



Hawkesbury City Council

attachment 3
to
item 216

Sustainable and Prosperous
Towns Centres

date of meeting: 28 November 2017

location: council chambers

time: 6:30 p.m.

Sustainable & Prosperous Towns Centres

Hawkesbury, November 8, 2017.

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Movement or Exchange



IF WALKING
COSTS YOU
\$1



SOCIETY
PAYS
\$0.01



IF BIKING
COSTS YOU
\$1



SOCIETY
PAYS
\$0.08



IF BUSSING
COSTS YOU
\$1



SOCIETY
PAYS
\$1.50



IF DRIVING
COSTS YOU
\$1



SOCIETY
PAYS
\$9.20



**Why is this
balance
important?**
Movement costs



Too much movement

- You cant afford it
- Nobody will like you
- You wont have any friends



**Its not all the
engineers
fault...**

Said the engineer
to the planner



Unsustainable Suburbs

NEW suburbs in Melbourne are so poorly designed that residents **face an epidemic of chronic diseases such as obesity and depression that will cost the health system millions of dollars**, a State Government inquiry has been told.



Where are the quality diverse neighbourhoods?

Good for health

Good for jobs

Good for environment



**Do you have
enough
parking?**

Nothing kills towns
like parking
oversupply

PARKING FEES

0 – 1 Hr

1 – 2 Hr

2 – 3 Hr

3+ Hr

Overnight

Free

\$65

\$95

\$125

\$125

All prices include gst

Simple ways to tell if you have enough parking supply

- Price - is the price of parking getting too high - over \$20 - \$30 per day?
- Is the public transport completely full at minimum headways?
- Are people walking more than 1km to their destination?
- Are developers wanting to add EXTRA parking to their developments?
- Are the private sector lining up to build car parks in Rockhampton.



Growing prosperous towns are:

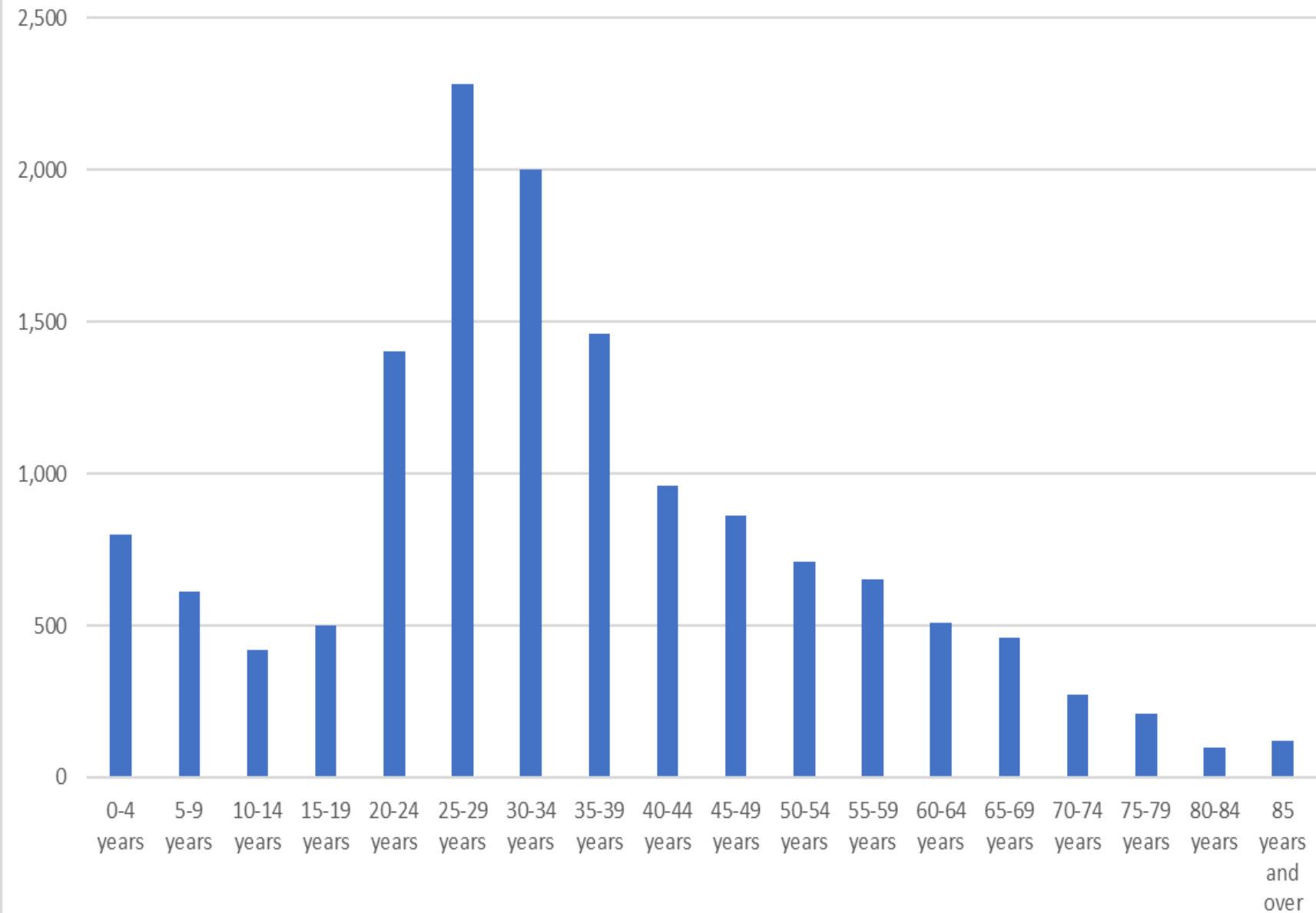
Attractive to millennials +
Gen Y;

Offer medium/high
density living;

Have low car ownership;

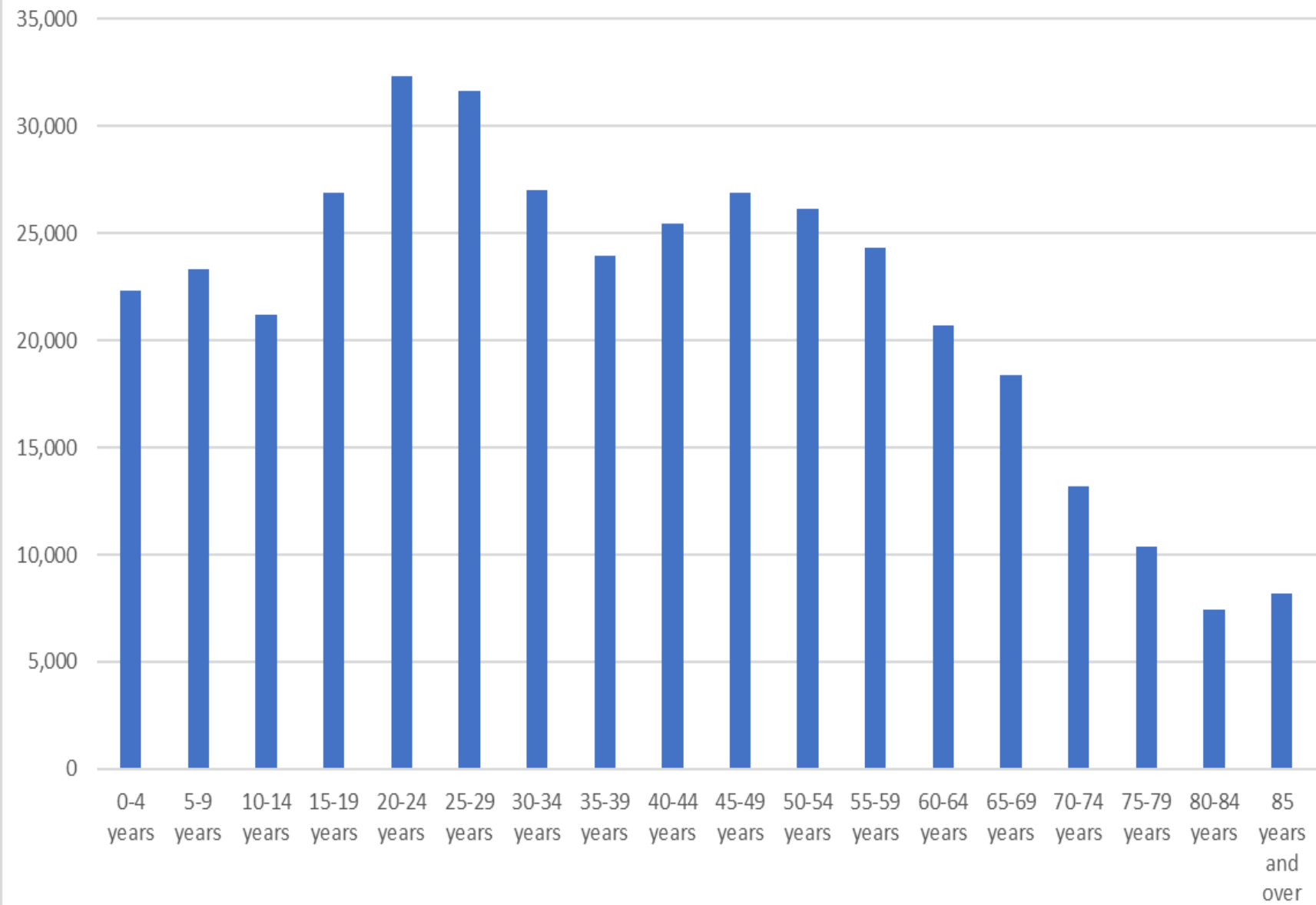
Have high urban walking
activity;

Queenstown



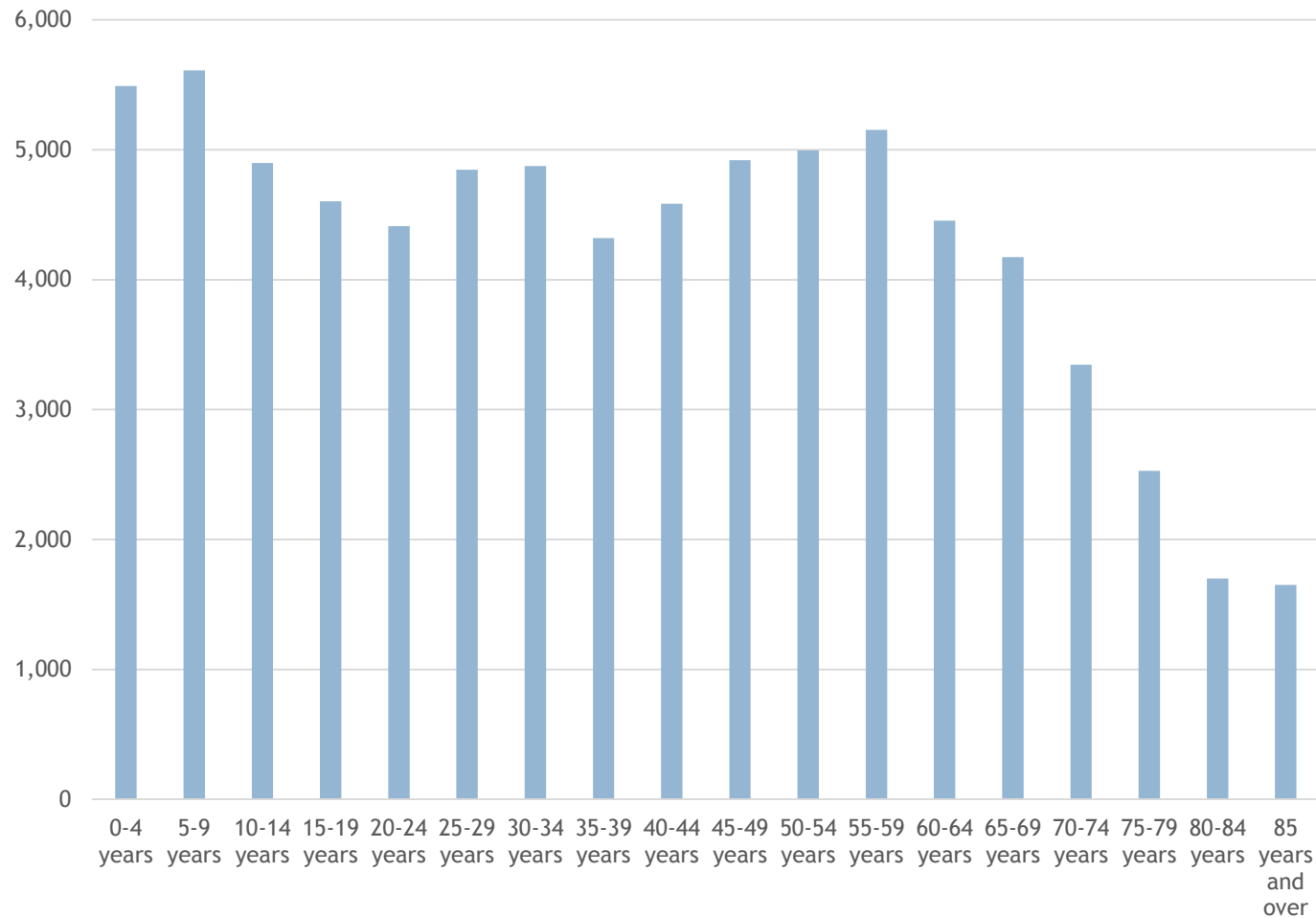
**What a
demographic!**

Christchurch



More typical

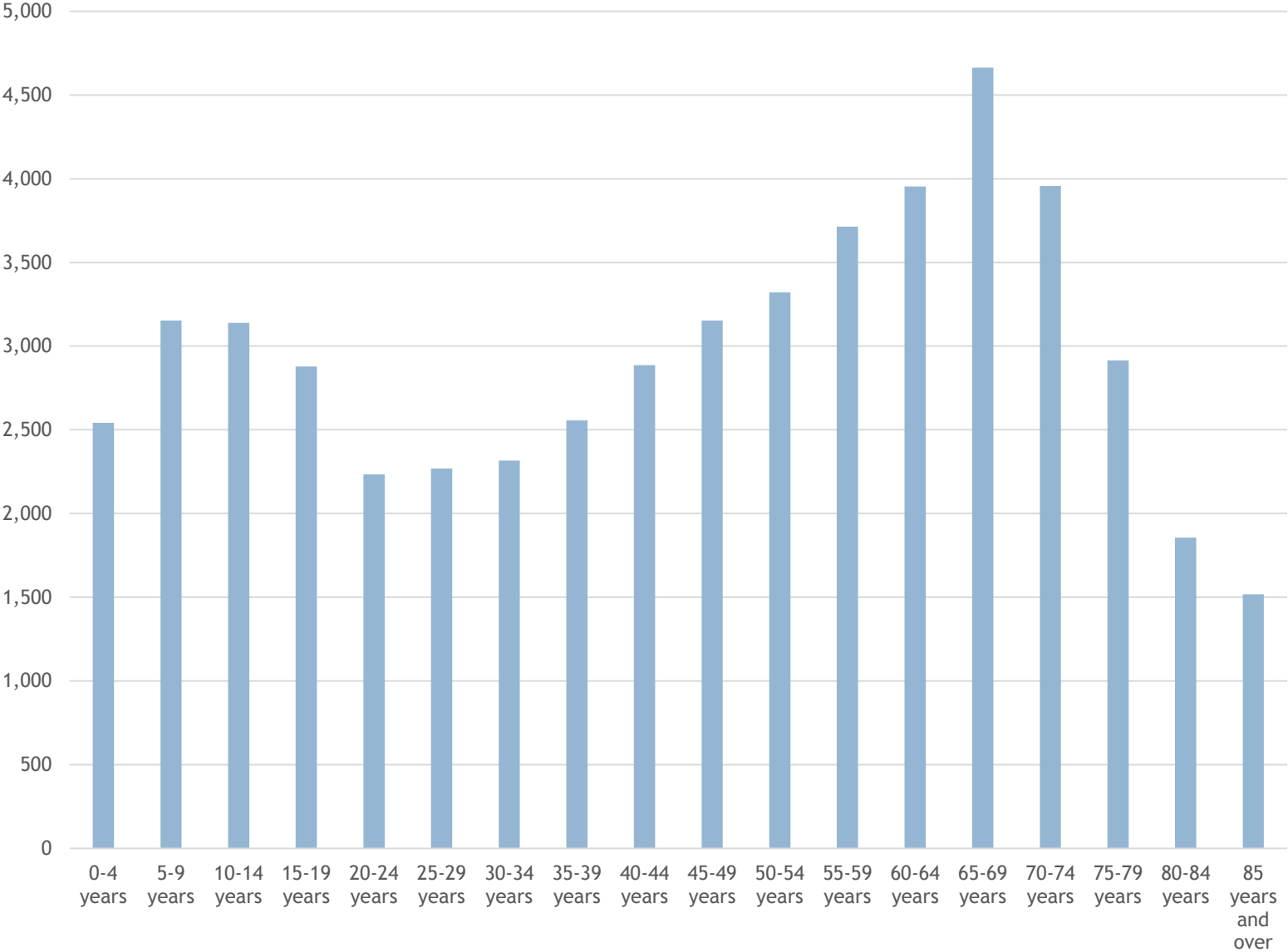
Dubbo



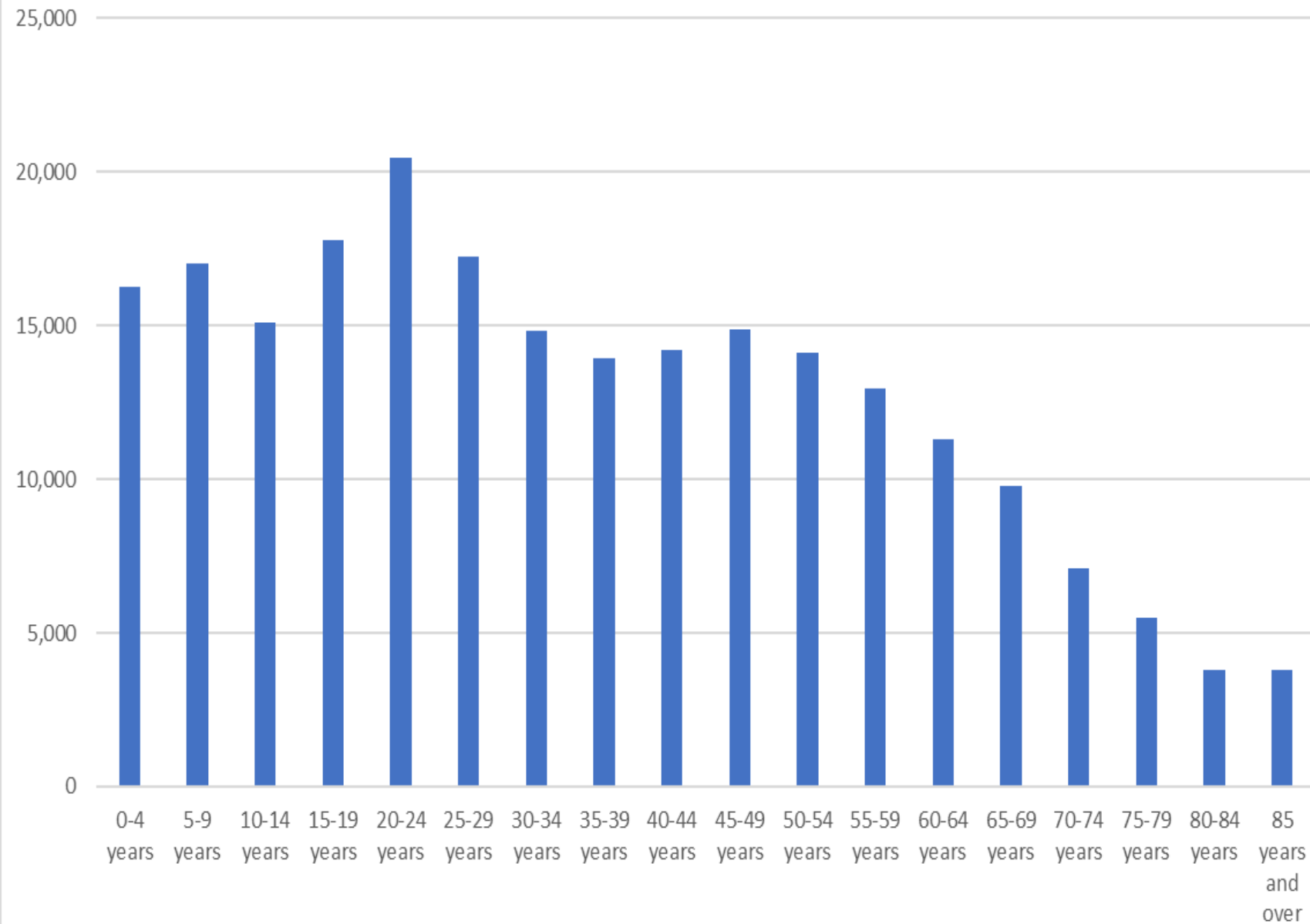
Whats going on with these millenials?

Potentially excellent demographic.

Hervey Bay

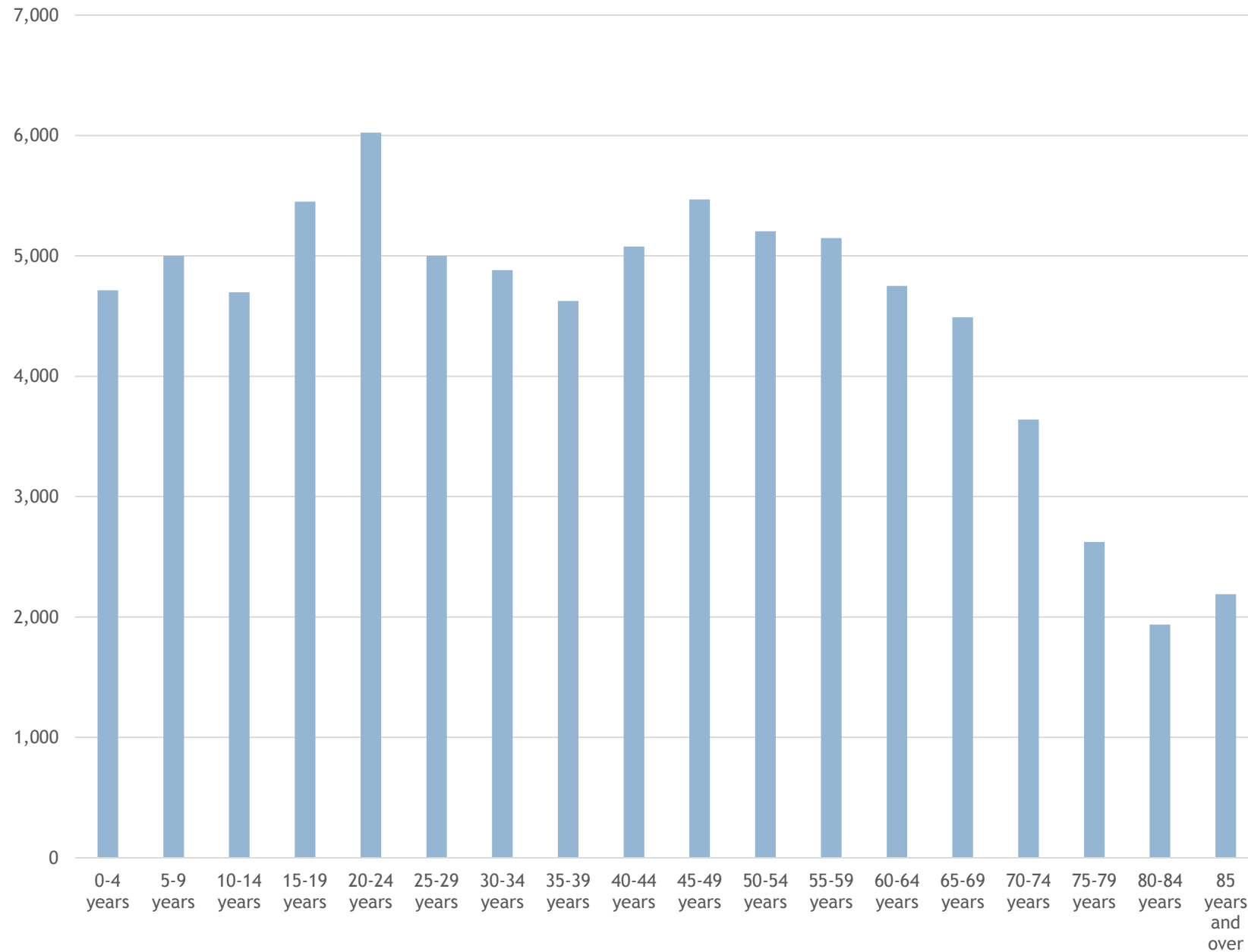


Hamilton



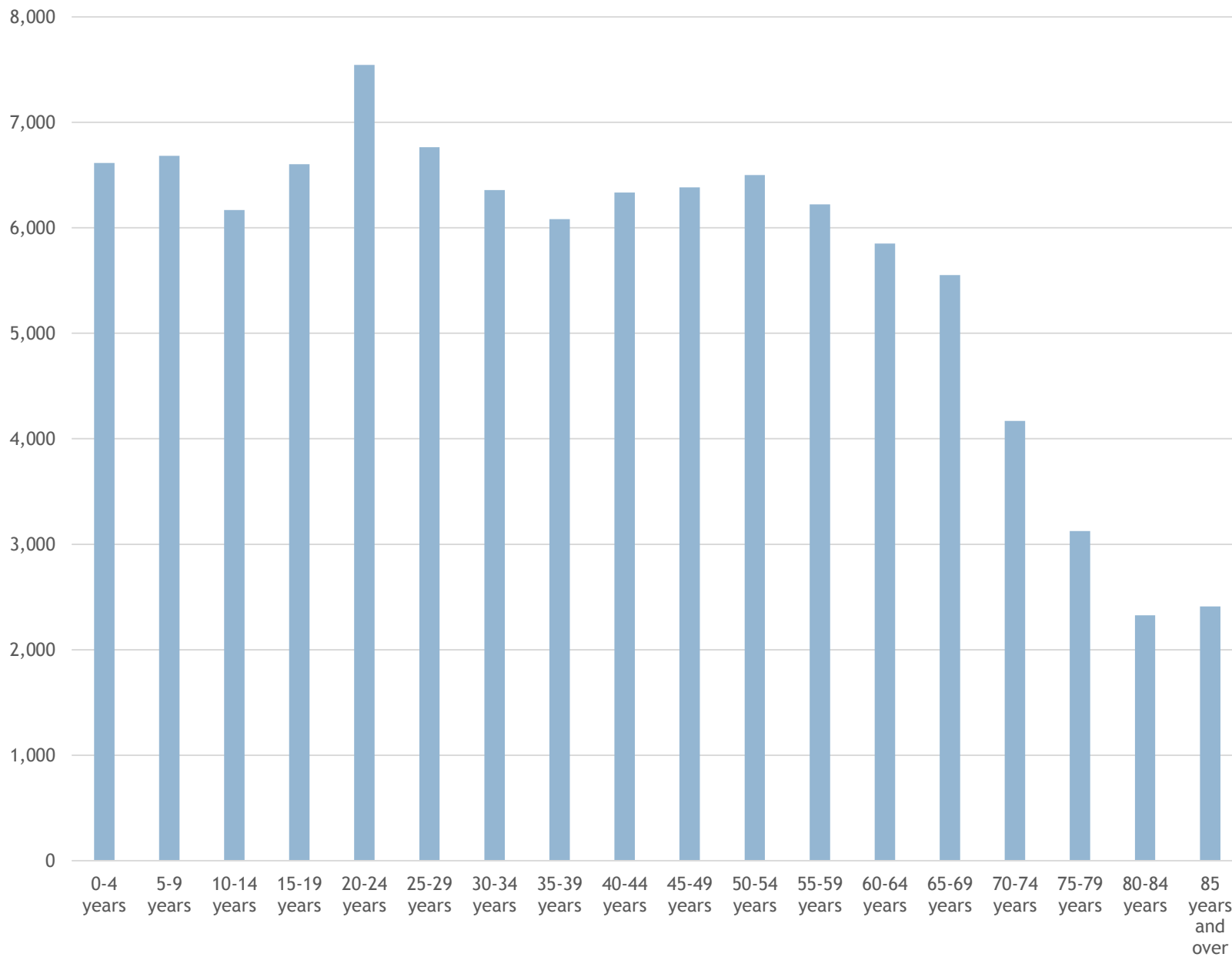
This is very good

Launceston

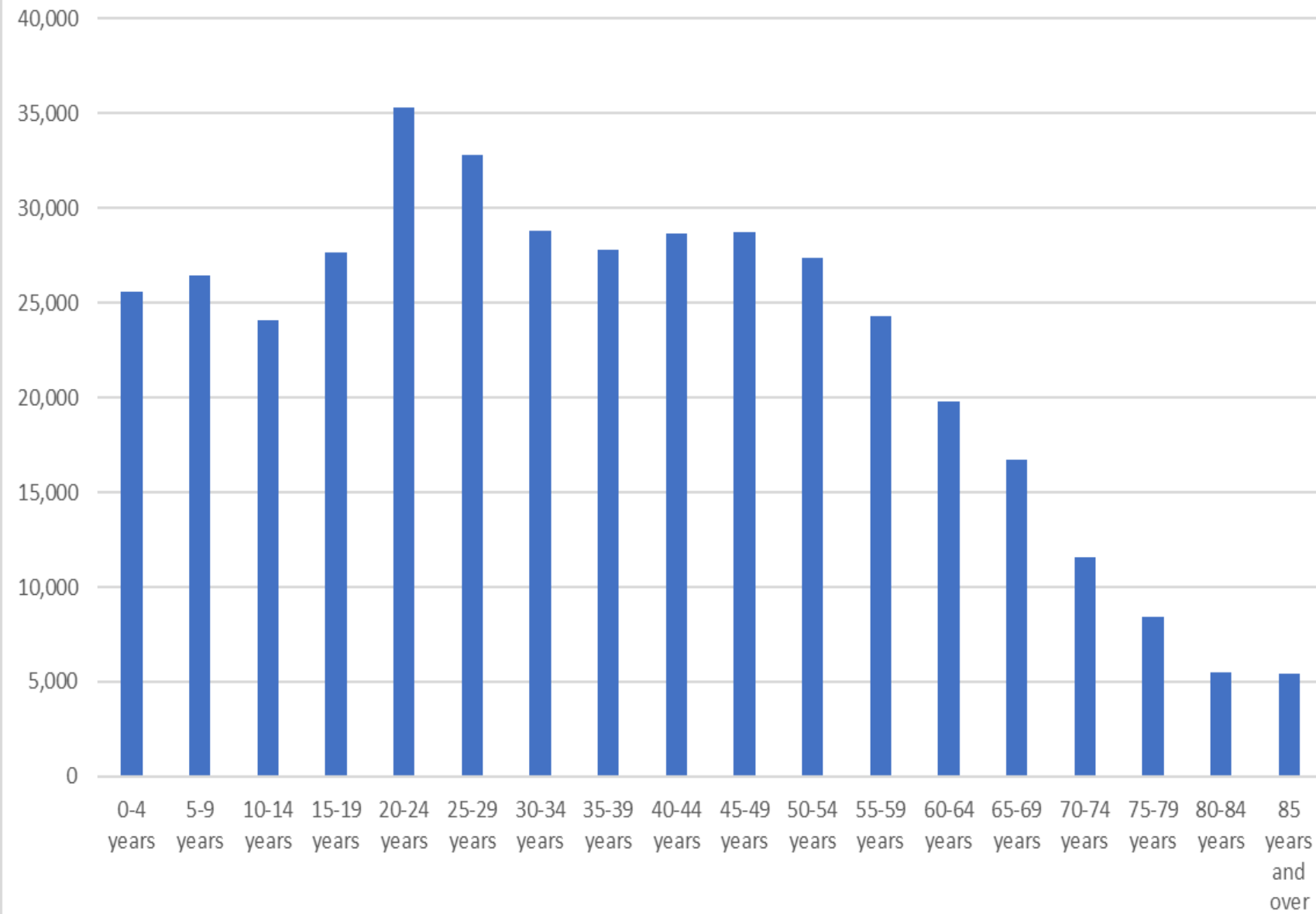


**Look out for
these towns...**

Ballarat

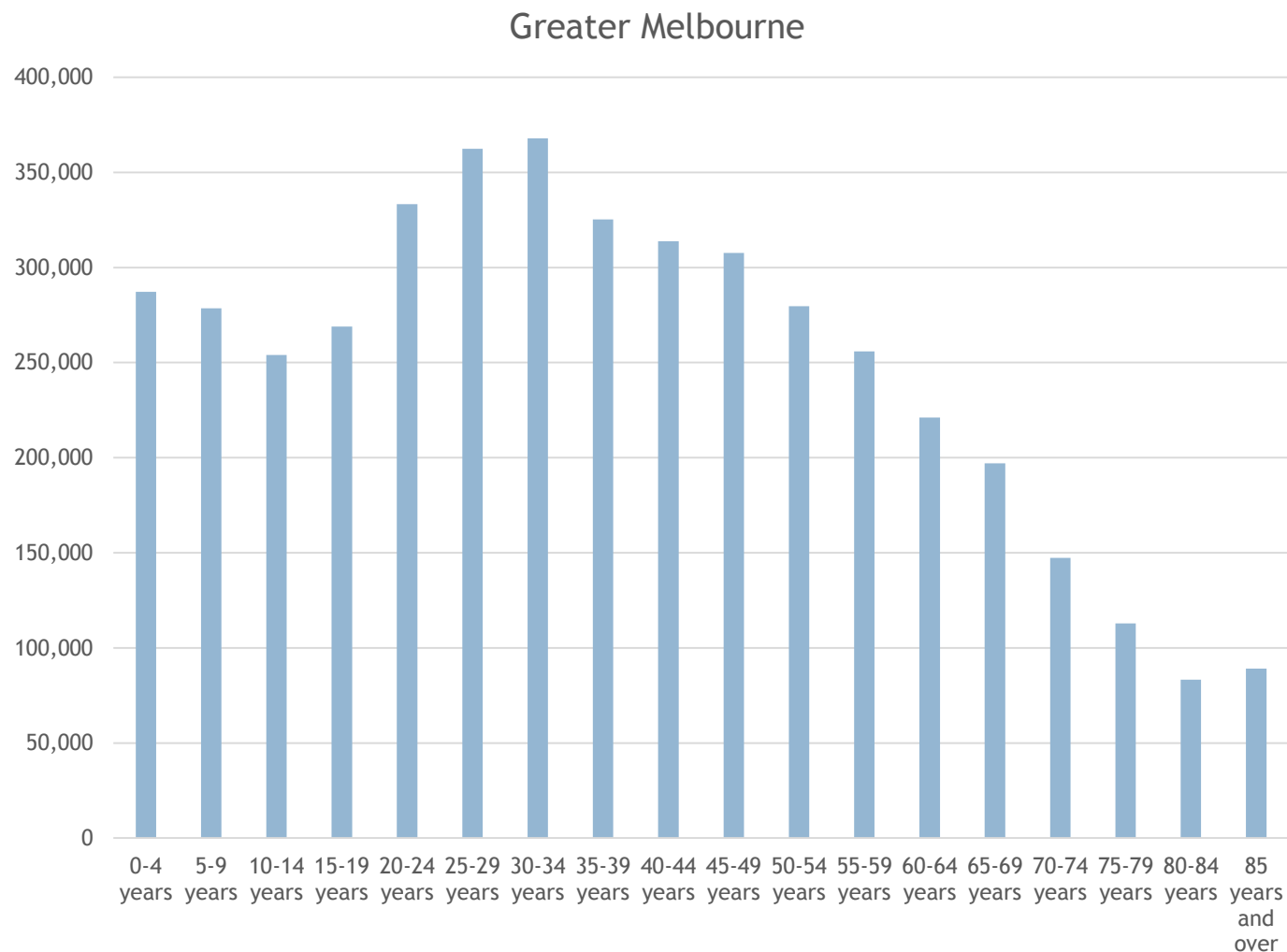


Wellington

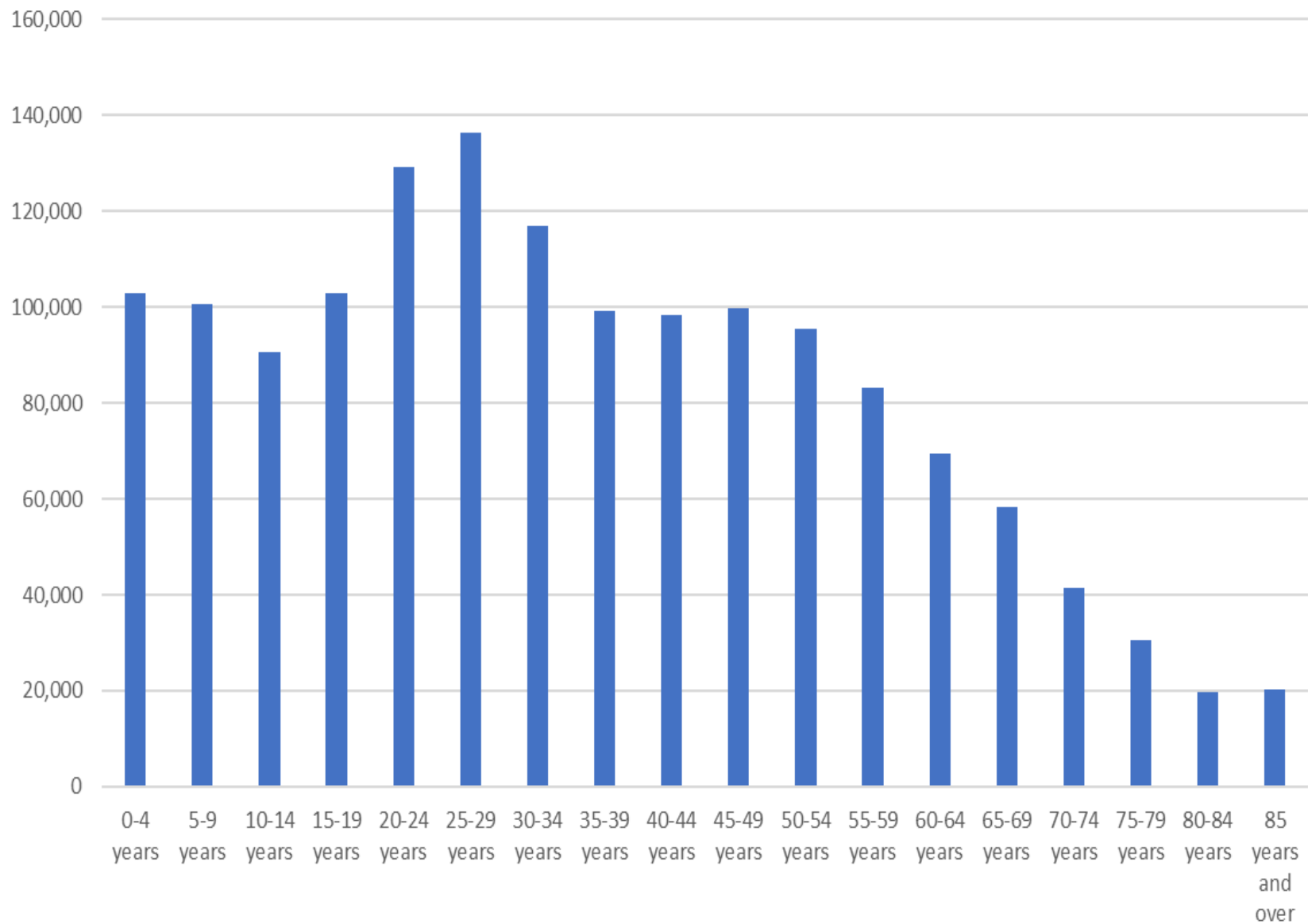


Your Nations Capital

Where do all the big economic generating demographics go?



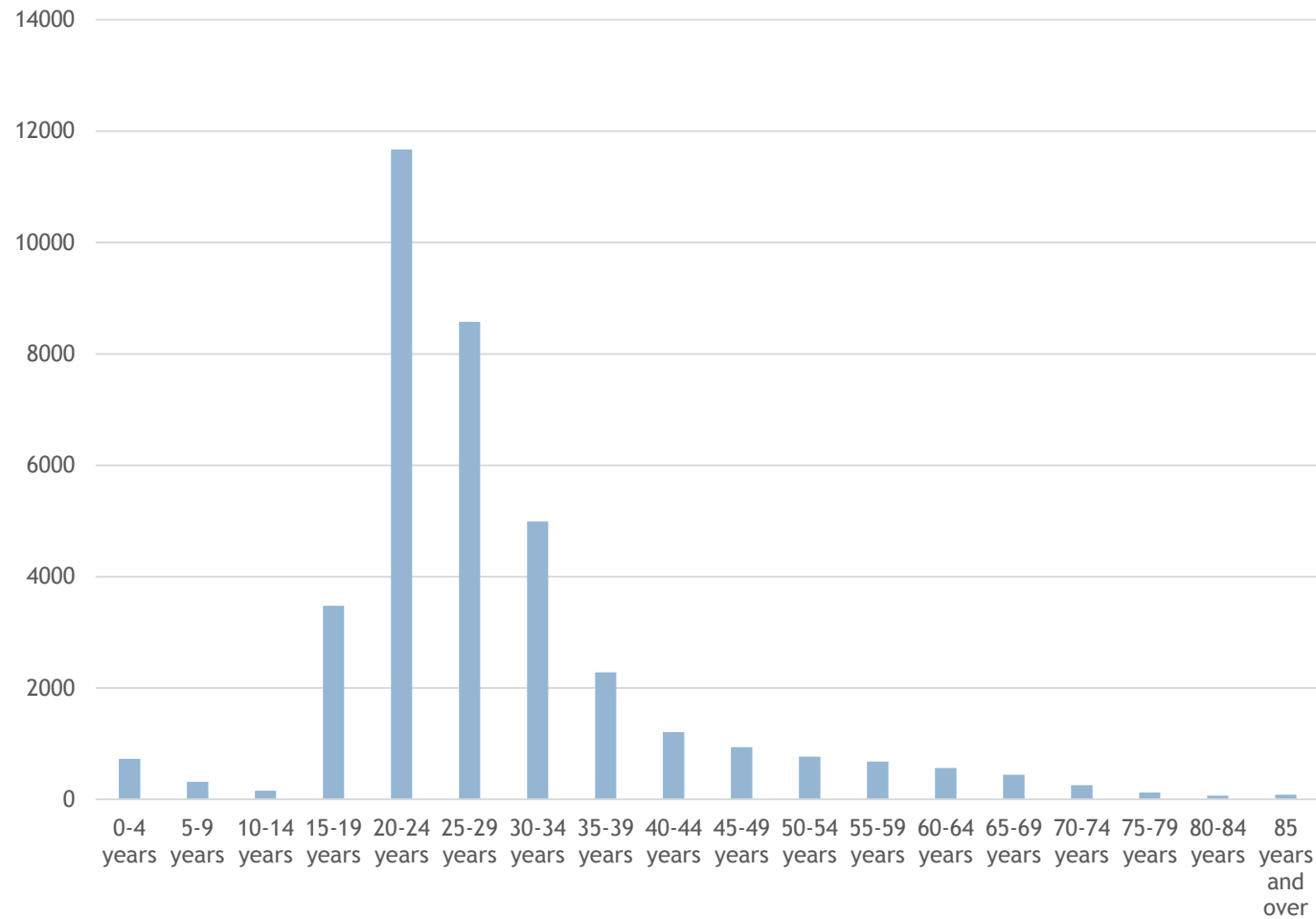
Auckland



What about the big smoke in NZ?

There is a lot to like about this?

Central Melbourne



**They go
here...**

The big cities get all the
money!



What is stopping you?

Sprawl

Minimum parking rates

Prioritising movement over exchange



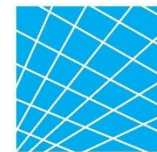
Infrastructure influences behaviour

- The needs of the car and the needs of people are diametrically opposed.
- The better you make it for the car, the less people will like being there.
- Town centres aren't about how much fun it is to get there, its about how much fun it is to be there!



Hobart Retail Precincts Project

CASE STUDY



MRCagney



City of **HOBART**

The Project beginnings

- A representation from New Town Road (New Town) that their street had traffic and pedestrian issues that needed to be addressed
- Council became aware of a small group of traditional mainstreets with similar problems
- Grouped these together to address the similar issues as one more efficient project





A different approach

- 5 Community based street events
- Communities challenged to:
 - Work together
 - Connect with their local walkable catchment
 - Test ideas for long term street changes
 - Put on a great 'test' event
- Competitive element – best event gets built first

Augusta Road Lenah Valley

Excellent trader
participation

Excellent community buy
in

Council investment will be
well rewarded

Site recommended for
detailed design





New Town Road New Town

Excellent hard working
traders group

A spectacular event, well
attended by locals

Street closures well liked
by event attendees

Some hesitation by local
traders about making
closures permanent

Recommended for detailed
design of permanent
closures



Macquarie Street, South Hobart

Well attended event

Obvious community support

Investment by Council would be loved by the community

Traders group disjointed, some don't want treatment, claiming parking too important

Traders need to get together and demonstrate unity with another event



Elizabeth Street North Hobart

Excellent trader
participation

Excellent community
buy in from target
audience

Council investment will
be well rewarded

Event did not show off
Elizabeth Street at its
busiest

Would like to see
another Friday night
event



Battery Point

Excellent trader participation

Excellent community buy in and support for permanent street closure

Council investment will be well rewarded

Some reluctance expressed after the event from some local residents and traders on loss of parking and change of access.

Potentially the most spectacular of all Main Streets, needs more investigation.

Sandy Bay Road, Lower Sandy Bay

No trader unity

No event held

Potential to carry out
some improvement on the
Beach Road frontage at
some future time.



What did we learn ?

There is a genuine yearning by local communities to re-connect with their local main street.

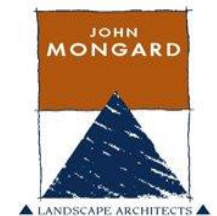
What's stopping them?

- Low density housing;
- Car parking over-supply;
- Road space over supply;
- A street that is uninviting to humans



Mooloolaba Esplanade

CASE STUDY



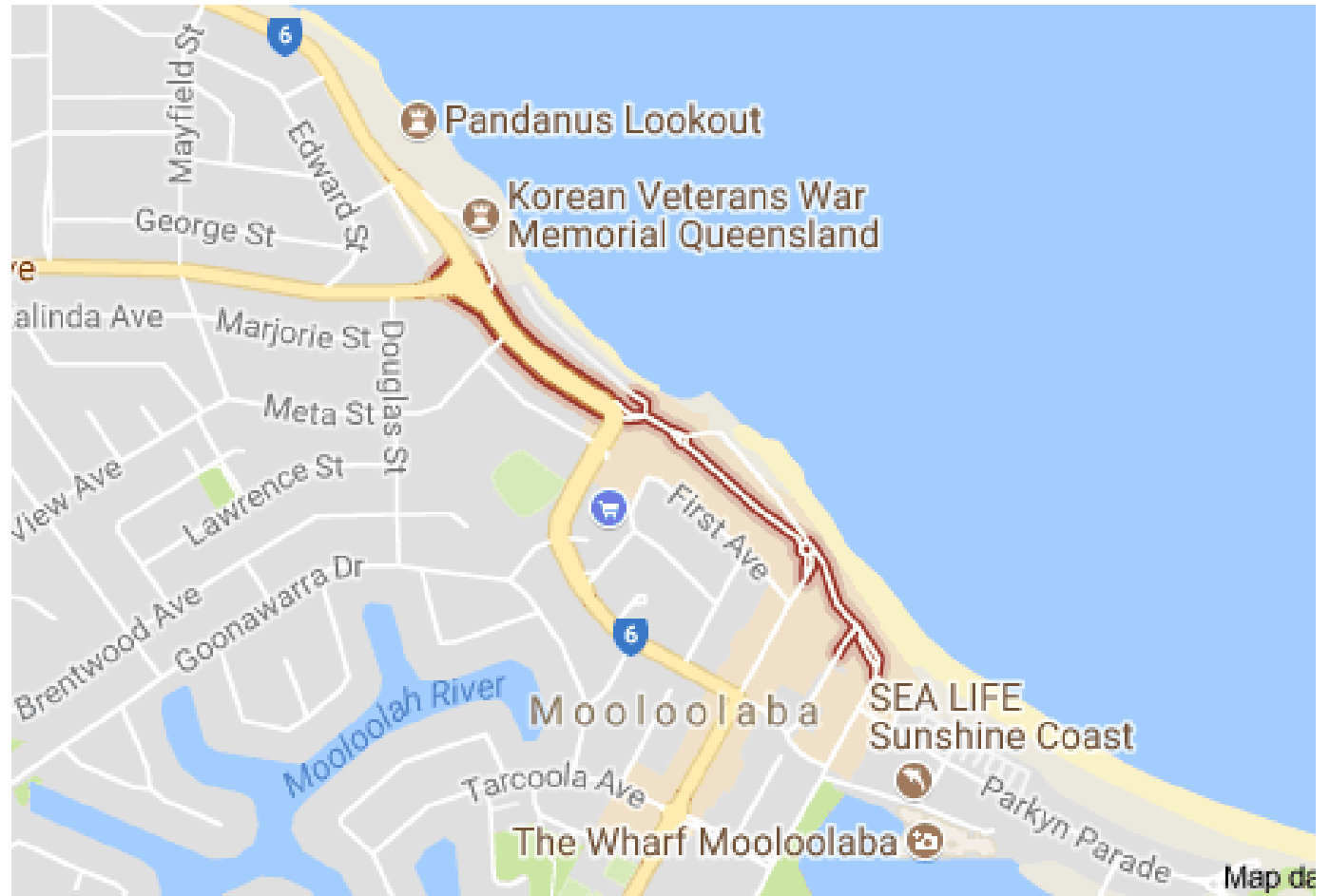
Original Task



**Remove congestion on
the Esplanade by
widening road to 4 lanes**

Issues

- Perception that congestion was limiting development
- People were however not enjoying pedestrian environment
- People weren't crossing street from the beach to the shops/accommodation

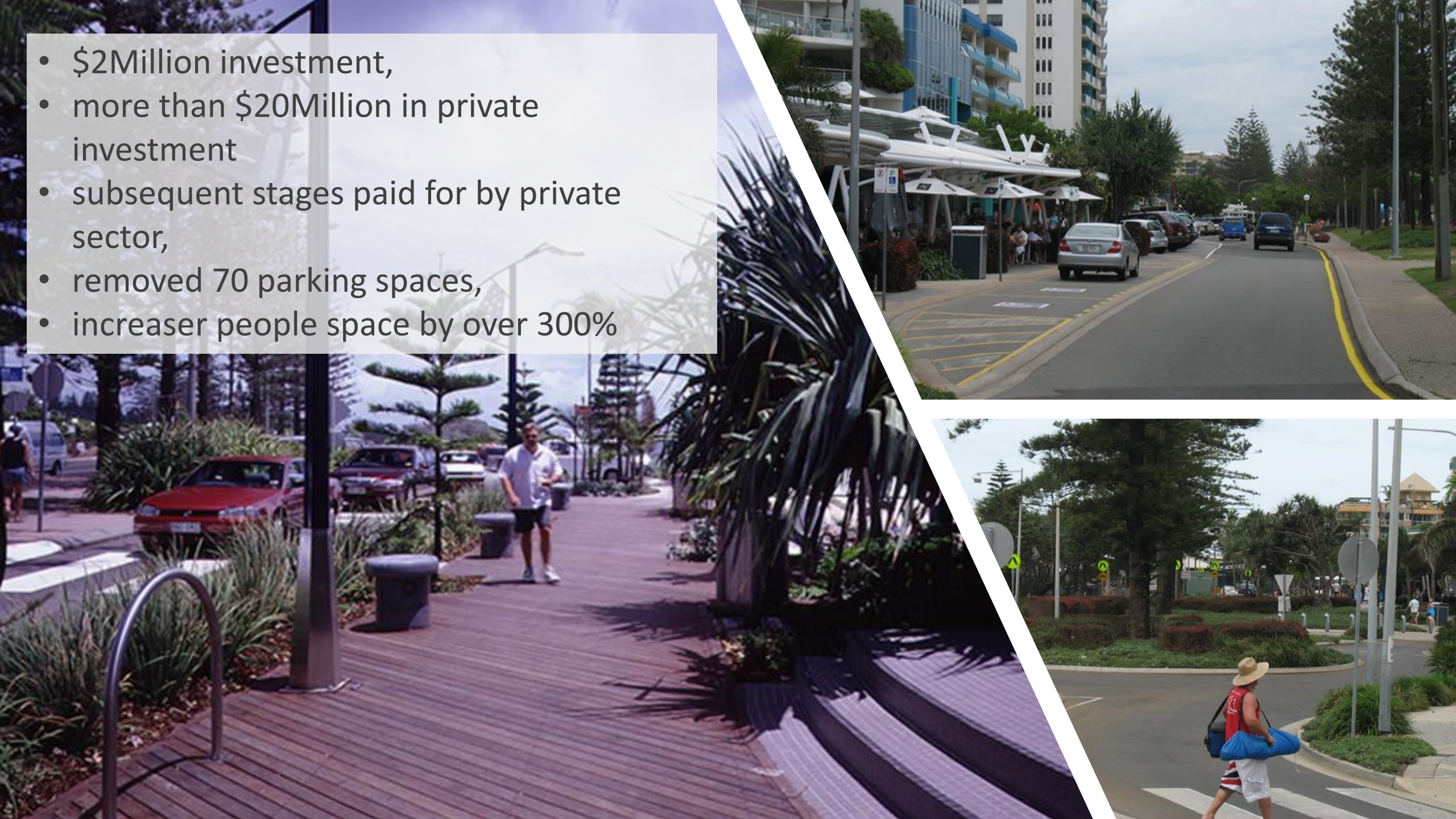




Solution

- Narrow from 2 lanes to one lane and use car park circulation isle to have two-way traffic
- Narrow pedestrian crossing distances
- Widen footpaths
- Force traffic to use another route

- \$2Million investment,
- more than \$20Million in private investment
- subsequent stages paid for by private sector,
- removed 70 parking spaces,
- increaser people space by over 300%





Who would be in local government?

You have to fix everything...but promise to change nothing!

What is the reward for being brave?



**Don't be
frightened to
make a better
future**

Listen out for a new
story

The level of
complaint is almost
always the same, no
matter what

You might as well
have a crack!



Final thoughts

- 1. Have a simple repeatable identifiable vision**
 - 2. Street are the backbone to high quality public realm**
 - 3. Promote alternative thinking – celebrate strangeness**
 - 4. Understand homogeneity**
 - 5. Process and certainty aren't necessarily your friends**
 - 6. Storytelling is powerful**
 - 7. Avoid the average**
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