Downtown Long Beach Pedestrian Count Summary

AUGUST 2015

Conducted by:

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Funded by:

DOWNTOWN LONG BEACH ASSOCIATES

DOWNTOWN LONG BEACH PEDESTRIAN COUNT

Introduction

Pedestrian and bicycle traffic volume counts were conducted in January and August of 2015 for the Downtown Long Beach Associates by consultant Pedestrian Studies.

The studies were conducted to: 1) Provide an understanding of traffic patterns at each count location; 2) Measure pedestrian traffic for prospective Downtown Long Beach retailers, developers, and businesses; 3) Inform the use of the public realm; and 4) Identify traffic patterns over time.

Methodology

Pedestrian traffic volumes in this report were generally determined by the manual counting of individuals walking in any direction past an observation point on the sidewalk on both sides of the street. At the northeast and southwest corners of Broadway and Linden Avenue traffic volumes of pedestrians traveling in any direction across each corner were counted. The counting methodology did not 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. Bike counts were tallied by hand counting anyone traveling through an intersection in any direction on both streets and sidewalks.

Both of the seasonal studies involved traffic volume measurements during 7am- 6pm on weekdays, 6pm – 9pm on Fridays and 11am - 9pm on Saturdays. In August, daily volumes were measured for a second time at most of the locations in the first study. During the August study pedestrian and bicycle traffic volumes were measured in the vicinity of the Convention Center for the first time. The data collected during the two seasons provides an understanding of year-round pedestrian traffic patterns. The weekday volumes were found to increase at nearly all locations.

In certain cases, estimates of hourly volumes were made based on sampling traffic volumes for 15-minute portions of several hours of each study day. The sample volumes were used to complete full day estimated volumes. Counts were not scheduled on days when larger than normal events or conventions could influence traffic patterns.

Average daily volumes are basic measurements of traffic in the report because they are standard measures for leasing purposes. City planners/managers and leasing representatives may also look at peak hour volumes to gauge the need for security services and infrastructure improvements, and to measure transit development impacts.

Selection of Data Collection Locations

Locations for data collection were selected based on current and potential retail/restaurant business clusters where high traffic volumes were observed.

Weather

January study temperatures ranged from a low of 47 to a high of 76. Skies were clear to partly cloudy each day except for Saturday, January 10 when there was light rain. In August, temperatures ranged from a low of 65 to a high of 99 degrees. Skies were clear or partly cloudy each day.

Pine Avenue Construction Impacts

January Study: There was construction on Pine Avenue where sidewalk reconstruction was in progress during the data collection. The construction project diverted the Long Beach Transit Passport Shuttle from Pine Avenue to Pacific Avenue, one block to the west between 10th Street and Ocean Boulevard.

August Study: Construction on Pine north of Ocean was completed, however construction at the new Outlets at the Pike west of Pine may have been a deterrent for pedestrians.

Future Studies

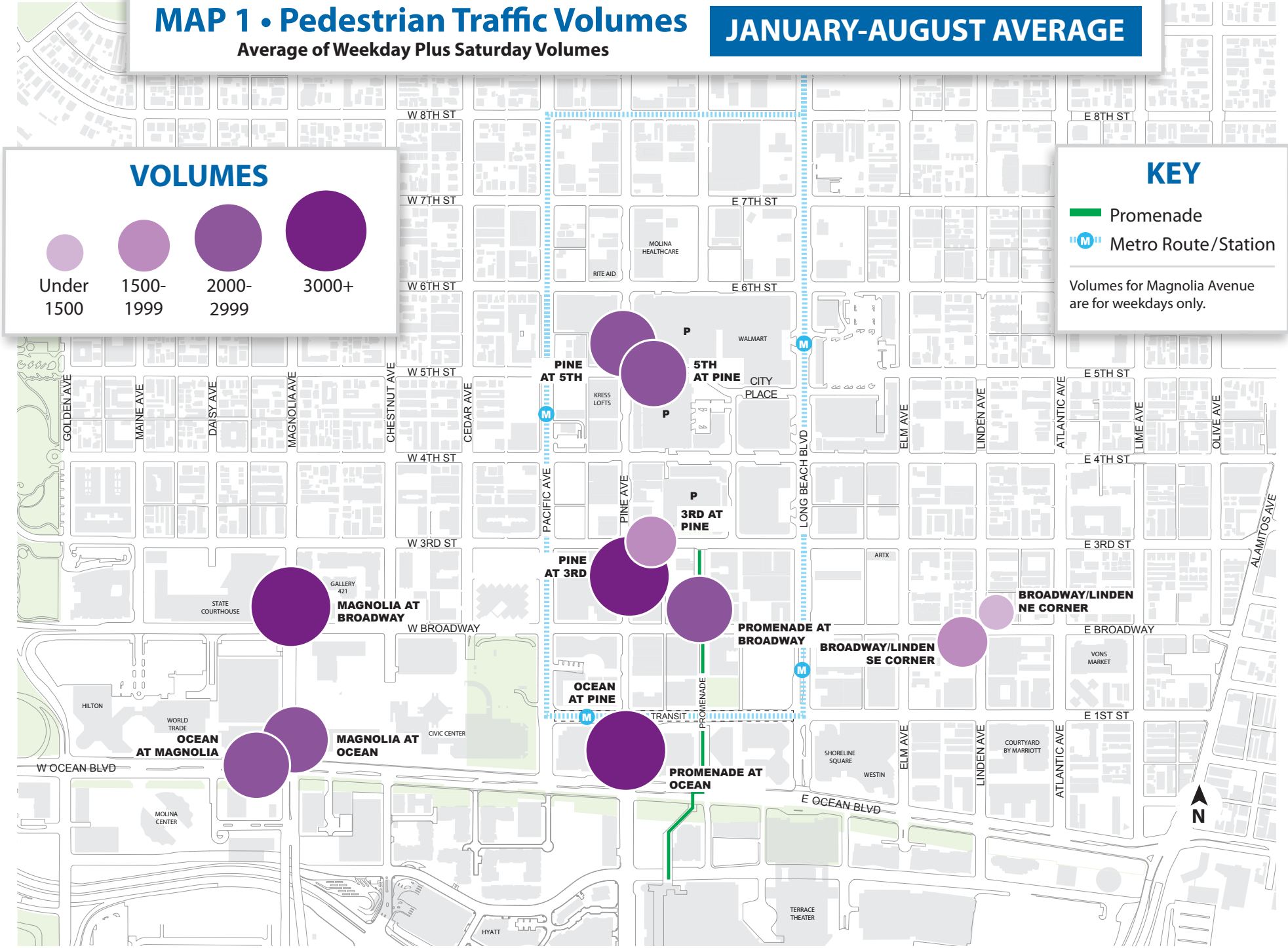
Pedestrian traffic counts will be conducted in future years on an annual or biannual basis.

If you would like to learn more about the DLBA's pedestrian traffic count studies or are interested in exploring private partnerships to collect additional data please contact the DLBA at info@dlba.org.

MAP 1 • Pedestrian Traffic Volumes

Average of Weekday Plus Saturday Volumes

JANUARY-AUGUST AVERAGE

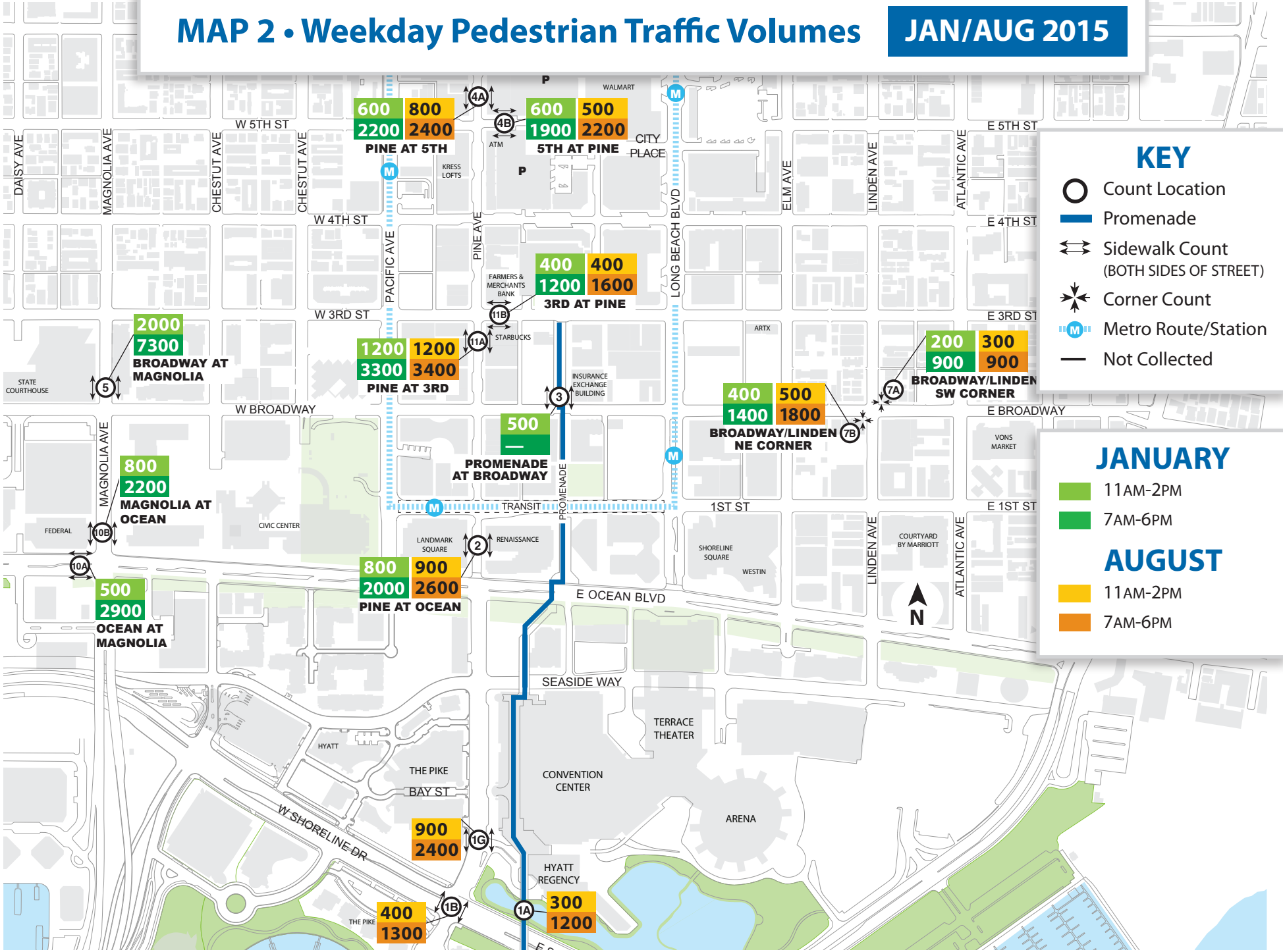


Source: Pedestrian Studies for Downtown Long Beach Associates

1/4 MILE OR 5-MINUTE WALK TIME

MAP 2 • Weekday Pedestrian Traffic Volumes

JAN/AUG 2015



Source: Pedestrian Studies for Downtown Long Beach Associates

1/4 MILE OR 5-MINUTE WALK TIME

WEEKDAY TRAFFIC VOLUME FINDINGS

Traffic volumes were generally higher in August than in January. On Pine Avenue at several locations volumes were high during both seasons, probably due to traffic being generated by activities at the Convention Center and at the new Pike Outlet center.

LUNCH PERIOD (11am-2pm)

January study: Lunch period traffic volumes typically show the strength of discretionary dining/shopping traffic. January lunch volumes ranged from 200 at the northeast corner of Broadway/Linden to 2,000 on Magnolia sidewalks north of Broadway. The Pine Avenue sidewalks south of 3rd Street (location #11A shown on the map) and north of Ocean Boulevard (#2), with volumes of 1,200 and 800 respectively, were the busiest locations. Other locations in the study area experienced 400 - 600 lunch time pedestrian trips.

August Study

Summer weekday lunch period (11am – 2pm) volumes were mostly near the 500 mark. Pine Avenue locations north of Ocean boulevard experienced much higher volumes of 800-1,200 pedestrians per lunch period due to the nearby restaurants along the street. The lunch period volumes typically represented 30 percent of the day's traffic on Pine Avenue, in the East Village and in the Convention Center/The Pike area.

DAILY VOLUMES (7am-6pm)

January study: Volumes ranged between 900 at the Broadway/Linden northeast corner (#7A) and 7,300 on Magnolia at Broadway (#5) where employees walk between the Courthouse and a parking structure. The Pine Avenue sidewalks at 3rd Street (#11A) experienced a daily volume of 3,300, while Pine Avenue sidewalks at 5th Street (#4AB) and at Ocean (#2) have volumes near 2,500. Volumes at The Broadway/Linden southwest corner (7B) and 3rd Street at Pine (#11B) were in the 1,200 - 1,400 range.

August study: Weekday volumes increased 10 -20 percent at most locations from January levels. The summer increases may be attributable to event or seasonal traffic increases at the Convention Center and at The Pike, and more leisurely activity in East Village.

January and August daily volumes on Pine at 3rd street were high due to the 2-6pm volumes being relatively high: 1,500 pedestrian trips. This late afternoon high traffic period acts as a second peak of traffic volume each day, as diners and shoppers are drawn to restaurants and stores on Pine between Broadway and 3rd Streets.

Visitor traffic south of Ocean Boulevard) was stimulated by events at the Convention Center, First Street and Downtown Metro Blue Line Stations, Long Beach Transit Gallery, and Long Beach Transit Passport buses which connect the waterfront to the Downtown retail/restaurant area. Daily volumes in August were near 2,500 at both Ocean/Pine (#2) and Shoreline/Pine (#1G).

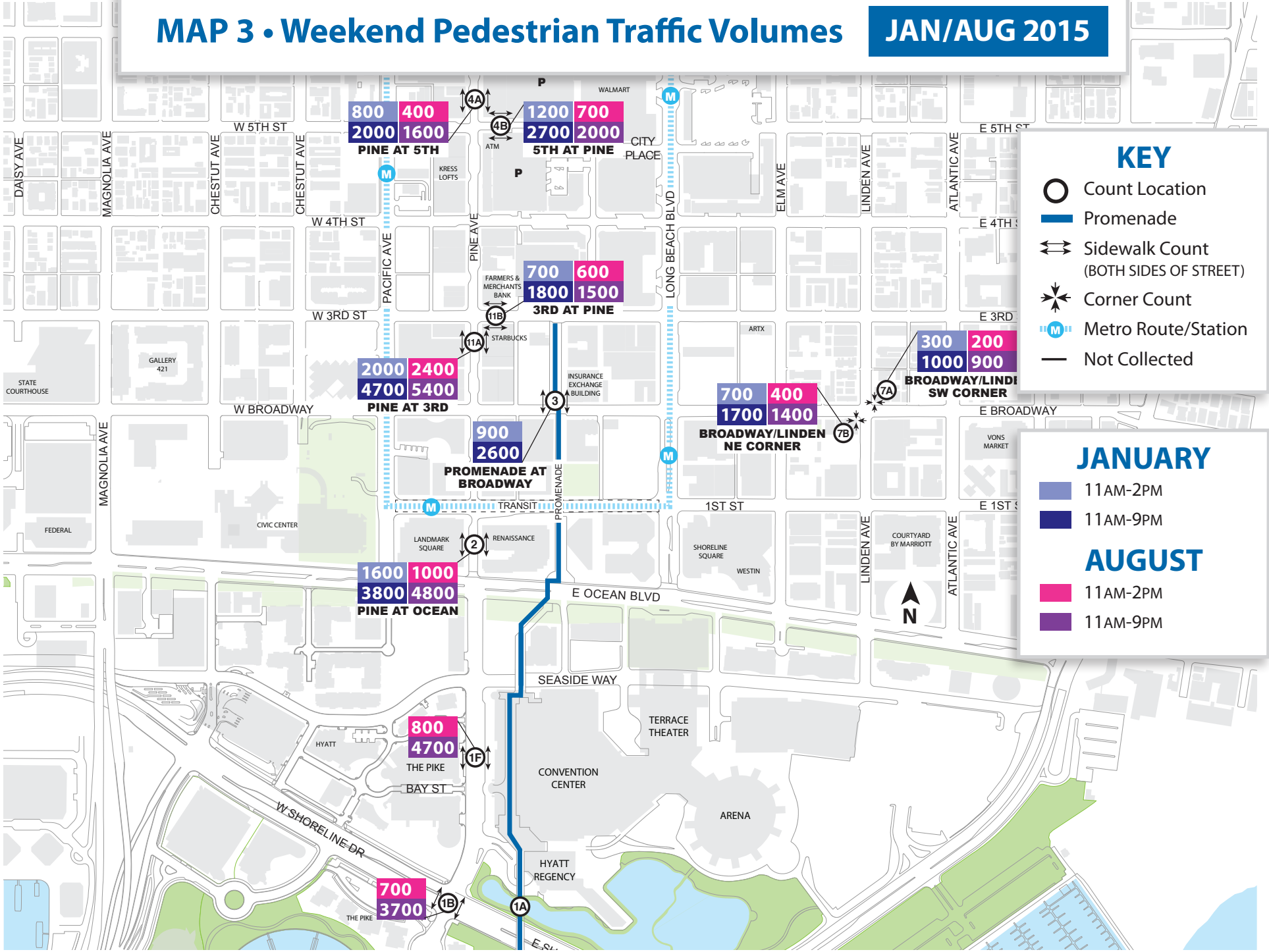
Table 1: Weekday Volumes by Time of Day In Order of Daily Volume

Site Code	Location	January		August	
		11am-2pm	7am-6pm	11am-2pm	7am-6pm
5	Magnolia Ave (North of Broadway)	1,954	7,253	NC	**NC**
11A	Pine Ave (South of 3rd St)	1,192	3,315	1,182	**3,399**
10A	Ocean Blvd Crosswalk (West of Magnolia Ave)	489	2,860	NC	**NC**
10B	Magnolia Ave Crosswalk (North of Ocean Blvd)	782	2,203	NC	**NC**
4A	Pine Ave (North of 5th St)	624	2,173	790	**2,376**
2	Pine Ave (North of Ocean Blvd)	814	1,966	946	**2,554**
4B	5th St. (East of Pine Ave)	582	1,854	547	**2,150**
7B	Broadway and Linden Ave (SW Corner)	403	1,394	514	**1,795**
11B	Third St (East of Pine Ave)	436	1,229	414	**1,648**
7A	Broadway and Linden Ave (NE Corner)	176	869	277	**862**
3	Promenade (North of Broadway)	536	NC	NC	**NC**
1G	Pine Ave (By Hyatt Regency)	NC	NC	887	**2,401**
1A	Promenade (Over Shoreline)	NC	NC	333	**1,206**
1B	Pine (Crossing Shoreline)	NC	NC	365	**1,253**

*NC: Volume data not collected *Estimated*

MAP 3 • Weekend Pedestrian Traffic Volumes

JAN/AUG 2015



KEY

- Count Location
- Promenade
- Sidewalk Count (BOTH SIDES OF STREET)
- Corner Count
- Metro Route/Station
- Not Collected

JANUARY

- 11AM-2PM
- 11AM-9PM

AUGUST

- 11AM-2PM
- 11AM-9PM

Source: Pedestrian Studies for Downtown Long Beach Associates

1/4 MILE OR 5-MINUTE WALK TIME

WEEKEND TRAFFIC VOLUME FINDINGS

LUNCH PERIOD (11am-2pm)

January and August studies: On Pine Avenue, weekend lunch period volumes were in the 300-1000 range in January and in the 200-2,400 range in August.

At 3rd Street and 5th Street along Pine, observations showed volume was generated mostly by City Place parking/shopping east of Pine Avenue. This finding suggests that retailers should take advantage of that opportunity on weekdays and weekends. Capturing sales from the Saturday pedestrian customer traffic could result in 20 percent more sales each week.

Corner store locations offer very good visibility to traffic on weekends. The Pine/3rd Street and Pine/5th Street corner locations enjoy 50-100 percent more visibility on Saturdays than on weekdays.

The Broadway and Linden (#7A and #7B) corners experienced weekend lunch period volumes in the 300-400 range in January and in the 200-400 range in August. These volumes are relatively high for a street front retail area with small shops and no chain stores. Approximately 35 percent of the Saturday traffic at this corner comes during lunch period. Analysis of hourly counts indicate the East Village retail shops and restaurants experience 30-40 percent of their customer traffic during 2-6pm.

The similarity of weekend and weekday volumes at this intersection (see Maps 2 and 3) show the appeal of the East Village Arts District to pedestrian traffic on both weekends and weekdays.

Both locations at Pine and 5th Street (#4A and #4B), east and north of the intersection, were busy during lunch period in both seasons. This intersection is where two ATM's and proximity to large retail stores at City Place generated 2,000 pedestrian trips during lunch period in January and 1,500 in August. The reason for the significant change is unclear at this time.

AVERAGE DAILY VOLUME

Friday (6pm – 9pm)/Saturday (11am - 9pm)

January study: Pine/3rd Street (#11A) and Pine/ Ocean Boulevard were the busiest locations, with daily volumes In the 3,800 - 4,700 range. The locations are within walking distance of several large restaurants/nightclubs serving The Pike/Convention Center area and the middle of downtown. Daily volumes at most other locations were in the 1,700 - 2,600 range.

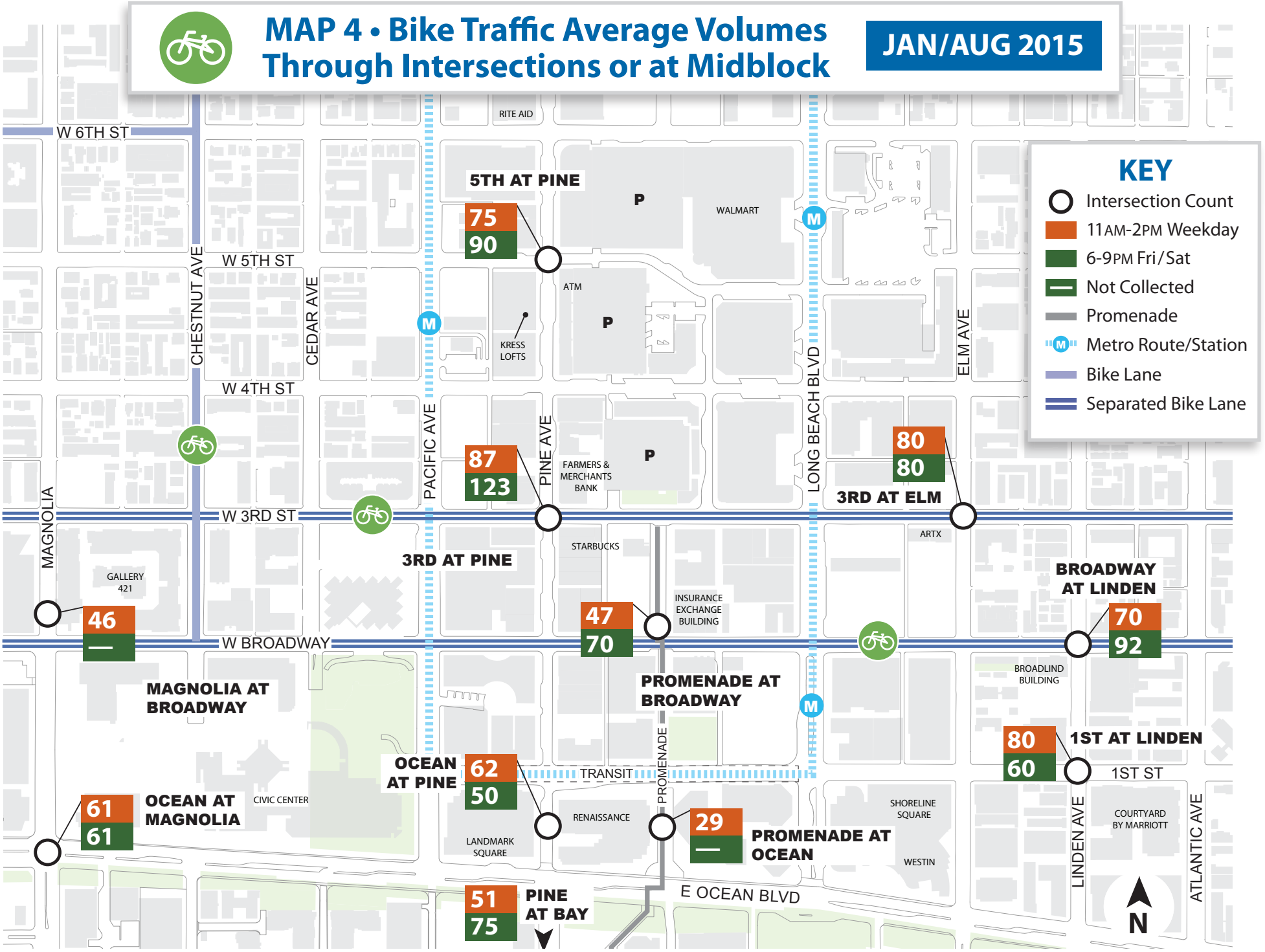
August study: The Pine Avenue at Shoreline (#1B) location -- by the waterfront restaurant dining area south of the Convention Center -- was found to be in the highest volume category (3,700 - 4,700 daily volume) along with locations #2 and #11A on Pine north of Ocean. Daily volumes at other locations were mostly in the 1,400 - 2,000 range and 15-25 percent below the January study volumes.

There may be a simple explanation for August volumes being relatively stable (3-10 percent down from January levels) at Pine at 3rd (#11A) and Broadway Linden NE corner (#7A) and 26 percent higher at Pine/Ocean (#2). Each of the locations is aided by stable traffic generators: Von's Market grocery store on Broadway and Atlantic near location #7A, and a walkable cluster of interesting dining places on Pine between locations #2 and #11A.

Table 2: Weekend (Friday/Saturday) Volumes by Time of Day In Order of Daily Volume

		January		August	
Site Code	Location	Saturday 11am-2pm	Fri-Sat 11am-9pm	Saturday 11am-2pm	Fri-Sat 11am-9pm
11A	Pine Ave (South of 3rd St)	813	4,737	2,368	5,408
2	Pine Ave (North of Ocean Blvd)	660	3,783	1,002	4,846
3	Promenade (North of Broadway)	414	2,632	NC	NC
4B	5th St. (East of Pine)	950	2,204	694	2,200
4A	Pine Ave (North of 5th St)	610	1,951	429	1,569
11B	Third St (East of Pine Ave)	389	1,798	570	1,690
7B	Broadway and Linden Ave (SW Corner)	438	1,744	440	1,429
8	Promenade (North of Ocean Blvd)	250	988	NC	NC
7A	Broadway and Linden Ave (NE Corner)	287	960	227	875
1F	Pine (Seaside - Bay Street)	NC	NC	820	4,695
1B	Pine (Crossing Shoreline Dr)	NC	NC	710	3,743

NC: Volume data not collected



Source: Pedestrian Studies for Downtown Long Beach Associates