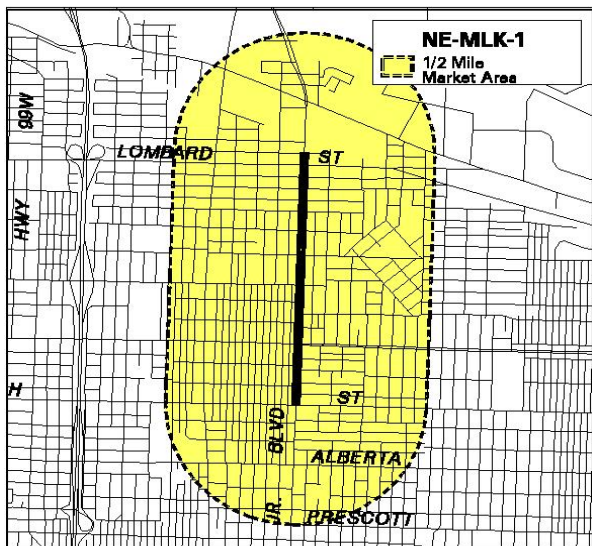


Boundaries: NE Russet to NE Killingsworth
 Length: 1.05 miles

OVERVIEW

This long segment on NE Martin Luther King Jr. is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, people and households per acre are above average. Household size is also above average. Housing prices have appreciated 271%, but are still lower than the city average; household incomes are below the average. The segment is racially diverse, with 38% White, 41% African-American, and 11% Hispanic. The segment has a higher than average child (0-17 year-olds) population and a lower than average senior population. The segment has a higher than average percentage of small firms and average medium sized firms. Retail is the dominant use, but Personal Services, Auto Service and Repair, and Industrial uses are above 'all segments' average. Zoning in this segment is mainly General Commercial (32%), Employment (25%), and Multi Dwelling Residential (29%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic <i>Source: PDOT</i>	
TSP Street Classification ¹ :	Major City Traffic Street
Average Daily Traffic Volume ² :	21,013
Number of Traffic Lanes:	4
Transit <i>Sources: PDOT and Metro</i>	
TSP Street Classification ¹ :	Major Transit Priority Street
Transit Service:	Bus Routes 6, 8, and 75
Pedestrian <i>Source: PDOT</i>	
TSP Street Classification ¹ :	City Walkway
Pedestrian District:	Partial
Bicycle <i>Source: PDOT</i>	
TSP Street Classification ¹ :	City Bikeway
Bike Lane:	No

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

Demographic Information <i>Source: CN</i>		
	Segment	Portland
Total Population	11,441	530,638
People per Acre	9.7	5.5
Total Households	4,184	224,425
Households per Acre	3.6	2.3
Mean Household Size	2.7	2.4
Mean Household Income	\$39,447	\$52,020

Age Distribution <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	28%	21%
18 - 34 Years Old	28%	29%
35 - 64 Years Old	36%	39%
65+ Years Old	9%	12%

Ethnic and Racial Composition <i>Source: CN</i>		
	Segment	Portland
Non-Hispanic	88.8%	93.2%
White	38.1%	75.5%
Black	41.1%	6.2%
Native American	1.0%	0.9%
Asian	2.5%	6.3%
Pacific Islander	0.9%	0.4%
Other Race	0.3%	0.2%
Two or More Races	4.9%	3.8%
Hispanic	11.3%	6.8%

Real Estate Sales <i>Source: CA</i>		
	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$144,500	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	271%	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 MLK Jr. BLVD

Street Segment ID: NE-MLK-1

Boundaries: NE Russet to NE Killingsworth
 Length: 1.05 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	42	46%	627,113	50%	14,931	10	26	4	2	0
Employment & Industrial	23	25%	315,859	25%	13,733	9	10	2	2	0
Residential	26	29%	306,560	25%	11,791	10	13	2	1	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	91	100%	1,249,533	100%	13,731	29	49	8	5	0

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²
COMMERCIAL	General Commercial	32%
	Central Commercial	0%
	Storefront Commercial	2%
	Mixed Commercial/Residential	12%
	Neighborhood Commercial	0%
	Office Commercial	0%
E & I	Employment	25%
	Industrial	0%
RES	Single-Dwelling Residential	0%
	Multi-Dwelling Residential	29%
	Other ¹	0%

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

	Segment	All Segments ²
Commercial	95%	79%
Employment & Industrial	96%	82%
Residential	65%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	2%	6%
Employment & Industrial	0%	13%
Residential	35%	6%

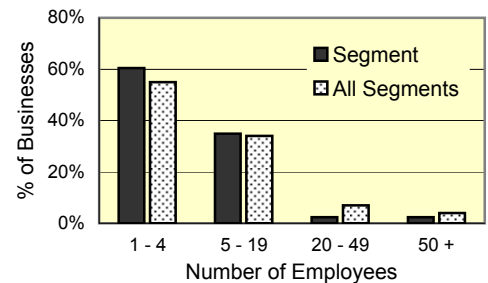
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

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%	59%	34%
Personal Services	21%	8%	19%	5%
Other Services	7%	10%	4%	11%
Office	12%	28%	5%	26%
Auto Service/Repair	9%	5%	4%	3%
Auto Sales/Rental	5%	2%	2%	3%
Institutional	5%	4%	2%	10%
Industrial	12%	9%	5%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Approximate Number of Businesses	43
Businesses per Mile	41
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-41%

Estimated Number of Employees³ *Source: IP*

Estimated Number of Employees ³	313
Employees per Mile	298
Employees per Mile for All Segments ²	837
% Different from All Segments ²	-64%

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.