Overview

Downtown Tempe is the Valley’s only true walkable, urban environment. Located in the heart of the metropolitan area, Downtown Tempe is the home of two of Arizona’s top destinations, Mill Avenue and the Tempe Town Lake. Downtown Tempe features attractions, events, arts, sports, retail, dining, leisure, housing, major corporations, hotels and more. Daily pedestrian traffic in Downtown Tempe is primarily represented by:

- Over 4 million city wide visitors (Tempe Tourism)
- Approximately 31,000 employees located within one mile (CoStar)
- 19,000 residents within one mile (CoStar)
- Almost 60,000 students, faculty and staff at the neighboring ASU main campus (ASU Office of Institutional Analysis, Fall 2014)

Downtown Tempe Authority is the private, non-profit organization that manages the Enhanced Municipal Services District and is responsible for the vibrancy and excellence of the cultural, lifestyle, and commerce experience in Downtown Tempe. If you have any questions or need additional information regarding this Pedestrian Count Report, please contact Kate Borders, Executive Director, at (480) 355-6061 or kate@downtowntempe.com.

Purpose

The Downtown Tempe Authority conducts quarterly pedestrian counts to analyze the amount of pedestrian traffic within specific areas of Downtown. Pedestrian Count Reports will be compiled after each quarterly count is conducted and will compare the current data to the previous years’.

The purpose of this report is to:

- Assess the condition of pedestrian activity in specific areas
- Identify areas that need continued activation to draw more foot traffic
- Create an information source for planners, developers, and brokers
- Assist in recruitment and retention of retail and office businesses in the area
Methodology

All pedestrian traffic counts for this study were determined by manual counting of individuals walking in any direction past a designated observation point (see map for specific locations).

Pedestrian counts were recorded in one hour intervals at each location.

Pedestrian counts were conducted at nine locations throughout Downtown.

Locations

Data was collected from nine locations for this report.

- Rio Salado & Mill
- 7th St & Mill
- 5th & College
- 3rd St & Mill
- University & Mill
- 7th & College
- 5th & Mill
- 5th & Forest
- University & College

Collection Times

Pedestrian counts were conducted on Monday, Wednesday, and Friday during four shifts:

- Breakfast, 8am-9pm
- Afternoon, 2pm-3pm
- Lunch, 11:30am-12:30am
- Dinner, 6-7pm

Report Timeframe

This report represents the quarterly pedestrian counts of Summer 2015. The counts were recorded August 3, 5, and 7th. Summer 2015 counts are compared to Summer 2014.

Gender

The Summer 2015 pedestrian counts were recorded by gender; male or female. Gender was not collected in Summer 2014.
**Important Notes**

The graph entitled Time of Day: Quarterly Review will display the four most recent quarterly counts collected.

The Time of Day graphs for all 9 locations include the data from Summer 2015 only.

The Historical Records graphs for each of the 9 locations were created from Summer 2014 and Summer 2015 data only.
Summary

Downtown Tempe continues to display strong pedestrian activity. Since 2012, there has been a tremendous influx of activity and development. Numerous restaurants, residential developments, and offices have moved to Tempe. The expansion and growth of ASU’s presence outside of campus into Downtown Tempe has brought more pedestrians to all areas of downtown. The Mill Avenue corridor has always been a popular destination with its many restaurants, bars and shops. College Avenue has seen a huge boom in development and will continue to attract more pedestrians. The addition of three collection locations to the east of Mill Ave is an acknowledgement of the growth and developments in downtown. As the area continues to attract new businesses, residential developments, and restaurants, more people will engage with Downtown Tempe.

Time of Day: Quarterly Review

Beginning in June 2014, pedestrian counts are now being conducted quarterly. This report represents the second time Summer and the first time Winter counts were collected. These two timeframes also had the lowest and highest pedestrian counts, respectively. In general, lunch is the highest trafficked time of day followed by afternoon, and then dinner, while the breakfast count resulted in the smallest collection of pedestrian activity.
**Gender**

The Summer 2015 collection counted 9,410 males and 7,115 females when all nine sites were combined. This is a ratio of 1:1.25 females to males in Downtown Tempe, or a difference of 25%.

**Year to Year Growth**

This graph compares Summer 2014 to Summer 2015. Summer 2014 reported 20,679 pedestrians from the nine collection sites. Summer 2015 reported 16,525 pedestrians, which is a 20% decrease in pedestrian activity.
Rio Salado Pkwy & Mill Ave
Recorded on the southwest corner

Most pedestrian traffic at this intersection is generated from Tempe Beach Park, the offices on Rio Salado Pkwy, and the US Airways building as pedestrians travel into the heart of Downtown Tempe. This report does not include special event days which bring heavy foot traffic to this area. The assumption is that specific event data collected by the City of Tempe includes more accurate attendance data for those special event days. Popular restaurant Monti’s Steakhouse closed prior to the Summer 2015 count. A mixed-use development is currently slated for that site.

![Rio Salado & Mill Time of Day](image1)

Time of Day for Rio Salado & Mill showed the highest pedestrian traffic at dinner and lunch.

![Rio Salado & Mill Historical Record](image2)

The Summer 2015 count at Rio Salado & Mill had a total of 534 pedestrians. This is a 2% decrease from Summer 2014 which had 547 pedestrians counted during the same collection times.
3rd & Mill serves as one of the gateways into Downtown Tempe. The intersection contains the Mill Avenue Light Rail stop and is adjacent to 3 parking garages, 2 surface parking lots, 2 occupied office buildings, the Tempe Mission Palms Hotel, and many retail and office businesses. MoJo Frozen Yogurt closed its doors at this location, and a new tenant will open in the fall.

**3rd St & Mill Time of Day**

- 8-9 am, breakfast: 16%
- 11:30 am-12:30 pm, lunch: 17%
- 2 pm-3 pm, afternoon: 18%
- 6 pm-7 pm, dinner: 49%

Time of Day for 3rd & Mill showed the highest pedestrian traffic at lunch and afternoon.

**3rd & Mill Historical Record**

The Summer 2015 count at 3rd & Mill had a total of 2,406 pedestrians. This was a 17% decrease from Summer 2014 which had 2,903 pedestrians counted during the same collection times.
5th & Mill
Recorded on the northwest corner

One of the busiest intersections in Downtown Tempe, this corner mainly features 2-3 story buildings with multiple retail and restaurant uses and some office space in top floors. 5th Street serves as a throughway to the ASU football stadium and campus, City Hall, Tempe Mission Palms Hotel, Tempe Transit Center and the Tempe Municipal Court. Longevity of the retail uses at this corner contributes to the consistency of the pedestrian traffic.

Time of Day at 5th & Mill showed the highest pedestrian traffic at lunch and afternoon

The Summer 2015 count at 5th & Mill had a total of 3,744 pedestrians. This is a 19% decrease from Summer 2014 which reported 4,595 pedestrians during the same collection times.
The intersection of 7th & Mill has seen a tremendous influx of restaurants in the last few years. The northwest corner is now occupied by Zipps and the northeast corner houses Steak N Shake and Slickables. The southwest corner has been successful for Mellow Mushroom Pizzeria and some second story office tenants despite the vacant lot on the southeast corner.

![Pie chart of 7th & Mill Time of Day]

Time of Day at 7th & Mill showed the highest pedestrian traffic at lunch and dinner.

![Bar chart of 7th & Mill Historical Record]

The Summer 2015 count at Rio Salado & Mill had a total of 1,760 pedestrians. This was a 45% decrease from Summer 2014 which reported 3,162 pedestrians counted during the same collection times.
University & Mill
Recorded at northwest corner

University & Mill is at the southern end of Downtown Tempe with University a major arterial street. The pedestrian count observation point is located in front of a popular restaurant and is adjacent to two office buildings, one sandwich shop and a city bus stop. The northeast corner has a vacancy that is awaiting arrival of a new restaurant. The southwest corner includes CVS and Chick-fil-A. The intersection has lost one full service restaurant that was situated on the southeast corner.

![University & Mill Time of Day](chart)

Time of Day at University & Mill showed the highest pedestrian traffic at lunch and breakfast.

![University & Mill Historical Record](chart)

The Summer 2015 count at Rio Salado & Mill had a total of 1,925 pedestrians. This was a 20% decrease from Summer 2014 which had 2,421 pedestrians counted during the same collection times.
The location selected for this count is the crosswalk at the southwest end of the Transit Center. The crosswalk connects to the southwest corner of 5th St & Forest. The Transit Center is the public transportation hub for the City of Tempe. It is home to a Metro Light Rail stop, a city bus stopping point, and a stopping point for the free Orbit circulators. It is immediately adjacent to the City Hall parking garage, the Tempe Municipal Court and City Hall. New merchants in the area include the Residence Inn Marriott and ground level shops at the Transit Center such as Tea 2 Go and Bicycle Cellar, with a retail vacancy under lease. The light rail stop is heavily used by students going to the northwest end of the ASU Main Campus.

5th & Forest
Recorded at the northwest corner

Time of Day at 5th & Forest showed the highest pedestrian traffic at the afternoon and lunch.

The Summer 2015 count at 5th & Forest had a total of 1,139 pedestrians. This was a 11% decrease from Summer 2014 which reported 1,280 pedestrians counted during the same collection times.
This corner is comprised of a coffee shop and a brewpub. It sits to the southeast of the Transit Center and opposite the University House, a large residential building for students, which has ground floor retail vacancies.

5th & College
Recorded at southwest corner

Time of Day at 5th & College showed the highest pedestrian traffic at dinner and lunch.

The Summer 2015 count at 5th & College had a total of 1,332 pedestrians. This is a 21% increase from Summer 2014 which had a total of 1,050 pedestrians counted during the same collection times.
7th & College
Recorded at the southwest corner

7th & College is very well traveled, thanks to the completion of ASU College Ave Commons with retail, classrooms, and meeting space. Across the way is the parking garage for Fulton Center, a student book center at the southwest corner, and the southeast corner has a strong fast casual restaurant presence with coffee, pizza, sandwich shop, oriental, and another sandwich shop which opened in July.

![7th & College Time of Day](chart)

Time of Day at 7th & College showed the highest pedestrian traffic at lunch and afternoon.

![7th & College Historical Record](chart)

Summer 2015 reported 1,862 pedestrians. This is a 7% decrease from Summer 2014 which reported 2,006.
University & College
Recorded at the northwest corner

This corner is at the southern end of the district and boasts a strong presence of ASU students, faculty, and employees. The counts were taken in front of the Catholic Newman Center. To the northeast sits the ASU Fulton Center and to the south is ASU’s campus.

University & College
Time of Day

- 8:00 am - 9:00 am, breakfast: 16%
- 11:30 am - 12:30 pm, lunch: 34%
- 2:00 pm - 3:00 pm, afternoon: 32%
- 6:00 pm - 7:00 pm, dinner: 18%

Time of Day at University & College showed the highest pedestrian traffic at lunch and the afternoon.

University & College

The Summer 2015 count at University & College had a total of 1,823 pedestrians. This was a 33% decrease from Summer 2014 which reported 2,715 pedestrians counted during the same collection times.
At a Glance

This table represents the number of individuals counted at each location for a total of twelve separate, one hour counts. Locations are listed in order of highest to lowest pedestrian counts with their percent of change from the Summer 2014 count. Of the nine locations, 5th & College was the only one to report an increase in pedestrian traffic; the other eight locations showed a decrease.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th># of pedestrians</th>
<th>% change</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>5th &amp; Mill</td>
<td>3,744</td>
<td>-19%</td>
</tr>
<tr>
<td>2</td>
<td>3rd &amp; Mill</td>
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<tr>
<td>3</td>
<td>University &amp; Mill</td>
<td>1,925</td>
<td>-20%</td>
</tr>
<tr>
<td>4</td>
<td>7th &amp; College</td>
<td>1,862</td>
<td>-7%</td>
</tr>
<tr>
<td>5</td>
<td>University &amp; College</td>
<td>1,823</td>
<td>-33%</td>
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<td>7th &amp; Mill</td>
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<td>-45%</td>
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<td>+21%</td>
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<td>8</td>
<td>5th &amp; Forest</td>
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<td>-11%</td>
</tr>
<tr>
<td>9</td>
<td>Rio Salado &amp; Mill</td>
<td>534</td>
<td>-2%</td>
</tr>
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</table>

NOTE: Total sales for the Downtown Tempe Enhanced Services District (as reported by the City of Tempe) have shown an increase when comparing Summer 2014 to Summer 2015. Specifically, total sales increased an average of 14.13% from May/June/July 2014 to the same period in 2015.
Future Considerations

With more retail and restaurant opportunities and development throughout Downtown Tempe, it will be necessary to add more collection locations as needed. The addition of the three locations on College Ave is important because it recognizes the growth of downtown as a whole. The numbers collected in this report do show a slight drop in pedestrian traffic in the Core 6 locations, which is basically comprised of the Mill Avenue corridor. Future reports will indicate how growth on College Avenue may impact Mill Avenue, which will determine if there is overall growth or internal cannibalizing. The FY 2015-16 reports will demonstrate two years’ of consistent data points for comparison purposes.

By conducting quarterly counts, the Downtown Tempe Authority will be able to assess pedestrian traffic during all times of the year, not just the perceived busier seasons. There has always been the belief that summer months see the greatest decline, yet there were no summer pedestrian counts to support this claim. When Arizona State University is not in session, this has an obvious impact on the local business community. Therefore, the Summer count should always be conducted when ASU is not in session. Likewise, the Spring count should not be conducted during ASU Spring Break, etc.

Currently, all pedestrian counts are conducted during the week. Just as more collection locations are added, it is worth considering the addition of more counting opportunities to include weekends and