

RETAIL PEDESTRIANS TREAD TO TARGET

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What has the Target store meant for downtown Minneapolis? At least by one measure, a big boom in foot traffic along part of the Nicollet Mall, says Peter Bruce, a Twin Cities consultant on pedestrian traffic.

Since the Target store opened in 2001, sidewalk foot traffic on the Nicollet Mall between Eighth and Ninth streets has risen 71 percent, Bruce said in his 2002 report on downtown Minneapolis pedestrian traffic patterns.

"The daily volume on these sidewalks is almost 24,000 per day," he reported.

In contrast, some downtown counting stations, such as the Pillsbury Center, have suffered a 10 percent to 20 percent drop in foot traffic due to a decrease in office occupancies and retail activity, Bruce reported.

But Bruce predicted that downtown Minneapolis will see an overall 5 percent to 10 percent increase in foot traffic this year with the opening of the University of St. Thomas' law school and new retail and entertainment in the Block E development.

– *Scott Carlson*