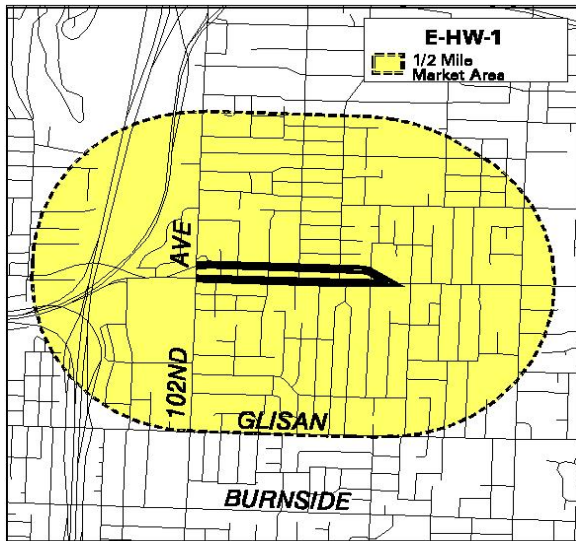


Boundaries: NE 102ND TO NE 113TH

Length: 1.20 miles

OVERVIEW

This segment of Halsey is in the Region 2040 designated Gateway Regional Center. The street acts as a couplet with NE Weidler Street, however, this analysis does not include businesses fronting only Weidler Street. Compared to a citywide average, this segment's market area has slightly higher than average people and households per acre, and household size is slightly higher than average. Housing prices are somewhat lower than city average; and average incomes also trail the citywide average. The area is less diverse racially than Portland overall, with a lower-than average Hispanic population. The area has nearly double the percentage of seniors than the Portland average (23% vs. 12%), and far fewer young adults. The segment has a slightly higher-than-average business density per mile. The number of medium-size firms is slightly higher than average. Office (36%) is the dominant type of use, followed by Retail (24%), and Personal Services (15%). Most of the employment is estimated in the Office category (45%). Land in this segment is primarily zoned Storefront Commercial (42%), Central Commercial (28%) or Multi-Dwelling Residential (26%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic Source: PDOT

TSP Street Classification ¹ :	Major City Traffic Street
Average Daily Traffic Volume ² :	27,939
Number of Traffic Lanes:	2

Transit Sources: PDOT and Metro

TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Routes 23 and 77

Pedestrian Source: PDOT

TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No

Bicycle Source: PDOT

TSP Street Classification ¹ :	City Bikeway
Bike Lane:	No

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

Demographic Information Source: CN

	Segment	Portland
Total Population	6,015	530,638
People per Acre	6.6	5.5
Total Households	2,392	224,425
Households per Acre	2.6	2.3
Mean Household Size	2.5	2.4
Mean Household Income	\$40,503	\$52,020

Age Distribution Source: CN

	Segment	Portland
0 - 17 Years Old	22%	21%
18 - 34 Years Old	22%	29%
35 - 64 Years Old	34%	39%
65+ Years Old	23%	12%

Ethnic and Racial Composition Source: CN

	Segment	Portland
Non-Hispanic	94.1%	93.2%
White	76.1%	75.5%
Black	3.5%	6.2%
Native American	1.3%	0.9%
Asian	9.3%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.2%	0.2%
Two or More Races	3.6%	3.8%
Hispanic	5.9%	6.8%

Real Estate Sales Source: CA

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$140,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	93%	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 HALSEY/WEIDLER STREET

Street Segment ID: E-HW-1

Boundaries: NE 102ND TO NE 113TH
 Length: 1.20 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	63	74%	973,702	59%	15,456	9	39	11	4	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	22	26%	684,552	41%	31,116	4	9	0	9	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	85	100%	1,658,253	100%	19,509	13	48	11	13	0

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	90%	79%
Employment & Industrial	N/A	82%
Residential	100%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	5%	6%
Employment & Industrial	N/A	13%
Residential	0%	6%

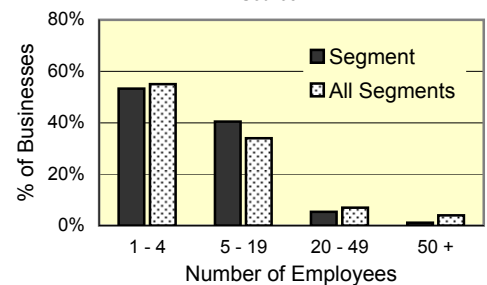
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	24%	34%	28%	34%
Personal Services	15%	8%	10%	5%
Other Services	7%	10%	3%	11%
Office	36%	28%	45%	26%
Auto Service/Repair	3%	5%	3%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	3%	4%	2%	10%
Industrial	11%	9%	9%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP* 94

Businesses per Mile	78
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	12%

Estimated Number of Employees³ *Source: IP* 840

Employees per Mile	700
Employees per Mile for All Segments ²	837
% Different from All Segments ²	-16%

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.