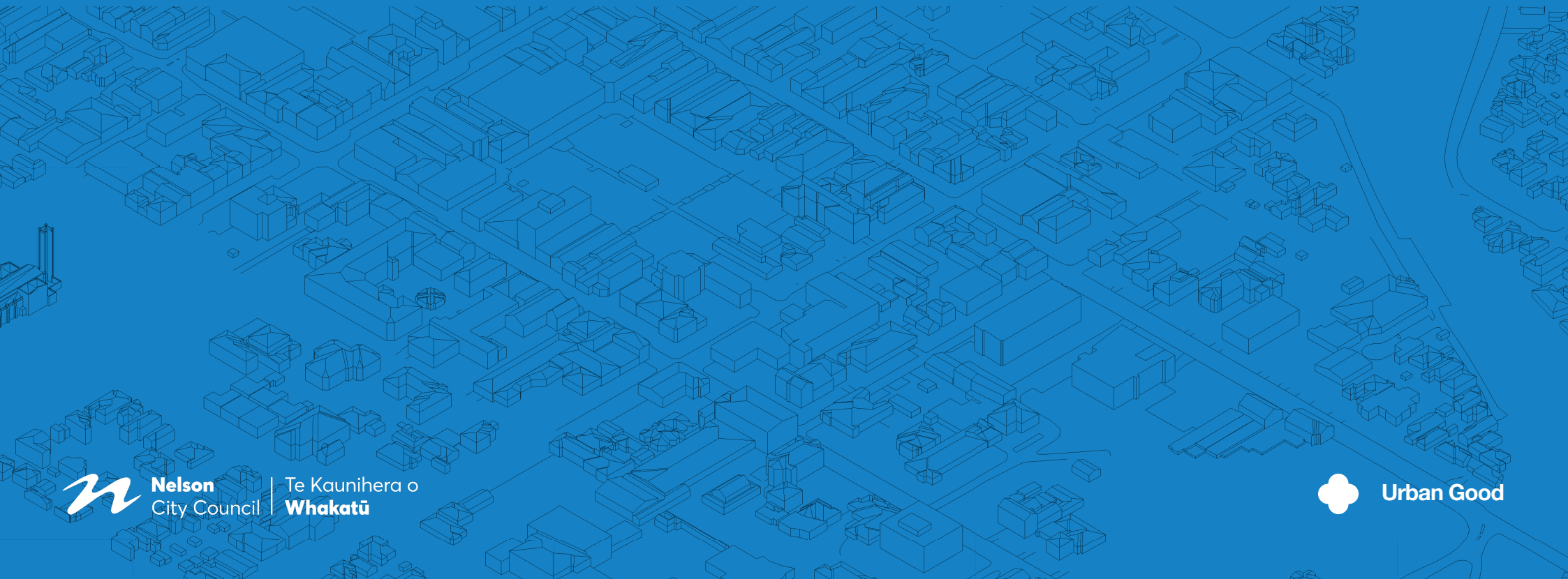


WHAKATŪ CITY CENTRE

PUBLIC LIFE SURVEY / LITE / 2024



Nelson
City Council | Te Kaunihera o
Whakatū



Urban Good

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1.0 SURVEY INTRODUCTION

Public space is a city’s literal common ground. Streets, squares, parks and reserves are the spaces where people come together as friends, neighbours and citizens, and where most community exchange occurs.

The Public Life Survey (PLS) is a gauge of the daily movements and activities of people within key public spaces over time. The survey assesses the utilisation of the public realm and quantifies emerging trends, providing insight into local changes, public reactions and future planning.

The first PLS for Whakatū was carried out over the winter of 2019, and the summer of 2020. This ‘baseline’ survey proved influential in the development of Te Ara ō Whakatū - the 30-year vision for Whakatū city centre - while also informing quick, tactical public realm upgrades.

With Te Ara ō Whakatū being formally adopted and planning for initial permanent public realm upgrades underway, the city centre is on the precipice of major transformation - the following data captures a newly established baseline which can be utilised in the future to gauge the activation resulting from this investment and future investment in the city

1.2 SURVEY AREAS

The survey areas plotted on the adjacent map were included in the 2024 'Lite' Public Life Survey and are comparable to areas examined during the 2019/2020 Public Life Survey.

● Pedestrian Activity

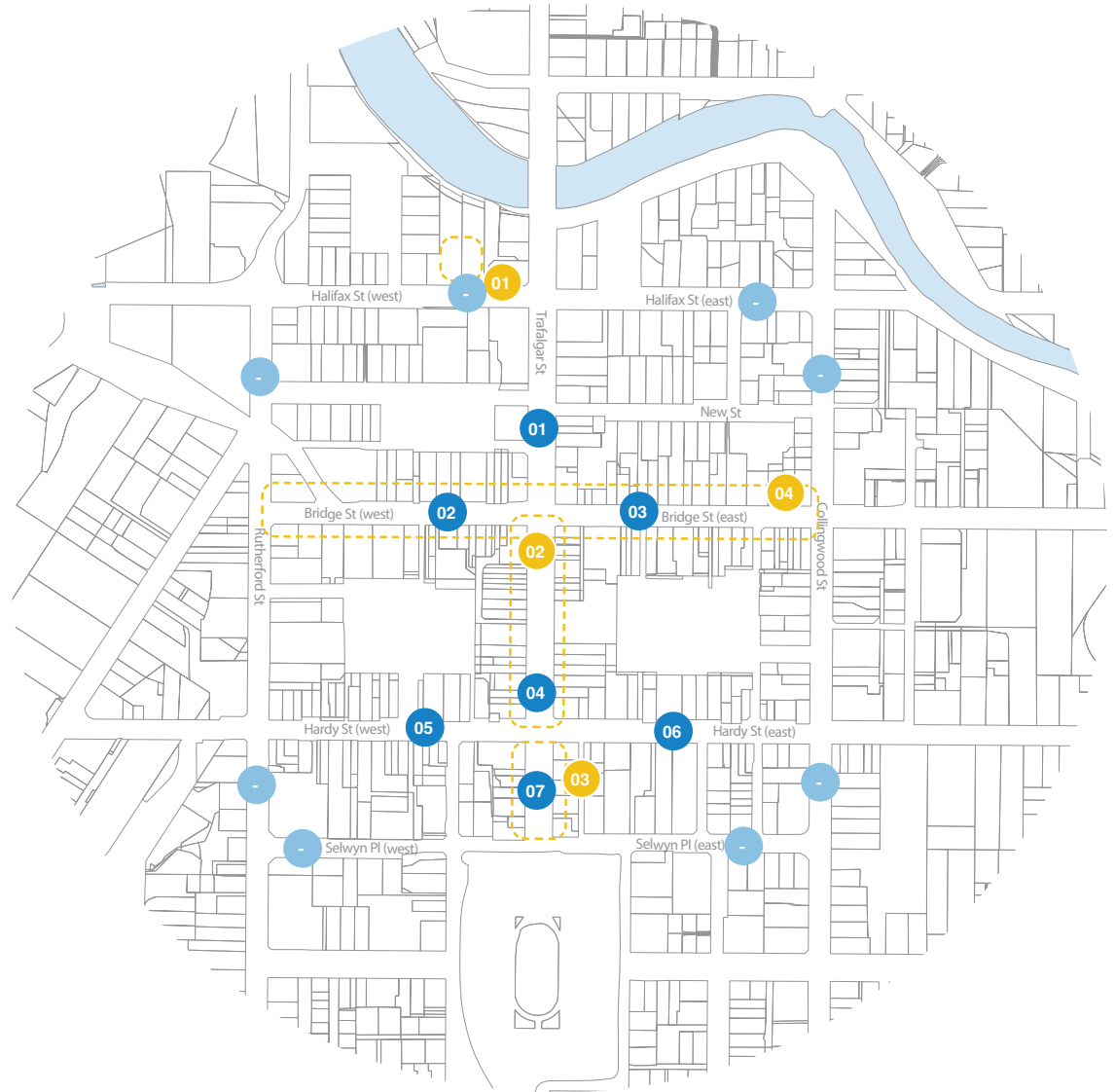
- 01 - Trafalgar St 1
- 02 - Bridge St West
- 03 - Bridge St East
- 04 - Trafalgar St 2
- 05 - Hardy St West
- 06 - Hardy St East
- 07 - Upper Trafalgar St

● Pedestrian & Bicycle Activity *(Spot counts only)*

Rutherford, Halifax,
Collingwood & Selwyn St

● Staying Activities

- 01 - Library Pump Track
- 02 - Trafalgar St (mid-block)
- 03 - Upper Trafalgar St
- 04 - Bridge St (spot counts only)



1.3 SURVEY METHOD

PEDESTRIAN / CYCLE MOVEMENTS

Pedestrian and cycle movement registrations provide an indication of typical pedestrian and cycle numbers, the routes these users take and at what times. Importantly, this also helps to highlight the routes and places people avoid.

These registrations also identified micro-mobility (MIMO) activity - users on motorised scooters, skateboards, push scooters etc. - users with mobility constraints and parents/caregivers using prams.

Pedestrian movements were registered hourly between 8 am and 8 pm at seven central locations.

A further eight 'ringroad' locations were surveyed during peak morning and afternoon times. Pedestrian *and* cycle movements were registered at these locations.

STAYING ACTIVITY MAPPING

Mapping of staying activities provides a snapshot of the number of people spending time in the city centre, and the activities they engaged in. These activities typically include sitting, outdoor dining, playing, engaging in sports, commercial activities and more. The data collected provides an indication of the places people spend time, what they use those spaces for, at what times of the day and for how long.

Between 10 am and 6pm, staying activities were registered at three locations - 'Upper' Trafalgar St, 'Mid' Trafalgar St and the Halifax St pump track/ play space.

Staying activities were also mapped along Bridge St, between Rutherford and Collingwood St's, between 10 am and 2 pm.

DEMOGRAPHICS

Registering the age and gender of users provides a more accurate picture of *who* moves and/or spends time in the city centre.

This data provides insights for assessing user safety (and perceptions of safety), experience and inclusiveness within the public realm.

Age and gender registrations are included within all staying activity surveys, and are also registered within pedestrian surveys at 10.30 am, 1pm and 3.30 pm.

SURVEY TIMING

The Public Life Survey was carried out on Thursday 15th and Saturday 17th February, between 8 am and 8pm, under weather conditions that were typical for the city and season.

1.4 SURVEY CONTEXT

While the survey methodology follows a qualitative approach to gathering public life data, there are a range of determining factors to consider when assessing the data. Typically, these may include factors such as weather fluctuations, seasonal changes or proximity to public spaces.

The global Covid-19 pandemic (and the longstanding effects of the pandemic) holds the greatest influence over public life and must be considered when assessing how the 2024 data relates to that collected in 2019/2020.

How we work. Working from home, a model that much of the workforce adopted during the pandemic, has equated to meaningful changes to public life. Less people visiting the office equates to less foot traffic in the public realm and subsequently less public life. And, while it is reported that less than 8% of the workforce are working remotely in a full time capacity, almost half of the workforce continues to utilise a hybrid model whereby they might still spend 2-3 days working remotely.

How we shop. The pandemic also appears to have accelerated online shopping, a development which is considered by many to be central to reduced foot traffic numbers and retail store visitations. An ASB economic report for 2023 showed that Nelson had the worst economic performance of 16 NZ regions, which may at least in part be driven by changes in work and shopping patterns and associated reductions in pedestrian activity.

How we recreate. One of the most significant changes experienced during the pandemic was an almost complete halting of international tourism. And, while borders have long been reopened, international tourism is yet to reach pre-pandemic levels.

For Whakatū Nelson, this means a reduction in visits from tourists traveling by air and by sea, with cruise ship visits still below pre-2020 levels.

It is worth noting however that domestic travel has increased nationally and regionally since 2020. Not only does this indicate that Whakatū Nelson is considered an attractive regional, if not national, destination, it also presents an opportunity to invite further growth within domestic tourism.

1.5 SURVEY OBSERVATIONS

Despite the numerous challenges arising from the global Covid-19 pandemic, there are proven strategies for growing public life and the social, cultural and economic benefits that holds.

Some strategies are already engaged via the Te Ara o Whakatū Nelson City Centre Spatial Plan. Including increasing residential housing within the city centre; connecting spaces; greening the city; engaging with the local community in business development, arts and play. The Bridge to Better project is developing from the Spatial Plan and actions these strategies within Nelson.

One strategy that has proven successful for many cities - both pre and post Covid - and one which Whakatū Nelson may gain value from, is public space programming.

Programming public space is less about public realm upgrades and more focused on activation that invites people to visit, spend time and importantly, visit again.

And while there is no silver bullet for programming public spaces, a well thought out program typically includes the uses and activities that a space affords via a programmed calendar of regular and/or one-off events*.

A local example of this at play is the Nelson Market. While this is a weekly event and largely offers a similar experience each visit, the quality of the experience on offer, coupled with seasonal

variability, supports regular visitation. This is despite the market being held in an area typically allocated for car parking.

On the flip side, if we reflect on the data from the recent 'pop-up' pump track, or 'Upper' Trafalgar Street - both recently enhanced public spaces, we see two examples of spaces that experienced significant use when new to the city centre, but have not been able to maintain the same level of visitation over time.

A planned programme of activity for these spaces may well remedy this, as it is the things that happen in a public space that forge the most powerful memories, not necessarily the space itself.

In an environment when many are spending larger periods of time in their own homes, creating reasons for people to visit the city centre is paramount for the wellbeing of the city and its people.

* <https://www.pps.org/article/programming-for-inclusion-enhancing-equity-through-public-space-activation>

2.0 FINDINGS



2.0.1 AT A GLANCE

PEDESTRIAN MOVEMENTS_

While street life appears robust, and at times vibrant, footfall has, with the exception of winter Saturdays, pedestrian activity has decreased between 13% to 20% when compared to the 2019/2020 survey findings.

While these reductions might be viewed negatively, it is important to remember the context influencing the survey (particularly the post Covid-19 effects). Covid-19 has had a huge impact on street life in towns and cities nationally and globally, and while many are not yet back to pre-Covid levels, many are reporting positive growth in pedestrian numbers.

By way of example, in Auckland's city centre, weekday pedestrian movements registered in the summer of 2024, were 38% lower than those registered in 2016, when the last full survey was carried out. However, those same movements are 1400% higher than comparable registrations from 2022, (when a 'lite' post-Covid survey was carried out, following the removal of the last Covid regulations and/or 'lockdowns'). In this light, pedestrian activity in 2024 is looking very healthy.

With this in mind - and notwithstanding that annual pedestrian data has not been registered in Nelson - it is possible that pedestrian movements may well be heading in a positive direction, despite the 'reductions' presented.

PEDESTRIAN DEMOGRAPHICS_

A key finding identified in the 2019/2020 survey was that youth (aged 5-14 years) and children (aged 0-4 years) were very much underrepresented, suggesting that the city centre was possibly seen as an uninviting place for young families and/or could do more to engage with younger users. Initiatives to shift this imbalance were set in place almost immediately following that survey and now, in 2024, the visibility of younger users has significantly improved.

BICYCLE MOVEMENTS_

For 2024, bicycle movements were registered during 'peak' times only, as informed by the 2019/2020 survey. And, generally speaking, cycle activity has increased.

When compared to 2020, weekday morning registrations during Summer reflect a +40% increase, while overall, Winter registrations grew by 46%.

When dips in cycle movements were recorded, these were mostly within an acceptable margin of error for the survey methodology.

A key factor to consider when reviewing the data is that the 2024 survey timing - i.e. during 'peak' times

- was informed by the findings from 2019/2020. In light of changing work patterns (working from home, staggered starts etc.), this timing may not be reflective of 'peak' activity for 2024.

STAYING ACTIVITIES_

One significant change since 2019/2020 can be seen in the decrease of Summer staying activities, which reduced by approximately 50%. Dips in weekday staying activities may, in part, be attributed to changing work and shopping habits. Reductions in weekend staying activities however suggests that more could be done to attract people to spend time in the city centre.

With that said, it is important to remember that the summer of 2020 was an exciting period of change for the city centre. New events were being held, 'Upper' Trafalgar St was closed to cars, new restaurants were opening and so on. As a result, the city centre was vibrant. People visited the city in droves, as reflected in the number of registered activities - people attract people.

On the flip side, visitation can reduce once the initial shine of something new wears off, and this may well be influencing the 2024 findings.

2.1

PEDESTRIAN ACTIVITY



2.1.1
PEDESTRIAN HIGHLIGHTS
SUMMER

THURSDAY FEBRUARY 15 2024
27,594 REGISTERED
PEDESTRIAN MOVEMENTS

SATURDAY FEBRUARY 17 2024
37,170 PEDESTRIAN
MOVEMENT REGISTRATIONS

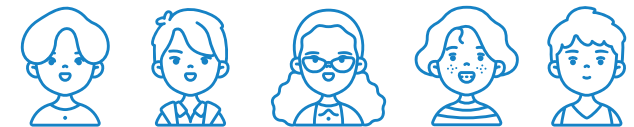
PEDESTRIAN MODE SPLIT



TRAFALGAR ST
RECEIVES THE MOST
PEDESTRIAN
MOVEMENTS
IN THE CITY CENTRE

FOOT TRAFFIC PEAKS
BETWEEN 12PM - 1PM ON A
WEEKDAY & 11AM - 12PM
ON A SATURDAY

USERS 14YRS OR UNDER
ACCOUNT FOR 11% OF
WEEKDAY AND 10% OF
SATURDAY REGISTRATIONS



WEDNESDAY AUGUST 14 2024
21,384 REGISTERED
PEDESTRIAN MOVEMENTS

SATURDAY AUGUST 17 2024
32,262 REGISTERED
PEDESTRIAN MOVEMENTS

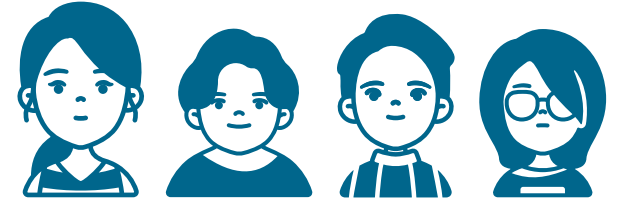


57% OF REGISTERED
PEDESTRIANS PRESENT
AS FEMALE

TRAFALGAR ST
RECEIVES THE MOST
PEDESTRIAN
MOVEMENTS
IN THE CITY CENTRE



FOOT TRAFFIC PEAKS
BETWEEN 12PM - 1PM ON A
WEEKDAY & 1PM - 2PM ON
A SATURDAY

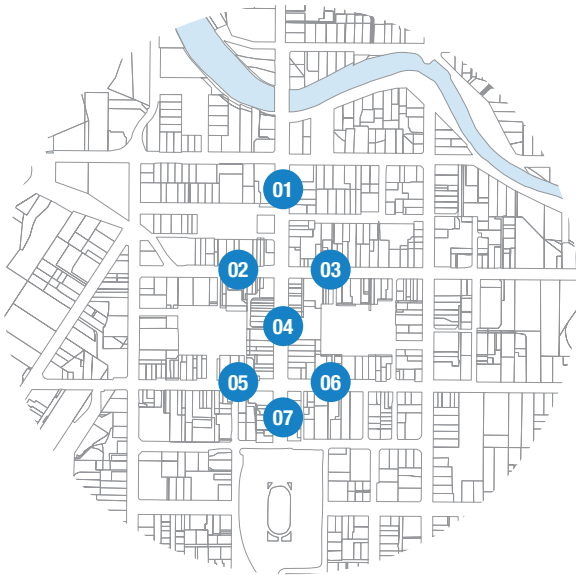


USERS 14YRS OR UNDER
ACCOUNT FOR 17% OF
WEEKDAY AND 20% OF
SATURDAY REGISTRATIONS

2.1.3 PEDESTRIAN FINDINGS WEEKDAY

WEEKDAY

SURVEY AREAS:



1. 'Lower' Trafalgar St
2. Bridge St West
3. Bridge St East
4. 'Mid' Trafalgar St
5. Hardy St West
6. Hardy St East
7. 'Upper' Trafalgar St

SUMMER_

Summer: Thursday February 15, 8am - 8pm

27,594 pedestrian movements were registered across the seven survey areas between 8am and 8pm.

These movements follow a bell curve, peaking between 12pm and 1pm, before dipping markedly between 4 pm and 5pm.

A noticeable dip in activity was registered during the 2pm counts, picking up again after 3pm with a positive influx of school aged users. This user group - 14 yrs old or under - accounts for approximately 12% of all registered weekday pedestrians.

The highest number of pedestrian movements was registered at the 'Mid' Trafalgar St survey location, followed by 'Upper' Trafalgar St.

Caregivers/parents with prams, users riding scooters and/or skateboards, and those with impaired mobility, account for approximately 2% of all registered movements.



WEEKDAY PEDESTRIAN MOVEMENTS ARE 22% HIGHER IN SUMMER THAN WINTER

WINTER_

Winter: Wednesday August 14, 8am - 8pm

21,384 pedestrian movements were registered across the seven survey areas between 8am and 8pm - a 22% decrease on summer activity.

Like summer, movements follow a typical bell curve, peaking at 12pm and dipping from 4pm.

Movements dip noticeably during the 2 pm counts, before rising again as school aged users appear (shortly after 3pm). This user group - 14 yrs old or under - accounts for approximately 17% of all registered weekday pedestrians, a 5% increase on weekday counts.

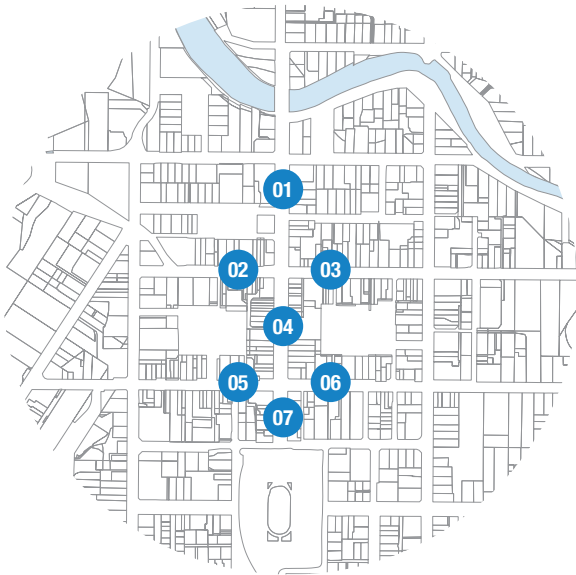
As per the summer registrations, 'Mid' Trafalgar St receives the highest levels of pedestrian movements, followed by 'Upper' Trafalgar St.

Caregivers/parents with prams, users riding scooters and/or skateboards, and those with impaired mobility, account for approximately 2% of all registered movements.

2.1.4 PEDESTRIAN FINDINGS SATURDAY

SATURDAY

SURVEY AREAS:



1. 'Lower' Trafalgar St
2. Bridge St West
3. Bridge St East
4. 'Mid' Trafalgar St
5. Hardy St West
6. Hardy St East
7. 'Upper' Trafalgar St

SUMMER

Summer: Saturday February 17, 8am - 8pm

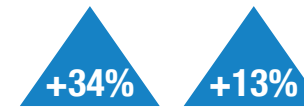
37,170 pedestrian movements - approximately 34% higher than weekday registrations - were registered across the seven survey areas between 8am and 8pm.

Of this total, approximately 10% are pedestrians aged 14 years or less.

Movements rise sharply from 10am, peaking at 11am, and slowly declining 4 pm. A steady level of foot traffic remains between 4pm and survey close.

The highest number of pedestrian movements were registered at the 'Mid' Trafalgar St survey location, followed by 'Upper' Trafalgar St.

Caregivers/parents with prams, users riding scooters and/or skateboards, and those with impaired mobility, as per the weekday survey, account for approximately 2% of all registered movements.



SUMMER FOOTFALL IS 34% HIGHER ON A SATURDAY THAN A WEEKDAY AND 13% HIGHER THAN IN WINTER

WINTER

Winter: Saturday August 17, 8am - 8pm

32,262 pedestrian movements were registered across the seven survey areas between 8am and 8pm - a 13% decrease on summer activity.

Of this total, approximately 20% are pedestrians aged 14 years or less, which is double that of summer counts.

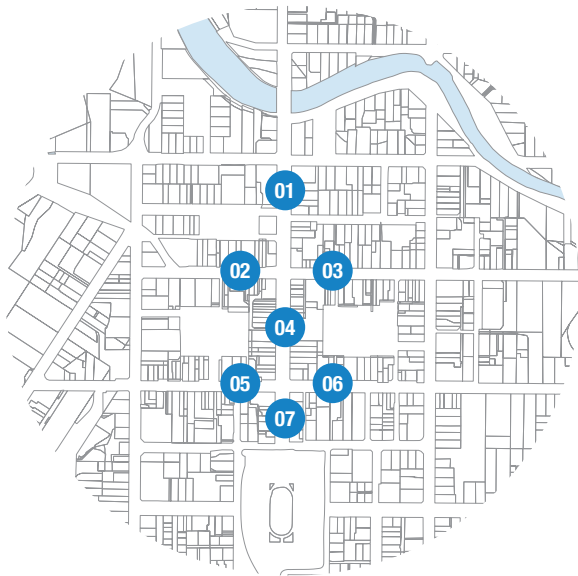
The busiest time for pedestrian activity is between 11am and 1pm, and accounts for 45% of all daily movements.

The highest number of pedestrian movements were once again registered at the 'Mid' Trafalgar St survey location, followed by 'Upper' Trafalgar St.

Caregivers/parents with prams, users riding scooters and/or skateboards, and those with impaired mobility, account for approximately 2% of all registered movements.

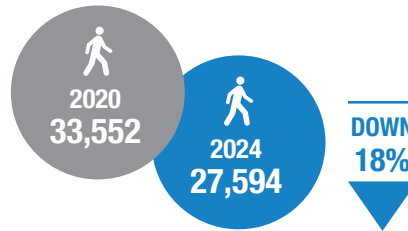
2.1.5 PEDESTRIAN COMPARISONS SUMMER 2020 v 2024

SUMMER



SURVEY AREAS:

1. 'Lower' Trafalgar St
2. Bridge St West
3. Bridge St East
4. 'Mid' Trafalgar St
5. Hardy St West
6. Hardy St East
7. 'Upper' Trafalgar St



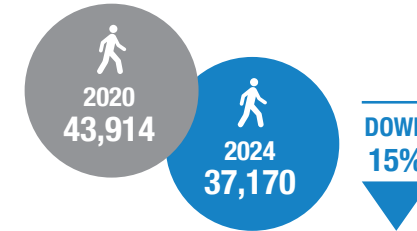
SUMMER WEEKDAY

2020: Tues 25, February
2024: Thurs 15, February

While the 2020 PLS was significantly more widespread, when comparable survey locations are contrasted against the 2024 survey, weekday pedestrian movements over the summer season have decreased by approximately -18%.

Movements throughout the course of the day follow a similar path to that registered in 2020, with peak movements occurring throughout the 'midday' time period, though the 2024 'peak' was shorter lasting than in 2020.

The bulk of all pedestrian movements - throughout both surveys - wind back from 5pm onwards, however 2024 sees a visible decrease in late afternoon / early evening activity when compared to 2020 findings.



SUMMER SATURDAY

2020: Sat 29, February
2024: Sat 17, February

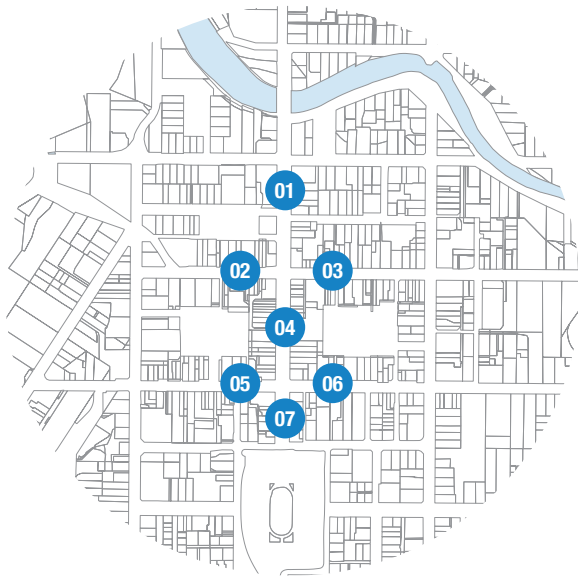
When comparable survey locations are contrasted against the 2020 survey, pedestrian movements on a summer Saturday have decreased by approximately -15%.

Pedestrian activity in 2024 follows a similar trajectory to that in 2020 (albeit with reduced total numbers), and with strong numbers between 10am and 1pm, reiterates the positive impact that the market has on city centre vibrancy.

As seen in the weekday survey findings, movements into the late afternoon and early evenings are not as strong as those seen in 2020, when the very recent changes to 'Upper' Trafalgar St were a talking point for the city centre.

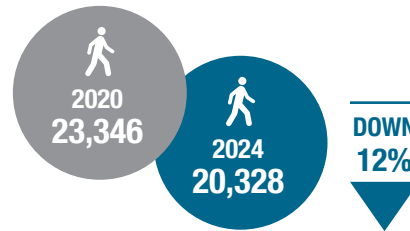
2.1.6 PEDESTRIAN COMPARISONS WINTER 2020 v 2024

WINTER



SURVEY AREAS:

1. 'Lower' Trafalgar St
2. Bridge St West
3. Bridge St East
4. 'Mid' Trafalgar St
5. Hardy St West
6. Hardy St East
7. 'Upper' Trafalgar St



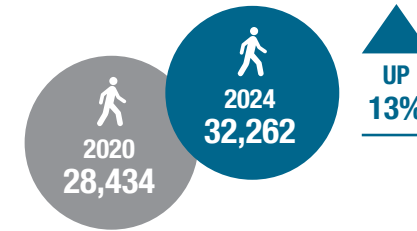
WINTER WEEKDAY

2019: Thurs 28, August, 8am - 8pm
2024: Wed 14, August, 8am - 8pm

When comparable survey locations are contrasted against the 2024 survey, pedestrian movements on a winter weekday have decreased by approximately -12%.

Movements over the day follow an almost identical pattern to those registered in 2019, albeit with fewer movements at each of the scheduled survey times.

Generally speaking, weekday pedestrian movements across both survey years reduce visibly from approximately 4pm until survey close, however footfall in 2024 sits at 20% less than that registered in 2019, which will also have an impact on dining and staying activities.



WINTER SATURDAY

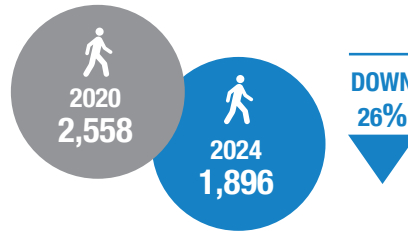
2019: Sat 29, August, 8am - 8pm
2024: Sat 17, August, 8am - 8pm

When comparable survey locations are contrasted against the 2024 survey, pedestrian movements on a Saturday have increased by approximately 13%.

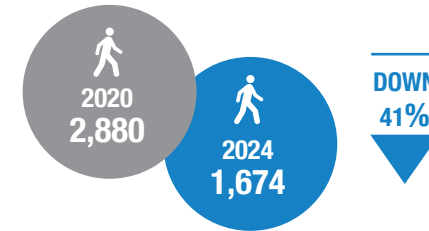
Pedestrian activity follows a similar trajectory to that in 2019, however pedestrian footfall between 1pm and 4pm remains stronger in 2024.

From 5pm until survey close however, footfall is down approximately 15% when compared to 2019 survey findings.

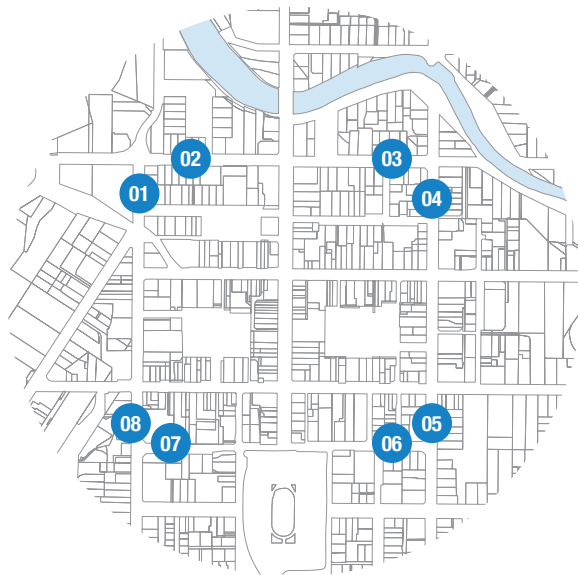
2.1.7 PEDESTRIAN 'SPOT-COUNTS' FINDINGS & COMPARISONS



Combined pedestrian activity change - summer



Combined pedestrian activity change - winter



SURVEY AREAS:

1. Rutherford St (s)
2. Halifax St (w)
3. Halifax St (e)
4. Selwyn St (w)
5. Collingwood St (s)
6. Collingwood St (n)
7. Selwyn St (e)
8. Rutherford St (n)

SUMMER

2020: Tues 25 Feb, 8am - 9am & 4.30pm-5.30pm
Sat 29 Feb, 11am - 12pm

2024: Thurs 15 Feb, 8am - 9am & 4.30pm-5.30pm
Sat 17 Feb, 11am - 12pm

1,158 total pedestrian movements were registered during the summer weekday survey - 630 during the am peak and 528 during the pm peak.

When compared to the 2020 weekday registrations, movements decreased by close to 50%.

A further 738 were registered during the Saturday survey - approximately 15% less than 2020.

WINTER

2020: Thurs 29 Aug, 8am - 9am & 4.30pm-5.30pm
Sat 24 Aug, 11am - 12pm

2024: Wed 14 Aug, 8am - 9am & 4.30pm-5.30pm
Sat 17 Aug, 11am - 12pm

972 total pedestrian movements were registered during the winter weekday survey - 534 during the am peak and 438 during the pm peak.

When compared to the 2019 weekday morning, registered movements decreased by 33% while afternoon registrations decreased by 46%.

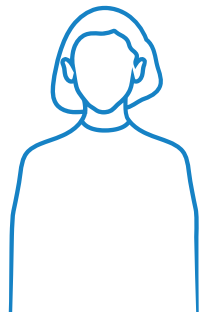
A further 702 movements were registered during the Saturday survey - 45% less than what was registered in 2019.

Note. These findings may well be affected by the flexible working arrangements - and possible changes in 'peak' times - that many are taking advantage of.

2.1.8 PEDESTRIAN
DEMOGRAPHICS



PEDESTRIANS AGED 65 AND OVER
REPRESENT 11% OF ALL USERS,
DOWN FROM 19% IN 2020




PEDESTRIANS WHO PRESENT AS
FEMALE, BETWEEN 5-14
YEARS OF AGE, HAVE
INCREASED BY MORE
THAN 6% SINCE 2020



PEDESTRIANS AGED BETWEEN 0-14 YEARS
OF AGE HAVE INCREASED BY AN AVERAGE
OF 4% SINCE 2020

AFTER 3PM, PEDESTRIANS AGED 0-14
YEARS OF AGE HAVE INCREASED
BY AN AVERAGE OF 20% SINCE 2020



2.2 BICYCLE ACTIVITY

2.2.1 CYCLING HIGHLIGHTS
SUMMER

700 
**WEEKDAY BICYCLE
REGISTRATIONS**

348 WEEKDAY BICYCLE MOVEMENTS
REGISTERED BETWEEN **8AM & 9AM**

352 WEEKDAY BICYCLE MOVEMENTS
REGISTERED BETWEEN **4PM & 5PM**

 **174**

**SATURDAY BICYCLE MOVEMENTS
REGISTERED BETWEEN 11AM & 12PM**

2.2.2 CYCLING HIGHLIGHTS
WINTER

4 8 0 
**WEEKDAY BICYCLE
REGISTRATIONS**

264 WEEKDAY BICYCLE MOVEMENTS
REGISTERED BETWEEN **8AM & 9AM**

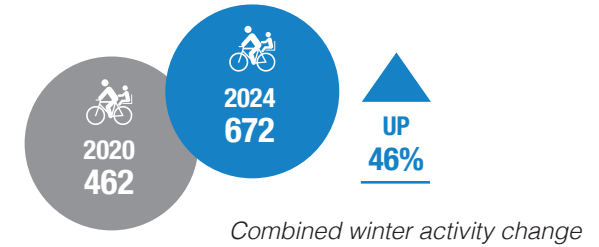
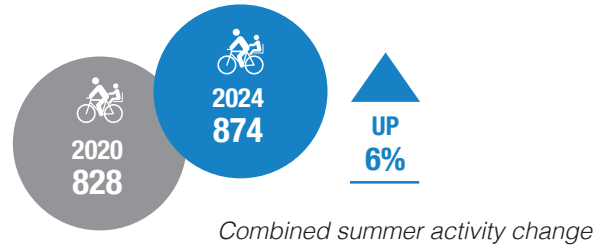
216 WEEKDAY BICYCLE MOVEMENTS
REGISTERED BETWEEN **4PM & 5PM**



1 9 2

**SATURDAY BICYCLE MOVEMENTS
REGISTERED BETWEEN 11AM & 12PM**

**2.2.3 CYCLE FINDINGS
& COMPARISONS
2020 v 2024**



SUMMER

2020: Tues 25 Feb, 8am - 9am & 4.30pm-5.30pm
Sat 29 Feb, 11am - 12pm

2024: Thurs 15 Feb, 8am - 9am & 4.30pm-5.30pm
Sat 17 Feb, 11am - 12pm

Weekday.

Weekday morning peak registrations over summer totalled 348, reflecting a +40% increase in cycle activity when compared to 2020 counts.

Afternoon peak registrations however, totalling 352, have decreased by -8% when compared to 2020. These findings may well be affected by changing lifestyles and/or flexible working arrangements.

Saturday.

Saturday movements, totalling 174, were -12% less than 2020 registrations, though sits very close to a margin of error that might be expected from the survey.

A full day survey is recommended to further quantify cycling in the city centre.

WINTER

2020: Thurs 29 Aug, 8am - 9am & 4.30pm-5.30pm
Sat 24 Aug, 11am - 12pm

2024: Wed 14 Aug, 8am - 9am & 4.30pm-5.30pm
Sat 17 Aug, 11am - 12pm

Weekday.

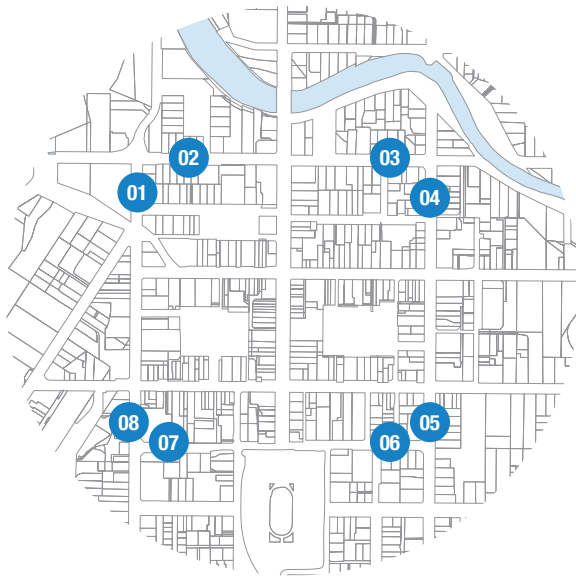
Weekday morning peak registrations - 264 - show a +30% increase in cycle activity when compared to 2019 counts.

Afternoon peak registrations - 216 - are 38% higher than in 2019, suggesting that cycling as a viable transport mode is on the increase.

Saturday.

Saturday cycle movements - 192 - show close to a 90% increase when compared to 2019 registrations.

As per the weekday counts, it is recommended that further registrations are undertaken to quantify these peak-only counts.



SURVEY AREAS:

1. Rutherford St (s)
2. Halifax St (w)
3. Halifax St (e)
4. Selwyn St (w)
5. Collingwood St (s)
6. Colingwood St (n)
7. Selwyn St (e)
8. Rutherford St (n)

2.3

STAYING ACTIVITIES



316



WEEKDAY ACTIVITY
REGISTRATIONS



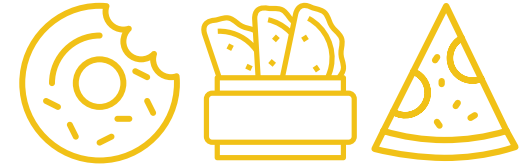
STAYING ACTIVITY PEAKED
BETWEEN 12PM AND 2PM
DURING THE WEEKDAY &
12PM & 1PM ON SATURDAY



492

SATURDAY ACTIVITY
REGISTRATIONS

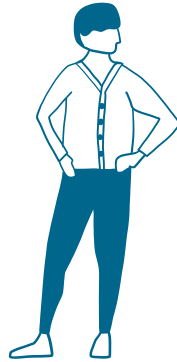
OUTDOOR DINING REPRESENTS
74% OF REGISTERED WEEKDAY
ACTIVITY & 69% OF
SATURDAY ACTIVITY



148

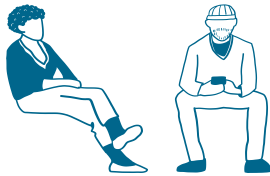


WEEKDAY ACTIVITY
REGISTRATIONS



STAYING ACTIVITY PEAKED
BETWEEN 10.30AM & 12.30PM
DURING THE WEEKDAY & 12PM
& 1PM ON SATURDAY

137



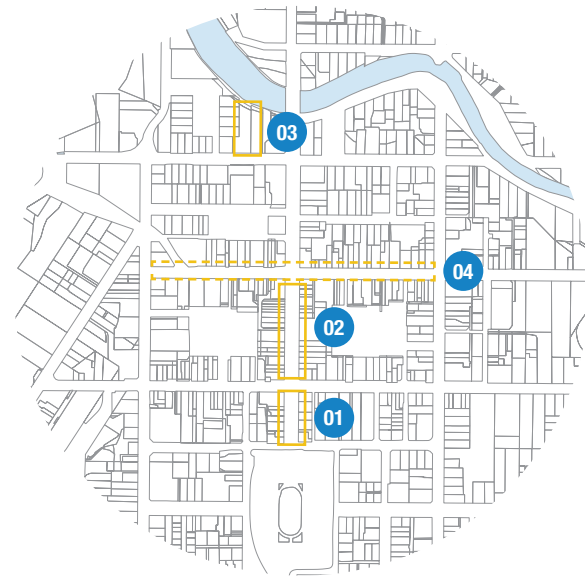
SATURDAY ACTIVITY
REGISTRATIONS



OUTDOOR (COMMERCIAL) DINING
ACCOUNTS FOR 70% OF ALL WEEKDAY
& 32% OF ALL SATURDAY ACTIVITIES

2.3.3 STAYING ACTIVITY FINDINGS WEEKDAY

WEEKDAY



SURVEY AREA A:

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar St
3. Halifax Pop-up Pump Track

SURVEY AREA B:

4. Bridge St (10am - 2pm only)



STAYING ACTIVITIES ARE 132% HIGHER IN SUMMER THAN WINTER

SUMMER_

Wed 14, August, 10am - 6pm

Survey Area/s A.

217 staying activities were registered across Survey Area A between 10am & 6pm during the weekday survey. 60% of these occurred between 12pm and 2 pm.

Approximately 72% of these registrations were people seated in commercial (cafe) seats, while people spending time sitting on public seats made up a further 23%.

Survey Area B.

99 staying activities were registered on Bridge St (Area B), including the Kirby Lane food truck area, between 10am & 2pm. 55% of these activities were registered within the Kirby Lane outdoor dining space.

44 of the 99 activities were registered on Bridge St itself, which was busiest between 10am & 11am. The Kirby Lane outdoor dining area was busiest between 12pm & 1pm.



WINTER STAYING ACTIVITIES ARE 7% HIGHER ON A WEEKDAY THAN A SATURDAY

WINTER_

Wed 14, August, 10am - 6pm

Survey Area/s A.

80 staying activities were registered across Survey Area A between 10am & 6pm during the weekday survey. Close to 75% of these activities were registered on 'Upper' Trafalgar St.

Approximately 45% of all registrations were people seated in commercial (cafe) seats. People sitting on public seats made up a further 32% of all registrations.

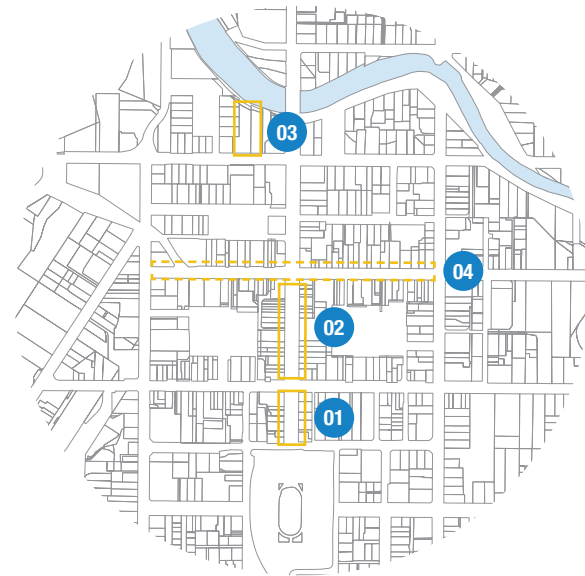
Survey Area B.

68 staying activities were registered on Bridge St, including the Kirby Lane food truck area, between 10am & 2pm. 90% of these activities were registered within the Kirby Lane outdoor dining space.

A total of 7 of the 68 staying activities were registered on Bridge St itself.

2.3.4 STAYING ACTIVITY FINDINGS SATURDAY

SATURDAY

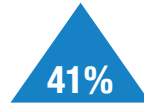


SURVEY AREA A:

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar St
3. Halifax Pop-up Pump Track

SURVEY AREA B:

4. Bridge St (10am - 2pm only)



SUMMER STAYING ACTIVITIES ARE 41% HIGHER ON A SATURDAY THAN A WEEKDAY

SUMMER

Sat Feb 17, 10am - 6pm

Survey Area/s A.

432 staying activities were registered across Survey Area/s A - 99% higher than weekday summer registrations.

Approximately 66% of these registrations were people seated in commercial (cafe) seats and a further 23% of registrations were users on public seating.

Survey Area B.

Between, 10am, 12pm and 2pm, 60 staying activities were registered on Bridge St (Area B), including Kirby Lane food truck area, which accounted for 70% of all registered activities.

18 of the 60 activity registrations were registered on Bridge St itself.

STAYING ACTIVITIES ON A SATURDAY ARE 71% LOWER IN WINTER THAN SUMMER



WINTER

Sat Aug 17, 10am - 6pm

Survey Area/s A.

112 staying activities were registered across Survey Area A during the Winter Saturday survey, 40% higher than winter weekday registrations, though 75% lower than Saturday summer activities.

People sitting on public seats equated to 35% of all registrations, while close to 20% of all registrations were people seated in commercial (cafe) seats.

Survey Area B.

25 staying activities were registered on Bridge St, including the Kirby Lane food truck area, between 10am & 2pm - 63% less than the winter weekday survey*.

A little over 70% of these activities were registered within the Kirby Lane outdoor dining space.

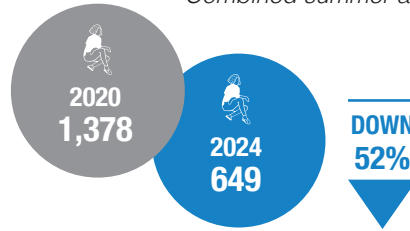
7 of the 25 activity registrations were registered on Bridge St itself.

**Kirby Lane does not open until 11am on a winter Saturday - an hour later than on a winter weekday.*

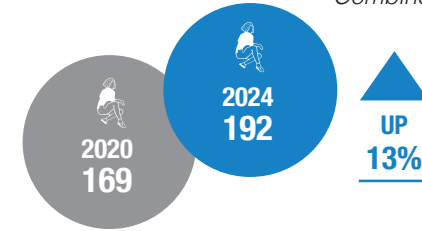
**2.3.5 STAYING ACTIVITY
COMPARISONS
2020 v 2024**

2020 v 2024

Combined summer activity change



Combined winter activity change



SUMMER_

2020: Tues 25 & Sat 29, Feb, 10am - 6pm
 2024: Thurs 15 & Sat 17 Feb, 10am - 6pm

Survey Area/s A.

Weekday. 455 staying activities were registered across Survey Area A between 10am & 6pm during the 2020 summer weekday survey. In 2024, this number was 217, representing a -31% decrease in activity.

Weekday 'Upper Trafalgar staying activities reduced by 51%, while 'Mid' Trafalgar activities decreased by 70%.

Saturday. Saturday summer survey activities in 2020 totaled 923, while 2024 registrations totaled 432 - a reduction of -53%.

The Halifax Pop-Up Pump Track was not operational during the 2020 survey.

Survey Area B.

No information was gathered for Survey Area B during the 2020 survey.

WINTER_

2019: Thurs 29 & Sat 24, Aug, 10am - 6pm
 2024: Wed 14 & Sat 17, Aug, 10am - 6pm

Survey Area/s A.

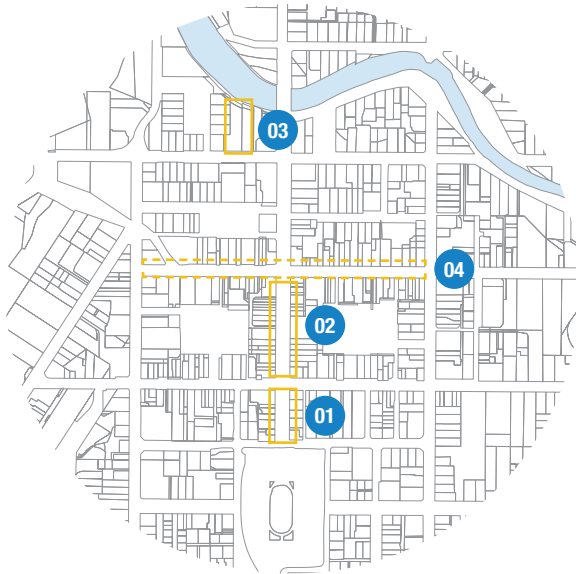
Weekday. 45 staying activities were registered across Survey Area A between 10am & 6pm during the 2019 winter weekday survey. In 2024, this number was 80 - a 78% increase.

Saturday. Saturday winter survey activities in 2019 totaled 124, while 2024 registrations totaled 112. While this represents a small decrease, these figures are very comparable and would suggest that there has been little change since 2019*.

Survey Area B.

No information was gathered for Survey Area B during the 2020 survey.

** In the summer of 2020, 'Upper' Trafalgar St underwent a significant revitalisation which at the time reflected in an almost 1000% increase in activity registrations between winter and summer, and an almost 2000% increase in weekday activity. Based on this level of growth, it could be fair to assume that activity within Survey Area A has dropped significantly since 2019/2020.*



SURVEY AREA A:

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar St
3. Halifax Pop-up Pump Track

SURVEY AREA B:

4. Bridge St (10am - 2pm only)

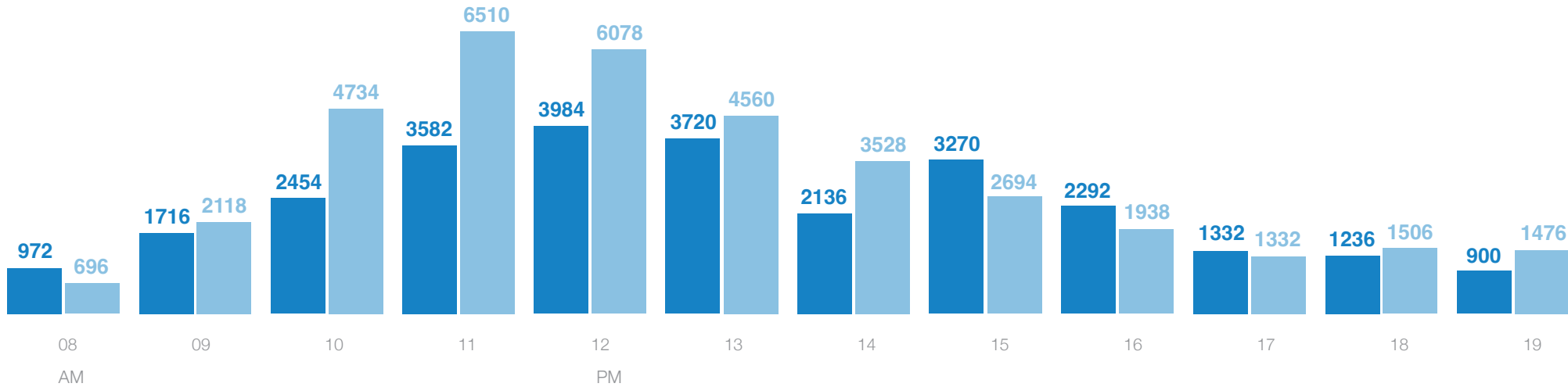
3.0

APPENDIX

3.1 PEDESTRIAN FINDINGS OVER TIME SUMMER

35%

SUMMER PEDESTRIAN MOVEMENTS ARE 35% HIGHER ON A SATURDAY THAN A WEEKDAY



27,594

SUMMER WEEKDAY PEDESTRIAN MOVEMENTS

37,170

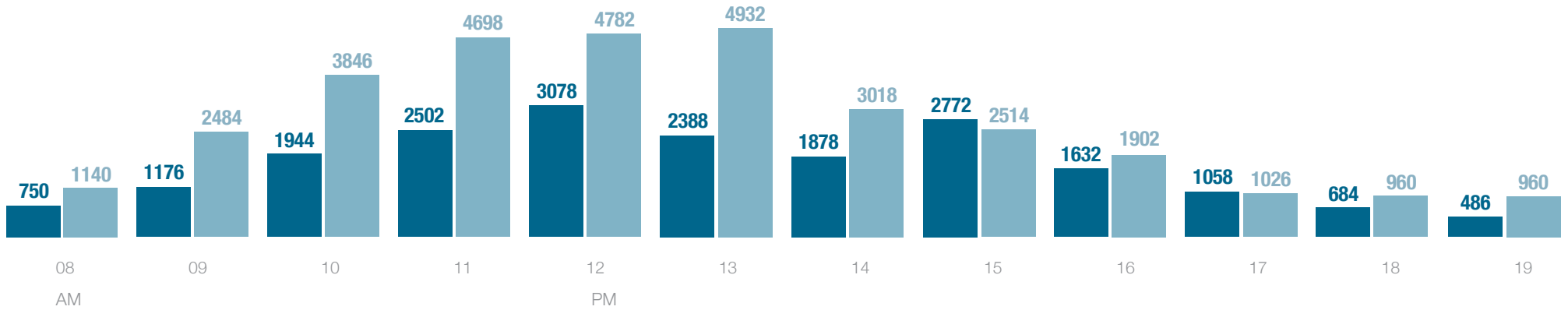
SUMMER SATURDAY PEDESTRIAN MOVEMENTS

WEEKDAY ■
SATURDAY ■

3.2 PEDESTRIAN FINDINGS OVER TIME WINTER

59%

WINTER PEDESTRIAN MOVEMENTS ARE 59% HIGHER ON A SATURDAY THAN A WEEKDAY



20,328

WINTER WEEKDAY PEDESTRIAN MOVEMENTS

32,262

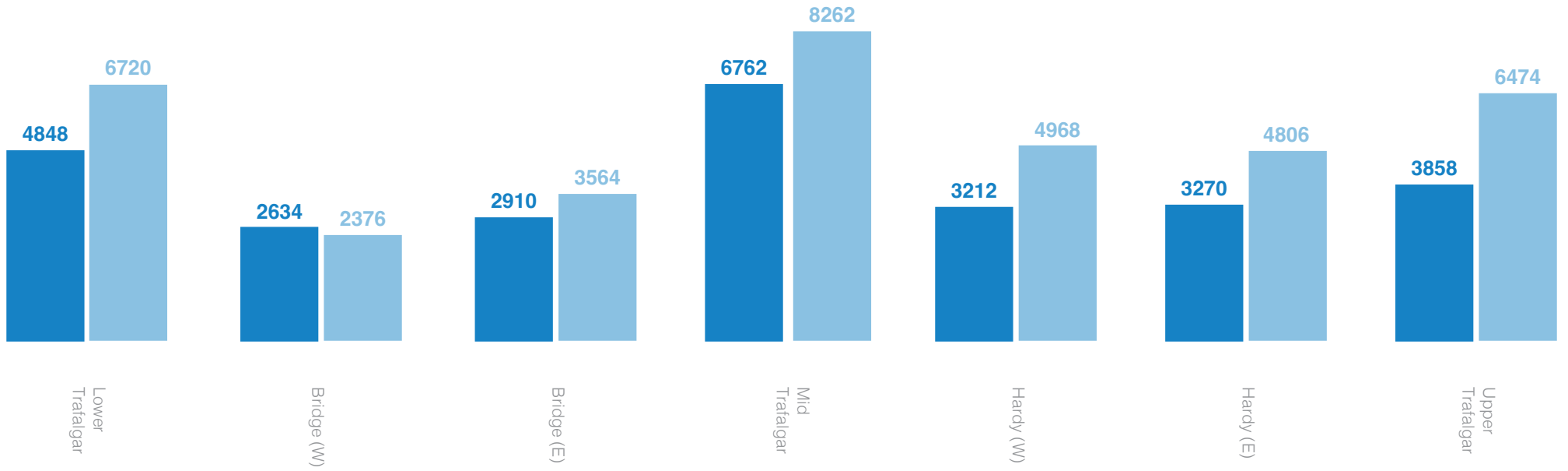
WINTER SATURDAY PEDESTRIAN MOVEMENTS

WEEKDAY ■
SATURDAY ■

3.3 PEDESTRIAN FINDINGS BY LOCATION SUMMER

35%

SUMMER PEDESTRIAN MOVEMENTS ARE 35% HIGHER ON A SATURDAY THAN A WEEKDAY



WEEKDAY
SATURDAY

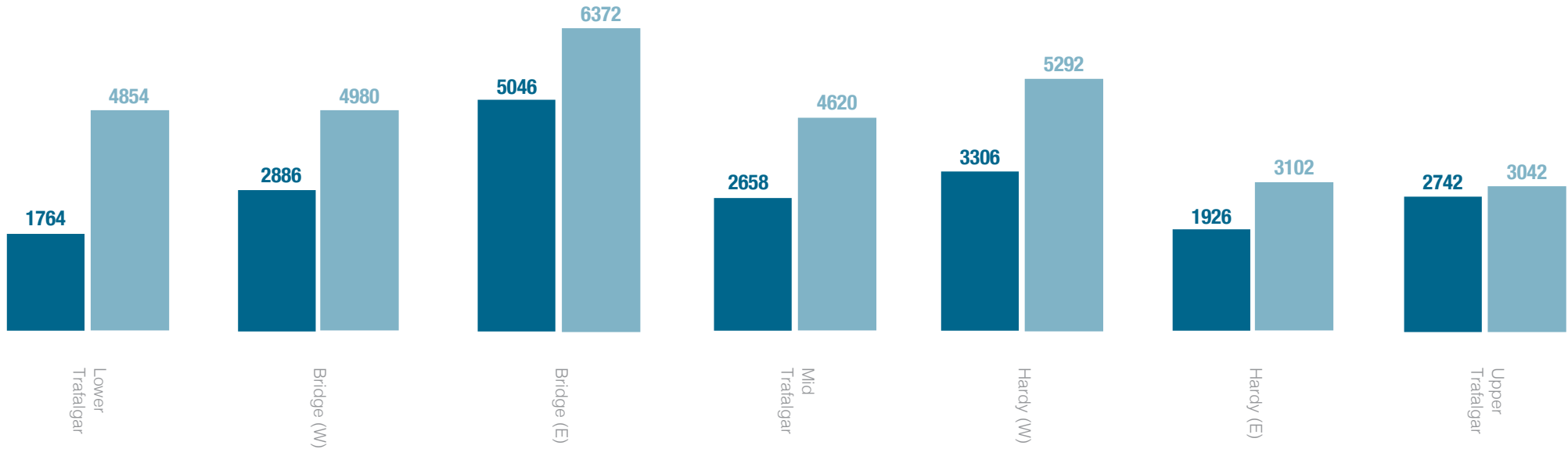
27,594
SUMMER WEEKDAY PEDESTRIAN MOVEMENTS

37,170
SUMMER SATURDAY PEDESTRIAN MOVEMENTS

3.4 PEDESTRIAN FINDINGS BY LOCATION WINTER

59%

WINTER PEDESTRIAN MOVEMENTS ARE 59% HIGHER ON A SATURDAY THAN A WEEKDAY



20,328
WINTER WEEKDAY PEDESTRIAN MOVEMENTS

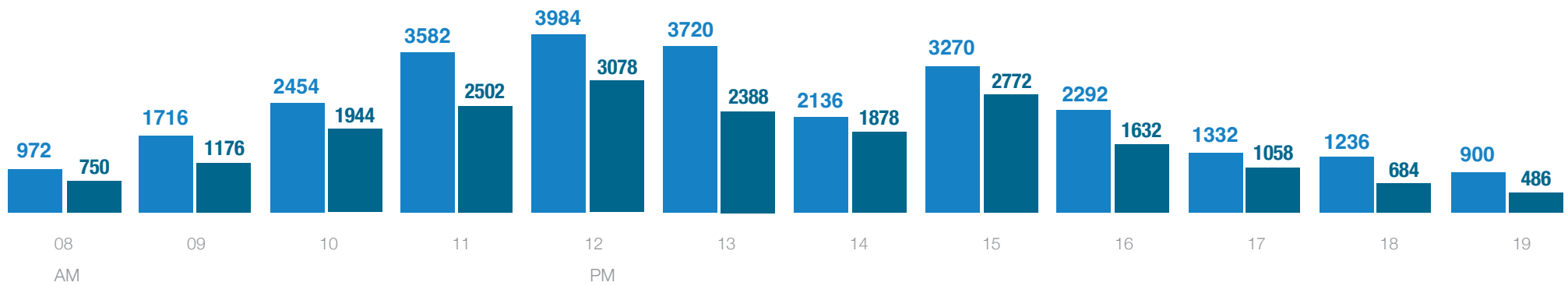
32,262
WINTER SATURDAY PEDESTRIAN MOVEMENTS

WEEKDAY ■
SATURDAY ■

**3.5 PEDESTRIAN FINDINGS
SUMMER v WINTER
WEEKDAY**

35%

**WEEKDAY PEDESTRIAN MOVEMENTS
ARE 35% HIGHER IN SUMMER
THAN WINTER**



27,594

**SUMMER WEEKDAY
PEDESTRIAN MOVEMENTS**

20,328

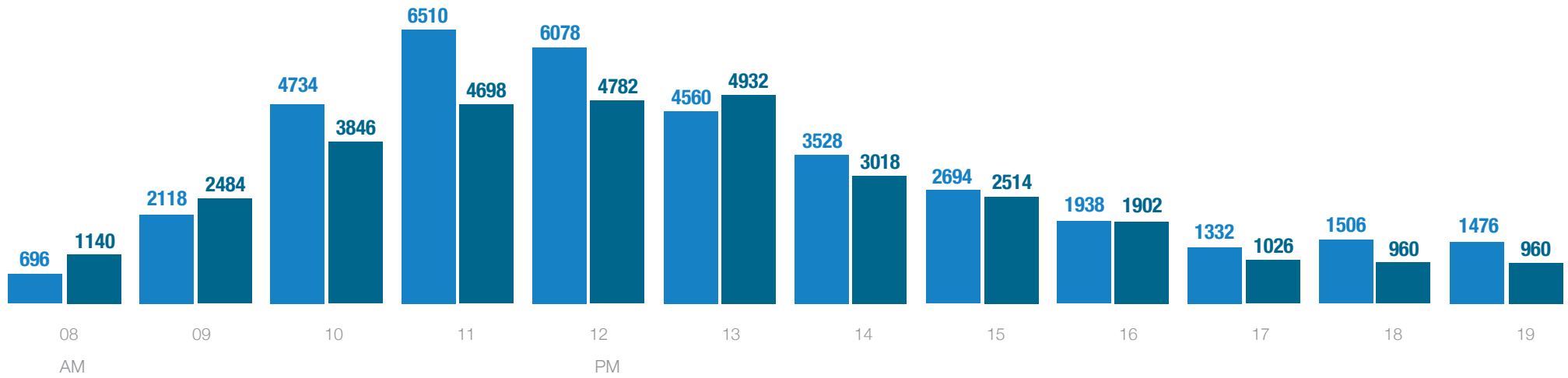
**WINTER WEEKDAY
PEDESTRIAN MOVEMENTS**

SUMMER ■
WINTER ■

**3.6 PEDESTRIAN FINDINGS
SUMMER v WINTER
SATURDAY**

15%

**SATURDAY PEDESTRIAN MOVEMENTS
ARE 15% HIGHER IN SUMMER
THAN WINTER**



37,170
SUMMER SATURDAY
PEDESTRIAN MOVEMENTS

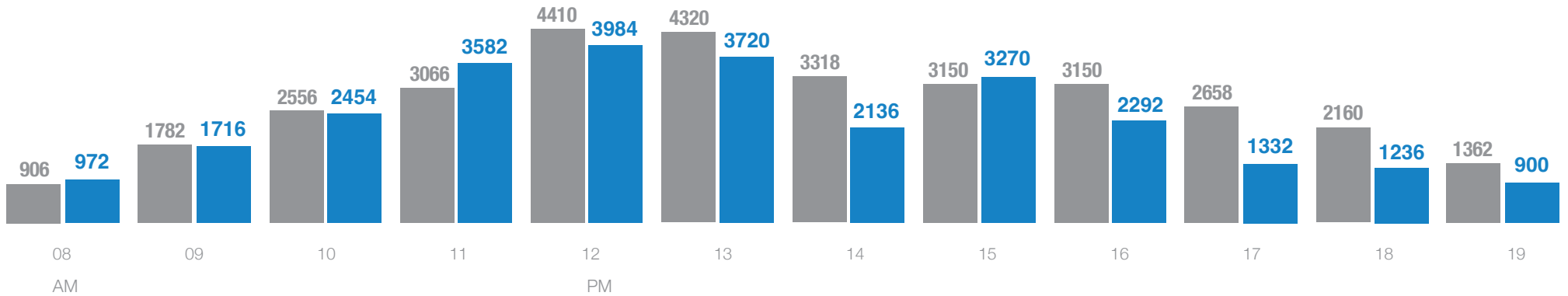
32,262
WINTER SATURDAY
PEDESTRIAN MOVEMENTS

SUMMER ■
WINTER ■

3.7 PEDESTRIAN FINDINGS
SUMMER WEEKDAY
2020 v 2024

SUMMER WEEKDAY PEDESTRIAN
MOVEMENTS HAVE DECREASED
BY 18% SINCE 2020

-18%





32,838

2020 SUMMER WEEKDAY
PEDESTRIAN MOVEMENTS

27,594

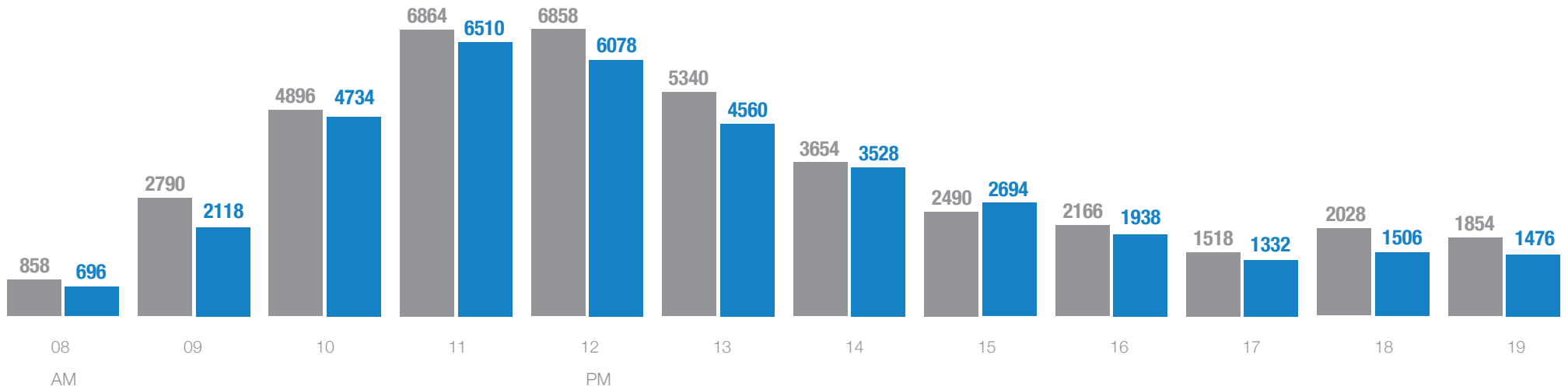
2024 SUMMER WEEKDAY
PEDESTRIAN MOVEMENTS

2020 
 2024 

3.8 PEDESTRIAN FINDINGS
SUMMER SATURDAY
2020 v 2024

SUMMER SATURDAY PEDESTRIAN
MOVEMENTS HAVE DECREASED
BY 15% SINCE 2020

-15%



41,316

2020 SUMMER SATURDAY
PEDESTRIAN MOVEMENTS

37,170

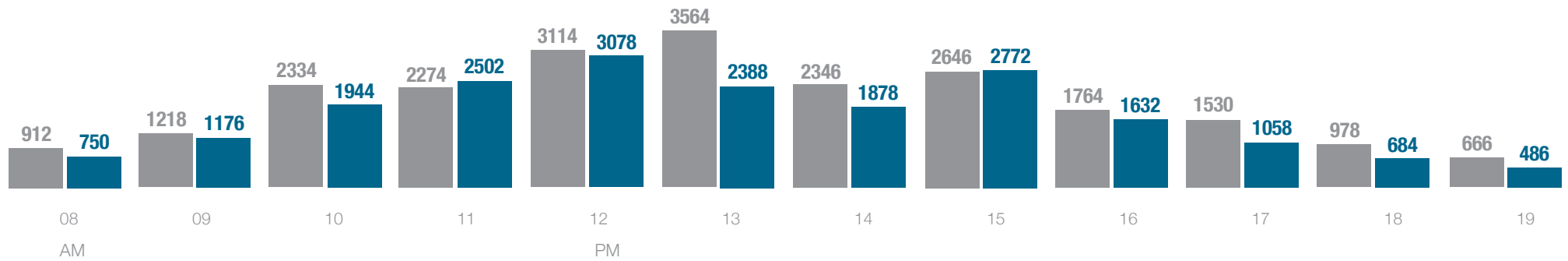
2024 SUMMER SATURDAY
PEDESTRIAN MOVEMENTS

2020
 2024

3.9 PEDESTRIAN FINDINGS
WINTER WEEKDAY
2020 v 2024

WINTER WEEKDAY PEDESTRIAN
MOVEMENTS HAVE DECREASED
BY 12% SINCE 2019

12%



23,346

2020 WINTER WEEKDAY
PEDESTRIAN MOVEMENTS

20,328

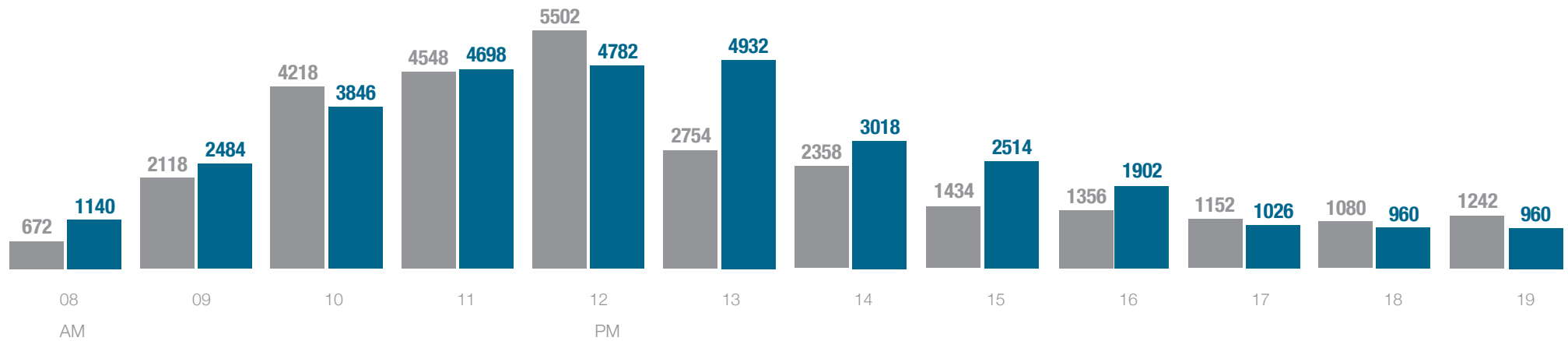
2024 WINTER WEEKDAY
PEDESTRIAN MOVEMENTS

2019 ■
 2024 ■

3.10 PEDESTRIAN FINDINGS
WINTER SATURDAY
2020 v 2024

WINTER SATURDAY PEDESTRIAN
MOVEMENTS HAVE INCREASED
BY 13% SINCE 2020

13%




28,434

2020 WINTER WEEKDAY
PEDESTRIAN MOVEMENTS

32,262

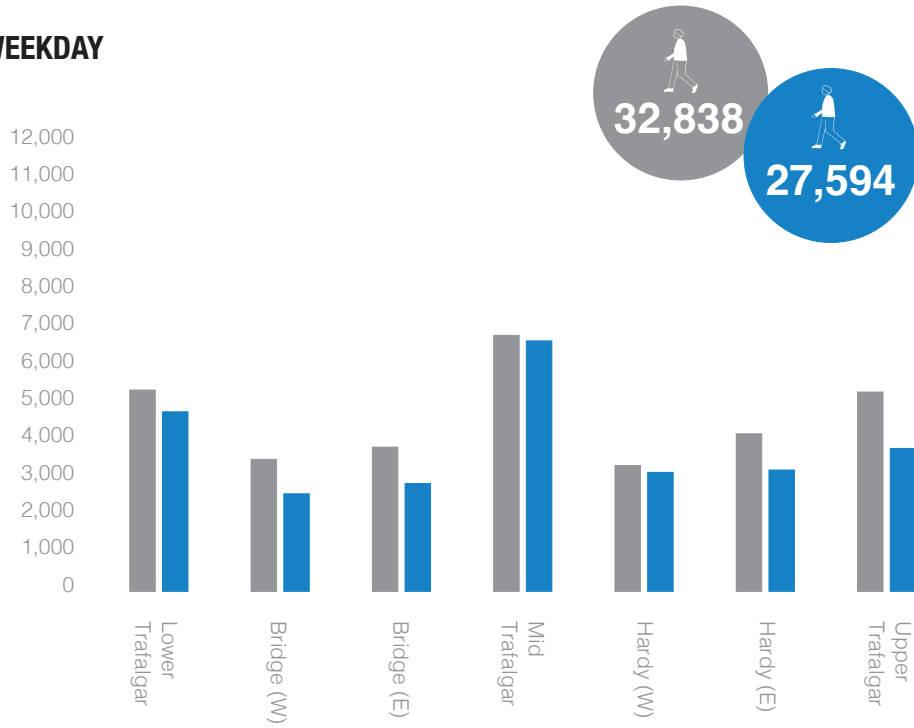
2024 WINTER WEEKDAY
PEDESTRIAN MOVEMENTS

2019 
 2024 

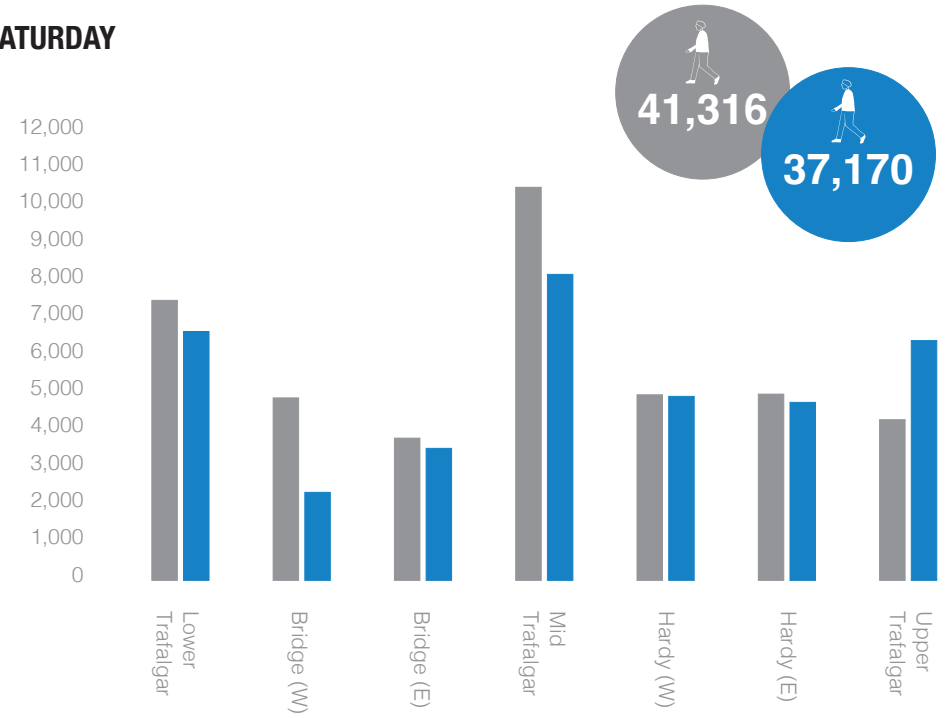
**3.11 PEDESTRIAN COMPARISONS
BY LOCATION
SUMMER 2020 v 2024**



WEEKDAY



SATURDAY

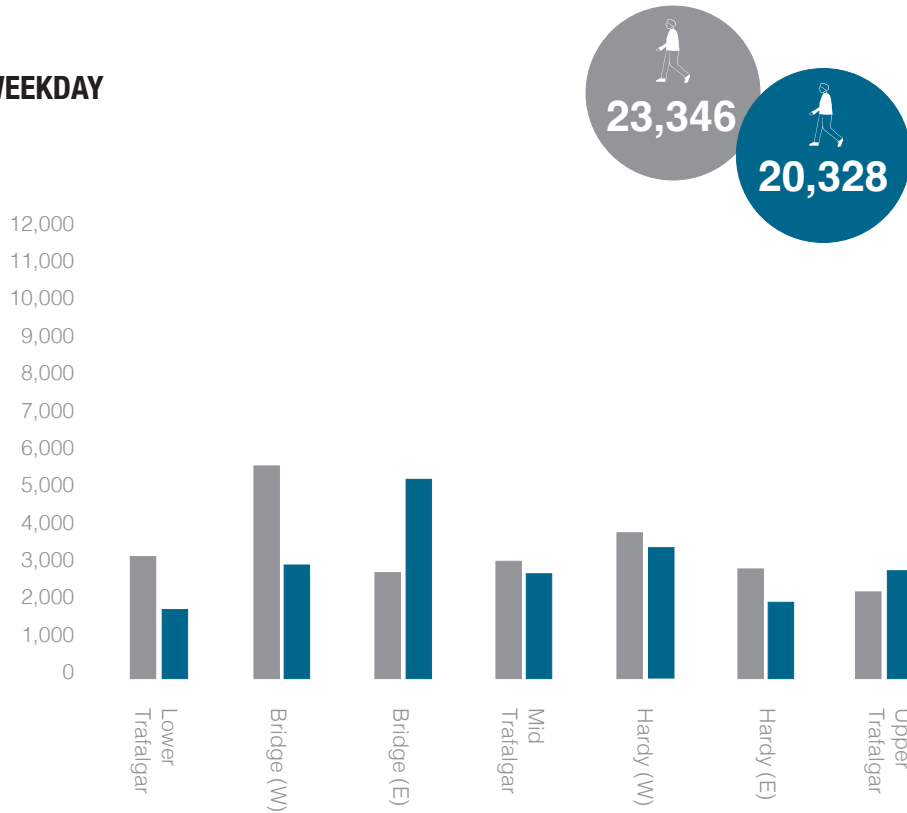


2020 2024

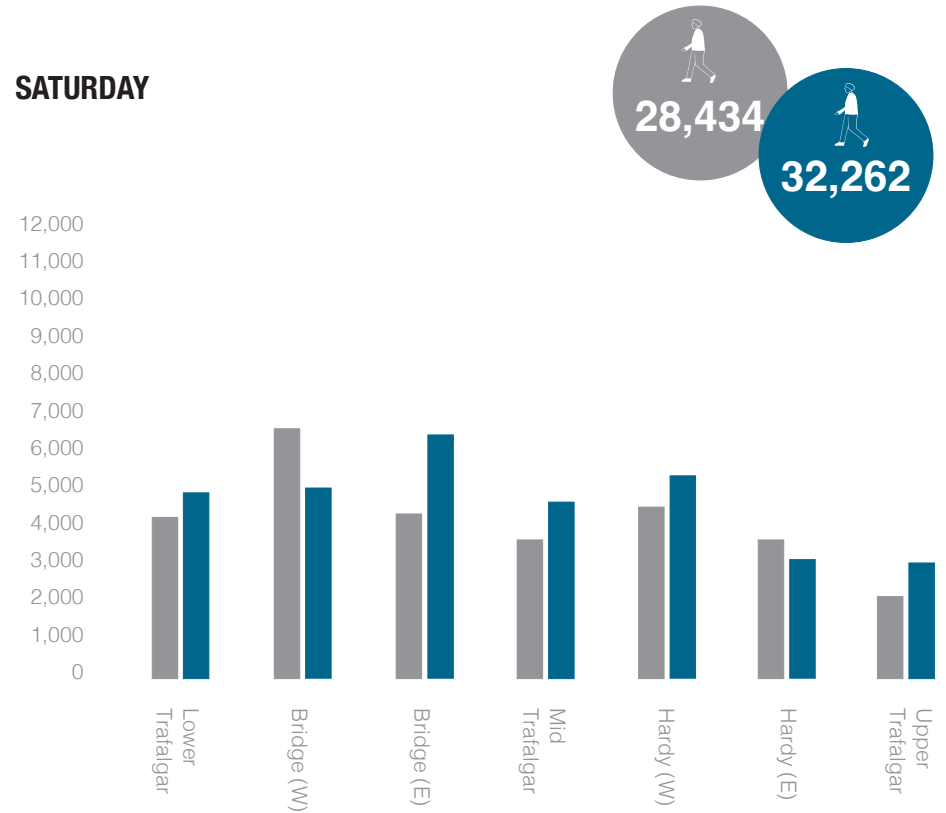
3.12 PEDESTRIAN COMPARISONS BY LOCATION WINTER 2020 v 2024



WEEKDAY



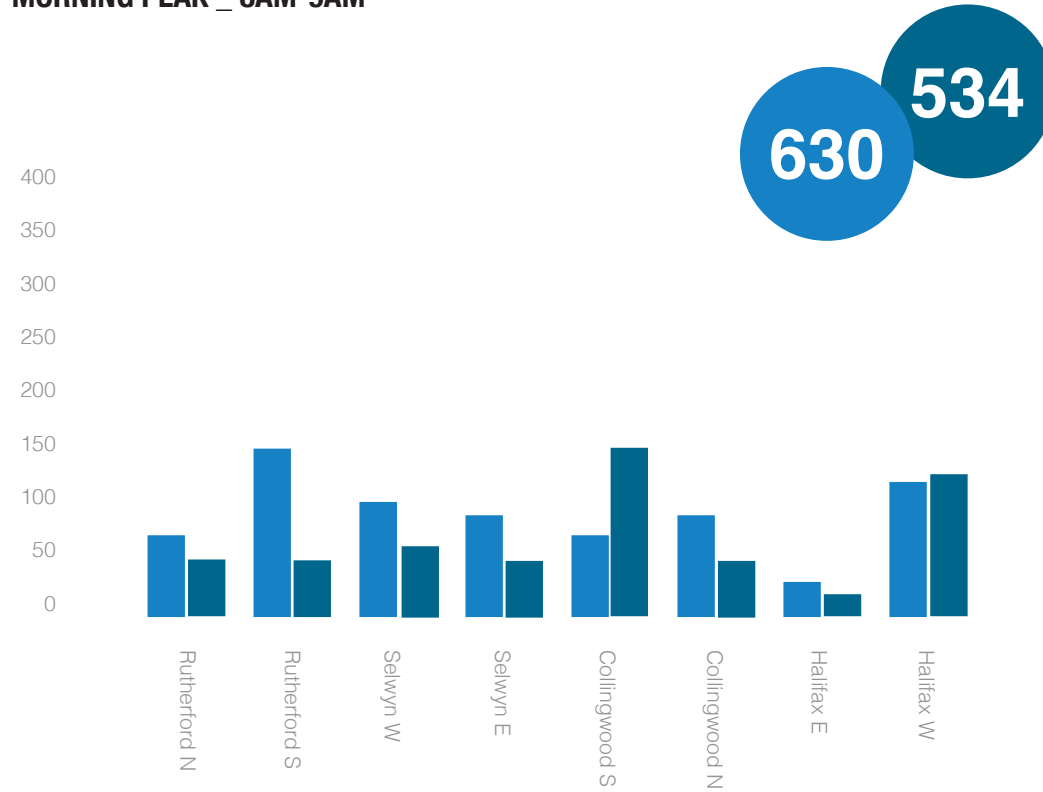
SATURDAY



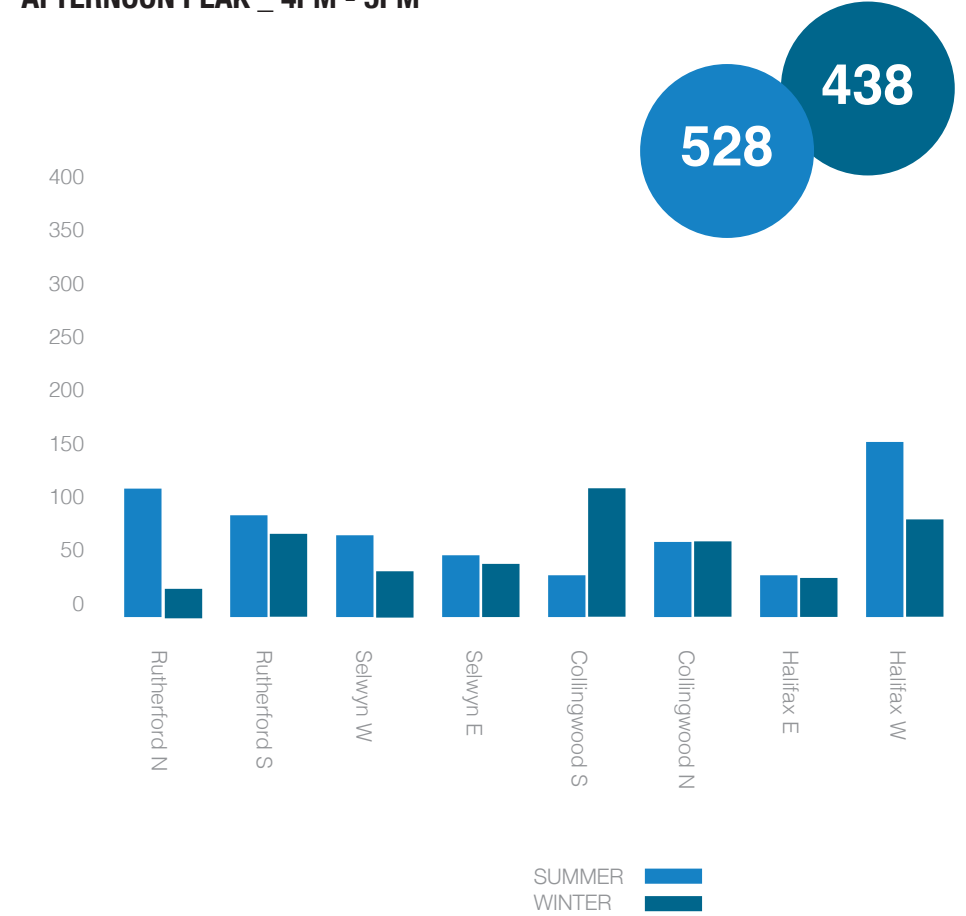
2019 ■
2024 ■

**3.13 PEDESTRIAN
'SPOT-COUNTS'
SUMMER v WINTER
WEEKDAY**

**WEEKDAY
MORNING PEAK _ 8AM-9AM**

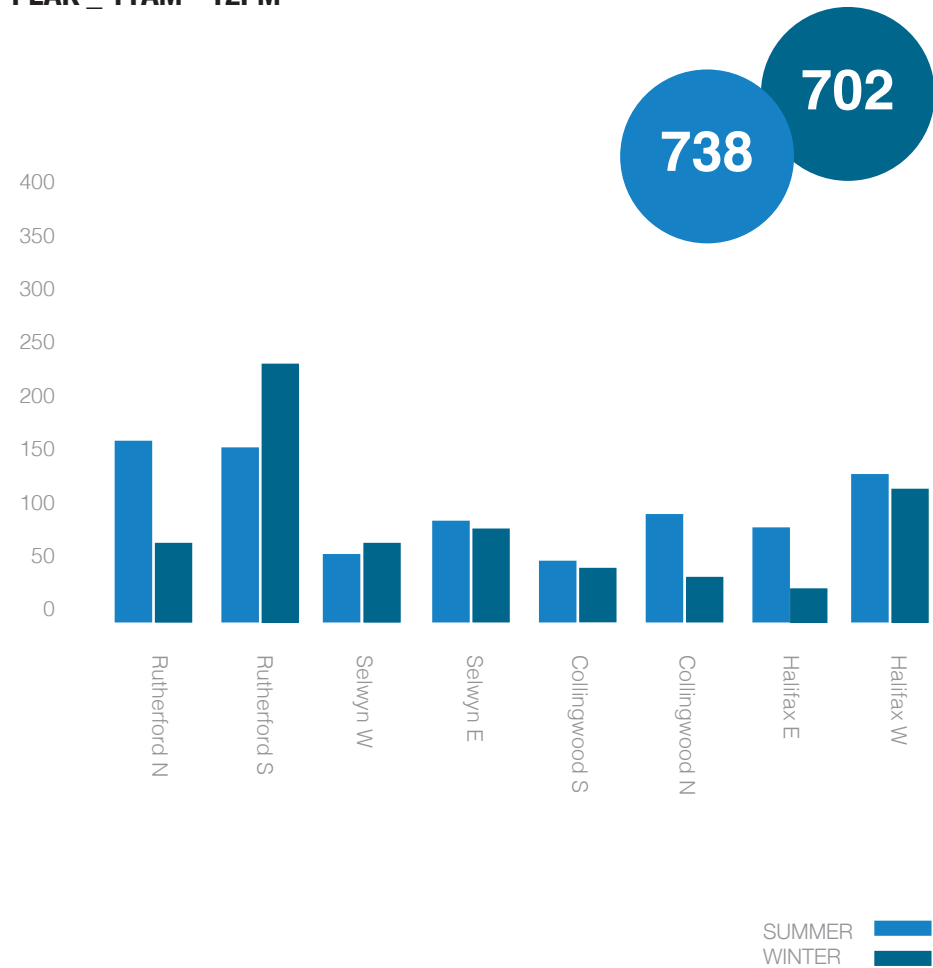


**WEEKDAY
AFTERNOON PEAK _ 4PM - 5PM**



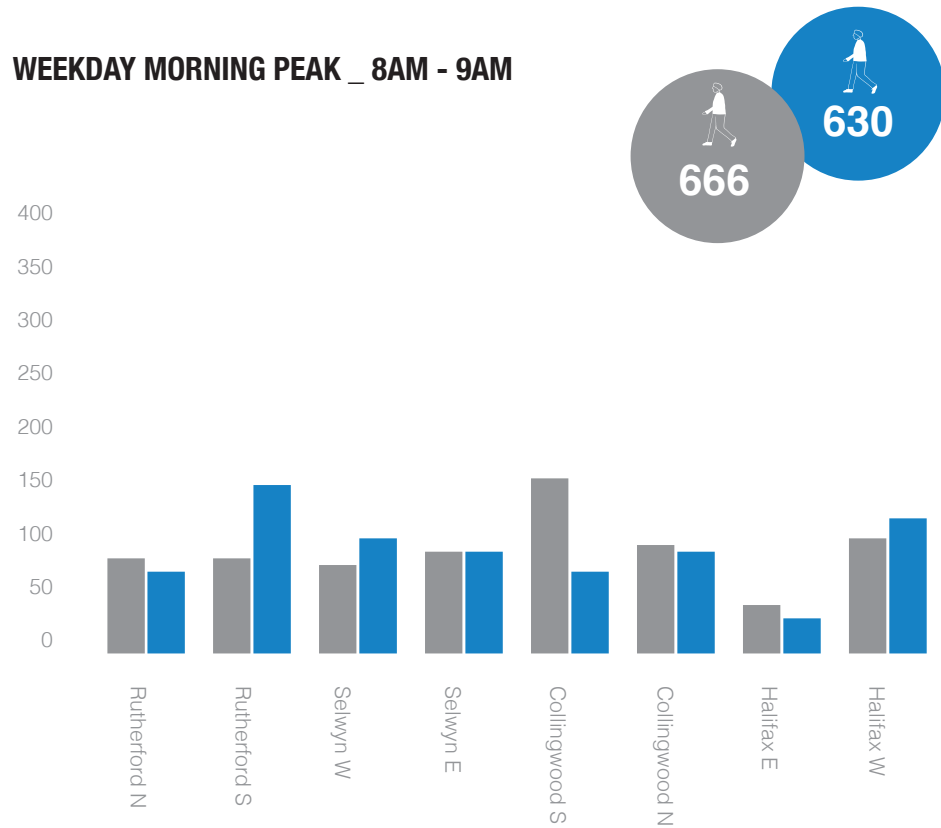
**3.14 PEDESTRIAN
'SPOT-COUNTS'
SUMMER v WINTER
SATURDAY**

**SATURDAY
PEAK _ 11AM - 12PM**

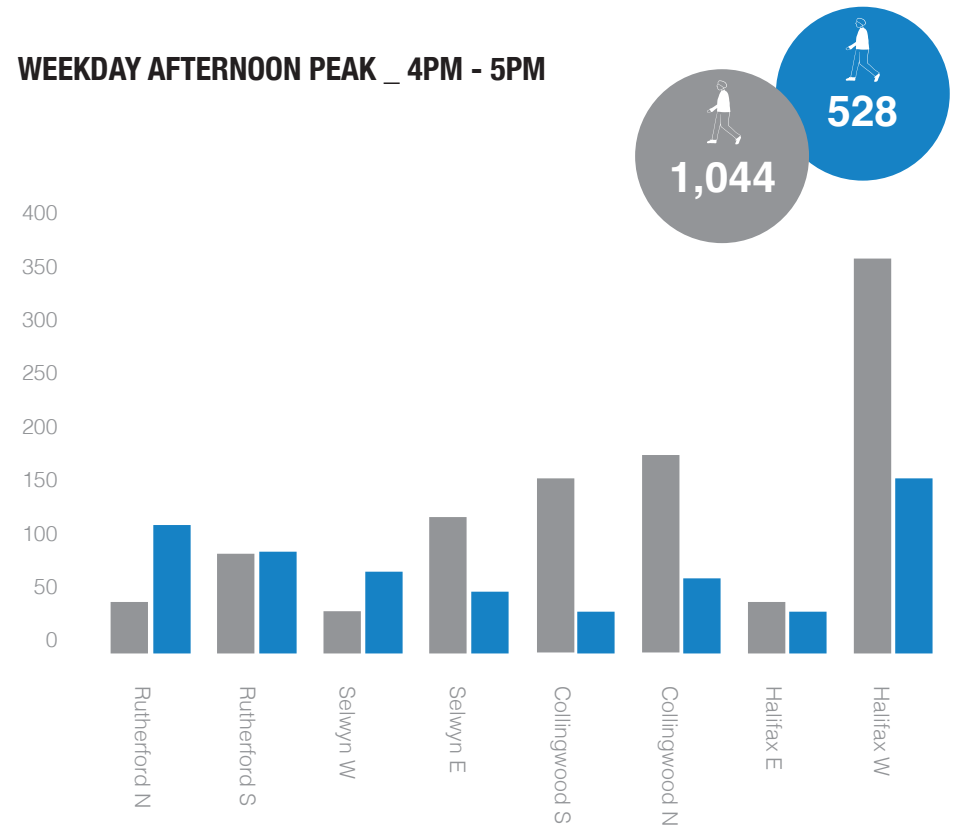


3.15 PEDESTRIAN 'SPOT-COUNTS'
2020 v 2024
SUMMER WEEKDAY

WEEKDAY MORNING PEAK _ 8AM - 9AM



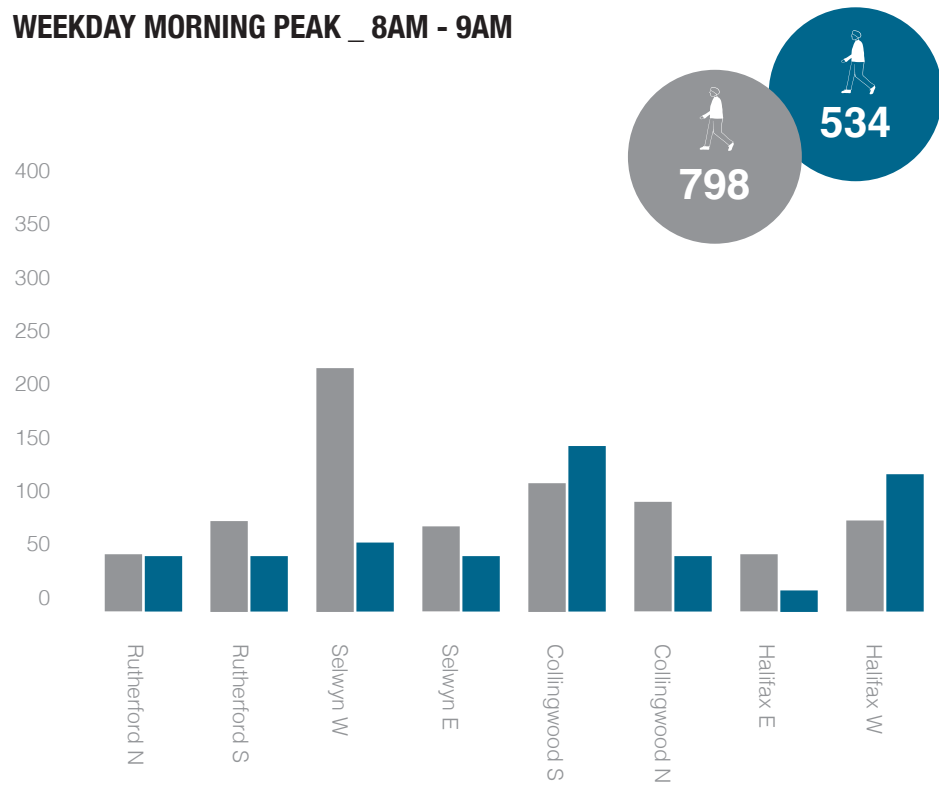
WEEKDAY AFTERNOON PEAK _ 4PM - 5PM



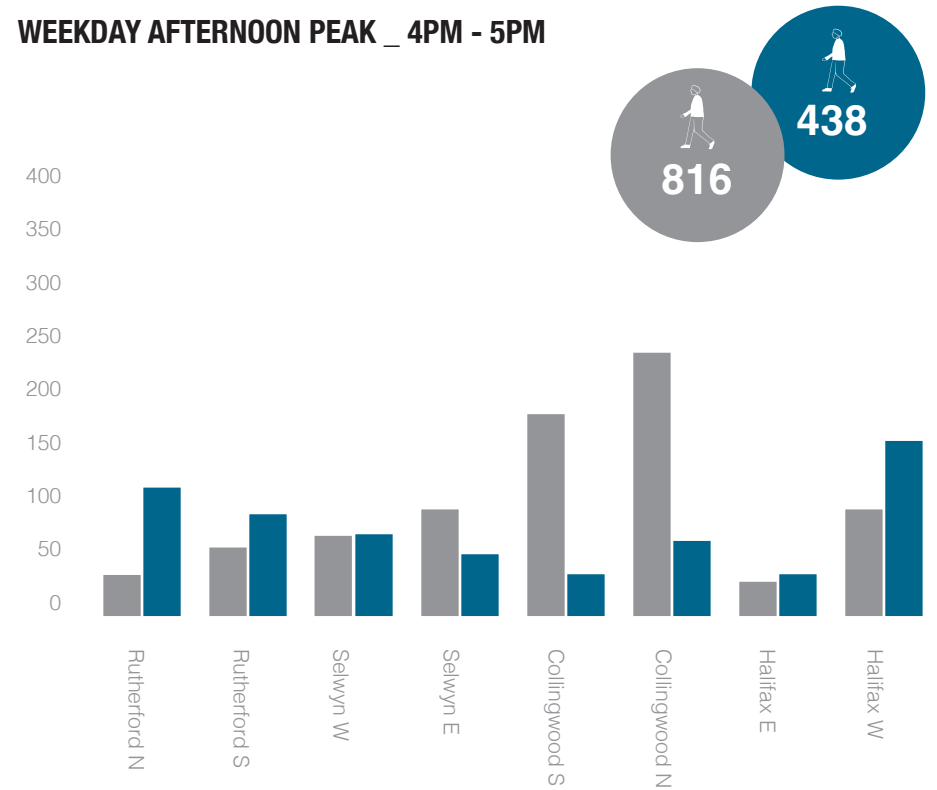
2020
 2024



3.16 PEDESTRIAN 'SPOT-COUNTS'
2020 v 2024
WINTER WEEKDAY

WEEKDAY MORNING PEAK _ 8AM - 9AM



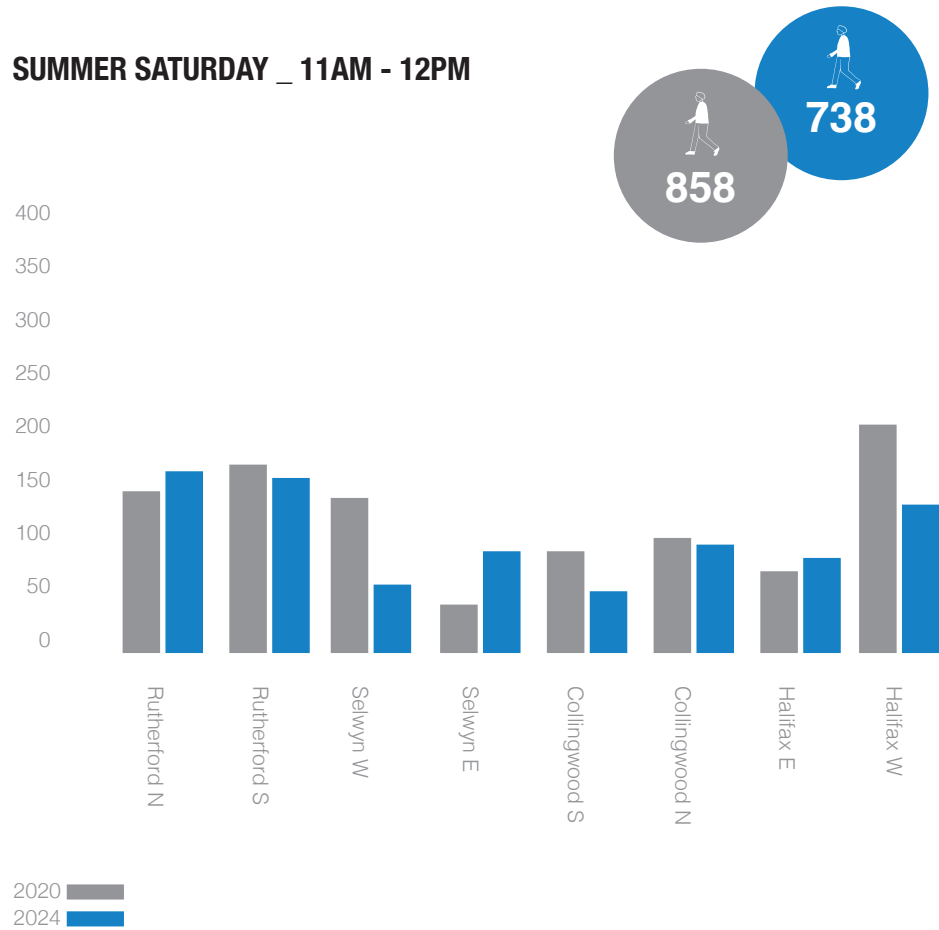
WEEKDAY AFTERNOON PEAK _ 4PM - 5PM



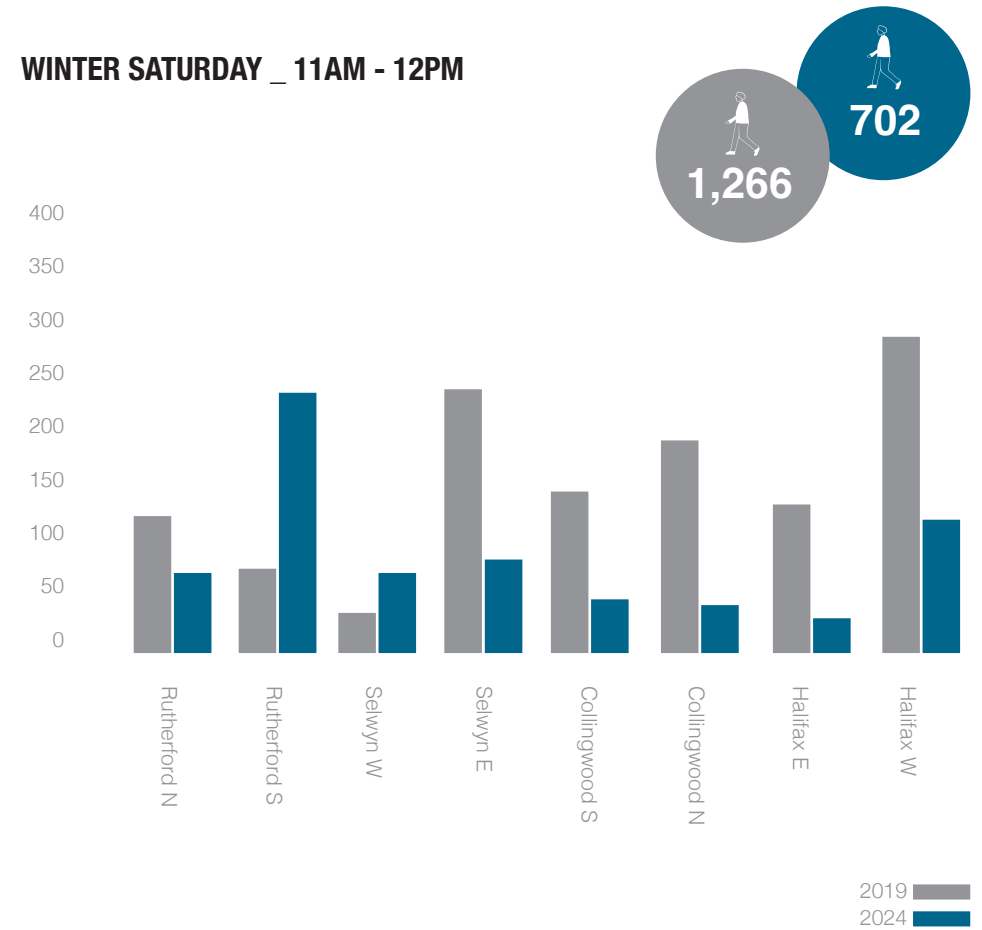
2019 
 2024 

**3.17 PEDESTRIAN 'SPOT-COUNTS'
2020 v 2024
SATURDAY**

SUMMER SATURDAY _ 11AM - 12PM

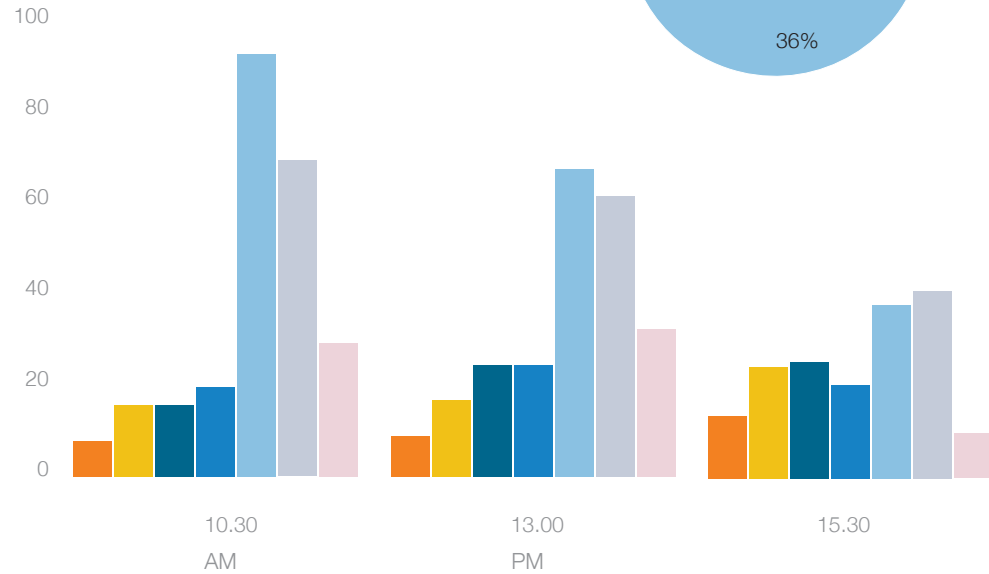
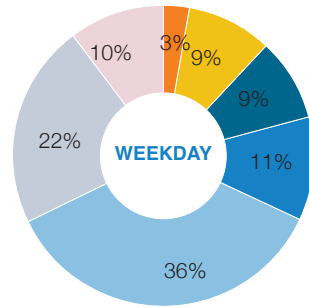


WINTER SATURDAY _ 11AM - 12PM

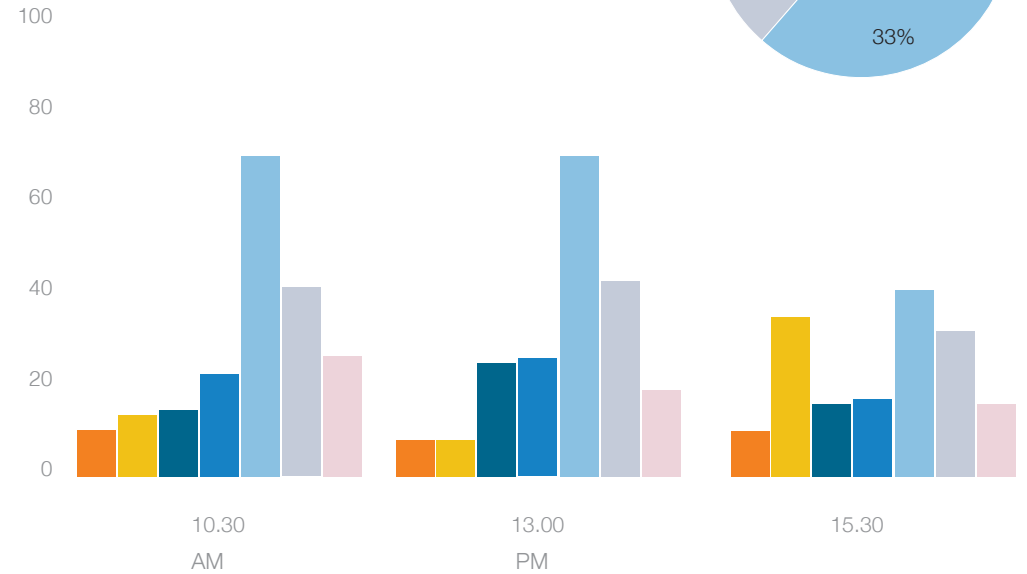
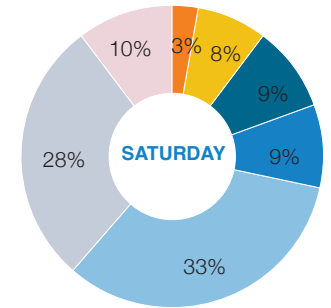


3.18 PEDESTRIAN DEMOGRAPHICS SUMMER

SUMMER WEEKDAY SAMPLE SIZE: 463



SUMMER SATURDAY SAMPLE SIZE: 570

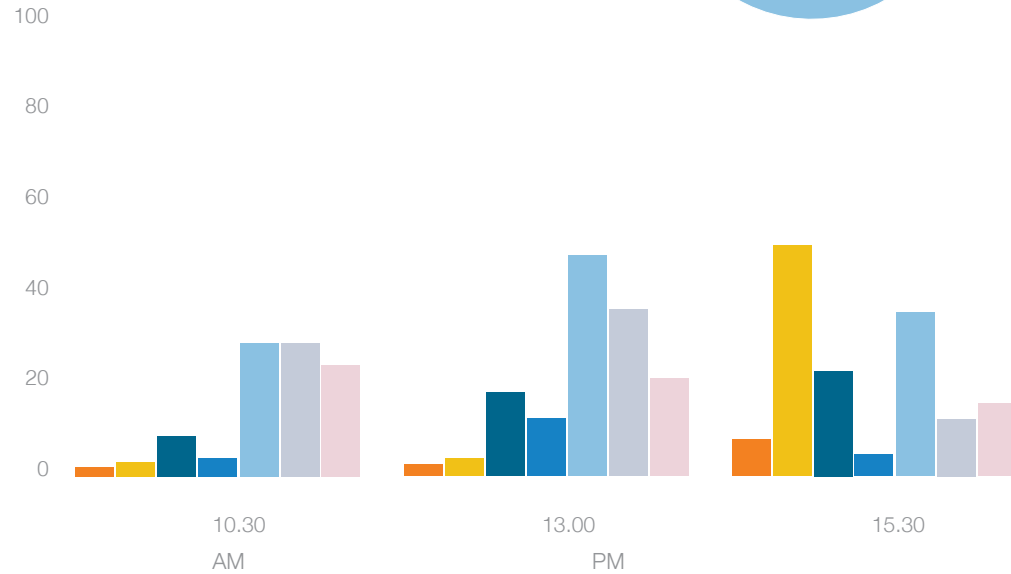
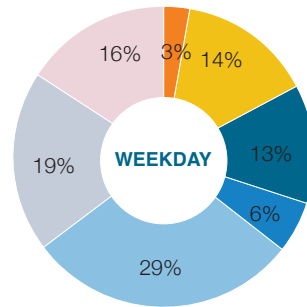


KEY (IN YEARS)

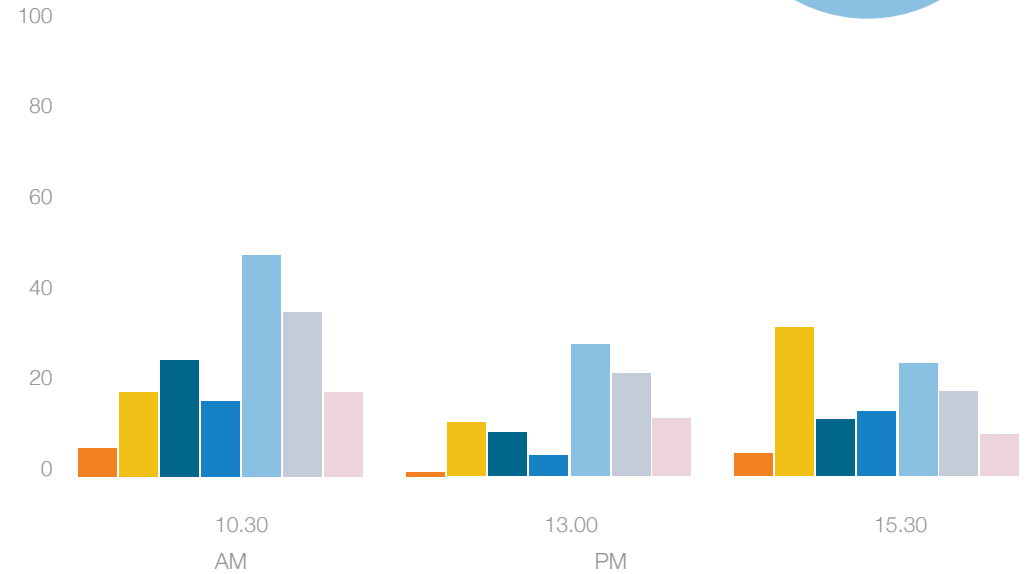
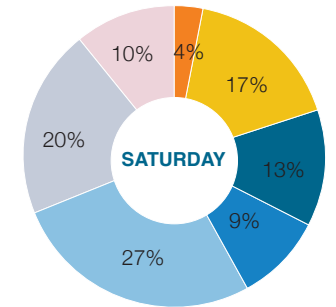
- 0-4
- 5-14
- F. 15-24
- M. 15-24
- F. 25-64
- M. 25-64
- 65+

3.19 PEDESTRIAN DEMOGRAPHICS WINTER

WINTER WEEKDAY SAMPLE SIZE: 368



WINTER SATURDAY SAMPLE SIZE: 364

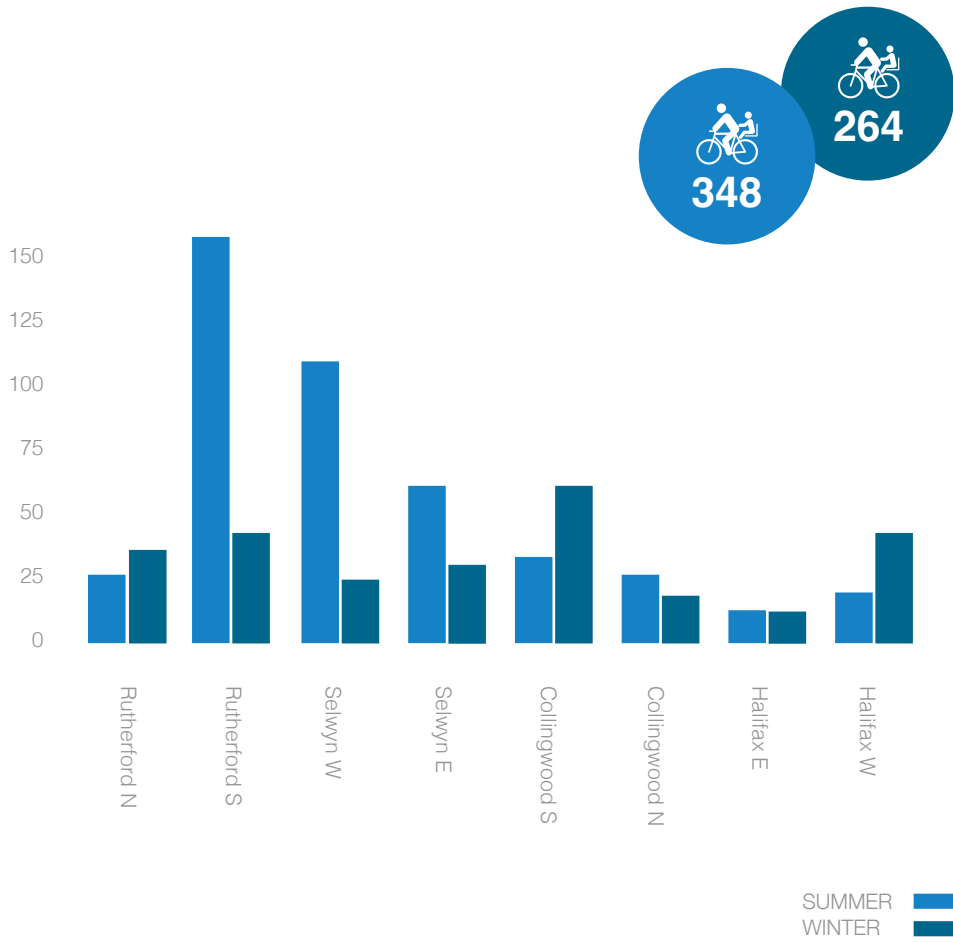


KEY (IN YEARS)

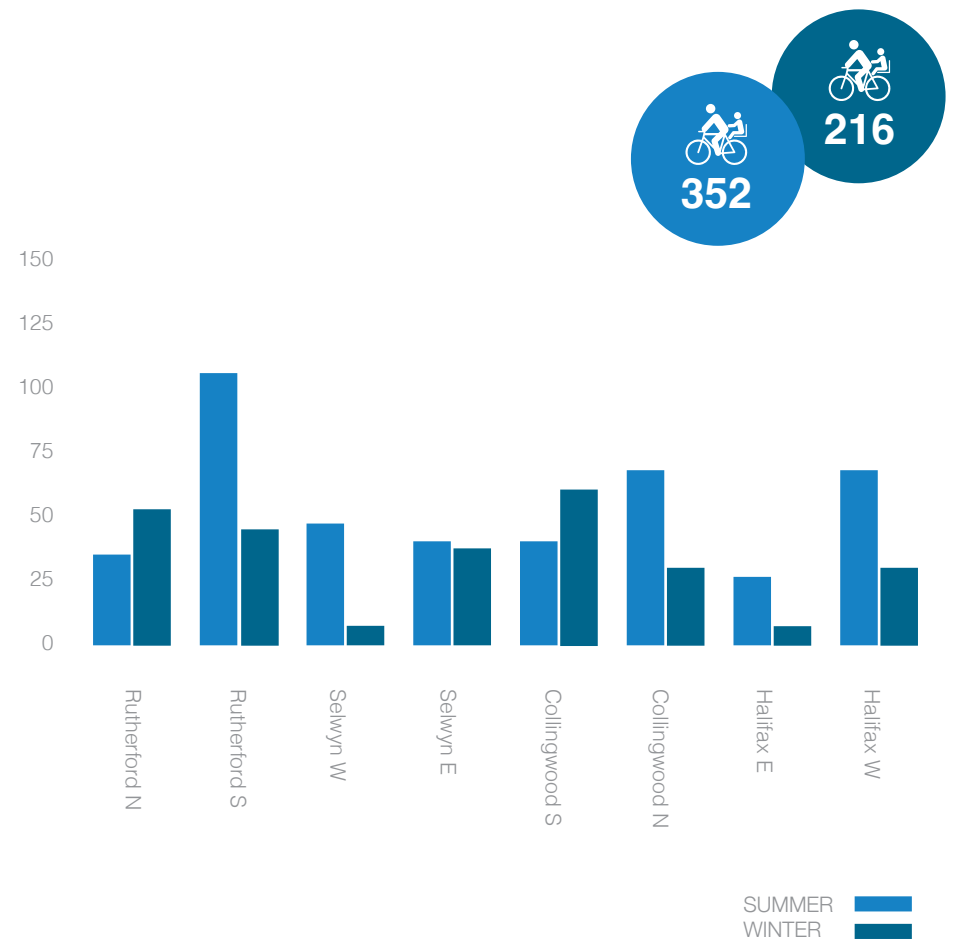
- 0-4
- 5-14
- F. 15-24
- M. 15-24
- F. 25-64
- M. 25-64
- 65+

**3.20 CYCLE 'SPOT-COUNTS'
SUMMER v WINTER
WEEKDAY**

**WEEKDAY
MORNING PEAK _ 8AM-9AM**

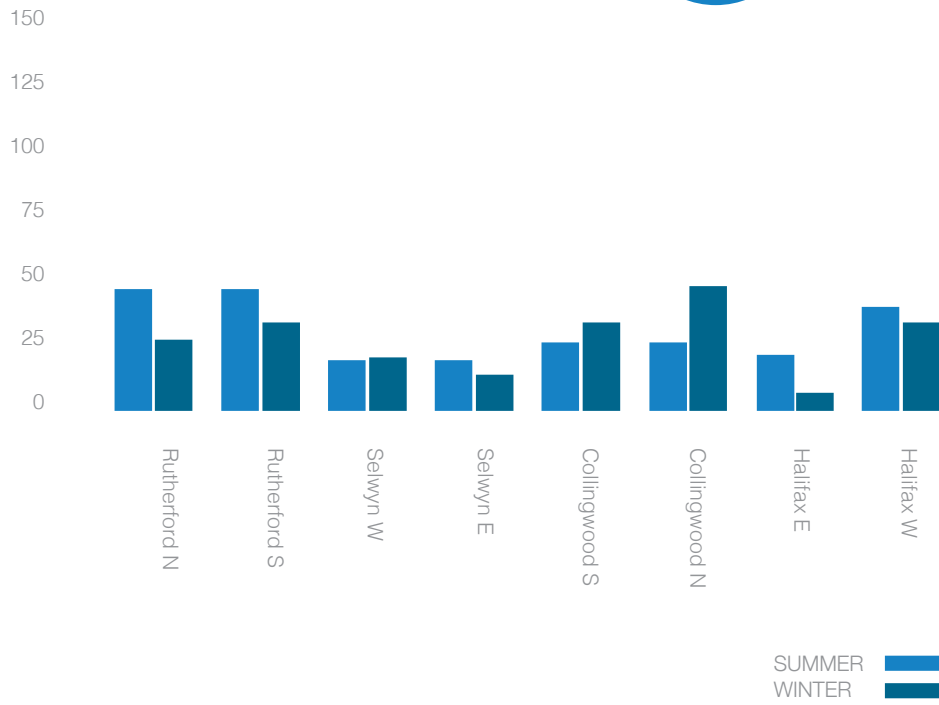
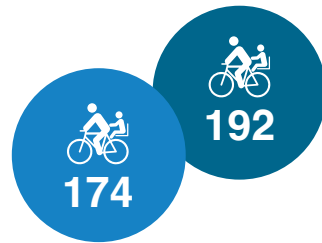


**WEEKDAY
AFTERNOON PEAK _ 4PM - 5PM**



**3.21 CYCLE 'SPOT-COUNTS'
SUMMER v WINTER
SATURDAY**

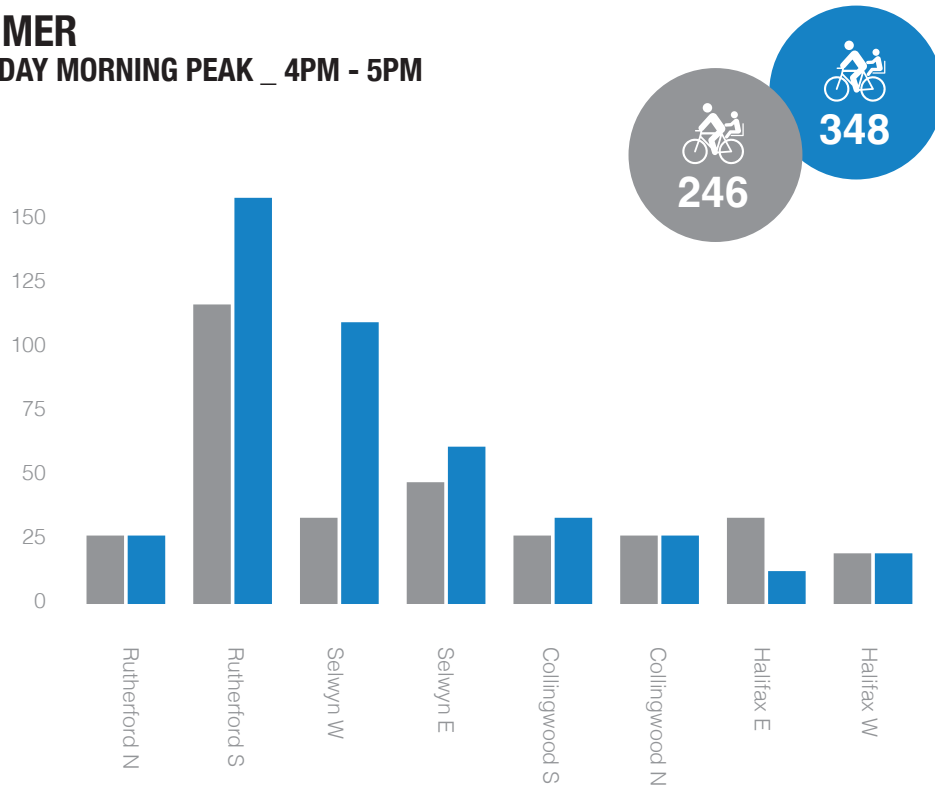
**SATURDAY
PEAK _ 11AM - 12PM**



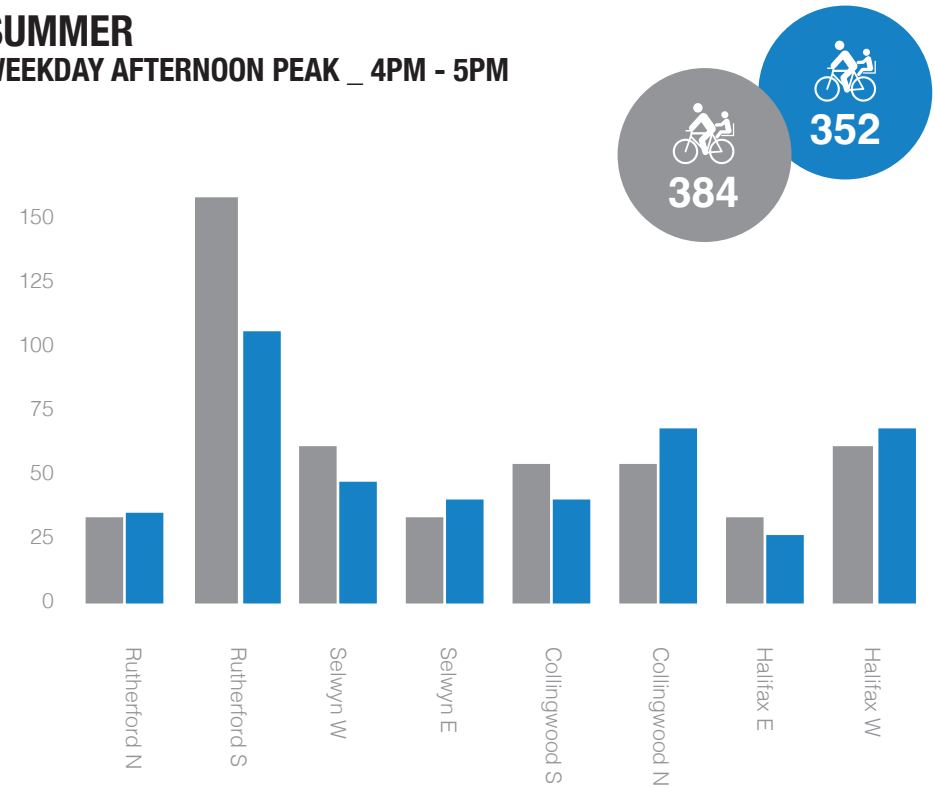
**3.22 CYCLE 'SPOT-COUNTS'
2020 v 2024
SUMMER WEEKDAY**



**SUMMER
WEEKDAY MORNING PEAK _ 4PM - 5PM**



**SUMMER
WEEKDAY AFTERNOON PEAK _ 4PM - 5PM**

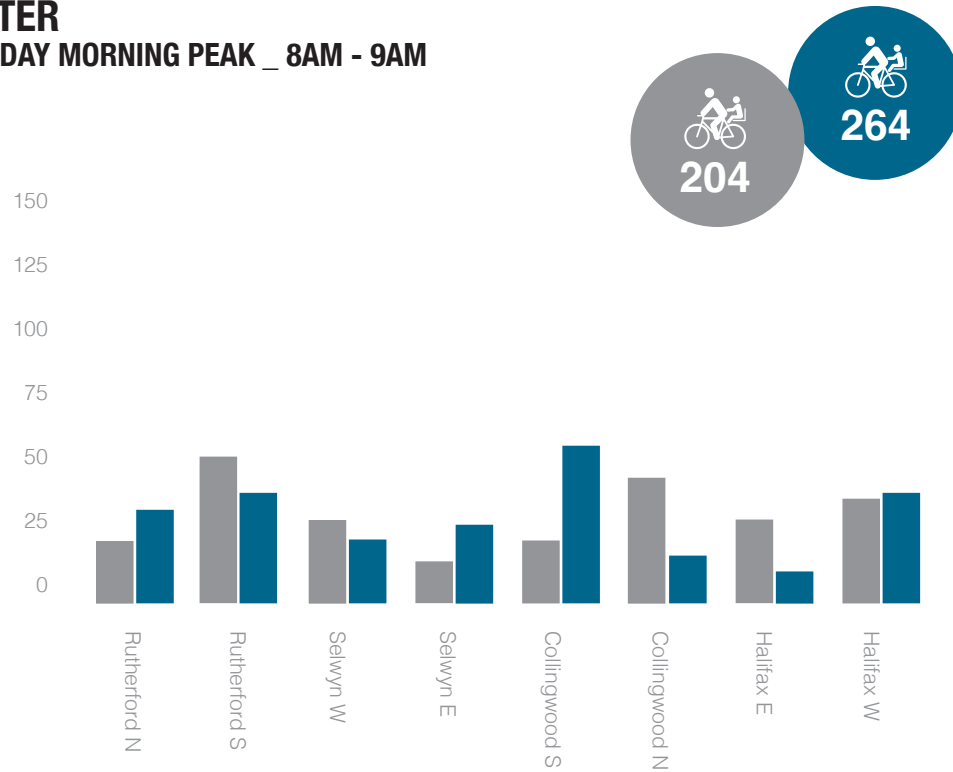


2020 2024

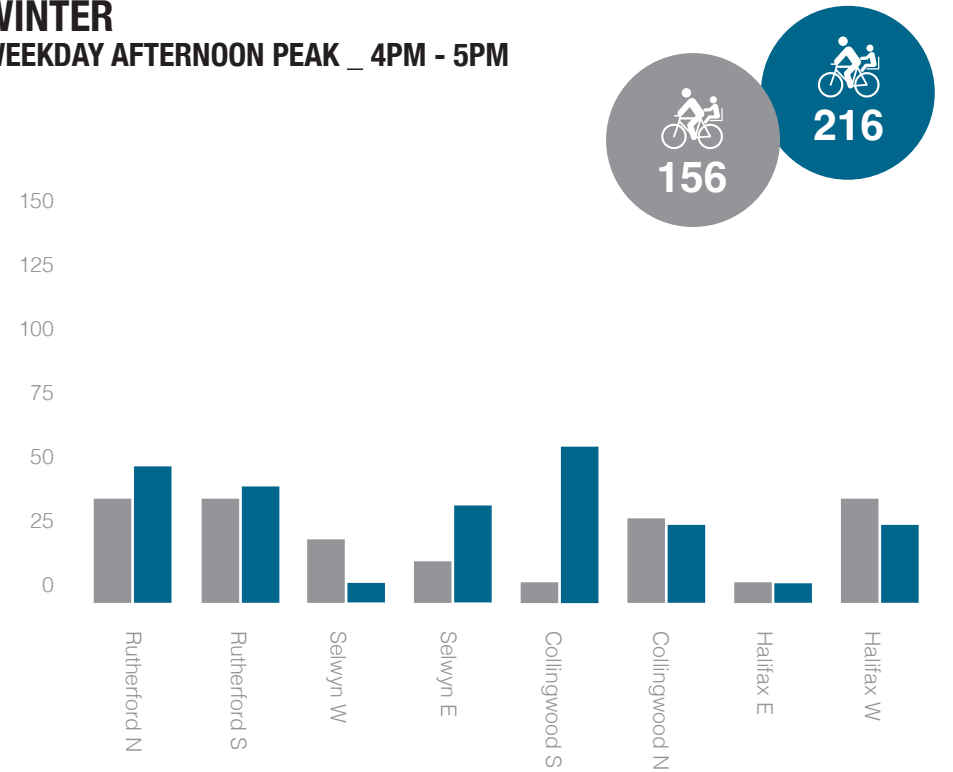
3.23 CYCLE 'SPOT-COUNTS'
2019 v 2024
WINTER WEEKDAY



WINTER
WEEKDAY MORNING PEAK _ 8AM - 9AM



WINTER
WEEKDAY AFTERNOON PEAK _ 4PM - 5PM

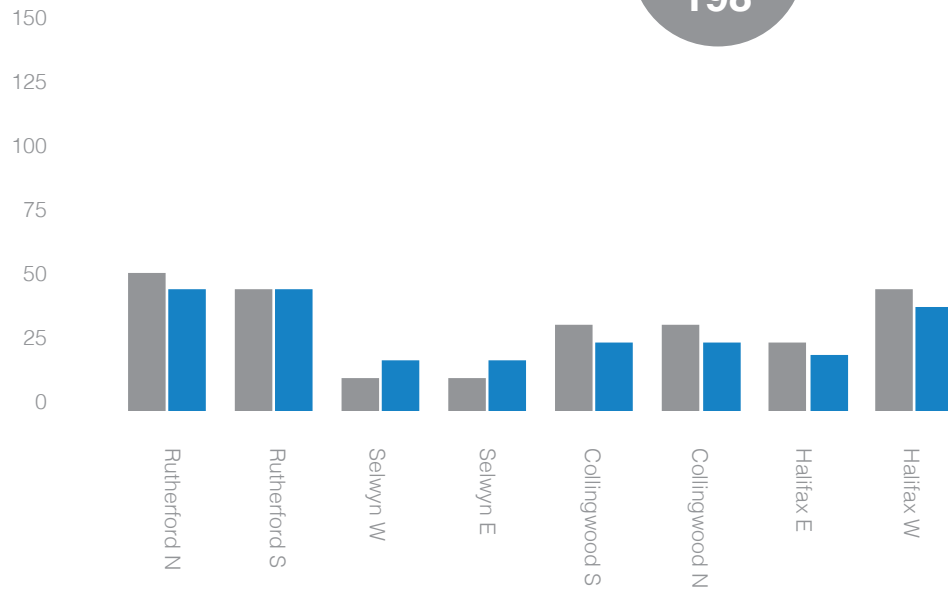
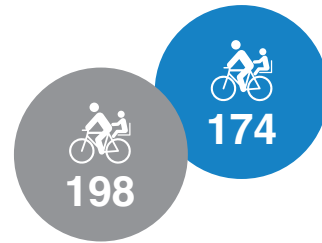


2019 2024

3.24 CYCLE 'SPOT-COUNTS'
2020 v 2024
SATURDAY

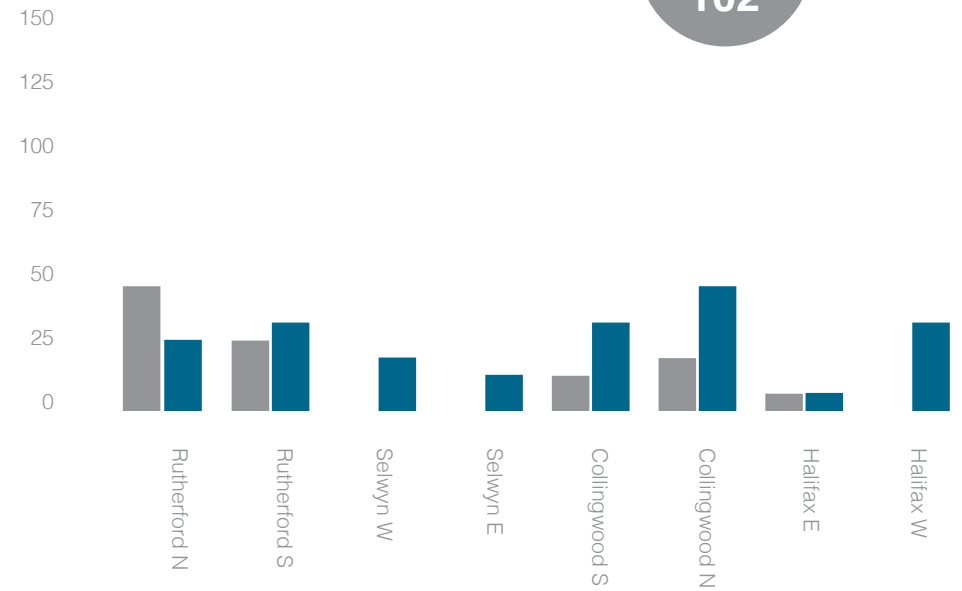
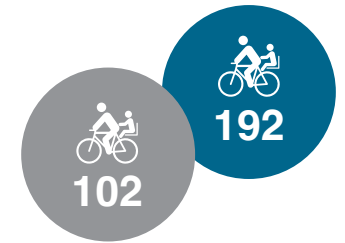


SUMMER
SATURDAY PEAK _ 11AM - 12PM



2020
 2024

WINTER
SATURDAY PEAK _ 11AM - 12PM



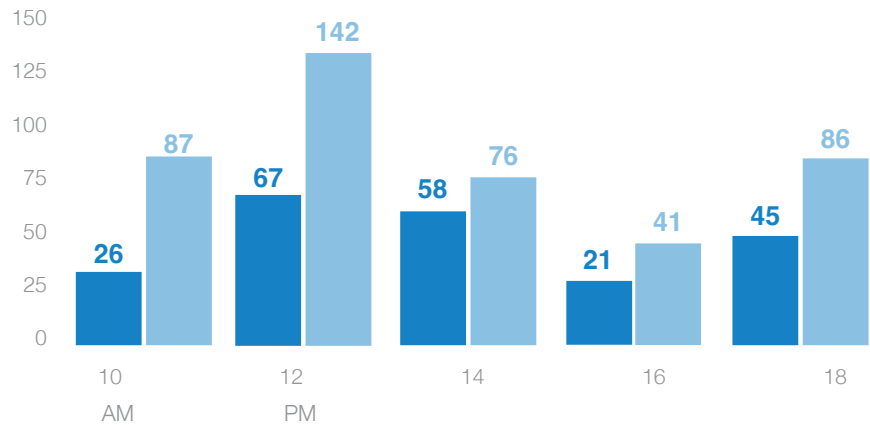
2019
 2024

3.25 STAYING ACTIVITIES OVER TIME, AREA A SUMMER

STAYING ACTIVITIES OVER TIME

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar
3. Halifax Pop-up Pump Track

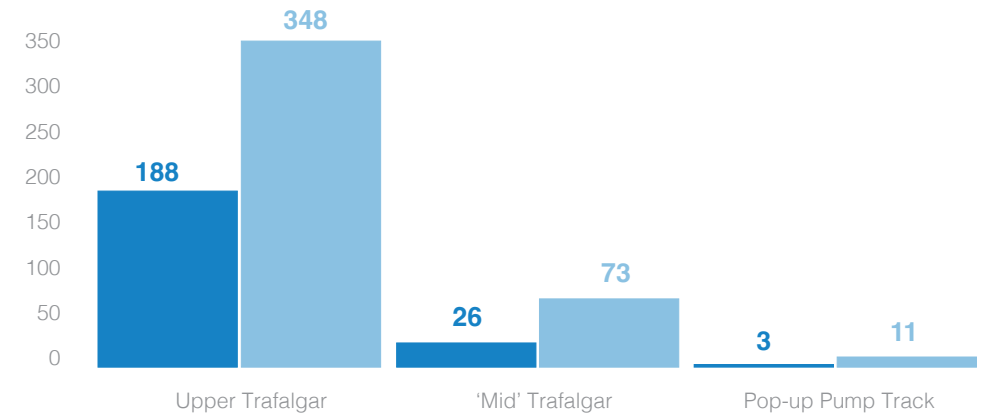
WEEKDAY
SATURDAY



STAYING ACTIVITIES BY SITE

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar
3. Halifax Pop-up Pump Track

WEEKDAY
SATURDAY



217
REGISTERED WEEKDAY
STAYING ACTIVITIES

432
REGISTERED SATURDAY
STAYING ACTIVITIES

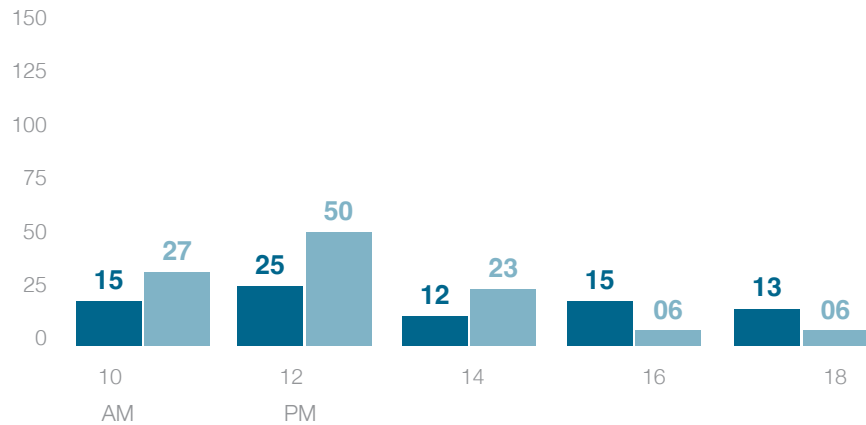
99%
MORE STAYING ACTIVITIES REGISTERED ON
SATURDAYS THAN ON WEEKDAYS

3.26 STAYING ACTIVITIES OVER TIME, AREA A WINTER

STAYING ACTIVITIES OVER TIME

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar
3. Halifax Pop-up Pump Track

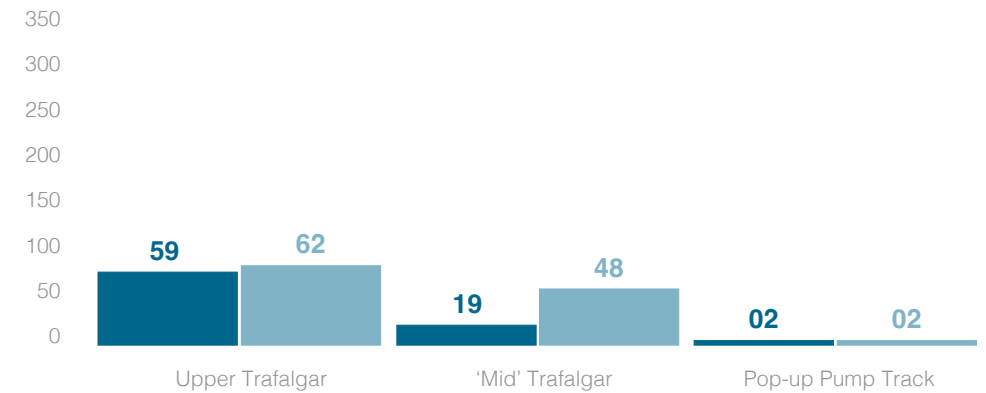
WEEKDAY
SATURDAY



STAYING ACTIVITIES BY SITE

1. 'Upper' Trafalgar St
2. 'Mid' Trafalgar
3. Halifax Pop-up Pump Track

WEEKDAY
SATURDAY



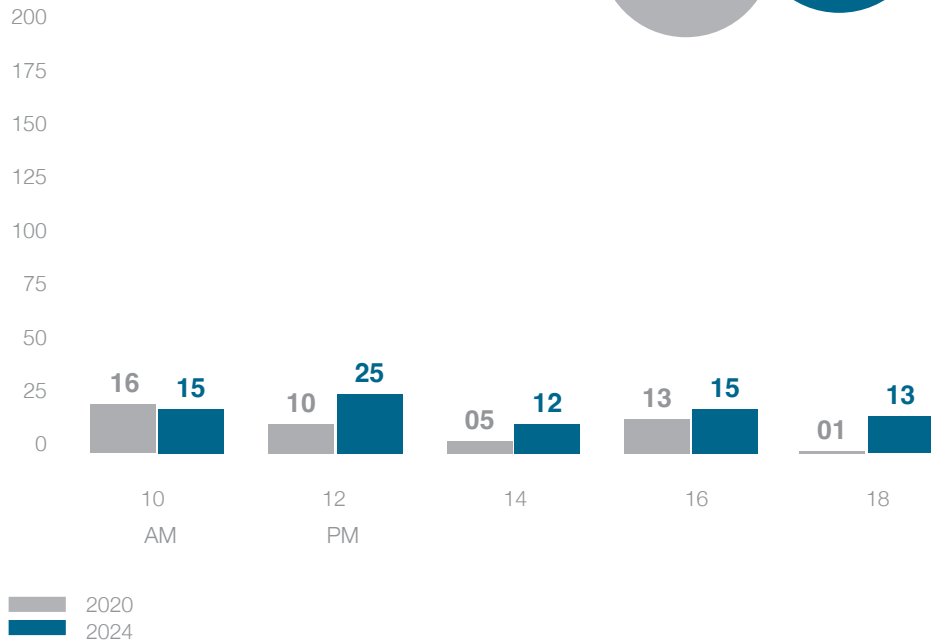
80
REGISTERED WEEKDAY
STAYING ACTIVITIES

112
REGISTERED SATURDAY
STAYING ACTIVITIES

40%
MORE STAYING ACTIVITIES REGISTERED ON
SATURDAYS THAN ON WEEKDAYS

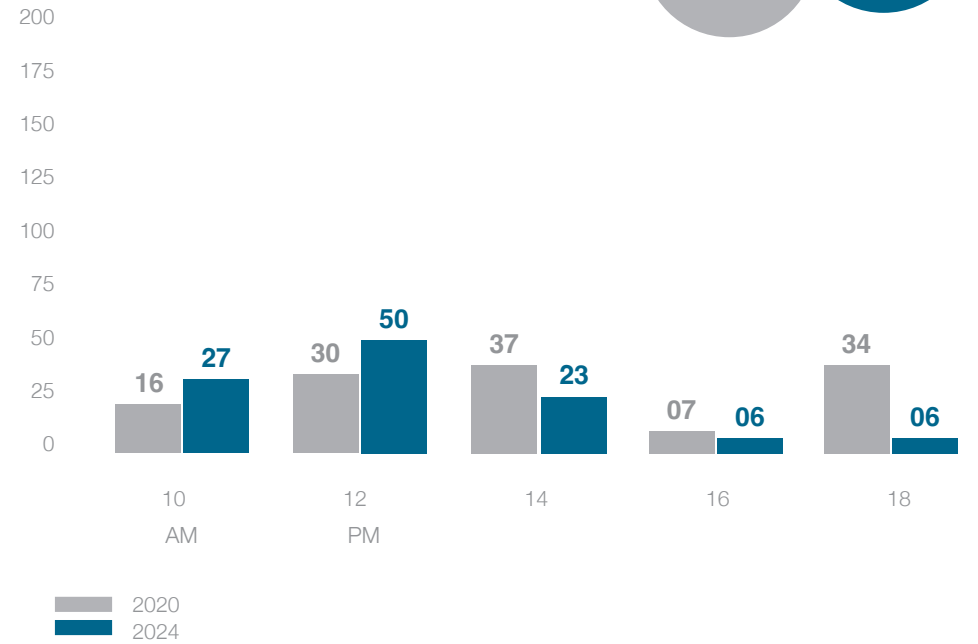
**3.27 STAYING ACTIVITIES
OVER TIME
WINTER, AREA A**

**WINTER WEEKDAY
AREA A**



**WINTER WEEKDAY STAYING
ACTIVITY HAS INCREASED 78% SINCE 2019**

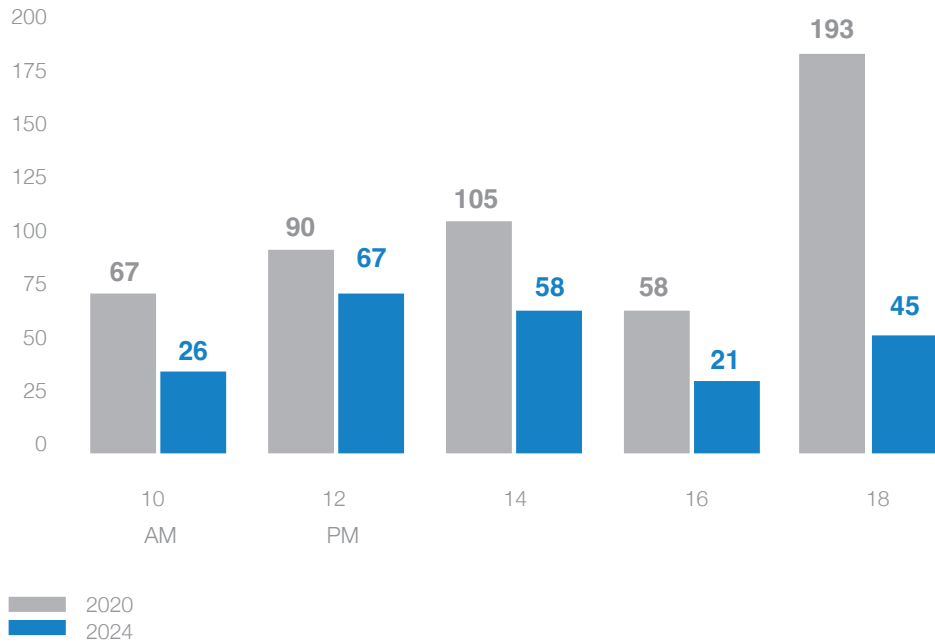
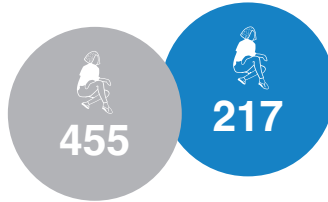
**WINTER SATURDAY
AREA A**



**WINTER SATURDAY STAYING
ACTIVITY HAS DECREASED 10% SINCE 2019**

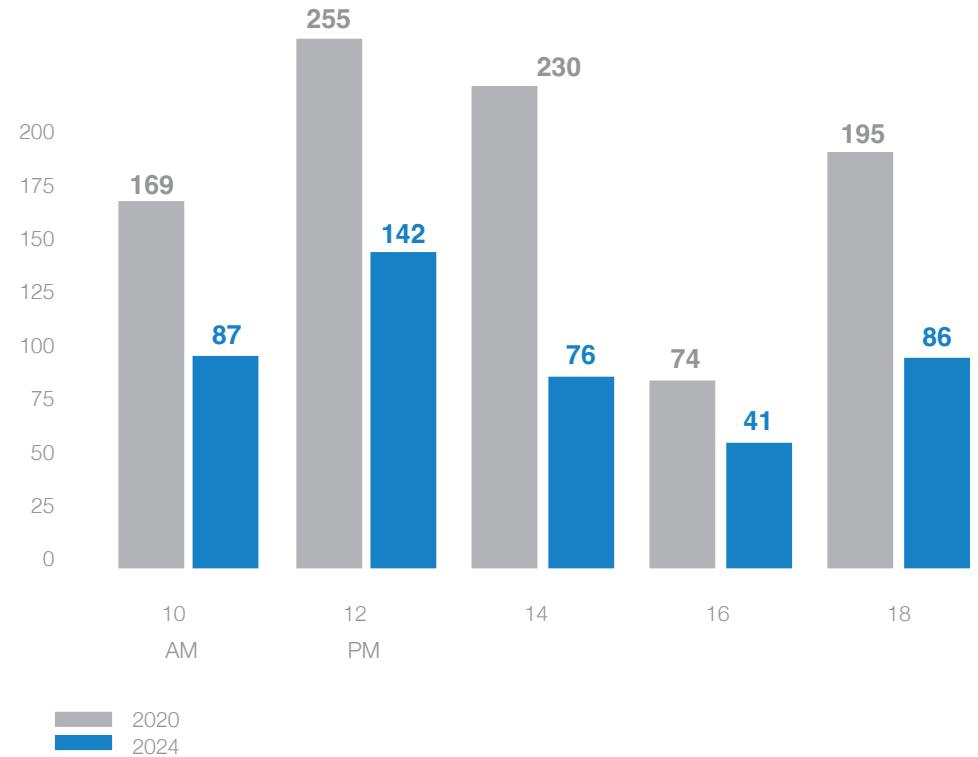
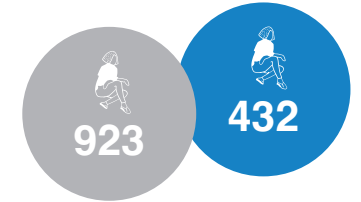
**3.28 STAYING ACTIVITIES
OVER TIME
SUMMER, AREA A**

**SUMMER WEEKDAY
AREA A**



**SUMMER WEEKDAY STAYING
ACTIVITY HAS DECREASED 52% SINCE 2020**

**SUMMER SATURDAY
AREA A**



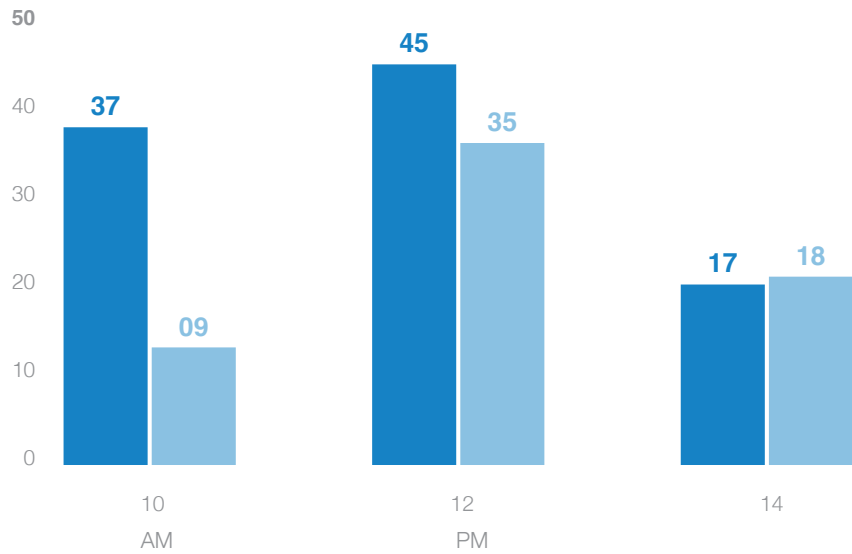
**SUMMER SATURDAY STAYING
ACTIVITY HAS DECREASED 53% SINCE 2020**

**3.29 STAYING ACTIVITIES
SUMMER v WINTER
AREA B**

SUMMER

Bridge St (including Kirby Lane)

WEEKDAY
SATURDAY

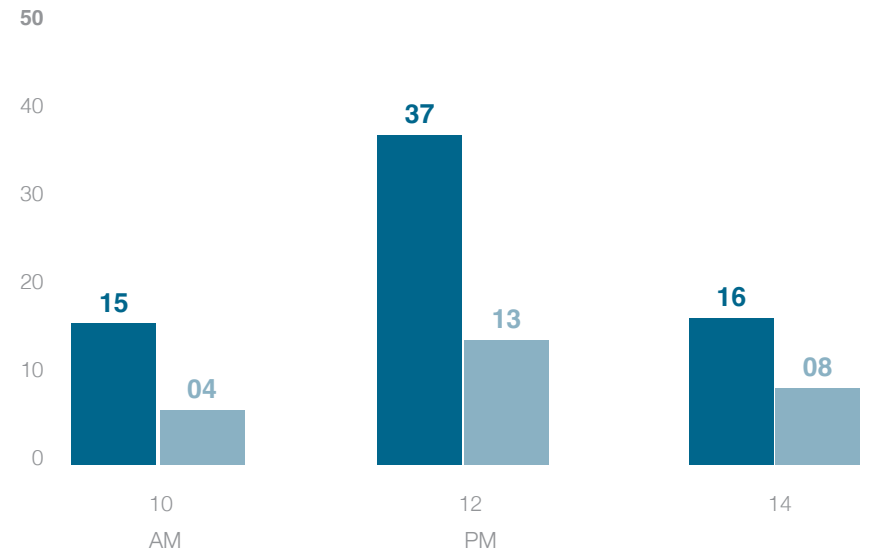


**99 WEEKDAY & 60 SATURDAY
ACTIVITY REGISTRATIONS**

WINTER

Bridge St (including Kirby Lane)

WEEKDAY
SATURDAY



**68 WEEKDAY & 25 SATURDAY
ACTIVITY REGISTRATIONS**

This report has been prepared by Urban Good, for Nelson City Council.

Survey & Report Production.

Den Aitken
Urban Good

Client Lead.

Chelsea Scanes
City Centre Development Programme Lead
Te Kaunihera o Whakatū / Nelson City Council