



Clean & Safe

## Downtown Portland Pedestrian Count Results June 2019

Summer pedestrian counts in Downtown Portland occurred on June 13, 14 and 15 (Thursday through Saturday).

The results are consistent to numbers calculated from the previous count in June 2018.

Weather during the three day count was dry, with temperatures in the mid-60s and low-70s.

The corners recorded during the semi-annual count changes slightly depending on a variety of factors, including retail vacancies and new tenants. Of the total 15 corners counted this season, 14 are the same as those counted in June 2018. Overall counts show no net increase or decrease from last year, though traffic has changed at specific corners.

June 2019 Pedestrian Count Results and Comparables					
<i>Intersection</i>	<i>Jun-19</i>	<i>Jun-18</i>	<i>Jun-17</i>	<i>June 2019 - June 2018 Increase/Decrease</i>	<i>June 2019 - June 2017 Increase/Decrease</i>
1st & Davis	3,877	2,877	4,449	35%	-13%
2nd & Taylor	5,630	8,659	7,610	-35%	-26%
3rd & Clay	5,181	4,437	3,191	17%	62%
3rd & Davis	3,410	N/A	N/A	N/A	N/A
3rd & Salmon	3,737	5,818	5,233	-36%	-29%
4th & Yamhill	9,306	11,360	8,734	-18%	7%
5th & Couch	4,251	5,133	6,160	-17%	-31%
5th & Morrison	23,663	15,531	13,139	52%	80%
6th & Alder	7,157	11,528	8,076	-38%	-11%
6th & Morrison	13,895	15,970	16,448	-13%	-16%
Broadway & Yamhill	12,408	6,909	8,620	80%	44%
Broadway & Morrison	13,559	12,775	11,519	6%	18%
9th & Yamhill	7,848	7,808	7,355	1%	7%
10th & Burnside	14,450	14,623	16,701	-1%	-13%
10th & Morrison	12,108	13,075	10,860	-7%	11%

**SW 1<sup>st</sup> and Davis:** Results at this corner show a 35% increase over counts from 2018. Corner tenants include SmartPark Garage, the 38 Davis office and apartment building, and the One Pacific Square office building with a MAX stop.

**SW 2nd and Taylor:** Results at this corner show a 35% decrease over 2018. 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.

**SW 3<sup>rd</sup> and Clay:** Results at this corner show an increase of 17% over counts from 2018. Tenants at this corner include Keller Auditorium and Potbelly Sandwich shop. There was no performance at Keller Auditorium during this counting day.

**SW 3<sup>rd</sup> and Davis:** This corner was newly added this year. Businesses at this corner include the Society Hotel, Red Robe Tea Shop and the new Portland Chinatown Museum, Darcelle's Nightclub and a Starbucks location.

**SW 3<sup>rd</sup> and Salmon:** Counts on this corner decreased 36% over last year. Businesses include a hotel parcel currently under construction, the U.S. Federal Courthouse, Lownsdale Square Public Park and Virtual Reality amusement experience.

**SW 4<sup>th</sup> and Yamhill:** Pedestrian counts at this corner decreased 18% over counts in 2018. 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, newly reopened after short closure and remodel.

**SW 5<sup>th</sup> and Couch:** Results are down 17% from 2018 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.

**SW 5<sup>th</sup> and Morrison:** Results are up 52% from 2018, this corner was the 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 MUJI in the Meier & Frank building.

**SW 6<sup>th</sup> and Alder:** This corner was down 38% over last year. Businesses at this corner include Rocket Fizz candy shop, the Oregon State University Beaver store, a vacant storefront at the newly renovated Meier & Frank building and a vacant storefront of the recently closed Payless shoes.

**SW 6<sup>th</sup> and Morrison:** While traffic decreased by 13% from 2018 at this corner, this corner was the third 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 an 80% increase over counts in 2018. Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square are located at this corner.

**Broadway and Morrison:** This year's results are 6% higher than in 2018. Businesses at this corner include Nordstrom, a vacant storefront at the American Bank Building, Capital One Cafe and Starbucks at Pioneer Courthouse Square.

**SW 9<sup>th</sup> and Yamhill:** This corner showed a slight 1% increase over last year results. Businesses at the corner include Indochino men's tailored clothing store, a SmartPark garage under construction, Tea Bar, and Director Park.

**SW 10<sup>th</sup> and Burnside:** This corner saw a slight 1% decrease over 2017 counts. Businesses at the corner include Powell's Books, Dr. Marten's footwear and Sizzle Pie.

**SW 10<sup>th</sup> and Morrison:** Results at this corner are down 7% from 2018. Businesses include Maya's Taqueria, 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.