

MAKING PLACES BETTER FOR PEOPLE



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"WHY DON'T ARCHITECTS CARE ABOUT PEOPLE?"

PLANNERS

INGRID GEHL

ENGINEERS

URBAN

DESIGNERS

ELECTED

OFFICIALS

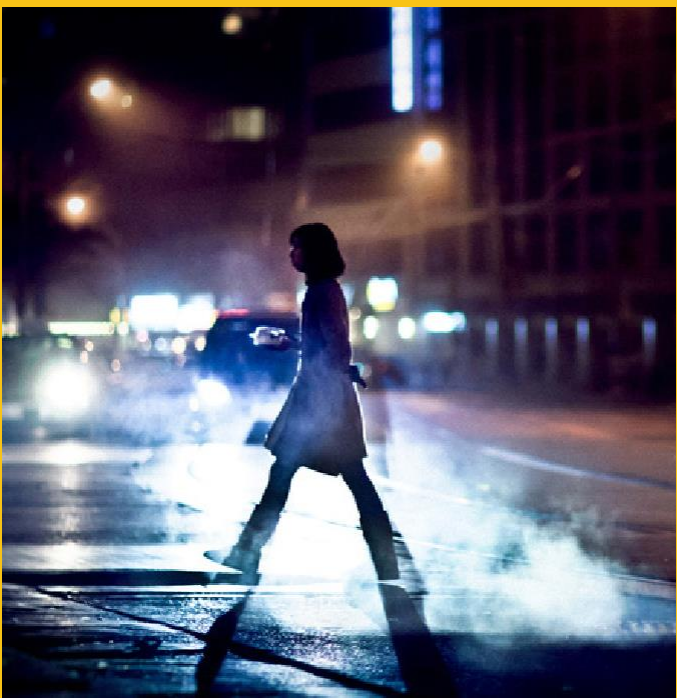
PROPERTY

DEVELOPERS

TRANSPORT

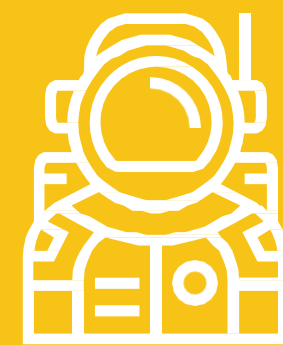
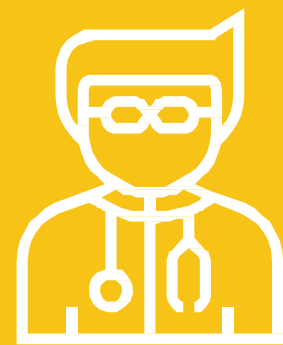
STRATEGISTS

LANDSCAPE



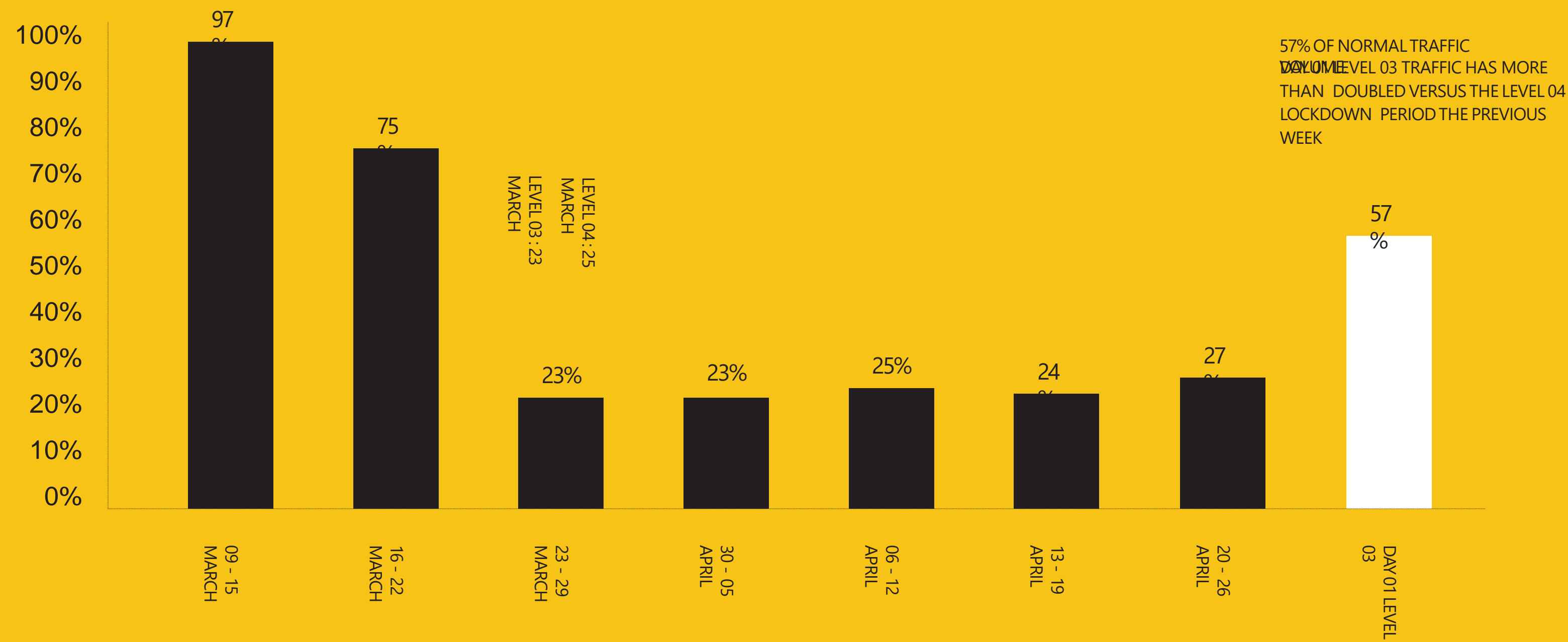
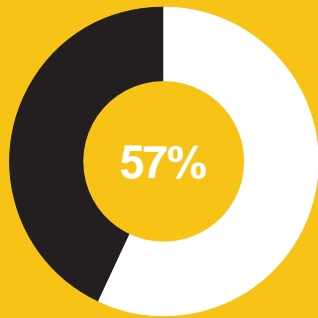


**WE CANNOT MAKE INFORMED PLANNING
DECISIONS WITHOUT FIRST UNDERSTANDING
WHO THE USERS OF OUR CITIES ARE.**



AUCKLAND CBD, ARTERIAL & SUBURBAN VOLUMES

AS A PERCENTAGE OF LAST YEAR



**"IF YOU PLAN CITIES FOR CARS AND TRAFFIC, YOU
GET CARS AND TRAFFIC. IF YOU PLAN FOR PEOPLE
AND PLACES, YOU GET PEOPLE AND PLACES".**

FRED KENT

THANKFULLY IN DUNEDIN THIS TREND IS SHIFTING

NELSON

AUCKLAND

WELLINGTON

CHRISTCHURCH

MELBOURNE

PERTH

SYDNEY

HAMBURG

VIENNA

SHANGHAI

NEW YORK

CITIES ARE FOR PEOPLE



**WELLINGTON CITY COUNCIL + CHRISTCHURCH CITY COUNCIL + AUCKLAND COUNCIL
PANUKU DEVELOPMENT AUCKLAND + QUEENSTOWN LAKES DISTRICT COUNCIL
NELSON CITY COUNCIL + DUNEDIN CITY COUNCIL**

**HOW DO WE KNOW IF WE'VE MADE A GOOD
INVESTMENT?**

MEASURE WHAT MATTERS MOST



WEEKDAY PEDESTRIAN MOVEMENTS

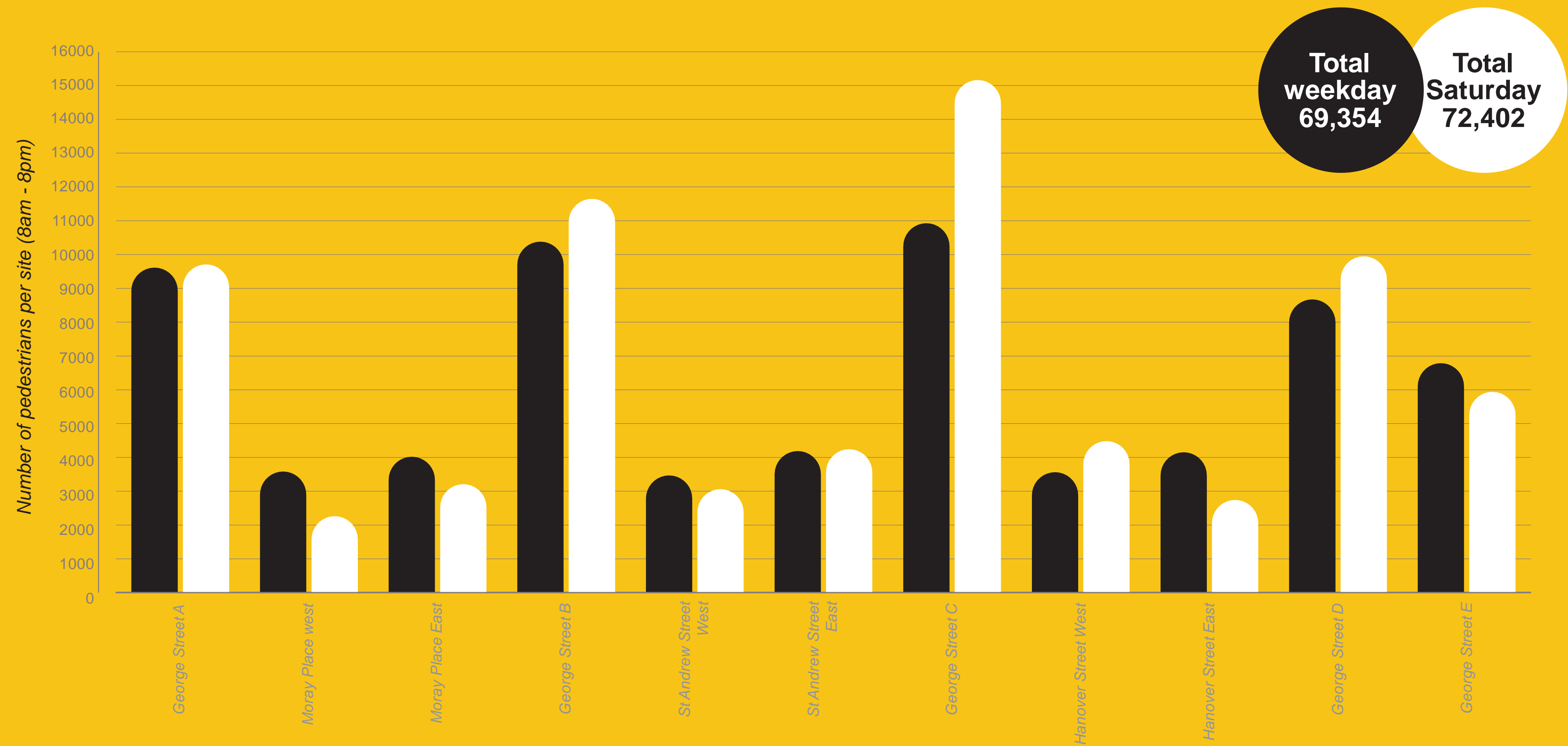
5 YEARS LATER

100
PEDESTRIAN
MOVEMENTS
2010

2,800
PEDESTRIAN
MOVEMENTS
2015



PEDESTRIAN TRENDS

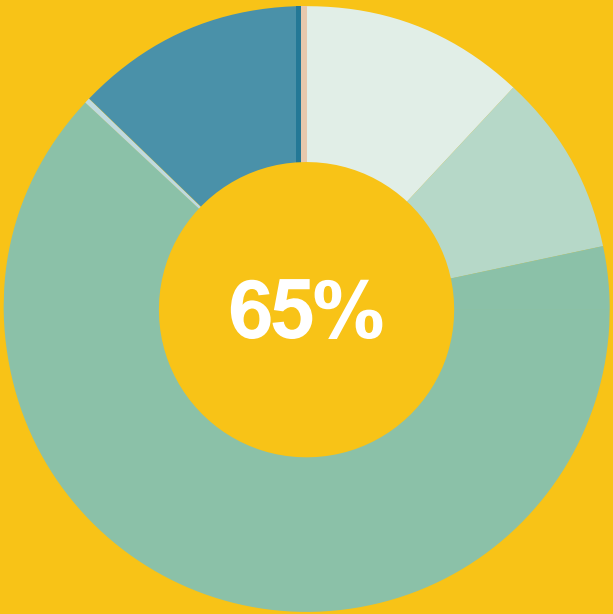


STAYING ACTIVITIES

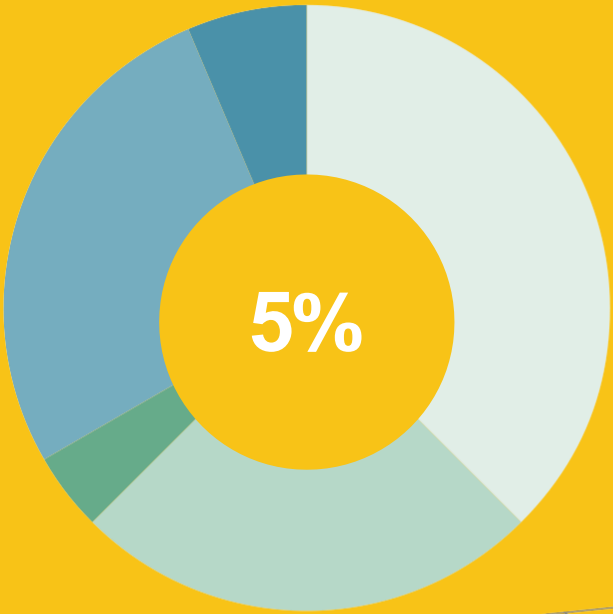
AS A PERCENTAGE OF TOTAL

Site	Weekday	Sat	Total	%
26. Upper Trafalgar St	371	803	1174	65%
25. Pikimai / Church Hill	127	128	255	14%
27. Trafalgar St (mid)	84	120	204	11%
30. Anzac Park	41	55	96	5%
28. Old Bank Lane	35	23	58	3%
39. Alma Lane	13	17	30	2%
Total	671	1,146	1,817	100%

- Waiting for public transport
- Cultural or cultural activity
- Other movement
- Standing
- Walking
- Children playing
- Lying down
- Sitting; commercial seating
- Sitting, informal
- Sitting; public seating



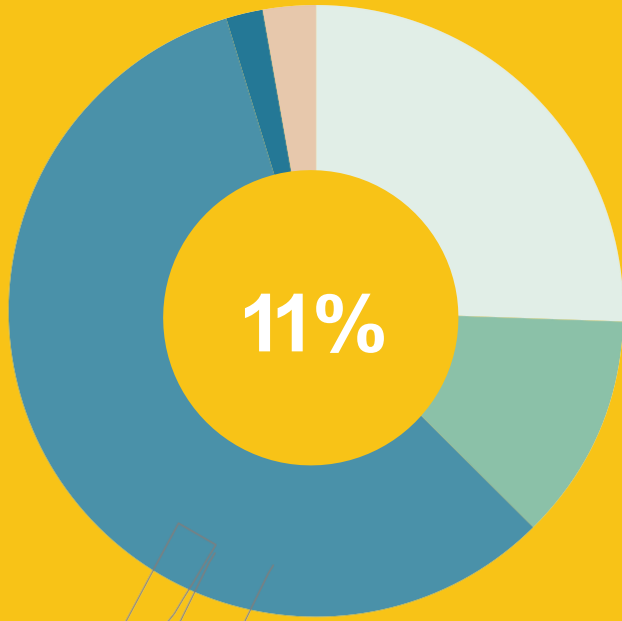
Upper Trafalgar St



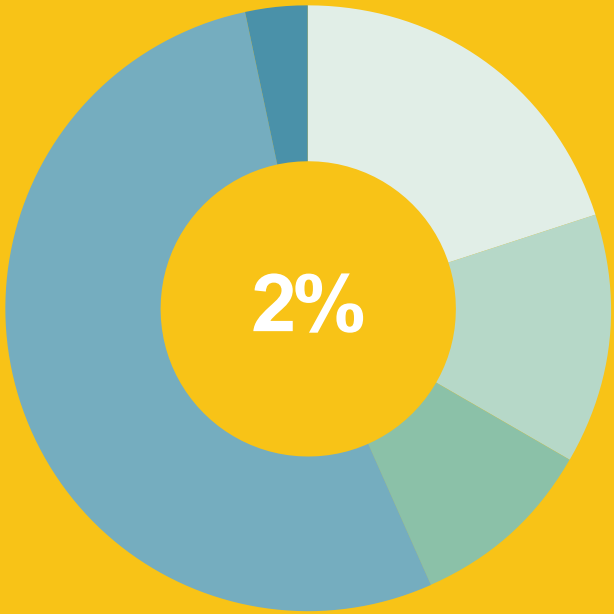
Pikimai / Church Hill

Anzac Park

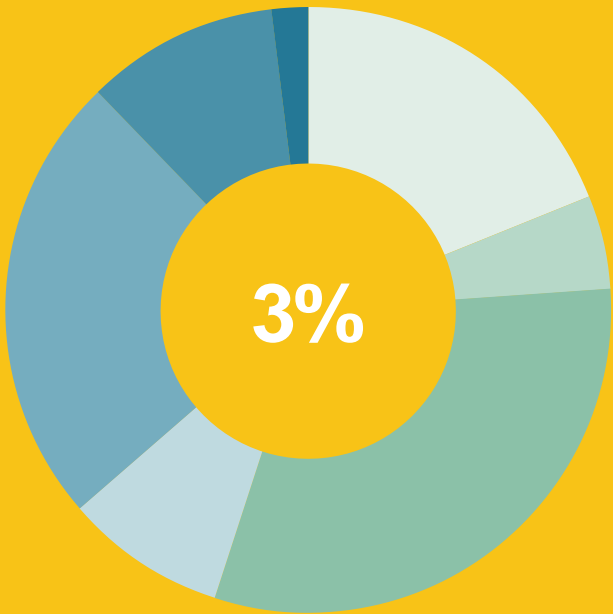
Trafalgar St (mid block)



Alma Lane



Old Bank Lane





SEASONAL ACTIVITY
REGISTRATIONS

WINTER 2019

ACTIVITIES



+417%
INCREASE IN
ACTIVITIES

SUMMER 2020

1,817 ACTIVITIES

CYCLE
REGISTRATIONS

TWENTY FOUR
HOURS OF SURVEY TIME



1,872

REGISTERED
MOVEMENTS



1,230
WEEKDAY
BICYCLE MOVEMENTS

642 SATURDAY
MOVEMENTS

ACTIVITY PEAKS
WEEKDAYS: 8-9AM & 5-6PM
SATURDAYS: 1-2PM

92% MORE BICYCLE
TRIPS MADE ON WEEKDAYS
THAN SATURDAYS



35% OF ALL WEEKDAY
BICYCLE TRIPS
OCCUR DURING
TYPICAL COMMUTE
TIMES (8-9AM & 5-6PM)

AGE & GENDER
REGISTRATIONS



2,254 PEDESTRIAN
SAMPLE SIZE

UNDER FIVES REPRESENT
LESS THAN THREE PERCENT
OF ALL REGISTRATIONS IN THE CBD
BETWEEN 10AM & 2PM



58%

OF WEEKDAY USERS
ARE FEMALE



55%

OF SATURDAY
USERS ARE MALE

OVER 65's ACCOUNT
FOR 17% OF ALL SATURDAY
USERS AFTER DARK



60% MORE

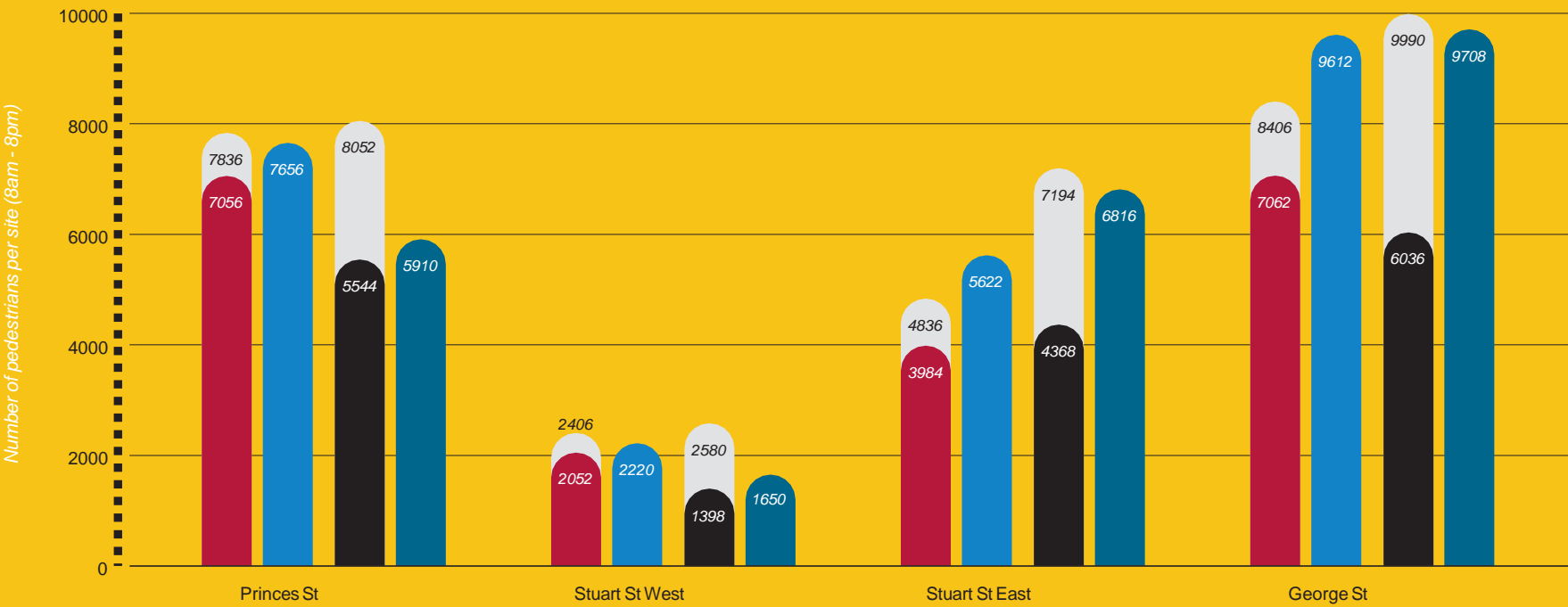
REGISTRATIONS FOR
OVER 65's DURING THE
WEEK THAN THE WEEKEND



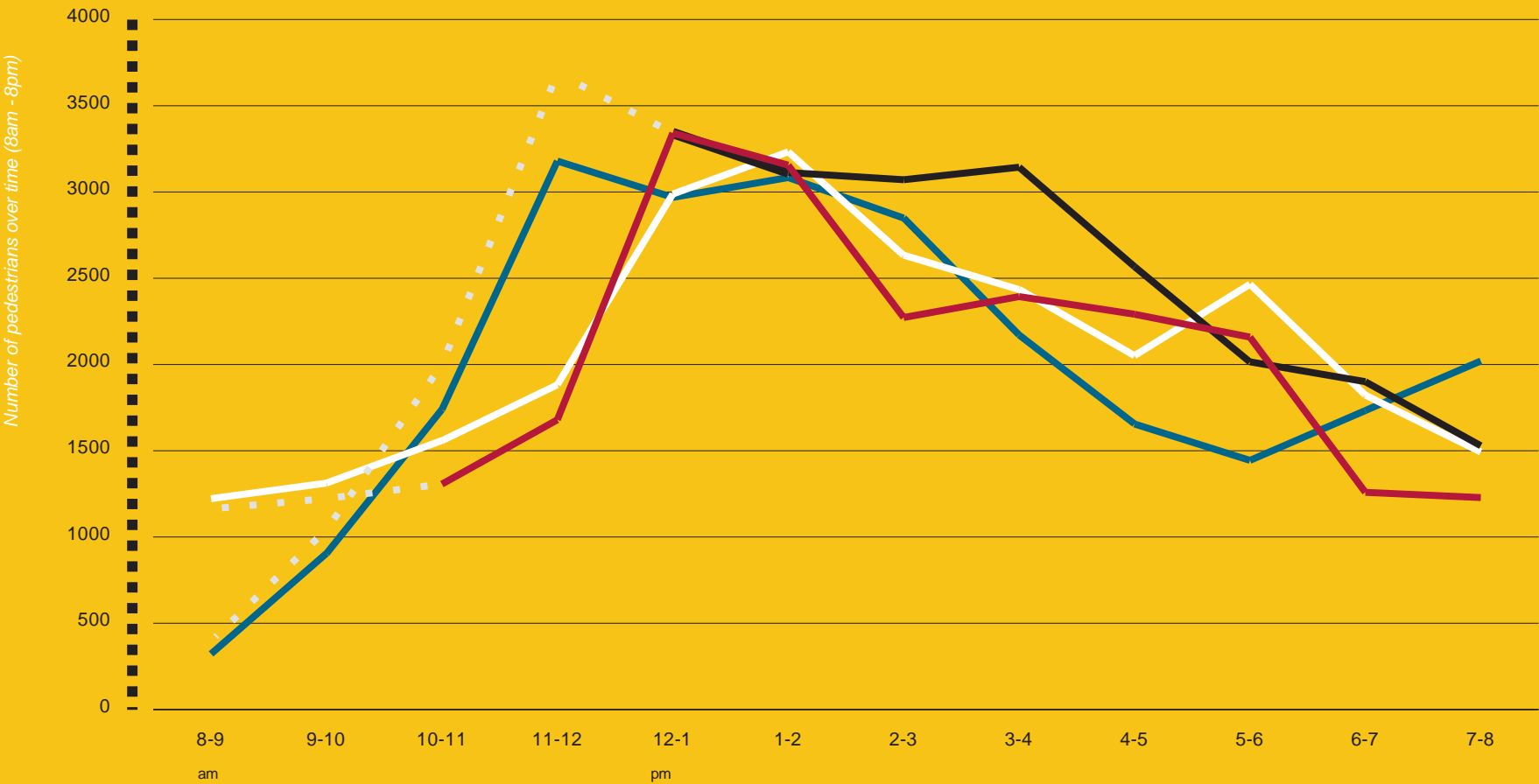
YOUTH & YOUNG ADULTS
(5-14YRS) EQUATE TO 12%
OF SATURDAY COUNTS &
7% OF WEEKDAY COUNTS

ACTIVATION STRATEGIES

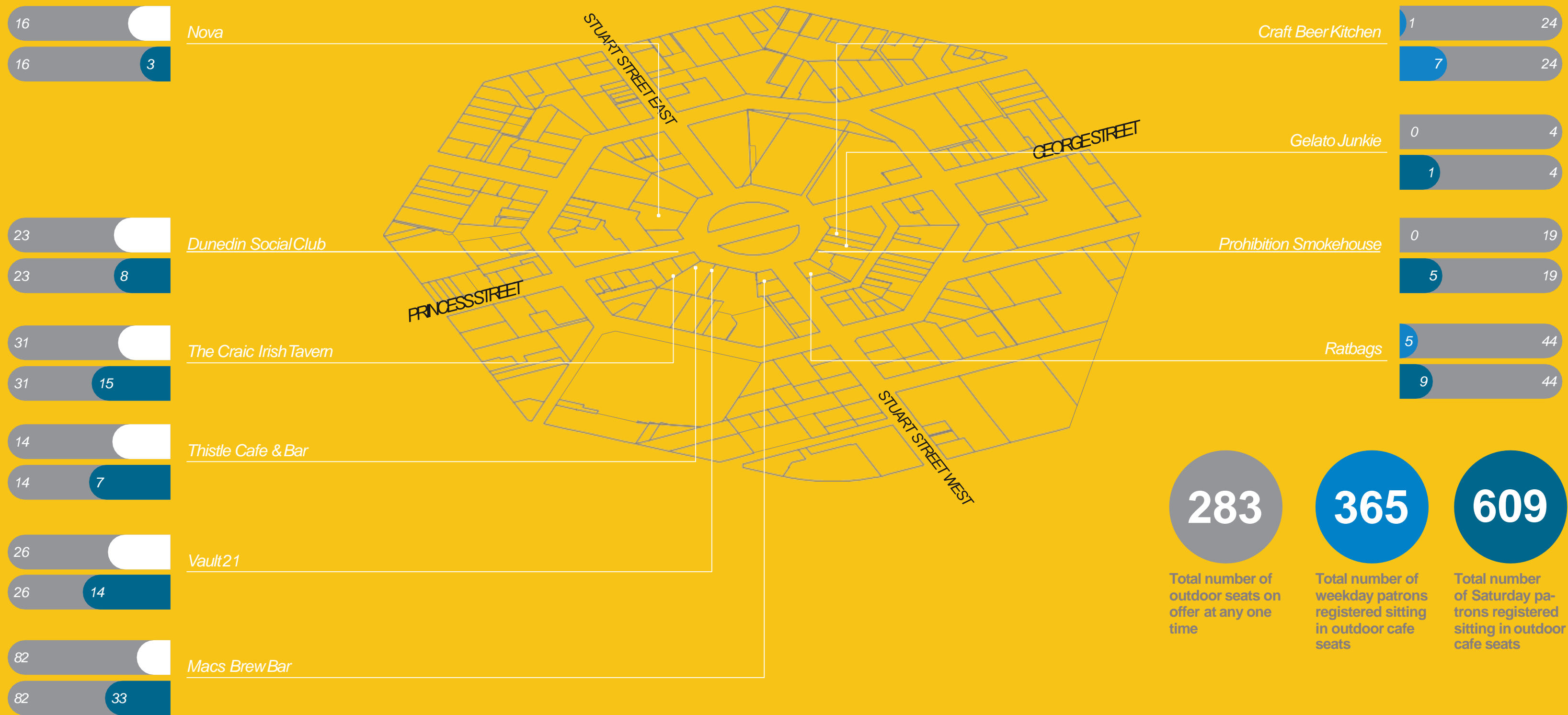
PEDESTRIAN MOVEMENTS



STAYING ACTIVITIES



OUTDOOR COMMERCIAL SEATING





None of the twenty-one respondents who answered ‘yes’ to question 07 parked on George Street on the day of the survey.



Seven of the eight respondents who answered ‘no’ to question 08 did not park on George St on the day of the survey. The eighth respondent walked to town.

Q.05. How did you arrive here today?

A. Walk:	19	29%
Cycle:	00	00%
Public transport	10	15%
Private Vehicle	27	42%
Other:	09	14%

Q.06. Where did you park?
(if arriving by car)

A. Parking building	15	23%
On street	03	5%
Private car park	08	12%
George St	01	02%
N/A	38	58%

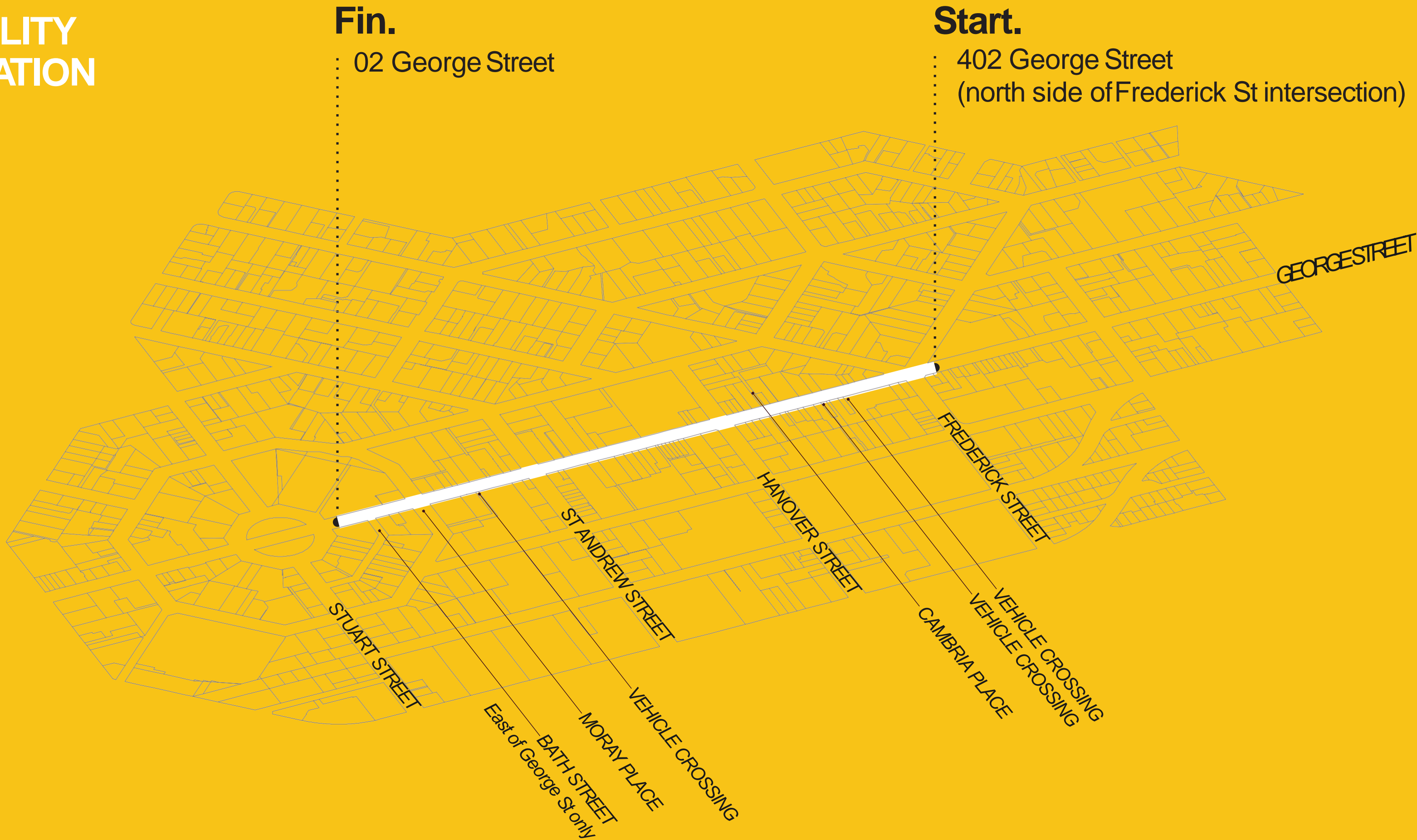
Q.07. Does the option to park on George St influence your decision to visit the city centre?

A. Yes*	21	32%
No	44	68%

Q.08. Would you still choose to visit the city centre if parking on George St was not an option?

A. Yes	57	88%
No**	08	12%

WALKABILITY
REGISTRATION



Total
Trip
Time: **10mins**

 **Walk Time:**
7:42mins / 77%

 **Wait Time:**
2:18mins / 23%

9 Crossings

WHY MEASURE?

01. INFORM CHANGE



RIVERSIDE YOUTH
POP-UP PARK
NELSON



UNDER FIVES REPRESENT
LESS THAN 3% OF ALL
REGISTRATIONS IN THE CBD
BETWEEN 10AM & 2PM



WHY MEASURE?

02. MEASURE CHANGE



OCTAGON
EXPERIENCE
DUNEDIN

27,816
PEDESTRIAN
MOVEMENTS
PHASE 02

24,084
PEDESTRIAN
MOVEMENTS
PHASE 03

WHY MEASURE?

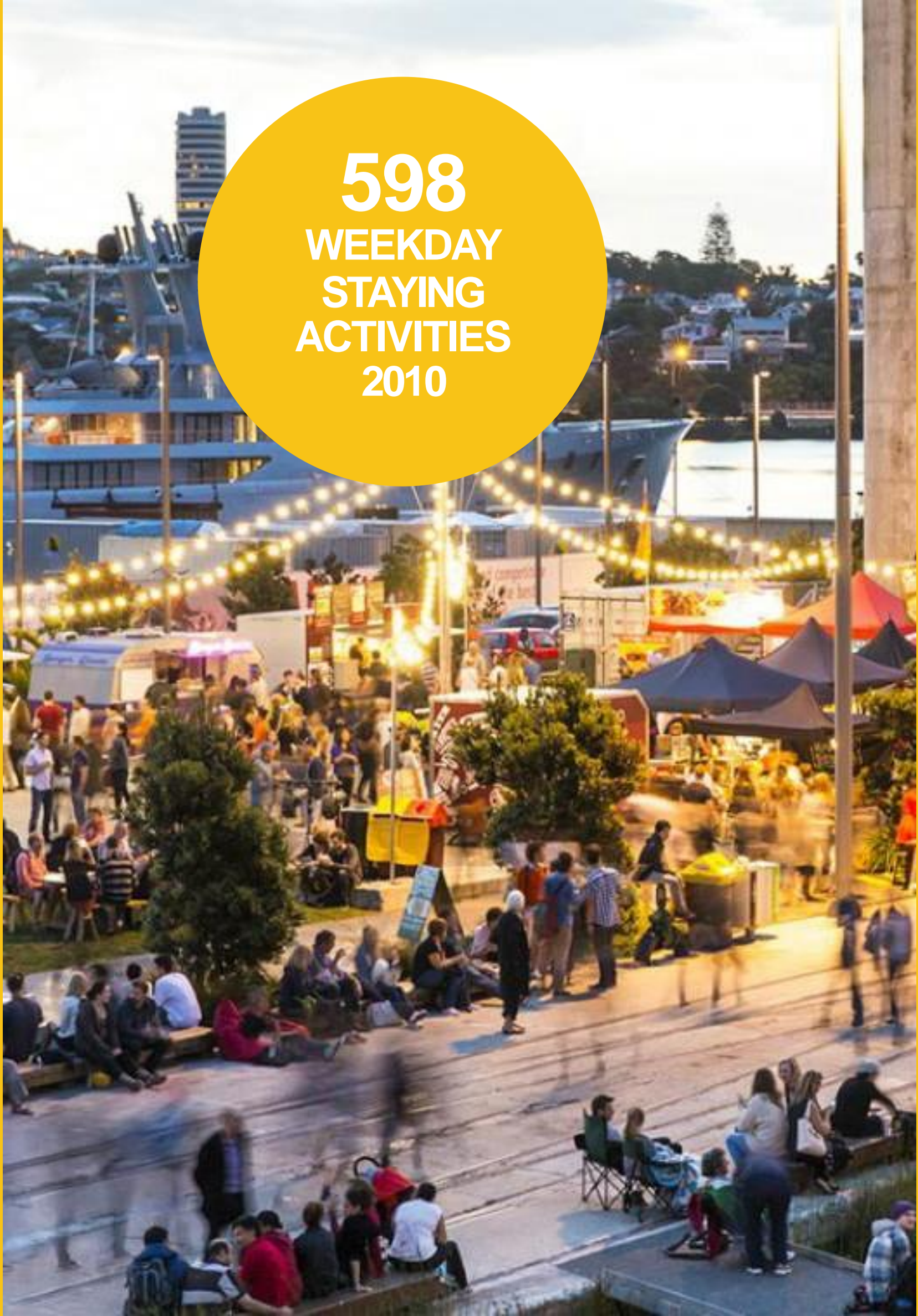
03.DRIVE CHANGE



WYNYARD
QUARTER
AUCKLAND



598
WEEKDAY
STAYING
ACTIVITIES
2010



3,643
WEEKDAY
STAYING
ACTIVITIES
2015



“ONCE YOU’VE ANALYSED THE PATTERNS OF USE OF PUBLIC SPACE, YOU START TO DEFINE THE NEEDS AND INTERESTS OF THE PEOPLE USING IT, AND THEN PLANNING CAN BE USED TO MEET THESE NEEDS”.

EVA KAIL, CEO FOR THE CITY OF VIENNA,



drop me
a line!

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