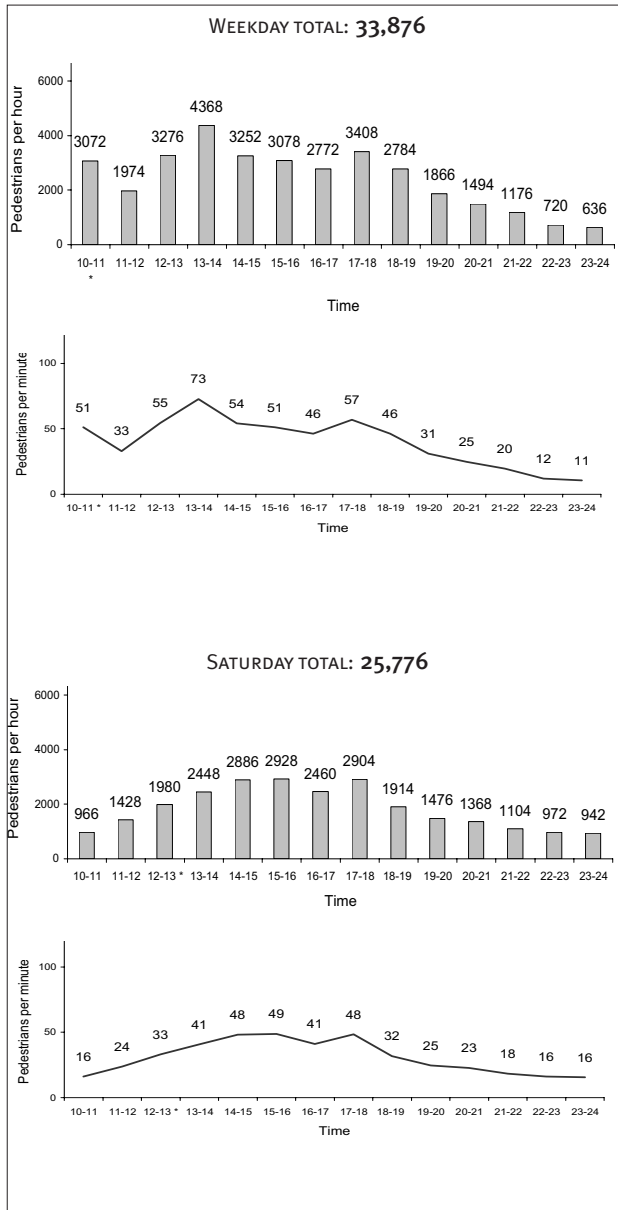
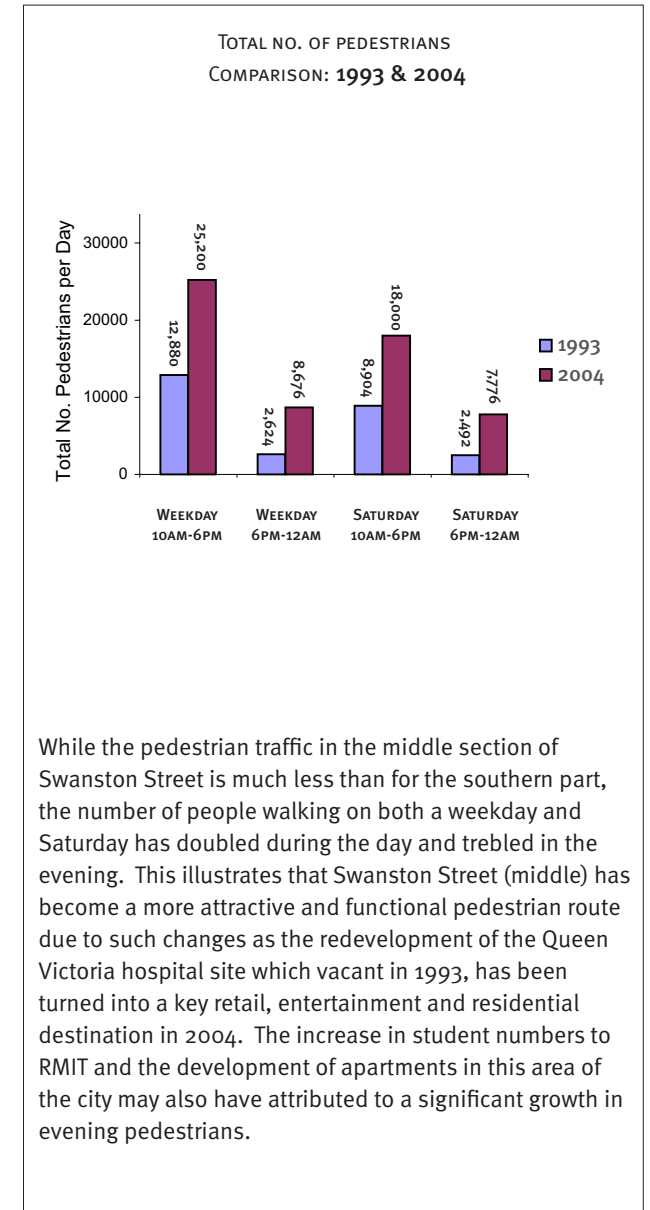


3.2 PEDESTRIAN TRAFFIC - SWANSTON STREET (MIDDLE)



Counts:
 Weekday: 25/11/2004 : 10am-12 midnight
 Saturday: 27/11/2004 - 10am-12 midnight
 Weather: Fine at all times

The pedestrian counts at Swanston Street (middle) were undertaken mid-block between Lonsdale and Little Lonsdale Streets. During the week, a total of 34,000 pedestrians were recorded, just slightly more than half that in the southern part of Swanston Street. The Saturday figures are 26,000, about half the number of pedestrians found in Swanston Street (south).



While the pedestrian traffic in the middle section of Swanston Street is much less than for the southern part, the number of people walking on both a weekday and Saturday has doubled during the day and trebled in the evening. This illustrates that Swanston Street (middle) has become a more attractive and functional pedestrian route due to such changes as the redevelopment of the Queen Victoria hospital site which vacant in 1993, has been turned into a key retail, entertainment and residential destination in 2004. The increase in student numbers to RMIT and the development of apartments in this area of the city may also have attributed to a significant growth in evening pedestrians.