



Saskatoon Downtown Business Improvement District

2006

Pedestrian Study

INTRODUCTION

The Partnership has conducted Pedestrian Count studies bi-annually since 2001. In 2005 *The Partnership* Board of Management decided to conduct a study annually, to monitor the changes in pedestrian traffic as major developments in Saskatoon near completion. River Landing and the new Galaxy Theatre on Block 146 are expected to have an influence on Downtown pedestrian traffic, as well as the construction currently underway on several Downtown residential lofts.

Pedestrian Counts are widely used in urban studies, as they can provide clear and concise information. This data allows for direct conclusions to be made regarding the volume of pedestrian traffic and therefore the health of the Downtown business environment including retail, service, professional and restaurants.

The Partnership's pedestrian study is conducted on Wednesday afternoons, Thursday evenings and Saturday afternoons. This year's count was conducted during the weeks from May 10th to May 27th. Conducting studies at similar times of the year enables *The Partnership* to have a complete set of data for comprehensive comparison. The days of the study are chosen to convey the best comparison numbers of a normal day, as well as fall within the same general time frame as past studies. There were no events or holidays occurring during the weeks studied in 2006 or 2005. For 2003 and 2001, the Children's Festival occurred during the second week.

Important! The relevant business locations and their street addresses are listed below:

Public Education Centre	100 block of 3rd Avenue South
Hotel Senator	200 block of 21st Street East
Urban Barn	100 block of 21st Street East
Squire Shop	100 block of 2nd Avenue North
Paramount Fashion Centre	100 block of 2nd Avenue South
Odeon Event Centre	200 block of 2nd Avenue South

At the Public Education Centre location, the surveyor was positioned facing 21st Street East. At the Hotel Senator, the surveyor was positioned in front of the building facing 21st Street East. The remaining counters were positioned so that they were facing the front of the respective buildings. Surveyors counted those who passed their station, in both directions; pedestrians on the opposite side of the street were not counted, nor were those who did not pass immediately in front of their station. Bicycles and children in strollers are also considered pedestrians.

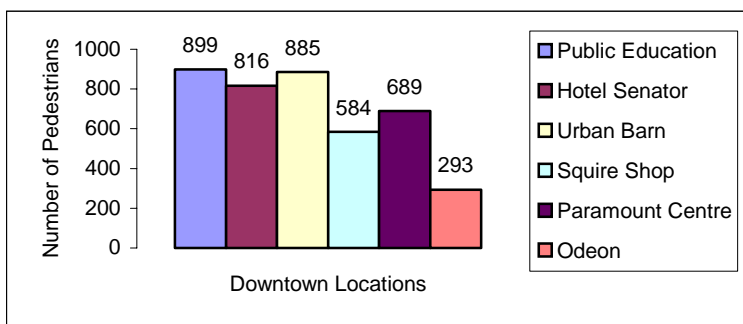
As Downtown pedestrian activity may be affected by the weather, prevailing weather conditions were recorded.

DATA AND RESULTS

Wednesday Pedestrian Counts

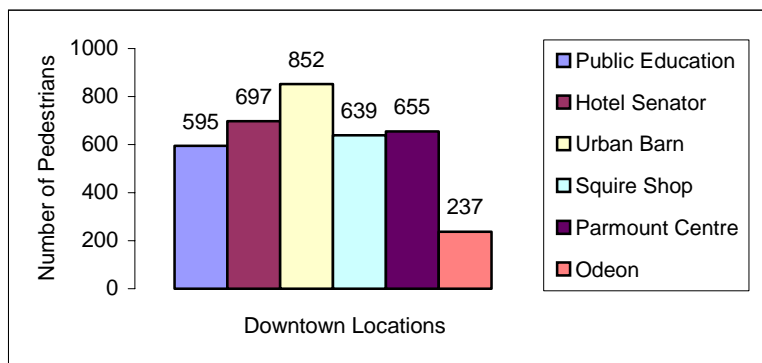
Wednesday, May 10th was partly cloudy with a slight breeze, and there was a period of light rain. The average temperature recorded was 22°C. The Public Education Centre recorded the highest numbers compared to other locations. The lowest volume recorded was at the Odeon Event Centre.

Figure 1: Wednesday, May 10, 2006 (1 – 3 pm)



Wednesday, May 24th was cloudy with light rain. The average temperature recorded was 14°C with a WNW wind at 32 km/hr. By 2:30 p.m. winds were gusting up to 45 km/hr. The location at Urban Barn recorded the highest numbers with the lowest volume recorded at the Odeon Event Centre.

Figure 2: Wednesday, May 24, 2006 (1-3 pm)



With the exception of the Squire Shop location, pedestrian numbers were down for the second Wednesday of the Count. The first Wednesday was warmer and not as windy. The table below outlines the results, and records the average number of pedestrians for the Wednesday counts.

Table 1: Wednesday Pedestrian Count Results and Averages

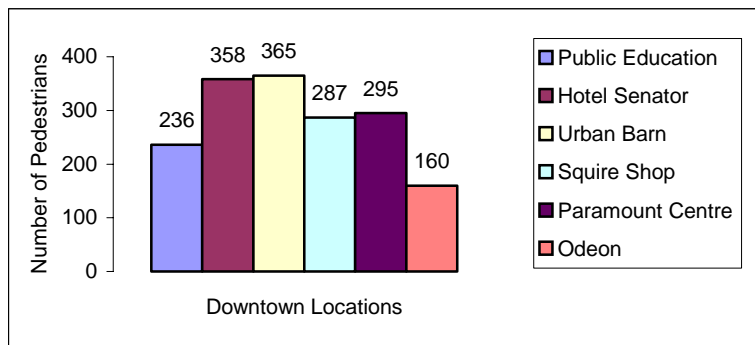
Date & Time	Public Education	Hotel Senator	Urban Barn	Squire Shop	Paramount	Odeon
May 10/06 (1-3 pm)	899	816	885	584	689	293
May 24/06 (1-3 pm)	595	697	852	639	655	237
Average	747	756.5	868.5	611.5	672	265

DATA AND RESULTS

Thursday Pedestrian Counts

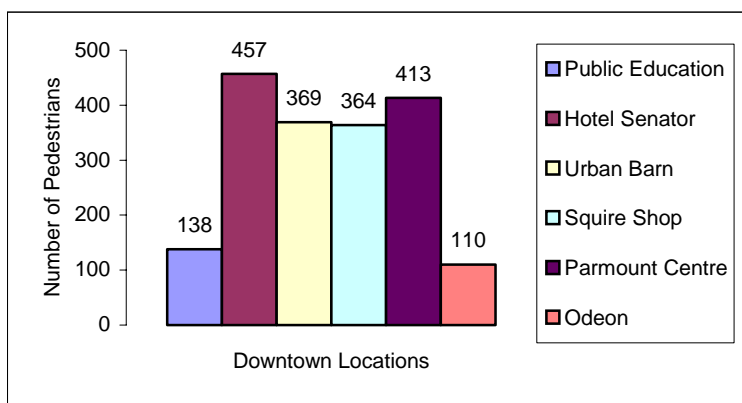
Thursday, May 11th was partly cloudy and windy. The average temperature recorded was 16°C. The Urban Barn recorded the highest numbers compared to other locations. The lowest volume recorded was at the Odeon Event Centre.

Figure 3: Thursday, May 11, 2006 (6-8 pm)



Thursday, May 25th showed a mixture of sun and cloud, with an east wind at 21 km/hr. There was a severe thunderstorm watch in place. The average temperature recorded was 19°C. By 7:15 p.m. the temperature had dropped to 17°C, and the wind was at 25 km/hr. The location at the Hotel Senator recorded the highest numbers with the lowest volume again recorded at the Odeon.

Figure 4: Thursday, May 25th, 2006 (6-8 pm)



Despite the thunderstorm warnings, it was generally sunny, and numbers were up in most areas on the second Thursday of the count. The only areas that were down were the Public Education Building and the Odeon. The areas where the counts were up are on 21st Street and 2nd Avenue, in the core shopping areas.

Table 2: Thursday Pedestrian Count Results and Averages

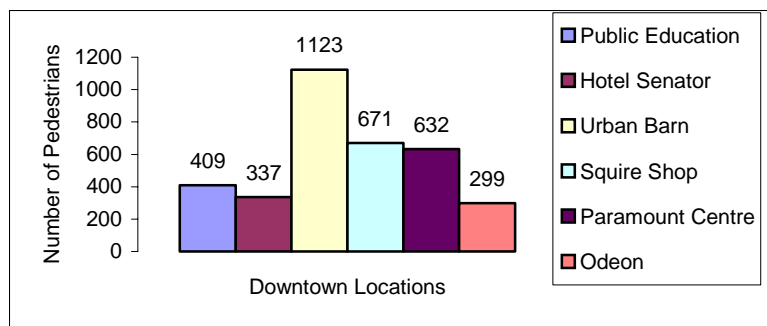
Date & Time	Public Education	Hotel Senator	Urban Barn	Squire Shop	Paramount	Odeon
May 11/06 (6-8 pm)	236	358	365	287	295	160
May 25/06 (6-8 pm)	138	457	369	364	413	110
Average	187	407.5	367	325.5	354	135

DATA AND RESULTS

Saturday Pedestrian Counts

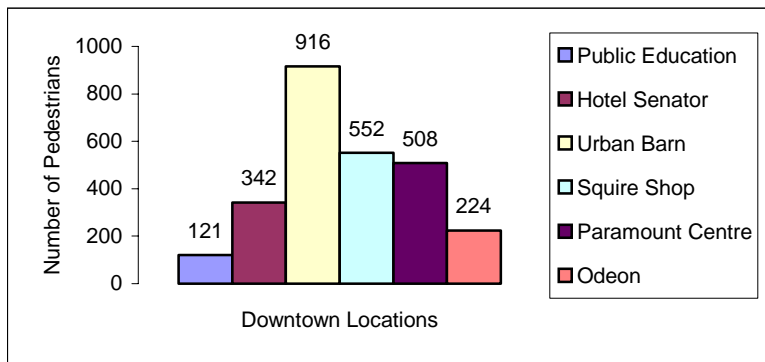
Saturday, May 13th, 2006 was partly cloudy and windy. The average temperature recorded was 13°C. The Urban Barn recorded the highest numbers compared to other locations. The lowest volume recorded was at the Odeon Event Centre.

Figure 5: Saturday, May 13, 2006 (12- 2 pm)



Saturday, May 27, 2006 was cloudy and cold. The temperature at 12 p.m. registered at 8°C with a NNE wind at 18 km/hr. The Urban Barn recorded the highest numbers with the Public Education building registering the lowest.

Figure 6: Saturday, May 27, 2006 (12 – 2 pm)



With the exception of the Senator Hotel location, the Count numbers were up by a fair margin on the first Saturday of the count. The cooler weather may have contributed to the drop in pedestrian traffic on the second Saturday of the count.

Table 3: Saturday Pedestrian Count Results and Averages

Date & Time	Public Education	Hotel Senator	Urban Barn	Squire Shop	Paramount	Odeon
May 13/06 (12-2 pm)	409	337	1123	671	632	299
May 27/06 (12-2 pm)	121	342	916	552	508	224
Average	265	339.5	1019.5	611.5	570	261.5

CONCLUSIONS & EXECUTIVE SUMMARY

2006

Wednesday afternoons recorded the highest volume of pedestrian traffic, with Saturday afternoons following closely. The Urban Barn location had the highest volume on Saturday afternoons, with the Squire shop registering an equal average for both Wednesday and Saturday. The Downtown shopping core consistently recorded the highest on all days of the count, with the Odeon registering the lowest volume.

TABLE 4: 2006 Averages and Ranking

Date & Time	Public Education Centre	Hotel Senator	Urban Barn	Squire Shop	Paramount Fashion Centre	Odeon Event Centre
Wednesday (1-3 pm)	747	756.5	868.5	611.5	672	265
Thursday (6-8 pm)	187	407.5	367	325.5	354	135
Saturday (12-2 pm)	265	339.5	1019.5	611.5	570	261.5
Total # of Pedestrians	1199	1503.5	2255	1548.5	1596	661.5
OVERALL RANKING	5	4	1	3	2	6

2005

Overall, Wednesday afternoon had the highest volume count followed with Saturday being ranked second. The locations closest to the “heart” of downtown consistently ranked the highest. The Odeon location was significantly lower in comparison to all other locations.

TABLE 5: 2005 Averages and Ranking

Date & Time	Public Education Centre	Hotel Senator	Urban Barn	Squire Shop	Paramount Fashion Centre	Odeon Niteclub & Restaurant
Wednesday (1-3 pm)	509.5	547	820	632.5	395.5	201
Thursday (6-8 pm)	151	298	404	236.5	282.5	168
Saturday (12-2 pm)	256.5	255.5	828	547.5	593.5	208
Total # of Pedestrians	917	1100.5	2052	1416.5	1271.5	577
OVERALL RANKING	5	4	1	2	3	6

2003

Wednesday afternoons had the highest volume count followed with Saturday being ranked second. The locations closest to 21st Street East and 2nd Avenue consistently ranked the highest. The Odeon location had the lowest ranking.

TABLE 6: 2003 Averages and Ranking

Date & Time	Public Education Centre	Hotel Senator	Urban Barn	Squire Shop	Paramount Fashion Centre	Odeon Niteclub & Restaurant
Wednesday (1-3 pm)	593	849.5	1263	646.5	947	283.5
Thursday (6-8 pm)	141.5	243.5	381	256.5	397	136.5
Saturday (12-2 pm)	296.5	384.5	779	536	568	193
Total # of Pedestrians	1031	1477.5	2423	1439	1912	613
OVERALL RANKING	5	3	1	4	2	6

CONCLUSIONS & EXECUTIVE SUMMARY continued

2001

Wednesday afternoons had the highest volume count followed with Saturday being ranked second. The Urban Barn and Paramount Fashion Centre ranked the highest followed closely by the Squire Shop, Hotel Senator and the Public Education Centre. The Odeon location had the lowest ranking.

TABLE 7: 2001 Averages and Ranking

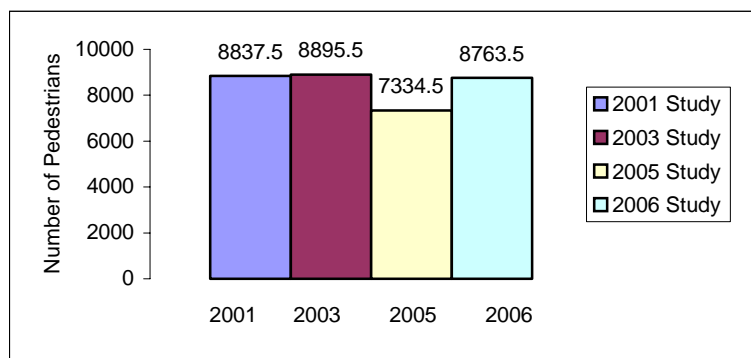
Date & Time	Public Education Centre	Hotel Senator	Urban Barn	Squire Shop	Paramount Fashion Centre	Odeon Niteclub & Restaurant
Wednesday (1-3 pm)	786.5	653.5	953.5	736.5	727.5	260
Thursday (6-8 pm)	188	434.5	413	372	438	155
Saturday (12-2 pm)	380.5	373.5	653.5	483.5	562.5	232
Total # of Pedestrians	1355	1461.5	2020	1592	1728	647
OVERALL RANKING	5	4	1	3	2	6

2001/2003/2005/2006 Pedestrian Count Comparison

TABLE 8: 2001/2003/2005/2006 Comparisons

LOCATION	2001	2003	% CHANGE FROM 2001	2005	% CHANGE FROM 2003	2006	% CHANGE FROM 2005
Public Education Centre	1355	1031	-24%	917	-11%	1199	+24
Hotel Senator	1461.5	1477.5	+1%	1100.5	-26%	1503.5	+27
Urban Barn	2020	2423	+20%	2052	-15%	2255	+9
Squire Shop	1592	1439	-16%	1416.5	-2%	1548.5	+9
Paramount Fashion Centre	1728	1912	+25%	1271.5	-33%	1596	+20
Odeon Event Centre	647	613	-5%	577	-6%	661.5	+13
Totals	8837.5	8895.5	Less than 1%	7334.5	-18%	8763.5	+17%

Figure 7: Yearly Comparison Chart



As the above chart shows, Downtown pedestrian traffic has been consistent from 2001 through 2006, with the exception of the 2005 study. Although the 2006 count shows an increase of 17% from 2005, it is only down by 1.5% from 2003, and by .8% from 2001. Changes of 5% or less are not considered noteworthy unless they continue on a trend line.

2001/2003/2005/2006 Pedestrian Count Comparison continued

The count for the 2006 study records an increase in pedestrian traffic throughout all locations. The overall change for 2006 shows an increase of an average of 17%. The most significant individual increases (20% or more) are at the Public Education Centre and the Hotel Senator locations, with the Paramount Fashion Centre following closely behind. While the Odeon Event Centre maintains the lowest traffic, and has shown a downward trend in the last 2 studies, the count at this location is up by 13% for 2006.

Although the Squire Shop indicated a decrease of 2% in 2005 and a 16% in 2003, this year shows an increase of 9%, as does Urban Barn, which recorded a 15% decrease in 2005, and a 20% increase in 2003.

The weather can be a factor and in general, weather comparisons were as follows:

2001: Temperatures ranged from 15 - 25° C, conditions were sunny with a light breeze.

2003: Temperatures ranged from 17 - 25° C, conditions were variable with light wind (partly cloudy or sunny).

2005: Temperatures ranged from 9 - 14° C, conditions were windy, cool and overcast or sunny.

2006: Temperatures ranged from 8 - 22° C, conditions ranged from sunny to partly cloudy, windy to calm, with occasional rain and a thunderstorm warning.

Some of the current changes occurring Downtown include the development of River Landing, Galaxy Theatre, and several Downtown residential lofts, as well as the recent expansion of TCU Place. Add to this the three big box developments underway in Saskatoon, and an impact on Downtown pedestrian traffic is inevitable. These projects are nearing completion and the difference they make to pedestrian traffic will be noticed on the results of the 2007 Pedestrian Count.

***The Partnership* conducts annual Pedestrian Studies based on criteria as outlined by Mr. Peter Bruce
Pedestrian Studies, Minneapolis, MN**