Curbing Cars:

Shopping, Parking and Pedestrian Space in SoHo

Prepared for
Transportation Alternatives

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Summary

This study examines the travel, shopping and spending patterns of visitors, residents and workers on Prince Street, a vibrant commercial street in the historic SoHo neighborhood of Manhattan. The study assesses how changes in the allocation of space between pedestrian, parking and street vendors would affect the attractiveness of Prince Street as a place to visit, live and work, and the likely effects on store and restaurant patronage.

Results show that pedestrians experience frequent overcrowding on the sidewalks along Prince Street. Pedestrians interviewed say that Prince Street would be more attractive if more space were allocated to pedestrians, preferably by reducing the amount of space allocated to parking. These views are held by both visitors and residents.

Based on interviews with over 1,000 drivers and pedestrians, the study finds that:

- People travel to Prince Street primarily by public transportation or non-motorized modes. Overall, 54% of pedestrians interviewed on Prince Street came to the area by subway or bus and an additional 35% by walking or bicycle.

- Few people travel by private automobile; only 9% drove to the area in a private car. An additional 9% arrived by taxi or livery.

- Visitors come to Prince Street primarily to shop in the neighborhood's stores or eat in its restaurants. Few visit Prince Street with street vendors as their destination.

- 80% of people on Prince Street on Saturdays experience the street as very or somewhat crowded, as do 44% visiting on Fridays and 38% visiting on Tuesdays. Results are almost identical for visitors and those who work or live in the area.

- Expanding the amount of space for pedestrians is highly attractive to pedestrians interviewed. By a ratio of 5:1, expanding pedestrian space would attract people to come to Prince Street more often, even if that meant taking away space to park. Results are almost identical for visitors and those who work or live in the area.

- Reducing space for street vendors is less attractive than reducing space for parking. Visitors would come to Prince Street more often if there were more space for walking and fewer street vendors by a margin of only 1.4 to one, compared to 5:1 for reduced parking.

- Visitors who would come more often with a reallocation of space from parking to pedestrians spend about five times as much money in the neighborhood as do visitors who would come less often.

- The presence of parking on Prince Street attracts a substantial amount of the traffic on the street. Over one-quarter of drivers interviewed while stopped at a red light were looking for parking.

The major implication of the study is that Prince Street would be improved for visitors, residents and workers through an expansion of the space allocated to pedestrians. Doing so would relieve that current overcrowding on the sidewalks. Merchants would benefit as those who patronize the neighborhood's stores and restaurants would come more often, drawn by the reduced crowding on sidewalks. This increased patronage would offset by a five to one ratio any lost retail sales from those not coming due to reduced parking spaces.

Creating more pedestrian space is healthy for business, and according to respondents in this study, the most attractive way to increase pedestrian space is to reduce parking on the street. While retailers often balk at proposals to limit vehicle access to the curbside in front of their stores, they are thrilled when business increases as a result. In cities around the world, retail districts similar to SoHo that have increased pedestrian space and reduced space dedicated to vehicles have realized commercial gains. As has recently been demonstrated on Oxford Street in London, even short-term restrictions to vehicles in shopping districts draw crowds of walking shoppers.

Fulfilling this vision for SoHo entails event management and streetscape programming challenges. Residents, merchants, other stakeholders and the City should work together to identify the best means of reallocating space from parking to pedestrians, particularly with programming that reflects the district. With a long history of supporting artists, Prince Street could be closed to traffic from Broadway to West Broadway on a series of Saturdays to promote New York City artists. Business Improvement Districts such as the 34th Street Partnership and the Times Square Alliance have shown the benefits of creative event programming. A collaborative initiative by local stakeholders, elected officials, and city agencies responsible for the streets is critical to making the best use of this valuable public space.

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Purpose and Methodology

This study examines the travel, shopping and spending patterns of visitors, residents and workers on Prince Street. The study assesses how changes in the allocation of space between pedestrian, parking and street vendors would affect the attractiveness of Prince Street as a place to visit, live and work, and the likely effects on store and restaurant patronage.

The study gathered information on:

- Characteristics of pedestrians on Prince Street;
- Primary attractions of Prince Street to visitors, including the relative importance of street vendors, stores, restaurants and galleries;
- Modes of transportation used to travel to the area;
- Parking location of those driving to the neighborhood;
- Spending levels;
- Perceptions of the level of crowding;
- Reaction to changes in the use of the public space, e.g. reallocating the amount of space for pedestrians, street vendors and parking.
- Origins and destinations of motorists driving on Prince Street;
- Whether motorists are looking for parking; and
- Use of parking spaces on Prince Street in terms of vehicle turnover, commercial versus non-commercial vehicles; and overall number of vehicles parking on the street.

Three surveys were conducted in order to obtain this information:

- Intercept interviews with pedestrians walking on Prince Street;
- Intercept interviews with drivers stopped at traffic signals on Prince Street; and
- An inventory of vehicles parked on the street.

Data collection took place on Tuesdays and Fridays during the late afternoon and evening (approximately 4 p.m. to 8:30 p.m.), and on Saturday afternoons (approximately noon to 6 p.m.), between October 2005 and June 2006. The surveys thus capture differences due to seasonality as well as different times of the week. A total of 507 pedestrians and 515 drivers were interviewed and 1,510 parked vehicles were observed. See the appendix for survey forms used in the research.

Data collection was conducted by Transportation Alternatives staff and volunteers, supervised by Matthew Roth, Wiley Norvell and Tresa Horney. Bruce Schaller, Principal of Schaller Consulting, designed the study methodology, oversaw the data collection and conducted the analysis.

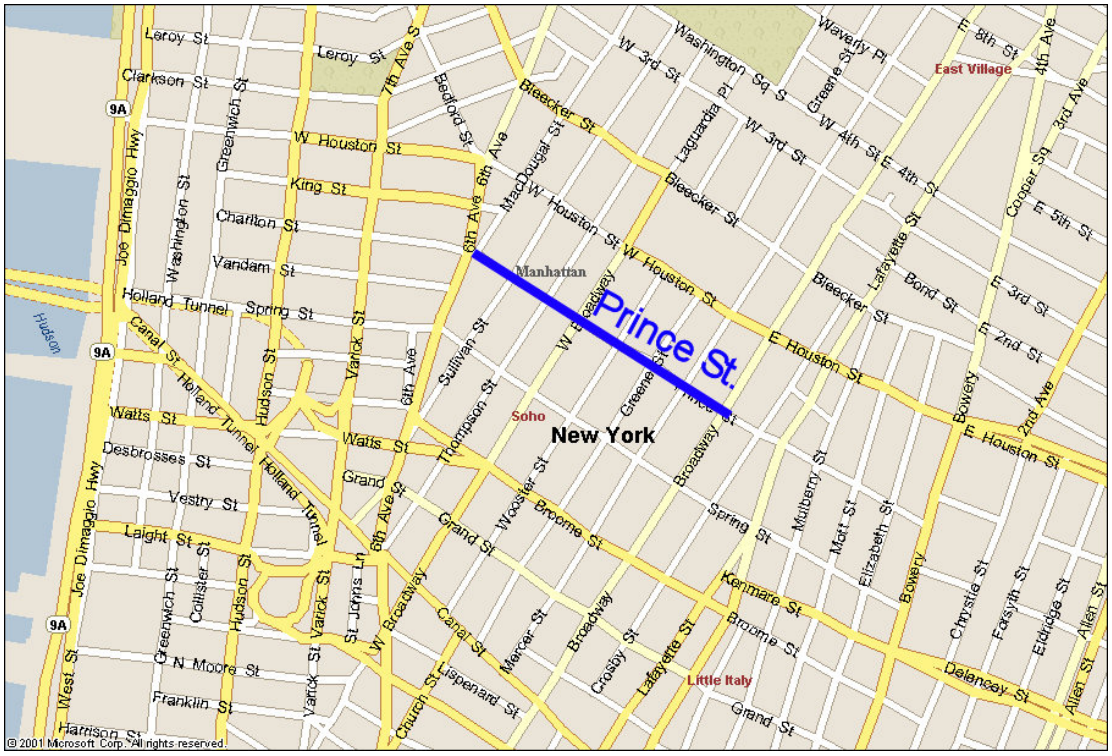
Background

Over the past quarter century, the SoHo neighborhood in Manhattan has changed from a declining manufacturing district to, initially, a vibrant community for artists and galleries, and then to a very attractive neighborhood of retail stores and restaurants mixed with residential spaces and galleries.

Although millions of dollars have been invested in private spaces in SoHo, the streets in the neighborhood remain relatively little changed from their late-manufacturing days. Designated an historic district, SoHo still has quaint cobblestone streets. Most streets are one-way with one lane of through traffic. Curb lanes are generally open to unmetered parking in the evenings, overnight and on weekends. During weekday daytime hours, curb lane regulations are either no parking or truck loading.

The study area consisted of a seven-block segment of Prince Street between Broadway and Sixth Avenue. (See Figure 1.) This area was selected due to its high level of retail activity and high pedestrian volumes. The street lies one block south and parallel to Houston Street, a major east-west avenue. On this corridor, Prince Street is a 3 lane street. Sidewalks vary in width depending on the size and extent of building stoops, sidewalk cafes, and subway entrances. Street furniture includes mailboxes, newspaper boxes, street lamps, parking signage posts, trees. With the presence of these objects and street vendor tables, there is space for no more than 3 to 4 people to walk or pass side-by-side in many places.

Figure 1. Study area



Prince Street offers relatively upscale shopping and eating opportunities compared with the large, value-oriented stores on Broadway. The eastern five blocks of the Prince Street study area are a mix of brand-name stores, including a large Apple Computer store; apparel, cosmetic, jewelry and other shops; galleries; and restaurants and cafes. The western two to three blocks are primarily bodegas, bakeries and book and music stores that appear to cater to a relatively local clientele compared with the stores along the eastern segment of the street.

Many of the buildings on Prince Street date from the 19th century and include a number of cast iron buildings. Lower floors are primarily used as retail spaces; upper floors are primarily residential, their industrial spaces offering high-ceiled lofts that attracted artists and began the post-manufacturing development of the neighborhood.

In addition to the Apple Computer store, Prince Street between Broadway and Sixth Avenue has:

- 16 apparel, shoe and hat stores
- 12 restaurants and cafes
- 10 jewelry, watch and handbag stores
- 6 galleries
- 4 cosmetics and perfume stores
- 3 grocery stores/bakeries
- 2 hair salons
- 2 houseware stores
- One copy center, realtor; bar; optician; toy store; stationary store; camera store; and furnishings store.

Prince Street also has numerous street vendors, particularly in the late afternoon and evening and on weekends. Street vendors typically sell clothing and clothing accessories (handbags, jewelry, scarves, sweaters, hats, t-shirts, sunglasses) as well as books, photos, prints and novelty items such as small Buddhas. Food vendors are also present.

The lively mix of shopping, restaurants and galleries along Prince Street attract sizeable crowds from throughout the metropolitan area as well as domestic and international visitors. Pedestrian volumes are highest on weekends but weekday late afternoon and evening time periods are also quite active, especially on Thursdays and Fridays. Traffic conditions range from highly congested on weekend afternoons to smoothly flowing traffic on weekend mornings and during some weekday days.

Photographs on the next two pages show typical conditions on the street.


All Beef Sausages


Keith&
Mick&
Bill&
Charlie&
Brian.


invasion
Prince St Sta
Downtown & Broc
N R W

Pedestrian Characteristics

The survey of pedestrians randomly stopped on Prince Street shows that most pedestrians are visitors who primarily live in the five boroughs and visit Prince Street several times a month.

Place of residence

Pedestrians live primarily in Manhattan or the other boroughs, although a significant number are out of town visitors.

- 48% of pedestrians interviewed live in Manhattan. One-third of Manhattan residents interviewed live in SoHo.
- 23% live in other New York City boroughs, primarily Brooklyn (13%) and Queens (8%).
- 7% live in the suburbs.
- 18% live outside the New York area.

Most pedestrians interviewed were visiting Prince Street although about one-third live or work in the area.

- 70% were visiting the neighborhood (i.e., they neither lived nor worked in SoHo).
- 17% live in SoHo.
- 12% work in SoHo.
- As would be expected, visitors constitute a higher fraction of pedestrians on Saturday (81%) than on weekday late afternoon and evenings (62%).

Frequency of visiting

Most had visited Prince Street several times within the last month.

- 64% had visited at least once before over the previous month.
- Visitors averaged 4.9 visits in the past month, including the current visit.

See Table 1 for detailed results.

Table 1. Pedestrian survey results for all respondents and by residence and workplace

				Place of residence			
	TOTAL	Visiting SoHo	Live/ work in SoHo	Manhattan	Outer-boroughs	Suburbs	Outside metro area
N= (number of respondents)	507	356	151	245	118	35	93
In SoHo	n=507	n=356	n=151	n=245	n=118	n=35	n=93
Visiting today	70%	100%	0%	52%	79%	91%	98%
Live in SoHo	17%	0%	58%	35%	0%	0%	0%
Work in SoHo	12%	0%	42%	13%	20%	9%	2%
Avg visits/month	4.9	4.9	-	7.3	5.1	4.0	2.1
Q2 Past month	n=500	n=353	n=147	n=242	n=115	n=35	n=92
Eaten in restaurants	68%	60%	87%	78%	57%	49%	63%
Shopped in stores	74%	69%	85%	81%	74%	51%	67%
Shopped/street vendors	36%	30%	51%	42%	34%	23%	28%
Visited galleries	27%	22%	39%	33%	20%	26%	23%
Walked around only	19%	18%	21%	19%	13%	17%	26%
Other	4%	5%	3%	4%	4%	11%	1%
Avg spending last month	$ 376	$ 259	$ 647	$ 503	$ 274	$ 287	$ 216
Pct of total spending	100%	48%	51%	65%	17%	5%	11%
In past month, spent money in:	n=460	n=316	n=144	n=238	n=99	n=30	n=80
Restaurants/cafes/bars	56%	48%	72%	61%	49%	43%	51%
Stores	61%	64%	54%	59%	61%	77%	65%
Street vendors	8%	9%	6%	8%	9%	0%	13%
Mode of travel	n=493	n=354	n=139	n=232	n=118	n=35	n=92
Subway	51%	56%	40%	38%	74%	49%	53%
Bus	2%	2%	1%	0%	2%	6%	3%
Taxi/livery	9%	12%	3%	7%	4%	6%	22%
Car	9%	10%	7%	5%	11%	43%	4%
PATH/commuter train	1%	2%	0%	0%	0%	11%	1%
Bicycle	5%	4%	6%	6%	7%	0%	0%
Walk only	29%	21%	50%	48%	6%	0%	23%
Specific destination	n=500	n=351	n=149	n=241	n=116	n=35	n=92
Yes	66%	59%	85%	76%	69%	57%	46%
Destination:							
Restaurant	15%	17%	10%	17%	16%	6%	12%
Store	21%	25%	13%	21%	25%	17%	21%
Street vendor	3%	3%	4%	4%	3%	0%	1%
Gallery	2%	3%	1%	2%	1%	3%	2%
Live in area	7%	1%	23%	15%	0%	0%	1%
Work in area	9%	1%	28%	10%	15%	6%	1%
Other	9%	10%	6%	9%	8%	17%	8%
Expect to spend money in:							
Restaurants	39%	42%	32%	37%	36%	29%	47%
Stores	46%	57%	21%	39%	51%	49%	64%
Street vendors	13%	15%	7%	11%	15%	6%	17%
Galleries (spend money or visit)	5%	6%	2%	3%	3%	9%	10%
Not expecting to spend money	9%	8%	11%	10%	7%	11%	8%
Prince St crowding	n=505	n=355	n=150	n=245	n=117	n=35	n=92
Very crowded	19%	19%	19%	20%	17%	17%	16%
Very/somewhat crowded	58%	61%	50%	56%	58%	63%	64%
How often come to Prince St. if:							
More walk/less parking	n=405	n=293	n=112	n=206	n=83	n=31	n=72
More often	42%	41%	45%	43%	48%	19%	38%
Less often	8%	8%	6%	6%	6%	35%	3%
More walk/fewer vendors	n=495	n=346	n=149	n=244	n=114	n=35	n=89
More often	24%	22%	29%	32%	18%	23%	12%
Less often	16%	16%	16%	15%	11%	6%	25%
More vendors/less parking	n=398	n=289	n=109	n=199	n=84	n=31	n=72
More often	24%	24%	24%	28%	21%	16%	18%
Less often	18%	16%	21%	17%	12%	35%	17%
More vendors/less walk	n=493	n=346	n=147	n=240	n=114	n=34	n=91
More often	10%	10%	10%	10%	6%	18%	9%
Less often	45%	45%	46%	47%	40%	32%	53%

Why People Visit

Visitors come to Prince Street primarily to shop in stores and eat in the neighborhood's restaurants. Relatively few visitors are drawn primarily by street vendors or galleries, although they may shop with vendors or visit galleries during their trip. People who live and work in the area also heavily patronize SoHo stores and restaurants.

Visitors

Most people visiting Prince Street (i.e., do not live or work in the neighborhood) have a specific destination in mind and expect to spend money during their visit.

- 57% of visitors had a specific destination in mind
- 92% expected to spend money in the neighborhood on this visit.

Eating and shopping

The primary draws for visitors are eating and shopping opportunities.

- 25% of visitors had a specific store in mind for the trip.
  - About one-third of these visitors were coming to the Apple computer store.
  - Two-thirds of those destined for a specific store mentioned a total of 54 other establishments.
- 17% had a restaurant destination.
- 69% had shopped in stores in SoHo in the prior month and 60% had eaten in restaurants.
- 79% expected to spend money in stores and/or restaurants in SoHo on this visit.

Street vendors

Few visitors come to SoHo because of the street vendors, although some expect to shop with vendors.

- 3% of visitors interviewed on the street said that they had street vendors in mind as their destination for this trip.
- 30% had shopped with street vendors in the past month.
- 15% expected to spend money with street vendors during this visit.

Galleries

The neighborhood's remaining art galleries are not a major reason to visit the area among pedestrians interviewed on Prince Street. Only a few visitors planned to visit a gallery on this trip, though a substantial number had done so in the past month.

- 3% of visitors interviewed on the street said that they had galleries in mind as their destination for this trip.
- 22% had visited galleries in the past month.
- 6% expected to visit a gallery on this trip.

Spending

Visitors report substantial spending in SoHo shops, restaurants and other venues in the past month.

- The average visitor spent about $260 in the neighborhood in the past month.
- Visitors who primarily spent money in stores spent more money overall in the past month in SoHo ($365) than those who spending was primarily at restaurants (average of $165 in spending in SoHo in the past month).

Residents and workers

People who live or work in SoHo are naturally on Prince Street for those reasons, but they also take advantage of the restaurants, shopping and galleries in the neighborhood.

- 51% were destined for work or home when they were interviewed, while 13% were destined for a store and 10% for a restaurant.
- 87% had eaten in restaurants in SoHo in the past month.
- 85% had shopped in SoHo stores in the past month.
- 51% had shopped with street vendors and 39% had visited galleries.
- Residents and workers spent on average $650 in SoHo in the past month, primarily in restaurants.

See Table 1 for detailed results.

Transportation and Parking

Changes to the allocation of public space on Prince Street needs to take account of possible impacts on accessibility to visitors, residents and workers. The research thus examined transportation that people used to reach SoHo and current use of the right of way.

Transit and walking predominate

Most people on Prince Street either took public transportation or walked to reach the neighborhood. Fewer than one in ten arrived by car. Suburban residents are disproportionately likely to come by auto, but the majority of car users live in the five boroughs.

- 51% of pedestrians interviewed arrived by subway and an additional 2% by bus.
- 29% walked.
- 9% took a taxicab or livery.
- 9% arrived by auto.
- 5% arrived by bicycle.
- Visitors are somewhat more likely than those living and working in the neighborhood to arrive by public transportation.
- Residents and workers are more likely to arrive on foot than are visitors.
- Of suburban residents interviewed, 43% arrived by car.
- Because relatively few pedestrians interviewed live in the suburbs, however, suburban auto users comprise only about one-third of those driving to the area. Over one-half of those arriving by car live in New York City.

Auto Use and Parking

- Among those arriving by car, 31% parked on Prince Street.
- Most of the others parked elsewhere in SoHo or nearby areas.

See Table 2 for detailed results.

Table 2. Pedestrian survey results by access mode

	Mode to reach SoHo:		
	Subway/bus	Taxi/livery	Car
N	258	45	44
In SoHo	n=258	n=45	n=44
Visiting today	78%	91%	77%
Live in SoHo	6%	2%	7%
Work in SoHo	16%	7%	16%
Avg visits/month	4.5	4.2	4.5
Q2 Past month	n=255	n=44	n=42
Eaten in restaurants	65%	82%	52%
Shopped in stores	69%	75%	57%
Shopped/street vendors	32%	39%	26%
Visited galleries	22%	39%	26%
Walked around only	15%	14%	21%
Other	4%	0%	10%
Avg spending last month	$ 272	$ 459	$ 408
Pct of total spending	37%	11%	9%
In past month, spent money in:	n=230	n=44	n=37
Restaurants/cafes/bars	53%	64%	43%
Stores	60%	61%	76%
Street vendors	10%	11%	3%
Mode of travel	n=258	n=45	n=44
Subway	98%	9%	11%
Bus	3%	0%	2%
Taxi/livery	2%	100%	0%
Car	2%	0%	100%
PATH/commuter train	0%	0%	0%
Bicycle	1%	2%	0%
Walk only	3%	2%	0%
Specific destination	n=255	n=45	n=44
Yes	67%	62%	66%
Destination:			
Restaurant	11%	29%	9%
Store	21%	18%	27%
Street vendor	4%	2%	0%
Gallery	3%	0%	2%
Live in area	4%	0%	7%
Work in area	11%	2%	11%
Other	9%	11%	11%
Expect to spend money in:			
Restaurants	38%	58%	34%
Stores	45%	51%	55%
Street vendors	14%	16%	7%
Galleries (spend money or visit)	5%	9%	7%
Not expecting to spend money	7%	4%	14%
Prince St crowding	n=257	n=44	n=44
Very crowded	21%	9%	27%
Very/somewhat crowded	58%	70%	73%
How often come to Prince St. if:			
More walk/less parking	n=200	n=36	n=35
More often	45%	47%	17%
Less often	5%	6%	43%
More walk/fewer vendors	n=252	n=44	n=43
More often	24%	16%	16%
Less often	17%	27%	7%
More vendors/less parking	n=195	n=37	n=35
More often	23%	22%	14%
Less often	14%	16%	34%
More vendors/less walk	n=253	n=43	n=42
More often	10%	19%	14%
Less often	45%	42%	36%

Driving on Prince Street

The survey of drivers who were randomly approached while stopped at a traffic signal on Prince Street showed that about one-half the drivers are making local trips – many of whom are looking for parking – and the other one-half are making through trips.

- Nearly one-half of drivers interviewed on Prince Street are either looking for parking or making local trips:
  - 28% are looking for parking.
  - 19% have other origins and/or destinations within a few blocks of the study area (Area A in Figure 3).
- 18% of drivers were traveling to, from or between other locations in the area bounded by 14th Street, Worth Street, the East River and Hudson River (Area B in Figure 2).
- 24% of drivers are making through trips (not involving origins or destinations between 14th Street and Worth Street).
- The remaining 11% did not provide sufficient origin and destination information to classify their trips.

As would be expected, there are more through trips on Fridays and more drivers looking for parking on Saturdays:

- Driver origins and destinations on Tuesday afternoon/evenings are close to the overall averages.
- Friday afternoon/evenings show relatively more through trips (34%) and fewer drivers looking for parking (18%).
- Saturdays show more drivers looking for parking (41%) and fewer with through trips.

See Table 3 for detailed results.

Figure 3. Definition of local and area trips

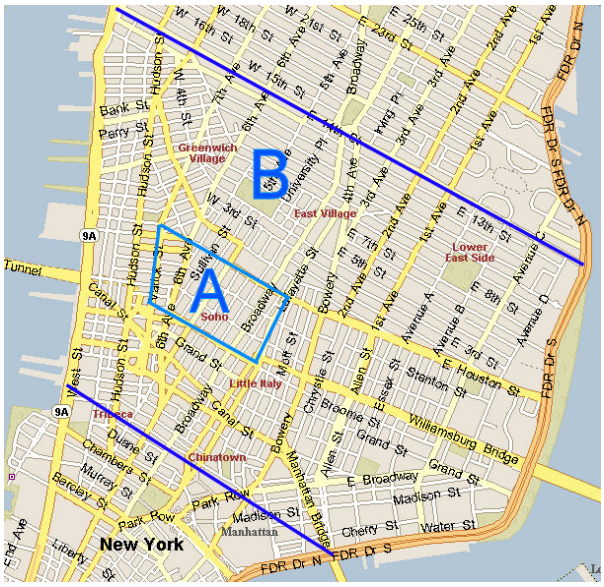


Table 3. Motorist survey - origin and destination

		Day interviewed		
	Total	Tue	Fri	Sat
Looking for parking	28%	20%	18%	41%
Immediate area*	19%	20%	18%	19%
Surrounding area*	18%	19%	21%	15%
Through traffic*	24%	19%	34%	21%
Unknown	11%	22%	9%	4%
Total	100%	100%	100%	100%
Number of respondents	515	166	142	206

*Trips are grouped as follows:

Immediate area = trips with origin or destination in the area bounded by Houston, Varick, Broome and Lafayette.

Surrounding area = trips with origin or destination elsewhere between Worth St. and 14 St between the East River and Hudson River.

Through traffic = trips with neither origin nor destination between Worth St. and 14 St.

Parked Vehicles

The survey of parked vehicles showed that most vehicles parked on Prince Street are privately owned and are parked for one to three hours.

Parked vehicles are primarily private cars (as opposed to commercial vehicles).

- 93% of parked vehicles observed had "standard" (non-commercial) license plates.
  - Two-thirds were sedans; most of the rest were SUVs or minivans.
- 6% had commercial plates or standard plates and commercial lettering on the vehicle.
  - Most were vans, trucks or SUVs.
- 86% of vehicles had New York State license plates; most of the remainder has New Jersey or Connecticut license plates.

A moderate level of turnover means that 100 to 300 vehicles are parked on Prince Street per day.

- 100 unique vehicles were observed on average on weeknights.
- 330 unique vehicles were observed on average on Saturdays.
- Vehicles that arrived and departed on weeknights between 6 p.m. and 9 p.m. were parked for an average of about 1 hour. (This does not count vehicles that were parked overnight.)
- Vehicles that arrived and departed on Saturdays between early afternoon and the evening were parked for an average of about 2.6 hours. (This does not count vehicles that were parked into the late evening or overnight.)

Street Environment

People interviewed on Prince Street view the street as crowded. This is particularly the case on Saturdays but is also true during the late afternoon and evening on weeknights.

Crowding affects the attractiveness of Prince Street as a place to visit, shop and eat. Visitors, residents and workers would come to Prince Street more often if there were more room to walk. By a ratio of 5:1, expanding pedestrian space would attract people to come to Prince Street more often, even if that meant taking away space to park, than would come less often.

An analysis of spending patterns shows that increasing space for walking and reducing parking spaces would benefit restaurants and store owners. Visitors who would come more often with the more pedestrian space and less parking spend more than four times as much as compared with those who would come less often.

Crowding

Four-fifths of people interviewed on Prince Street on Saturdays rated the street as crowded, as did over one-third of those interviewed during the week. Visitors, residents and workers all view the street as crowded. Those who expect to spend money in stores and restaurants are more likely to view the street as crowded compared with those intending simply to walk around, or who are in route to home or work.

- On Saturdays, 80% of pedestrians interviewed rate Prince Street as either very crowded (31%) or somewhat crowded (49%).
- On Fridays, 44% said the street was very or somewhat crowded.
- On Tuesdays, 38% said the street was very or somewhat crowded.
- For the three days combined, 70% of those expecting to spend money in stores viewed the street as crowded, as did 59% of those expecting to spend money in restaurants, compared with 48% who were not expecting to spend money in stores or restaurants.

Reallocation of space toward pedestrian uses

A series of questions asked pedestrians whether they would visit Prince Street more often, less often or about the same under each of several scenarios involving changes in the allocation of public space. The scenarios were:

- More room to walk and less parking.
- More room to walk and fewer street vendors.
- More street vendors and less parking.
- More street vendors and less room to walk.

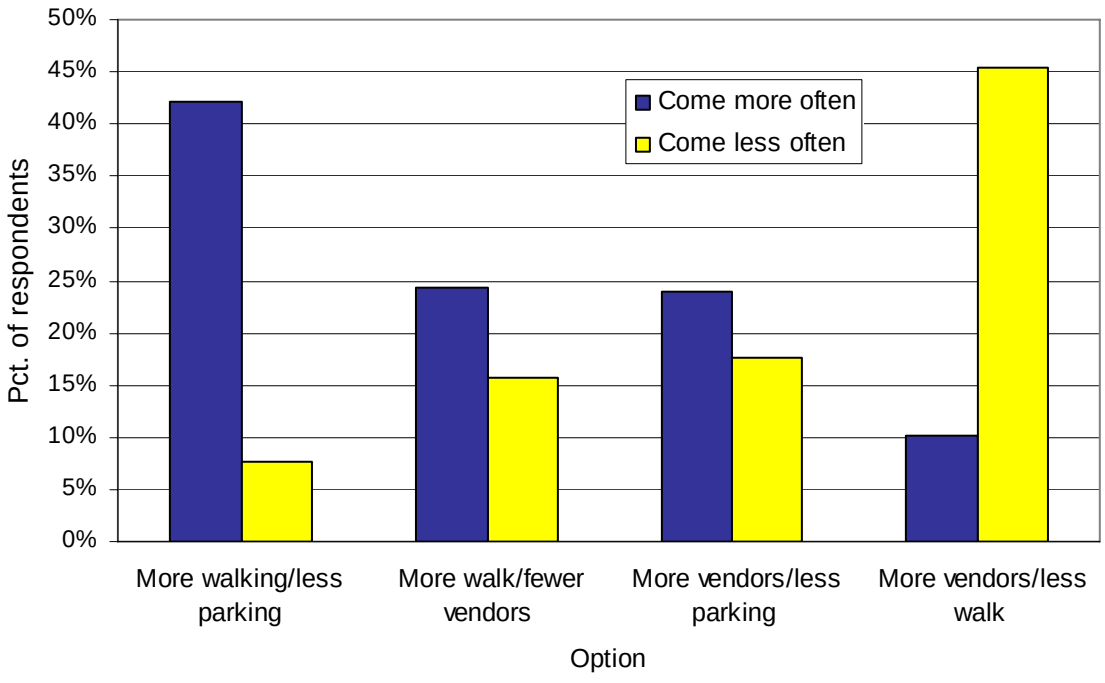
Strong attraction of additional pedestrian space

Overall, respondents would be most influenced by changes in the amount of pedestrian space. Pedestrians are a great deal more likely to visit Prince Street if parking is reduced in favor of pedestrian space. Results are mixed if the number of street vendors is reduced in favor of space for pedestrians.

- 42% of pedestrians interviewed said they would come to Prince Street more often if there were more room to walk and less parking, compared to 8% who would come less often.
- Conversely, 45% would come less often if there were more street vendors and less room to walk while 10% would come more often.
- The other scenarios yielded a fairly mixed response; 24% would come more often if there were more room to walk and fewer street vendors versus 16% who would come less often.
- 24% would come more often if there were more vendors and less parking versus 18% who would come less often.
- Results are similar for visitors, residents and workers.

See Figure 4.

Figure 4. Response to changes in pedestrian, vendor and parking space allotments



Impact on spending

Those who spend money at stores and restaurants are overwhelmingly more likely to visit more often with an expansion of pedestrian space, with few indicating that they would visit less often. Increasing the amount of pedestrian space is thus likely to benefit financially shop and restaurant owners.

- 42% of those who have shopped in stores in the past month are likely to visit more in the more walking/less parking scenario compared with 7% who would visit less often.
- 46% of those who have eaten in restaurants in the past month are likely to visit more in the more walking/less parking scenario compared with 8% who would visit less often.
- Results are similar for those expecting to spend money in stores or eat in a restaurant on this visit.
- Based on their self-reported spending in SoHo in the past month, it can be estimated that 38% of current spending is by people who would come more often if there were more pedestrian space/less parking, while only 8% of spending is by people who would come less often.
- The one group that would come less often is people who come by auto: 17% would come more often and 43% less often under the more pedestrian space/less parking scenario.
- Those who come by auto and say they would come less often in the more pedestrian space/less parking scenario represent 4% of total spending.

See Tables 1, 4 and 5 for detailed results.

Table 4. Pedestrian survey results by where expecting to spend money and survey day

	Expect to spend money in SoHo today at:				Survey day:		
	Restau-rant	Store	Gallery (spend/ visit)	Neither stores/ restaur't	Tuesday	Friday	Saturday
N	197	232	64	158	163	126	215
In SoHo	n=197	n=232	n=64	n=158	n=163	n=126	n=215
Visiting today	76%	86%	83%	47%	61%	63%	81%
Live in SoHo	15%	9%	5%	29%	25%	18%	12%
Work in SoHo	10%	5%	13%	23%	14%	18%	7%
Avg visits/month	4.8	4.0	4.0	6.5	6.0	5.4	4.2
Q2 Past month	n=197	n=231	n=64	n=152	n=159	n=123	n=215
Eaten in restaurants	82%	57%	53%	71%	65%	83%	61%
Shopped in stores	68%	84%	75%	68%	72%	72%	76%
Shopped/street vendors	35%	36%	70%	39%	31%	30%	43%
Visited galleries	27%	25%	23%	36%	26%	28%	28%
Walked around only	25%	22%	30%	13%	10%	16%	27%
Other	4%	3%	6%	5%	4%	2%	5%
Avg spending last month	$ 391	$ 365	$ 301	$ 380	$ 405	$ 398	$ 344
Pct of total spending	40%	44%	10%	0%	35%	26%	39%
In past month, spent money in:	n=185	n=212	n=59	n=138	n=142	n=114	n=201
Restaurants/cafes/bars	76%	37%	44%	63%	54%	69%	50%
Stores	46%	79%	59%	58%	64%	46%	67%
Street vendors	8%	8%	31%	11%	8%	3%	12%
Mode of travel	n=194	n=230	n=64	n=149	n=153	n=124	n=213
Subway	50%	50%	55%	50%	49%	56%	51%
Bus	1%	1%	2%	3%	2%	1%	2%
Taxi/livery	13%	10%	11%	6%	8%	9%	10%
Car	8%	10%	5%	9%	9%	7%	8%
PATH/commuter train	2%	2%	0%	1%	1%	0%	2%
Bicycle	5%	6%	9%	3%	5%	4%	5%
Walk only	29%	28%	27%	32%	29%	26%	31%
Specific destination	n=196	n=232	n=63	n=152	n=160	n=126	n=211
Yes	65%	55%	51%	74%	74%	79%	54%
Destination:							
Restaurant	39%	5%	6%	0%	12%	31%	9%
Store	10%	46%	14%	0%	23%	12%	26%
Street vendor	6%	1%	25%	1%	3%	1%	5%
Gallery	2%	2%	3%	4%	2%	2%	2%
Live in area	5%	2%	3%	16%	13%	8%	3%
Work in area	6%	3%	6%	22%	12%	10%	6%
Other	4%	3%	3%	21%	9%	13%	6%
Expect to spend money in:							
Restaurants	101%	34%	68%	0%	24%	51%	44%
Stores	41%	100%	71%	0%	39%	26%	64%
Street vendors	22%	19%	102%	3%	6%	2%	25%
Galleries (spend money or visit)	9%	8%	24%	4%	6%	3%	6%
Not expecting to spend money					18%	8%	3%
Prince St crowding	n=196	n=231	n=64	n=157	n=162	n=125	n=215
Very crowded	21%	23%	25%	16%	13%	7%	31%
Very/somewhat crowded	59%	70%	75%	48%	38%	44%	80%
How often come to Prince St. if:							
More walk/less parking	n=170	n=188	n=57	n=119	n=100	n=96	n=207
More often	45%	43%	40%	39%	39%	40%	45%
Less often	8%	7%	5%	8%	9%	10%	5%
More walk/fewer vendors	n=188	n=223	n=60	n=157	n=162	n=126	n=205
More often	22%	22%	17%	29%	28%	23%	22%
Less often	20%	13%	32%	15%	9%	17%	21%
More vendors/less parking	n=167	n=184	n=55	n=117	n=98	n=96	n=202
More often	23%	25%	36%	22%	17%	21%	29%
Less often	17%	14%	9%	23%	22%	16%	16%
More vendors/less walk	n=189	n=224	n=59	n=156	n=160	n=125	n=206
More often	12%	8%	19%	10%	8%	14%	10%
Less often	46%	46%	41%	49%	45%	38%	51%

Table 5. Pedestrian survey results for how often visit if more room to walk and less parking

	How often visit: More	About same	Less	Total	N
In SoHo					
Visiting today	41%	51%	8%	100%	293
Live in SoHo	41%	53%	5%	100%	75
Work in SoHo	51%	41%	8%	100%	37
Avg visits/month	5.3	4.6	5.0		
Q2 Past month					
Eaten in restaurants	46%	46%	8%	100%	274
Shopped in stores	42%	52%	7%	100%	297
Shopped/street vendors	46%	46%	8%	100%	153
Visited galleries	43%	51%	5%	100%	113
Walked around only	31%	62%	7%	100%	84
Other	Not reported due to small sample				
Avg spending last month	$ 337	$ 404	$ 413		
Pct of total spending	38%	54%	8%	100%	400
In past month, spent money in:					
Restaurants/cafes/bars	46%	48%	6%	100%	210
Stores	40%	53%	7%	100%	229
Street vendors	47%	44%	9%	100%	32
Mode of travel					
Subway	45%	50%	5%	100%	197
Bus	Not reported due to small sample				
Taxi/livery	47%	47%	6%	100%	36
Car	17%	40%	43%	100%	35
PATH/commuter train	Not reported due to small sample				
Bicycle	Not reported due to small sample				
Walk only	44%	50%	6%	100%	125
Specific destination					
Yes	42%	50%	8%	100%	254
Destination:					
Restaurant	39%	50%	11%	100%	66
Store	42%	52%	6%	100%	83
Street vendor	Not reported due to small sample				
Gallery	Not reported due to small sample				
Live in area	41%	53%	6%	100%	32
Work in area	45%	45%	10%	100%	31
Other	38%	44%	19%	100%	32
Expect to spend money in:					
Restaurants	45%	47%	8%	100%	170
Stores	43%	51%	7%	100%	188
Street vendors	40%	54%	5%	100%	57
Galleries (spend money or visit)	Not reported due to small sample				
Not expecting to spend money	Not reported due to small sample				
Prince St crowding					
Very crowded	44%	48%	8%	100%	84
Very/somewhat crowded	41%	51%	8%	100%	244
How often come to Prince St. if:					
More walk/less parking					
More often	100%	0%	0%	100%	171
Less often	0%	0%	100%	100%	31
More walk/fewer vendors					
More often	62%	32%	6%	100%	97
Less often	62%	31%	8%	100%	65
More vendors/less parking					
More often	73%	24%	3%	100%	93
Less often	42%	38%	20%	100%	69
More vendors/less walk					
More often	54%	31%	14%	100%	35
Less often	54%	39%	6%	100%	202

Appendix: Survey Forms

SoHo/Prince Street Pedestrian Survey

Hi! I'm _____ and we are conducting a short survey about SoHo for the SoHo Alliance and Transportation Alternatives. The survey will take about 2 minutes – will you help us with the survey?

1. In the past month, how many days have you visited SoHo?
   - ☐ [1] 8 or more days
   - ☐ [2] 5-7 days
   - ☐ [3] 2-4 days
   - ☐ [4] Today is only day in past month
   - ☐ [5] Live in SoHo
   - ☐ [6] Work in SoHo

2. In the past month, have you … (check all that apply)
   - ☐ [A] Eaten in restaurants in SoHo
   - ☐ [B] Shopped in stores
   - ☐ [C] Shopped at street vendors
   - ☐ [D] Visited galleries
   - ☐ [E] Walked around only
   - ☐ [F] Other: _____

3. About how much have you spent in SoHo in the past month?
   - ☐ [1] Less than $25
   - ☐ [2] $25-99
   - ☐ [3] $100-499
   - ☐ [4] $500-999
   - ☐ [5] $1,000 or more

4. Did you mostly spend money in …? [Check multiple choices if about the same spending for rest/stores/street vendors]
   - ☐ [A] Restaurants/cafés/bars
   - ☐ [B] Stores
   - ☐ [C] Street vendors

5. Did you travel to SoHo today by … (Check all that apply)
   - ☐ [A] Subway
   - ☐ [B] Bus
   - ☐ [C] Taxi/livery
   - ☐ [D] Car: Where did you park?
     [intersection:]_____
   - ☐ [E] PATH or commuter train
   - ☐ [F] Bicycle
   - ☐ [G] Walk [check other modes for persons who live outside Manhattan]

6. In coming here today, did you have a specific destination in mind?
   - ☐ [1] Yes
   - ☐ [2] No (skip to Q. 8)

7. What was that destination?
   - ☐ [A] Restaurant
   - ☐ [B] Store
     [name:]_____
   - ☐ [C] Street vendor
     [type:]_____
   - ☐ [D] Gallery
   - ☐ [E] Live in the area
   - ☐ [F] Work in the area
   - ☐ [G] Other: _____

[If Q.7 is answered, skip to Q.9]

8. When you came to SoHo today, did you think you might spend any money in … (check all that apply)
   - ☐ [A] Restaurants
   - ☐ [B] Stores
   - ☐ [C] Street vendors
   - ☐ [D] Galleries
   - ☐ [E] Not expecting to spend money on Prince Street today

9. Now, about Prince Street specifically, would you say that Prince Street today is …
   - ☐ [1] Very crowded
   - ☐ [2] Somewhat crowded
   - ☐ [3] Not very crowded
   - ☐ [4] Not at all crowded

Now I'm going to give you several hypothetical situations and ask whether in each situation you would come to Prince Street more often, less often or about the same.

10. First, if Prince Street had:
    - More street vendors, and
    - Less room to walk

    Would you come to Prince Street …

    ☐ [A] More often
    ☐ [B] Less often
    ☐ [C] About the same

11. If Prince Street had:
    - More street vendors, and
    - Less parking

    Would you come to Prince Street …

    ☐ [7] More often
    ☐ [8] Less often
    ☐ [9] About the same

12. If Prince Street had:
    - More room to walk, and
    - Fewer street vendors

    Would you come to Prince Street …

    ☐ [4] More often
    ☐ [5] Less often
    ☐ [6] About the same

13. If Prince Street had:
    - More room to walk, and
    - Less parking

    Would you come to Prince Street …

    ☐ [1] More often
    ☐ [2] Less often
    ☐ [3] About the same

14. What is your home zip code? _____

15. How could Prince Street be made a more attractive place for visiting and shopping?

_____

Thank you for participating in this survey!

Date: October ____, 2005

Time: ___:___ p.m.

Nearest cross street: _____

Prince Street Driver Survey

Hi! I'm _____ and we are conducting a short survey about traffic in this area for the SoHo Alliance and Transportation Alternatives. It's just 3 questions.

1. What borough or county did you begin this trip?
   - ☐ [1] Bronx
   - ☐ [2] Brooklyn
   - ☐ [3] Manhattan
   - ☐ [4] Queens
   - ☐ [5] Staten Island
   - ☐ [6] Nassau
   - ☐ [7] Suffolk
   - ☐ [8] Westchester
   - ☐ [9] New Jersey
   - ☐ [10] Other: _____

2. [If trip started in Manhattan:] What is the closest intersection to the start of the trip?

_____

3. What is the closest intersection to your destination?

_____

   - ☐ [1] Destination is outside Manhattan

4. [If destination is in the area:] Are you currently looking for parking?
   - ☐ [1] Yes
   - ☐ [2] No

Thank you for participating in this survey!

Survey staff name: _____

Date: October ____, 2005

Time: ___:___ p.m.

Nearest cross street: _____

Prince Street Parking Survey

Block between: _____ Date: October ___ 2005

and: _____

__North Side

__South Side

TIME:						
Veh position:						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						

h cell, record:
License plate number
Pax [or] commercial plate
If commercial lettering on

Type of vehicle:
S = sedan
M = minivan
U = SUV
V = Van
T = Truck

Example
ABC 123
pax; Y; S

Place horizontal arrow in box if same vehicle as previous observation