

Christchurch Central City Pedestrian Counts Survey



Prepared by:
Fleur Langford
Monitoring and Research Team
Christchurch City Council
June 2001
Technical Report 01/8
File Number: PP/SU/10/3

Introduction

The Christchurch Central City Pedestrian Counts Survey began in 1957 and is carried out every two years by the Canterbury/Westland Branch of the New Zealand Institute of Valuers. The counts are conducted over two one-hour periods; 10:30 – 11:30 in the morning and 2:30 – 3:30 in the afternoon on a Tuesday and Thursday in October.

Counts carried out in malls, plazas and arcades have included all pedestrians in those areas, whereas counts taken on normal streets include only those pedestrians on the footpath on that side of the street. A “pedestrian” includes all those adults over the age of 15 who are considered to be likely genuine shoppers.

Summary Points

Since pedestrian counts were first recorded in the Central City in 1957, the general trend for pedestrian counts is one of a slow yet steady decline. As shown in Figure 1, pedestrian numbers have steadily been declining at the seven sites recorded since 1957. The total counts at these sites were approximately 30,000 in 1957, which then dropped to 18,000 by 1981.

In 1982 the Cashel/High Street Mall was opened, causing a sharp increase in numbers - bringing pedestrian counts up to 25,000 in 1983. However this increase was short lived, with numbers dropping in 1987 and continuing to decline since. One other notable increase in numbers occurred in 1991, perhaps due to the renovation of the Shades Arcade in 1990.

Figure 2 depicts those sites that have been recording pedestrian numbers since 1981. The forty-three sites used to graph this figure shows the increase in pedestrian numbers after the Cashel/High Street Mall finished development, yet again, numbers have steadily declined since then.

The spatial nature of the Pedestrian Counts Survey has been constructed in Figures 3 to 5. Figure 3 maps the pedestrian counts for 1999. The majority of pedestrians are found in the areas of Cashel Mall, High Street Mall and either side of Cathedral Square on Colombo Street. These high numbers are due to Cashel and High Streets being closed off as pedestrian malls and the concentration of shops and services in these areas. Typically, pedestrian numbers decrease with distance from these designated pedestrian areas.

Interestingly, Colombo Street to the south of the Square appears to have greater pedestrian numbers on the western side of the street and lesser numbers on the east. This may be due to the South City Mall located on the west, generating more foot traffic. This is also vividly depicted in Figure 4, where numeric change from 1989 to 1999 is shown.

As can be seen in Figure 4, the greatest numeric increase in pedestrian numbers between 1989 and 1999 has been at site 23, High Street Arcade. The 1989 figure was 447, which rose to 3,416 pedestrians in 1999. Other sites that have increased markedly include sites around High Street Mall and the

Oxford Terrace end of Cashel Street. These increases will be due to their proximity to the Cashel and High Street Mall and the redevelopment of Oxford Terrace as a restaurant strip. Other increases generally follow Oxford Terrace, as well as some sites which are scattered throughout the region to the north of the Square. Areas of decreasing pedestrian numbers include Manchester Street, Hereford Street, eastern Gloucester Street and the Gurthrey Centre Arcade.

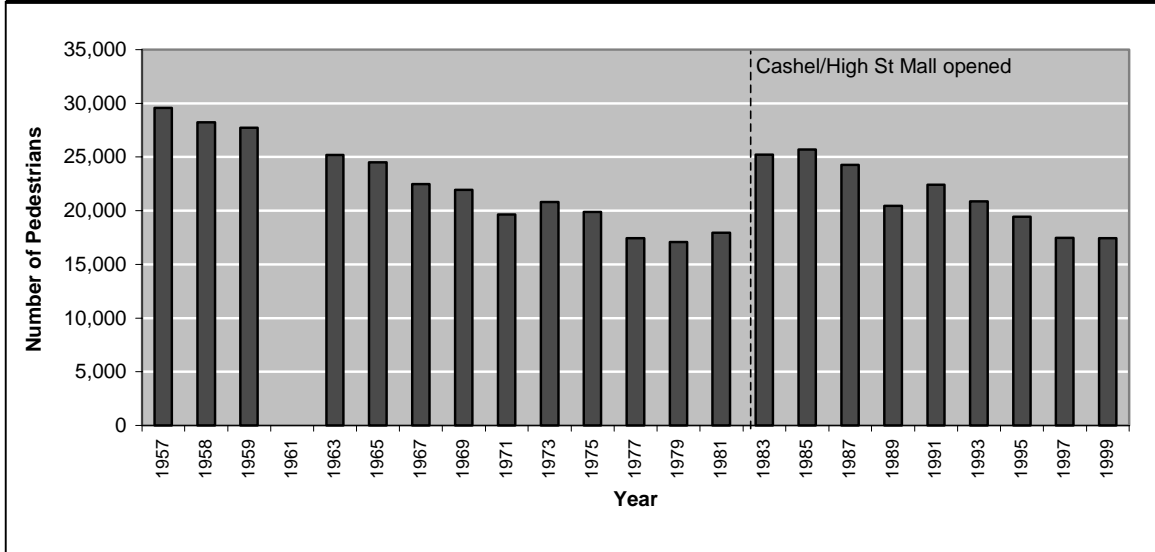
It needs to be noted that there are a variety of key influences that have occurred in the Central City over the past ten years that have had an impact on pedestrian numbers. Some of these influences have had localised effects while others have been far-reaching across the Central City.

- 1982 Cashel/High Street Mall opened
- 1990 South City Shopping Centre built
- 1994 New Regent Street became a pedestrian mall
- 1995 The Centra and Grand Chancellor Hotels opened
- 1998 Oxford Terrace developed
- 2001 Bus Exchange on Lichfield Street opened (this may have an effect on pedestrian counts in 2001, particularly around the Square and Colombo Street).

Of all these influences, the opening of the Cashel/High Street Mall in 1982 has had the biggest impact on pedestrian numbers within the Central City. This impact can be seen in all of the graphs (Figure 6 to 18) as most sites experienced an increase or a decrease in pedestrian numbers in the few years following 1982.

The recording of pedestrian numbers at these sixty sites throughout the Central City is important for policy making and planning for the Central City. The seven sites that have been recording since 1957 give a solid background to the history of changing trends for inner city pedestrian numbers. The majority of sites (43) have been recording foot traffic since 1981. This is a strong basis for understanding pedestrian flows over the past twenty years and gives a benchmark for future patterns and planning.

Figure 1: Pedestrian Counts for those Sites Recorded Continuously since 1957



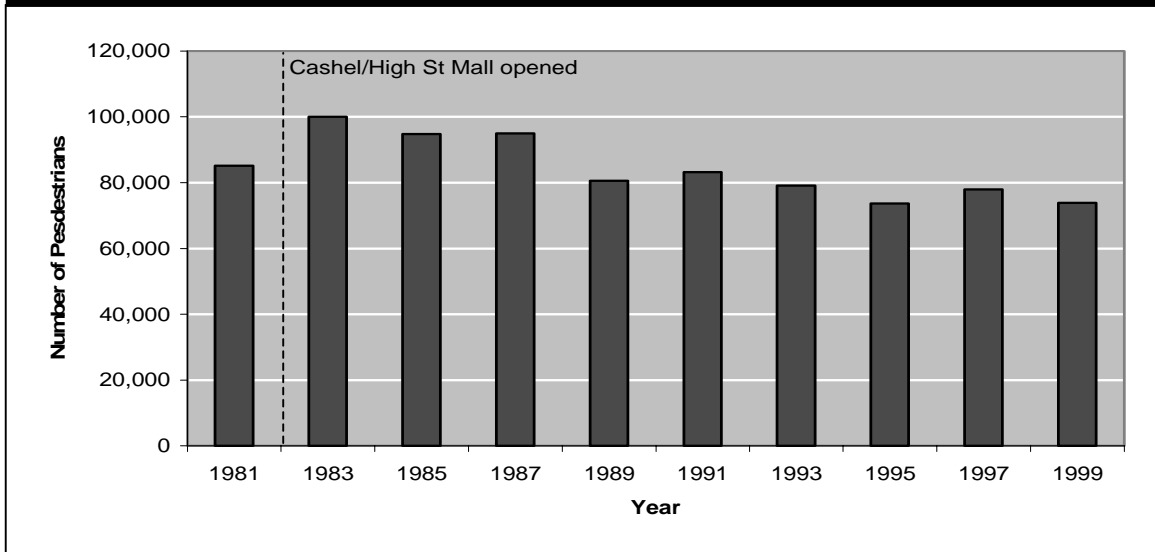
Sites included in this graph are:

- Site 3, 150 Armagh St (Munns)
- Site 4, 759 Colombo St (Farmers)
- Site 5, 746 Colombo St (Lochinvars)

Site 22, 276 High St (Hanafins)

- Site 34, 126 Cashel St, (Curtis Jewellers)
- Site 35, 690 Colombo St (Katies)
- Site 40, 227 High St (Galaxy Records)

Figure 2: Pedestrian Counts for those Sites Recorded Continuously since 1981



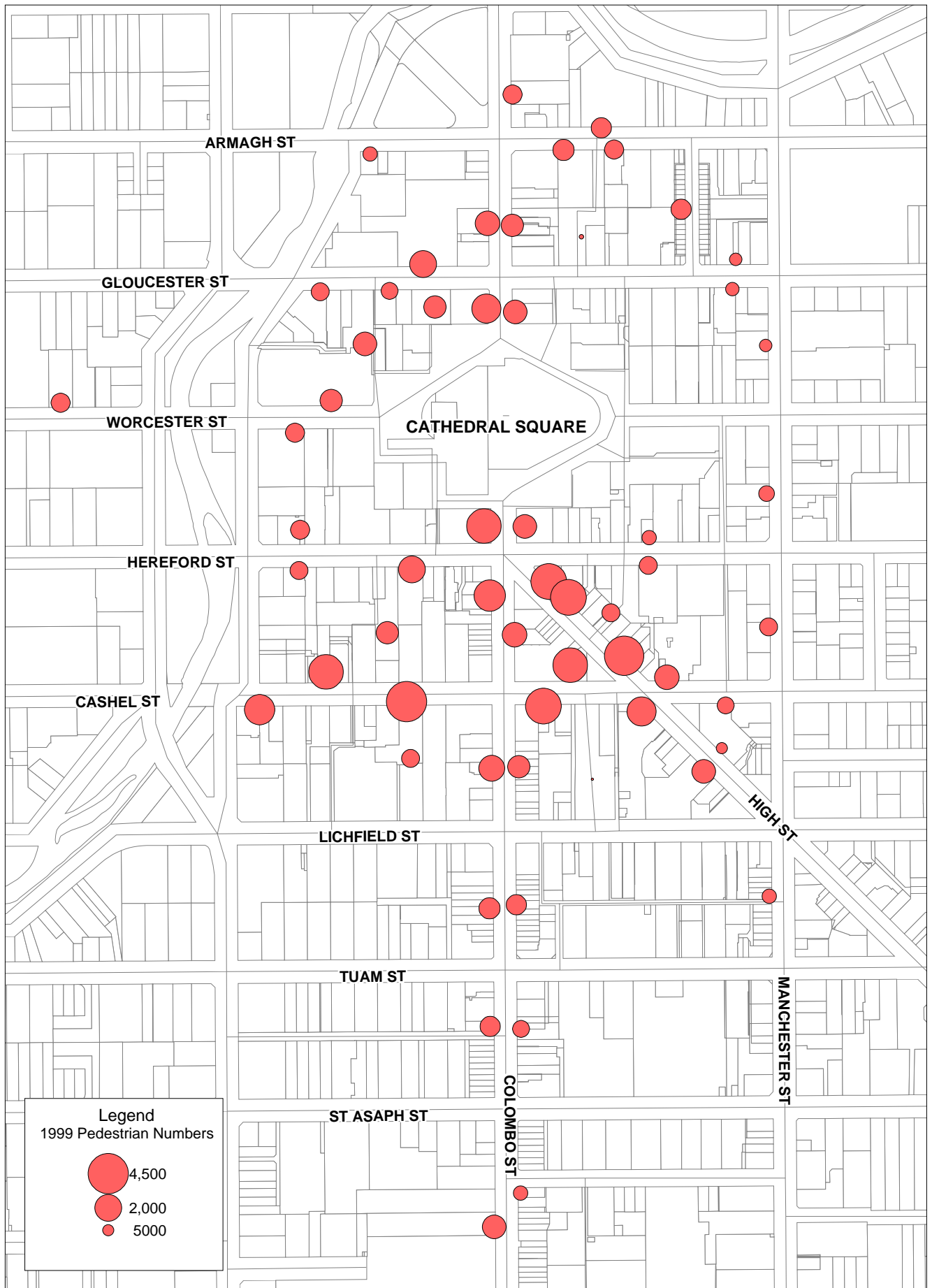
Sites not included in this graph are:

- Site 39, 154 Cashel St (Cashfields Plaza Food Court)
- Site 45, 126 Cashel St (Cades Wool)
- Site 46, 107 Gloucester St (Farmers)
- Site 47, 166 Cashel St (Canterbury Mags)
- Site 48, 79 Cathedral Sq (Canterbury Shop)
- Site 49, 580 Colombo St (Swim Bike Run)
- Site 50, 605 Colombo St (Satay Noodle House)
- Site 51, 83 Hereford St (House of Rugs)

Site 52, 78 Hereford St (Happy Sandwich)

- Site 53, 78 Cashel St (Bivouac)
- Site 54, 172 Cashel St (Centra Hotel)
- Site 55, 86 Gloucester St (Grapes Restaurant)
- Site 56, 158 Oxford Tce (Ansett)
- Site 57, 770 Colombo St (TGI Fridays)
- Site 58, 90 Armagh St (Langwood House)
- Site 59, 569 Colombo St (Video Village)
- Site 60, 63 Worcester St (Chung Wah II)

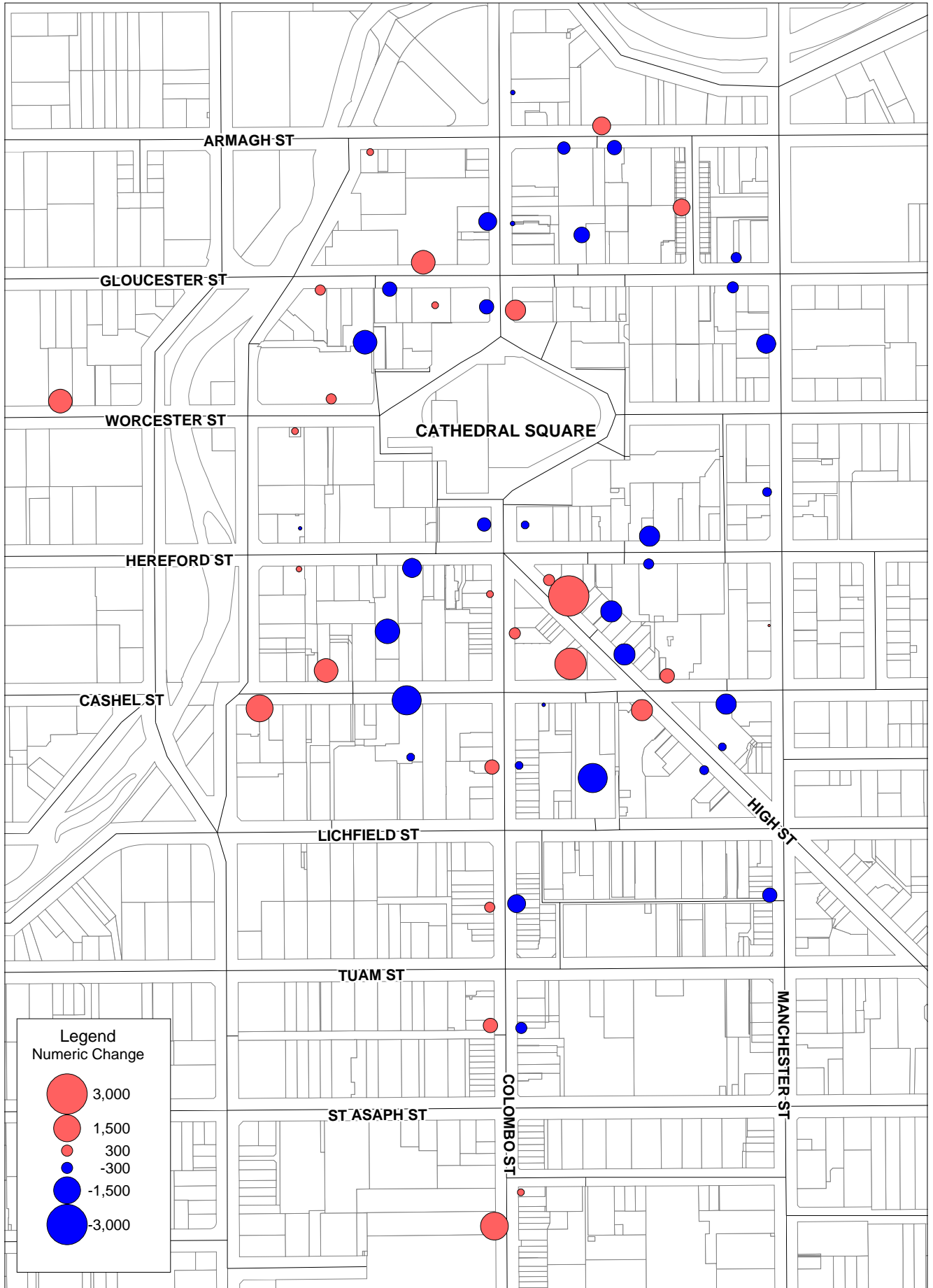
Figure 3: 1999 Central City Pedestrian Counts



S:\M\Central City and Suburban Business\Pedestrian Counts\Maps\Pedestrian Counts 1999

Source: New Zealand Institute of Valuers
 Prepared by Monitoring and Research Team, CCC, June 2001

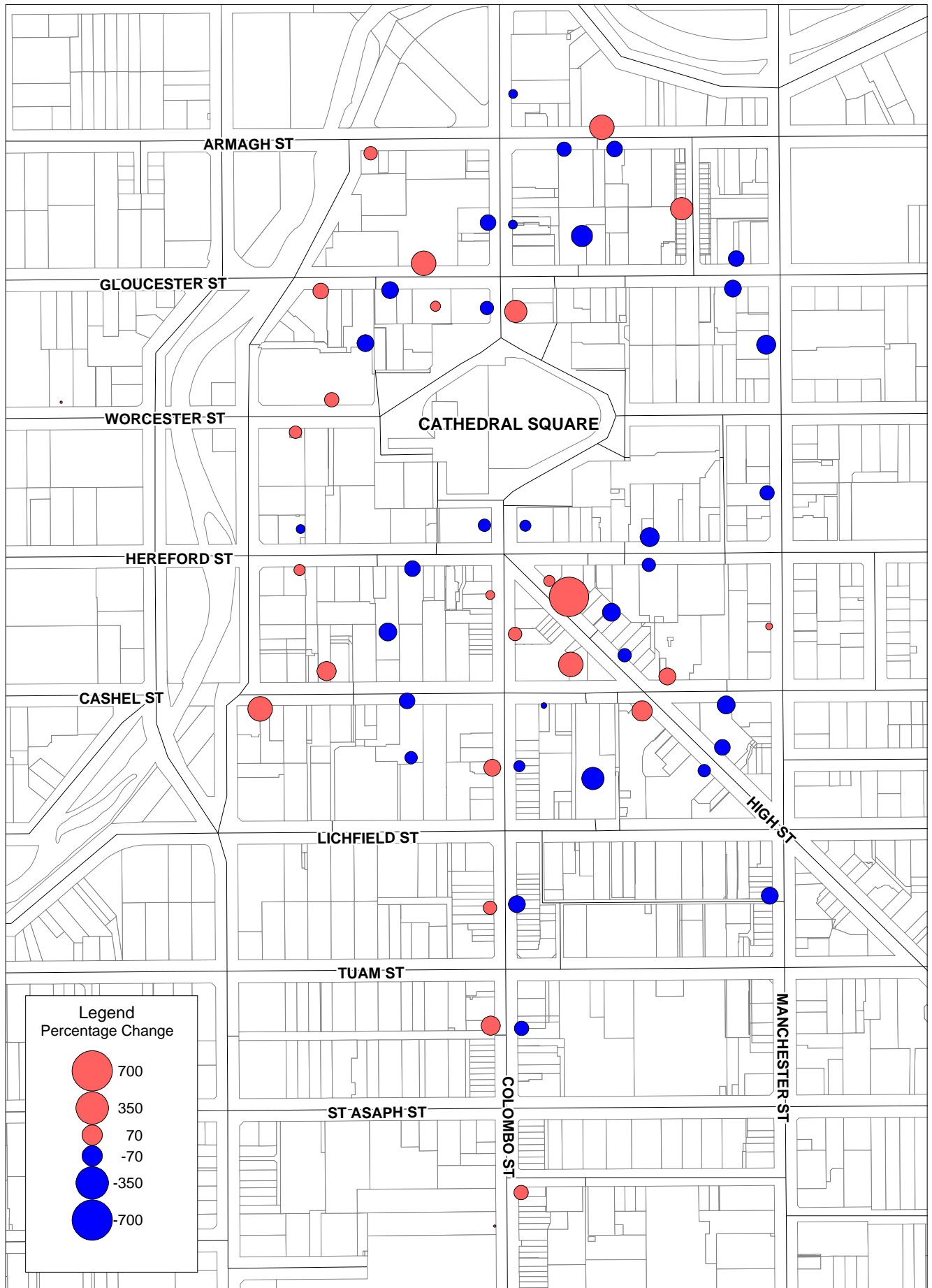
Figure 4: Central City Pedestrian Counts- Numeric Change 1989-1999



S:\I&M\Central City and Suburban Business\Pedestrian Counts\Maps\Pedestrian Counts 1999

Source: New Zealand Institute of Valuers
Prepared by Monitoring and Research Team, CCC, June 2001

Figure 5: Central City Pedestrian Counts- Percentage Change 1989-1999



Source: New Zealand Institute of Valuers
Prepared by Monitoring and Research Team, CCC, June 2001

NB: Sites 59 and 60 could not be mapped as recording had not begun in 1989.

Key Trends

The following is a brief synopsis of the main trends shown in Figures 6 to 18, which give a historical trend from 1957 to 1999. The count sites have been grouped according to their geographic location and proximity to each other. For example, all sites on Manchester Street have been grouped together to create Figure 17: Manchester Street

Figure 6: Armagh Street

- Kens Camera Shop and Munns have been consistently declining in pedestrian numbers over time.
- The Langwood House site has been increasing gradually over the past 10 years. This is consistent with other sites adjacent to Oxford Terrace.

Figure 7: Gloucester Street

- The Farmers site on Gloucester Street has fluctuated markedly over the past 12 years, with a sharp peak in 1991 as a result of the Gloucester Arcade renovations in the late 1980s and has risen again in 1999 due to the opening of the new Farmers building.
- The Beefeater Steakhouse, UniMed House and Gloucester Fabrics have steadily declined in recent years.

Figure 8: Worcester Street

- The site at For Everything Rugby has gradually fallen over the years, but has increased in pedestrian numbers since 1995.
- The Chung Wah II site declined between 1993 and 1997, however, increased markedly in 1999.
- The Oxford Terrace Ansett site has fluctuated considerably in the past six years, however it has declined in the past two years.

Figure 9: Hereford Street

- The Slicks Hair site on Hereford Street rose dramatically after the opening of the Cashel/High Street Mall in 1982, but has since declined till 1991 where it has stabilised at pedestrian counts between 2,000 and 2,500.
- The general trend for the remaining Hereford Street sites is one of slow decline, however the House of Rugs and Happy Sandwich sites have shown a gradual increase since 1995 due to their proximity to Oxford Terrace.

Figure 10: Colombo Street North

- All sites in the Colombo Street North area steadily declined until 1989 where they levelled off and have remained fairly constant since.
- One site at Apple Souvenirs at the northern entrance to the Square has remained constant from 1975 to 1989 and then showed a gradual increase.
- There is no evidence of any effect on pedestrian numbers due to the Cashel/High Street Mall opening on these sites.

Figure 11: Colombo Street

- Due to this area's proximity to the Cashel/High Street Mall, greater increases would have been expected to occur.

- Pedestrian numbers were declining till 1982 at Air New Zealand Travel, but after Cashel Mall opened pedestrian counts stabilised and have remained constant.
- Numbers at ANZ have been declining very gradually since 1993.
- The Countrywide Bank site experienced gradual decline, although numbers fluctuated quite a lot since 1993, yet dropped in 1995, perhaps as a result of pedestrians moving between Hereford Street and Cashel Street via the Shades Arcade, following its refurbishment in 1993.

Figure 12: Colombo Street South 1

- Since the 1960s when pedestrian counts began recording these sites, pedestrian numbers have decreased. However, since 1977 when counting resumed after a four-year break, pedestrian numbers have remained very steady.
- Slight decreases exist after the opening of the Cashel/High Street Mall in 1982.
- The opening of Cashel Mall appeared to have a short-term negative impact on the Barkers and Bennetts Shoe Service sites. However after this initial decrease since 1982, numbers have increased on the western side of Colombo Street (Barkers and Bennetts), while the eastern side of the street has continued to decline. However since 1993, Mr Sergios has remained relatively stable.

Figure 13: Colombo Street South 2

- Pedestrian numbers fell dramatically between 1977 and 1979. This corresponds to the closure of the Millers department store on Tuam Street. Numbers rose again slightly in 1983 and has since continued to decline slowly.
- The three other sites, Satay Noodle House, Swim Bike Run and Video Village, have slightly increased in numbers over the past 12 years.

Figure 14: High Street Mall

- The site at Hanafins is the only High Street Mall site that has been recording pedestrian numbers since 1957. This site has continually declined since then, but with the opening of the Cashel/High Street Mall, pedestrian numbers increased markedly and then have declined gradually.
- The site at Thyme Cottage greatly increased in 1983 due to the opening of the Pedestrian Mall the year before and again has since gradually declined.
- The other three sites at High Street Arcade, Hallensteins, and National Mutual have remained steady, with the latter two increasing sharply since 1995, which corresponds to the opening of both the Grand Chancellor and Centra Hotels that year.

Figure 15: High Street

- The site at Galaxy Records fell after 1971 until it levelled off in 1983, corresponding with the opening of the Canterbury Centre. This decrease in 1971 may have been due to pedestrian numbers concentrating around the new High Street Arcade which was opened the year before. The opening of the Cashel/High Street Mall in 1982 did not seem to increase pedestrian numbers at this end of High Street. Numbers did increase in 1997 yet have since continued to decline.

- While the Galaxy Records and Canterbury Mags sites increased in 1985, the site at UFS Chemist dropped significantly.
- The site at Canterbury Magazines increased in 1985, then dropped for ten years until numbers started to increase in 1997. Pedestrian counts have continued to rise, which may correspond to any spin-off effects due to the selling and changing hands of the High Street Arcade in 1997.

Figure 16: Cashel Street Mall

- The Katies site decreased in pedestrian numbers between 1957 and 1979 then increased in numbers as a result of the Mall development in 1982. It also peaked in the mid 1980s before declining.
- The site at Curtis Jewellers has remained steady between 1957 and 1981 and increased dramatically in 1983 with the opening of the Pedestrian Mall the year before. Interestingly, the site at Curtis Jewellers is the only Central City site that did not decline between 1957 and 1982.
- The Warehouse Clothing site rose slightly in 1983 whereas the Paulls Fashion site slowly decreased.
- All Cashel Street Mall sites dropped in pedestrian numbers after 1985 then rose in 1991 perhaps due to the new renovations at the Shades Arcade in 1990, and have since remained stable or continued to decline.

Figure 17: Manchester Street

- Three of the four sites on Manchester Street remained static between 1979 and 1985 until they all experienced a slight rise in 1987, while Prisk Ltd increased in 1982 before declining.
- Generally all sites on Manchester Street have been declining since 1987, except for the site at Hunters and Collectors which after an initial decline had remained stable since 1989. This could be explained by its proximity to the Cashel/High Street Mall.

Figure 18: Plaza Centres

- The Chancery Lane and Shades Arcade sites show a lot of fluctuation over the years, which could reflect the changes in shops within the Arcade itself and changes to buildings adjacent to the Arcade. For example the completion of the Telecom building on Hereford Street in the mid 1980s may have had a corresponding effect on pedestrian numbers in the Shades Arcade which experienced a large increase in numbers in 1987.
- The New Regent Street site decreased in pedestrian numbers since surveying began in 1979 but rose sharply in 1993 around the time when it became a pedestrian mall. This rise is also compounded due to the two New Regent Street sites becoming one when it became a pedestrian mall. Numbers then dropped the following survey year in 1995 and now appears to be remaining constant.
- Crystal Plaza declined in pedestrian numbers in the 10 years prior to 1997 before increasing sharply, due to the new Farmers building, bus stop and parking building. In general, all other plaza centres showed a decrease in pedestrian numbers, with the exception of the Guthrey Centre and New Regent Street.

Figure 6: Armagh Street

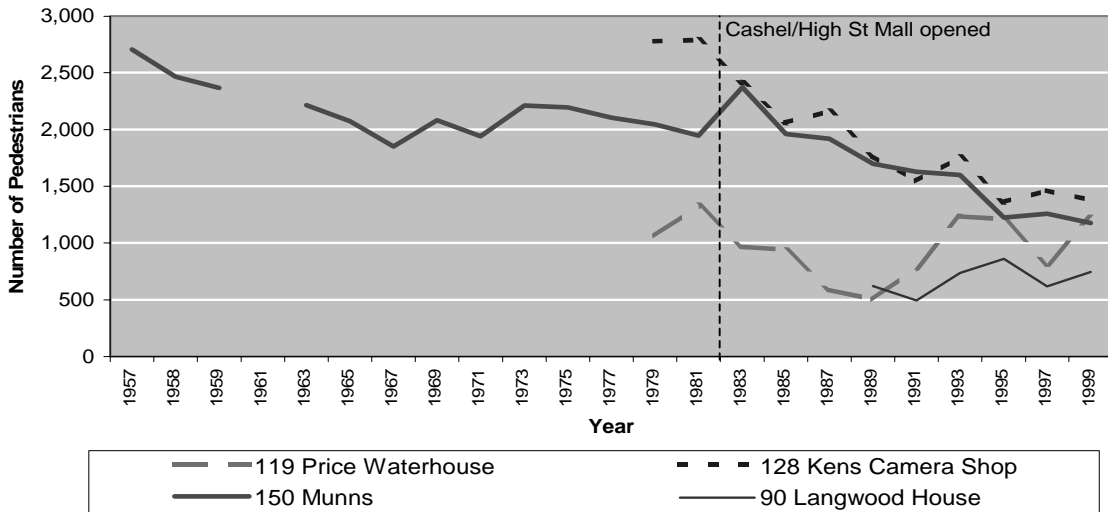


Figure 7: Gloucester Street

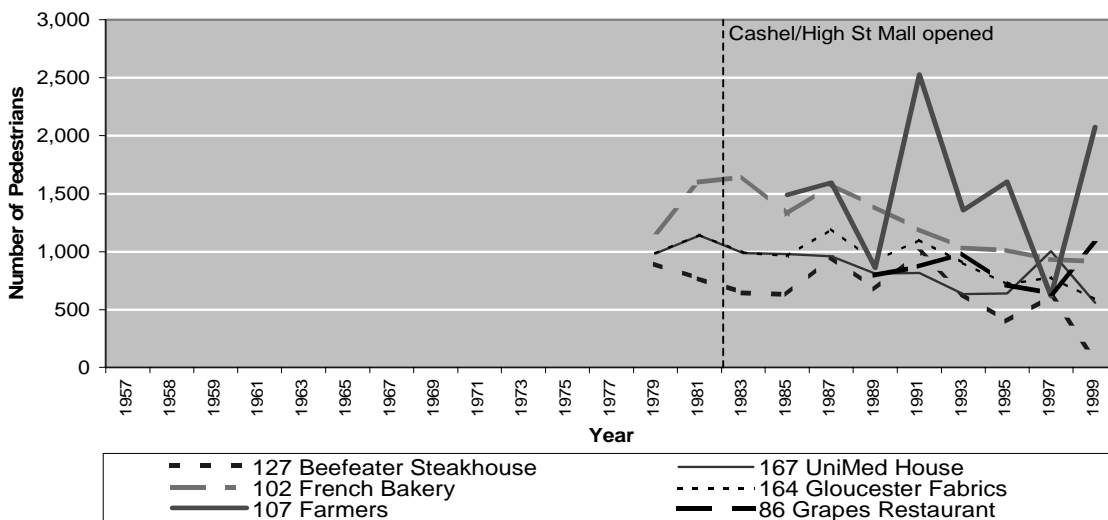


Figure 8: Worcester Street

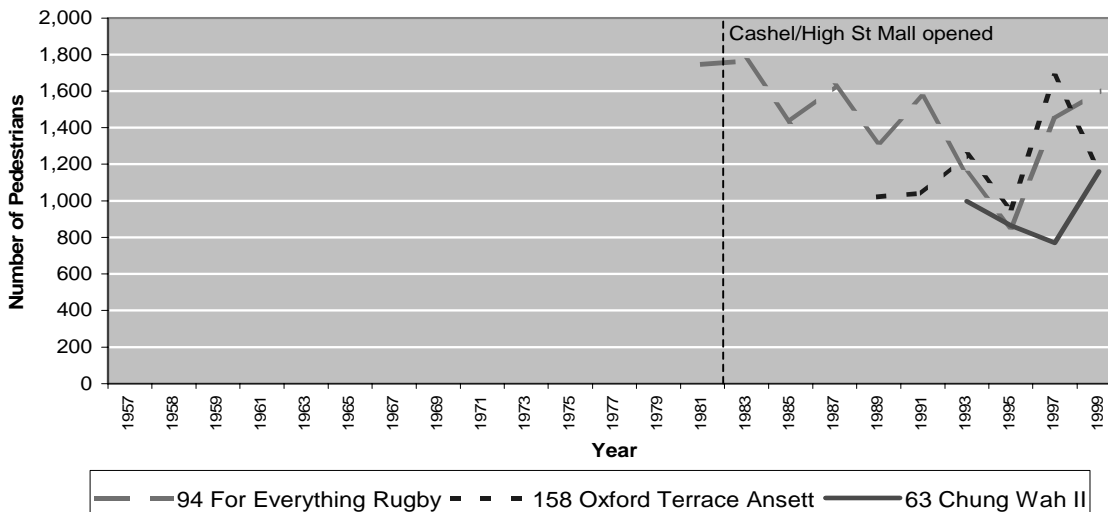


Figure 9: Hereford Street

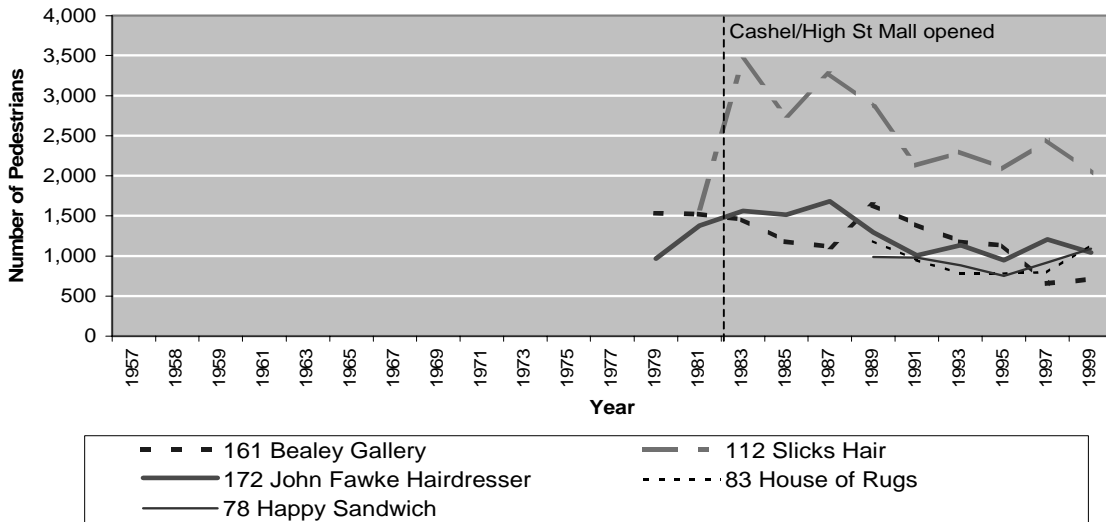


Figure 10: Colombo Street North

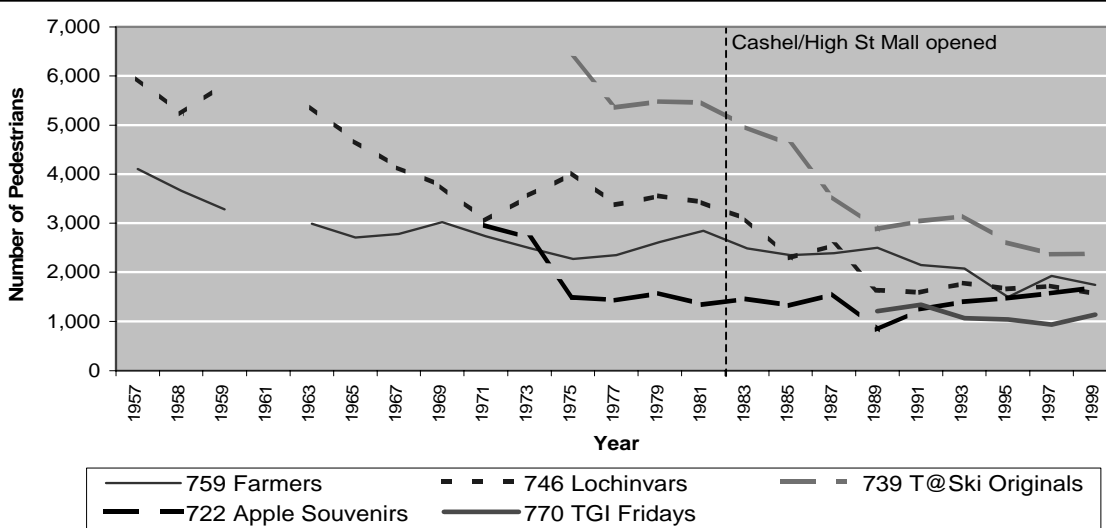


Figure 11: Colombo Street

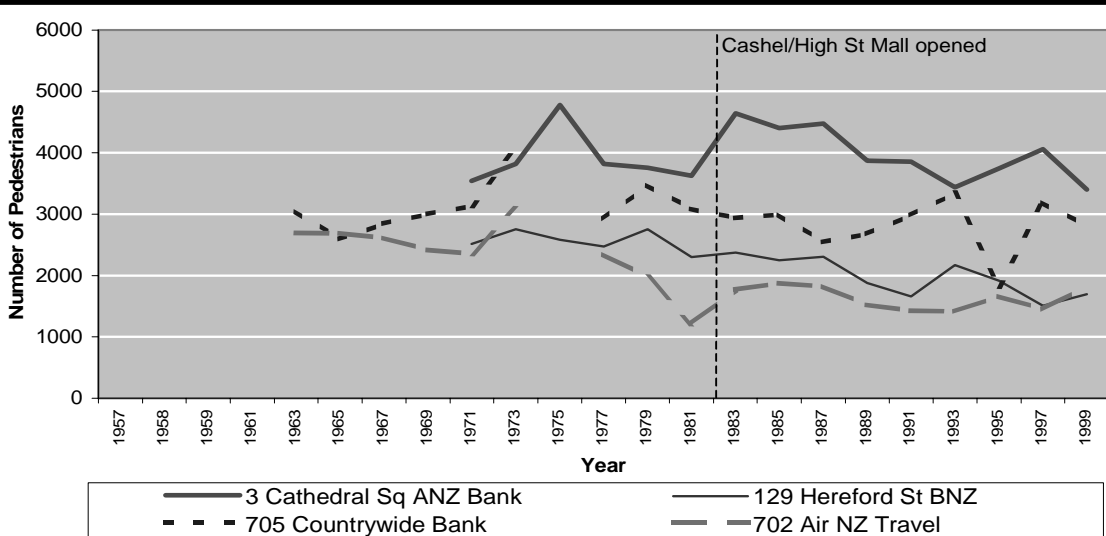


Figure 12: Colombo Street South 1

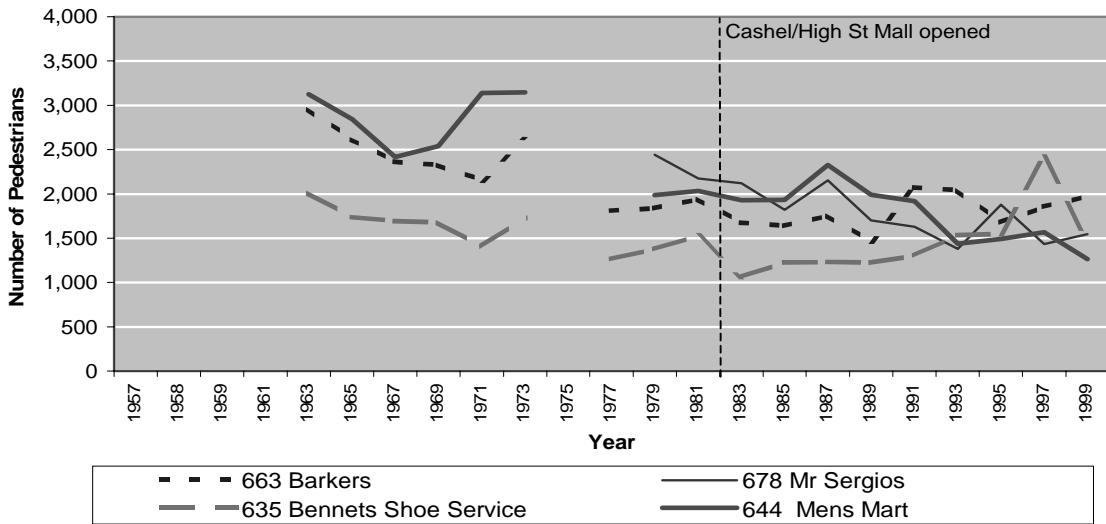


Figure 13: Colombo Street South 2

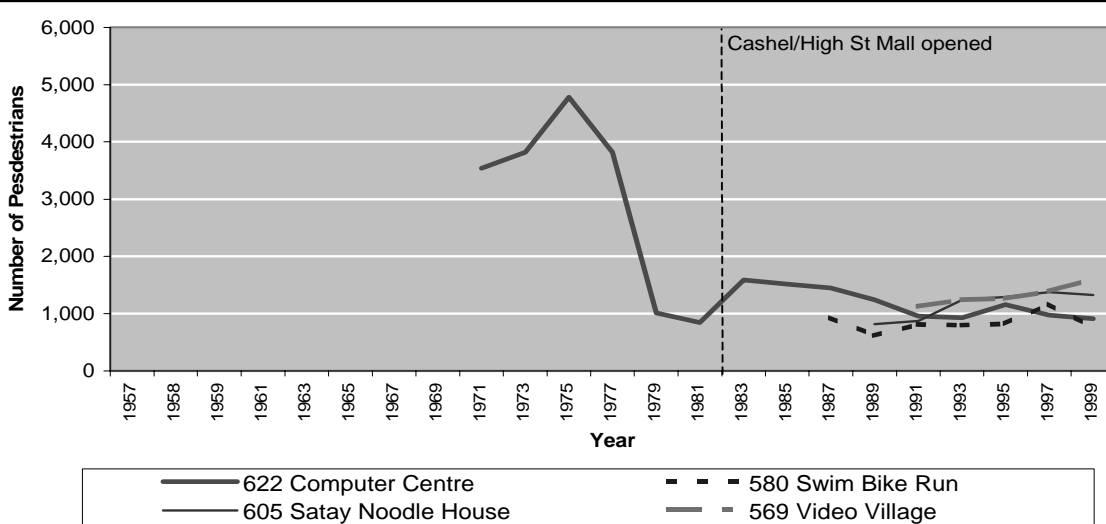


Figure 14: High Street Mall

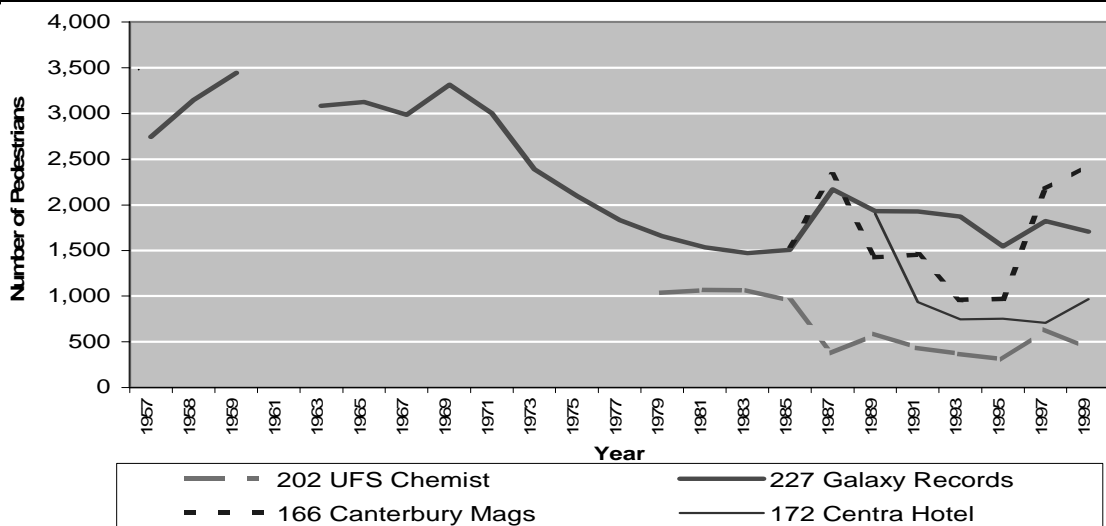


Figure 15: High Street

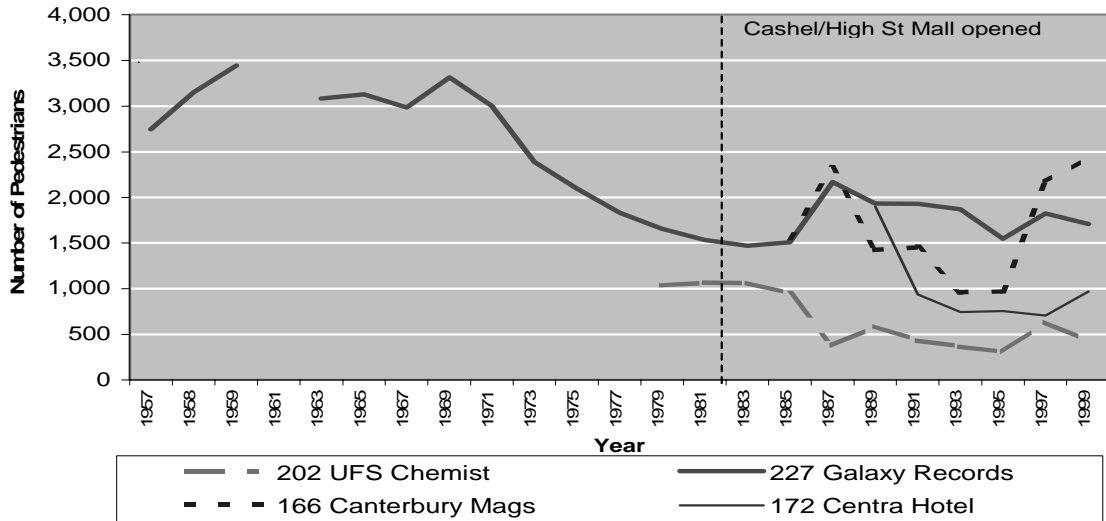


Figure 16: Cashel Street Mall

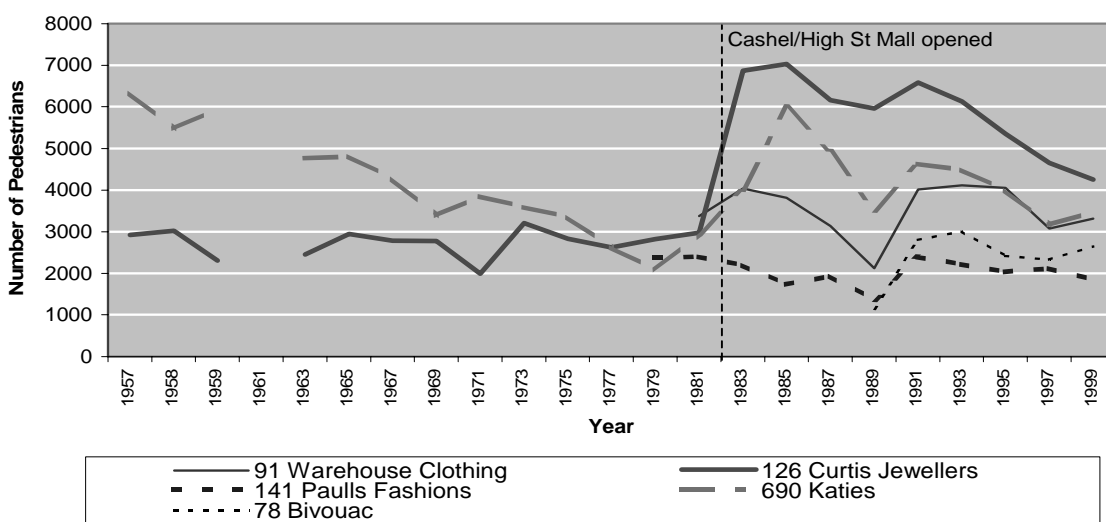


Figure 17: Manchester Street

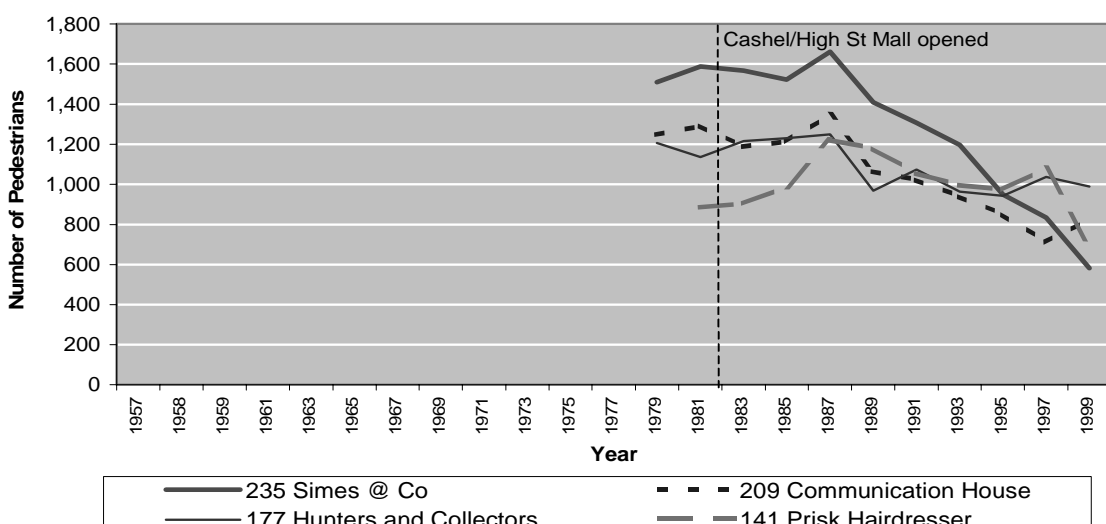
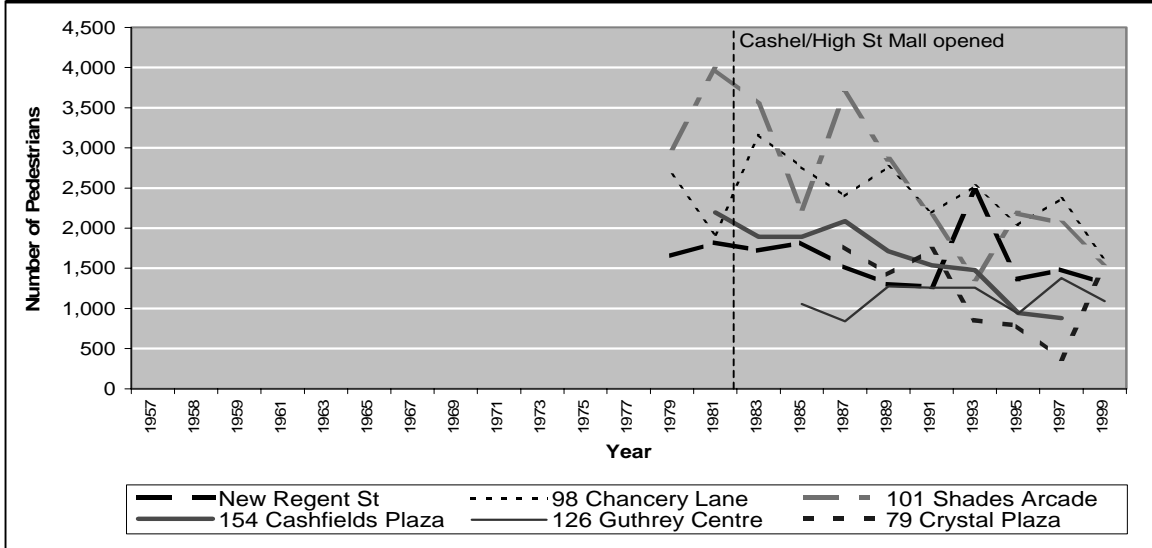


Figure 18: Plaza Centres



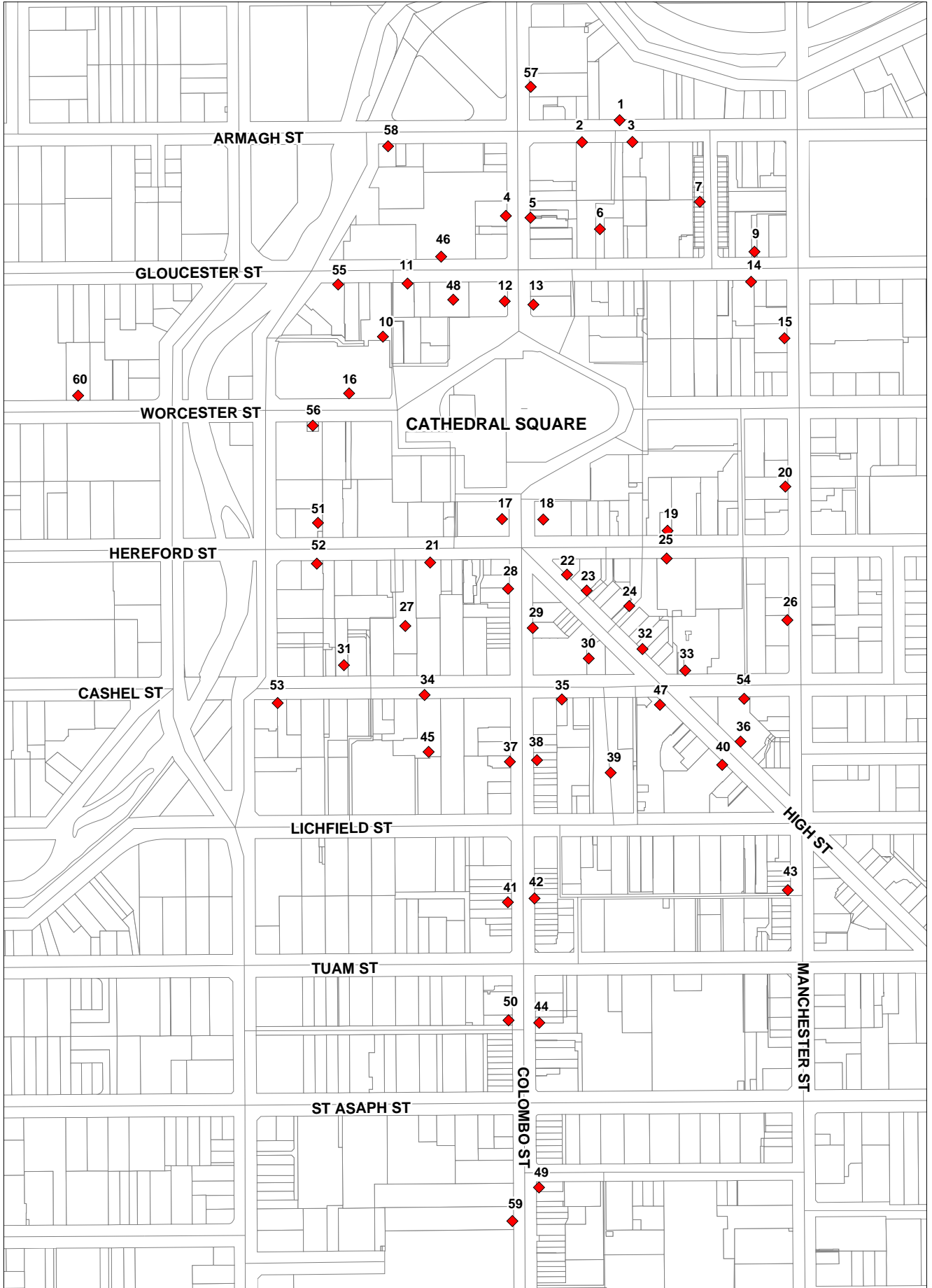
NB: Between 1993 and 1995 New Regent Street became a pedestrian mall. After this time, only one survey site was used instead of two. This graph has been constructed using the combined data from the two sites.

Table 1: Pedestrian Counts Site List

Site No.	Address	Building / Shop
1	119 Armagh St	Price Waterhouse
2	128 Armagh St	Kens Camera Shop
3	150 Armagh St	Munns
4	759 Colombo St	Farmers
5	746 Colombo St	Lochinvars
6	127 Gloucester St	"Gloucester Arcade", Beefeater Steakhouse
7	14 New Regent St*	Bunts Florist
8	12 New Regent St*	Jin Restaurant
9	167 Gloucester St	UniMed House
10	98 Gloucester St	"Chancery Lane", John Darby Hairdresser
11	102 Gloucester St	French Bakery
12	739 Colombo St	T@Ski Originals
13	722 Colombo St	Apple Souvenirs
14	164 Gloucester St	Gloucester Fabrics
15	235 Manchester St	Simes @ Co
16	94 Worcester St	For Everything Rugby
17	3 Cathedral Sq	ANZ Banking
18	129 Hereford St	BNZ (Cathedral Sq)
19	161 Hereford St	Bealey Gallery
20	209 Manchester St	Communication House
21	112 Hereford St	Slicks Hair
22	276 High Street	Hanafins
23	268 High St	High St Arcade
24	152 Hereford St	"National Mutual Arcade", Bremners
25	172 Hereford St	John Fawke Hairdresser
26	177 Manchester St	Hunters and Collectors
27	101 Cashel St	"Shades Arcade", Court Florist
28	705 Colombo St	Countrywide Bank
29	702 Colombo St	Air NZ Travel
30	259 High St	Hallensteins
31	91 Cashel St	Warehouse Clothing
32	242 High St	Thyme Cottage
33	141 Cashel St	Paulls Fashions
34	126 Cashel St	Curtis Jewellers
35	690 Colombo St	Katies
36	202 High St	UFS Chemist
37	663 Colombo St	Barkers
38	678 Colombo St	Mr Sergios
39	154 Cashel St	Cashfields Plaza Food Court
40	227 High St	Galaxy Records
41	635 Colombo St	Bennets Shoe Service
42	644 Colombo St	Mens Mart
43	141 Manchester St	Prisk Hairdresser
44	622 Colombo St	Computer Centre
45	126 Cashel St	Guthrey Centre Cades Wool
46	107 Gloucester St	Farmers
47	166 Cashel St	"Canterbury Centre", Canterbury Mags
48	79 Cathedral Sq	"Crystal Plaza", Canterbury Shop
49	580 Colombo St	Swim Bike Run
50	605 Colombo St	Satay Noodle House
51	83 Hereford St	House of Rugs
52	78 Hereford St	Happy Sandwich
53	78 Cashel St	Bivouac
54	172 Cashel St	Centra Hotel
55	86 Gloucester St	Grapes Restaurant
56	158 Oxford Terrace	Ansett
57	770 Colombo St	TGI Fridays
58	90 Armagh St	Langwood House
59	569 Colombo St	Video Village
60	63 Worcester St	Chung Wah II

* Between 1993 and 1995 New Regent Street became a pedestrian mall. After this time, only one survey site was used instead of two. New Regent Street data used in this report is the combined total of the two sites. See maps, site 7.

Figure 19: 1999 Central City Pedestrian Counts- Site Locations



S:\I&M\Central City and Suburban Business\Pedestrian Counts\Maps\Pedestrian Counts 1999

Source: New Zealand Institute of Valuers
Prepared by Monitoring and Research Team, CCC, June 2001