



PEDESTRIAN COUNT 2017/2019

SEPTEMBER 2019

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2019 PEDESTRIAN COUNT

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 methodology is as follows:

- The 2019 count was undertaken on Wednesday 18th 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.

RESULTS. Top Ten Spots



2019 SUMMARY

The overall pedestrian count in the Tauranga CBD decreased by approximately 15%, with a total of 8,158 pedestrians in 2019 compared to 9,673 pedestrians in 2017. This continues a downward trend from the 2015 count which had a total of 10,940 pedestrians and reflects a decrease in 2017 of 11%. However, count locations 19 and 27 were inaccessible in 2019 due to construction work at the new Farmers Development. After making adjustments for these locations, the 2019 count reflects a modified decrease of 13% compared to 2017.

The results reflect a bleak outlook for the Tauranga CBD with retailers feeling the pinch of ongoing construction and 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 a few years away.

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



Each ring represents 100 pedestrians.

2017 PEDESTRIAN COUNT

Background:

The 2017 count was taken in the city of Tauranga

Weather Conditions:

The weather on the day of the count in 2017 was fine with light winds

Methodology:

- The 2017 pedestrian count used the same methodology as previously mentioned.

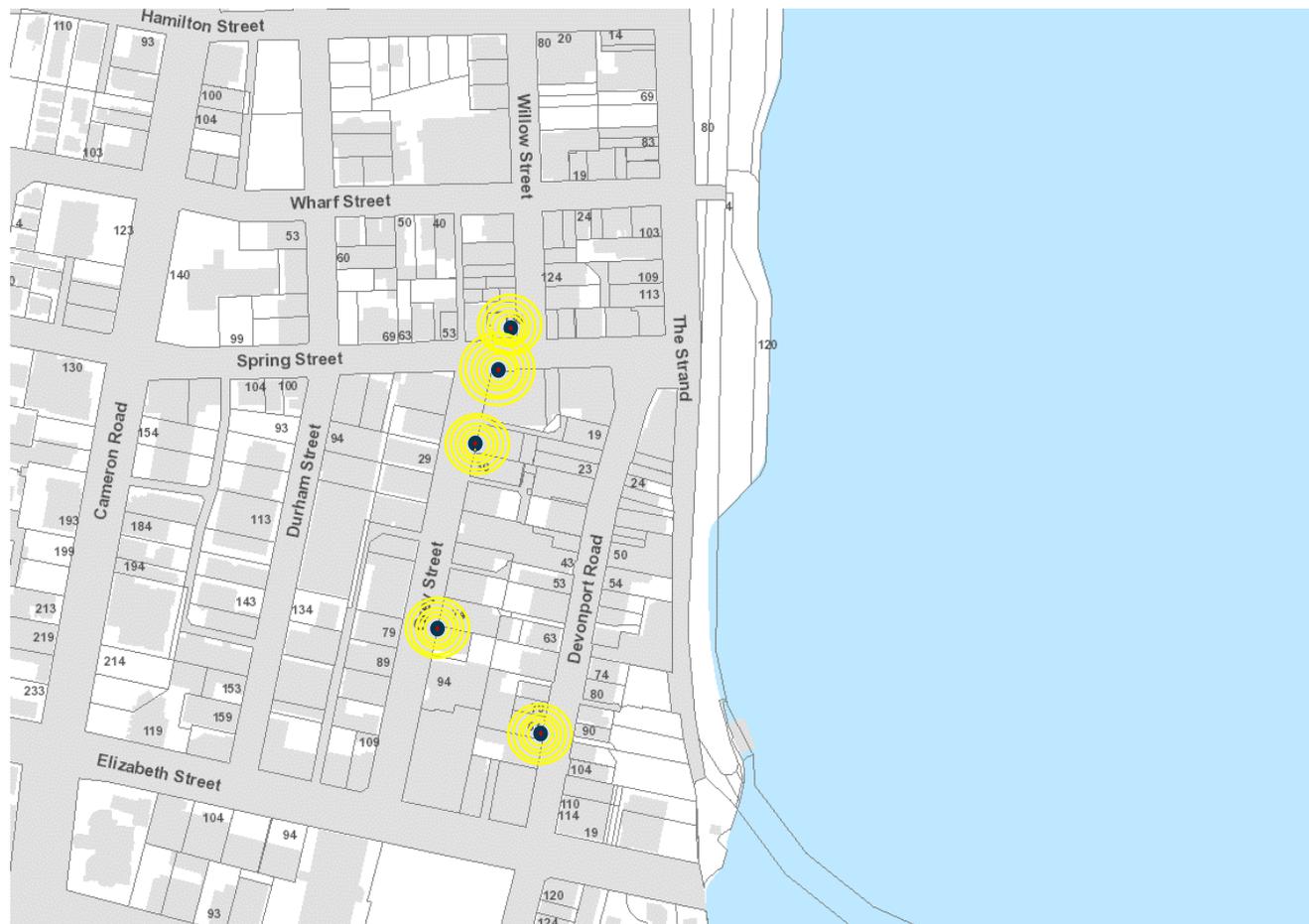
RESULTS. Top Ten Spots



2017 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.

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



Each ring represents 100 pedestrians.

Full count results from 2015 – 2019 for the Tauranga CBD are appended to the rear of the report. A number of graphs are also appended, and they

- Show the relative trends between the Top 10 Tauranga CBD count points or localities from 2015 – 2019.
- Rank all individual count points in the Tauranga CBD in terms of pedestrian traffic.
- Illustrate changing patterns of pedestrian traffic 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.

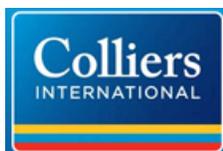
ACKNOWLEDGEMENTS

The efforts of many people went in to 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 a 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.)

Special thanks to the following local businesses for their involvement.



APPENDICES

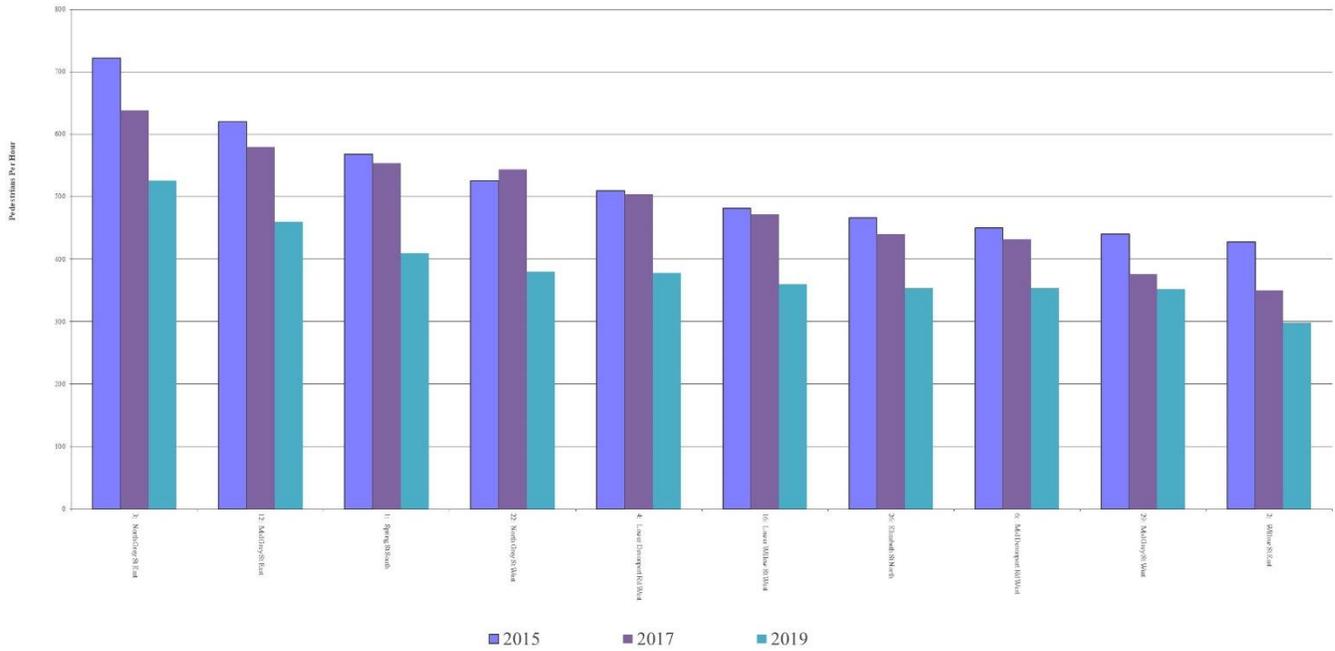
TAURANGA PEDESTRIAN COUNT LOCATION MAP



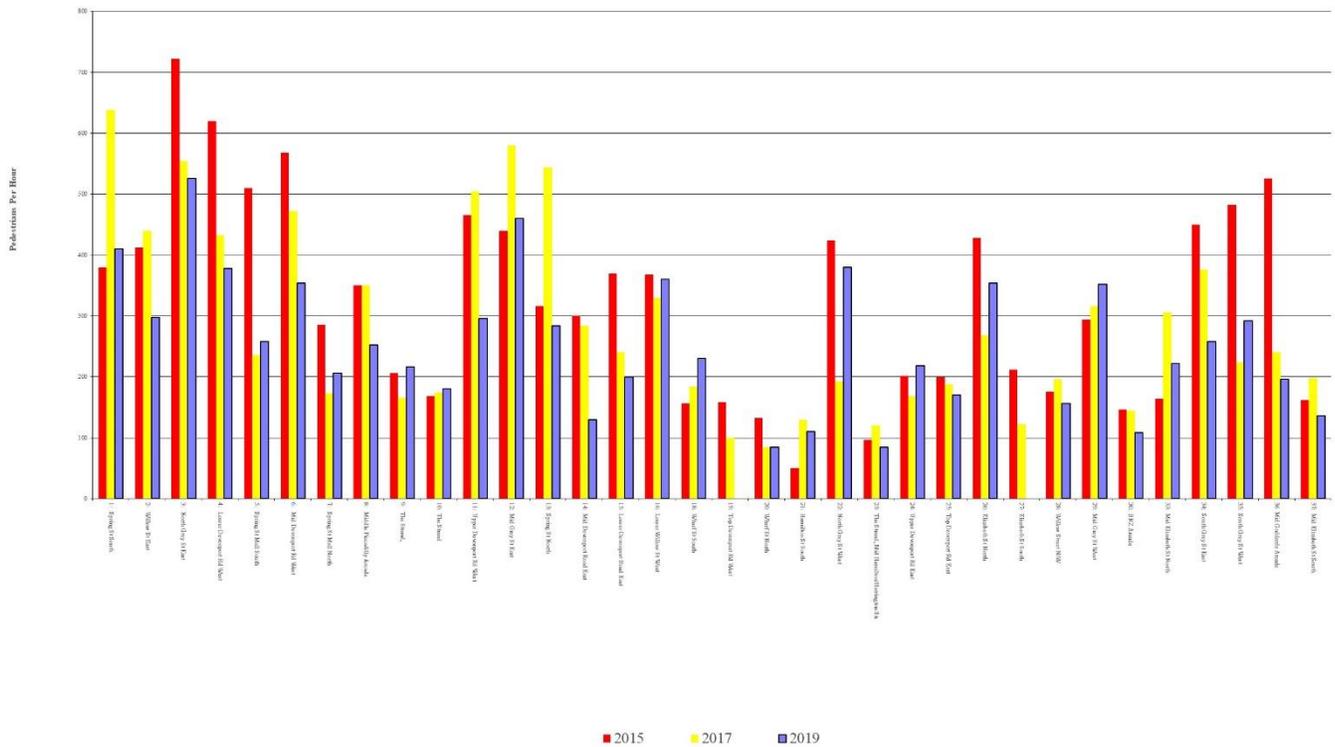
TAURANGA CBD PEDESTRIAN COUNT DATA 2015 - 2019

Map Reference / Address of Count	2019		2017		2015	
	Count	Rank	Count	Rank	Count	Rank
1: Spring St South	410	3	638	1	380	13
2: Willow St East	298	10	440	7	412	12
3: North Grey St East	526	1	554	3	722	1
4: Lower Devonport Rd West	378	5	432	8	620	2
5: Spring St Mall South	258	14	236	18	510	5
6: Mid Devonport Rd West	354	7	472	6	568	3
7: Spring St Mall North	206	21	173	26	286	20
8: Middle Piccadilly Arcade	252	16	350	10	350	16
9: The Strand,	216	20	166	28	206	22
10: The Strand	180	24	174	25	168	26
11: Upper Devonport Rd West	296	11	504	5	466	7
12: Mid Grey St East	460	2	580	2	440	9
13: Spring St North	284	13	544	4	316	17
14: Mid Devonport Road East	130	28	284	14	300	18
15: Lower Devonport Road East	200	22	240	16	370	14
16: Lower Willow St West	360	6	330	11	368	15
18: Wharf St South	230	17	184	24	156	30
19: Top Devonport Rd West	N/A	N/A	100	33	158	29
20: Wharf St North	84	31	84	34	132	32
21: Hamilton St South	110	29	130	30	50	34
22: North Grey St West	380	4	192	22	424	11
23: The Strand, Mid Hamilton/Harrington Sts	84	31	120	32	96	33
24: Upper Devonport Rd East	218	19	168	27	202	23
25: Top Devonport Rd East	170	25	188	23	200	24
26: Elizabeth St North	354	7	268	15	428	10
27: Elizabeth St South	N/A	N/A	122	31	212	21
28: Willow Street N/W	156	26	196	21	176	25
29: Mid Grey St West	352	9	316	12	294	19
30: BNZ Arcade	108	30	144	29	146	31
33: Mid Elizabeth St North	222	18	306	13	164	27
34: South Grey St East	258	14	376	9	450	8
35: South Grey St West	292	12	224	19	482	6
36 Mid Goddards Arcade	196	23	240	16	526	4
37: Mid Elizabeth St South	136	27	198	20	162	28

**Tauranga CBD 2019
Pedestrian Count - Top 10
Past 3 Count History**



Tauranga CBD Count Points



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