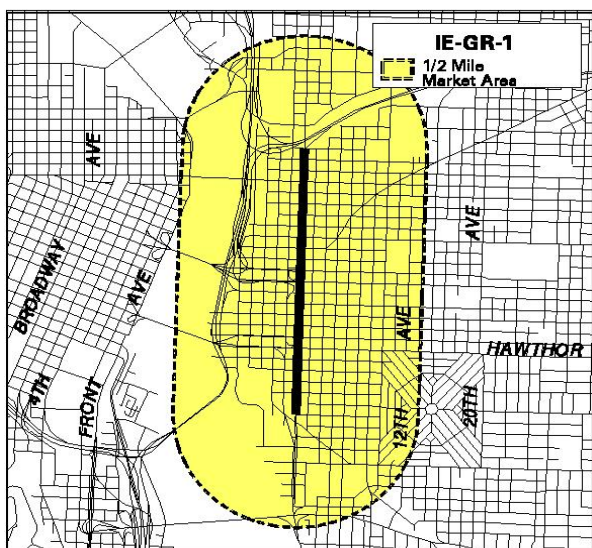


Boundaries: NE Everett to SE Lincoln  
 Length: 1.18 miles

**OVERVIEW**

This segment on NE/SE Grand is a designated Corridor in the Region 2040 Plan. Compared to the citywide average, the people and households per acre are two times below the average; the household size is also below average. Housing prices have appreciated 172% and are significantly higher than the city average; household incomes are well below the average. The segment is racially diverse; the Hispanic population is above average. The segment has a higher than average young adult (18-34 year-olds) population and a significantly lower than average of 0-17 year olds (7% versus 21%). The segment has a lower than average number of small firms and a higher than average medium-large sized firms. Retail and Industrial are the dominant uses (40% and 18%, respectively) making up 64% of the employment. Zoning in this segment is primarily Employment (75%) and Industrial (22%).



Street Segment and Surrounding 1/2-Mile Market Area

**TRANSPORTATION SUMMARY**

<b>Traffic</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	Major City Traffic Street
Average Daily Traffic Volume <sup>2</sup> :	29,624
Number of Traffic Lanes:	4 and 6
<b>Transit</b> <i>Sources: PDOT and Metro</i>	
TSP Street Classification <sup>1</sup> :	Major Transit Priority Street
Transit Service:	Bus Routes 6, 31, 32, 33, and 99
<b>Pedestrian</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	Central City Pedestrian-Transit Street
Pedestrian District:	No
<b>Bicycle</b> <i>Source: PDOT</i>	
TSP Street Classification <sup>1</sup> :	City Bikeway
Bike Lane:	No

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

<b>Demographic Information</b> <i>Source: CN</i>		
	Segment	Portland
<b>Total Population</b>	<b>2,782</b>	<b>530,638</b>
People per Acre	2.2	5.5
<b>Total Households</b>	<b>1,457</b>	<b>224,425</b>
Households per Acre	1.2	2.3
<b>Mean Household Size</b>	<b>1.9</b>	<b>2.4</b>
<b>Mean Household Income</b>	<b>\$35,686</b>	<b>\$52,020</b>

<b>Age Distribution</b> <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	7%	21%
18 - 34 Years Old	46%	29%
35 - 64 Years Old	42%	39%
65+ Years Old	5%	12%

<b>Ethnic and Racial Composition</b> <i>Source: CN</i>		
	Segment	Portland
<b>Non-Hispanic</b>	<b>93.0%</b>	<b>93.2%</b>
White	78.3%	75.5%
Black	4.6%	6.2%
Native American	2.3%	0.9%
Asian	4.2%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.3%	0.2%
Two or More Races	3.1%	3.8%
<b>Hispanic</b>	<b>7.0%</b>	<b>6.8%</b>

<b>Real Estate Sales</b> <i>Source: CA</i>		
	Segment	Portland
Median SFR <sup>3</sup> Sales Price (00-04)	\$217,400	\$160,500
% Change in SFR <sup>3</sup> Sales Price (from 1990-94 to 2000-04)	172%	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 GRAND AVENUE**

Street Segment ID: IE-GR-1

Boundaries: NE Everett to SE Lincoln  
 Length: 1.18 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	0	0%	0	0%	0	0	0	0	0	0
Employment & Industrial	83	98%	816,020	98%	9,832	27	51	4	1	0
Residential	0	0%	0	0%	0	0	0	0	0	0
Other <sup>1</sup>	2	2%	18,466	2%	9,233	0	2	0	0	0
<b>Total</b>	<b>85</b>	<b>100%</b>	<b>834,486</b>	<b>100%</b>	<b>9,817</b>	<b>27</b>	<b>53</b>	<b>4</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	N/A	79%
Employment & Industrial	96%	82%
Residential	N/A	91%

**Approximate Lot Vacancy by Zone Type**

*Sources: BOP and CA*

	Segment	All Segments <sup>2</sup>
Commercial	N/A	6%
Employment & Industrial	4%	13%
Residential	N/A	6%

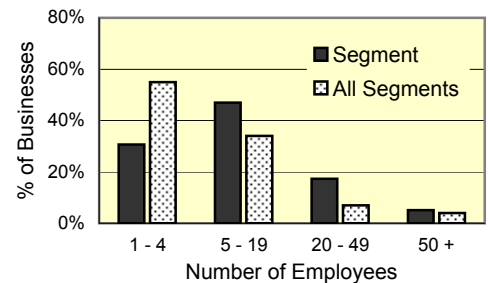
**BUSINESS AND EMPLOYEE SUMMARY** for lots that front the street segment

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	40%	34%	48%	34%
Personal Services	2%	8%	2%	5%
Other Services	8%	10%	10%	11%
Office	16%	28%	7%	26%
Auto Service/Repair	6%	5%	4%	3%
Auto Sales/Rental	3%	2%	12%	3%
Institutional	6%	4%	2%	10%
Industrial	18%	9%	16%	8%
Agriculture/Mining	0%	0%	0%	0%

**Businesses by Size**

*Source: IP*



**Approximate Number of Businesses** *Source: IP* 98

Businesses per Mile	83
Businesses per Mile for All Segments <sup>2</sup>	70
% Different from All Segments <sup>2</sup>	19%

**Estimated Number of Employees<sup>3</sup>** *Source: IP* 1642

Employees per Mile	1391
Employees per Mile for All Segments <sup>2</sup>	837
% Different from All Segments <sup>2</sup>	66%

**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.