

3.1 PUBLIC LIFE STUDIES - METHODOLOGY

STREETS AND SQUARES SURVEYED

Pedestrian Traffic Survey

- 1 Bourke Street Mall
- 2 Bourke Street east
- 3 Swanston Street south
- 4 Swanston Street middle
- 5 Swanston Street north
- 6 Collins Street
- 7 Elizabeth Street
- 8 Russell Street
- 9 Little Bourke Street
- 10 Princes Bridge

Stationary Activity Survey

- a Bourke Street Mall
- b Bourke Street east
- c Swanston Street south
- d Swanston Street middle
- e Swanston Street north
- f Elizabeth Street
- g City Square
- h Federation Square
- i QVM (Queen Victoria Market)
- j Southgate



Pedestrian counts and observations

The purpose of this part of the study was to examine how urban spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes. This can form the basis for future decisions on which streets and routes to improve to make them easy and pleasant places to visit, not just act as traffic conduits.

This part of the study also provides information on how many and where people sit, stand or carry out other stationary activities in the city. These stationary activities act as a good indicator of the quality of the urban spaces. A large number of pedestrians walking in the city does not necessarily indicate a high level of quality. However a high number of people choosing to spend time in the city indicates a lively city of strong urban quality.

How the data was collected

- counting pedestrians
- surveys of stationary activities (behavioural mapping)

Method

The method for collecting this information has been developed by GEHL Architects and used in previous studies in Perth, London, Riga, Stockholm, Oslo, Adelaide, Wellington, Copenhagen and Edinburgh, as well as in Melbourne in 1993.

This second study of Melbourne has been undertaken using exactly the same methods as in 1993, including similar weather conditions and the same survey locations.

- Pedestrian counts were carried out in the selected streets for 10 minutes every hour between 10 a.m. and 12 p.m. Count results were later extrapolated to produce an hourly estimate.
- Stationary activities were mapped for the remainder of each hour on all sites surveyed in 1993, with the addition of Federation Square and Southgate Promenade extension.
- The surveys took place on summer days with fine, sunny weather in November 2004.
- The data was collected on weekdays (Thursday) and Saturdays.

The Melbourne study thus serves a double purpose: firstly, to record how public life has developed in the period 1993-2004; and secondly, to obtain accurate information on how Melbourne's city centre is currently being used for the purpose of future planning.