



Clean & Safe

June 2016 Pedestrian Count Results & Comparables

June 2016 pedestrian counts took place Thursday June 16 through Saturday, June 18 and the results are notably lower than last June's counts. Weather over the three days was mostly dry, despite unsettled skies, and in the high 60s, which is less favorable than the weather during last June's counting period. The corners counted during the semi-annual counts change slightly depending on a variety of factors, including retail vacancies and new tenants. Of the total 16 corners counted this season, 12 were also counted in June 2015. The results on the corners counted, both this June and last, show a net decrease of 28 percent over 2015. Travel Portland reports there was a large convention of approximately 2,400 attendees with many staying in central city hotels over the June 2015 counting period as well as large conventions immediately after. These conventions did not return to Portland in June 2016 and that missing activity can account for a portion of the drop in pedestrians during this counting period.

June 2016 Pedestrian Count Results and Comparables				June 2016 - June 2015	June 2016 - June 2014
Intersection	Jun-16	Jun-15	Jun-14	Increase/Decrease	Increase/Decrease
1st & Davis	2,430	2,971	2,905	-18%	-16%
2nd & Pine	4,065	N/A	N/A	N/A	N/A
2nd & Taylor	6,421	N/A	N/A	N/A	N/A
3rd & Ankeny	4,329	10,443	N/A	-59%	N/A
3rd & Clay	3,091	4,893	4,051	-37%	-24%
3rd & Taylor	4,700	N/A	N/A	N/A	N/A
4th and Alder	6,099	N/A	11,098	N/A	-45%
4th & Yamhill	5,977	11,435	9,626	-48%	-38%
5th & Alder	6,375	9,949	11,098	-36%	-43%
5th & Couch	4,086	4,482	5,693	-9%	-28%
5th & Morrison	13,977	14,856	17,408	-6%	-20%
6th & Morrison	14,680	21,586	18,110	-32%	-19%
Broadway & Yamhill	10,398	11,601	11,301	-10%	-8%
Broadway & Morrison	6,038	15,294	N/A	-61%	N/A
10th & Burnside	15,515	13,338	N/A	16%	N/A
10th & Morrison	7,496	9,443	11,641	-21%	-36%

First and Davis: Results at this corner show a decrease of 18 percent over counts from 2015. Corner tenants include a SmartPark garage, a construction site for the future 8L building, and the NW Natural office building with a Max stop.

Second and Pine: This corner was added to the counts this year. Businesses at this corner include the newly opened Pine Street Market food hall, a surface parking lot, an apartment building with no ground floor retail, and E-san Thai restaurant.

Second and Taylor: This corner was added to the counts this year. Businesses at this corner include a vacant building slated for redevelopment, Salad World and Luc Lac restaurants, Starbucks Coffee at the World Trade Center, and a retail vacancy.

Third and Ankeny: Businesses at this corner include Voodoo Donuts on Ankeny Alley. Counts are down 59 percent over last year.

Third and Clay: Results at this corner show a decrease of 37 percent over counts from 2015. Tenants at this corner include Keller Auditorium and Potbelly Sandwich shop. There was no performance at Keller Auditorium during this counting day.

Third and Taylor: This corner was added to the counts this year. Businesses at this corner include the AC Hotel, currently under construction, a building slated for redevelopment, Bangkok Kitchen restaurant and Foot Traffic running store.

Fourth and Alder: This corner was added to the counts this year. Businesses at this corner include a SmartPark garage and Fresh Roll restaurant, DD's Discounts, the Rialto Restaurant, and Central Drug pharmacy.

Fourth and Yamhill: Pedestrian counts at this corner dropped 48 percent over counts in 2015. Corner tenants include Pioneer Place, H & M, Tiffany and Co., and the Apple store.

Fifth and Alder: At this corner, results are down 36 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 9 percent from 2015 at this corner. Businesses include Upper Playground and Compound stores as well as Mi Mero Mole restaurant.

Fifth and Morrison: Results at this corner are down 6 percent from 2015. Tenants include Pioneer Place mall and J. Crew, a Max stop, Macy's, and the Nike store.

Sixth and Morrison: Traffic decreased by 32 percent from 2015. 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 10 percent increase over counts in 2015. Nordstrom, Margulis Jewelers, Banana Republic, and Pioneer Courthouse Square are located at this corner.

Broadway and Morrison: Counts dropped 61 percent from 2015. Businesses at this corner include Nordstrom, Abercrombie & Fitch, Shreve & Co. Jewelers, and Pioneer Courthouse Square.

Tenth and Burnside: This corner now ranks as our top trafficked corner in Downtown Portland. Businesses at this location include Powell's Books, Dr. Marten's footwear, and Sizzle Pie.

Tenth and Morrison: Results at this corner are down 21 percent from 2015. Businesses include Maya's Taqueria, a vacant storefront, Portland Swimwear in the SmartPark garage, and the Galleria City Target.