



PLAYHOUSE DISTRICT

Pedestrian Count Study

conducted

June 24, 26, 27, and 28, 2015

along Colorado Boulevard
between Madison and Hudson

- Report is the final in a three-year series comparing counts from 2013, 2014 and 2015 taken in the last week of June; aggregates counts across the same three blocks in the Playhouse District
 - For 2015, weekday totals are comparable to weekend totals
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2015 Pedestrian Traffic Overview

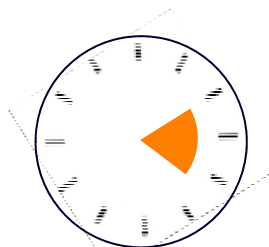
Wednesday 6/24/15	Friday 6/26/15	Weekday Grand Total
8968	8849	17817
Saturday 6/27/15	Sunday 6/28/15	Weekend Grand Total
9812	8813	18625

- At a total level, Saturday nights (6pm-8pm), have the heaviest traffic, followed by Wednesday afternoons (12pm-2pm).

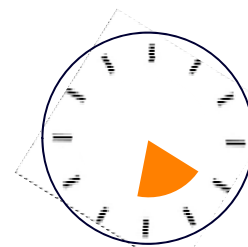
2015 Daily Totals by Two Hour Increments



12pm – 2pm



2pm – 4pm



4pm – 6pm



6pm – 8pm

Wednesday
6/24/15

2,781

2,137

Lowest Count
1,778

2,272

Friday
6/26/15

2,588

1,865

1,930

2,466

Weekday
Grand Total

5,369

4,002

3,708

4,738

Saturday
6/27/15

2,290

2,291

2,397

Highest Count
2,834

Sunday
6/28/15

2,022

1,842

2,274

2,675

Weekend
Grand Total

4,312

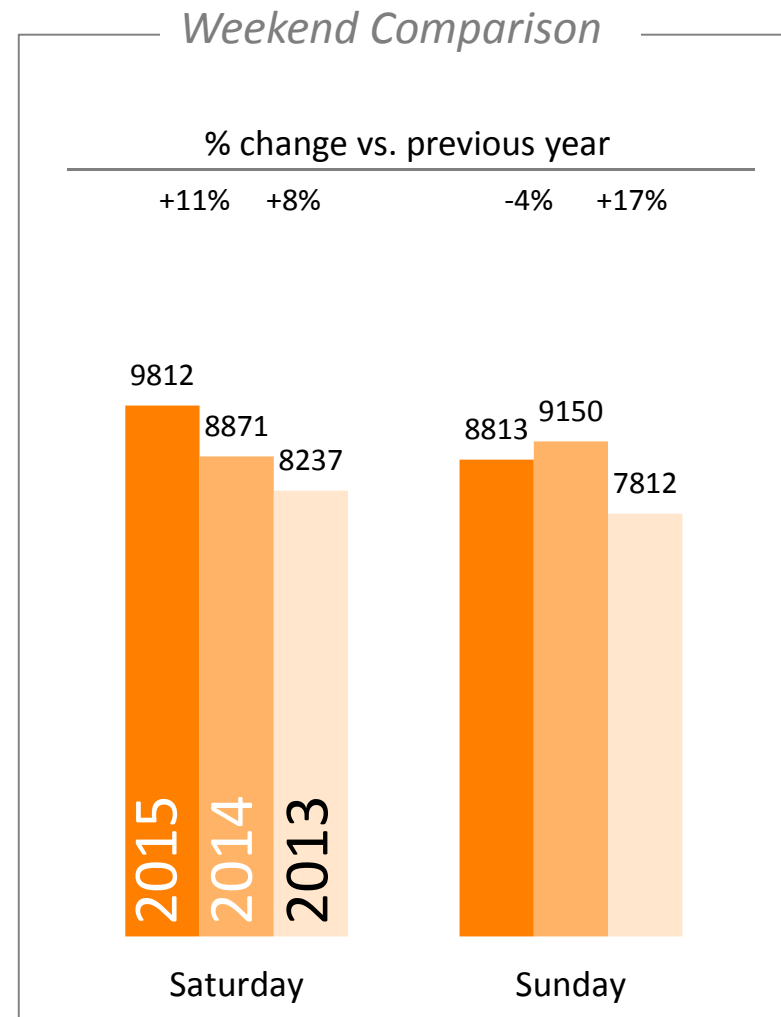
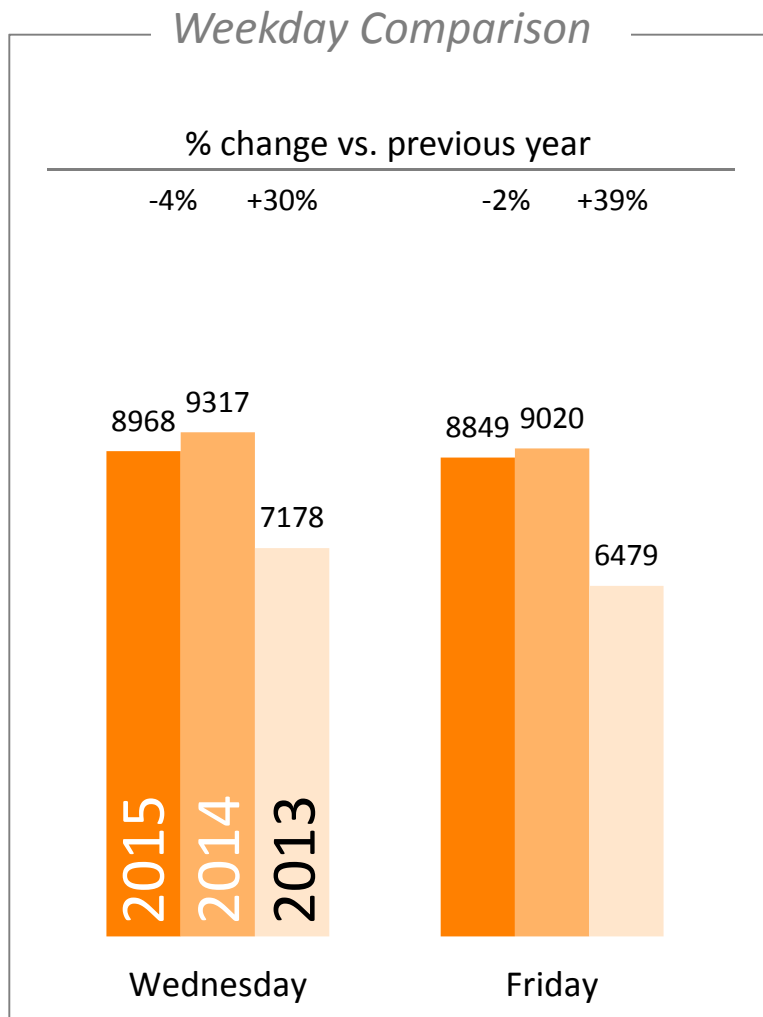
4,133

4,671

5,509

- Weekday traffic saw significant increases in 2014, with traffic increasing by about one third. Although not as drastic, weekend traffic also experienced positive shifts.
- In 2015, Saturday was the only day to gain more traffic.

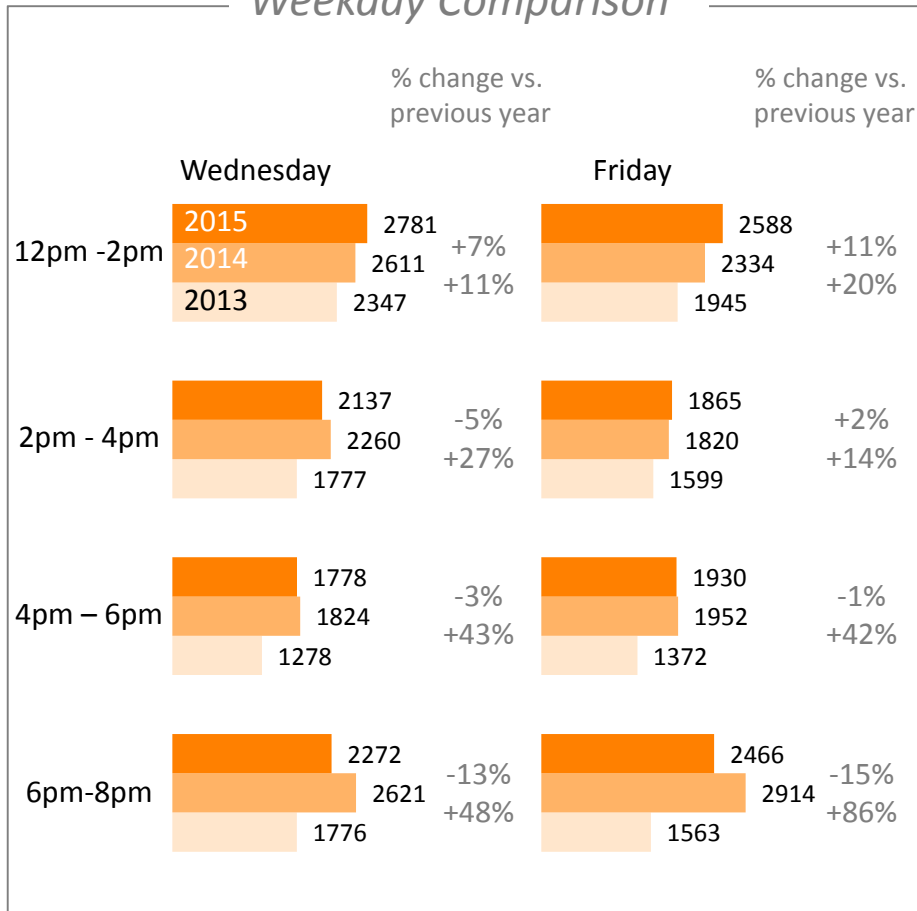
2015 vs. 2014 vs. 2013 Pedestrian Traffic



- In 2014, a year of growth, the largest gains were made in the later time slots - especially Friday 6pm-8pm slot where traffic almost doubled.
- 2015 only saw marginal gains or rebounds across most days/time slots. One standout day, Saturday, saw the strongest positive growth, particularly the 4pm-6pm slot that experienced a jump in traffic similar to 2014.

2015 vs. 2014 vs. 2013 Pedestrian Traffic by Two Hour Increments

Weekday Comparison



Weekend Comparison

