December 2014 Pedestrian Count Results and Comparables					
Intersection	***Dec-14***	***Dec-13***	***Dec-12***	***December 2014 - December 2013 Increase/Decrease***	***December 2014 - December 2012 Increase/Decrease***
1st & Davis	1,548	1,930	N/A	-20%	N/A
3rd & Clay	3,457	2,509	1,910	38%	81%
4th & Alder	9,050	N/A	N/A	N/A	N/A
4th & Yamhill	15,065	7,482	5,902	101%	155%
5th & Couch	3,584	2,673	2,715	34%	32%
5th & Alder	12,287	12,601	10,836	-2%	13%
5th & Morrison	40,187	32,696	14,872	23%	170%
6th & Morrison	20,539	17,746	15,848	16%	30%
Broadway & Yamhill	12,648	21,057	10,499	-40%	20%
Broadway & Morrison	14,783	N/A	N/A	N/A	N/A
Broadway & Washington	9,251	10,629	N/A	-13%	N/A
Park & Morrison	13,808	12,100	N/A	14%	N/A
10th & Morrison	13,429	9,628	10,357	39%	30%

December pedestrian counts took place over December 11, 12, and 13, 2014 (Thursday through Saturday) and were considerably higher than results gathered in December 2013. Of 11 corners that were counted in both December 2014 and 2013, total counts for 2013 showed an 11 percent increase in pedestrian traffic. Weather over the three day period was pleasant for December and considerable better than past years: Thursday was mostly sunny before a strong afternoon windstorm, Friday and Saturday were colder but mostly dry. On Saturday, the count overlaps with a large free public event, Tuba Christmas, at Pioneer Courthouse Square.

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: Counts down 20 percent over last year. Corner tenants include Smart Park Garage, a flat parking lot, and NW Natural office building with a Max stop.

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 38 percent over last year.

Fourth Avenue and Alder: Tenants at this location include the Rialto, Central Drug, DD's Discounts, and Perfect Pizza at the Smart Park garage. This corner has not been counted in years past.

Fourth Avenue and Yamhill: Tenants on this corner include the recently completed Apple store, H&M, Tiffany and Co. and Louis Vuitton at Pioneer Place mall. Results are up 101 percent over last year, when the south side of the block was closed due to construction of the new store.

Fifth Avenue and Couch: This corner in Old Town Chinatown features tenants Compound, Upper Playground, Mi Mero Mole and is near the 2014 PDX Pop-Up Shop location. Results up 34 percent over 2013.

Fifth Avenue and Alder: This corner is the back entrance of Macy's, Umpqua Bank, DD's Discounts, and Red Star Tavern. Counts down 2 percent over last year.

Fifth Avenue and Morrison: This corner consists of four active businesses, J. Crew and Kitson at Pioneer Place, Nike Portland, Macy's and a MAX stop in front of Pioneer Courthouse. Results up 23 percent compared to 2013. This remains the most trafficked corner in the survey.

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.
Results up 16 percent compared to 2013.

Broadway and Yamhill: Nordstrom, Pioneer Courthouse Square, and Banana Republic comprise the establishments at this corner. Results down 40 percent compared to 2013. Count date coincided with annual Tuba Christmas event at the Square.

Broadway and Morrison: Businesses at this corner include Nordstrom, Shreve and Co Jewelers, Abercrombie and Fitch, and Starbucks at Pioneer Courthouse Square. This count coincided with Tuba Christmas event at the Square. This corner has not been counted in recent years.

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 the Union Bank of California office building with no ground floor retail. Counts down 13 percent from 2013.

Park Avenue and Morrison: Tenants at this corner include Nordstrom, Park Avenue West construction site, Gigi Salon and a retail vacancy on the North side of Morrison. Results up 14 percent over 2013.

Tenth Avenue and Morrison: Tenants at this corner include Portland Swimwear in the Smart Park Garage, Ray's Ragtime, Maya's Taqueria, and City Target. Counts up 39 percent compared to 2013.