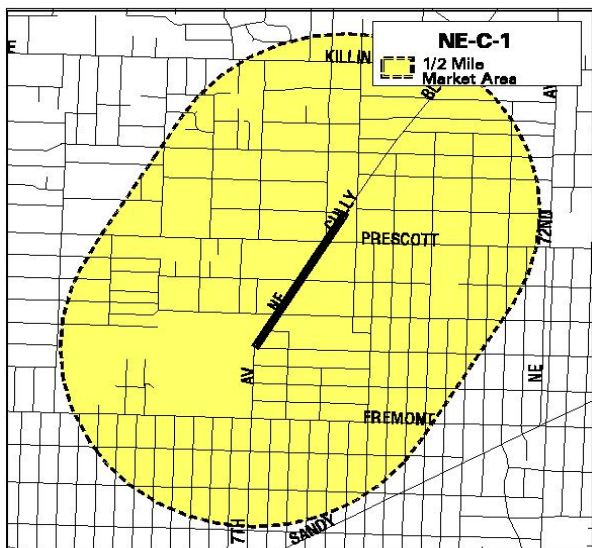


Boundaries: NE Going to NE Failing
 Length: 0.45 miles

OVERVIEW

This segment on NE Cully is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, the people and households per acre above the average; household size is above average. Housing prices are significantly lower than the city average; household incomes are below average. The segment is mostly average in its racial diversity, but has an above average presence of Asians and Hispanics. The segment has a higher than average child population and an average adult population. The segment has a higher than average number of large firms with 20-49 employees. Retail and Auto Service and Repair are the dominant use (58% and 25%, respectively) making up 83% of the employment. Zoning in this segment is primarily Multi Dwelling Residential (55%) and General Commercial (29%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic Source: PDOT

TSP Street Classification ¹ :	Neighborhood Collector Street
Average Daily Traffic Volume ² :	10,372
Number of Traffic Lanes:	2

Transit Sources: PDOT and Metro

TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Route 71

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	5,643	530,638
People per Acre	7.2	5.5
Total Households	2,217	224,425
Households per Acre	2.8	2.3
Mean Household Size	2.6	2.4
Mean Household Income	\$49,277	\$52,020

Age Distribution Source: CN

	Segment	Portland
0 - 17 Years Old	24%	21%
18 - 34 Years Old	25%	29%
35 - 64 Years Old	40%	39%
65+ Years Old	11%	12%

Ethnic and Racial Composition Source: CN

	Segment	Portland
Non-Hispanic	92.1%	93.2%
White	72.4%	75.5%
Black	6.2%	6.2%
Native American	1.0%	0.9%
Asian	8.1%	6.3%
Pacific Islander	0.7%	0.4%
Other Race	0.3%	0.2%
Two or More Races	3.4%	3.8%
Hispanic	7.9%	6.8%

Real Estate Sales Source: CA

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$150,225	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	128%	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 CULLY BLVD

Street Segment ID: NE-C-1

Boundaries: NE Going to NE Failing
Length: 0.45 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	15	39%	430,904	12%	28,727	0	11	3	0	1
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	22	58%	232,056	6%	10,548	5	14	3	0	0
Other ¹	1	3%	2,961,383	82%	2,961,383	0	0	0	0	1
Total	38	100%	3,624,342	100%	95,377	5	25	6	0	2

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²	
COMMERCIAL	General Commercial	29%	23%
	Central Commercial	0%	4%
	Storefront Commercial	0%	24%
	Mixed Commercial/Residential	0%	2%
	Neighborhood Commercial	11%	6%
	Office Commercial	0%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	3%	4%
	Multi-Dwelling Residential	55%	24%
	Other ¹	3%	1%

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

	Segment	All Segments ²
Commercial	87%	79%
Employment & Industrial	N/A	82%
Residential	100%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	7%	6%
Employment & Industrial	N/A	13%
Residential	0%	6%

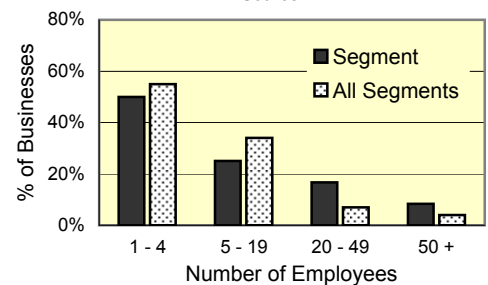
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	58%	34%	81%	34%
Personal Services	0%	8%	0%	5%
Other Services	0%	10%	0%	11%
Office	17%	28%	17%	26%
Auto Service/Repair	25%	5%	2%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	0%	4%	0%	10%
Industrial	0%	9%	0%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Businesses per Mile	12
Businesses per Mile	27
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-62%

Estimated Number of Employees³ *Source: IP*

Employees per Mile	285
Employees per Mile	633
Employees per Mile for All Segments ²	837
% Different from All Segments ²	-24%

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.