



Clean & Safe

December 2018 Pedestrian Count Results & Comparables

December 2018 pedestrian counts took place Dec. 13, 14 and 15 (Thursday through Saturday) and the results show a slight decrease over 2017 December counts. Weather over the three day count was mostly dry and in the low to mid 50s. The corners recorded 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 December 2017. The results on the corners counted this year and in December 2017 show a net decrease of 6 percent over 2017.

December 2018 Pedestrian Count Results and Comparables					
<i>Intersection</i>	<i>Dec-18</i>	<i>Dec-17</i>	<i>Dec-15</i>	<i>December 2018 - December 2017 Increase/Decrease</i>	<i>December 2018 - December 2015 Increase/Decrease</i>
1st & Davis	3,342	3,381	1,861	-1%	80%
2nd & Taylor	7,662	7,917	4,592	-3%	67%
3rd & Clay	2,339	2,783	2,688	-16%	-13%
3rd & Morrison	10,315	N/A	N/A	N/A	N/A
4th & Columbia	4,148	N/A	N/A	N/A	N/A
4th & Yamhill	12,149	10,379	10,015	17%	21%
5th & Couch	4,618	5,881	3,471	-21%	33%
5th & Morrison	15,402	26,712	16,687	-42%	-8%
6th & Alder	13,264	8,603	N/A	54%	N/A
6th & Morrison	16,982	21,078	13,396	-19%	27%
Broadway & Yamhill	15,726	8,006	12,427	96%	27%
Broadway & Morrison	19,289	N/A	10,643	N/A	81%
9th & Yamhill	7,029	N/A	N/A	N/A	N/A
10th & Morrison	13,579	15,578	8,883	-13%	53%
10th & Burnside	13,993	16,964	10,420	-18%	34%

First and Davis: Results at this corner show a slight 1 percent decrease over counts from 2017. Corner tenants include SmartPark Garage, the 38 Davis office and apartment building, and the One Pacific Square office building with a MAX stop.

Second and Taylor: Results at this corner show a slight 3 percent decrease over 2017. Businesses at this corner include an active construction project with limited sidewalk access, Luc Lac restaurant and the Portland Food Hall, Starbucks Coffee at the World Trade Center, and the Q restaurant.

Third and Clay: Results at this corner show a decrease of 16 percent over counts from 2017. Tenants at this corner include Keller Auditorium and Potbelly Sandwich shop. There was no performance at Keller Auditorium during this counting day.

Third and Morrison: Businesses at this corner include Nordstrom Rack, Ross, the newly opened Zara at Pioneer Place and a SmartPark garage with Café Yumm as the corner tenant. This corner has not been counted before so there is no comparable data.

Fourth and Columbia: Business at this corner include a parking garage with no ground floor tenants, a 24 Hour Fitness gym and the Well Fargo tower complex with no retail at the ground floor. This corner has not been counted before and there is no comparable data.

Fourth and Yamhill: Pedestrian counts at this corner increased 17 percent over counts in 2017. 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 are down 21 percent from 2017 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: While results are down 42 percent from 2017, this corner was the fourth busiest during this counting period. Tenants on the corner include Pioneer Place mall with J. Crew and Lululemon, a MAX stop, the Nike store and newly opened MUJI in the Meier & Frank building.

Sixth and Alder: This corner was up 54 percent over last year. Businesses at this corner include Payless shoes, Rocket Fizz candy shop, the Oregon State University Beaver store and a vacant storefront at the newly renovated Meier & Frank building.

Sixth and Morrison: While traffic decreased by 19 percent from 2017 at this corner, this corner was the second busiest during this counting period. The corner is bound by Pioneer Courthouse Square with a MAX stop, Wells Fargo, Pioneer Courthouse and a main entrance to newly renovated Meier & Frank building.

Broadway and Yamhill: Results at this corner show a 96 percent increase over counts in 2017. This was the third busiest corner during this counting period. Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square are located at this corner.

Broadway and Morrison: This is the top ranked corner counted this year. This corner was not counted in 2017, but this year's results are 81 percent higher than in 2015. Businesses at this corner include Nordstrom, a vacant storefront at the American Bank Building, the newly opened Capital One Cafe and Starbucks at Pioneer Courthouse Square.

Ninth and Yamhill: This corner has not been counted in recent years and there is no comparable data. Businesses at the corner include Montbell outdoor store, a SmartPark garage under construction, Tea Bar, a retail vacancy and Director Park where there was a Pop Up shop during the holiday season.

Tenth and Morrison: Results at this corner are down 13 percent from 2017. Businesses include Maya's Taqueria, the new location for Boys Fort, a SmartPark garage and the Galleria City Target. The SmartPark garage is currently under construction and all storefronts at this site are vacant.

Tenth and Burnside: This corner saw an 18 percent decrease over 2017 counts. Businesses at the corner include Powell's Books, Dr. Marten's footwear and Sizzle Pie.