City	17.6	99.5	3.8%	2.4
Reed College	14.9	151.5	5.8%	2.4
Tualatin Mt.	<u>6.7</u>	<u>134.0</u>	<u>5.1%</u>	<u>2.3</u>
Portland Total	22.0	2604.0	100.0%	2.7

Table 3

COMMERCIAL CENTERS

Centers	District Location	Percent Poor & Bad	Approximate Area (acres)	Condition Rating
Williams Avenue	Minnesota	95.4	11.0	4.0
Lents	Foster Road	76.5	17.0	3.7
Montavilla	Tabor Park	34.8	11.5	3.3
Killingsworth-Albina	Minnesota	38.5	13.0	3.2
Rose City	Rose City	48.0	12.5	3.1
St. Johns	St. Johns	37.6	32.0	3.1
Hawthorne	Central Eastside	18.8	16.0	3.1
Portsmouth	Peninsula	42.8	7.0	2.9
Manhattan	Foster Road	6.1	16.5	2.9
Multnomah	Tualatin Mt.	6.1	16.5	2.7
Woodstock	Reed College	13.6	15.0	2.5
Hollywood	Northeast	1.8	54.5	2.3
Moreland	Milwaukie Ave.	0.0	14.5	2.3
15th Ave. & Fremont St.	Northeast	40.0	5.0	2.2
33rd Ave. & Killingsworth	Northeast	0.0	6.0	2.2
Greeley	Peninsula	0.0	12.0	2.1
South Burlingame	Tualatin Mt.	0.0	4.5	1.9
Walnut Park	Minnesota	0.0	15.5	1.8
Hillsdale	Tualatin Mt.	0.0	14.0	1.7
Uptown	Northwest	0.0	12.5	1.6
Burlingame	Tualatin Mt.	0.0	12.0	1.6
Interstate	Minnesota	0.0	5.0	1.5
39th Ave. & Powell Blvd.	Reed College	0.0	9.0	1.4
66th Ave. & Glisan St.	Tabor Park	0.0	9.0	1.4
82nd Ave. & Division St.	Tabor Park	0.0	4.0	1.3
Peninsula	St. Johns	0.0	6.5	1.2
		<u>18.2</u>	<u>352.0</u>	<u>2.5</u>

Table 4

COMMERCIAL STRIPS

Commercial Strip	District Location	Percent Poor & Bad	Approximate Area (acres)	Condition Rating
SE 13th Ave.	Milwaukie Ave.	79.4	17.0	3.9
NW Thurman St.	Northwest	66.7	9.0	3.7
N Albina-Mississippi	Minnesota Fwy.	68.5	27.0	3.6
NE Alberta St.	Northeast	61.9	42.0	3.6
N Williams Ave.	Minnesota Fwy.	55.5	31.5	3.2
NE Union Ave.	Minnesota Fwy.	34.3	97.5	3.1
SE Foster Rd.	Foster Road	32.5	58.5	3.1
SE Milwaukie Ave.	Milwaukie Ave.	42.0	25.0	3.0
SE Division St.	Central Eastside	31.4	43.0	3.0
SE Belmont St.	Central Eastside	29.7	37.0	3.0
SE 17th Ave.	Milwaukie Ave.	25.8	15.5	3.0
SE Morrison-Belmont	Eastside Comm.	20.0	12.5	3.0
SE Hawthorne Blvd.	Eastside Comm.	9.5	10.5	3.0
NE Glisan St.	Mt. Tabor Park	32.2	31.0	2.9
SE Hawthorne Blvd.	Central Eastside	26.3	47.5	2.9
SW Macadam Ave.	Macadam Ave.	25.5	25.5	2.9
NW 23rd Ave.	Northwest	17.2	14.5	2.9
N. Denver Ave.	Peninsula	28.0	12.5	2.8
St. Helens Rd.	St. Helens Rd.	22.2	4.5	2.8
NE 42nd Ave.	Northeast	19.2	13.0	2.8
NW 18th-19th Ave.	Northwest	15.1	26.5	2.8
NE Broadway St.	Northeast	9.9	45.5	2.8
NW 21st Ave.	Northwest	6.3	16.0	2.8
SE Stark St.	Mt. Tabor Park	4.0	12.5	2.8
NE Fremont St.	Northeast	24.3	18.5	2.7
N Killingsworth	Minnesota Fwy.	18.2	11.0	2.7
SE Powell Blvd.	Foster Road	16.7	33.0	2.7
SE Union-Grand	Eastside Comm.	13.0	122.5	2.7
St. Helens Rd. (Linnton)	St. Helens Rd.	38.5	6.5	2.6
E Burnside St.	Central Eastside	23.6	34.0	2.6
NE Sandy Blvd.	Rose City	17.8	39.5	2.6
W Burnside St.	Northwest	10.0	20.0	2.6
82nd Ave.	Mt. Tabor Park	18.7	59.0	2.5
SW Barbur Blvd.	Tualatin Mt.	7.6	26.0	2.5
SE Powell Blvd.	Reed College	13.7	44.0	2.4
Beaverton-Hillsdale	Tualatin Mt.	13.7	14.5	2.4
E Burnside St.	Eastside Comm.	10.3	14.5	2.4
NE Sandy Blvd.	Central Eastside	4.9	51.5	2.4

Table 4 (cont.)

Commercial Strip	District Location	Percent Poor & Bad	Approximate Area (acres)	Condition Rating
82nd Ave.	Foster Road	17.8	45.0	2.3
N Lombard St.	Peninsula	9.1	43.5	2.3
N Killingsworth	Peninsula	0.0	11.0	2.3
SW Barber Blvd.	Macadam Ave.	0.0	10.0	2.3
SW Jefferson St.	Northwest	10.0	10.0	2.2
N Lombard St.	St. Johns	8.6	17.5	2.2
E Burnside St.	Mt. Tabor Park	4.8	10.5	2.0
82nd Ave.	Rose City	9.5	21.0	1.9
N Interstate Ave.	Minnesota Fwy.	1.9	54.0	1.9
		<u>22.7</u>	<u>1392.0</u>	<u>2.7</u>

Table 5

OTHER COMMERCIAL

District	Percent Poor & Bad	Approximate Area (acres)*	Condition Rating
Foster Road	47.9	35.5	3.2
Minnesota Freeway	37.2	43.0	3.0
St. Johns	31.5	44.5	2.9
Mt. Tabor Park	26.7	37.5	2.9
Macadam Avenue	33.8	34.0	2.8
Central Eastside	22.2	123.5	2.7
Peninsula	21.4	38.0	2.7
Northeast	19.9	90.5	2.6
Milwaukie Avenue	16.9	65.0	2.6
Eastside Commercial	22.0	171.0	2.5
Reed College	17.4	83.5	2.5
Northwest	8.0	31.0	2.4
Tualatin Mt.	8.6	46.5	2.3
Rose City	9.4	26.5	2.2
St. Helens Road	0.0	0.0	2.2
	<u>23.1</u>	<u>860.0</u>	<u>2.6</u>

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