Business District

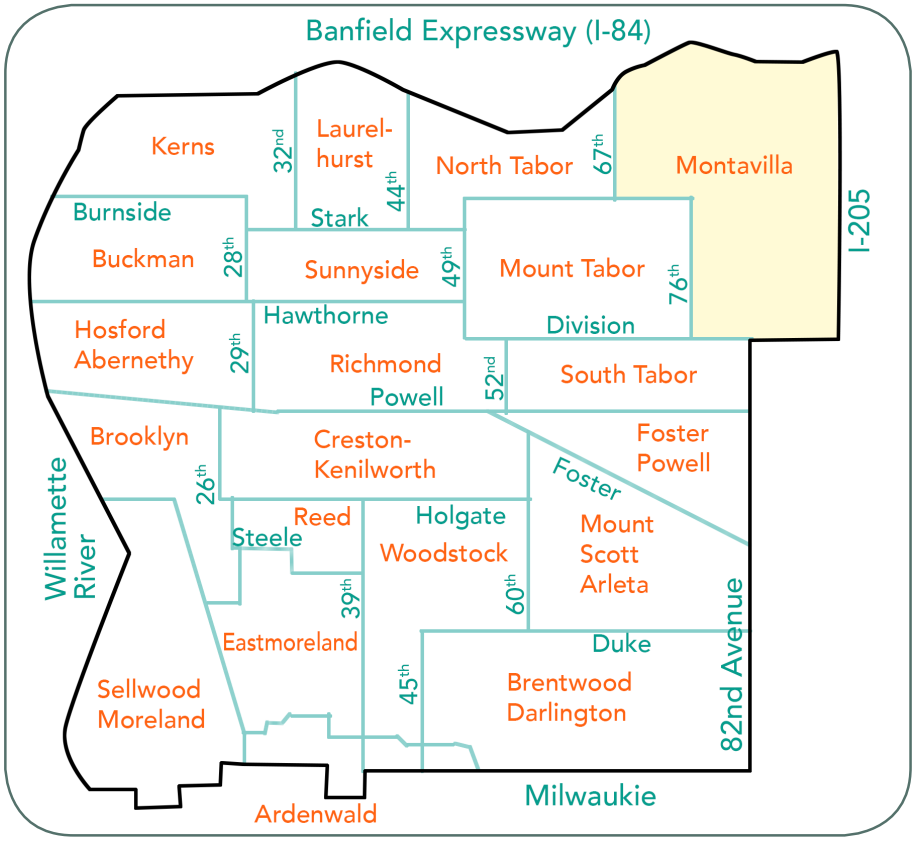
MONTAVILLA

A Great Place to Locate Your Business

Montavilla.biz

Get Montavilla On Your Radar

Montavilla is one of Portland's largest neighborhoods with a population of over 7,000 residents and over 3,000 households. It is located on the eastern flank of Mt. Tabor, five miles from downtown Portland, conveniently situated near I-84, I-205, 3 Max lines, and 5 bus routes. It is one of the most accessible places in all of Portland.



Business District Sectors

Montavilla's business district is made up of four distinct sectors that cater to the diverse needs of area residents, residents in adjoining neighborhoods, and Portlanders at-large.

Traffic Counts

Large numbers of commuters travel through Montavilla's business district every day providing excellent visibility to area businesses and convenience for commuters who stop to take advantage of goods and services as they pass through.

Business District Sector	Daily Traffic Counts
Historic Downtown Montavilla	9,500*
Stark East	13,500*
East Glisan	18,000
82nd Avenue	26,000 - 28,000

Source: City of Portland, 2016
* An additional 11,000 cars travel eastbound on Washington Street (one-way opposite Stark St.) each day.

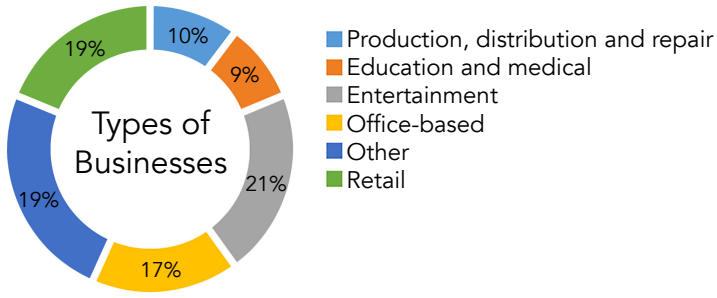
For more information contact the Montavilla/East Tabor Business Association
PO Box 33342 | Portland, OR 97292 | Montavilla.biz@gmail.com

Area Demographics

	Montavilla/East Tabor	City of Portand
Population	7,123	605,898
Households	3,088	259,001
Median Household Income	$48,347	$51,741
Age Distribution		
<20	21%	21%
>64	12%	12%
Race		
White	73%	75%
Black	4%	6%
Native American /Hawaiian	2%	2%
Asian	12%	8%
Other	9%	9%
Ethnicity		
Hispanic/Latino	8%	10%
Non Hispanic/Latino	92%	90%

Source: US Census, 2010

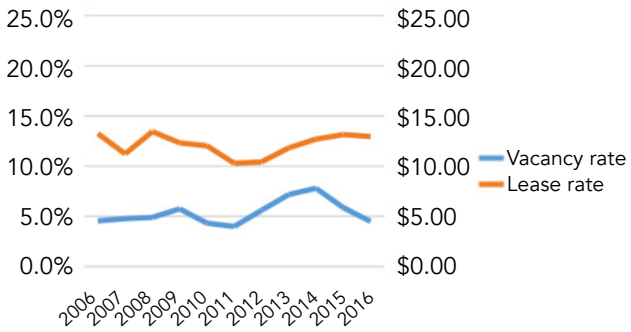
Types of Businesses Within the Montavilla Business District



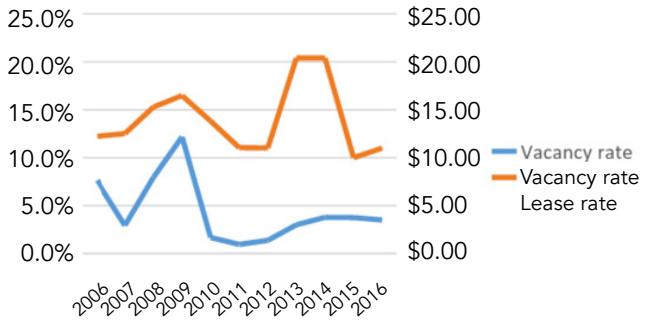
Lease and Vacancy Rates

Montavilla's retail lease rates are well below city averages ($12.95 vs. $21.24 per sq. foot); lease rates for office space are on par with city averages ($20.40 vs. $21.21 per sq. foot).

Retail vacancy and lease rates



Office vacancy and lease rates



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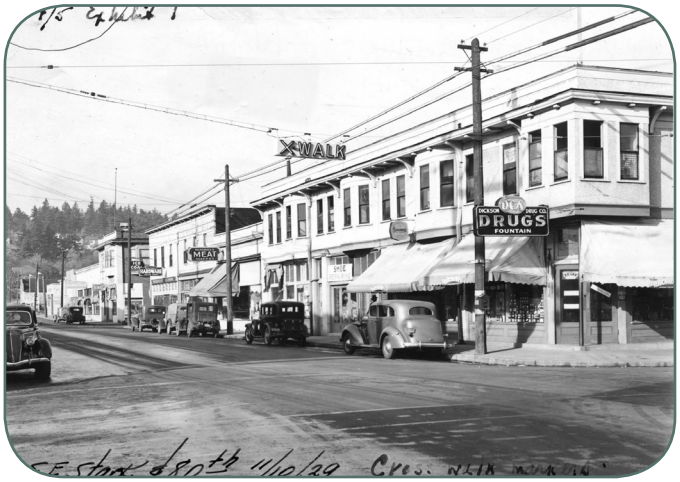
Brief History of Montavilla



Montavilla (correctly pronounced like "gorilla" or "Godzilla") was formally platted on survey maps in 1889 and annexed to the city of Portland in 1906. Base Line Road (now Stark Street), which ran from the Sandy River to the Willamette River, became an important east-west arterial between the rural east side and Portland's growing downtown core in the late 19th and early 20th centuries.

The land that formed the new business district was mostly rural farmland and orchards, though that character started changing with the introduction of streetcars in the late 1890s. A trolley stop at SE 81st and Stark brought growth and development along the streetcar line, and with easy access to the city, Montavilla became a popular place to live. It was a bustling suburb with street improvements and sidewalks; a transportation hub; post office and bank; blacksmith and livery services; and businesses selling meat and groceries.

Despite these modern conveniences, the district retained its rural nature, supporting family farms and homesteads. Residents with jobs in inner southeast and downtown were able to commute easily to work and still maintain their small farms. Wallace and Flora Hadley established a dairy that once occupied 10 acres on a site that is now Mall 205 and provided milk delivery to the surrounding neighborhoods.

The changes that came to the business district and neighborhood in the coming decades were not always positive. Portland's continued growth affected land use patterns in outlying areas, and farms became smaller or disappeared. Over time, these larger tracts were divided into smaller farms, then into residential areas. The streetcar line that serviced the area was discontinued in 1948, though the structures built along the line are still visible and lend a unique character to this part of the commercial district.

The termination of the streetcar line was followed by the ascendance of the automobile and subsequent commercial flight to the city suburbs. Downtown Montavilla witnessed the closure of area landmarks – Fred Meyer in 1962, the Academy Theater in the 1970s, and Dixson's Drug Store in the 1980s – and was in economic decline for most of the second half of the 20th century. However, the district has undergone revitalization in the last 15 years – evident to anyone walking or driving by. Many of the previously empty storefronts are now thriving businesses that the community loves and supports.

Most recently, Montavilla's business association expanded its boundaries to incorporate a section of East Glisan Street and has designated four distinct sectors of the business district – "East Glisan," "82nd Ave," "Stark St. East," and "Historic Downtown Montavilla." Continued growth and positive change is expected in each of these sectors in the coming years, making it an excellent location for local entrepreneurs to consider if opening or expanding a business.

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