

## December 2015 Pedestrian Count Results and Comparables

<i>Intersection</i>	<i>Dec-15</i>	<i>Dec-14</i>	<i>Dec-13</i>	<i>December 2015 - December 2014 Increase/Decrease</i>	<i>December 2015 - December 2013 Increase/Decrease</i>
1st & Davis	1,861	1,548	1,930	20%	-4%
2nd & Taylor	4,592	N/A	N/A	N/A	N/A
3rd & Clay	2,688	3,457	2,509	-22%	7%
3rd & Ankeny	4,484	N/A	N/A	N/A	N/A
3rd & Salmon	4,488	N/A	N/A	N/A	N/A
4th & Yamhill	10,015	15,065	7,482	-34%	34%
5th & Couch	3,471	3,584	2,673	-3%	30%
5th & Madison	6,655	N/A	N/A	N/A	N/A
5th & Morrison	16,687	40,187	32,696	-58%	-49%
6th & Morrison	13,396	20,539	17,746	-35%	-25%
Broadway & Yamhill	12,427	12,648	21,057	-2%	-41%
Broadway & Morrison	10,643	14,783	N/A	-28%	N/A
Park & Morrison	7,069	13,808	12,100	-49%	-42%
10th & Morrison	8,883	13,429	9,628	-34%	-8%
10th & Burnside	10,420	N/A	N/A	N/A	N/A

December pedestrian counts took place over December 10, 11, and 12, 2015 (Thursday through Saturday) and were considerably lower than results gathered in December 2014 and 2013. The pedestrian count period was marked by record rainfall in the Portland area, with nearly four inches of rain falling in downtown over the three days. Though results were notably below last December, results were comparable to counts collected in June 2015, indicating that the drop in pedestrian traffic to be mostly weather related rather than a negative indicator on the health of downtown. 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.

**First Avenue and Davis:** Counts up 20 percent over last year. Corner tenants include Smart Park Garage, a construction site with closed sidewalks, and NW Natural office building with a MAX stop.

**Second and Taylor:** Corner buildings include newly renovated creative office building, Starbucks at World Trade Center, a future development site for hotel and office, and popular restaurant Luc Lac.

**Third Avenue and Clay:** Corner features Ira Keller Fountain, a parking garage, the KOIN Tower building and Keller Auditorium. Counts showed a 22 percent decrease over last year.

**Third and Ankeny:** Counts were taken at this corner for the first time in the winter season. Businesses at this corner include Voodoo Donuts and Café Vita on Ankeny Alley.

**Third and Salmon:** Corner buildings include a future development site for hotel and office. Currently Lotus restaurant, a Golf Clubs store, Lowndale Park and the Federal Courthouse reside there.

**Fourth Avenue and Yamhill:** Tenants on this corner include the Apple store, H&M, Tiffany and Co. and Louis Vuitton at Pioneer Place mall. Results are down 34 percent over last year, but up 34 percent over 2013 when the south side of the block was closed due to construction of the Apple 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 are down slightly, 3 percent over 2014.

**Fifth and Madison:** This corner is the site of future ground floor lobby renovation for the PacWest Tower. There is currently one active retail business at this corner, Starbucks. Corner buildings include City Hall, Portland Building for city office workers, and Standard Insurance tower.

**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 down 58 percent compared to 2014. Despite the decrease, 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. Results down 35 percent compared to 2014.

**Broadway and Yamhill:** Nordstrom, Pioneer Courthouse Square, and Banana Republic comprise the establishments at this corner. Results just slightly, 2 percent, compared to 2014. 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. Counts down 28 percent over last year.

**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 down 49 percent over 2014.

**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 down 34 percent compared to 2014.

**Tenth Avenue and Burnside:** Counts were taken at this corner for the first time during winter season. Businesses at the corner include Powell's Books, Doc Marten's footwear, and Sizzle Pie.