

PEDESTRIAN COUNT 2022

September 2022

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2022 PEDESTRIAN COUNT

Background:

The 2022 count was taken in the city of Tauranga. Previous counts have been two yearly in odd numbered years. However, COVID-19 disrupted the planned 2021 count.

Weather Conditions:

The weather on the day of the count in 2022 was overcast with some showers.

Methodology:

The methodology utilised was as follows:

- The 2022 count was undertaken on Wednesday 28th September in the traditional September pre school holiday period.
- Local PINZ members carried out the count, with most people covering two positions over a half hour period in the morning and afternoon. Count times are as follows:
 - Morning 10.30 am – 11.00 am
 - Afternoon 2.00 pm – 2.30 pm
- The count is on an 'electric eye' basis and includes all pedestrians passing an imaginary line from the building frontage to the footpath edge.
- The morning and afternoon counts are doubled to achieve a reflection of one hour's traffic.
- One count point was no longer relevant in 2022. This was the middle of the former Goddard's shopping mall (now the Tauranga Public Library),
- One count point was incomplete, being count number 23, situated on The Strand

RESULTS – TOP TEN SPOTS in 2022:



2022 SUMMARY

The overall pedestrian count in the Tauranga CBD **decreased by approximately 14%**, with a total of 6,990 pedestrians in 2022 contrasted with 8,158 pedestrians in 2019. This compares to a 15% drop between the last two pedestrian counts of 2019 and 2017. These count reductions are part of a longer term trend of decline. For a visual representation of this please refer to the graph in Appendix 4. Council and private sector initiatives in the CBD may finally reverse this trend, but there is no sign of it yet. It is also possible that COVID-19 has disrupted previous shopping habits. Several studies on this topic have been undertaken internationally and can be found online. The results reflect a bleak outlook for the Tauranga CBD with retailers feeling the pinch of ongoing construction, roading changes, lack of parking and city vibrancy. Confidence is being restored to the CBD with high levels of investment from both the public and private sector. However, any resurgence from these developments is likely years away.

Overall, the top five locations are displayed below in a visual representation.



Each ring represents 100 pedestrians. In terms of trend it shows a continuation of the emphasis on the northern part of Grey Street and away from Devonport Road). However, with several new developments underway on Devonport Road, this could change again in the future.

2019 PEDESTRIAN COUNT OVERVIEW

Background:

The 2019 count was taken in the city of Tauranga

Weather Conditions:

The weather on the day of the count in 2019 was fine with strong North Easterly winds.

Methodology:

The 2019 pedestrian count used the same methodology as previously mentioned. However, count locations 19 and 27 were inaccessible in 2019 due to construction work at the new Farmers Development.

RESULTS - Top Ten Spots in 2019



2019 SUMMARY

The overall pedestrian count in the Tauranga CBD decreased by approximately 11%, with a total of 9,673 pedestrians in 2017 compared to 10,940 pedestrians in 2015.

APPENDICES LISTING

Appendices to this report are as follows:

- Appendix 1: A location map for each count point
- Appendix 2: Count data in table form between 2017 and 2022
- Appendix 3: A graph comparing the Top 10 counts positions for the last 4 counts
- Appendix 4: A graph of the total counts between 2008 and 2022
- Appendix 5: A graph illustrating changing patterns of pedestrian flow from 2015 - 2019

DISCLAIMER

We consider the results contained in this publication constitute a fair representation of the data collated from each count location. Although all due care is taken in compilation and presentation of this data, we accept no liability for any errors of fact contained within.

ACKNOWLEDGEMENTS

The efforts of many people went into the compilation of this publication. Without their assistance it is unlikely that we would be able to gather the necessary raw data to provide the biennial Pedestrian Count, and their help has been greatly appreciated.

This information is produced primarily for the use of property professionals and other parties associated with the commercial property industry. It is intended to assist and inform and represents a "snapshot" of the pedestrian flows at specific locations on a particular day.

However, it is important to note there are many variables that can have an impact, either short or long term, on the level of pedestrian traffic in an area (e.g work being carried out on a nearby building, weather conditions, road works etc.)

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APPENDIX 1: TAURANGA PEDESTRIAN COUNT LOCATION MAP

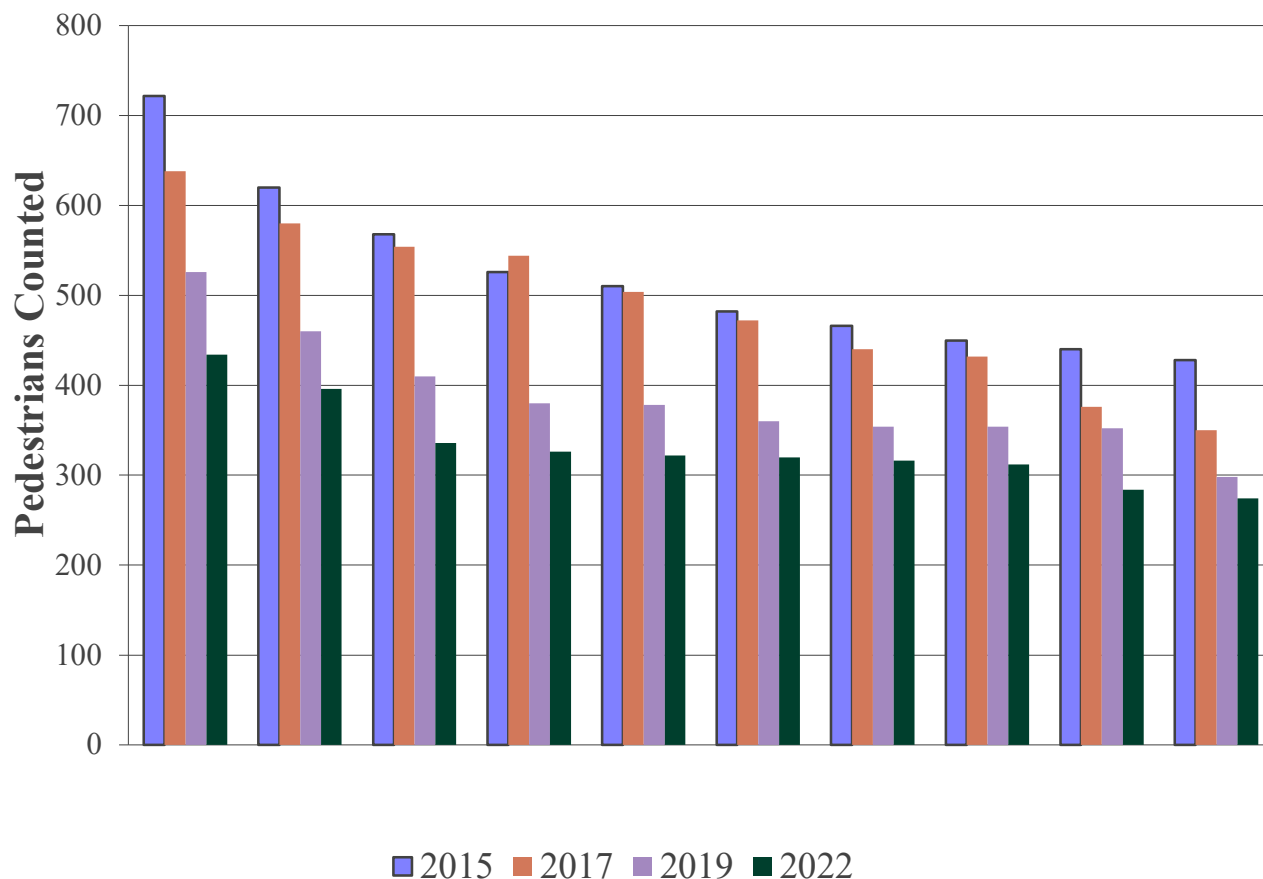


APPENDIX 2: TAURANGA CBD PEDESTRIAN COUNT DATA 2017 - 2022

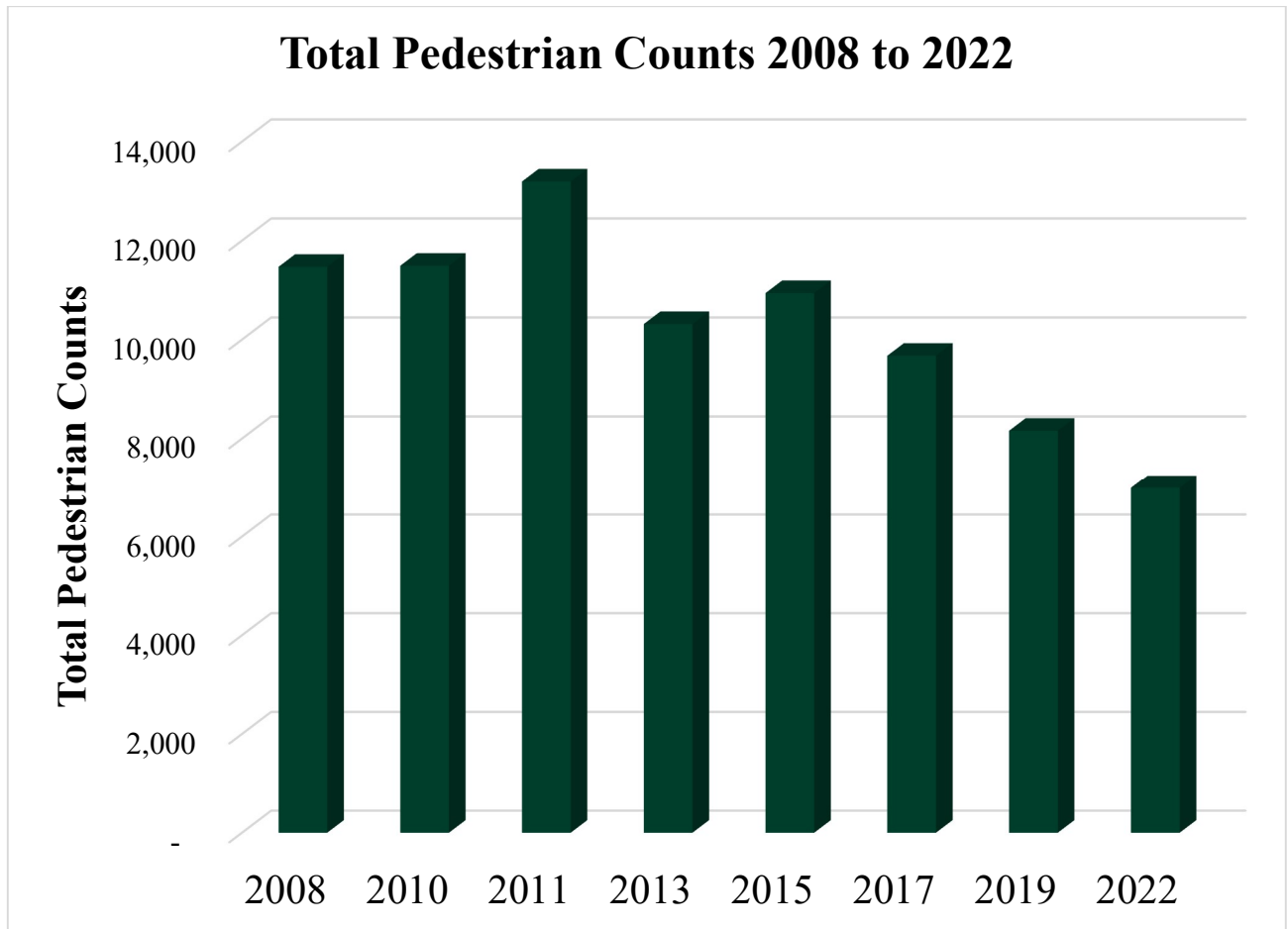
Map Reference / Address of Count	2022		Change	2019		2017	
	Count	Rank		Count	Rank	Count	Rank
1: Spring St South	168	3	0	410	3	638	1
2: Willow St East	163	4	6	298	10	440	7
3: North Grey St East	198	2	-1	526	1	554	3
4: Lower Devonport Rd West	217	1	4	378	5	432	8
5: Spring St Mall South	85	22	-8	258	14	236	18
6: Mid Devonport Rd West	156	8	-1	354	7	472	6
7: Spring St Mall North	142	9	12	206	21	173	26
8: Middle Piccadilly Arcade	127	11	5	252	16	350	10
9: The Strand,	86	21	-1	216	20	166	28
10: The Strand	99	17	7	180	24	174	25
11: Upper Devonport Rd West	160	6	5	296	11	504	5
12: Mid Grey St East	161	5	-3	460	2	580	2
13: Spring St North	95	19	-6	284	13	544	4
14: Mid Devonport Road East	109	15	13	130	28	284	14
15: Lower Devonport Road East	52	28	-6	200	22	240	16
16: Lower Willow St West	65	25	-19	360	6	330	11
18: Wharf St South	59	26	-9	230	17	184	24
19: Top Devonport Rd West	116	13		N/A	N/A	100	33
20: Wharf St North	26	32	-1	84	31	84	34
21: Hamilton St South	32	31	-2	110	29	130	30
22: North Grey St West	158	7	-3	380	4	192	22
23: The Strand, Mid Hamilton/Harrington Sts	Incomplete	62	N/A	84	31	120	32
24: Upper Devonport Rd East	52	29	-10	218	19	168	27
25: Top Devonport Rd East	91	20	5	170	25	188	23
26: Elizabeth St North	121	12	-5	354	7	268	15
27: Elizabeth St South	97	18	N/A	N/A	N/A	122	31
28: Willow Street N/W	80	23	3	156	26	196	21
29: Mid Grey St West	113	14	-5	352	9	316	12
30: BNZ Arcade	39	30	0	108	30	144	29
33: Mid Elizabeth St North	100	16	2	222	18	306	13
34: South Grey St East	137	10	4	258	14	376	9
35: South Grey St West	76	24	-12	292	12	224	19
36 Mid Goddards Arcade		N/A	N/A	196	23	240	16
37: Mid Elizabeth St South	53	27	0	136	27	198	20

APPENDIX 3: COMPARISON GRAPH OF THE TOP 10 POSITIONS FOR THE LAST 4 COUNTS

Tauranga CBD 2022 Pedestrian Count - Top 10 Past 4 Count History



APPENDIX 4: COMPARISON GRAPH 2008 TO PRESENT



APPENDIX 5: COMPARISON OF INDIVIDUAL COUNT POINTS

Tauranga CBD Count Points

