



July 12, 2007

NEWS RELEASE

For immediate release

For more information, contact:
Beth Hoyt, 503.552.6776

Downtown foot traffic remains strong, despite construction activity

Portland, OR... Despite bus relocation and considerable construction activity, downtown pedestrian traffic remains strong, according to a pedestrian traffic count conducted by the Portland Business Alliance in June.

The twice-annual count showed that pedestrian concentrations have shifted locations since last year, but the overall pedestrian volume is down only 3 percent compared to June 2006 levels, and there is a net increase of 6 percent since June 2005 on comparable corners. The traffic location shift most likely is a result of the temporary relocation of the transit mall from SW 5th and 6th avenues to SW 3rd and 4th avenues for the Transit Mall Revitalization Project and other downtown construction activity.

The count showed that the intersection at SW 4th Avenue and Morrison Street was up 55 percent, SW 3rd Avenue and Yamhill Street increased 30 percent and SW 3rd Avenue and Taylor Street was up 29 percent from last June.

SW 5th Avenue and Morrison Street, the intersection historically with the highest amount of pedestrian traffic during the pedestrian traffic counts, declined 42 percent from last June. Contributing factors most likely included the temporary closing and renovation of Macy's at Meier and Frank Square, a construction project that has closed the sidewalk of the entire block, and the transit mall renovation.

The Alliance conducts these biannual pedestrian traffic counts on 15 intersections within the Business Improvement District from 7 a.m. to 7 p.m. on comparable days every December and June. The purpose of the counts is to track pedestrian traffic volumes in front of key intersections within the downtown core, available retail space, and parcels poised for redevelopment. For a complete list of intersections and data, visit the Alliance web site at www.portlandalliance.com/downtown_services/pedestrian-traffic-counts.html.

###