

June 2011 Pedestrian Counts

<i>Intersection</i>	<i>Jun-11</i>	<i>Jun-10</i>	<i>Jun-09</i>	<i>June 2011 - June 2010 Increase/Decrease</i>	<i>June 2011 - June 2009 Increase/Decrease</i>
3rd & Clay	2,564	5,350	2,792	-52%	-8%
3rd & Morrison	8,930	10,949	11,652	-18%	-23%
3rd & Washington	6,282	6,653	N/A	-6%	N/A
4th & Morrison	12,222	14,482	13,659	-16%	-11%
5th & Yamhill	16,275	19,122	15,378	-15%	6%
5th & Alder	12,330	13,480	N/A	-9%	N/A
5th & Couch	6,283	6,969	4,453	-10%	41%
6th & Taylor	14,968	15,730	9,467	-5%	58%
6th & Morrison	41,675	26,325	N/A	58%	N/A
6th & Alder	10,618	11,794	9,945	-10%	7%
Park & Yamhill	11,531	8,297	7,495	39%	54%
Broadway & Morrison	17,184	17,544	17,833	-2%	-4%
10th & Morrison	9,459	11,683	N/A	-19%	N/A
10th & Alder	10,824	N/A	N/A	N/A	N/A
10th & Oak	6,391	N/A	N/A	N/A	N/A

June 2011 pedestrian counts took place over June 16, 17 and 18 (Thursday through Saturday) and were comparable to results gathered in June 2010. Of 13 corners that were counted in June 2011 and 2010, total counts for 2011 show a 1 percent increase in pedestrian traffic, though traffic pattern shifts can be noted. Weather over the three days was seasonal: Thursday was cool and dry, Friday was sunny and clear, and Saturday was overcast with periods of light mist and rain. Weather over the count period in June 2010 was cool with light rain, and in June 2009, the count cycle was marked with several thunderstorms and severe weather.

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 a decrease of 52 percent over last year, the decrease could be attributed to a matinee performance at the auditorium during the counts in 2010. Count is comparable to that of 2009 when no performance took place.

3rd 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. Most pedestrian traffic came from Nordstrom Rack and the garage, results down 18 percent over 2010. Borders was open during past count periods.

3rd and Washington: Businesses on this corner include Sleep County, Morningstar Café, a surface parking lot with food carts and an estate jewelry store. Traffic comparable to last year, with a 6 percent decline.

4th and Morrison: Results down 16 percent to 2010 and down 11 percent to 2009. Tenants on this corner include Forever 21 at Pioneer Place, Betsey Johnson and Buffalo Wild Wings. The location on

the NW corner is under construction for a new tenant and traffic could have been affected by sidewalk closures due to this construction project.

5th and Yamhill: Results down 15 percent to 2010. Corner tenants include BCBG at Pioneer Place, Saks Fifth Avenue and Ben Bridge Jewelers. The SE corner of the block is the former home of Saks Fifth Avenue, now vacant. The store was open during the count period in 2010.

5th and Alder: Results down 9 percent over last year. At this corner there is Ross Dress for Less, Red Star Tavern, Macy's and a vacancy in the Yeon Building on the NE corner.

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 down 10 percent over 2010 and up 41 percent over 2009.

6th and Taylor: Hilton Hotel complex takes up two of the corners at this intersection; Men's Wearhouse and US Bank take up the others. Results down 5 percent over 2010 and up 58 percent over 2009.

6th and Morrison: This corner continues to rank as the most heavily utilized corner downtown, ranking number one in 2010 as well. In 2011, traffic increased by 58 percent. 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 6th Avenue.

6th and Alder: Results down 10 percent to 2010, up 7 percent to 2009. The corner is marked by a vacant redeveloped storefront for lease, a vacant storefront that will house the Oregon State University bookstore to open soon, Payless Shoes and Macy's.

Park and Yamhill: Results increased 39 percent over 2010 and 54 percent over 2009, primarily due to the completion of Director Park in 2009. Bordering retailers include a vacant space that was formerly an extension of the Banana Republic store, Nordstrom, and the construction site of Park Avenue West high rise.

Broadway and Morrison: Nordstrom, Abercrombie & Fitch, Carl Greve and Pioneer Courthouse Square comprise the establishments at this corner and counts have remained consistent for years. Results almost flat to 2010 and 2009.

10th and Morrison: businesses include two retail vacancies with vacant storefront activation treatments, Maya's Tacqueria and Ray's Ragtime; results down 19 percent from 2010.

10th and Alder: This is a new corner counted and no comparable data is available. Corner businesses include two parking lots/food cart pods, one retail vacancy in the Galleria building and Jakes Grill at the Govenor Hotel.

10th and Oak: This is a new corner counted and no comparable data is available. Corner businesses include a vacant location that will soon house Sizzle Pie pizza, a parking lot for Jive software, Living Room movie theater and Super Supplements. It should be noted that the corner does not possess a traditional crosswalk set up.