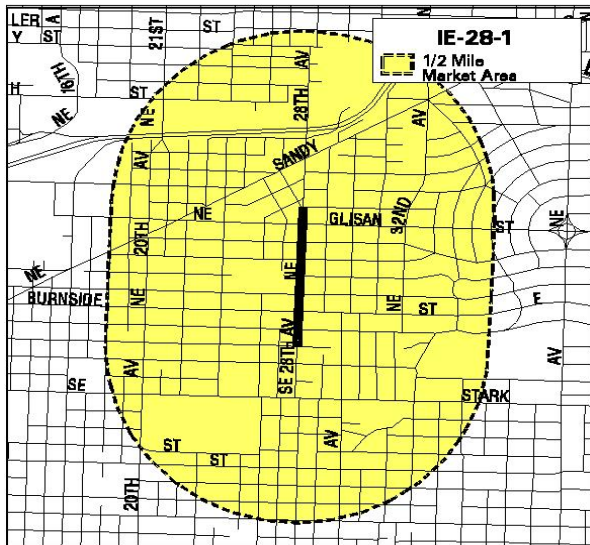


Boundaries: NE Hoyt to SE Ash  
 Length: 0.40 miles

**OVERVIEW**

This relatively short segment on NE/SE 28 has no designation in the Region 2040 Plan. Compared to the citywide average, this segment is close to three times the population density and three times the household densities. Housing prices are significantly higher than the city average, but average household incomes are less (\$45,505 compared to \$52,020 for the city). The segments has a slightly less than average mix of African-American and Hispanic populations. The segment has a higher than average young adult (18-34 year-olds) population and a significantly lower average of 0-17 year olds (11% versus 21%). A higher than average number of businesses with 1-4 employees (60%); with Retail and Office dominating the use (71%). Zoning in this segment is primarily Storefront Commercial (60%) and Residential, with Single Family Dwelling comprising 13% and 23% for Multi Dwelling Residential.



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

**Traffic** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	Neighborhood Collector Street
Average Daily Traffic Volume <sup>2</sup> :	5,477
Number of Traffic Lanes:	2

**Transit** *Sources: PDOT and Metro*

TSP Street Classification <sup>1</sup> :	Transit Access Street
Transit Service:	Bus Route 19

**Pedestrian** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	City Walkway
Pedestrian District:	No

**Bicycle** *Source: PDOT*

TSP Street Classification <sup>1</sup> :	City Bikeway
Bike Lane:	No

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

**Demographic Information** *Source: CN*

	Segment	Portland
<b>Total Population</b>	<b>9,824</b>	<b>530,638</b>
People per Acre	13.0	5.5
<b>Total Households</b>	<b>5,165</b>	<b>224,425</b>
Households per Acre	6.9	2.3
<b>Mean Household Size</b>	<b>1.9</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$45,505</b>	<b>\$52,020</b>

**Age Distribution** *Source: CN*

	Segment	Portland
0 - 17 Years Old	11%	21%
18 - 34 Years Old	42%	29%
35 - 64 Years Old	37%	39%
65+ Years Old	10%	12%

**Ethnic and Racial Composition** *Source: CN*

	Segment	Portland
<b>Non-Hispanic</b>	<b>94.6%</b>	<b>93.2%</b>
White	81.3%	75.5%
Black	5.2%	6.2%
Native American	1.0%	0.9%
Asian	3.0%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.6%	0.2%
Two or More Races	3.4%	3.8%
<b>Hispanic</b>	<b>5.4%</b>	<b>6.8%</b>

**Real Estate Sales** *Source: CA*

	Segment	Portland
Median SFR <sup>3</sup> Sales Price (00-04)	\$222,250	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	162%	114%

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

<sup>1</sup> Where more than one classification in Portland's Transportation System Plan (TSP) exists per category, the one that spans the greatest distance is reported.

<sup>2</sup> This figure represents the mean weighted Average Daily Traffic Volume for the segment.

<sup>3</sup> Single-Family Residence

**NE/SE 28TH AVENUE**

Street Segment ID: IE-28-1

Boundaries: NE Hoyt to SE Ash  
Length: 0.40 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	24	60%	128,836	41%	5,368	15	9	0	0	0
Employment & Industrial	2	5%	123,669	39%	61,834	0	1	0	0	1
Residential	14	35%	62,877	20%	4,491	7	7	0	0	0
Other <sup>1</sup>	0	0%	0	0%	0	0	0	0	0	0
<b>Total</b>	<b>40</b>	<b>100%</b>	<b>315,381</b>	<b>100%</b>	<b>7,885</b>	<b>22</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>1</b>

**Distribution of Lots by Zone Type** *Source: BOP*

	Segment	All Segments <sup>2</sup>
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 <sup>1</sup>	1%

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

	Segment	All Segments <sup>2</sup>
Commercial	71%	79%
Employment & Industrial	100%	82%
Residential	93%	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	13%	6%
Employment & Industrial	0%	13%
Residential	7%	6%

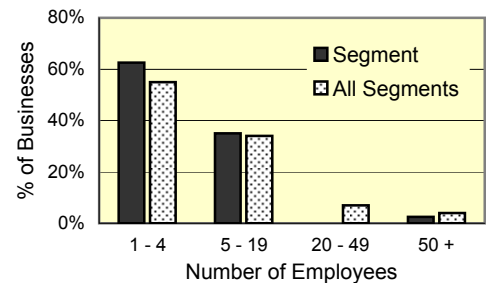
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees <sup>3</sup>	
	Segment	All Segments <sup>2</sup>	Segment	All Segments <sup>2</sup>
Retail	38%	34%	61%	34%
Personal Services	10%	8%	4%	5%
Other Services	8%	10%	4%	11%
Office	33%	28%	25%	26%
Auto Service/Repair	0%	5%	0%	3%
Auto Sales/Rental	3%	2%	1%	3%
Institutional	0%	4%	0%	10%
Industrial	10%	9%	5%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP*

Approximate Number of Businesses	40
Businesses per Mile	100
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	43%

**Estimated Number of Employees**<sup>3</sup> *Source: IP*

Estimated Number of Employees	247
Employees per Mile	616
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	-26%

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

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

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

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