

# Shaping Regional Towns & Cities

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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





**Is this  
balanced OK?**

Why do we do  
this?





**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









# Market reaction to roadspace

Will build more sprawl in  
reaction to better access

Will change mode away  
from bus/bike/train etc

Will demand more parking  
space

Overall growth at risk





## **Local version**

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;

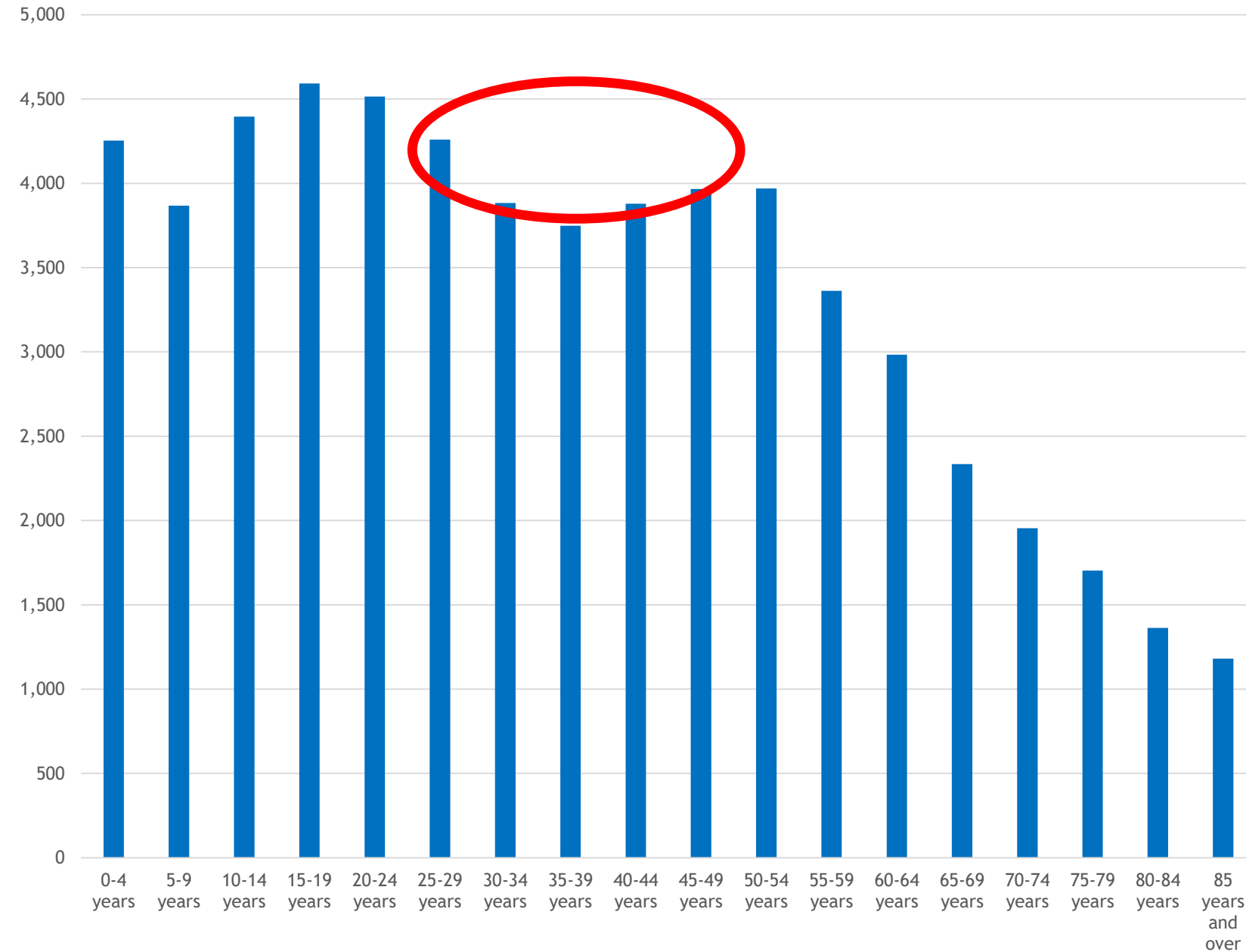
Offer medium/high  
density living;

Have low car ownership;

Have high urban walking  
activity;



## Rockhampton

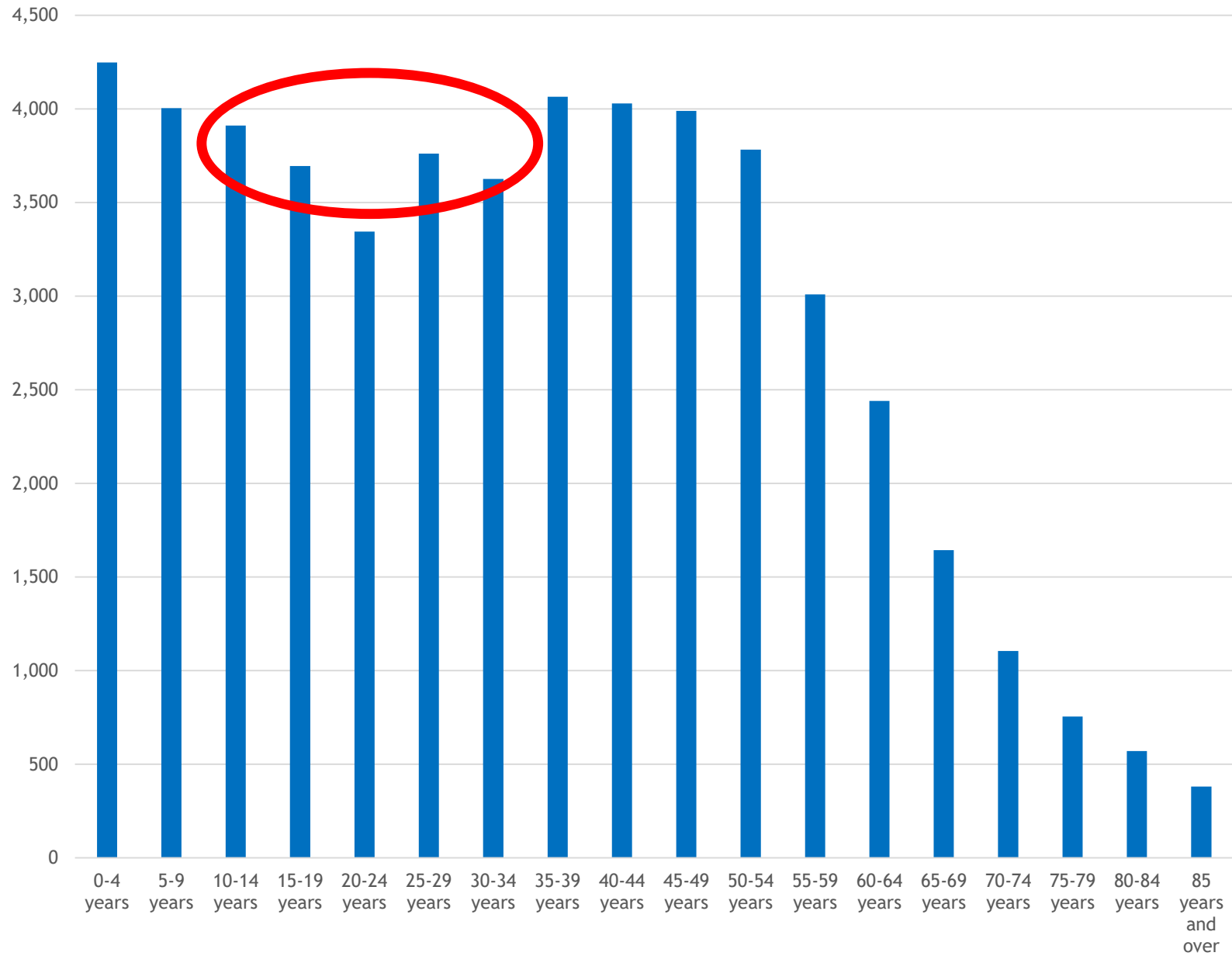


**Who wants to  
live in  
Rockhampton**

Potentially excellent  
demographic.

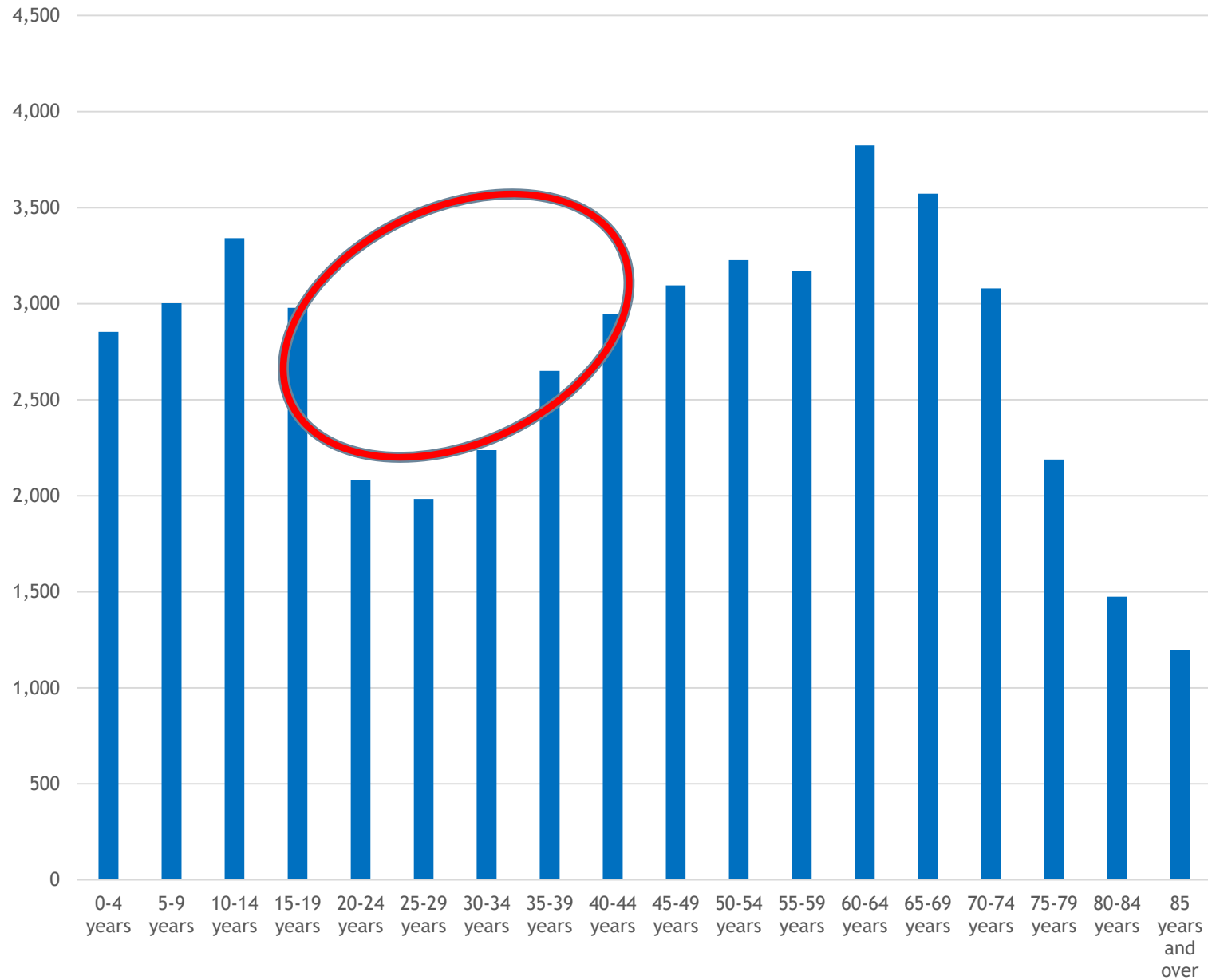


## Gladstone





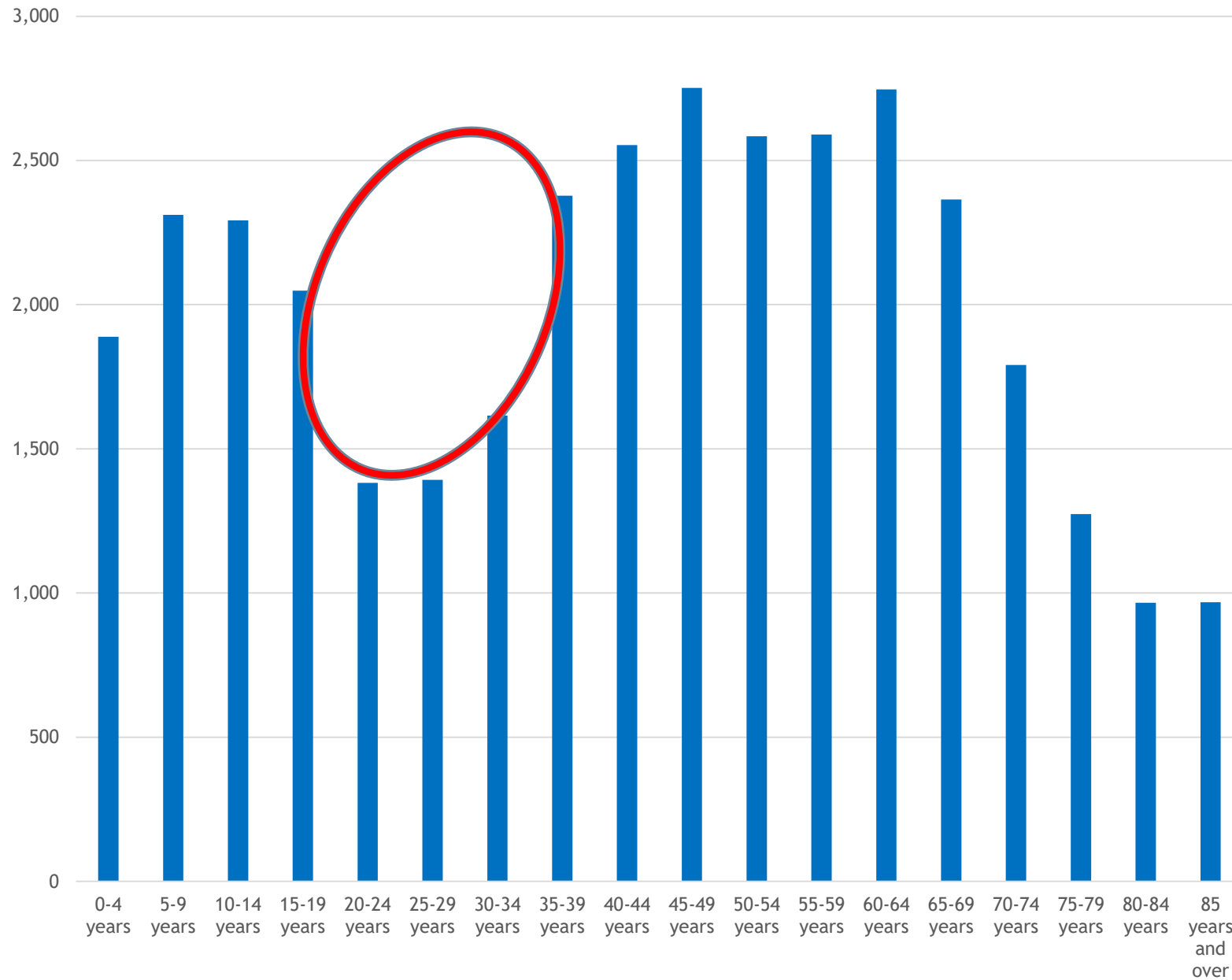
## Hervey Bay



**How does  
Rocky  
compare?**



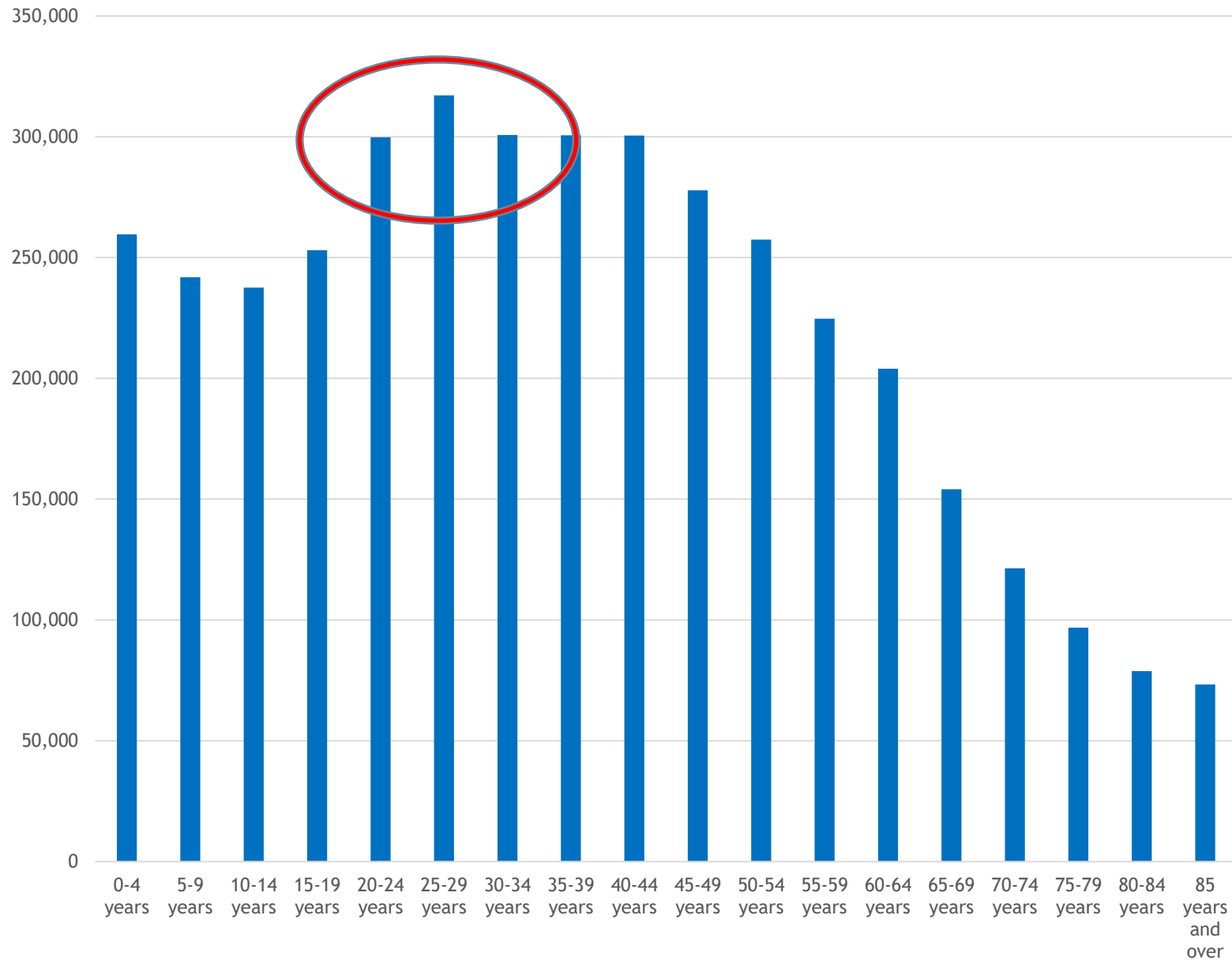
## Noosa



**Still good?**



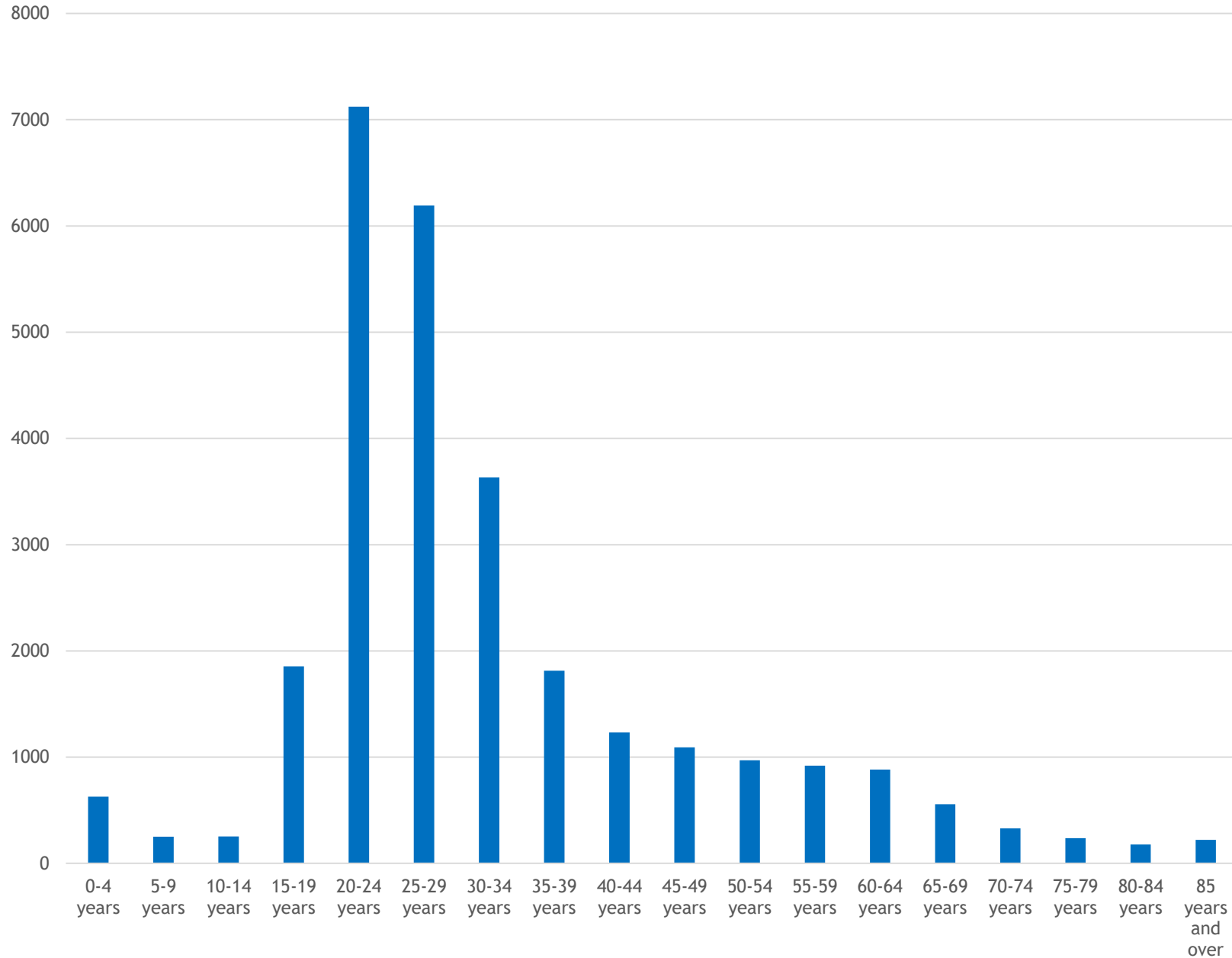
## Greater Melbourne



**Where do all  
the big  
economic  
generating  
demographics  
go?**



## Melbourne City



**They go  
here...**

The big cities get all the  
money!





# What is stopping you?

Sprawl

Minimum parking  
rates

Prioritising  
movement over  
exchange





## 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!

