



Clean & Safe

June 2015 Pedestrian Count Results & Comparables

June 2015 pedestrian counts took place June 11, 12 and 13 (Thursday through Saturday) and the results are comparable to last year's June counts. Weather over the three days featured clear blue skies and in the high 70s, which was much more favorable than over the past two June counting periods. 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 16 corners counted this season, ten were also counted in June 2014. The results on the corners counted this and last June show a net decrease of 1 percent over 2014.

<i>Intersection</i>	<i>Jun-15</i>	<i>Jun-14</i>	<i>Jun-13</i>	<i>June 2015 - June 2014 Increase/Decrease</i>	<i>June 2015 - June 2013 Increase/Decrease</i>
1st & Davis	2,971	2,905	2,466	2%	20%
3rd & Ankeny	10,443	N/A	N/A	N/A	N/A
3rd & Clay	4,893	4,051	N/A	21%	N/A
3rd & Washington	6,327	7,052	9,209	-10%	-31%
4th & Yamhill	11,435	9,626	9,697	19%	18%
5th & Alder	9,949	11,098	9,858	-10%	1%
5th & Couch	4,482	5,693	N/A	-21%	N/A
5th & Morrison	14,856	17,408	19,039	-15%	-22%
6th & Morrison	21,586	18,110	19,733	19%	9%
Broadway & Yamhill	11,601	11,301	14,891	3%	-22%
Broadway & Morrison	15,294	N/A	N/A	N/A	N/A
Park & Morrison	10,488	10,659	N/A	-2%	N/A
9th & Yamhill	7,204	N/A	6,856	N/A	5%
10th & Burnside	13,338	N/A	N/A	N/A	N/A
10th & Alder	11,420	N/A	N/A	N/A	N/A
10th & Morrison	9,443	11,641	11,106	-19%	-15%

First and Davis: Results at this corner show an increase of 2 percent over counts from 2014. Corner tenants include Smart Park Garage, a construction site for the future 8L building, and the NW Natural office building with a Max stop.

Third and Ankeny: Counts were taken at this corner for the first time, and the results ranked fairly high. Businesses at this corner include Voodoo Donuts and Café Vita on Ankeny Alley.

Third and Clay: Results at this corner show an increase of 21 percent over counts from 2014. Tenants at this corner include Keller Auditorium and Potbelly Sandwich shop. There was no performance at Keller Auditorium during this counting day.

Third and Washington: Results at this corner show a 10 percent decrease over counts in 2014. Tenants at this corner include a vacant storefront, a parking lot featuring food carts, Killer Burger restaurant, and several jewelry stores.

Fourth and Yamhill: Pedestrian counts at this corner rose 19 percent over counts in 2014. Corner tenants include Pioneer Place, H & M, Tiffany and Co., and the Apple store.

Fifth and Alder: At this corner, results are down 10 percent over last year. This location includes a vacant storefront in the corner location in the Yeon Building, DD's Discounts, Red Star Tavern and Macy's.

Fifth and Couch: Results are down 21 percent from when this corner was last counted in 2014. Businesses at this corner include Upper Playground and Compound stores as well as new restaurant Mi Mero Mole.

Fifth and Morrison: Results are down 15 percent from 2014. 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 2015, 2014, and 2013 (and other years not shown on the table) . Traffic increased by 19 percent from 2014 and 9 percent from results in 2013. The corner is bounded by Pioneer Courthouse Square with a MAX stop, Wells Fargo, Macy's and Pioneer Courthouse..

Broadway and Yamhill: Results show a 3 percent increase over counts in 2014. Nordstrom, Margulis Jewelers, Banana Republic, and Pioneer Courthouse Square are located at this corner.

Broadway and Morrison: Counts were taken at this corner after a hiatus of several years. Businesses at this corner include Nordstrom, Abercrombie & Fitch, Shreve & Co. Jewelers, and Pioneer Courthouse Square.

Park and Morrison: Results show a 2 percent decrease over counts in 2014. 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.

Ninth and Yamhill: Counts were taken at this corner after a hiatus of several years. This location includes one corner of Director Park, Montbell outdoor store, the Real Mother Goose, and the construction site of Park Avenue West.

Tenth and Burnside: Counts were taken at this corner for the first time. This corner was under some safety construction over the weekend, but pedestrians continued to flow throughout the day. Businesses at the corner include Powell's Books, Doc Marten's footwear, and Sizzle Pie.

Tenth and Alder: Counts were taken at this corner for the first time. This corner includes two parking lots featuring food carts, a streetcar stop at the back entrance to City Target and Jake's Grill.

Tenth and Morrison: Results at this corner are down 19 percent from 2014. Businesses include Maya's Taqueria and Ray's Ragtime, Portland Swimwear in the Smart Park garage, and the Galleria City Target.