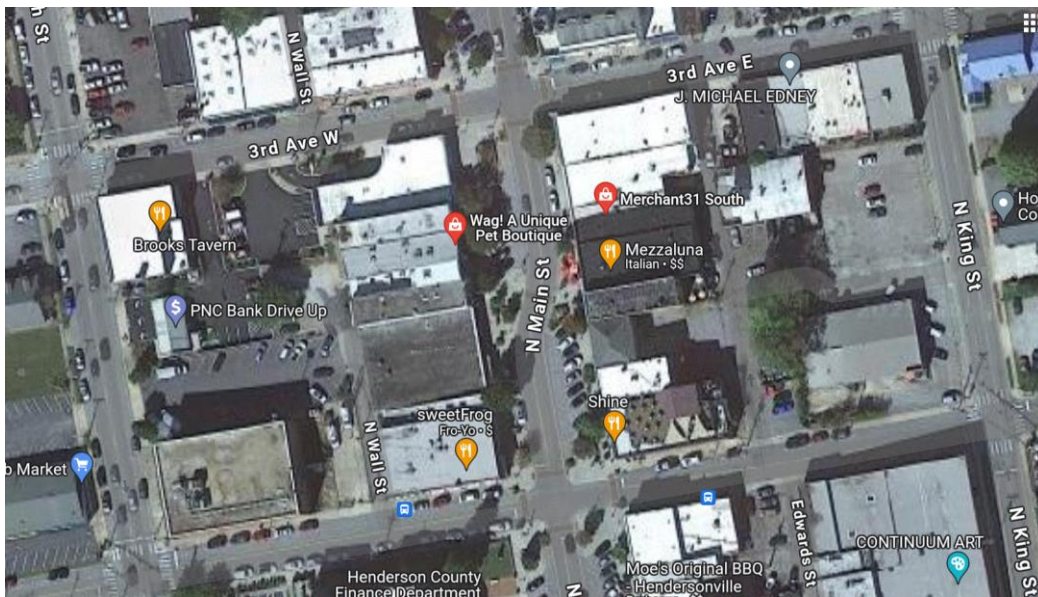


Downtown Hendersonville Pedestrian Count – 2nd Ave East and West

Time Period: Friday December 22, 2023, to Thursday December 28, 2023

Location: Outside of Mezzaluna Restaurant on the East Side of Main Street, close to Merchant 31, north of 2nd Ave. and Outside of Wag! A Unique Pet Boutique.



(Image: Google Maps)

Equipment: EcoCounter Pyro Counter. Placed Thursday December 21, 2023, and retrieved January 2, 2024. RPO Counter number 2 was placed on the east side of the street. RPO Counter number 1 was placed on the west side of the street outside of Wag! A Unique Pet Boutique. The east side counter was placed outside Mezzaluna, close to Merchant 31, to compare with results from the period from 12/22/2014 through 12/29/2014. The west side counter was placed to establish a baseline and compare the data with that from across the street. Both were intentionally placed north of the pedestrian crosswalk at midblock.

The Pyro Counter can count bicyclists, pedestrians, skateboarders, rollerbladers, or anyone who passes within approximately 16.5 feet of the equipment. However, the device is unable to differentiate between the different users and simply counts them as general users.

Possible sources of error include facility-users walking side-by-side or very close to each other; this is likely to include people walking or running side-by-side, children being held by a parent or walking along side of them, or dense groups of users. It is unclear how many users are likely to have been missed due to these circumstances and there has been no effort to make up for this discrepancy.

Results

Main Street North of Second Ave (E)

Total Users	14,333
Users/Hour	85.3
Peak 24-Hour Usage	3,272
Peak Day	Saturday, December 23, 2023
Peak 2-Hour Usage Period	776
Peak 2-Hour Date and Time	Wed. 12/27/2023 -- 1 to 3 PM

Main Street North of Second Ave. (W)

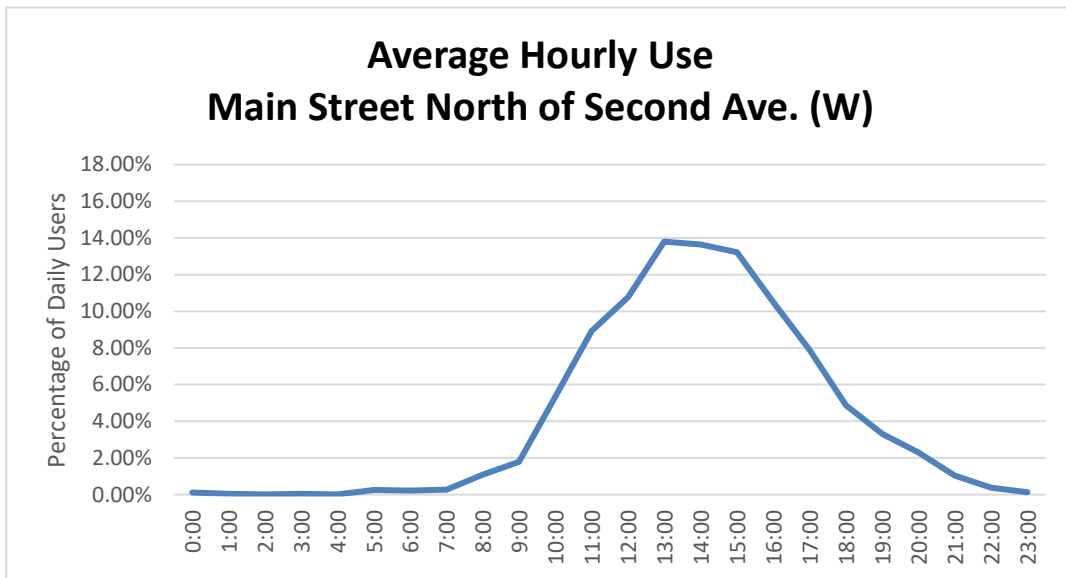
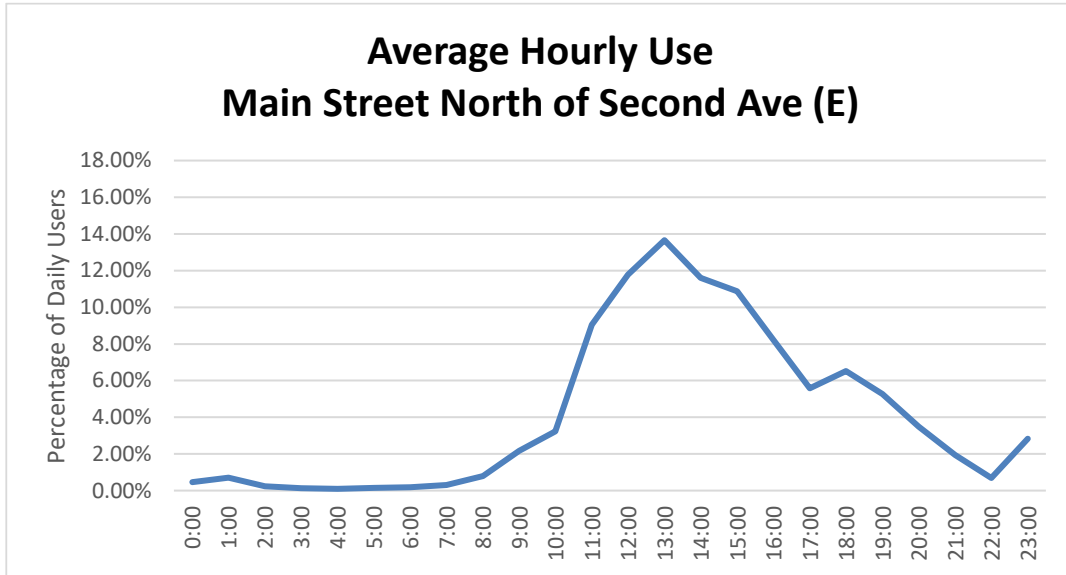
Total Users	12,001
Users/Hour	71.4
Peak 24-Hour Usage	2,532
Peak Day	Saturday Dec. 23, 2023
Peak 2-Hour Usage Period	785
Peak 2-Hour Date and Time	Thursday Dec. 28, 2023 -- 1 to 3 PM

The data from the east side of Main Street was the Saturday prior to Christmas this year. It was busiest the Saturday after Christmas during 2014. The busiest two-hour period was Wednesday 12/27, with 776 passersby, followed by Saturday 12/23 with 760 passersby, and Thursday 12/28 with 712 passersby. There was a spike in passersby (359) between 11 PM and 12 Midnight on Saturday 12/23/2023. This was the eighth busiest one-hour rate during the seven-day period.

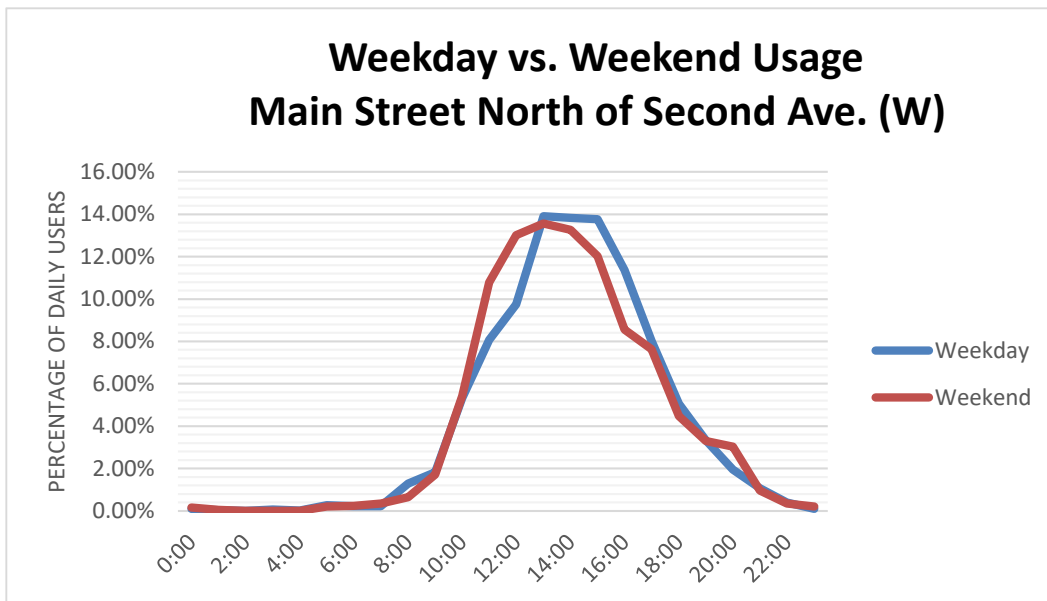
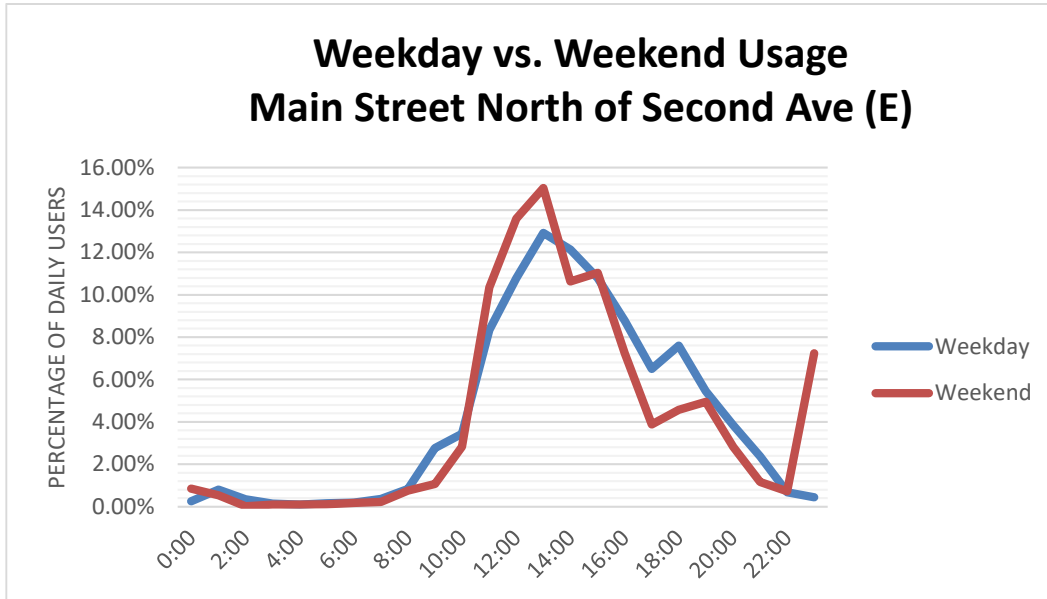
The data from the west side of the street indicates that while the peak two-hour period volume was similar, it was on a different day. Also, the east side was busier than the west side, possibly due to the presence of two restaurants on the east side of the street, Shine and Mezzaluna.

Patterns of Use

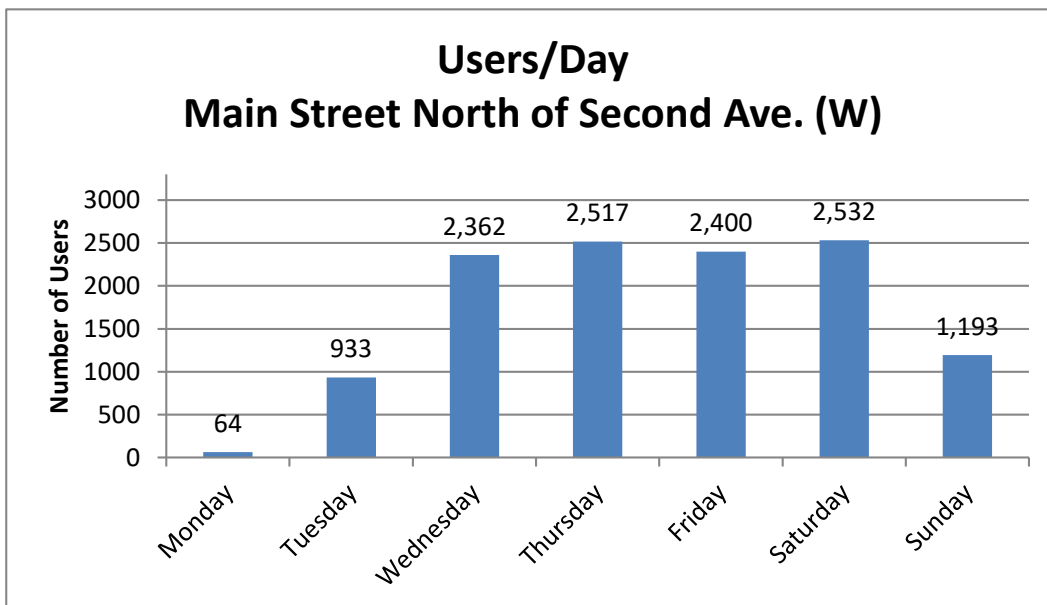
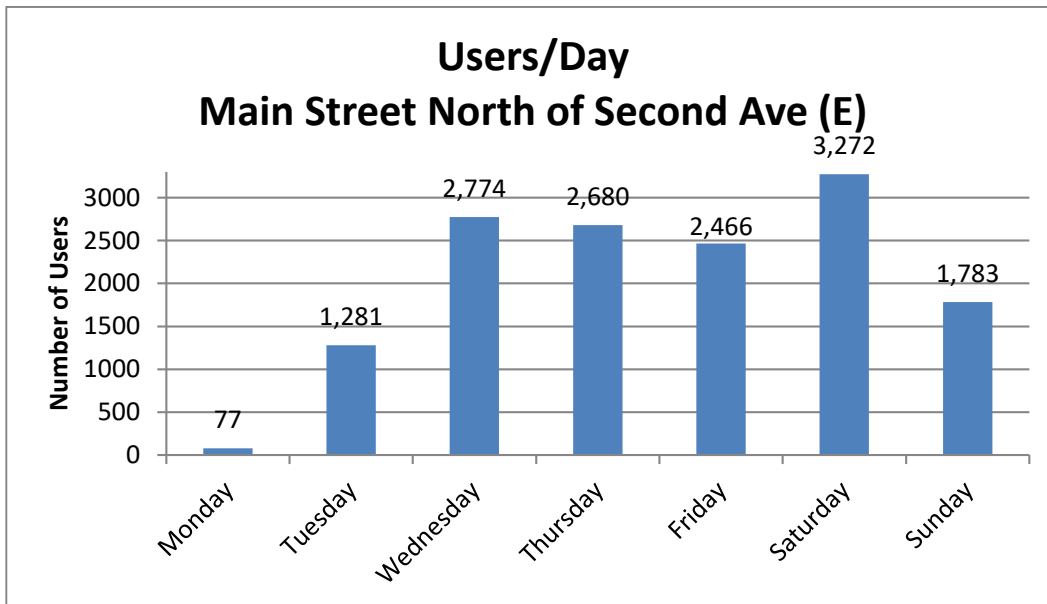
The following chart illustrates the average use of the sidewalk at the county location. This includes both weekday and weekend data and has greater weekday representation. The uptick after 10:00 PM (22:00) on the east side of the street occurred on Saturday December 23rd, when 359 pedestrians were recorded as passing in front of the counter.



The second chart illustrates the different pattern of usage between the weekday and weekend. The weekend usage shows a similar stairstep pattern, apart from the light night spike on December 23rd, as previously noted.



The third chart shows users/day. Monday was Christmas Day 2023. The data started on Friday and wrapped back around to Thursday. Monday and Tuesday were soggy, wet days. The east side of the street was consistently busier than the west side of the street.



Notes:

This is the first time that the west side of the street was surveyed. This survey was performed to update the data from the east side and to compare and contrast the data with the west side. Location matters.

This is the second time that the east location has been surveyed. The first time was during Christmas Week 2014. The report, at that time, indicated that it was believed that the foot traffic was atypical compared to other times of the year. It was also noted that there was 0.63 inches of rain on Wednesday 12/24/14 and 1.23 inches of rain on Thursday 12/25/14.

Christmas 2023 and the day after Christmas were very wet days with more than 2 inches of rain each day.

The plan is to update the data from the location north of third street, on the east side of the street, and to revisit the data from both the east and west side of the street north of fourth Avenue.

Date	Minimum Temperature	Maximum Temperature	Average Temperature	Precipitation	Ave. Wind Speed
12/22/2023	26.4 °F	62.6 °F	39.2 °F	0.00 in	0.3 mph
12/23/2023	25.5 °F	60.3 °F	40.7 °F	0.00 in	0.5 mph
12/24/2023	28.8 °F	60.6 °F	44.4 °F	0.00 in	0.5 mph
12/25/2023	48.4 °F	53.1 °F	51.5 °F	2.13 in	1.6 mph
12/26/2023	50.0 °F	55.2 °F	51.6 °F	2.45 in	0.6 mph
12/27/2023	40.8 °F	59.9 °F	51.7 °F	0.05 in	0.3 mph
12/28/2023	32.7 °F	53.2 °F	41.3 °F	0.00 in	0.6 mph

<https://www.wunderground.com/dashboard/pws/KNCHENDE267/table/2023-12-2/2023-12-2/monthly>

