



# Clean & Safe

## June 2018 Pedestrian Count Results & Comparables

The June 2018 pedestrian count took place June 21, 22 and 23 (Thursday through Saturday) and results are slightly improved over last year's June count, despite thunder and rainfall during the Thursday morning count session. Weather over the count period was mild overall, with overcast conditions in morning with afternoon clearing in the mid 70s. The corners counted during the semi-annual counts change slightly depending on a variety of factors, including retail vacancies and new tenants. Of the 15 corners counted this season, 14 were also counted in June 2017. The results on the corners counted this and last June show a 7 percent net increase in pedestrians counted over 2017.

June 2018 Pedestrian Count Results and Comparables					
<i>Intersection</i>	<i>Jun-18</i>	<i>Jun-17</i>	<i>Jun-16</i>	<i>June 2018 - June 2017 Increase/Decrease</i>	<i>June 2018 - June 2016 Increase/Decrease</i>
1st & Davis	2,877	4,449	2,430	-35%	18%
2nd & Pine	4,382	N/A	4,065	N/A	8%
2nd & Taylor	8,659	7,610	6,421	14%	35%
3rd & Clay	4,437	3,191	3,091	39%	44%
3rd & Salmon	5,818	5,233	N/A	11%	N/A
4th & Yamhill	11,360	8,734	5,977	30%	90%
5th & Couch	5,133	6,160	4,086	-17%	26%
5th & Morrison	15,531	13,139	13,977	18%	11%
6th & Alder	11,528	8,076	N/A	43%	N/A
6th & Morrison	15,970	16,448	14,680	-3%	9%
Broadway & Yamhill	6,909	8,620	10,398	-20%	-34%
Broadway & Morrison	12,775	11,519	6,038	11%	112%
9th & Yamhill	7,808	7,355	N/A	6%	N/A
10th & Burnside	14,623	16,701	15,515	-12%	-6%
10th & Morrison	13,075	10,860	7,496	20%	74%

**First and Davis:** Results at this corner show a decrease of 35 percent over counts from 2017, and an 18 percent increase over 2016 results. Corner tenants include a SmartPark Garage, the 38 Davis office and apartment building, and the One Pacific Square office building with a MAX stop.

**Second and Pine:** This corner was not counted in 2017, but achieved an 8 percent increase over counts conducted in 2016. Businesses include a parking garage, a parking lot, E-san Thai restaurant and Pine Street Market Food Hall.

**Second and Taylor:** Results at this corner show a 14 percent increase over last year. Business corner include an active construction site with limited sidewalk access, Luc Lac restaurant and Portland Food Hall, Starbucks Coffee at the World Trade Center and Q restaurant.

**Third and Clay:** Results at this corner show an increase of 39 percent over counts from 2017. Tenants at this corner include Keller Auditorium and Potbelly Sandwich shop. There was an evening

performance at Keller Auditorium during this counting day and no performance on the count date last year, which may have contributed to more pedestrian activity.

**Third and Salmon:** Counts on this corner increased 11 percent over last year. Businesses include a building slated for redevelopment, the U.S. Federal Courthouse, Lownsdale Square public park and a retail sports equipment store.

**Fourth and Yamhill:** Pedestrian counts at this corner increased 30 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 17 percent from 2017, but achieved a 26 percent increase over 2016 counts. Businesses 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 18 percent from 2017. Tenants on the corner include Pioneer Place mall and J. Crew, a MAX stop and the Nike store. Macy's, which recently closed and is currently under construction for a new use, was located at this corner.

**Sixth and Alder:** Pedestrian counts at this corner increased 43 percent over last year's counts. Businesses include Payless shoes, Rocket Fizz candy shop, the OSU Beaver store and a vacant storefront that was formerly an entrance to the Macy's store, currently under construction for a new use.

**Sixth and Morrison:** This corner now ranks as our top trafficked corner in downtown Portland. While foot traffic slightly decreased by 3 percent from 2017, this corner achieved a 9 percent increase over 2016 counts. 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 under redevelopment.

**Broadway and Yamhill:** Results show a 20 percent decrease over counts in 2017. Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square are located at this corner. Pioneer Square construction project was underway during counts in 2017.

**Broadway and Morrison:** Counts increased 11 percent from 2017. Businesses include Nordstrom, Pioneer Courthouse Square, a retail vacancy now under redevelopment in the former Abercrombie & Fitch space, and an additional vacancy in the former Shreve & Co. space.

**Ninth and Yamhill:** Pedestrian counts at this corner increased by 6 percent over 2017. Tenants include Director Park, Montbell retail store, SmartPark parking garage currently under renovation and a retail space at Park Avenue West Tower, which is currently being renovated for a new tenant.

**Tenth and Burnside:** Counts at this corner decreased by 12 percent over last June. Businesses include Powell's Books, Dr. Marten's footwear and Sizzle Pie.

**Tenth and Morrison:** Results at this corner are up 20 percent from 2017. Businesses include Maya's Taqueria, the new location for Boys Fort, the SmartPark garage that is currently under renovation and City Target at the Galleria.