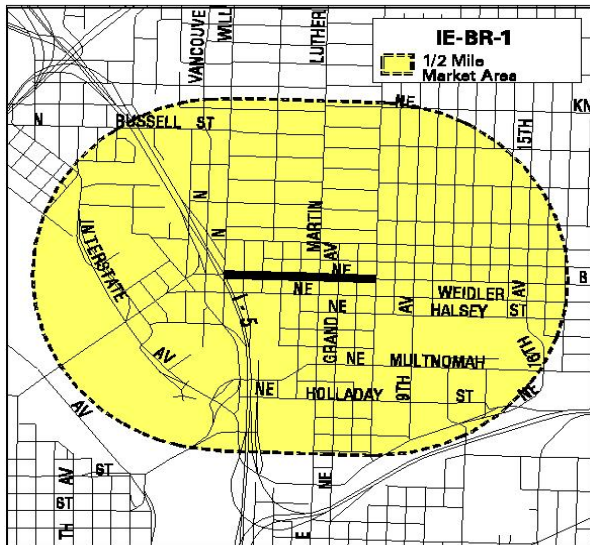


Boundaries: N Williams to NE 7th  
 Length: 0.40 miles

**OVERVIEW**

This relatively short segment on NE Broadway is a designated Corridor in the Region 2040 Plan. Compared to the citywide average, population and household densities are slightly above average, while household size is below average. Housing prices have appreciated 303% and are significantly higher than the city average, but average household incomes are less (\$37,994 compared to \$52,020 for the city). The segment has a higher than average mix of African-American residents (19.4%) and Two or more races (4.7%), while the Hispanic population has a significant presence it is slightly below the citywide average. The segment has a higher than average young adult (18-34 year-olds) population and a significantly lower average of 0-17 year olds (13% versus 21%). The segment has a higher than average number of businesses with 5-19 employees (39%) and 50+ employees (17%). Retail is the dominant use (54%); and there is a significant presence of Auto Repair and Auto Sales (30%). Zoning in this segment is primarily Central Commercial (100%).



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

**Traffic** Source: PDOT

TSP Street Classification <sup>1</sup> :	Major City Traffic Street
Average Daily Traffic Volume <sup>2</sup> :	28,928
Number of Traffic Lanes:	4

**Transit** Sources: PDOT and Metro

TSP Street Classification <sup>1</sup> :	Major Transit Priority Street
Transit Service:	Bus Route 9

**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:	Yes

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

**Demographic Information** Source: CN

	Segment	Portland
<b>Total Population</b>	<b>4,522</b>	<b>530,638</b>
People per Acre	6.0	5.5
<b>Total Households</b>	<b>2,560</b>	<b>224,425</b>
Households per Acre	3.4	2.3
<b>Mean Household Size</b>	<b>1.8</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$37,994</b>	<b>\$52,020</b>

**Age Distribution** Source: CN

	Segment	Portland
0 - 17 Years Old	13%	21%
18 - 34 Years Old	37%	29%
35 - 64 Years Old	36%	39%
65+ Years Old	14%	12%

**Ethnic and Racial Composition** Source: CN

	Segment	Portland
<b>Non-Hispanic</b>	<b>93.8%</b>	<b>93.2%</b>
White	65.7%	75.5%
Black	19.4%	6.2%
Native American	1.0%	0.9%
Asian	2.3%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.5%	0.2%
Two or More Races	4.7%	3.8%
<b>Hispanic</b>	<b>6.2%</b>	<b>6.8%</b>

**Real Estate Sales** Source: CA

	Segment	Portland
Median SFR <sup>3</sup> Sales Price (00-04)	\$250,000	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	303%	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 BROADWAY**

Street Segment ID: IE-BR-1

Boundaries: N Williams to NE 7th  
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	27	100%	347,889	100%	12,885	3	21	2	1	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	0	0%	0	0%	0	0	0	0	0	0
Other <sup>1</sup>	0	0%	0	0%	0	0	0	0	0	0
<b>Total</b>	<b>27</b>	<b>100%</b>	<b>347,889</b>	<b>100%</b>	<b>12,885</b>	<b>3</b>	<b>21</b>	<b>2</b>	<b>1</b>	<b>0</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	85%	79%
Employment & Industrial	N/A	82%
Residential	N/A	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	15%	6%
Employment & Industrial	N/A	13%
Residential	N/A	6%

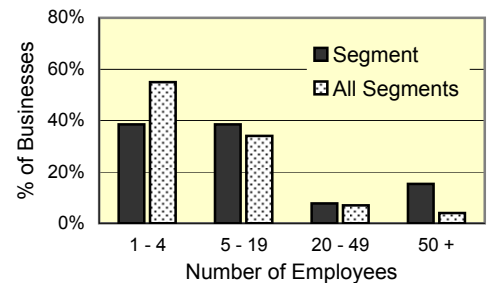
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	54%	34%	14%	34%
Personal Services	8%	8%	1%	5%
Other Services	0%	10%	0%	11%
Office	0%	28%	0%	26%
Auto Service/Repair	15%	5%	12%	3%
Auto Sales/Rental	15%	2%	71%	3%
Institutional	0%	4%	0%	10%
Industrial	8%	9%	2%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



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

Businesses per Mile	13
Businesses per Mile for All Segments <sup>2</sup>	33
% Different from All Segments <sup>2</sup>	70
	-54%

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

Employees per Mile	351
Employees per Mile for All Segments <sup>2</sup>	878
% Different from All Segments <sup>2</sup>	837
	5%

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.