

December 2013 Pedestrian Count Results and Comparables					
<i>Intersection</i>	<i>Dec-13</i>	<i>Dec-12</i>	<i>Dec-11</i>	<i>December 2013 -</i>	<i>December 2013 -</i>
				<i>December 2012</i>	<i>December 2011</i>
				<i>Increase/Decrease</i>	<i>Increase/Decrease</i>
1st & Davis	1,930	NA	NA	NA	NA
2nd & Taylor	5,002	NA	NA	NA	NA
3rd & Clay	2,509	1,910	1,770	31%	42%
4th & Yamhill	7,482	5,902	10,703	27%	-30%
5th & Couch	2,673	2,715	4,536	-2%	-41%
5th & Alder	12,601	10,836	NA	16%	NA
5th & Morrison	32,696	14,872	19,382	120%	69%
6th & Salmon	9,343	10,647	11,430	-12%	-18%
6th & Morrison	17,746	15,848	29,403	12%	-40%
Broadway & Yamhill	21,057	10,499	20,622	101%	2%
Broadway & Washington	10,829	NA	NA	NA	NA
Park & Yamhill	6,237	7,736	NA	-19%	NA
Park & Morrison	12,100	NA	10,161	NA	19%
10th & Washington	7,336	5,552	7,145	32%	3%
10th & Morrison	9,628	10,357	NA	-7%	NA

December pedestrian counts took place over December 12, 13, and 14, 2013 (Thursday through Saturday) and were considerably higher than results gathered in December 2012. Of 11 corners that were counted in both December 2013 and 2012, total counts for 2013 showed a 33% increase in pedestrian traffic. Weather over the three day period was normal for December: Thursday was cold and damp, Friday and Saturday were cold but dry. Weather over last years count was colder and more stormy and severe. On Saturday, the count overlaps with a large free public event at Pioneer Courthouse Square- Tuba Christmas.

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. Overall, counts on Fifth and Sixth Avenues were positively affected by Transit Mall completion and the addition of MAX trains in September 2009, and Third and Fourth Avenues showed a decrease due to the closure of the temporary bus mall.

First Avenue and Davis: Corner tenants include Smart Park Garage, a flat parking lot, and NW Natural office building with a Max stop. This is a newly added corner for December counts; no previous data.

Second Avenue and Taylor: Corner tenants include several small restaurants including Luc Lac Vietnamese kitchen, Starbucks located at the World Trade Center, a vacant restaurant/nightclub space, and two story commercial building with ground floor retail flagged for redevelopment. This is a newly added corner for December counts; no previous data.

Third Avenue and Clay: Corner features Ira Keller Fountain, a parking garage, the Koin Tower office building and Keller Auditorium. Counts showed an increase of 31 percent over last year.

Fourth Avenue and Yamhill: Tenants on this corner include the vacant building that was formerly Saks Fifth Avenue, H& M, Tiffany and Co, and Louis Vuitton at Pioneer Place mall. The South side of the block is closed due to construction at the former Saks site, hindering some pedestrian access. Results up 27 percent compared to last year.

Fifth Avenue and Couch: This corner in Old Town Chinatown features tenants Compound, Upper Playground, the Goldsmith building, which houses creative firms, and a surface parking lot. Results down 2 percent over 2012.

Fifth Avenue and Alder: This corner is the back entrance of Macy's, a new financial institution in a long vacant corner, Ross Dress for Less, and Red Star Tavern. Counts up 16 percent over last year.

Fifth Avenue and Morrison: Four active businesses on this corner: J. Crew and Juicy Couture at Pioneer Place, Nike Portland, Macy's and a MAX stop in front of Pioneer Courthouse. Results up 120 percent compared to 2012, making this the most trafficked corner in the survey, taking the top spot from 6th and Morrison.

Sixth Avenue and Salmon: Tenants at this corner include a Starbucks, Hilton Hotel, Congress Center office building with no ground floor retail, and the vacant space that was formerly the home of Nike Portland. Results down 12 percent compared to 2012.

Sixth Avenue and Morrison: 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. This corner has been the most trafficked corner in years past, though this year Fifth and Morrison took the top spot. Results up 12 percent compared to 2012.

Broadway and Yamhill: Nordstrom, Pioneer Courthouse Square, and Banana Republic comprise the establishments at this corner. Results up 101 percent compared to 2012. Two new retail tenants have been added on Broadway since last year's count: Bettie Page and Bank of the West.

Broadway and Washington: Corner tenants include Pazzo Ristorante in the Hotel Vintage Plaza, Peet's Coffee in the Marriott Hotel, the Morgan Building and retailers the Shutterberg and Judith Arnell Jewelers, and the Union Bank of California office building with no ground floor retail. This is a newly added corner for December; no previous data.

Park Avenue and Yamhill: Tenants at this corner include Nordstrom, a vacant storefront in Fox Tower, Director Park, and Park Avenue West construction site, now active. Counts down 19 percent on this corner compared to 2012.

Park Avenue and Morrison: Tenants at this corner include Nordstrom, Park Avenue West construction site, and two retail vacancies on the North side of Morrison. Results up 19 percent over 2011, counts not taken at this corner in 2012.

10th and Morrison: Tenants at this corner include Portland Swimwear in the Smart Park Garage, Ray's Ragtime, Maya's Taqueria, and the newly opened City Target. Counts down 7 percent compared to 2012.

10th and Washington: Tenants at this corner include a Documart, Al Sharifi Rugs, a surface parking lot and food cart pod, and Woonwinkel home store. Results up 32 percent compared to 2012.