



2010
Pedestrian Study

Conducted:

May 11th to 15th, 2010

And

June 1st to June 10th, 2010

INTRODUCTION

The Partnership started conducting *Pedestrian Studies* in 2001. The studies were conducted every second year from 2001 thru to 2005. Starting in 2006, *The Partnership* has been conducting studies annually to better determine changes in pedestrian traffic. Major developments in Downtown Saskatoon include our riverfront project with the ongoing development of River Landing; Persephone Theatre, the opening of the Galaxy Theatre, the newly constructed Discovery Plaza and the revitalization of the King George. All are expected to influence Downtown pedestrian traffic, along with an increase in the residential population.

Pedestrian Studies are widely used in urban analysis; they provide clear, concise information and allow for direct conclusions to be made regarding changes in the volume of pedestrian traffic. The health of the business environment, including retail, professional, restaurant, and service sector, are all affected.

The Partnership's 2010 Pedestrian Study was conducted on Tuesday evenings, Wednesday afternoons, Thursday evenings, and Saturday afternoons. This year's study included two new Tuesday counts that were performed on May 11th and June 1st, 2010. The studies are conducted on an annual basis at similar times of the year, which provides for more consistent data and comprehensive comparisons. The days of the study were chosen to best compare numbers of a normal day, and fall within the same general time frame as past studies. In 2001 and 2003, the Children's Festival occurred during the second week of the studies. There were no holidays or events that occurred during the weeks studied in 2005 to 2010. Downtown pedestrian activity may also be affected by the weather; therefore prevailing weather conditions were recorded for each year.

Pedestrian counts are conducted at the following locations:

Saskatoon Public School Division (SPSD)	100 block of 3rd Avenue South
Hotel Senator	200 block of 21st Street East
American Apparel (former Urban Barn location)	100 block of 21st Street East
Squire Shop	100 block of 2nd Avenue North
Paramount Optical	100 block of 2nd Avenue South
Odeon Event Centre	200 block of 2nd Avenue South

At the Saskatoon Public School Division (SPSD) and the Hotel Senator locations, the surveyors were positioned in front of the buildings, facing 21st Street East. The remaining surveyors were positioned in front of the buildings facing the buildings. Surveyors counted pedestrians passing in both directions, however, pedestrians on the opposite side of the street were not included in the count, nor were those who did not pass immediately in front of the stations. Cyclists and children in strollers are also considered as pedestrians.

2010 DATA AND RESULTS

Tuesday Pedestrian Counts

Tuesday, May 11th was 14° C with winds of 11 kph from the Northeast and partly cloudy. The Hotel Senator and Paramount Optical recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Odeon.



Tuesday, May 11th (6 – 8 pm)

Tuesday, June 1st was 17° C with winds of 11 kph from the Southwest and partly cloudy. The Hotel Senator recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Saskatoon Public School Division.



Tuesday, June 1st (6 – 8 pm)

2010 DATA AND RESULTS (continued)

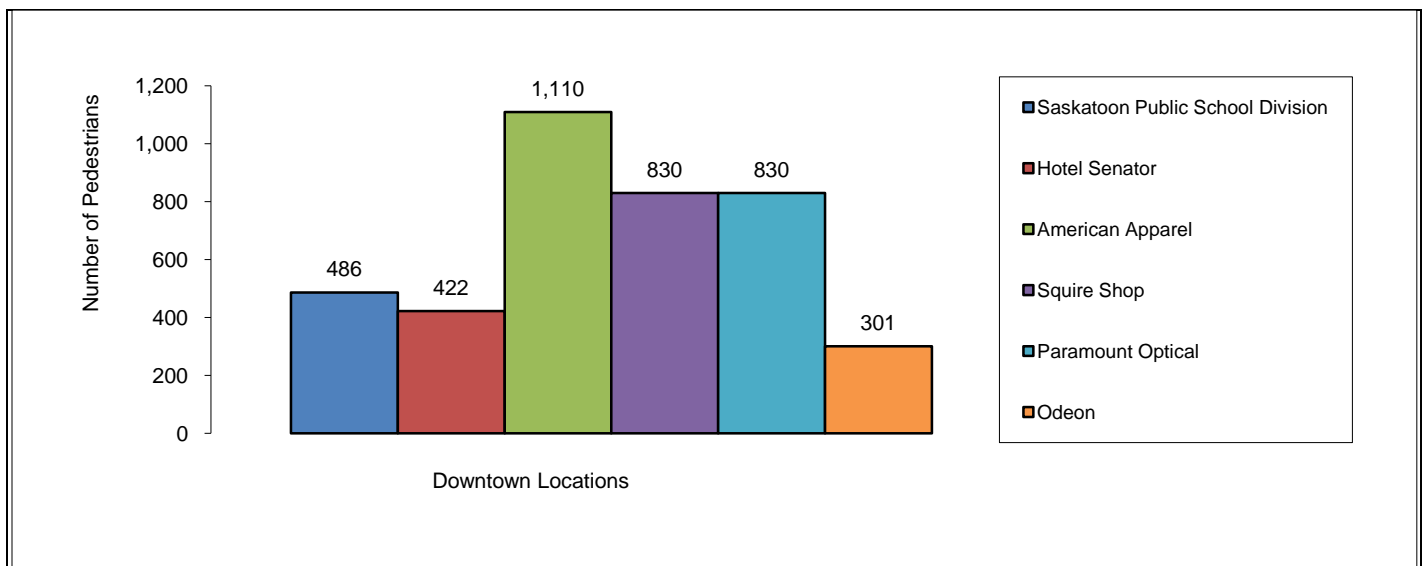
Pedestrian numbers increased on the second Tuesday of the count at all locations except the Saskatoon School Division. The table below outlines the results, and records the average (mean) number of pedestrians for the Tuesday counts.

TABLE 1: 2010 Tuesday Pedestrian Counts and Averages

Date & Time	Public Education	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon
May 11 (6 – 8 pm)	138	337	146	272	337	130
June 1 (6 – 8 pm)	135	467	173	320	417	186
Averages	137	402	160	296	377	158

Wednesday Pedestrian Counts

Wednesday, May 12th was 18° C with winds of 13 kph from the Southwest and partly cloudy. American Apparel recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Odeon.



Wednesday, May 12th (1 – 3 pm)

2010 DATA AND RESULTS (continued)

Wednesday, June 2nd was 17° C with winds of 6 kph from the Southeast and partly cloudy. Paramount Optical recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Odeon.



Wednesday, June 2nd (1 – 3 pm)

Pedestrian numbers increased on the Second Wednesday of the count at all locations except the Squire Shop and the Odeon. The table below outlines the results, and records the average (mean) number of pedestrians for the Wednesday counts.

TABLE 2: 2010 Wednesday Pedestrian Count Results and Averages

<u>Date & Time</u>	Public Education	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon
May 12 (1 -3 pm)	486	422	1,110	830	830	301
June 2 (1 – 3 pm)	537	811	1,199	816	1,264	255
Averages	505	608	1,148	827	1,062	283

2010 DATA AND RESULTS (continued)

Thursday Pedestrian Counts

Thursday, May 13th was 22° C with winds of 28 kph from the West and partly cloudy. American Apparel recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Saskatoon Public School Division.



Thursday, May 13th (6 – 8 pm)

Thursday, June 10th was 10° C with winds of 30 kph from the East and raining. American Apparel recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Saskatoon Public School Division.



Thursday, June 10th (6 – 8 pm)

2010 DATA AND RESULTS (continued)

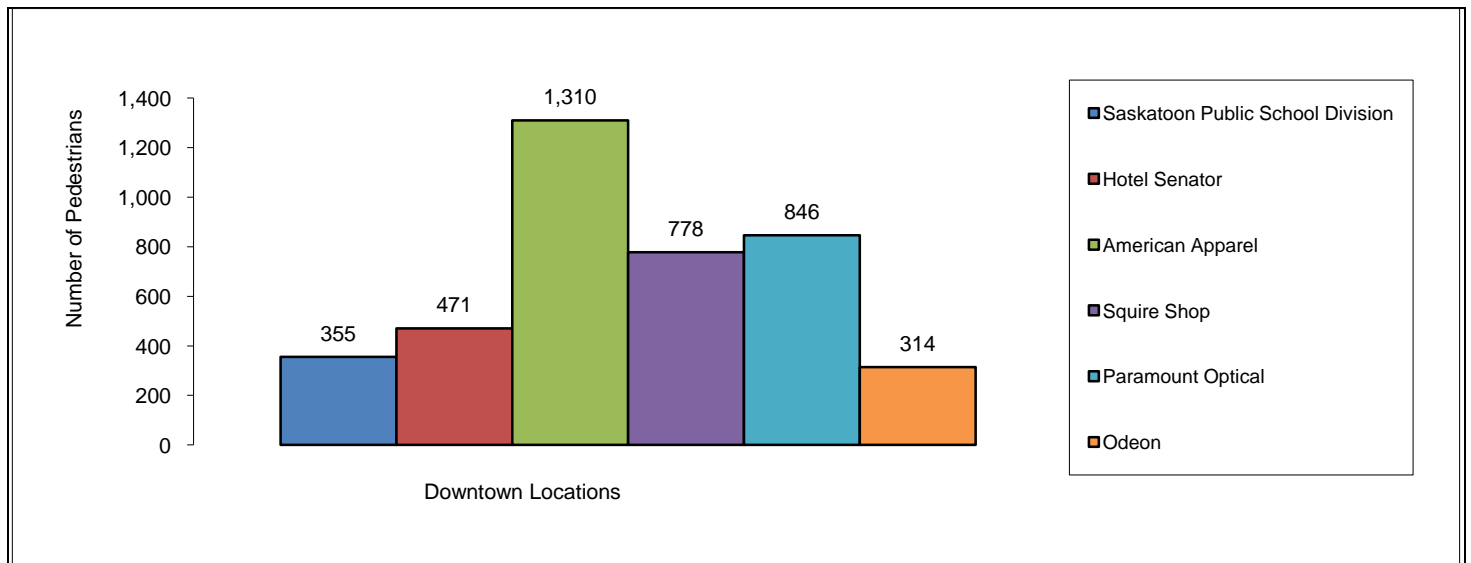
Pedestrian numbers seemed to decrease on the second Thursday count at all locations except at American Apparel and the Senator Hotel. The table below outlines the results, and records the average (mean) number of pedestrians for the Thursday counts.

TABLE 3: 2010 Thursday Pedestrian Counts and Averages

<u>Date & Time</u>	Public Education	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon
May 13 (6-8 pm)	191	334	491	414	443	310
June 10 (6-8 pm)	131	364	541	332	325	255
Averages	165	451	521	427	452	292

Saturday Pedestrian Counts

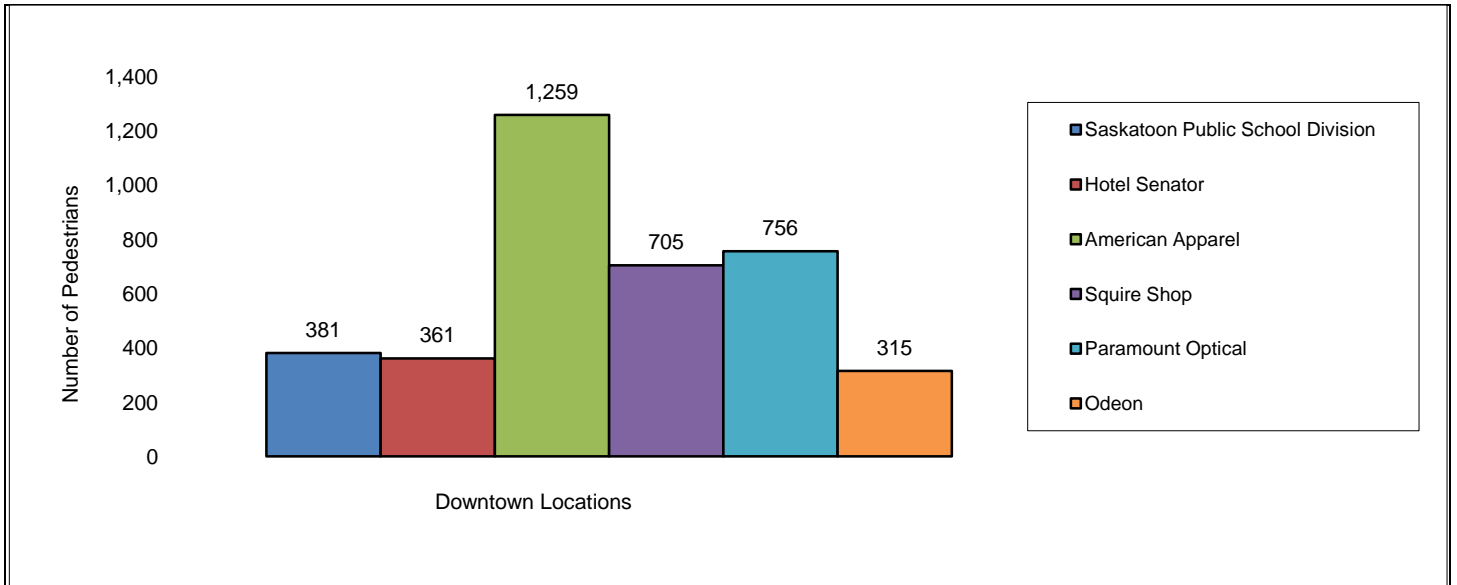
Saturday, May 15th was 21° C with winds of 11 kph from the South and partly cloudy. American Apparel recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Odeon.



Saturday, May 15th (12 – 2 pm)

2010 DATA AND RESULTS (continued)

Saturday, June 5th was 20° C with winds of 11 kph from the West and partly cloudy. American Apparel recorded the highest volume of pedestrian traffic. The lowest count was recorded at the Odeon.



Saturday, June 5th (12 – 2 pm)

Pedestrian numbers decreased on the second Saturday of the count at all locations except at the Saskatoon Public School Division. The table below outlines the results, and records the average (mean) number of pedestrians for the Saturday counts.

TABLE 4: 2010 Saturday Pedestrian Counts and Averages

Date & Time	Public Education	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon
May 15 (12-2 pm)	355	471	1,310	778	846	314
June 5 (12-2 pm)	381	361	1,259	705	756	315
Averages	368	416	1,285	742	801	315

CONCLUSIONS

Minimums and Maximums for each Week Day

On the Tuesday counts the Hotel Senator recorded the highest pedestrian traffic and the Saskatoon Public School Board recorded the lowest pedestrian traffic.

On the Wednesday counts the Squire Shop recorded the highest pedestrian traffic and the Odeon recorded the lowest pedestrian traffic.

On the Thursday counts the American Apparel recorded the highest pedestrian traffic and the Saskatoon Public School Division recorded the lowest pedestrian traffic.

On the Saturday counts American Apparel recorded the highest pedestrian traffic and the Odeon recorded the lowest pedestrian traffic.

Minimums and Maximums for each Location

Overall American Apparel recorded the highest pedestrian traffic and the Odeon recorded the lowest pedestrian traffic. This is shown on the following page in **Table 5: 2010 Pedestrian Averages and Rankings**.

Minimum and Maximum Pedestrians

The maximum number of pedestrians counted in one session was 1,310 at American Apparel on the first Saturday of the Study. The minimum number of pedestrians counted in one session was 130 at the Odeon on the first Tuesday of the Study.

CONCLUSIONS (continued)

TABLE 5: 2010 Pedestrian Averages and Rankings

<u>Day & Time</u> (Averages)	Public Education	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon
Tuesday (6 -8 pm)	137	402	160	296	377	158
Wednesday (1-3 pm)	512	617	1155	823	1047	278
Thursday (6-8 pm)	161	349	516	373	384	283
Saturday (12-2 pm)	368	416	1,285	742	801	315
TOTAL Pedestrians (Does not include Tuesdays)	1,041	1,382	2,956	1,938	2,232	876
TOTAL Pedestrians (Includes Tuesdays)	1,178	1,784	3,116	2,234	2,609	1,034
OVERALL RANKING	# 5	# 4	# 1	# 3	# 2	# 6

TABLE 6: Yearly Comparisons by Location

<u>LOCATION</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>*Tuesdays 2010</u>
Saskatoon Public School Division	1,355	1,031	917	1,199	914	1,100	606	1,041	1,178
Hotel Senator	1,462	1,478	2,052	2,255	2,788	2,982	1,248	1,382	1,784
American Apparel (Former Urban Barn)	2,020	2,423	1,101	1,504	1,234	1,512	2,792	2,956	3,116
Squire Shop	1,592	1,439	1,417	1,549	779	1,367	2,086	1,938	2,234
Paramount Optical	1,705	1,912	1,272	1,596	1,778	1,949	1,536	2,232	2,609
Odeon	647	613	577	662	1,683	2,025	845	876	1,034

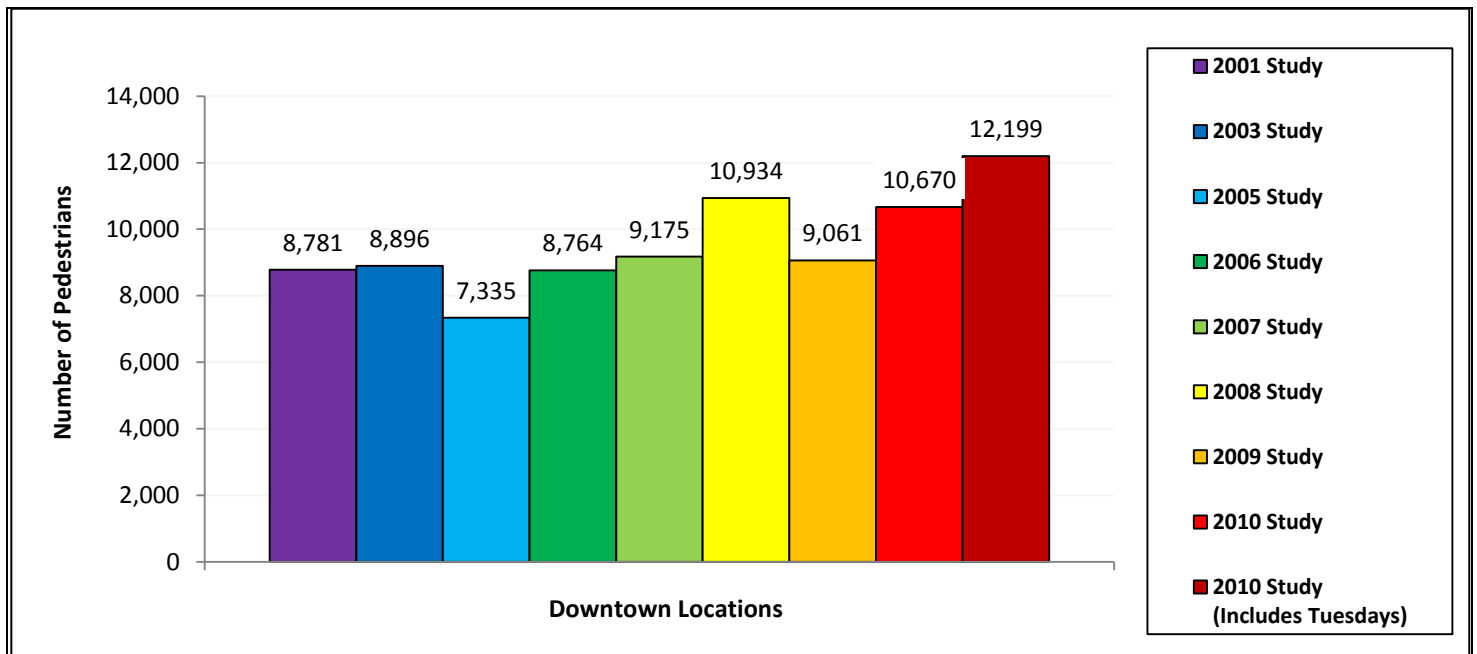
*** No Tuesday counts occurred prior to 2010**

CONCLUSIONS (continued)

TABLE 7: Yearly Comparison Data
(2001/2003/2005/2006/2007/2008/2009/2010)

<u>YEARS</u>	Public Education	Hotel Senator	American Apparel	Squire Shop	Paramount Optical	Odeon	<u>TOTALS</u>
2001	1,355	1,462	2,020	1,592	1,705	647	8,804
2003	1,031	1,478	2,423	1,439	1,912	613	8,896
% Change 2001-2003	-24%	1%	20%	-10%	12%	-5%	1%
2005	917	1,101	2,052	1,417	1,272	577	7,335
% Change 2003-2005	-11%	-26%	-15%	-2%	-33%	-6%	-18%
2006	1,199	1,504	2,255	1,549	1,596	662	8,764
% Change 2005-2006	24%	27%	9%	9%	20%	13%	19%
2007	914	1,234	2,788	1,683	1,778	779	9,175
% Change 2006-2007	-24%	-18%	24%	9%	11%	18%	5%
2008	1,100	1,512	2,982	2,025	1,949	1,367	10,934
% Change 2007-2008	20%	23%	7%	20%	10%	75%	19%
2009	606	1,248	2,792	2,086	1,536	845	9,061
% Change 2008-2009	-45%	18%	-6%	3%	-21%	-38%	-17%
2010	1,041	1,382	2,956	1,938	2,232	876	10,425
% Change 2009-2010 (Does not include Tuesdays)	72%	11%	6%	-7%	45%	4%	15%
2010 (Tuesdays)	1,178	1,784	3,116	2,232	2,609	1,034	11,955
% Change 2009-2010 (Includes Tuesdays)	Not Applicable - No Tuesday counts occurred prior to 2010						

CONCLUSIONS (continued)



**Yearly Comparison Chart
(2001/2003/2005/2006/2007/2008/2009/2010)**

As the above chart indicates, the 2008 Downtown Pedestrian Traffic Study recorded the highest number of pedestrians since the studies began in 2001. This year's study shows a decrease of 5% since 2008.

In comparison to 2009, the most significant increase was at the Saskatoon Public School Division with 72%, the Squire Shop had the lowest number of pedestrians showing a decrease of 7%. The highest pedestrian traffic recorded was at American Apparel. All locations, except the Squire Shop, observed an increase in pedestrian traffic.

2009: Temperatures ranged from 4 - 19° C, conditions were slightly windy with the odd sunny break and the temperatures were colder than usual, for the time of year.

2010: Temperatures ranged from 10 - 22° C, conditions were very wet, with record rainfalls, and the temperatures were slightly warmer compared to 2009.

Some significant changes that occurred since the 2009 study was conducted include the completion of Persephone Theatre and the ongoing development at River Landing, the finished renovations and new occupancies at The King George Building and the opening of the Uptown Market grocery store. As well as, the residential developments at the 2nd Avenue Lofts and in the Warehouse District, such as the conversion of the Rumley Building into upscale suites.