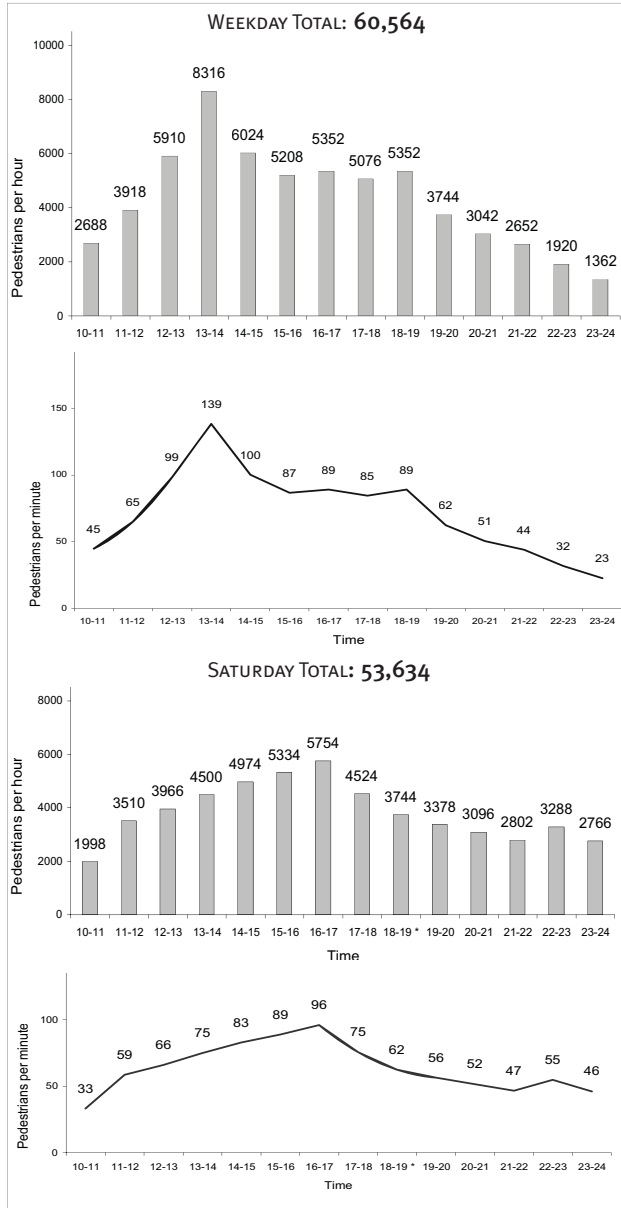
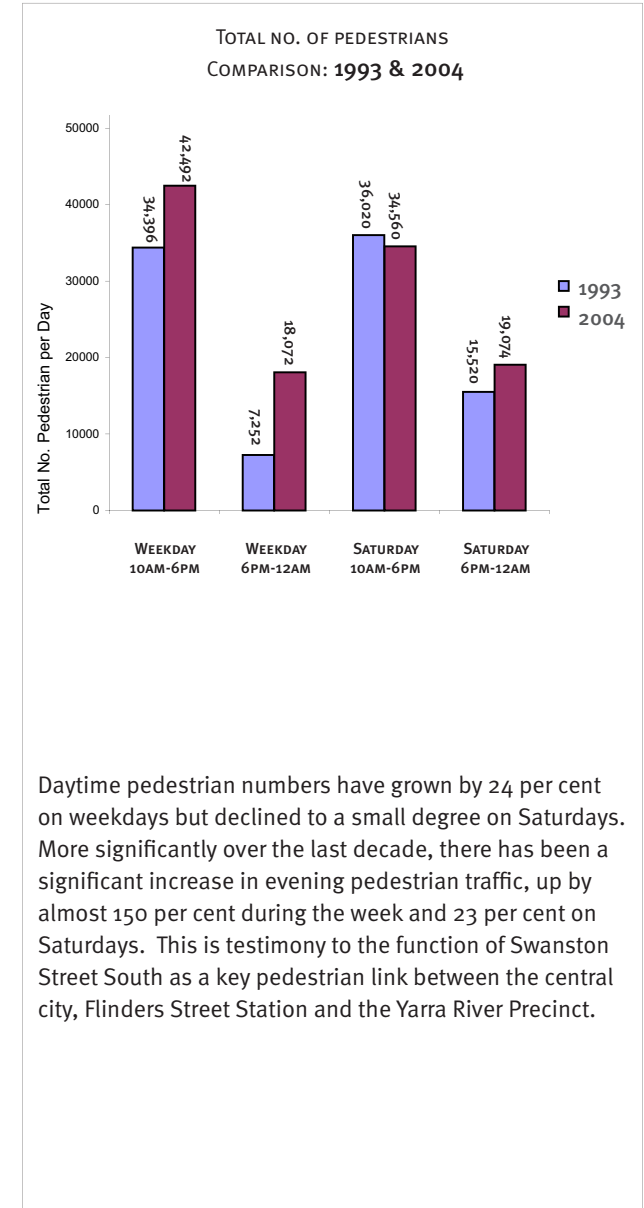


3.2 PEDESTRIAN TRAFFIC - SWANSTON STREET (SOUTH)



Counts:
 Weekdays: 25/11 + 2/12 + 16/12 2004 : 10am-12 midnight
 Saturday: 27/11/2004 : 10am-12 midnight
 Weather: Fine at all times

The counts in the southern section of Swanston Street were recorded mid-block between Bourke and Little Collins Streets. During a summer weekday, some 60,000 people pass by and on Saturdays, the counts are 54,000. Both on weekdays and Saturdays, the pedestrian flows are generally evenly distributed. However during the week, one third of the total number of pedestrians pass by after 6pm. On Saturdays, the pedestrian traffic picks up slightly in the late evening.



Daytime pedestrian numbers have grown by 24 per cent on weekdays but declined to a small degree on Saturdays. More significantly over the last decade, there has been a significant increase in evening pedestrian traffic, up by almost 150 per cent during the week and 23 per cent on Saturdays. This is testimony to the function of Swanston Street South as a key pedestrian link between the central city, Flinders Street Station and the Yarra River Precinct.