



NEIGHBORHOOD ECONOMIC PROFILE

ST. JOHNS CENTER FOR OPPORTUNITY

AN EVALUATION OF DEMOGRAPHIC & MARKET CHANGES FROM 2010-2019

NUMBER OF BUSINESSES

125

up 62% from 2010 to 2018

NUMBER OF EMPLOYEES

752

up 37% from 2010 to 2018

UNEMPLOYMENT RATE

3%

down from 6% in 2010

NUMBER OF BUSINESSES

	2010	2018	% Change	# Change	0	200	400	600	800	1000
Education and Medical	11	9	-18%	-2						
Office-based	8	22	175%	14						
Production, Distribution, and Repair	8	8	0%	0						
Retail, Food, and Entertainment	43	73	70%	48						
Other	7	13	86%	6						
Total	77	125	62%	48						

Source: QCEW

NUMBER OF EMPLOYEES

	2010	2018	% Change	# Change	0	200	400	600	800	1000
Education and Medical	126	78	-38%	-48						
Office-based	32	72	125%	40						
Production, Distribution, and Repair	57	97	70%	40						
Retail, Food, and Entertainment	316	449	42%	133						
Other	19	56	195%	37						
Total	550	752	37%	202						

Source: QCEW

EMPLOYMENT*

	2010	2018	Change
Unemployment	6%	3%	-3%
Labor Force Participation Rate	77%	76%	-1%

* Statistics are for tract level.

Statistics source is from American Community Survey (ACS) 2014-2018, 5-year estimates unless otherwise noted.



DEMOGRAPHICS

ST. JOHNS CENTER FOR OPPORTUNITY



MEDIAN HOUSEHOLD INCOME

\$64,171

Increased 51% from 2010

POPULATION GROWTH

13%

up by 2,038 people from 2010

SHARE POPULATION NON-WHITE

34%

down from 35% in 2010

PLACE	2010	2018	% Change	# Change
Population	15,148	17,186	13%	2,038
Households	6,131	6,887	12%	756
Average Household Size	2.6	2.5	-2%	--
Owner-occupied Homes	3,675	3,840	4%	165
Percent Owner-Occupied Homes	60%	56%	-7%	--
Renter-Occupied Homes	2,456	3,047	24%	591
Percent Renter-Occupied Homes	40%	44%	10%	--
Per Capita Income	\$22,036	\$32,475	47%	\$10,439

RACE	2010	2018	Change
White	65%	66%	1%
Black	6%	5%	-1%
Native American	0%	1%	1%
Asian	1%	4%	3%
Pacific Islander	1%	2%	1%
Some Other Race	0%	1%	1%
Two or More Races	7%	4%	-3%
Hispanic Origin	20%	19%	-1%

AGE	2010	2018	% Change	# Change
Youth (Age 0-18)	3,433	3,545	3%	112
Working Age Population (Age 19-65)	10,661	12,125	14%	1,464
Seniors (Age 65+)	1,054	1,516	44%	462

EDUCATION	2010	2018	Change
Bachelor's Degree	22%	29%	7%
Graduate or Professional Degree	10%	15%	5%

MARKET ANALYSIS

COMMERCIAL

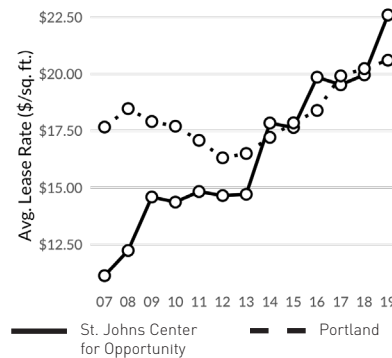


RETAIL

Retail lease rates in the District increased to \$22.59 per square foot in 2019, up from \$14.36 in 2010. During this time period, lease rates increased 57 percent. Current lease rates are about 9 percent higher than Citywide and have increased faster than the city overall.

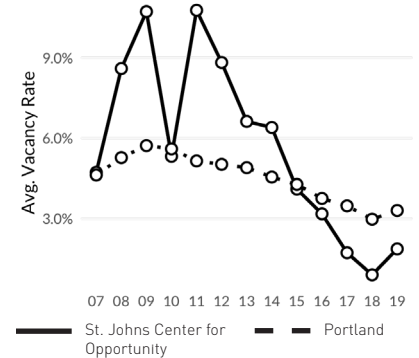
Vacancy rates have decreased to 1.9 percent in 2019, down from 5.3 percent in 2010. High lease rates and low vacancy rates signal a strong market and demand for retail space in the District.

LEASE RATES



Source: CoStar

VACANCY RATES

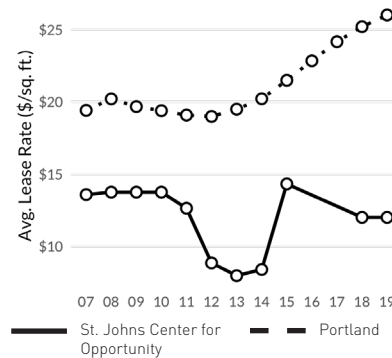


OFFICE

Office lease rates in the District decreased to \$12.00 per square foot in 2019, down from \$13.75 in 2010. Current lease rates in the District are about 117 percent below Citywide office lease rates.

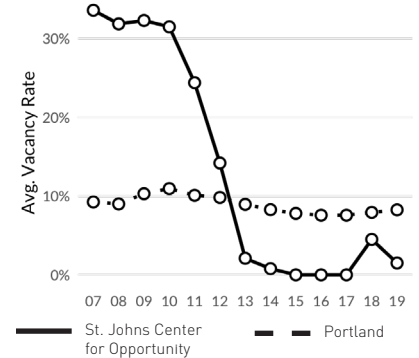
Vacancies decreased to very low rates (about 1.5 percent in 2019) as most of the office space in the District was absorbed by the market. Very low vacancy rates could lead to possible upward rent pressures as demand outpaces supply.

LEASE RATES



Source: CoStar

VACANCY RATES



MARKET ANALYSIS

COMMERCIAL



COMMERCIAL SPACE IMPROVEMENTS

The St. Johns Center for Opportunity District has seen more than \$7.7 million of commercial space investment since 2010. These investments have largely been in the form of renovations and improvement work done to commercial buildings throughout the District.

LOCAL REAL ESTATE INVESTMENT*

\$7,783,665

between 2010 and 2019

* adjusted for inflation



St. Johns Center for Opportunity

Work Type

- Alteration/Repair
- Demolition
- Multiple

Value

- ≤ 15,000
- ≤ 171,000
- ≤ 925,000

Source: City of Portland, Bureau of Development Services

COMMERCIAL SPACE EXPANSION

A few number of businesses in the district have increased their commercial square footage. Overall the District added more than 30,000 square feet of new commercial space since 2010, with a value of more than \$2.9 million.

NEW SQUARE FEET ADDED

30,087

between 2010 and 2019

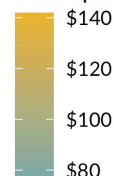


St. Johns Center for Opportunity

Added Sq. Ft.

- ≤ 550
- ≤ 5,010
- ≤ 10,620

Value per Sq. Ft.



Source: City of Portland, Bureau of Development Services

MARKET ANALYSIS

RESIDENTIAL

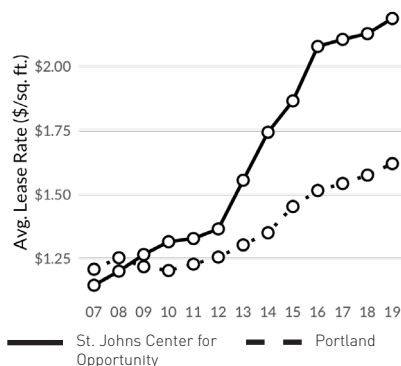


MULTIFAMILY

Multifamily lease rates increased to \$2.19 per square foot in 2019, up from \$1.32 in 2010. During this time period, lease rates increased 66 percent, and are currently 26 percent higher than Citywide multifamily lease rates.

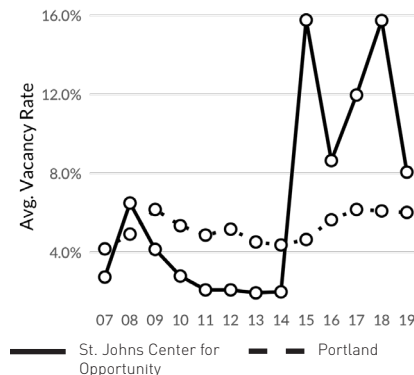
In recent years, vacancy rates have increased to 8.1 percent as new units have been added to the District and full absorption of the new units has not yet occurred.

LEASE RATES



Source: CoStar

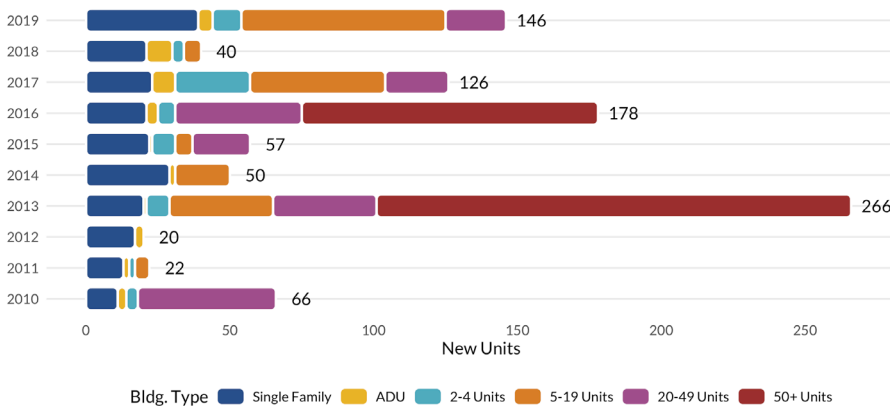
VACANCY RATES



RESIDENTIAL CONSTRUCTION

There were 971 residential units constructed between 2010 and 2019. Multifamily housing units makes up the majority (about 67 percent) of all new units built in the District. Single-family housing units makes up about 22 percent of all new units.

There were 38 accessory dwelling units built between 2010 and 2019.

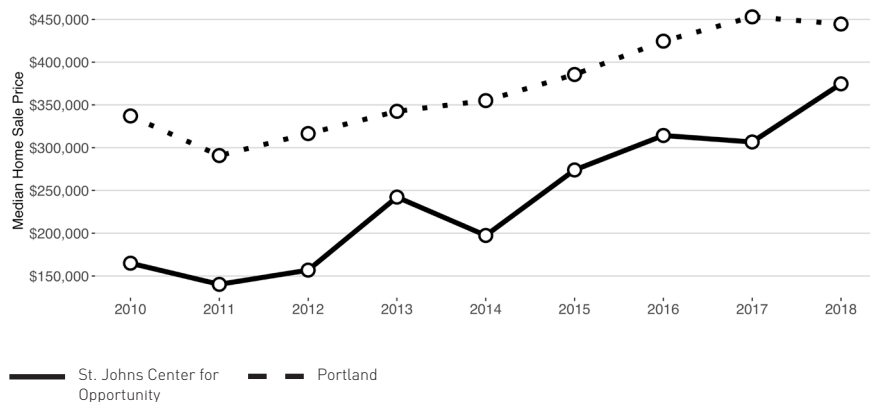


Source: City of Portland, Bureau of Development Services

MEDIAN HOME SALES PRICE*

Between 2010 and 2018, median home prices in the St. Johns Center for Opportunity District increased by 227 percent, or \$209,653.

In 2018, the median home price in St. Johns was \$374,622 -lower than Citywide median home prices.



Source: RMLS, City of Portland

*Median home sales prices are for the primary market

MARKET ANALYSIS

COMMERCIAL SERVICES & GAP ANALYSIS



COMMERCIAL SERVICES & GAP ANALYSIS

The impacts of increasing commercial lease rates and a wave of commercial building renovations and tenant improvements will impact the business mix and types of business who locate in St. Johns in the coming years. St. Johns is at a turning point in its history as demographic factors, market factors, and market preferences are converging to make St. Johns a higher value commercial and retail market than in the past.

Due to online sales and general trends in the retail industry, brick and mortar retailers are likely to be challenged by broader market conditions, even though there is a strong demand for nearly all categories of retail. Smaller boutique and specialty retail businesses with unique product offerings and likely to drive demand for retail in the District.

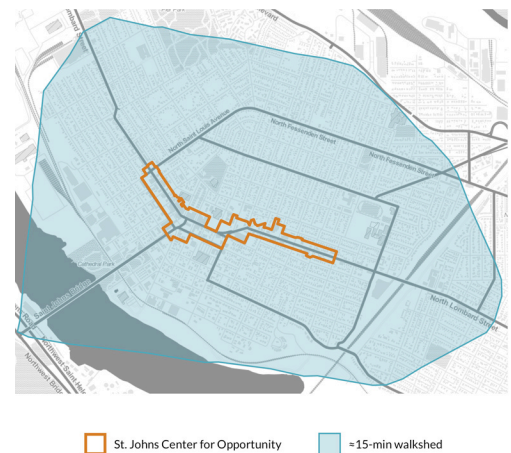
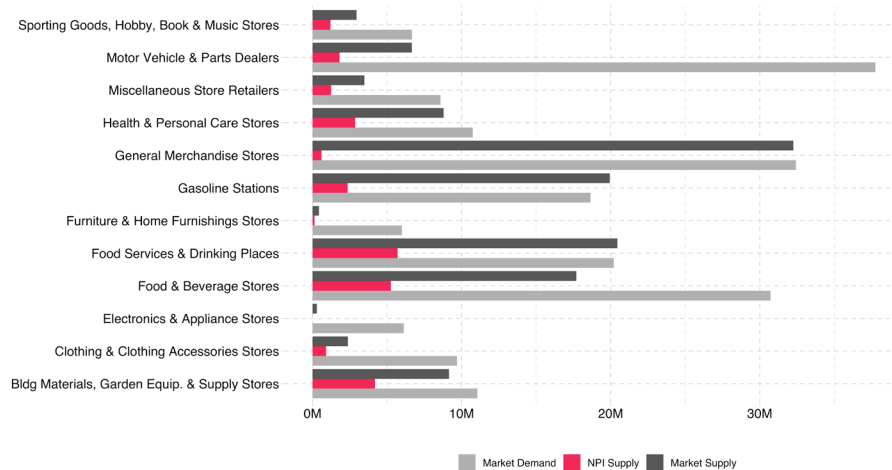
Even after new restaurant openings in recent years, there is still unmet demand for additional restaurants

in St. Johns. However, additional bars and tap rooms are likely to face strong competition as the supply of these businesses outpaces demand for the population in the market area.

This analysis indicates that there is a large unmet demand for personal services such as hair and nail salons, health and wellness services, and for a pharmacy/drug store.

RETAIL GAP

PRIMARY MARKET AREA



Source: Esri Business Analyst, ECONorthwest

NEIGHBORHOOD ECONOMIC PROFILE

EXECUTIVE SUMMARY



NEIGHBORHOOD PROSPERITY NETWORK

The Neighborhood Prosperity Network (NPN) was launched in 2011 to support social equity-based community economic development in seven neighborhoods throughout Portland. The districts in the NPN have demonstrated success in serving their communities over the last 9 years.

This neighborhood economic profile provides a summary snapshot of nearly a decade's worth of community-led economic development work. This economic profile gives insight to how the district has performed since the NPN was established and

evaluates how market conditions have changed. These market conditions include a comprehensive look at current demographics, employment, housing, and commercial real estate conditions.

This analysis summarizes data that is accurate through March 2020 and thus represents a pre-COVID-19 commercial analysis. We acknowledge that neighborhood business districts and small businesses will be greatly impacted by public health requirements for non-essential business closures. This information can provide a district baseline to track reopening and recovery outcomes and strategies.

ST. JOHNS CENTER FOR OPPORTUNITY

BY THE NUMBERS

CHANGE SINCE 2010

48

New businesses in the district

202

Net gain of jobs in the district

3%

Decrease in unemployment rate, to 3%

51%

Increase in household income to \$64,171

1%

Decrease in share non-white population to 34%

13%

Population growth, to 17,186 people in the district

57%

Increase in retail lease rates to \$22.60 per sq.ft. since 2010

30,087

New sq.ft. of commercial space in the district

66%

Increase in multifamily lease rates to \$2.19 per sq.ft.

227%

Increase in home sales price to \$374,622

