

## June 2012 Downtown Portland Pedestrian Counts

<i>Intersection</i>	<i>Jun-12</i>	<i>Jun-11</i>	<i>Jun-10</i>	<i>June 2012 - June 2011 Increase/Decrease</i>	<i>June 2012 - June 2010 Increase/Decrease</i>
3rd & Clay	2,587	2,564	5,350	1%	-52%
3rd & Morrison	14,515	8,930	10,949	63%	33%
4th & Yamhill	9,736	N/A	N/A	N/A	N/A
5th & Alder	9,770	12,330	13,480	-21%	-28%
5th & Couch	4,509	6,283	6,969	-28%	-35%
5th & Morrison	14,680	N/A	22,789	N/A	-36%
6th & Morrison	24,241	41,675	26,325	-42%	-8%
6th & Salmon	12,208	N/A	N/A	N/A	N/A
6th & Alder	11,781	10,618	11,794	11%	0%
Park & Yamhill	11,050	11,531	8,297	-4%	33%
Park & Salmon	5,632	N/A	N/A	N/A	N/A
Broadway & Washington	9,146	N/A	N/A	N/A	N/A
Broadway & Yamhill	12,222	N/A	11,161	N/A	10%
10th & Morrison	9,479	9,459	11,683	0%	-19%
10th & Washington	4,669	N/A	N/A	N/A	N/A

June 2012 pedestrian counts took place over June 14, 15 and 16 (Thursday through Saturday) and were comparable to results gathered in June 2011. Weather over the three days was sunny, clear and warm; weather over the count period in June 2011 was overcast with periods of light mist and rain. Weather over the count period in June 2010 was cool with light rain as well.

Corners counted during the semi-annual counts do vary slightly depending on a variety of factors such as retail vacancies, new tenants and relocation of transit stops. Several news corners were added to the count this year to reflect new vacancies in the area. As a result, eight corners have comparable data from the past two years.

**Third and Clay:** Corner features Ira Keller Fountain, a parking garage, the Koin Tower office building and Keller Auditorium. Counts showed a 1 percent increase over last year. Count in 2010 was marked with a matinee performance at Keller Auditorium; the special event was responsible for the substantial increase in regular pedestrian traffic at the corner.

**Third and Morrison:** Businesses on this corner include Nordstrom Rack, Pioneer Place, the former home of Borders Books and Café Yumm on the ground floor in the Smart Park Garage. Results up 63 percent over 2011; Borders was closed during the previous count period.

**Fourth and Yamhill:** Corner tenants include Louis Vuitton at Pioneer Place, H & M, Tiffany and Co., and the former Saks Fifth Avenue space, now vacant. There are plans for a new tenant to update the former Saks site into a new retail development. This corner was not counted in 2011 and 2010.

**Fifth and Alder:** Results down 21 percent over last year. At this corner there is a vacancy in the Yeon Building on the northeast corner; other corners house Ross Dress for Less, Red Star Tavern and Macy's. The Yeon building is under new ownership and has been undergoing construction and redevelopment in the ground floor retail spaces as well as upper office floors.

**Fifth and Couch:** This corner in Old Town Chinatown features tenants Compound, Upper Playground, the Goldsmith building, which houses creative firms, and a surface parking lot. Results are down 28 percent over 2011 and down 35 percent over 2010.

**Fifth and Morrison:** This corner includes Pioneer Place mall tenants Juicy Couture and J. Crew, a Max stop, Macy's and the Nike store. This corner was not counted last year. Results are 36 percent lower than in 2010; at that time, the Nike store was a location for the retailer Williams-Sonoma.

**Sixth and Morrison:** This corner continues to rank as the most heavily utilized corner downtown, ranking number one in 2011 and 2010 as well. Traffic decreased by 42 percent over 2011 but is close to results in 2010, down 10 percent. The corner is bounded by Pioneer Courthouse Square with a MAX stop, Wells Fargo Bank, Macy's and Pioneer Courthouse, with a Max stop on Sixth Avenue.

**Sixth and Salmon:** The Hilton Hotel, Starbucks, Congress Center with a vacant storefront activation project, and the vacant retail space that was the old location for the Nike store comprise the tenants on this corner. This corner was not counted in 2011 and 2010.

**Sixth and Alder:** Results up 11 percent over 2011 and similar to results in 2010. The corner is marked by a vacant redeveloped storefront for lease, the new Oregon State University bookstore, Payless Shoes and Macy's. In 2011, two storefronts on this corner were vacant.

**Park and Yamhill:** Results decreased 4 percent over 2011 and increased 33 percent over 2010. Director Park was completed in 2009. Bordering retailers include a vacant space that was formerly an extension of the Banana Republic store, Nordstrom, and the construction site of the Park Avenue West high rise.

**Park and Salmon:** The corner is comprised of Shemanski Plaza, The Arlington Club, the Performing Arts Center and a retail vacancy that was previously Kathleen's of Dublin. A new restaurant, Picnic House, recently opened down the street on Salmon. This corner was not counted in 2011 and 2010.

**Broadway and Yamhill:** Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square have comprised the establishments at this corner for many years. Counts were not conducted at this corner in 2011. Results from 2012 show a 10 percent increase over 2010 counts.

**Broadway and Washington:** Corner tenants include Pazzo Ristorante in the Hotel Vintage Plaza, Peet's Coffee in the Marriott Hotel, the Morgan Building with retailers the Shutterberg and a vacant retail space next door, and the Union Bank of California office building with no ground floor retail. This corner was not counted in 2011 and 2010.

**10th and Morrison:** Results at this corner were even with last year. Businesses include Maya's Tacqueria and Ray's Ragtime, one vacant storefront and the Galleria, which is currently under construction for the future home of City Target. Results were even with 2011 counts but down 19 percent from 2010.

**10th and Washington:** Tenants on this corner include Al Sharifi Rugs, Woonwinkel, a parking lot with food carts and a vacancy in the former location of the Hi-School Pharmacy in the 511 Building. This corner was not counted in 2011 and 2010.