

## December 2011 Pedestrian Count Results and Comparables

<i>Intersection</i>	<i>Dec-11</i>	<i>Dec-10</i>	<i>Dec-09</i>	<i>December 2011 -</i>	<i>December 2011 -</i>
				<i>December 2010</i>	<i>December 2009</i>
				<i>Increase/Decrease</i>	<i>Increase/Decrease</i>
3rd & Clay	1,770	2,267	2,279	-22%	-22%
3rd & Morrison	12,452	10,064	19,424	24%	-36%
3rd & Taylor	5,339	5,248	6,504	2%	-18%
4th & Yamhill	10,703	11,884	N/A	-10%	N/A
5th & Couch	4,536	6,039	4,522	-25%	0%
5th & Morrison	19,382	24,177	20,783	-20%	-7%
6th & Alder	11,689	12,210	11,123	-4%	5%
6th & Salmon	11,430	N/A	N/A	N/A	N/A
6th and Morrison	29,403	N/A	28,532	N/A	3%
Broadway & Yamhill	20,622	14,990	16,561	38%	25%
Park & Morrison	10,161	7,634	N/A	33%	N/A
10th & Washington	7,145	6,983	N/A	2%	N/A
10th & Yamhill	10,880	14,126	N/A	-23%	N/A

December pedestrian counts took place over December 15, 16 and 17 (Thursday through Saturday) and were comparable to results gathered in December 2010. Of 11 corners that were counted in both December 2011 and 2010, total counts for 2011 show a 1% decrease in pedestrian traffic, though traffic pattern shifts can be noted. Weather over the three days was mild to seasonal for December: Thursday was cool with light rain, Friday was overcast and cold, and Saturday was clear and cold.

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 Fifth and Sixth Avenues were positively affected by Transit Mall completion and the addition of MAX trains in September 2009, and Third and Fourth Avenues showed a decrease due to the closure of the temporary bus mall.

**Third Avenue and Clay:** Corner features Ira Keller Fountain, a parking garage, the Koin Tower office building and Keller Auditorium. Counts showed a decrease of 22 percent over last year.

**Third Avenue and Morrison:** Businesses on this corner include Nordstrom Rack, J. Jill at Pioneer Place, the former home of Borders Books and new tenant Café Yumm on the ground floor in the Smart Park Garage. Results up 24 percent over 2010.

**Third Avenue and Taylor:** This location has three vacant corners; the other corner is populated by the Bangkok Palace restaurant. A holiday pop-up shop was located on Taylor between Third and Fourth Avenues. Results are up 2 percent from last year.

**Fourth Avenue and Yamhill:** Tenants on this corner include the vacant building that was formerly Saks Fifth Avenue, H& M, Tiffany and Co, and Louis Vuitton at Pioneer Place mall. Results down 10 percent compared to last year.

**Fifth Avenue 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 down 25 percent over 2010.

**Fifth Avenue and Morrison:** Four active businesses on this corner: J. Crew and Juicy Couture at Pioneer Place, the new Nike Portland, Macy's and a MAX stop in front of Pioneer Courthouse. Results down 20 percent compared to 2010.

**Sixth Avenue and Alder:** The corner is marked by a vacant redeveloped storefront for lease, Oregon State University bookstore, Payless Shoes and Macy's. Results down 4 percent compared to 2010.

**Sixth Avenue and Salmon:** Tenants at this corner include a Starbucks, Hilton Hotel, Congress Center office building with no ground floor retail, and the vacant space that was formerly the home of Nike Portland. This is a newly added corner; no previous data.

**Sixth Avenue and Morrison:** The corner is bounded by Pioneer Courthouse Square with a MAX stop, Wells Fargo Bank, Macy's and Pioneer Courthouse, with a MAX stop on Sixth Avenue. This corner continues to rank as the most heavily utilized corner downtown.

**Broadway and Yamhill:** Nordstrom, Pioneer Courthouse Square, and Banana Republic comprise the establishments at this corner and have remained consistent for years. Results up 38 percent compared to 2010.

**Park and Morrison:** Tenants at this corner include Nordstrom, Visionworks, a dormant construction site, and a vacant building with a storefront art display. This is a newly added corner; no previous data.

**10th and Yamhill:** Tenants at this corner include Crafty Wonderland, Smart Park Garage, Central Library, and Zipcar. Finnegan's Toys had recently vacated their spot on Yamhill Street near this corner. Results down 23 percent to last year.

**10<sup>th</sup> and Washington:** Tenants at this corner include Hi-School Pharmacy, Al Sharifi Rugs, a surface parking lot and food cart pod, and Woonwinkel home store. Results up 2 percent over last year.