

June 2010 Pedestrian Counts

Intersection				June 2010 - June	June 2009- June
	Jun-10	Jun-09	Jun-08	2009 Increase/Decrease	2008 Increase/Decrease
3rd & Clay	5,350	2,792	3,127	92%	71%
3rd & Morrison	10,949	11,652	N/A	-6%	N/A
3rd & Washington	6,653	N/A	N/A	N/A	N/A
4th & Morrison	14,482	13,659	16,884	6%	-14%
5th & Yamhill	19,122	15,378	N/A	24%	N/A
5th & Morrison	22,789	14,312	17,148	59%	33%
5th & Alder	13,480	N/A	N/A	N/A	N/A
5th & Couch	6,969	4,453	5,437	57%	28%
6th & Taylor	15,730	9,467	12,385	66%	27%
6th & Morrison	26,325	N/A	N/A	N/A	N/A
6th & Alder	11,794	9,945	10,328	19%	14%
Park & Yamhill	8,297	7,495	N/A	11%	N/A
Broadway & Yamhill	11,161	14,608	N/A	-24%	N/A
Broadway & Morrison	17,544	17,833	26,577	-2%	-34%
10th & Morrison	11,683	N/A	N/A	N/A	N/A

June 2010 pedestrian counts took place over June 17, 18 and 19 (Thursday through Saturday) and showed an overall increase over June 2009 and June 2008 results. Overcast and cool weather marked the count days, with light sprinkles in the early morning hours on Thursday and Saturday. Counting period in June 2009 was marked with several thunderstorms and severe weather. Some increase in 2010 results can be attributed to temperate weather conditions. Corners counted during the semi-annual counts do slightly change depending on a variety of factors: retail vacancies, new tenants and relocation of transit stops. Overall, counts on 5th and 6th Avenues were positively affected by Transit Mall completion and the addition of MAX trains in September 2009, and 3rd and 4th Avenues showed a decrease due to the closure of the temporary bus mall.

3rd and Clay: Corner features Ira Keller Fountain, a parking garage, the Koin Tower office building and Keller Auditorium. Counts showed an increase of 92 percent over last year, the increase could be attributed to a matinee performance at the auditorium on that day. Counts the last two years have not taken place on a performance day.

3rd and Morrison: Businesses on this corner include Nordstrom Rack, J Jill at Pioneer Place, Borders Books and one ground floor vacancy in the Smart Park Garage. Most pedestrian traffic came from Nordstrom Rack and the garage, results down 6 percent over 2009.

3rd and Washington: This is a new count and there is no comparable data available. Businesses on this corner include Sleep County, Morningstar Café, a surface parking lot with food carts and an estate jewelry store.

4th & Morrison: Results up 6 percent to 2009 and down 14 percent to 2008. Tenants on this corner include Forever 21 at Pioneer Place, Betsey Johnson and Buffalo Wild Wings.

5th and Yamhill: Results up 24 percent to 2009. Corner tenants include BCBG at Pioneer Place, Saks Fifth Avenue and Ben Bridge Jewelers. Saks Fifth Avenue is in the midst of store closing sale, generating increased foot traffic to that location.

5th and Morrison: Four active businesses on this corner: J. Crew and Juicy Couture at Pioneer Place, Williams Sonoma, Macy's and a newly added MAX stop in front of Pioneer Courthouse. Results up 59 percent over 2009 and 33 percent over 2008. New MAX stop opened in September 2009.

5th and Alder: This is a new count and there is no comparable data available. At this corner there is a vacancy, Ross Dress for Less, Red Star Tavern and Macy's.

5th and Couch: This corner in Old Town Chinatown features tenants Compound, Upper Playground, the Goldsmith building, which houses creative firms, and a surface parking lot. Results up 57 percent over 2009 and 28 percent over 2008.

6th and Taylor: Hilton Hotel complex takes up two of the corners at this intersection; Men's Wearhouse and US Bank take up the other. Results up 66 percent over 2009 and up 27 percent to 2008.

6th and Morrison: This is a new count and there is no comparable data available. From this year's count, this corner ranks as the most heavily utilized corner downtown, and is bounded by Pioneer Courthouse Square with a MAX stop, Wells Fargo Bank, Macy's and Pioneer Courthouse, with a Max stop on 6th Avenue.

6th and Alder. Results up 19 percent to 2009, 14 percent to 2008. Daphne's Greek Deli opened in 2008 on the NE corner, a space that had been vacant for one year, and closed in January of 2010. This intersection was under heavy construction on all four corners during bus mall construction in 2007 and 2008, now full access has been restored. Other tenants at this corner include Payless Shoes and Macy's.

Park and Yamhill: Results increased 11 percent over 2009, primarily due to the completion of Director Park, now open to the public. Bordering retailers include Banana Republic and Nordstrom.

Broadway and Yamhill: Results down 24 percent over 2009, no comparable data for prior years. Corner tenants include Margulis Jewelers, Nordstrom and Banana Republic. Nordstrom began men's half yearly sale on the date the counts were conducted, and the store reports increased traffic and sales during this time- even though foot traffic at this corner diminished over last year.

Broadway & Morrison: Nordstrom, Abercrombie & Fitch, Carl Greve and Pioneer Courthouse Square comprise the establishments at this corner and have remained consistent for years. Results almost flat to 2009, 34 percent down over 2008.

10th and Morrison: This is a new count and there is no comparable data available. Neighboring businesses include one retail vacancy with a marketing program window treatment, Maya's Tacqueria, Ray's Ragtime and AM Living.