



Clean & Safe

December 2017 Pedestrian Count Results & Comparables

December 2017 pedestrian counts took place Dec. 7,8 and 9 (Thursday through Saturday) and the results are notably improved over 2015 December counts, noting that 2016 Pedestrian counts were cancelled due to snow. Weather over the three day count was very cold, about 40 degrees each day. 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 13 corners counted this season, 10 were also counted in December 2017. The results on the corners counted this year and in December 2015 show a net increase of 41 percent over 2015.

December 2017 Pedestrian Count Results and Comparables					
Intersection	Dec-17	Dec-15	Dec-14	December 2017 -	December 2017 -
				December 2015	December 2014
				Increase/Decrease	Increase/Decrease
1st & Columbia	4,381	N/A	N/A	N/A	N/A
1st & Davis	3,381	1,861	1,548	82%	118%
2nd & Taylor	7,917	4,592	N/A	72%	N/A
3rd & Clay	2,783	2,688	3,457	4%	-19%
4th & Yamhill	10,379	10,015	15,065	4%	-31%
5th & Alder	6,559	N/A	12,287	N/A	-47%
5th & Couch	5,881	3,471	3,584	69%	64%
5th & Morrison	26,712	16,687	40,187	60%	-34%
6th & Alder	8,603	N/A	N/A	N/A	N/A
6th & Morrison	21,078	13,396	20,539	57%	3%
Broadway & Yamhill	8,006	12,427	12,648	-36%	-37%
10th & Morrison	15,578	8,883	13,429	75%	16%
10th & Burnside	16,964	10,420	N/A	63%	N/A

* Special Note: No counts available for December 2016, cancelled due to snow

First and Columbia: This corner was added to the counts this year. Tenants at this corner include Umpqua Bank office building, the Marriott Downtown Waterfront, a parking lot and an office building with ground floor tenant Mandarin Cover restaurant.

First and Davis: Results at this corner show an increase of 82 percent over counts from 2015. 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 72 percent increase over 2015. Businesses at this corner include a recently cleared parcel slated for redevelopment, Luc Lac restaurant and the newly opened Portland Food Hall, Starbucks Coffee at the World Trade Center and Q restaurant, which was vacant during the 2015 count.

Third and Clay: Results at this corner show an increase of 4 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.

Fourth and Yamhill: Pedestrian counts at this corner increased 4 percent over counts in 2015. 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 Alder: This corner was added to the counts this year. Tenants at the corner include Oregon State University Fan Store, a vacant storefront, a vacant storefront at the former Macy's site currently under redevelopment and the Red Star Café.

Fifth and Couch: Results are up 69 percent from 2015 at this corner. Businesses at this corner include Upper Playground and Compound stores, as well as Mi Mero Mole restaurant and a well utilized parking lot.

Fifth and Morrison: Results are up 60 percent from 2015, making this the top corner for the year. Tenants on the corner include Pioneer Place mall, J. Crew and a PDX Pop Up Shop, 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 at this corner include Payless shoes, Rocket Fizz candy shop, the Oregon State University Beaver store and a vacant storefront that was formerly an entrance to the Macy's store.

Sixth and Morrison: Traffic increased by 57 percent from 2015 at this corner. The 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, which is currently under redevelopment.

Broadway and Yamhill: Results at this corner show a 36 percent decrease over counts in 2015. Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square are located at this corner.

Tenth and Burnside: This corner saw a 63 percent increase over 2015 counts. Businesses at the corner include Powell's Books, Dr. Marten's footwear and Sizzle Pie.

Tenth and Morrison: Results at this corner are up 75 percent from 2015. Businesses include Maya's Taqueria, a vacant storefront, Portland Swimwear in the SmartPark garage and the Galleria City Target.