



Opening a Business on Alberta Street

Only on **ALBERTA...**

The Alberta Street commercial corridor offers a one-of-a-kind shopping and entertainment experience, spanning 22 blocks along NE Alberta Street.

At the crossroads of four vibrant northeast Portland neighborhoods—King, Vernon and Concordia and Sabin—Alberta Street is a successful mixed-use district with a locally owned, small-business focus.

Alberta Street offers a wide range of business opportunities—from on-street retail to service businesses looking to establish an office in an attractive neighborhood for employees and visitors. As a district Alberta Street prioritizes local and sustainable development.

Strong Market Area

- Within a short drive from Alberta Street is a **market area of 17,400 households and 43,000 residents**. The market is expected to increase by over 1,000 households in the next 5 years.
- The median household income is \$46,368, **5% above Portland overall** at \$44,084 (2012)
- 17% of market area households have median incomes greater than \$100,000.
- **Home ownership is on the rise**, increasing from 64.7% in 2000 to 66.4% today.

A Vibrant Business District

- Alberta Street has a strong sense of place with **attractive locally owned independent businesses**, a **walkable environment**, **public art**, and **desirable residential neighborhood**.
- Since 2011, Alberta Street has maintained a 95% or greater occupancy rate, **well above the city average**.
- Businesses attract a **large and diverse customer base** from the adjacent neighborhood, greater Portland and the region.
- **Between 2010–2011, 80% of Alberta Street businesses reported an increase in revenue.** 42.6% plan to expand operations this year.

Market Opportunities

- Market area retail sales leakage totals **over \$250 million**.
- Top unmet needs identified based on 600 shopper and 72 business surveys include book store, garden store, affordable apparel, kitchen supply, hardware stores, lodging and entertainment.

Facts **270,000sf** ground floor space at an average price per square foot of \$21.50.

Business & Commercial Property Owner Assistance

Alberta Main Street, a non-profit organization supporting businesses and property owners within the district, offers tools such as:

Small Business Seminars

Supporting small business owners with professional development opportunities, seminars are led by professionals on the subject and free to attend.

District Improvement Initiatives

Striving to make Alberta Street a safer, cleaner, and more vibrant place by providing small matching grants to business and property owners, managing district-wide projects and encouraging private investment.

Street Wide Events

Coordinating events that draw people to Alberta Street to experience the district and patronize local businesses. The Alberta Street Fair (held annually on the second Saturday in August) attracts over 20,000 people to Alberta Street.

Networking Opportunities

Hosting mixers, facilitating communications and encouraging collaboration that creates a strong business community.