



# Clean & Safe

## June 2014 Pedestrian Count Results & Comparables

June 2014 pedestrian counts took place June 12, 13 and 14 (Thursday through Saturday) and the results are comparable to last year’s June counts. Weather over the three days featured unsettled skies, light scattered rain and colder than usual temperatures, which was similar to the count period in June 2013. The corners counted during the semi-annual counts change slightly depending on a variety of factors, including: retail vacancies, new tenants and relocation of transit stops. Of the total 13 corners counted this season, nine were also counted in June 2013. The results on the corners counted this and last June show a net decrease of 7 percent over 2013.

Intersection	Jun-14	Jun-13	Jun-12	June 2014 - June 2013 Increase/Decrease	June 2014 - June 2012 Increase/Decrease
First & Davis	2,905	2,466	N/A	18%	N/A
Third & Clay	4,051	N/A	2,587	N/A	57%
Third & Washington	7,052	9,209	N/A	-23%	N/A
Fourth & Jefferson	4,099	N/A	N/A	N/A	N/A
Fourth & Yamhill	9,626	9,697	9,736	-1%	-1%
Fourth & Alder	11,098	9,858	9,770	13%	14%
Fifth & Couch	5,693	N/A	4,509	N/A	26%
Fifth & Morrison	17,408	19,039	14,680	-9%	19%
Sixth & Morrison	18,110	19,733	24,241	-8%	-25%
Broadway & Yamhill	11,301	14,891	12,222	-24%	-8%
Park & Morrison	10,659	N/A	N/A	N/A	N/A
Tenth & Morrison	11,641	11,106	9,479	5%	23%
Tenth & Washington	7,509	7,881	4,669	-5%	61%

**First and Davis:** Results at this corner show an increase of 18 percent over counts from 2013. Corner tenants include Smart Park Garage, a flat parking lot, and the NW Natural office building with a Max stop.

**Third and Clay:** Results at this corner show an increase of 57 percent over counts from 2012 (this corner was not counted in 2013). Tenants at this corner include Keller Auditorium and Potbelly Sandwiches (formerly Quiznos at the time of the last count). There was an evening show at Keller Auditorium during this counting day.

**Third and Washington:** Results at this corner show a 23 percent decrease over counts in 2013 (this corner was not counted in 2012). Tenants at this corner include Sleep Country mattress store, a parking lot featuring food carts, Killer Burger restaurant, and several jewelry stores.

**Fourth and Jefferson:** This is a new corner added to the pedestrian count project. The counts are comparable with other non-retail corners in the business district downtown, and much lower than corners featuring retail.

**Fourth and Yamhill:** Pedestrian counts at this corner remain constant with the last two annual counts. Corner tenants include Pioneer Place, H & M, Tiffany and Co., and the newly opened Apple store in the previous home of Saks Fifth Avenue.

**Fifth and Alder:** At this corner, results are up 13 percent over last year. This location includes Umpqua Bank in the corner location in the Yeon Building, the former location of Ross Dress for Less under construction for the new store DD's Discounts, Red Star Tavern and Macy's.

**Fifth and Couch:** Results are up 26 percent from when this corner was last counted in 2012. Businesses at this corner include Upper Playground and Compound stores as well as new restaurant Mi Mero Mole.

**Fifth and Morrison:** Results are down 9 percent from 2013 but 19 percent higher than in 2012. Tenants on the corner include Pioneer Place mall and J. Crew, a Max stop, Macy's, and the Nike store.

**Sixth and Morrison:** This corner continues to rank as the most heavily trafficked corner downtown, ranking as number one in 2013 and 2012. Traffic decreased by 8 percent from 2013 and 25 percent from results in 2012. 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.

**Broadway and Yamhill:** Results show a 24 percent decrease over counts in 2013. Nordstrom, Margulis Jewelers, Banana Republic, and Pioneer Courthouse Square are located at this corner.

**Park and Morrison:** This was the first count at this corner in recent years. Activity at this corner features Park Avenue West tower under construction, Gigi Salon, Nordstrom, and a long vacant storefront, the former home of Carl Greve.

**Tenth and Morrison:** Results at this corner are up 5 percent from 2013 and 23 percent from 2012. Businesses include Maya's Taqueria and Ray's Ragtime, Portland Swimwear in the Smart Park garage, and the Galleria City Target, which was not open at the time of counts last June.

**Tenth and Washington:** Results at this corner are up 5 percent over last year. Tenants on this corner include Al Sharifi Rugs, Woonwinkel, a parking lot with food carts, and new tenant Documart in the 511 Building.