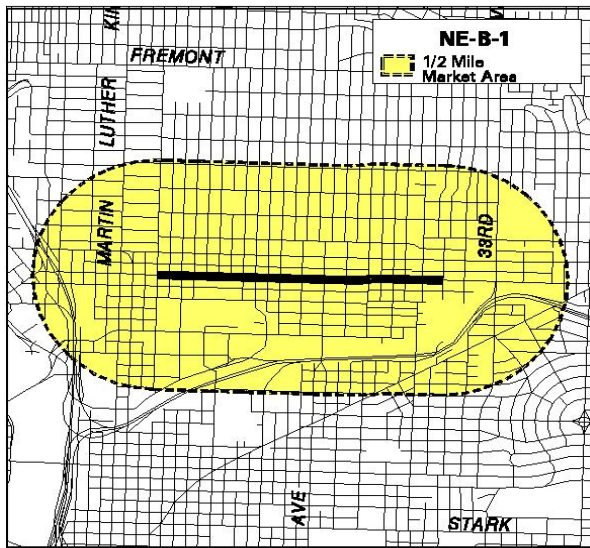


Boundaries: NE 7th Avenue to NE 30th Avenue

Length: 1.15 miles

OVERVIEW

This long segment on NE Broadway is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, the people and households per acre are above average, while the household size is below average. Housing prices have appreciated 166% and are significantly higher than the city average; average household incomes are slightly above the average. The segment is slightly above the average for racial diversity. 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 (15% versus 21%). The segment has a higher than average number of businesses with 1-4 employees (62%). Office is the dominant use (36%). Zoning in this segment is primarily Storefront Commercial (59%) and Central Commercial (32%).



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 :	18,969
Number of Traffic Lanes:	3 and 4

Transit *Sources: PDOT and Metro*

TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Routes 9, 10, 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:	Partial

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

Demographic Information *Source: CN*

	Segment	Portland
Total Population	12,178	530,638
People per Acre	9.9	5.5
Total Households	6,317	224,425
Households per Acre	5.1	2.3
Mean Household Size	1.9	2.4
Mean Household Income	\$52,283	\$52,020

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	15%	21%
18 - 34 Years Old	32%	29%
35 - 64 Years Old	39%	39%
65+ Years Old	13%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	95.4%	93.2%
White	77.3%	75.5%
Black	11.1%	6.2%
Native American	0.6%	0.9%
Asian	2.6%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.2%	0.2%
Two or More Races	3.4%	3.8%
Hispanic	4.6%	6.8%

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$306,250	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	166%	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 BROADWAY

Street Segment ID: NE-B-1

Boundaries: NE 7th to NE 30th
Length: 1.15 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	135	99%	984,219	98%	7,291	88	44	1	2	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	1	1%	16,403	2%	16,403	0	1	0	0	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	136	100%	1,000,621	100%	7,358	88	45	1	2	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	93%	79%
Employment & Industrial	N/A	82%
Residential	0%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

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

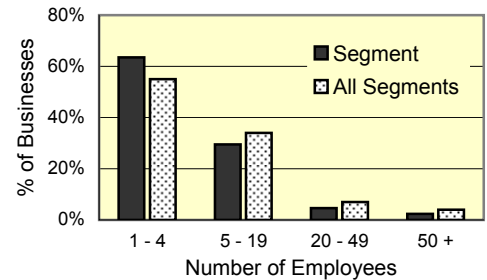
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	30%	34%	33%	34%
Personal Services	14%	8%	10%	5%
Other Services	9%	10%	8%	11%
Office	36%	28%	40%	26%
Auto Service/Repair	1%	5%	2%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	3%	4%	2%	10%
Industrial	6%	9%	4%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Businesses per Mile	214
Businesses per Mile	186
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	166%

Estimated Number of Employees³ *Source: IP*

Employees per Mile	1736
Employees per Mile	1510
Employees per Mile for All Segments ²	837
% Different from All Segments ²	80%

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.