



Clean & Safe

December 2019 Pedestrian Count Results & Comparables

December 2019 pedestrian counts took place Dec. 5, 6, and 7 (Thursday through Saturday) and the results show a slight decrease over 2018 December counts. Weather over the three day count was mostly dry Thursday and Friday and in the high 40s to low 50s, with rain all day on Saturday. 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, 13 were also counted in December 2018. The results on the corners counted this year and in December 2018 show a net decrease of 16% over 2018.

December 2019 Pedestrian Count Results and Comparables					
<i>Intersection</i>	<i>Dec-19</i>	<i>Dec-18</i>	<i>Dec-17</i>	<i>December 2019 - December 2018 Increase/Decrease</i>	<i>December 2019 - December 2017 Increase/Decrease</i>
1st & Davis	1,376	3,342	3,381	-59%	-59%
2nd & Taylor	7,502	7,662	7,917	-2%	-5%
3rd & Clay	3,501	2,339	2,783	50%	26%
3rd & Morrison	9,378	10,315	N/A	-9%	N/A
4th & Yamhill	8,971	12,149	10,379	-26%	-14%
5th & Couch	4,976	4,618	5,881	8%	-15%
5th & Morrison	18,261	15,402	26,712	19%	-32%
6th & Alder	9,925	13,264	8,603	-25%	15%
6th & Morrison	15,682	16,982	21,078	-8%	-26%
Broadway & Yamhill	9,806	15,726	8,006	-38%	22%
Broadway & Morrison	11,288	19,289	N/A	-41%	N/A
Park & Alder	5,098	N/A	N/A	N/A	N/A
10th & Morrison	11,529	13,579	15,578	-15%	-26%
10th & Burnside	12,220	13,993	16,964	-13%	-28%
10th & Washington	6,291	N/A	N/A	N/A	N/A

First and Davis: Results at this corner show a 59% decrease 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.

Second and Taylor: Results at this corner show a slight 2% 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.

Third and Clay: Results at this corner show an increase of 50% over counts from 2018. Tenants at this corner include the Keller Auditorium and Potbelly Sandwich shop. There was no performance at Keller Auditorium during this counting day.

Third and Morrison: Results at this corner show a decrease of 9% over counts from 2018. Businesses at this corner include Nordstrom Rack, Ross, Zara at Pioneer Place and a SmartPark garage with Café Yumm as the corner tenant.

Fourth and Yamhill: Pedestrian counts at this corner decreased 26% over counts in 2018. This corner is in the midst of the Pioneer Place retail complex; corner tenants include H&M, Tiffany and Co. and the Apple store, mall tenant Louis Vuitton has relocated while their permanent location is under renovation.

Fifth and Couch: Results are up 8% from 2018 at this corner. Businesses at this corner include Upper Playground, Mi Mero Mole restaurant and a well utilized parking lot, along with one newly vacant retail space.

Fifth and Morrison: Results are up 19% from 2018. This corner was the busiest during this counting period. Tenants on the corner include Pioneer Place mall with J. Crew and the temporarily relocated Louis Vuitton store, a MAX stop, the Nike store and newly opened MUJI in the Meier & Frank building.

Sixth and Alder: This corner was down 25% over last year. Businesses at this corner include Rocket Fizz candy shop, the Oregon State University Beaver store, two vacant storefronts at the Meier & Frank building and the former location of Payless Shoes.

Sixth and Morrison: While traffic decreased by 8% from 2018, 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. The Ale Fest was occurring at the Square during this count, limiting access to the block to guests of this ticketed event.

Broadway and Yamhill: Results at this corner show a 38% decrease over counts in 2018. This was the third busiest corner during this counting period. Nordstrom, Margulis Jewelers, Banana Republic and Pioneer Courthouse Square are located at this corner. The Ale Fest was occurring at the Square during this count, limiting access to the block to guests of this ticketed event.

Broadway and Morrison: Results at this corner are down 41% over 2018. Businesses at this corner include Nordstrom, a vacant storefront at the American Bank Building, Capital One Cafe and Starbucks at Pioneer Courthouse Square. The Ale Fest was occurring at the Square during this count, limiting access to the block to guests of this ticketed event.

Park and Alder: This corner was added this year. Businesses on this corner include hotels the Dossier and the Woodlark, Mercantile boutique and a vacant storefront.

Tenth and Morrison: Results at this corner are down 15% from 2018. 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 Washington: This corner was added this year. Business at this corner include Documart, Frances May (building under construction), Woonwinkel, and the construction site for the new Ritz Carlton.

Tenth and Burnside: This corner saw a 13% decrease over 2018 counts. Businesses at the corner include Powell's Books, Dr. Marten's footwear and Sizzle Pie.