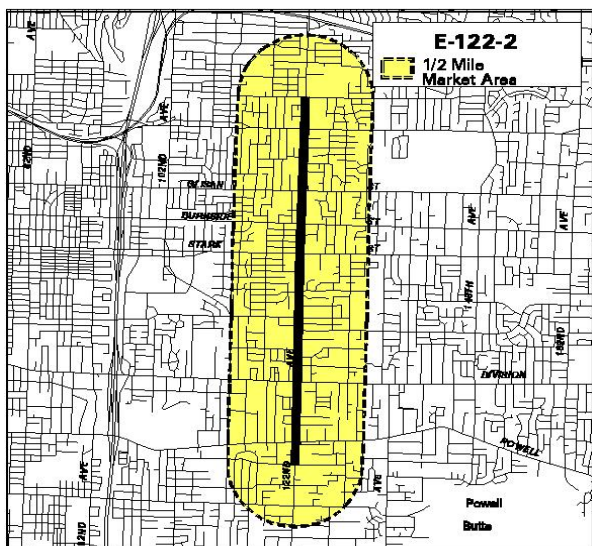


Boundaries: NE San Rafael to SE Bush
 Length: 2.96 miles

OVERVIEW

This relatively long segment on 122nd Avenue is a Region 2040 designated main street. Compared to a citywide average, this segment's market area has significantly more people and households per acre, and household size is above average. Housing prices are lower than city average, as are average incomes. The area is slightly less diverse racially and ethnically than Portland overall, and has less 18-64 year old adults, but more children and seniors. The area has a relatively large number of businesses. There is a higher than average number of very small or large firms. Compared to all other segments, this segment has fewer businesses per mile. Office uses dominate (41%) this segment, however most employees (37%) are estimated to work in retail. Zoning in this segment is a mixture of General Commercial (23%) and other commercial zones. However, about 42% of the lots are zoned Multi-dwelling residential. There is a significant percentage of lots over 100,000 square feet in size.



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 :	25,143
Number of Traffic Lanes:	4 and 6
Transit <i>Sources: PDOT and Metro</i>	
TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Routes 17 and 71
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:	Partial

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

Demographic Information <i>Source: CN</i>		
	Segment	Portland
Total Population	19,077	530,638
People per Acre	8.0	5.5
Total Households	7,253	224,425
Households per Acre	3.0	2.3
Mean Household Size	2.6	2.4
Mean Household Income	\$41,269	\$52,020

Age Distribution <i>Source: CN</i>		
	Segment	Portland
0 - 17 Years Old	25%	21%
18 - 34 Years Old	23%	29%
35 - 64 Years Old	36%	39%
65+ Years Old	16%	12%

Ethnic and Racial Composition <i>Source: CN</i>		
	Segment	Portland
Non-Hispanic	93.3%	93.2%
White	78.0%	75.5%
Black	2.5%	6.2%
Native American	0.9%	0.9%
Asian	7.8%	6.3%
Pacific Islander	0.3%	0.4%
Other Race	0.2%	0.2%
Two or More Races	3.7%	3.8%
Hispanic	6.7%	6.8%

Real Estate Sales <i>Source: CA</i>		
	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$137,500	\$160,500
% Change in SFR ³ Sales Price (from 1990-94 to 2000-04)	92%	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/SE 122ND AVENUE

Street Segment ID: E-122-2

Boundaries: NE SAN RAFAEL TO SE BUSH
 Length: 2.96 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	110	52%	5,234,604	67%	47,587	4	51	29	15	11
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	101	48%	2,573,756	33%	25,483	11	63	12	13	2
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	211	100%	7,808,360	100%	37,006	15	114	41	28	13

Distribution of Lots by Zone Type *Source: BOP*

	Segment	All Segments ²
COMMERCIAL		
General Commercial	23%	23%
Central Commercial	0%	4%
Storefront Commercial	12%	24%
Mixed Commercial/Residential	2%	2%
Neighborhood Commercial	0%	6%
Office Commercial	14%	1%
E & I		
Employment	0%	9%
Industrial	0%	2%
RES		
Single-Dwelling Residential	6%	4%
Multi-Dwelling Residential	42%	24%
Other ¹	0%	1%

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

	Segment	All Segments ²
Commercial	89%	79%
Employment & Industrial	N/A	82%
Residential	95%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	4%	6%
Employment & Industrial	N/A	13%
Residential	5%	6%

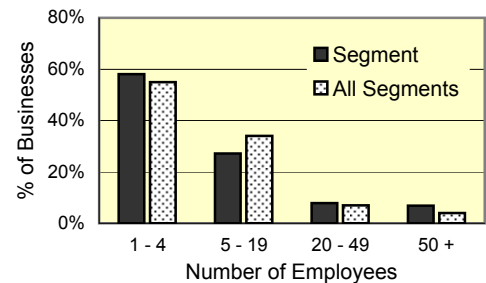
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees ³	
	Segment	All Segments ²	Segment	All Segments ²
Retail	29%	34%	37%	34%
Personal Services	7%	8%	3%	5%
Other Services	6%	10%	10%	11%
Office	41%	28%	15%	26%
Auto Service/Repair	5%	5%	2%	3%
Auto Sales/Rental	4%	2%	22%	3%
Institutional	4%	4%	8%	10%
Industrial	4%	9%	3%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*

Businesses per Mile	65
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	-8%

Estimated Number of Employees³ *Source: IP*

Employees per Mile	932
Employees per Mile for All Segments ²	837
% Different from All Segments ²	11%

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.