

Transportation ALTERNATIVES

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WIDER SIDEWALKS OVER PARKING, SAY DOWNTOWN NYC SHOPPERS

Crowded shoppers want more elbow room
and are willing to forego parking to get it, new Soho study finds

- What:** Press Conference in a “reclaimed” parking space on Prince Street
- When:** Thursday, December, 14th
11:00 am
- Where:** Prince Street, near corner of Green Street

NEW YORK, NY (December 12, 2006): *Curbing Cars: Shopping, Parking, and Pedestrian Space in Soho, New York*, a new study of over one-thousand pedestrians and drivers by Schaller Consulting, found that:

Quality Walking Beats Easy Parking

By a ratio of 5:1, shoppers say they would come to Prince Street more often if they had more space to walk, even if it meant eliminating parking spaces. (Results are almost identical for visitors and those who work or live in the area.)

Pedestrians = Profits

Shoppers who value wider sidewalks over parking spent about five times as much money, in the aggregate, as those who value parking over sidewalks.

Walkers Far Outnumber Drivers

89% of people interviewed on Prince Street arrived by subway, bus, walking or bicycle.

“The majority of shopping dollars, and the majority of residents and visitors that spend them, come by mass transit and on foot. The way we manage our street space should reflect this basic fact,” says Bruce Schaller, Principal of Schaller Consulting.

“We already know that wider sidewalks are good for health, safety, and quality of life,” says Paul Steely White, Executive Director of Transportation Alternatives. “Now we know that they are also good for NYC's business.”