



Clean & Safe

June 2017 Pedestrian Count Results & Comparables

June 2017 pedestrian counts took place June 15, 16 and 17 (Thursday through Saturday). The results are notably improved over last year’s June counts, despite the record rainfall we experienced during the Thursday count session. Weather over Friday was mid-60s and overcast, while Saturday was sunny and in the mid-70s. 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 15 corners counted this season, 11 were also counted in June of 2016. The results on the corners counted this and last June show a net increase of 19 percent over 2016.

June 2017 Pedestrian Count Results and Comparables					
<i>Intersection</i>	<i>Jun-17</i>	<i>Jun-16</i>	<i>Jun-15</i>	<i>June 2017 - June 2016 Increase/Decrease</i>	<i>June 2017 - June 2015 Increase/Decrease</i>
1st & Davis	4,449	2,430	2,971	83%	50%
2nd & Taylor	7,610	6,421	N/A	19%	N/A
3rd & Clay	3,191	3,091	4,893	3%	-35%
3rd & Salmon	5,233	N/A	N/A	N/A	N/A
4th & Oak	5,775	N/A	N/A	N/A	N/A
4th & Yamhill	8,734	5,977	11,435	46%	-24%
5th & Couch	6,160	4,086	4,482	51%	37%
5th & Morrison	13,139	13,977	14,856	-6%	-12%
6th & Alder	8,076	N/A	N/A	N/A	N/A
6th & Morrison	16,448	14,680	21,586	12%	-24%
Broadway & Yamhill	8,620	10,398	11,601	-17%	-26%
Broadway & Morrison	11,519	6,038	15,294	91%	-25%
9th & Yamhill	7,355	N/A	N/A	N/A	N/A
10th & Burnside	16,701	15,515	13,338	8%	25%
10th & Morrison	10,860	7,496	9,443	45%	15%

First and Davis: Results at this corner show an 83 percent increase over counts from 2016. Corner tenants include SmartPark garage, the 38 Davis office and apartment building, and the One Pacific Square office building with a MAX stop. Construction at 38 Davis was recently completed and sidewalks reopened, which accounts for some of the increase in activity on this corner.

Second and Taylor: Results at this corner show a 19 percent increase over last year. Businesses include a vacant building slated for redevelopment, Luc Lac restaurant, the newly opened Portland Food Hall, Starbucks Coffee at the World Trade Center and Q Restaurant, which was vacant during last year’s count.

Third and Clay: Results at this corner show a 3 percent increase over counts from 2016. Tenants include the Keller Auditorium and Potbelly Sandwich shop. There was no performance at the Keller Auditorium during this counting day.

Third and Salmon: This corner was added to the counts this year. Businesses include a building slated for redevelopment, the U.S. Federal Courthouse, Lownsdale Square Public Park and a sports equipment store.

Fourth and Oak: This corner was added to the counts this year. Businesses include a hat store, a Starbucks, a convenience store and a ground floor office space.

Fourth and Yamhill: Pedestrian counts at this corner increased 46 percent over counts in 2016. This corner is in the midst of the Pioneer Place retail complex; corner tenants include Louis Vuitton H & M, Tiffany and Co., and the Apple store.

Fifth and Couch: Results at this corner are up 51 percent from 2016. Businesses include Upper Playground and Compound stores, as well as Mi Mero Mole restaurant and a parking lot.

Fifth and Morrison: Results at this corner are down 6 percent from 2016. Corner tenants include Pioneer Place mall, J. Crew, a MAX stop and the Nike store. Macy's, which recently closed, was located at this corner.

Sixth and Alder: This corner was added to the counts this year. Businesses include Payless Shoes, Rocket Fizz candy shop, the OSU Beaver store and a vacant storefront that was formerly an entrance to the Macy's store.

Sixth and Morrison: Traffic increased by 12 percent from 2016. This corner is bounded by Pioneer Courthouse Square with a MAX stop, Wells Fargo, Pioneer Courthouse and a main entrance to the now closed Macy's location under redevelopment.

Broadway and Yamhill: Results at this corner show a 17 percent decrease over counts in 2016. Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square are located at this corner. Pioneer Square construction project is currently underway and pedestrian access is limited at this corner, which accounts for the decrease in pedestrian traffic.

Broadway and Morrison: Counts at this corner increased 91 percent from 2016. This corner is comprised of Nordstrom, Pioneer Courthouse Square and two retail vacancies where the Abercrombie & Fitch and Shreve & Co. stores were located.

Ninth and Yamhill: This corner was added to the counts this year. Tenants include Director Park, Montbell retail store, SmartPark garage and a retail vacancy at the Park Avenue West Tower.

Tenth and Burnside: This corner continues to rank as our top trafficked corner in downtown Portland, with an 8 percent increase over 2016 counts. Businesses include Powell's Books, Dr. Martens footwear and Sizzle Pie.

Tenth and Morrison: Results at this corner are up 45 percent from 2016. Businesses include Maya's Taqueria, a vacant storefront, Portland Swimwear in the SmartPark garage and the Galleria City Target.