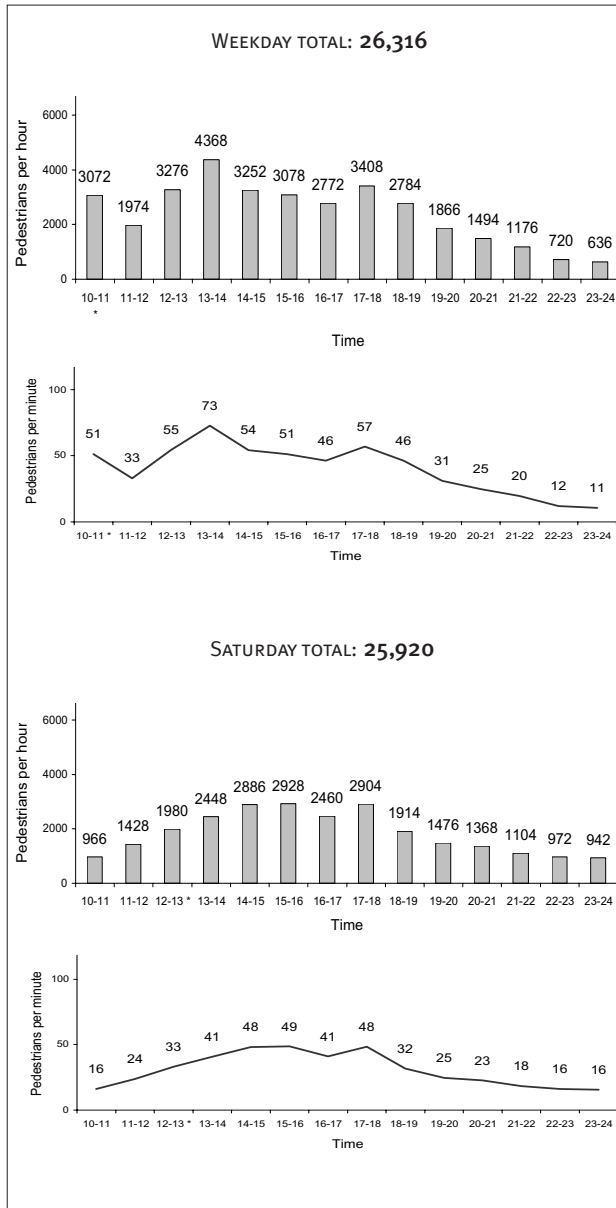
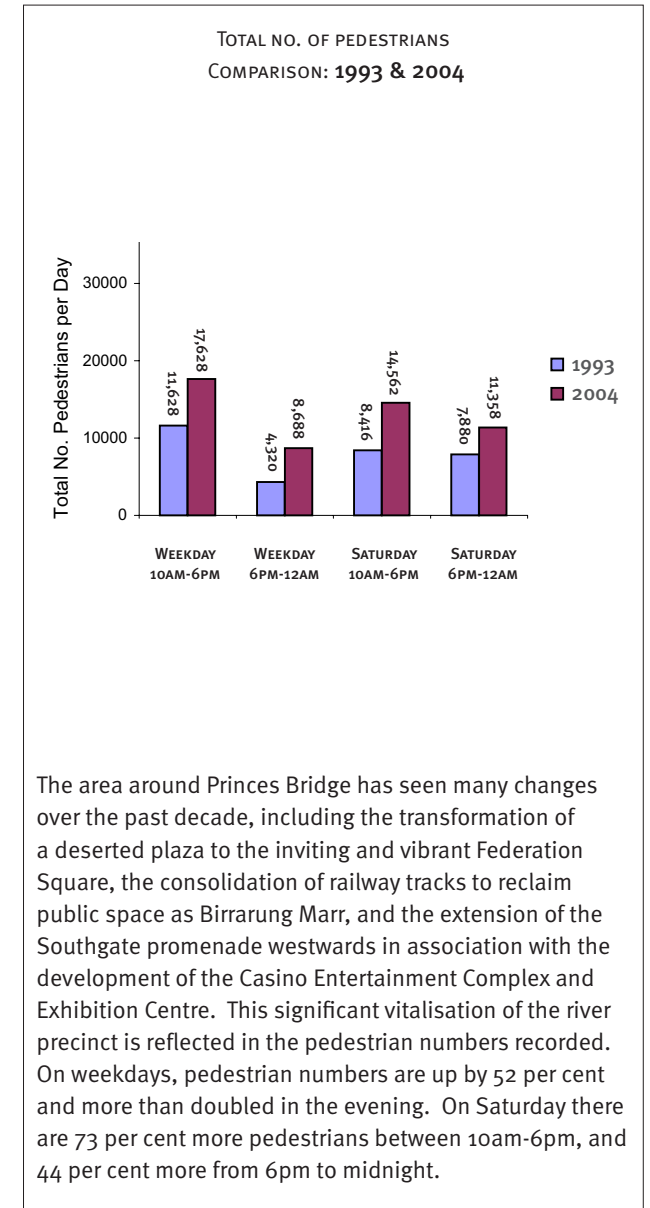


## 3.2 PEDESTRIAN TRAFFIC - PRINCES BRIDGE



**Counts:**  
*Weekdays: 25/11 + 2/12 2004 : 10am-12 midnight*  
*Saturdays: 27/11 + 4/12 2004 : 10am-12 midnight*  
*Weather: Fine at all times*

The pedestrian survey halfway along Princes Bridge recorded about 26,000 people both during the week and on Saturday. Despite a busier period during lunchtime and in the afternoon, the number of people walking generally does not fluctuate but remains steady throughout the day and into the evening.



The area around Princes Bridge has seen many changes over the past decade, including the transformation of a deserted plaza to the inviting and vibrant Federation Square, the consolidation of railway tracks to reclaim public space as Birrarung Marr, and the extension of the Southgate promenade westwards in association with the development of the Casino Entertainment Complex and Exhibition Centre. This significant vitalisation of the river precinct is reflected in the pedestrian numbers recorded. On weekdays, pedestrian numbers are up by 52 per cent and more than doubled in the evening. On Saturday there are 73 per cent more pedestrians between 10am-6pm, and 44 per cent more from 6pm to midnight.