

# UPTOWN CHARLOTTE PEDESTRIAN COUNT REPORT



Prepared by:  
**Charlotte Center City Partners &  
The Charlotte Department of Transportation**  
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## Overview

Center City Charlotte is the heart of one of the nation's fastest growing metropolitan areas. Over the past decade Charlotte's urban core has benefited from more than \$7 billion of public and private investment in economic development.

Today, Center City has more than 70,000 employees, which is expected to grow to 95,000 by 2025, and Center City's current population of 13,000 residents will grow to more than 19,000 by 2012. With the opening of the LYNX, a new light rail line, the NASCAR Hall of Fame, and more than thirty additional projects either planned or underway, Center City has and will continue to evolve into a vibrant, mixed-use district where people live, work and play.

The evolution of Center City has had an interconnected influence on pedestrian activity and flows. As a result in April 2008, Charlotte Center City Partners, in collaboration with the Charlotte Department of Transportation conducted a pedestrian count study to gain a better understanding of pedestrian movements within the Center City. This study serves multiple purposes including:

- Assessing the condition of pedestrian activity
- Creating a tool for planners, developers, and brokers
- Recruiting and retaining retail and other businesses to Center City

### Methodology

All pedestrian traffic volumes for the study were determined by the manual counting of individuals walking in any direction past a designated observation point (intersections). Pedestrian trips were recorded in 15-minute intervals at each location and totaled at the end of each session.

### Time Frames

Pedestrian counts were conducted on Tuesday, Thursday, and Saturday during the weeks of April 1st and April 15th. Each day, pedestrian trips were observed in two shifts:

- Midday - from 11:00 am to 2:00 pm
- Evening - from 4:00 pm to 7:00 pm

Pedestrian count results were organized in four categories:

- Weekday Midday
- Weekday Evening
- Weekend Midday
- Weekend Evening

Tuesday and Thursday counts (total of 4 days) were combined and are represented as "Weekday Midday" and "Weekday Evening" totals. Counts taken on two Saturdays were combined and are reported as "Weekend Midday" and "Weekend Evening" totals.

### Weather

The weather was the single, most important factor that affected pedestrian activity during the study. Multiple rainy days significantly lowered pedestrian volumes at street-level locations that were observed. (See Page 13 - Table 1, for a summary of weather conditions and count results for each day of the study)



## Construction

Construction is occurring throughout Center City and several projects likely impacted the study area. New buildings sometimes require the closing of sidewalks in order to improve construction site safety. The project with the most impact was the Wachovia Cultural Campus which includes a 48 story, 1.3 million square foot office tower, the Bechtler Museum, and the Afro-American Cultural Center.

Other projects under construction that influenced overall pedestrian trips include, EpiCentre, a major retail destination, Aloft hotel, The Trust, One Bank of America Center, and the Ritz-Carlton Hotel.

The following blocks were undergoing construction at the time of this study:

- South Tryon Street between Stonewall and Martin Luther King Jr Boulevard (2 blocks, west side only)
- College Street between East Fourth Street and East Fifth Street (2 blocks, east side only)
- West First Street between South Tryon Street and South Church Street (entire street closed)

- South Church Street between Martin Luther King Jr Boulevard and West First Street (both sides)
- South Church Street and West First Street and West Stonewall Street (1 block, east side only)
- Stonewall Street between South Church Street and South College Street (2 blocks, north side only)
- South College Street between East Stonewall Street and Martin Luther King Jr Boulevard (1/2 block, west side only)

The impact of future development on Center City pedestrian activity is discussed in conclusion of the report.



# Study Area & Activity Zones

The study area extends from First Street to Eighth Street and from College Street to Gateway Village. The Overstreet Mall walkways were also observed.

The study area was divided into four activity zones; North, South, Central, and Gateway. Activity Zones are defined as zones within the study area that experience heavy pedestrian traffic flows as a result of the location of employment centers, retailers, restaurants, educational institutions and entertainment venues.

These four zones are defined as follows:

## North Zone

The North Activity Zone consists of six blocks bounded by Fifth Street, North Church Street, Eighth Street and North College Street. Five intersections were observed in this zone. There are two major employment centers and two entertainment venues within this zone that contribute to pedestrian activity including:

- Hearst Tower (970,000 sq ft)
- Transamerica Square (434,000 sq ft)
- Discovery Place (615,000 attendees in 2006)
- The Blumenthal Performing Arts Center

In addition to these buildings, Hearst Plaza is a popular destination for pedestrians along with the Main Public Library of Charlotte-Mecklenburg.

## South Zone

The South Activity Zone consists of six blocks bounded by First Street, South Church Street, Fourth Street and South College Street. Six intersections were observed in this zone. There are four major employment centers that contribute to pedestrian activity:

- One Wachovia (954,000 sq ft)
- Two Wachovia (758,000 sq ft)
- Three Wachovia (885,000 sq ft)
- Charlotte Plaza Building (625,000 sq ft)

In addition to these buildings, the Charlotte Convention Center brings visitors to Center City throughout the year. There are also public spaces that attract



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high volumes of pedestrians during the day. These locations have clusters of retailers, restaurants, and other services for people to use:

- Wachovia Plaza
- Wachovia Atrium
- Brevard Court / Latta Arcade
- The Green

### **Central Zone**

The Central Activity Zone is located in the heart of the study area. It consists of four blocks bounded by Fourth Street, Church Street., Fifth Street, and College Street. Three intersections were observed within this zone. Four large employment centers, along with three major retail and entertainment venues are located in this activity zone. They include:

- Bank of America Corporate Center (1.1MM sq ft)
- Bank of America Plaza (816,000 sq ft)
- 101 Independence Center (565,000 sq ft)
- 112 South Tryon (329,000 sq ft)
- Founders Hall
- The Bluementhal Performing Arts Center
- EpiCentre

### **Gateway Zone**

The Gateway Activity Zone consists of twelve blocks between East Fourth Street, Johnson & Wales Way, East Fifth Street, and Church Street. Two intersections were observed within this zone. Each was located in the Gateway Village area. Three locations within this activity zone drive pedestrian traffic, they include:

- Johnson & Wales University (2500 students)
- Gateway Village (650,000 sq ft)
- Gateway Center (309,000 sq ft)

### **Overstreet Mall Zone**

Overstreet Mall is a network of pedestrian walkways that connect many major office towers, hotels, and parking decks within Center City. For the purposes of this study, three street overpasses were observed:

- Fifth Street
- Trade Street
- Fourth Street

The walkways in this study connect Hearst Tower to Bank of America Corporate Center across Fifth Street to Bank of America Plaza across Trade Street and to the BB&T Center across Fourth Street.

In the report, total counts for the Overstreet Mall Zone are included within the Activity Zone in which the overpass resides.

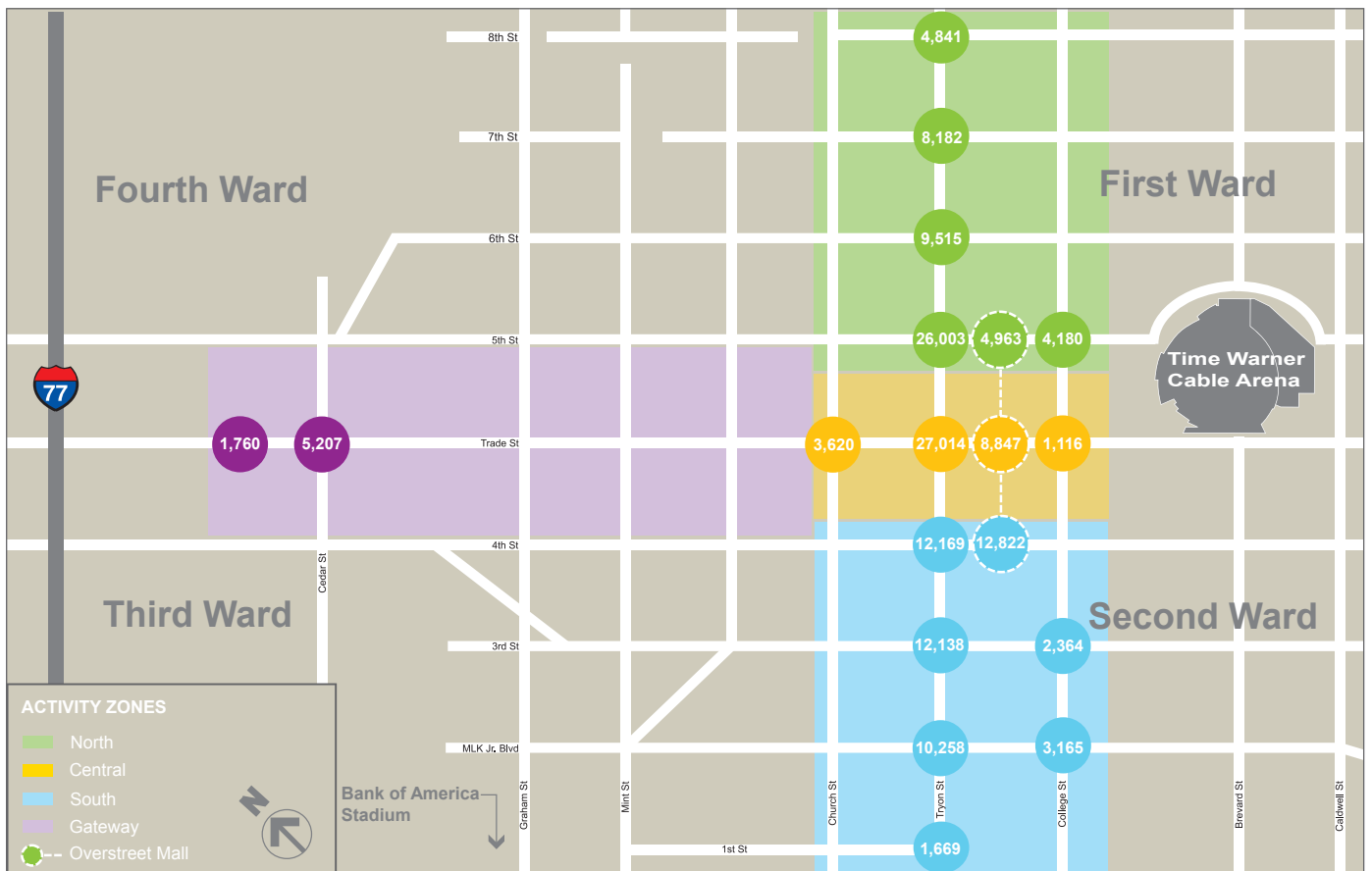


# Pedestrian Count Data Summary

## Weekday Midday (11 am - 2 pm)

The weekday midday hours are the most active in Center City. Within the four activity zones a total of 159,833 pedestrian trips were recorded. These trips accounted for 53% of the total daily traffic recorded during the study. The highest volume recorded was at the intersection of Trade and Tryon Streets where counters observed a total of 27,014 pedestrian trips. The second highest volume recorded was at the intersection of North Tryon and Fifth Streets with 26,003 trips. Observations suggest that the heavy pedestrian activity during this time period is defined by the lunchtime crowd, with the majority of traffic flowing north and south bound along Tryon Street. The least amount of pedestrian trips were observed at the intersection of North College and East Trade Streets. Minimal pedestrian activity at this intersection is attributed to sidewalk closures as a result of construction of the EpiCentre and One Bank of America Center.

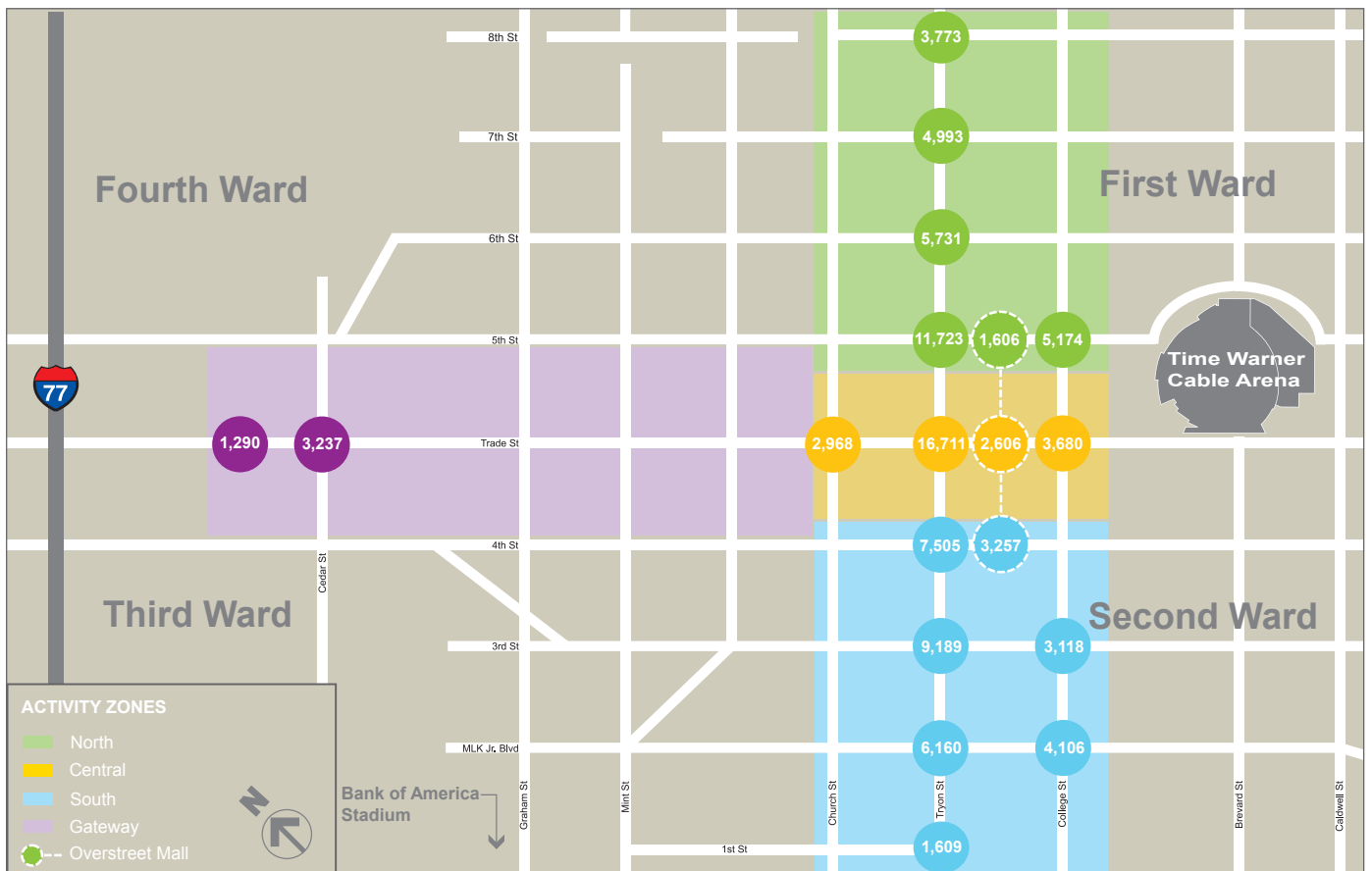
| PEDESTRIAN TRIPS BY INTERSECTION |                |                        |
|----------------------------------|----------------|------------------------|
|                                  | Total Trips    | Average Trips Per Hour |
| <b>North Zone</b>                |                |                        |
| N Tryon & 5th                    | 26,003         | 4,334                  |
| N Tryon & 6th                    | 9,515          | 1,586                  |
| N Tryon & 7th                    | 8,182          | 1,364                  |
| N Tryon & 8th                    | 4,841          | 807                    |
| N College & 5th                  | 4,180          | 697                    |
| Overstreet & 5th                 | 4,963          | 827                    |
|                                  | <b>57,684</b>  | <b>9,614</b>           |
| <b>South Zone</b>                |                |                        |
| S Tryon & The Green              | 1,669          | 278                    |
| S Tryon & MLK                    | 10,258         | 1,710                  |
| S Tryon & 3rd                    | 12,138         | 2,023                  |
| S Tryon & 4th                    | 12,169         | 2,028                  |
| S College & MLK                  | 3,165          | 528                    |
| S College & 3rd                  | 2,364          | 394                    |
| Overstreet & 4th                 | 12,822         | 2,137                  |
|                                  | <b>54,585</b>  | <b>9,098</b>           |
| <b>Central Zone</b>              |                |                        |
| Trade & Tryon                    | 27,014         | 4,502                  |
| W Trade & Church                 | 3,620          | 603                    |
| E Trade & College                | 1,116          | 186                    |
| Overstreet & Trade               | 8,847          | 1,475                  |
|                                  | <b>40,597</b>  | <b>6,766</b>           |
| <b>Gateway Zone</b>              |                |                        |
| W Trade & Cedar                  | 5,207          | 868                    |
| W Trade & JWU Mid-Bik            | 1,760          | 293                    |
|                                  | <b>6,967</b>   | <b>4,334</b>           |
| <b>Total</b>                     | <b>159,833</b> | <b>26,639</b>          |



### Weekday Evening (4 pm - 7 pm)

The weekday evening hours have a comparatively lower volume than during midday. The highest volume recorded was 16,711 at the intersection of Trade and Tryon Streets. It was observed that pedestrian traffic during the weekday evening hours decreases significantly as a result of employees leaving Center City. Observations also suggests that the majority of Center City employees who drive park in decks and surface lots outside of the study area. As a result, the majority of the pedestrian traffic leaving Center City was not captured by counters.

| PEDESTRIAN TRIPS BY INTERSECTION |               |                        |
|----------------------------------|---------------|------------------------|
|                                  | Total Trips   | Average Trips Per Hour |
| <b>North Zone</b>                |               |                        |
| N Tryon & 5th                    | 11,723        | 1,954                  |
| N Tryon & 6th                    | 5,731         | 955                    |
| N Tryon & 7th                    | 4,993         | 832                    |
| N Tryon & 8th                    | 3,773         | 629                    |
| N College & 5th                  | 5,174         | 862                    |
| Overstreet & 5th                 | 1,606         | 268                    |
|                                  | <b>33,000</b> | <b>5,500</b>           |
| <b>South Zone</b>                |               |                        |
| S Tryon & The Green              | 1,609         | 268                    |
| S Tryon & MLK                    | 6,160         | 1,027                  |
| S Tryon & 3rd                    | 9,189         | 1,532                  |
| S Tryon & 4th                    | 7,505         | 1,251                  |
| S College & MLK                  | 4,106         | 684                    |
| S College & 3rd                  | 3,118         | 520                    |
| Overstreet & 4th                 | 3,257         | 543                    |
|                                  | <b>34,944</b> | <b>5,824</b>           |
| <b>Central Zone</b>              |               |                        |
| Trade & Tryon                    | 16,711        | 2,786                  |
| W Trade & Church                 | 2,968         | 495                    |
| E Trade & College                | 3,680         | 613                    |
| Overstreet & Trade               | 2,606         | 434                    |
|                                  | <b>25,965</b> | <b>4,328</b>           |
| <b>Gateway Zone</b>              |               |                        |
| W Trade & Cedar                  | 3,237         | 540                    |
| W Trade & JWU Mid-Blk            | 1,290         | 215                    |
|                                  | <b>4,527</b>  | <b>755</b>             |
| <b>Total</b>                     | <b>98,436</b> | <b>16,407</b>          |



## Weekend Midday (11 am - 2 pm)

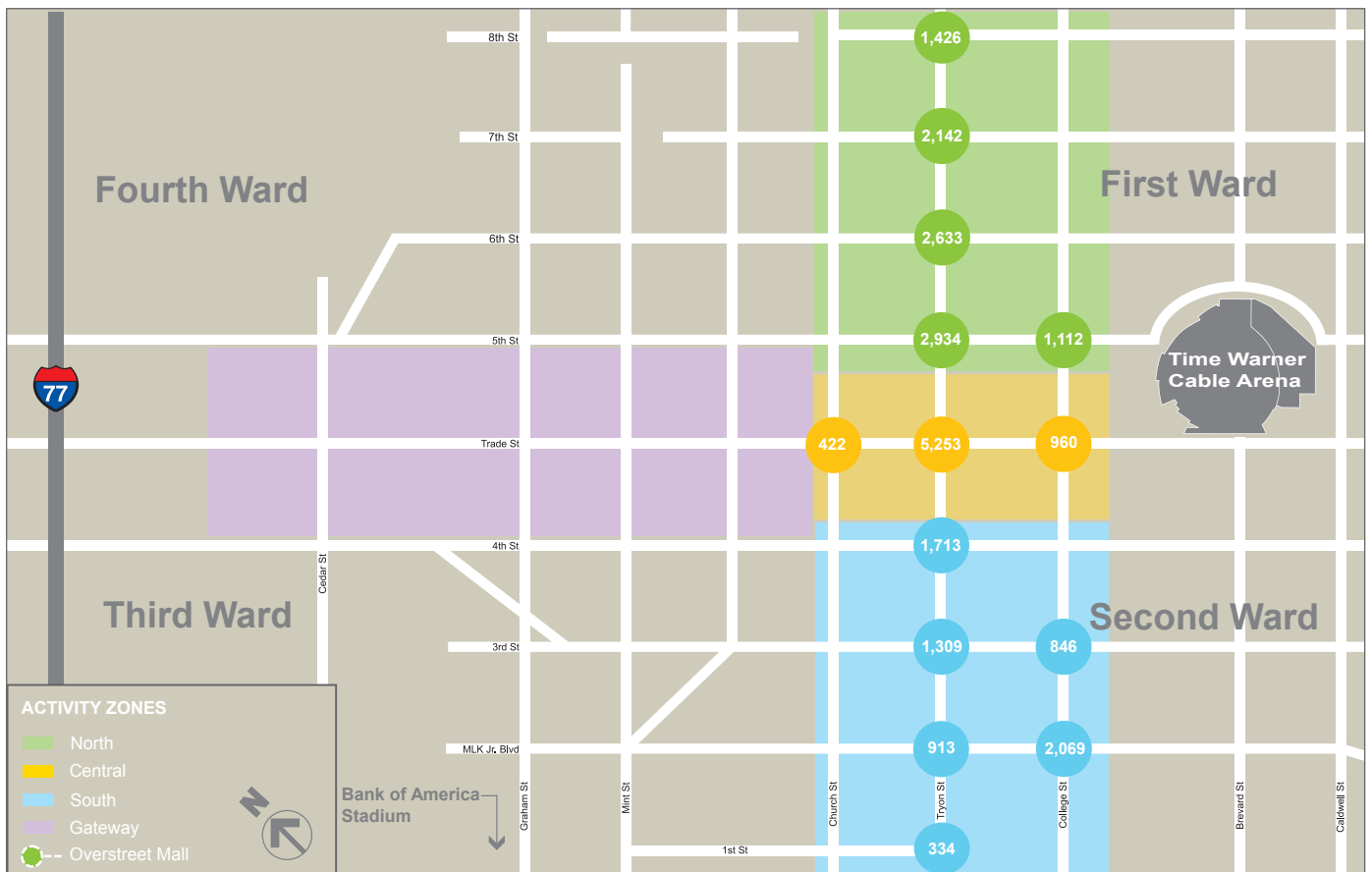
The overall pedestrian trips observed in Center City on weekends during the study were significantly lower than weekdays. This is the result of a few key factors that include:

- The absence of employees in Center City
- Fewer intersections observed (14 versus 19 during the weekday study)
- Overstreet Mall was not observed
- Rainy weather conditions on Saturday, April 12th

A total of 24,066 pedestrian trips were recorded within the four activity zones between the hours of 11 am to 2 pm. These trips accounted for 58% of all pedestrian traffic recorded during the weekend study observations. The intersection of Trade and Tryon Streets had the highest count at 5,253.

The majority of businesses in the Gateway Village and Overstreet Mall are closed or have very limited hours during the weekends. As a result these Activity Zones were not counted.

| PEDESTRIAN TRIPS BY INTERSECTION |               |                        |
|----------------------------------|---------------|------------------------|
|                                  | Total Trips   | Average Trips Per Hour |
| <b>North Zone</b>                |               |                        |
| N Tryon & 5th                    | 2,934         | 978                    |
| N Tryon & 6th                    | 2,633         | 878                    |
| N Tryon & 7th                    | 2,142         | 714                    |
| N Tryon & 8th                    | 1,426         | 475                    |
| N College & 5th                  | 1,112         | 371                    |
| Overstreet & 5th                 | NA            | NA                     |
|                                  | <b>10,247</b> | <b>3,416</b>           |
| <b>South Zone</b>                |               |                        |
| S Tryon & The Green              | 334           | 111                    |
| S Tryon & MLK                    | 913           | 304                    |
| S Tryon & 3rd                    | 1,309         | 436                    |
| S Tryon & 4th                    | 1,713         | 571                    |
| S College & MLK                  | 2,069         | 690                    |
| S College & 3rd                  | 846           | 282                    |
| Overstreet & 4th                 | NA            | NA                     |
|                                  | <b>7,184</b>  | <b>2,395</b>           |
| <b>Central Zone</b>              |               |                        |
| Trade & Tryon                    | 5,253         | 1,715                  |
| W Trade & Church                 | 422           | 141                    |
| E Trade & College                | 960           | 320                    |
| Overstreet & Trade               | NA            | NA                     |
|                                  | <b>6,635</b>  | <b>2,212</b>           |
| <b>Gateway Zone</b>              |               |                        |
| W Trade & Cedar                  | NA            | NA                     |
| W Trade & JWU Mid-Blk            | NA            | NA                     |
|                                  | <b>NA</b>     | <b>NA</b>              |
| <b>Total</b>                     | <b>24,066</b> | <b>8,022</b>           |

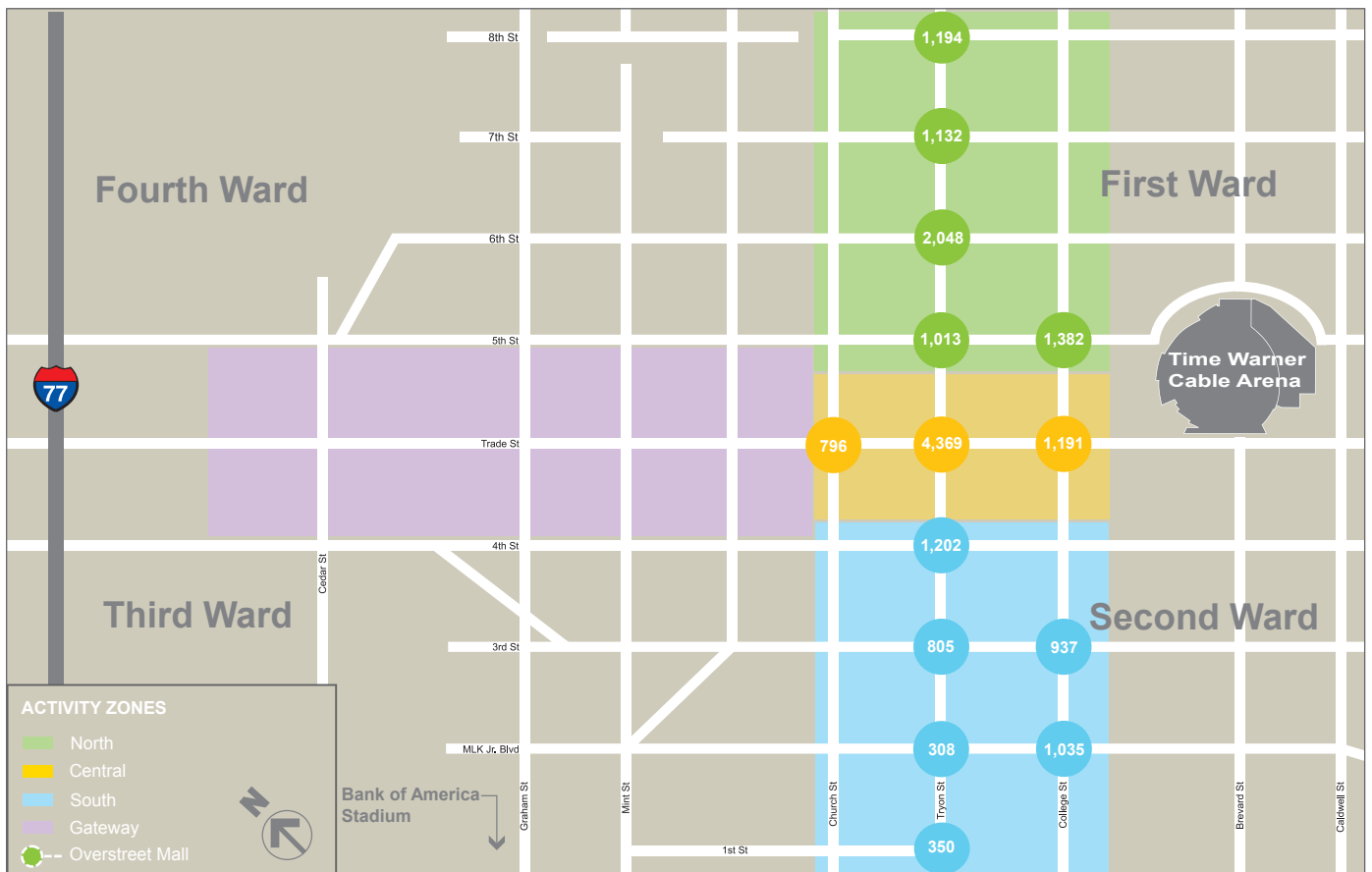


## Weekend Evening (4 pm - 7 pm)

Observations suggest weekend pedestrian traffic is light during mid afternoon hours and begins to increase around 5 pm as people come to Center City for dinner and evening activities. The majority of pedestrian traffic was observed along Tryon Street north of Fourth Street. Counters also recorded a significant amount of pedestrian activity at the intersections along College Street between Fourth Street and Fifth Street.

A total of 17,762 pedestrians trips were recorded during the evening hours of 4 pm to 7 pm. These trips accounted for 42% of the total pedestrian traffic recorded during the weekend study sessions.

| PEDESTRIAN TRIPS BY INTERSECTION |               |                        |
|----------------------------------|---------------|------------------------|
|                                  | Total Trips   | Average Trips Per Hour |
| <b>North Zone</b>                |               |                        |
| N Tryon & 5th                    | 1,013         | 338                    |
| N Tryon & 6th                    | 2,048         | 683                    |
| N Tryon & 7th                    | 1,132         | 377                    |
| N Tryon & 8th                    | 1,194         | 398                    |
| N College & 5th                  | 1,382         | 461                    |
| Overstreet & 5th                 | NA            | NA                     |
|                                  | <b>6,769</b>  | <b>2,256</b>           |
| <b>South Zone</b>                |               |                        |
| S Tryon & The Green              | 350           | 117                    |
| S Tryon & MLK                    | 308           | 103                    |
| S Tryon & 3rd                    | 805           | 268                    |
| S Tryon & 4th                    | 1,202         | 401                    |
| S College & MLK                  | 1,035         | 345                    |
| S College & 3rd                  | 937           | 312                    |
| Overstreet & 4th                 | NA            | NA                     |
|                                  | <b>4,637</b>  | <b>1,546</b>           |
| <b>Central Zone</b>              |               |                        |
| Trade & Tryon                    | 4,369         | 1,456                  |
| W Trade & Church                 | 796           | 265                    |
| E Trade & College                | 1,191         | 397                    |
| Overstreet & Trade               | NA            | NA                     |
|                                  | <b>6,356</b>  | <b>2,119</b>           |
| <b>Gateway Zone</b>              |               |                        |
| W Trade & Cedar                  | NA            | NA                     |
| W Trade & JWU Mid-Blk            | NA            | NA                     |
|                                  | <b>NA</b>     | <b>NA</b>              |
| <b>Total</b>                     | <b>17,762</b> | <b>5,921</b>           |



# Conclusion

The 2008 Charlotte Center City Pedestrian Count report outlines and discusses many facts about pedestrian activity within Center City.

## Street Activity

Over the six-day, two-week period of observations, a total of 294,537 pedestrians trips were recorded. The weekday accounted for 252,709 trips, more than 85% of the total recorded. The weekend total accounted for 41,828 trips, which is approximately 15% of the total observed.

The study revealed that pedestrian activity tends to decrease as the distance from the intersection of Trade and Tryon Streets increases. This is attributed to the location of the major employment centers and dining options.

Center City is most active on weekdays during the midday hours from 11 am to 2 pm. The heavy pedestrian volumes can be attributed to the numerous large employers and retail and restaurant destinations.

## Overstreet Mall Activity

The Overstreet Mall walkway that connects the BB&T Center to the Bank of America Plaza across Fourth Street is the busiest walkway. This is attributed to the walkway being a convenient access point for pedestrians coming from the South Zone to access Bank of America Plaza and Founders Hall; which are the locations of the majority of dining options within the Overstreet Mall. The least amount of pedestrian activity was observed in the walkway between the Bank of America Corporate Center and the Hearst Tower.

## Weather

Weather conditions impact pedestrian activity dramatically. Cold and/or rainy weather decreased the amount of activity that was observed.

The following table provides a summary of weather conditions and count results for each day of the study.

**TABLE 1: Weather Conditions and Pedestrian Trips Recorded by Day**

|                             | Tuesday, April 1 |               | Thursday, April 3 |               | Saturday, April 12 |              | Tuesday, April 15 |               | Thursday, April 17 |               | Saturday, April 19 |               |
|-----------------------------|------------------|---------------|-------------------|---------------|--------------------|--------------|-------------------|---------------|--------------------|---------------|--------------------|---------------|
|                             | 11a-2p           | 4p-7p         | 11a-2p            | 4p-7p         | 11a-2p             | 4p-7p        | 11a-2p            | 4p-7p         | 11a-2p             | 4p-7p         | 11a-2p             | 4p-7p         |
| Temperature (°F)            | °55              | °65           | °50               | °45           | °52                | °52          | °55               | °60           | °60                | °73           | °70                | °70           |
| Weather Conditions          | Showers          | Sunny         | Showers           | Showers       | Rain               | Clear        | Sunny             | Sunny         | Sunny              | Sunny         | Showers            | Showers       |
| <b>Activity Zone Totals</b> |                  |               |                   |               |                    |              |                   |               |                    |               |                    |               |
| North - 5 intersections     | 3,385            | 3,194         | 5,758             | 3,586         | 1,112              | 1,382        | 20,688            | 11,763        | 27,853             | 14,457        | 9,135              | 5,387         |
| South - 6 intersections     | 8,296            | 5,995         | 11,724            | 6,135         | 3,249              | 2,322        | 13,776            | 7,792         | 20,789             | 15,062        | 3,935              | 2,315         |
| Central - 3 intersections   | 4,527            | 3,438         | 5,660             | 3,503         | 1,382              | 1,987        | 11,284            | 6,874         | 15,880             | 9,837         | 5,253              | 4,369         |
| Gateway - 2 intersections   | 3,459            | 2,520         | 3,508             | 2,007         | NA                 | NA           | NA                | NA            | NA                 | NA            | NA                 | NA            |
|                             | <b>19,667</b>    | <b>15,107</b> | <b>26,650</b>     | <b>15,231</b> | <b>5,743</b>       | <b>5,691</b> | <b>45,748</b>     | <b>26,429</b> | <b>64,522</b>      | <b>39,356</b> | <b>18,323</b>      | <b>12,071</b> |



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## Outlook for 2009

Pedestrian trips are projected to increase in nearly all activity zones in 2009. Higher rates of increase will be experienced in areas where new restaurants and retail shops have opened and in activity zones where intersections were closed during the 2008 study due to projects under construction. The following is a summary of projections for each activity in 2009.

### North Zone

Pedestrian traffic in the North Activity Zone is expected to increase slightly in 2009. Located at the intersection of Sixth and Tryon Streets, Zink restaurant will re-open for business after being closed for renovations. This will increase pedestrian activity around Sixth Street and North Tryon Street. The North Zone is expected to record the highest number of pedestrian trips as this will remain one of the most active areas within Center City.

### South Zone

The South Activity Zone is expected to have a significant increase in pedestrian trips in 2009. Chima, a Brazilian steak house at the corner of Fourth and South Tryon Streets will open in late 2008 and will impact pedestrian activity within the South zone. Also, as construction at the new Wachovia Cultural complex nears completion pedestrian activity will increase around First Street and The Green.

### Central Zone

In 2009, pedestrian traffic volumes are expected to increase considerably in the Central Activity Zone. With the opening of the EpiCentre, a 265,000 square foot mixed-use project consisting of retail and restaurants, pedestrian trips along College Street will increase significantly. The completion of the project will also allow for additional areas within this zone to be observed. The reopening of the southwest corner at the intersection of Trade and College Streets and the northeast corner at Fourth and College Streets and completion of the crosswalk from the Overstreet Mall to the EpiCentre will significantly impact pedestrian traffic and flows during midday and evening hours in the Central Activity Zone.

### Gateway Zone

Pedestrian activity in the Gateway Zone is expected to remain constant in 2009.

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