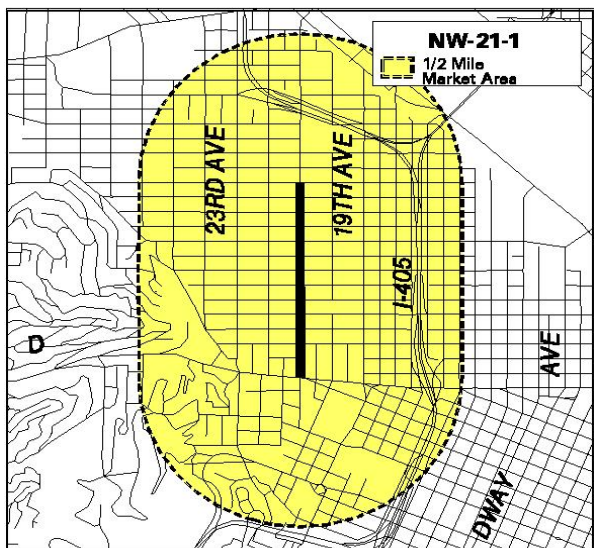


Boundaries: W Burnside to NW Pettygrove

Length: 0.66 miles

OVERVIEW

This segment on NW 21st is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, population per acre is almost three times the average; households per acre are five times the average. Household size is below average. Housing prices are almost three times the city median; average incomes are lower than the city average. The segment is not racially diverse with an 84.9% Non Hispanic White population. The segment has a higher percentage of young adults (18-34 year-olds) and a lower percentage of children. The segment has a higher than average number of medium-to-large firms (5-49 employees). Retail and Office are the dominating uses (49% and 25%, respectively) comprising 80% of the employment. Zoning in this segment is primarily Storefront Commercial (96%).



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 :	8,544
Number of Traffic Lanes:	2

Transit *Sources: PDOT and Metro*

TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Route 17

Pedestrian *Source: PDOT*

TSP Street Classification ¹ :	Pedestrian District
Pedestrian District:	Yes

Bicycle *Source: PDOT*

TSP Street Classification ¹ :	Local Service Bikeway
Bike Lane:	No

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

Demographic Information *Source: CN*

	Segment	Portland
Total Population	13,362	530,638
People per Acre	14.5	5.5
Total Households	9,424	224,425
Households per Acre	10.2	2.3
Mean Household Size	1.4	2.4
Mean Household Income	\$36,605	\$52,020

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	5%	21%
18 - 34 Years Old	51%	29%
35 - 64 Years Old	33%	39%
65+ Years Old	10%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	95.5%	93.2%
White	84.9%	75.5%
Black	2.8%	6.2%
Native American	1.0%	0.9%
Asian	4.1%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.2%	0.2%
Two or More Races	2.4%	3.8%
Hispanic	4.5%	6.8%

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$415,000	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	137%	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

NW 21ST AVENUE

Street Segment ID: NW-21-1

Boundaries: W Burnside to NW Pettygrove
 Length: 0.66 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	66	96%	464,500	83%	7,038	20	45	1	0	0
Employment & Industrial	1	1%	15,000	3%	15,000	0	1	0	0	0
Residential	2	3%	81,000	14%	40,500	0	1	0	1	0
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	69	100%	560,500	100%	8,123	20	47	1	1	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	76%	79%
Employment & Industrial	100%	82%
Residential	100%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	3%	6%
Employment & Industrial	0%	13%
Residential	0%	6%

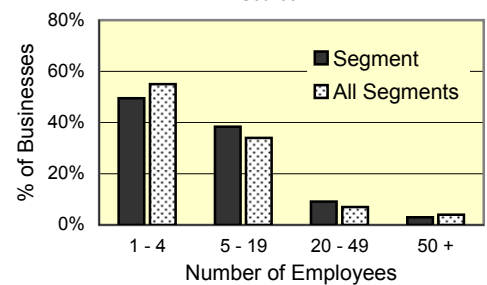
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	49%	34%	60%	34%
Personal Services	9%	8%	10%	5%
Other Services	6%	10%	4%	11%
Office	25%	28%	20%	26%
Auto Service/Repair	2%	5%	2%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	6%	4%	4%	10%
Industrial	2%	9%	1%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP* 99

Businesses per Mile	150
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	114%

Estimated Number of Employees³ *Source: IP* 1004

Employees per Mile	1520
Employees per Mile for All Segments ²	837
% Different from All Segments ²	82%

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.