



Clean & Safe

June 2013 Pedestrian Count Results and Comparables

Intersection	Jun-13	Jun-12	Jun-11	June 2013 - June 2012 Increase/Decrease	June 2013 - June 2010 Increase/Decrease
1st & Davis	2,466	N/A	N/A	N/A	N/A
2nd & Taylor	6,962	N/A	N/A	N/A	N/A
3rd & Washington	9,209	N/A	6,282	N/A	47%
4th & Yamhill	9,697	9,736	N/A	0%	N/A
5th & Alder	9,858	9,770	12,330	1%	-20%
5th & Morrison	19,039	14,680	N/A	30%	N/A
6th & Morrison	19,733	24,241	41,675	-19%	-53%
6th & Salmon	9,775	12,208	N/A	-20%	N/A
Broadway & Washington	7,024	9,146	N/A	-23%	N/A
Broadway & Yamhill	14,891	12,222	N/A	22%	N/A
9th & Yamhill	6,856	N/A	N/A	N/A	N/A
10th & Morrison	11,106	9,479	9,459	17%	17%
10th & Washington	7,881	4,669	N/A	69%	N/A

Overview

June 2013 pedestrian counts took place over June 13, 14 and 15 (Thursday through Saturday) and were comparable to results gathered in June 2012. Weather during the first day of the count featured unsettled skies and rain and colder than usual temperatures, Friday was temperate with clouds parting in the early afternoon, and Saturday was hazy and warm. Weather over the count period in June 2012 was sunny, warm and dry, and June 2011 was overcast with periods of light mist and rain. Corners counted during the semi-annual counts do slightly change depending on a variety of factors: Retail vacancies, new tenants and relocation of transit stops. Of the total 13 corners counted this season, nine of those were also counted in June 2012. The results on those corners show a net increase of 3 percent from 2012.

NW First and Davis: Corner tenants include SmartPark Garage, a flat parking lot and NW Natural office building with a MAXstop.

SW Second and Taylor: Corner tenants include several small restaurants including LucLac Vietnamese kitchen, Starbucks located at the World Trade Center, a vacant restaurant/nightclub space and a two-story commercial building with ground floor retail flagged for redevelopment in the near term.

SW Third and Washington: Results at this corner show a 47 percent increase over counts in 2011, corner was not counted in 2012. Tenants at this corner include Sleep Country, a parking lot featuring food carts, Killer Burger restaurant and several jewelry stores.

SW Fourth and Yamhill: Corner tenants include Louis Vuitton at Pioneer Place, H&M, Tiffany & Co. , and the former Saks Fifth Avenue space, now under construction. The future tenant at the former Saks site is in the midst of dismantling the current building at its site; despite the heavy construction, pedestrian counts remain constant with last year.

SW Fifth and Alder: Results are up 1 percent over last year. At this corner, there is a new bank in the corner location in the Yeon Building, part of the recent redevelopment of that building; other corners house Ross Dress For Less, Red Star Tavern and Macy's.

SW Fifth and Morrison: Tenants on the corner include Pioneer Place,, tenants Juicy Couture and J. Crew, a MAX stop, Macy's, and the Nike store. Results are 30 percent higher than in 2012.

SW Sixth and Morrison: This corner continues to rank as the most heavily utilized corner downtown, ranking number one in 2012 and 2011 as well. Traffic decreased by 19 percent from 2012 and 23 percent from results in 2011. 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 SW Sixth Avenue.

SW Sixth and Salmon: Counts at this corner are down 20 percent from last year.. The Hilton Hotel, Starbucks, Congress Center with a vacant storefront activation project, and the vacant retail space (former Nike store location) comprise the tenants on this corner.

SW Broadway & Washington: Counts at this corner are down 23 percent from last year. Corner tenants include Pazzo Ristorante in the Hotel Vintage Plaza, Peet's Coffee in the Marriott Hotel, the Morgan Building with the Shutterbeg, a vacant retail space next door to a soon-to-be jewelry store, and the Union Bank of California office building with no ground floor retail.

SW Broadway & Yamhill: Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square comprise the establishments at this corner for many years. Results show a 22 percent increase over counts in 2012.

SW Ninth and Yamhill: This is the first count at this corner in recent years. Corner tenants include a future clothing retailer in the Pythian Building, SmartPark Garage with Real Mother Goose as the ground floor tenant, a construction site and Director Park.

SW 10th and Morrison: Results at this corner were up 17 percent from 2012. Businesses include Maya's Tacqueria and Ray's Ragtime, new tenant Portland Swimwear in the SmartPark Garage, and The Galleria, currently under construction for the future home of CityTarget.

SW 10th and Washington: Tenants on this corner include Al Sharifi Rugs, Woonwinkel, a parking lot with food carts and new tenant Documart in the 511 Building. Results up 69 percent over last year.