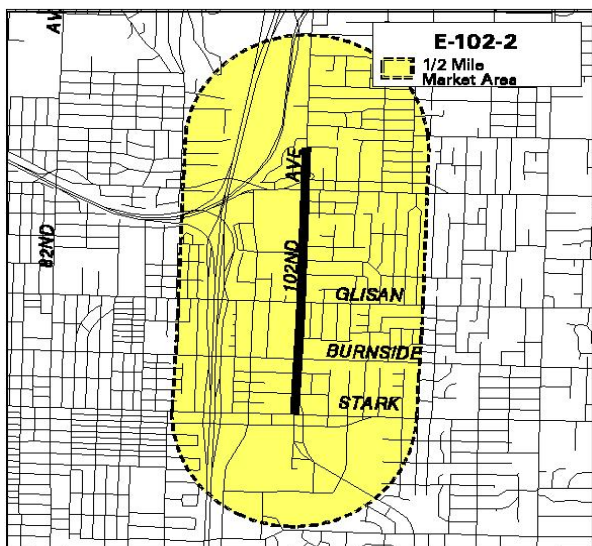


Boundaries: NE Hancock to SE Stark
 Length: 1.19 miles

OVERVIEW

This relatively long segment on 102nd Avenue lies within the Region 2040 designated Gateway Regional Center. Compared to a citywide average, this segment's market area has slightly more people per acre, and household size is above average. Housing prices are lower than city average, as are average incomes. The area is slightly more diverse racially than Portland overall, with a greater Hispanic population (9.4%). The area has more seniors than average (20% vs. 12%). The area has an above-average density of businesses, a higher than average number of businesses with 5-19 and over 50 employees, and a lower percentage of small businesses. Office uses (55%) dominate this segment, however most employees are estimated to work in Retail (43%). Zoning in this segment is primarily Central Commercial (51%), with areas of Central Employment and other zones. There are a number of lots over 100,000 square feet in size.



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic <i>Source: PDOT</i>	
TSP Street Classification ¹ :	District Collector Street
Average Daily Traffic Volume ² :	18,152
Number of Traffic Lanes:	4 and 6
Transit <i>Sources: PDOT and Metro</i>	
TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Routes 15, 22, and 33
Pedestrian <i>Source: PDOT</i>	
TSP Street Classification ¹ :	Pedestrian District
Pedestrian District:	Partial
Bicycle <i>Source: PDOT</i>	
TSP Street Classification ¹ :	City Bikeway
Bike Lane:	No

MARKET AREA SUMMARY for 1/2-mile area around the street segment

Demographic Information <i>Source: CN</i>	Segment	Portland
Total Population	7,086	530,638
People per Acre	5.6	5.5
Total Households	2,848	224,425
Households per Acre	2.3	2.3
Mean Household Size	2.5	2.4
Mean Household Income	\$41,069	\$52,020

Age Distribution <i>Source: CN</i>	Segment	Portland
0 - 17 Years Old	22%	21%
18 - 34 Years Old	28%	29%
35 - 64 Years Old	31%	39%
65+ Years Old	20%	12%

Ethnic and Racial Composition <i>Source: CN</i>	Segment	Portland
Non-Hispanic	90.6%	93.2%
White	71.0%	75.5%
Black	5.1%	6.2%
Native American	1.1%	0.9%
Asian	8.9%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.1%	0.2%
Two or More Races	4.3%	3.8%
Hispanic	9.4%	6.8%

Real Estate Sales <i>Source: CA</i>	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$139,955	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	103%	114%

DATA SOURCES / YEAR: Portland Office of Transportation, 2003 (PDOT); Metro, 2004 (Metro); US Census, 2000 (CN); County Assessor, 2004 (CA)

¹ Where more than one classification in Portland's Transportation System Plan (TSP) exists per category, the one that spans the greatest distance is reported.
² This figure represents the mean weighted Average Daily Traffic Volume for the segment.
³ Single-Family Residence

NE/SE 102ND AVENUE

Street Segment ID: NE-102-2

Boundaries: NE HANCOCK TO SE STARK
 Length: 1.19 miles

LAND USE AND ZONING SUMMARY for lots that front the street segment

Number and Size of Lots by Zone Type *Source: BOP*

ZONE TYPE	Number of Lots		Size of Lots			Number of Lots by Size (SQFT)				
	Total Lots	% of Total Lots	Total SQFT	% of Total SQFT	Average SQFT	0-4,999	5,000-19,999	20,000-43,559	43,560-99,999	100,000+
Commercial	55	60%	2,358,921	78%	42,889	5	27	12	6	5
Employment & Industrial	9	10%	86,146	3%	9,572	1	8	0	0	0
Residential	27	30%	596,379	20%	22,088	0	22	2	1	2
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	91	100%	3,041,445	100%	33,422	6	57	14	7	7

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²
COMMERCIAL	General Commercial	23%
	Central Commercial	4%
	Storefront Commercial	24%
	Mixed Commercial/Residential	2%
	Neighborhood Commercial	6%
	Office Commercial	1%
E & I	Employment	9%
	Industrial	2%
RES	Single-Dwelling Residential	4%
	Multi-Dwelling Residential	24%
	Other ¹	1%

Approximate Lot Utilization (lots used as zoned) by Zone Type *Sources: BOP and CA*

	Segment	All Segments ²
Commercial	69%	79%
Employment & Industrial	89%	82%
Residential	89%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	9%	6%
Employment & Industrial	0%	13%
Residential	0%	6%

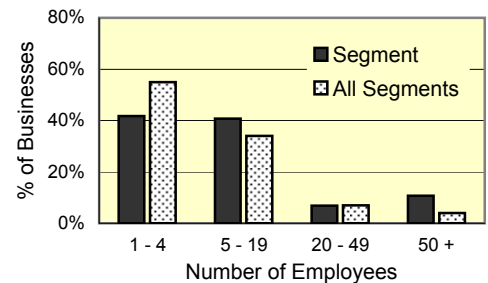
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	21%	34%	43%	34%
Personal Services	6%	8%	4%	5%
Other Services	3%	10%	1%	11%
Office	55%	28%	28%	26%
Auto Service/Repair	3%	5%	1%	3%
Auto Sales/Rental	1%	2%	0%	3%
Institutional	7%	4%	20%	10%
Industrial	4%	9%	2%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP* 103

Businesses per Mile	87
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	24%

Estimated Number of Employees³ *Source: IP* 1946

Employees per Mile	1635
Employees per Mile for All Segments ²	837
% Different from All Segments ²	95%

DATA SOURCES / YEAR: Portland Bureau of Planning, 2004 (BOP); County Assessor, 2004 (CA); Inside Prospects, 2002-3 (IP)

¹ "Other" zone type includes Portland's Open Space (OS) and Institutional Residential (IR) zones, as well as commercial zones in other jurisdictions.

² "All Segments" figures derived from data from all ninety-three commercial street segments in this study.

³ Number of employees derived by multiplying number of businesses by average number of employees. See methodology section for further detail.