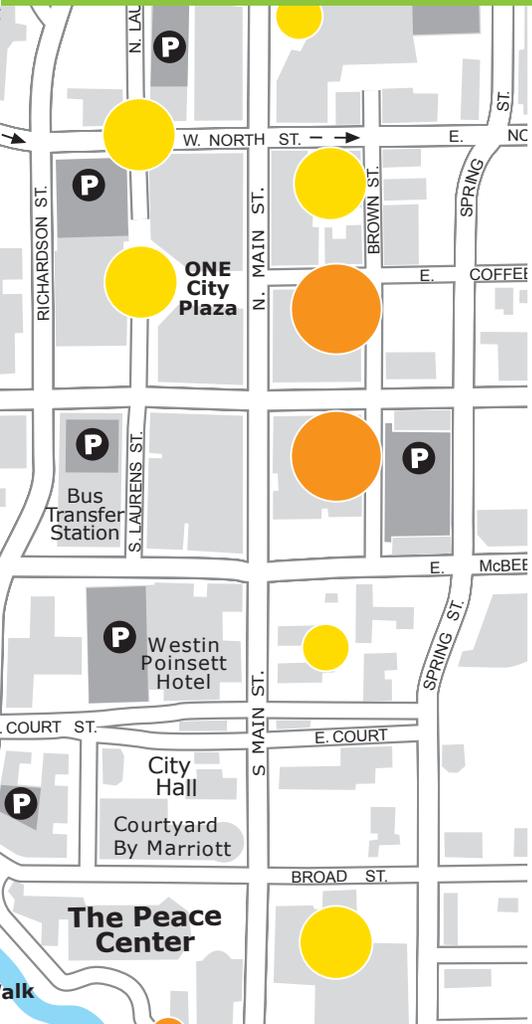


City of Greenville, SC

DOWNTOWN PEDESTRIAN COUNTS

2015



Includes North Main, South Main and West End Areas

- > Weekday Volumes
- > Weekend Volumes



Conducted by: Peter Bruce, **Pedestrian Studies** / pedestrianstudies.com

INTRODUCTION

In May 2015, the City of Greenville Economic Development Department funded the measurement of pedestrian traffic in the North Main, South Main and West End areas along Main Street in downtown Greenville. Pedestrian counts were collected to:

- provide a documentation and understanding of traffic volumes, block by block, in downtown
- measure traffic for prospective and current retailers, developers and businesses in Greenville
- compare pedestrian traffic volumes in Greenville to those in other cities
- quantify the use of the public realm (sidewalks, park areas, plazas, etc.) and use of private property adjacent to it
- identify traffic patterns and trends over time

Methodology

All pedestrian traffic volumes in this report were determined by the manual counting of individuals walking in any direction past an observation point. The counting methodology did not allow for a determination of the characteristics of pedestrians, nor did it allow for a determination of how many different individuals passed by the observation points. For example, one individual could walk past an observer ten times and increase the total recorded volume by ten.

Daily volumes were recorded on an hourly basis during portions of three weekdays to determine an average weekday 8:00 am-8:00 pm volume. The average hourly volumes typically were based on volumes collected during a particular hour on two days. There was unexpected rainy weather at 3:00 pm on the first day of counting (Tuesday) which caused data collection after 3:00 pm to be postponed to next day. The weekday study days were May 19, 20 and 21 – before Memorial Day weekend. The weekend days were May 15, 16, 17 and 22 (the Friday of Memorial Day weekend). Hourly data is aggregated for lunch periods and other portions of the day in the tables.

Estimates of hourly data were made based on sampling for 15-minute portions of sample hours. Daily traffic patterns were taken into account to compute full day volumes.

Data Collection Locations

Locations for data collection were selected based on current and potential retail/restaurant business clusters, public plazas adjacent to traffic generators such as the Peace Center and parking garages, and Falls Park. Locations from past studies were also included.

Weather

Weather during the study was in the 64-88 degree range, which is normal for this time of year. Partly cloudy skies were dominant on the counting days with the exception of Tuesday when rain came at 3:00 pm-4:00 pm, and counting was suspended.

Event Impacts

The following types of events influenced pedestrian traffic to various degrees along various portions of the study:

- Weekly Saturday Market from 8:30 am-12:30 pm on the two blocks of Main Street between Washington and Court Streets attracted thousands of pedestrian trips to and from surrounding blocks.
- Evening concerts were held on Thursday and Friday nights on NOMA Square on Main Street between College and North Streets. On Friday night the number of attendees watching the concert from sidewalks was estimated to be 1,000. Weekday night concerts attracted less than 500. People attending the 5:00 pm concerts walked to the concert site on the plaza between 4:00 and 5:00 pm and stayed until concert ending time of 8:30 or 9:30 pm. The counts of concert attendees were only estimated and not included in the hourly counts shown in the main tables of the report. The number of pedestrian trips on this block (location 1) after 4:00 pm were estimated, to be at least twice the number of people attending the concert.

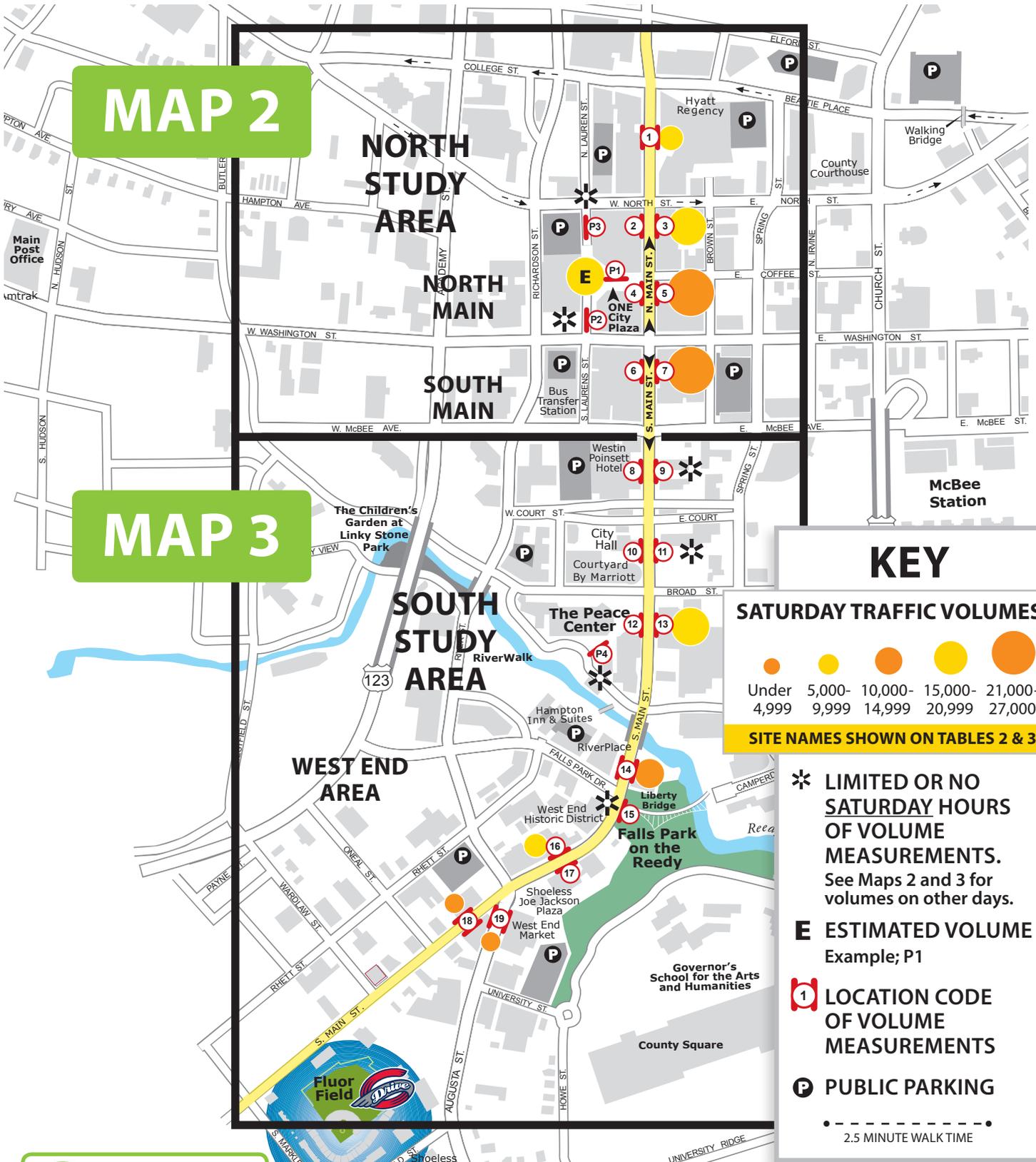
Construction Impacts Were Minor

There was no building or street construction affecting the sidewalk traffic in the study area with the exception of the north one-half block of Main Street (between College and North Streets) on the west side in front of small businesses. At this location the sidewalk was sheltered by scaffolding for facade renovation work, but did not prevent pedestrians from walking underneath it.

MAP 1

ORIENTATION MAP FOR STUDY AREAS

2015 DOWNTOWN GREENVILLE PEDESTRIAN COUNTS Conducted May 2015



MAP 2

MAP 3

KEY

SATURDAY TRAFFIC VOLUMES

| | | | | |
|-------------|-------------|---------------|---------------|---------------|
| Under 4,999 | 5,000-9,999 | 10,000-14,999 | 15,000-20,999 | 21,000-27,000 |
|-------------|-------------|---------------|---------------|---------------|

SITE NAMES SHOWN ON TABLES 2 & 3

- * LIMITED OR NO SATURDAY HOURS OF VOLUME MEASUREMENTS. See Maps 2 and 3 for volumes on other days.
- E ESTIMATED VOLUME Example; P1
- 1 LOCATION CODE OF VOLUME MEASUREMENTS
- P PUBLIC PARKING
- 2.5 MINUTE WALK TIME



WEEKDAY TRAFFIC VOLUME SUMMARY

The weekday study dates were May 19-21, Tuesday-Thursday.

Morning Volumes (8:00-11:00 am) are quite affected by commuter walking patterns to offices and mid-morning breaks and by visitor traffic to places like Falls Park. The blocks (defined as sidewalks on both sides of Main Street) between North Street and McBee Avenue experienced volumes of 600 – 700 during the 8:00-11:00 am period as shown on Table 1 and Maps 2 and 3. There are many restaurants and offices on these blocks. Most other blocks experienced volumes of 300 – 500 during the same period.

Lunch Volumes (11:00 am-2:00 pm) ranged from 2,000-2,400 on the blocks north of McBee where restaurants are plentiful and draw a combination of workers and visitors for lunch. The North Street-College Street block, located at the north edge of the North Study Area, experienced a lunch period volume of 1,900. Study locations in the South End experienced 500 – 1,000 pedestrian trips during lunch.

Afternoon/Evening Volumes (2:00-8:00 pm north of McBee Avenue and 2:00-6:00 pm south of McBee Avenue)

Contrary to the post-lunch period traffic patterns in most downtowns, the afternoon/evening traffic in Greenville grows considerably. This is a demonstration of the popularity of the downtown for casual dining and shopping – mostly by visitors. On the blocks with a high number of shops and restaurants (between North Street and McBee Avenue), volumes during 2:00-8:00 pm, shown in Table 1, were in the 3,000 – 5,000 range, or 50% more than during the 11:00 am-2:00 pm lunch period. The College Street - North Street block (location #1) and McBee Avenue - Coffee Street block (location #8-9) experienced volumes of 2,000 and 2,400 respectively.

Daily Volumes during Weekdays in North Study Area
Weekday volumes from 8:00 am-8:00 pm on blocks in the North Study Area range from 4,500 on the block between North and College Streets (Location 1) to 8,100 on the Washington Street - McBee Avenue block. The traffic volume is highest on the Washington Street -McBee Avenue block (locations 6 + 7) because it enjoys a location convenient to a large number of patrons of North Main shops and restaurants, Falls Park visitors and downtown hotel guests.

Daily Volumes during Weekdays in South Main/West End Area

Weekday volumes were measured during 8:00 am-6:00 pm in the South Study Area (South Main and Falls Park areas) and are shown in Table 1 and Map 3. Volumes ranged from 3,472 (rounded to 3,500 on the map) at the Main Street entrance to Falls Park to 1,058 – 2,108 at locations in the West End. Daily volume at the Peace Center Plaza area, which primarily attracts visitor traffic, was 681. Weekday volumes on ONE City Plaza entrances next to the Richardson Street Parking Garage (locations P1 and P3) were in the 2,300 – 3,100 range.

The entrance to Falls Park, a major attraction to visitors and local residents, registered a volume of 3,500. In the West End area, weekday volumes were 1,000 – 1,200.

Weekday volumes from 8:00 am-8:00 pm on blocks in North Study Area range from 4,500 on the block between North and College Streets to 8,100 on Washington Street – McBee Avenue block.

Weekday volumes on ONE City Plaza entrances next to the Richardson Street Parking Garage (locations P1 and P3) were in the 2,300 – 3,100 range.

See Map 1 on page 3

2015 Downtown Greenville SC Pedestrian Counts

Table 1 > Weekday Volumes by Time of Day

| Site Code | Location on Main Street | Weekday | | | |
|--------------------------|---|----------|----------|---------|---------------|
| | | 8am-11am | 11am-2pm | 2pm-8pm | Total |
| North Study Area | | | | | |
| 1 | College - North Street, both sides | 439 | 1,919 | 2,102 | 4,459 |
| 2 | North-Coffee Street, west side | 323 | 1,127 | 1,812 | 3,262 |
| 3 | North-Coffee Street, east side | 267 | 1,077 | 1,899 | 3,243 |
| 2+3 | North-Coffee Street, both sides | 590 | 2,204 | 3,711 | 6,505 |
| 4 | Coffee-Washington Street, west side | 405 | 1,364 | 2,163 | 3,932 |
| 5 | Coffee-Washington Street, east side | 277 | 1,073 | 1,875 | 3,225 |
| 4+5 | Coffee-Washington Street, both sides | 682 | 2,437 | 4,038 | 7,157 |
| 6 | Washington-McBee Avenue, west side | 297 | 1,087 | 2,689 | 4,073 |
| 7 | Washington-McBee Avenue, east side | 391 | 1,210 | 2,415 | 4,016 |
| 6+7 | Washington-McBee Avenue, both sides | 688 | 2,297 | 5,104 | 8,089 |
| 8+9 | McBee-Court Street, both sides | 461 | 1,610 | 2,120 | 4,191 |
| P1 | ONE City Plaza by Anthropologie | 468 | 1,028 | 1,635 | 3,131 |
| P3 | ONE City Plaza by iStore | 461 | 582 | 1,285 | 2,328 |
| South Study Area* | | | | | |
| 15 | On/off Main Street at Falls Park Plaza side | 353 | 961 | 2,158* | 3,472* |
| 16+17 | On Main, fronted by Blueberry Frog Yogurt (624/631 South Main Street) | 326 | 782 | 1,000** | 2,108* |
| 18 | On Main, South of Intersection with Augusta | 150 | 576 | 543* | 1,269* |
| 19 | On Augusta, South of Intersection with Main | 150 | 478 | 430* | 1,058* |
| P4 | On Peace Center Plaza at Gunter Theater | 175 | 216 | 290* | 681* |

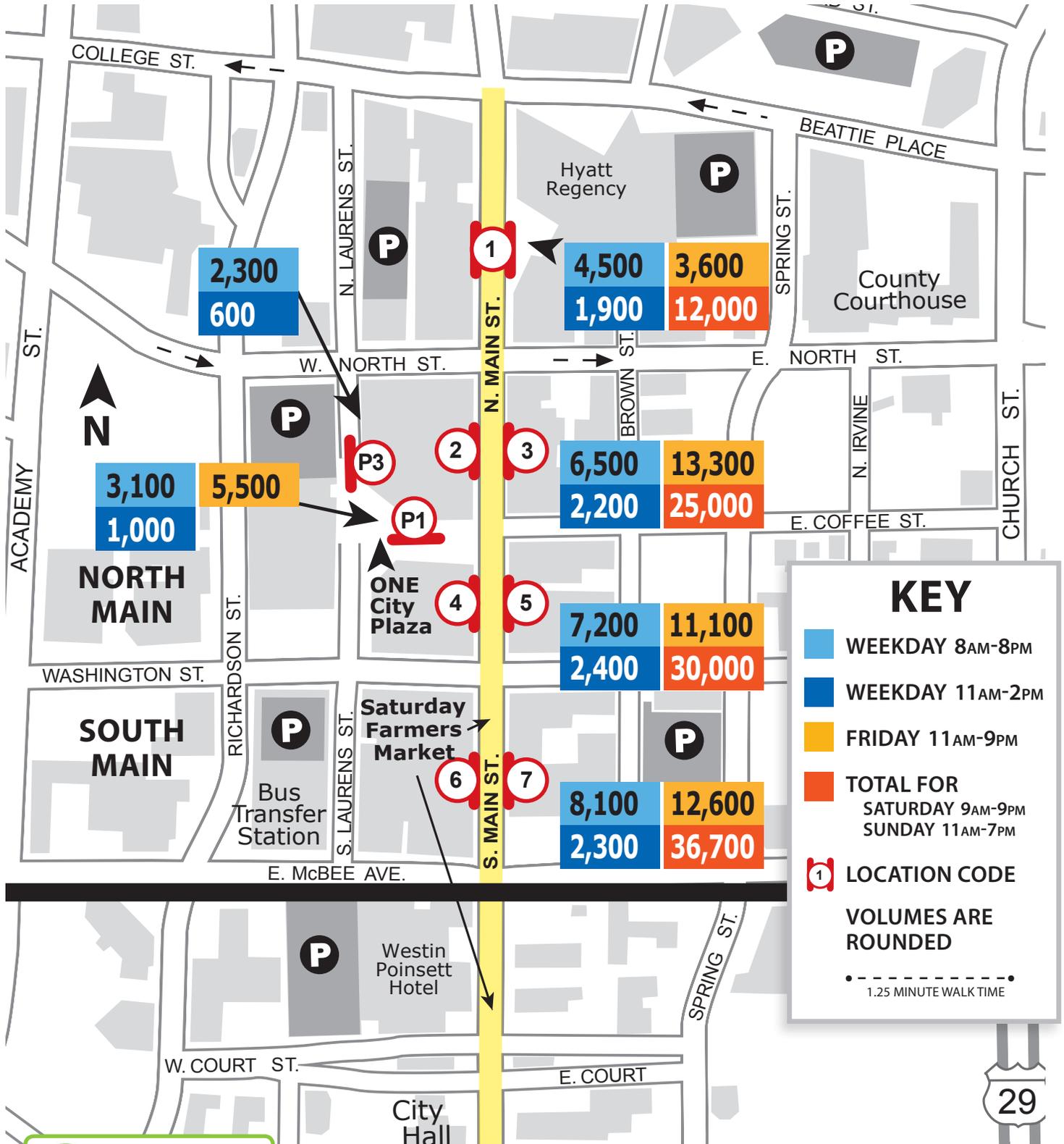
*Traffic measurement in South Study Area ended at 6pm. **Estimated based on limited actual data.



MAP 2

DOWNTOWN GREENVILLE PEDESTRIAN COUNTS

NORTH STUDY AREA > Between Beattie Place/College St. and McBee Ave. Conducted May 2015
 VOLUMES ARE ROUNDED



KEY

- WEEKDAY 8AM-8PM
- WEEKDAY 11AM-2PM
- FRIDAY 11AM-9PM
- TOTAL FOR SATURDAY 9AM-9PM / SUNDAY 11AM-7PM
- 1 LOCATION CODE

VOLUMES ARE ROUNDED

• - - - •
1.25 MINUTE WALK TIME

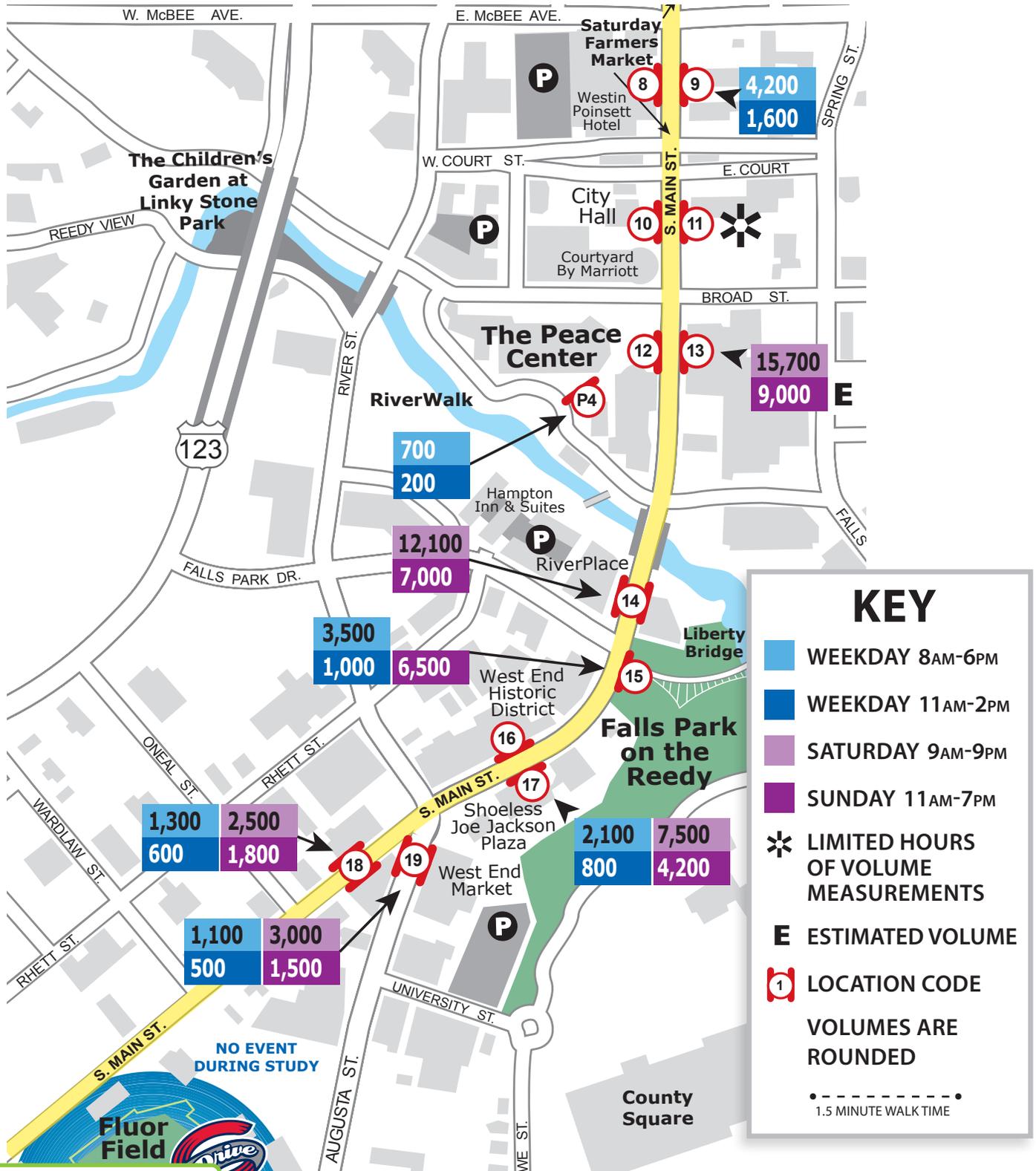


MAP 3

DOWNTOWN GREENVILLE PEDESTRIAN COUNTS

SOUTH STUDY AREA > Between McBee Ave & West End Area
 VOLUMES ARE ROUNDED

Conducted May 2015



WEEKEND TRAFFIC VOLUME SUMMARY

The weekend study dates were Friday, Saturday and Sunday, May 15-17 and Friday, May 22.

Weekend traffic is mostly generated by visitors attracted to the restaurants and specialty shops in the downtown area. Downtown Alive Concerts at NOMA Square by the Hyatt Regency Hotel attract crowds of 500 – 1,000 on weekday nights. Festivals, holiday events, parades and other events draw increased numbers of people to Main Street. During the weekend study, the major events impacting traffic were the Armed Forces Day Parade on Saturday, May 16 and the St. George Greek Festival on May 14-17 held one block north of the study area north boundary (College Street). There were no baseball games or events at Fluor Field. The impact of the Armed Forces Day Parade on traffic volumes was controlled for by using data from a non-event Saturday afternoon on the following week.

Warm, humid weather conditions occurring on the May 15-17 weekend likely dampened the demand for downtown outdoor dining and shopping on those days.

Friday Volumes ranged from 1,000 – 13,000 per block. The highest volumes recorded were in the North Study Area between North Street and McBee Avenue. Volumes were 11,000 – 13,000 per block between North Street and McBee Avenue. This segment of the study area is where the shops and restaurants continuously line the streets. Blocks near Falls Park recorded volumes of 4,000 – 6,000. More than 5,000 pedestrian trips were also recorded on Friday on ONE City Plaza by Anthropologie where the Richardson Street Garage users access Main Street. Volumes were 1,200 on the West End blocks by Main and Augusta.

Saturday Volume was highest (27,000) on the block between Washington and McBee, helped by the large number (9,000) of pedestrian trips generated in the morning during the Saturday Market between Washington and Court Streets. Volumes of 15,000 – 21,000 on two blocks in the North Main Area and the Broad Street - Japanese Dogwood Lane block were also in the high volume category due to pedestrians accessing the prime shopping/dining and recreation (Falls Park on the Reedy) destinations.

Shops and restaurants on blocks near the West End (18 + 19) enjoyed Saturday sidewalk volumes of 2,000 – 3,000 reflecting their desirability for lunch and evening dining and shopping.

Weekend volumes on Main Street ranged from 5,500 to 49,000. The busiest locations are in the 38,000 – 49,000 volume range.

More than 30,000 pedestrian trips were recorded on the Broad Street – Japanese Dogwood Lane block showing the positive impact of Falls Park recreational opportunities and Peace Center entertainment venues.

Sunday Volumes were approximately one-half of the Saturday volumes, ranging from 4,000 – 9,500 on most blocks. The West End vicinity (18 + 19) experienced 1,500 – 2,000 pedestrian trips on Sunday. The highest volumes of 8,700 – 9,500 were recorded at Broad Street - Japanese Dogwood Lane (12 + 13), Coffee - Washington (4 + 5) and Washington - McBee (6 + 7), where diners/shoppers enjoy good access to numerous amenities in downtown. Two other blocks near Falls Park experienced volumes in the 6,500 – 7,000 range.

3-Day Total Weekend Volumes ranged from 5,500 – 49,000 per block. The busiest locations were in the 38,000 – 49,000 volume range.

The highest weekend volume (38,000 – 45,000) blocks were in the North Study Area between North Street and McBee Avenue where the highest concentration of shops and restaurants are located and where Saturday Market morning crowds augment Saturday retail store shopping/dining traffic. However, more than 30,000 pedestrian trips were recorded on the Broad Street –

Japanese Dogwood Lane block showing the positive impact of Falls Park recreational opportunities and Peace Center entertainment venues. Weekend volume was moderately high at RiverPlace (23,000) and in front of 624 South Main (15,300) near Blueberry Frog Yogurt. West End blocks each experienced 5,500 trips per day.

Weekly Volumes Are High, Ranging from 64,000 – 87,000 at Top Three Locations

Weekly volume example: At location 4 + 5, on Main between Washington and McBee, the average weekday volume (7,200 x 4 weekdays = 28,800) plus Friday-Sunday weekend volume of 40,800 = 69,600 weekly volume. This volume is considered to be high for a smaller city the size of Greenville as shown in chart on page 10. The chart shows average Saturday volume at the busiest location in Greenville (6 + 7) is 27,000. This compares quite favorably to the Saturday volumes measured by Pedestrian Studies in other cities which average 15,000 per day.

2015 Downtown Greenville SC Pedestrian Counts

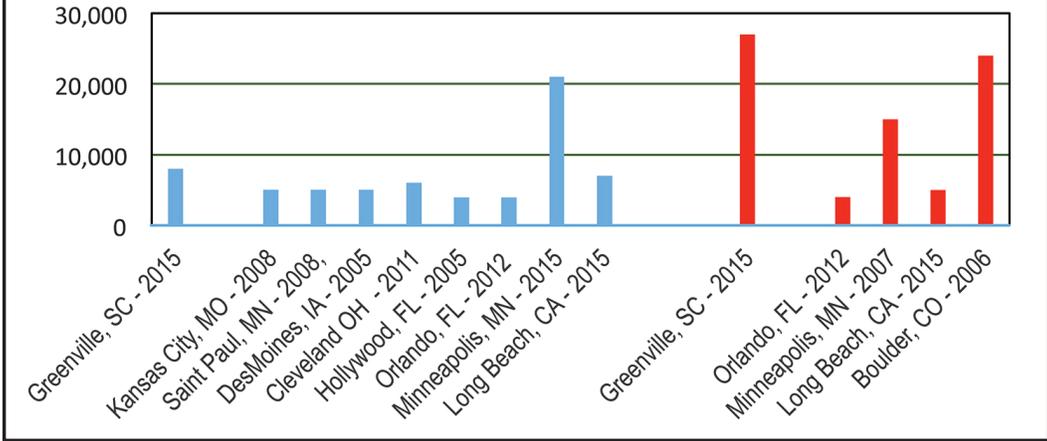
Table 2 > Weekend Volumes by Time of Day

| Site Code | Location on Main Street | Friday 11am-9pm | Saturday 9am-9pm | Sunday 11am-7pm | Sat/Sun Total | Fri/Sat/Sun Total |
|-------------------------|---|--------------------|---------------------|--------------------|------------------|----------------------|
| North Study Area | | | | | | |
| 1 | College - North Street | 3,561 | 8,068 | 3,950 | 12,018 | 15,579 |
| 2+3 | North - Coffee Street | 13,322 | 17,355 | 7,228 | 24,583 | 37,905 |
| 4+5 | Coffee - Washington Street | 11,078 | 20,994 | 8,754 | 29,748 | 40,826 |
| 6+7 | Washington - McBee Avenue | 12,554 | 27,186 | 9,503 | 36,689 | 49,243 |
| P1 | ONE City Plaza at Anthropologie | 5,494 | | | | |
| South Study Area | | | | | | |
| 12+13 | Broad Street - Japanese Dogwood Lane | 6,046 | 15,665 | 9,000* | 24,665 | 30,711 |
| 14 | At RiverPlace Starbucks corner | 4,000* | 12,068 | 6,951 | 19,019 | 23,019 |
| 15 | On/off Main Street at Falls Park | | | 6,517 | | |
| 16+17 | Blueberry Frog Yogurt (624 S. Main Street) and 631 S. Main Street | 3,524 | 7,495 | 4,244 | 11,739 | 15,263 |
| 18 | On Main, South of Intersection with Augusta | 1,200* | 2,473 | 1,790 | 4,263 | 5,463 |
| 19 | On Augusta, South of Intersection with Main | 1,200* | 2,931 | 1,467 | 4,398 | 5,598 |

* Estimated volume based on partial day counting or weekend traffic patterns at other locations.

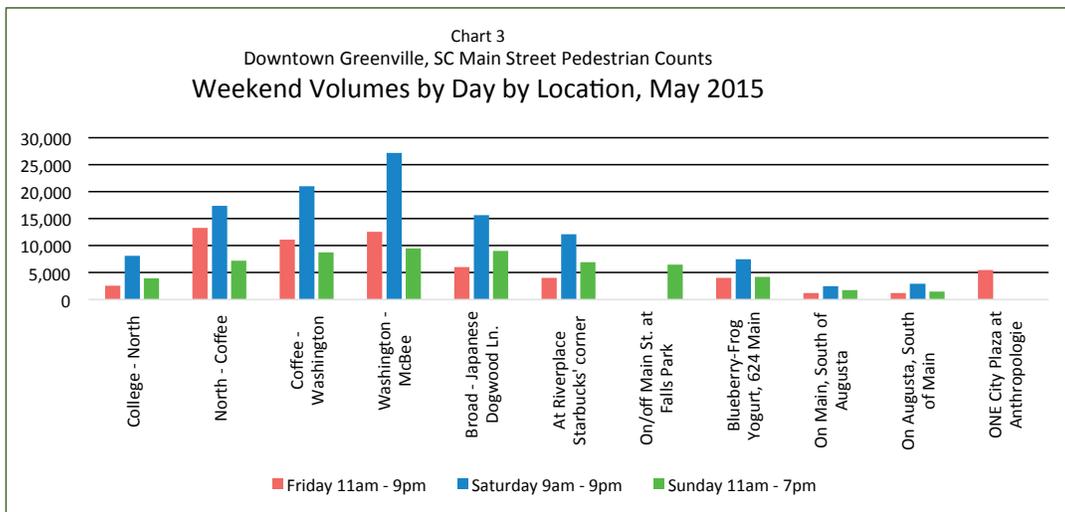
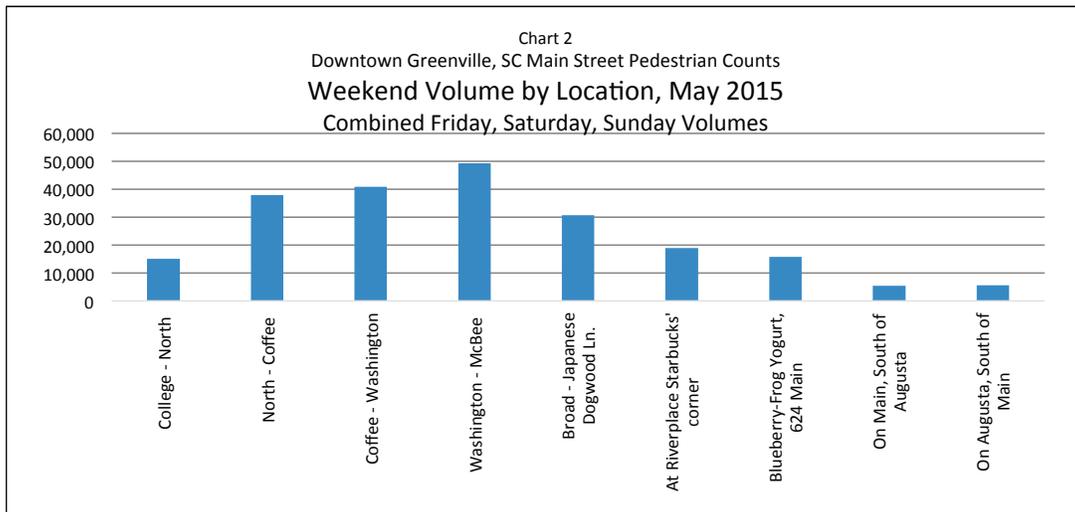
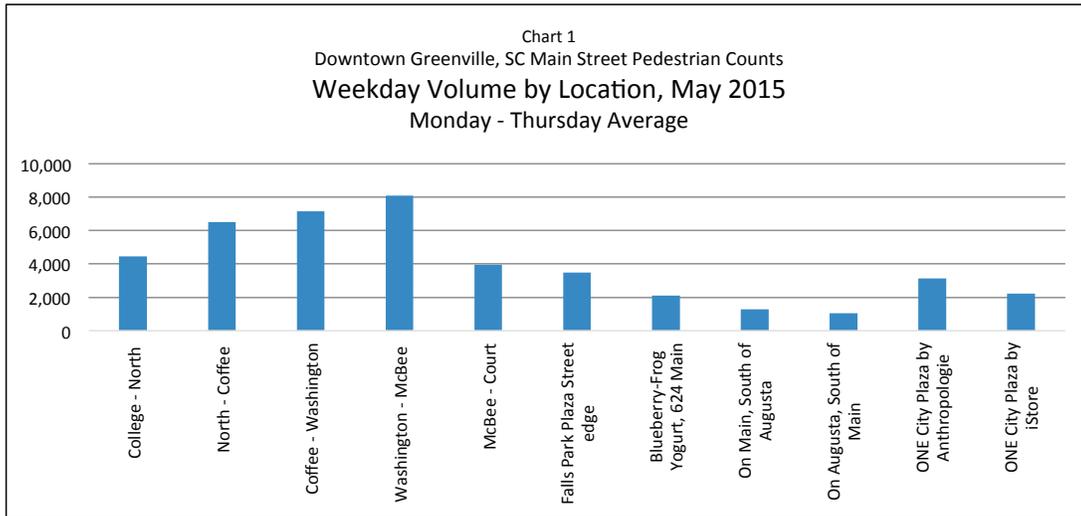


Downtown Greenville, SC Main Street Pedestrian Counts
Greenville Daily Traffic Volumes
Compared to Volumes in Other Cities
 Busiest Locations in Each Downtown
 Based on Pedestrian Studies Data from 2002 -2015 Studies
 Blue = Weekday Red = Saturday



2015 Downtown Greenville SC Pedestrian Counts

Charts 1, 2 and 3 - Weekend and Weekday Volumes



➤ DOWNTOWN GREENVILLE TRAFFIC VOLUME FACTS

- **Friday-Sunday volumes ranged from 5,500 – 49,000**
- **Average Weekday volumes ranged from 700 – 8,100**

See pages 10 and 11 for charts about downtown Greenville pedestrian traffic.

The weekend Friday-Saturday-Sunday traffic constitutes more than 50 percent of the weekly traffic at most blocks in the study area. This situation is rarely found in downtowns across the country.



2015 Downtown Greenville SC Pedestrian Counts
Table 3 > Weekly Volumes

| Site Code | Location on Main Street | Average Weekday | X4 Days | Weekend Volume | Weekly Volume |
|-------------------------|---|-----------------|---------|----------------|---------------|
| North Study Area | | | | | |
| 1 | College - North Street | 4,500 | 18,000 | 15,600 | 33,600 |
| 2+3 | North - Coffee Street | 6,500 | 26,000 | 37,900 | 63,900 |
| 4+5 | Coffee - Washington Street | 7,200 | 28,800 | 40,800 | 69,600 |
| 6+7 | Washington - McBee Avenue | 8,100 | 32,400 | 49,200 | 81,600 |
| South Study Area | | | | | |
| 16+17 | Blueberry-Frog Yogurt (624/631 S. Main St.) | 2,100 | 8,400 | 15,300 | 23,700 |
| 18 | On Main, South of Intersection with Augusta | 1,300 | 5,200 | 5,500 | 10,700 |
| 19 | On Augusta, South of Intersection with Main | 1,100 | 4,400 | 5,600 | 10,000 |

