

WHEELS AND HEELS

- Southbank

Workshop 1 - Issues & options



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1. Introduction - Background, Aims and Objectives
2. Existing Situation
3. Drivers of Change
4. Your Input

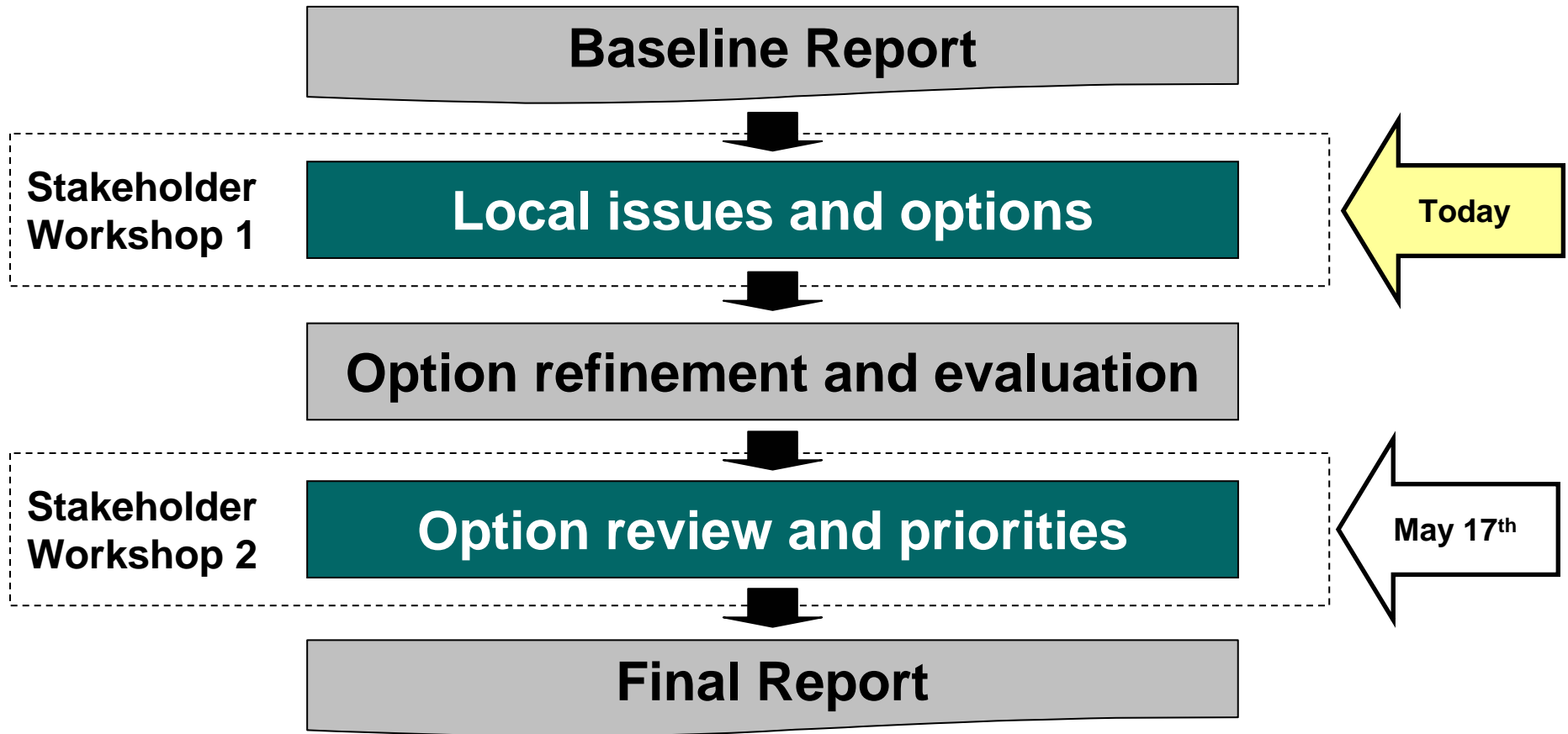
Introduction

- ▶ Melbourne City Councils has engaged Booz Allen to develop ***Wheels and Heels - Southbank***
- ▶ Overall objective:

“ .. to determine an appropriate suite of implementation plans to manage access and parking in Southbank.”

- ▶ Involves considering all transport modes, including private transport, public and community transport, non-motorised modes and freight
- ▶ Input by the community is a key component of this project
- ▶ The final strategy will provide a robust action plan of improvements

The study process comprises five stages



This workshop will discuss the existing situation, drivers of change and stakeholder views



Agenda - Workshop 1 : Issues and Options

Time	Objective	Format
5:30 – 5:50	▶ Existing situation	▶ Presentation
5:50 – 5:55	▶ Things that work well	▶ Table discussion
5:55 – 6:25	▶ Issues and Problems	▶ Table discussion groups
6:25 – 6:35		▶ Table presentations
6:35 – 6:40	▶ Break	▶ Break
6:40 – 7:10	▶ Option Development	▶ Table discussion groups
7:10 – 7:20		▶ Table presentations
7:20 – 7:30	▶ Conclusion	▶ Presentation

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1. Introduction - Background, Aims and Objectives

2. Existing Situation

3. Drivers of Change

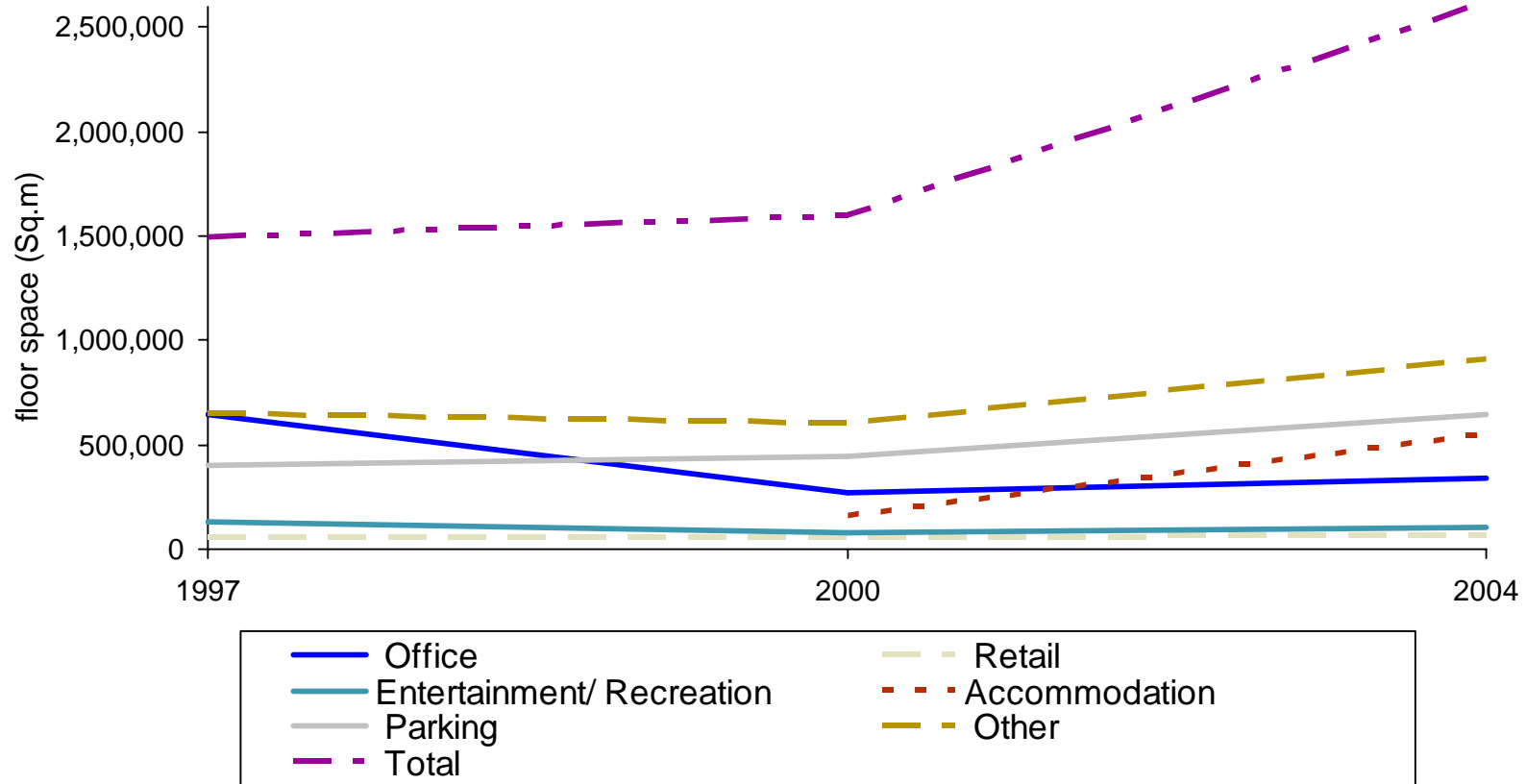
4. Your Input

The study area is bounded by the West Gate Freeway & Montague Street, Yarra River, St Kilda Road, Dorcas Street and Kings Way



Southbank is increasingly popular for housing, leisure & work

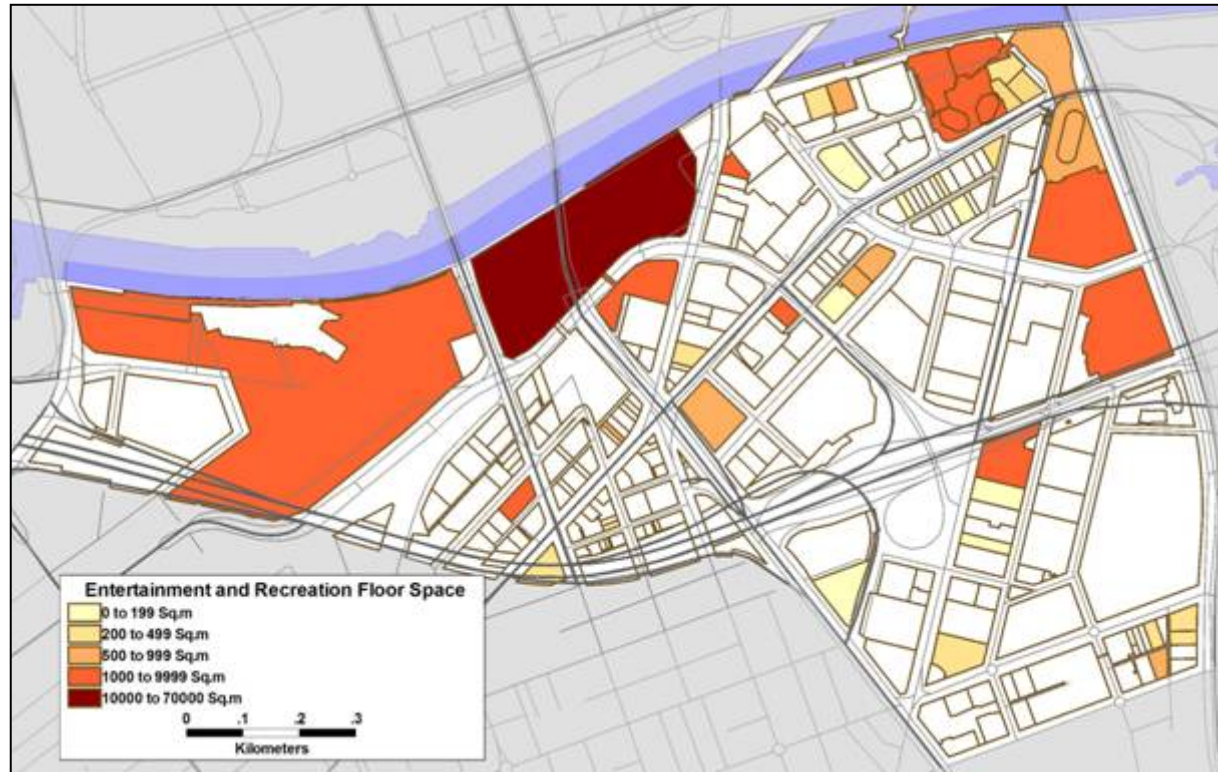
Growth in Southbank Floorspace (sqm)



Source: Melbourne City Suburbs Economic & Demographic Profile (2005)

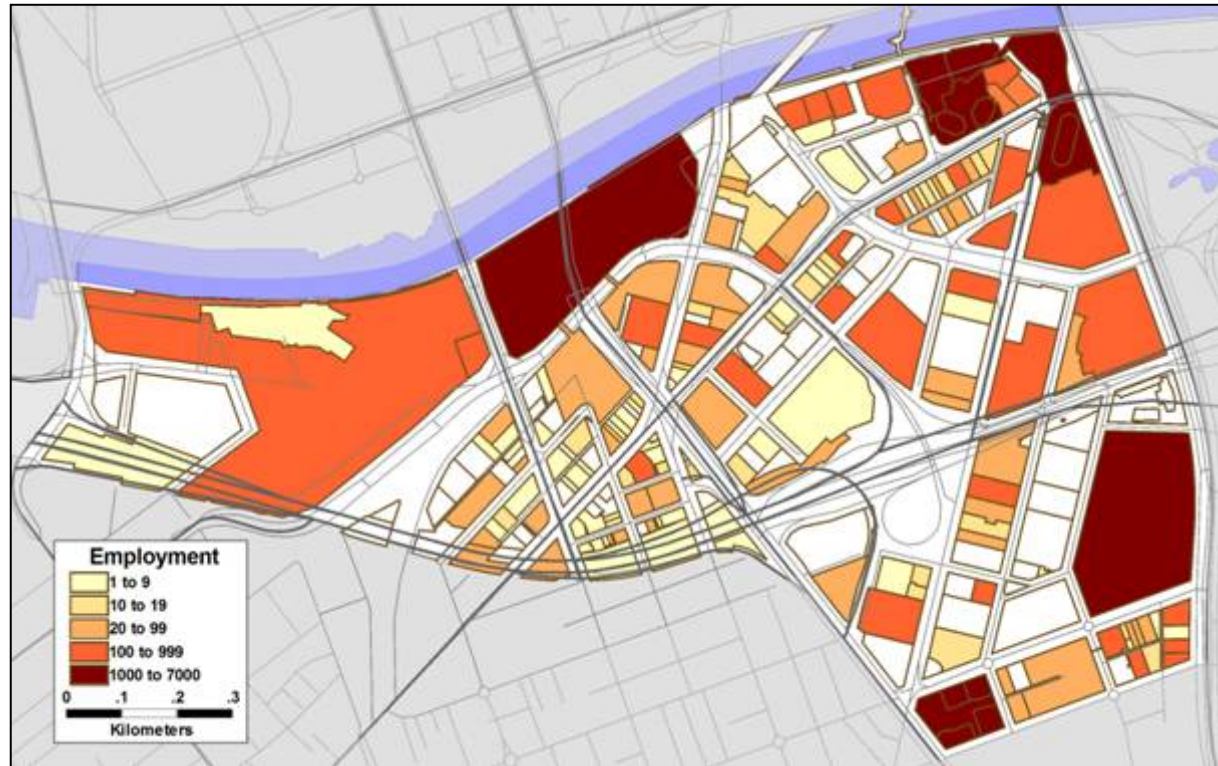
20 million visitors p.a. use mainly fringe venues on the river front promenades & St Kilda Road

- ▶ Crown Complex
 - 9 million
- ▶ Southgate
 - 7 million
- ▶ The Arts Centre
 - 2.6 million
- ▶ Melbourne Exhibition & Convention Centre (MECC)
 - 1 million
- ▶ National Gallery of Victoria
 - 0.6 million



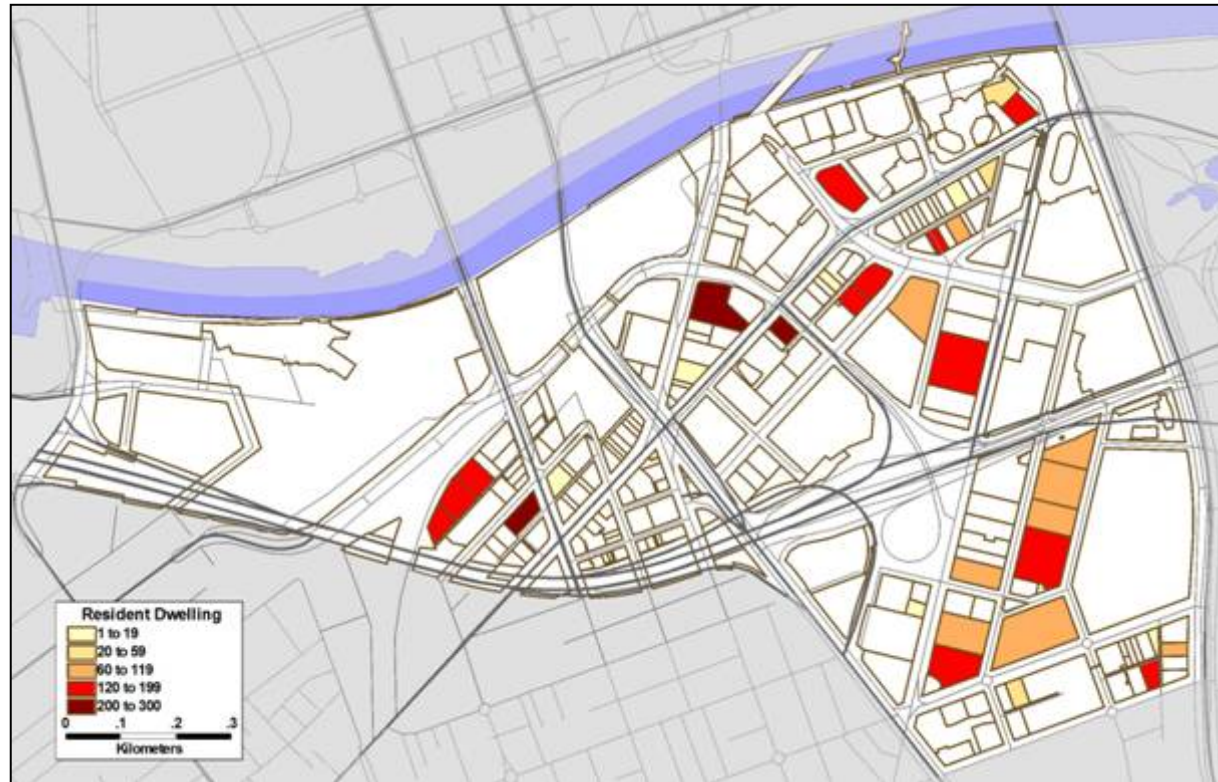
33,000 employees are also concentrated in fringe sites

- ▶ Crown complex
 - 8,200 (25%)
- ▶ Southgate
 - 5,250 (16%)
- ▶ Sturt Street Office Park
 - 2,000 (6%)
- ▶ Victoria Barracks
 - 1,650 (5%)
- ▶ Culture & Recreation representing 36% of all employment in Southbank



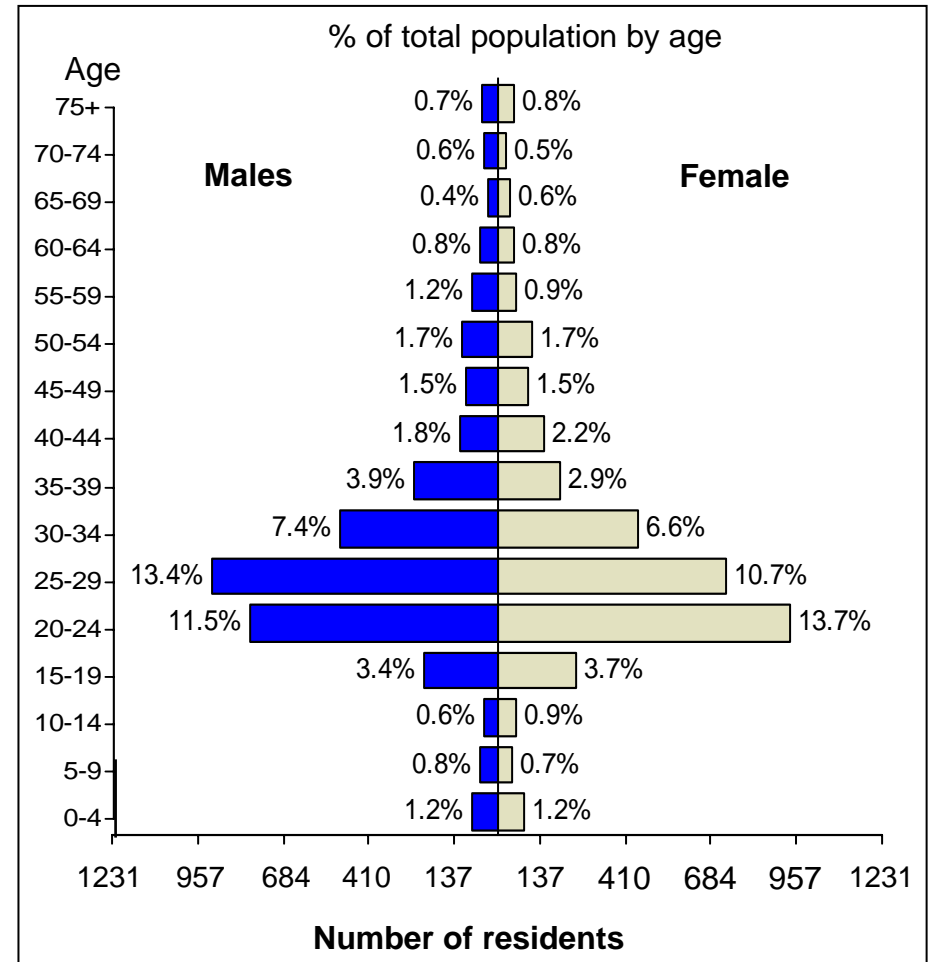
Over 6,000 residents live in apartment clusters in Southbank's core

- ▶ The resident population has grown by 100% since 1996
- ▶ Dwellings tend to be concentrated in clusters of apartment buildings
- ▶ Apartment buildings are generally new developments of 10+ storeys



They are generally young, wealthy, own few cars and...

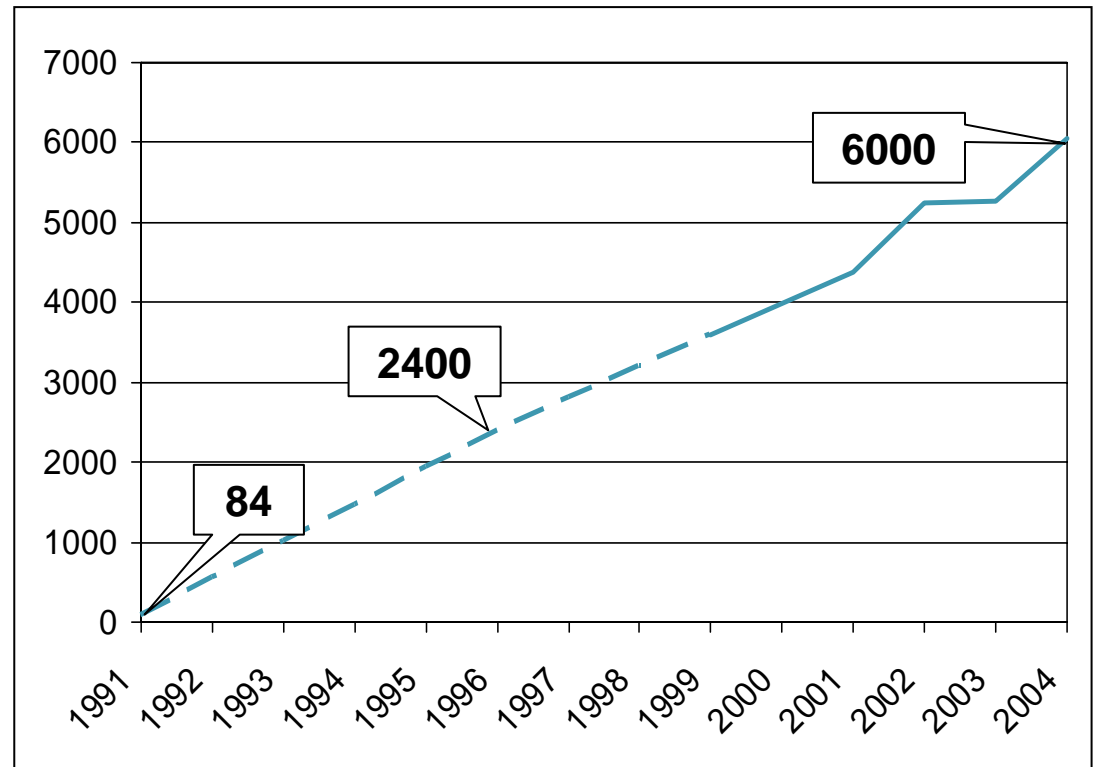
- ▶ Over 63% of residents are aged between 20 & 34
- ▶ On average there is less than one car per household
- ▶ Student own less cars with lower provisions for parking
- ▶ Southbank is classified as student accommodation Zone 3, requiring the following parking provisions.
 - Student Hostel – 0.2 spaces per bed
 - Student accommodation – 0.5 spaces per bed



Local services are evolving in response to rapid residential growth

- ▶ Local services are largely provided by market forces and need a viable resident base
- ▶ Current services include
 - 4 GP clinics
 - 4 Pharmacies
 - 1 (small) supermarket
- ▶ Most daily needs (goods and services) are located in Emerald Hill and Melbourne CBD
- ▶ Parkland and open space borders Southbank, but is scarce within the area
- ▶ Safe and easy access to existing services in neighbouring suburbs is an important issue

Southbank Population growth 1991-2005



Sources: *Suburbs in time* (DOI, 2000),
Melbourne City suburbs economic and demographic profile (CoM, 2005)

The pedestrian network is confusing and lacks safety

► Sites for further investigation

1. Sturt St - St Kilda Rd connection
2. Link City Rd & Kavanagh St
3. City Rd - Southbank Bvd improvements
4. Moray & Kavanagh Sts under Kings Way
5. Kings Way at Coventry & Sturt Sts
6. Normanby Rd at Ferrars St
7. Yarra River bridges at the Exhibition Centre and Birrarung Marr
8. Connection from Sandridge Bridge to Elizabeth St



 1st priority walking routes (proposed shown dashed)

 2nd priority walking routes (proposed shown dashed)

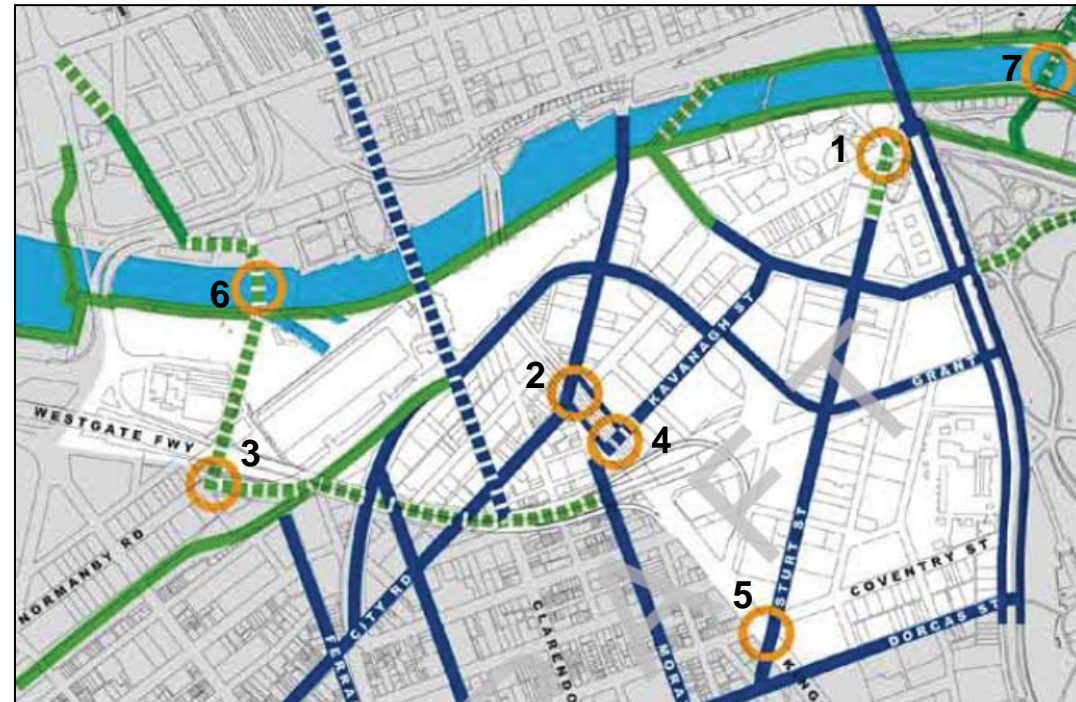





Barriers to major routes to be crossed

Source: Southbank Plan (Draft 2005)

Cycling demands are significant but face network constraints

- ▶ Sites for further investigation
 1. Sturt St - St Kilda Rd connection
 2. City Rd - Queensbridge St intersection
 3. Crossing Normanby Rd
 4. Moray & Kavanagh Sts under Kings Way
 5. Kings Way at Coventry and Sturt Sts
 6. Yarra River bridge at the Melbourne Exhibition Centre
 7. Yarra River bridge at Birrarung Marr

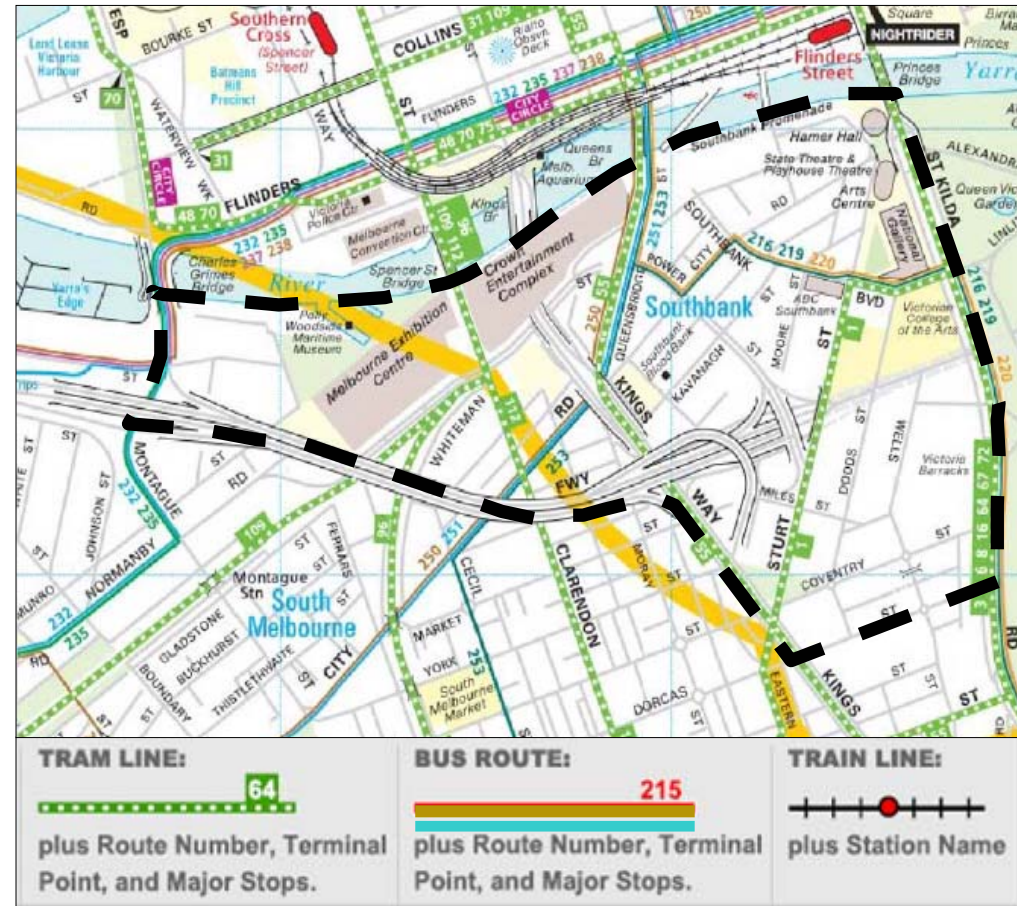


-  Bike routes: on-street (proposed shown dashed)
-  Bike routes: off-street (proposed shown dashed)
-  Constraint to major routes to be crossed

Source: Southbank Plan (Draft 2005)

Public Transport is focussed on through (north-south) travel rather than local needs

- ▶ Four tram corridors (with 13 routes)
 - St Kilda Road
 - Sturt Street
 - Kings way / Queens Bridge street
 - Clarendon Street
- ▶ Two bus corridors (with 6 routes)
 - City road / Queens Bridge street
 - St Kilda Road/Southbank boulevard
- ▶ Flinders Street and Southern Cross Stations (located just north of Southbank) provide access to metropolitan, regional & interstate train services
- ▶ No public transport runs directly east-west across Southbank



Source: MetLink Melbourne

Tram routes have higher service levels than bus & ferry routes...

	Frequency (peak hour)	Frequency (Saturday)	Service Span (Saturday)
Tram Routes			
St Kilda Road (routes 3, 5, 6, 8, 16, 64, 67 & 72)	< 1 mins ¹	<2 mins	5:30am-1:30am
Sturt Street (Route 1)	7 mins	12 mins	5:30am-1:20am
Kings Way & Queens Bridge (Route 55)	5 mins	12 mins	6:00am-1:10am
Clarendon Street (Routes 96, 109 & 112)	<2 mins ¹	3-4 mins	5:30am-1:00am
Bus Routes			
Southbank Bvd/Queens Bridge Road (Routes 216,219, and 220)	10mins ¹	13 mins	6:00am-12:30am
City Road / Queens Bridge (Routes 250, 251 and 253)	10 mins ¹	15 mins	5:20am-11:50pm
Montague Street (Routes 232 and 235) ²	5 mins ¹	12 mins	5:30am-1:00am
Ferry	1 Hour ³	1 Hour ³	9:30am-5:30am

Notes: 1 Combined service frequency

2 Their location appears to suggest that they do not influence the mobility or accessibility of Southbank

3 2 hourly services guaranteed on bad wether

...they carry significant through traffic at low speeds – but improvements have been identified

Corridors	Patronage	Average Speed ¹	Potential Improvements
St Kilda Road (Tram Routes 3, 5, 6, 8, 16, 64, 67 & 72)	▶ 41 million p.a. (St Kilda Rd / Grant St)	11.9km/h	<ul style="list-style-type: none"> ▶ Platform stops ▶ Dedicated turning tracks at junctions ▶ Traffic light sequencing ▶ St Kilda Road Tram Upgrade is a key initiative of MOTC, IMAP and the Southbank Plan
Sturt Street (Tram Route 1)	▶ TBA (Southbank Blvd/Sturt St)	10.5 km/h	<ul style="list-style-type: none"> ▶ Platform stops ▶ Dedicated right turn track at Southbank Blvd
Kings Way & Queens Bridge Street (Tram Route 55)	▶ TBA (Southbank Blvd/Sturt St)	14.1 km/h	<ul style="list-style-type: none"> ▶ Platform stops ▶ Traffic signal priority
Clarendon Street (Tram Routes 96, 109 & 112)	▶ Not Available	12.0 km/h	<ul style="list-style-type: none"> ▶ Platform stops ▶ Separation of other vehicles from tram tracks
Southbank Boulevard (Bus Routes 216, 219 & 220)	▶ Not Available	12.5 km/h	<ul style="list-style-type: none"> ▶ Local Area Bus Review ▶ St Kilda Road Boulevard Strategy
City Road & Queens Bridge Street (Bus Routes 250, 251 & 253)	▶ Not Available	8.7 km/h	<ul style="list-style-type: none"> ▶ Local Area Bus Review

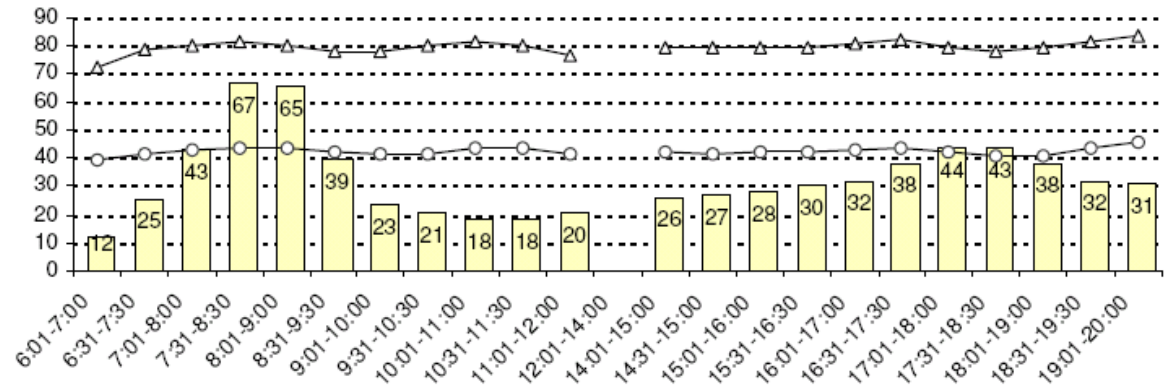
Source: MetLink Melbourne

Notes: 1 AM peak inbound (bus speeds include sections of the route beyond the Study area)

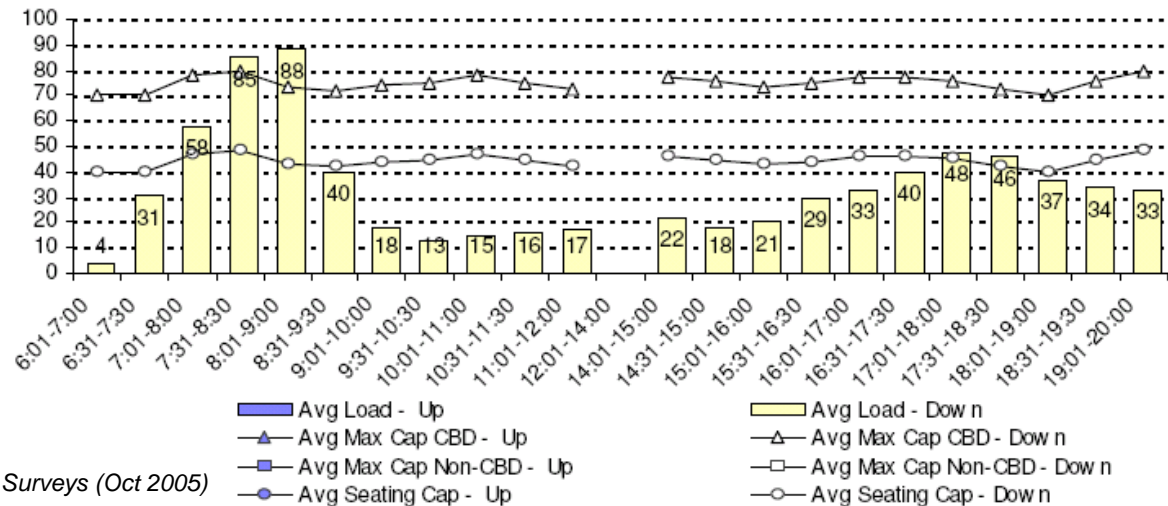
Tram routes are often full

- ▶ On average southbound trams in St Kilda Road are over 80% full during the AM peak
- ▶ Each Route has a different demand profile
- ▶ Southbound demand on Route 64 exceeded capacity in 2005 until larger trams & additional services fixed this problem

Swanston St/Flinders St (Fed Sq side DOWN) (CBD) - All Routes







Swanston St/Flinders St (Fed Sq side DOWN) (CBD) - Route 64



Source: Yarra Trams Load Surveys (Oct 2005)

The jumble of roads confuses people new to the area

- ▶ 5 Primary arterial roads (black)
 - West Gate Freeway / CityLink
 - Kings Way
 - City Road
 - Power / Whiteman Streets
 - Queens Bridge Street
- ▶ 7 Secondary arterial roads (red)
- ▶ 3 Collector roads (orange)
- ▶ Network of local streets (green)

	Primary arterial road, freeway or tollway
	Secondary arterial road
	Collector road
	Local road

Source: Southbank Plan (Draft 2005)



Transport externalities impose significant costs on Southbank

Externality type	Passenger Vehicle Impact ¹	Heavy Vehicle Impact ²
Air pollution	2.45	0.97-24.69
Noise	0.78	0.26-2.56
Urban Separation	0.56	0.22-2.45
Water	0.37	0.1-3.7
Nature & Landscape	0.33	0.26-1.67
Greenhouse Gas - Climate change	0.30	0.07-1.73

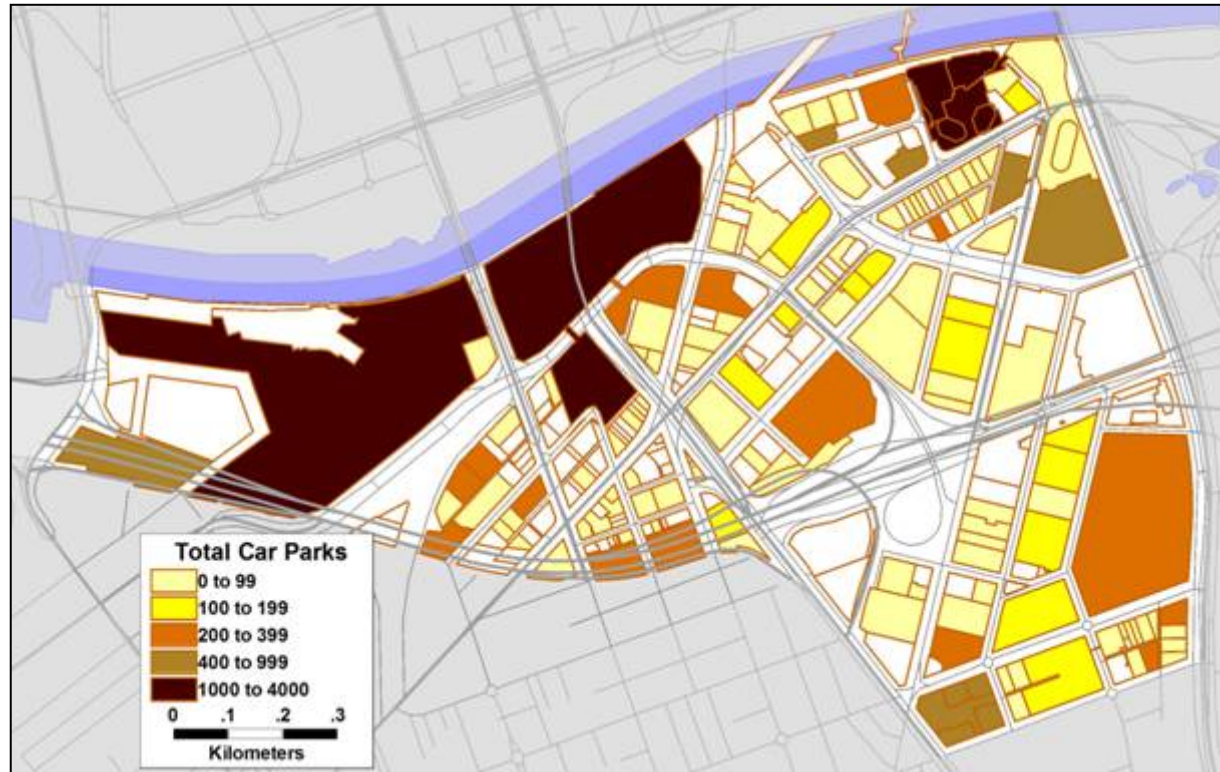
Source, Australian Transport Council (2004). *National Guidelines For Transport System Management In Australia (Volume 1, 2 & 3)*.

Notes: 1 Value in cents/vehicle km (in 2005 \$AUD)

2 Value in cents/nett tonne vehicle km (in 2005 \$AUD)

Car parking is focussed on the CBD fringe

	(spaces)
▶ Crown Casino	
– Main Complex	3600
– West End	2600
▶ MECC	1750
▶ Southgate	1122
▶ The Arts Centre	850
▶ Eureka Tower	780
▶ Munro St (under Fwy)	700
▶ Freshwater Place	605
▶ Australian Ballet	436
▶ Sturt Street	411



Source: TTM Southbank Parking Study (2004)

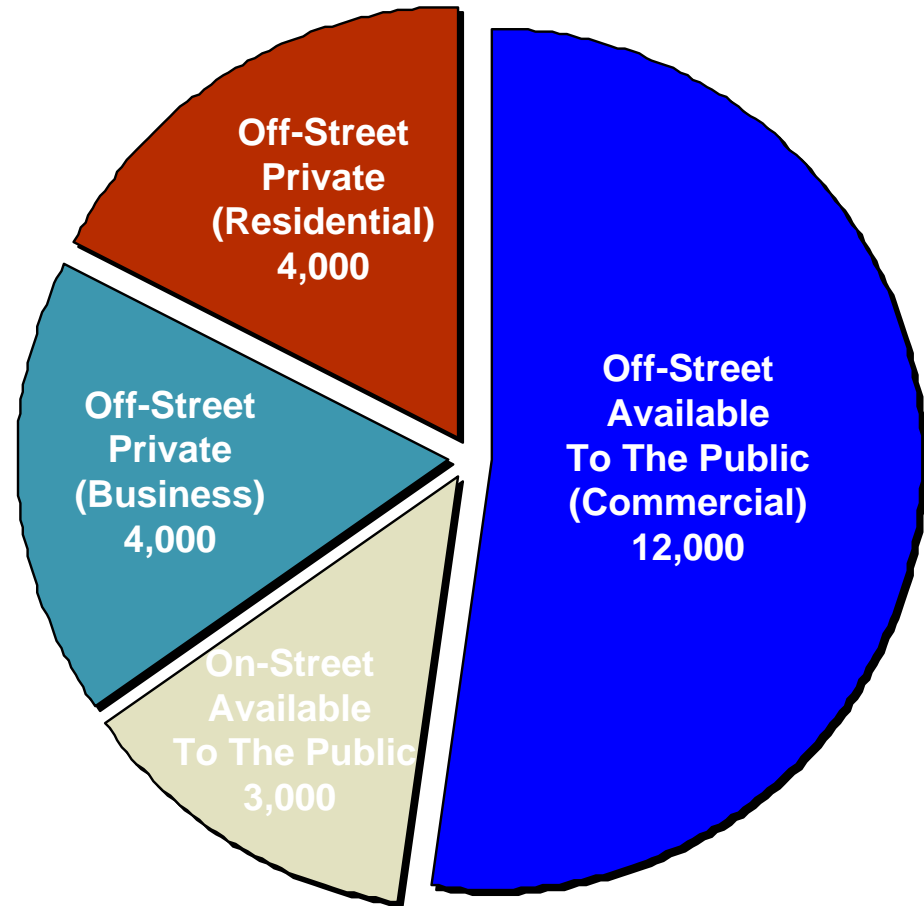
Parking Permits are available to residents of Permit Area 12

- ▶ There are 734 permits (31/01/08)
- ▶ There are 330 resident priority parking spaces
- ▶ 90% of permits are for visitors and 10% for residents only
- ▶ Potential on-street parking increases have been identified
- ▶ Several large residential buildings are not included in Parking Area 12
- ▶ CoM website doesn't include recent amendments

Southbank Parking Study identified parking capacity & demand...

- ▶ Commercial Capacity utilisation (Friday/Saturday nights)
 - Casino 100%
 - Arts Centre 75%
 - Southgate 30-60%
 - Freeway 30-60%
 - MECC 15%
- ▶ Casino and Arts Centre have lower occupancy rate during weekdays, MECC is generally 15% occupied (at all times surveyed)
- ▶ Average Public parking usage
 - Weekday 60%
 - Friday night 59%
 - Saturday night 66%
- ▶ The study assumed that private parking is always occupied

Southbank Parking Capacity is 23,000 Car Spaces



Source: Southbank Parking Study - TTM Consulting

Overall cars and pedestrians dominate Southbank travel

Trips (millions) per annum with an origin or destination in Southbank

	Internal	Melbourne CBD	Inner Melbourne	Outer Melbourne	Total
Walk/other	105	15	4	-	124 (34%)
Tram	9	10	17	2	37 (10%)
Bus	2	2	3	2	9 (3%)
Train ¹	-	1	20	30	52 (14%)
Car	6	14	62	58	140 (39%)
Grand Total	122	42	106	92	362

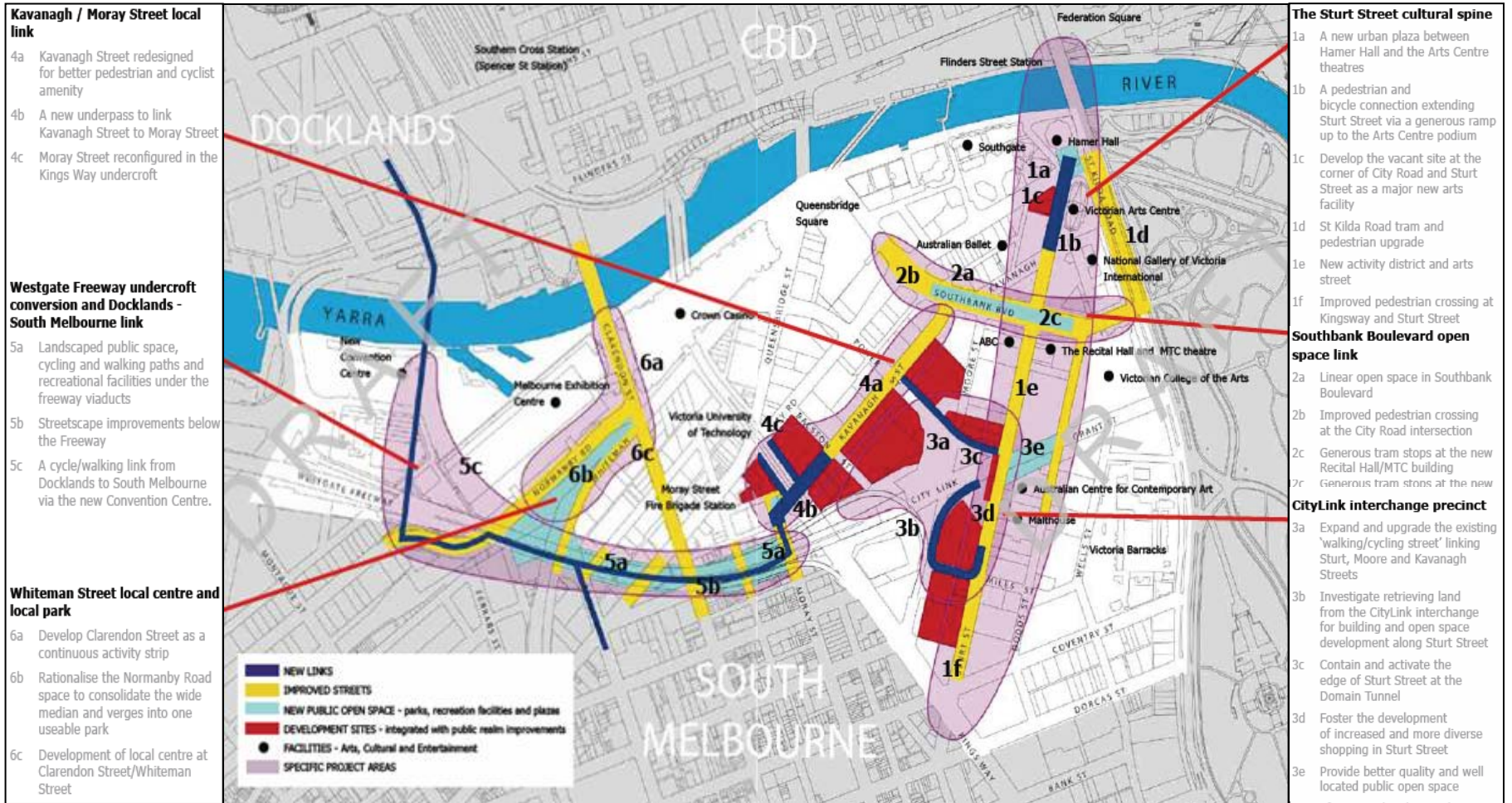
Source: Booz Allen Hamilton Estimate from transport and land use data

Notes 1 Technically every train trip has a walking trip that connects it to Southbank

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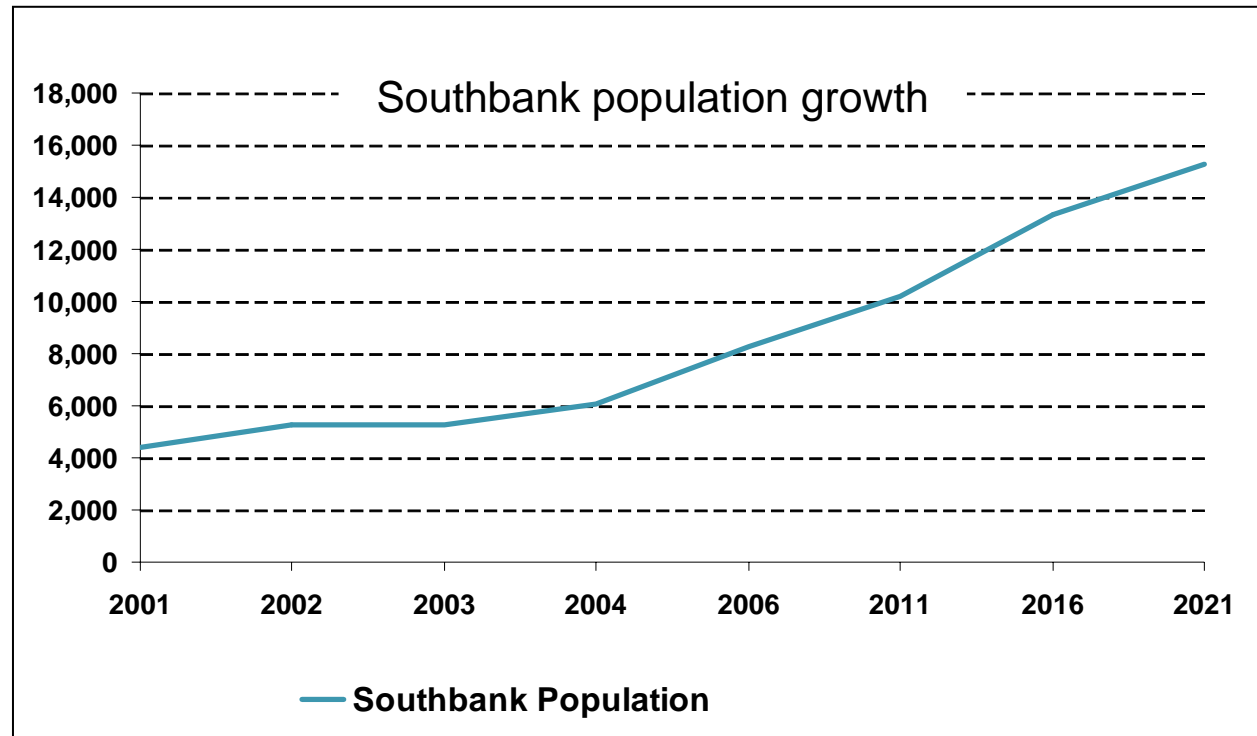
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Southbank Plan envisages critical land use changes



Population, employment & visitors are expected to increase

- ▶ Population is expected to grow 150% to over 15,000 by 2021
 - Average resident age is expected to increase, driving demand for family orientated services
 - Gender split is expected to remain around 50/50
- ▶ Visitor numbers are expected to grow with expansion of the Melbourne Exhibition and Convention Centre (MECC)
- ▶ Employment is expected to increase (particularly in the recreation & professional sectors)



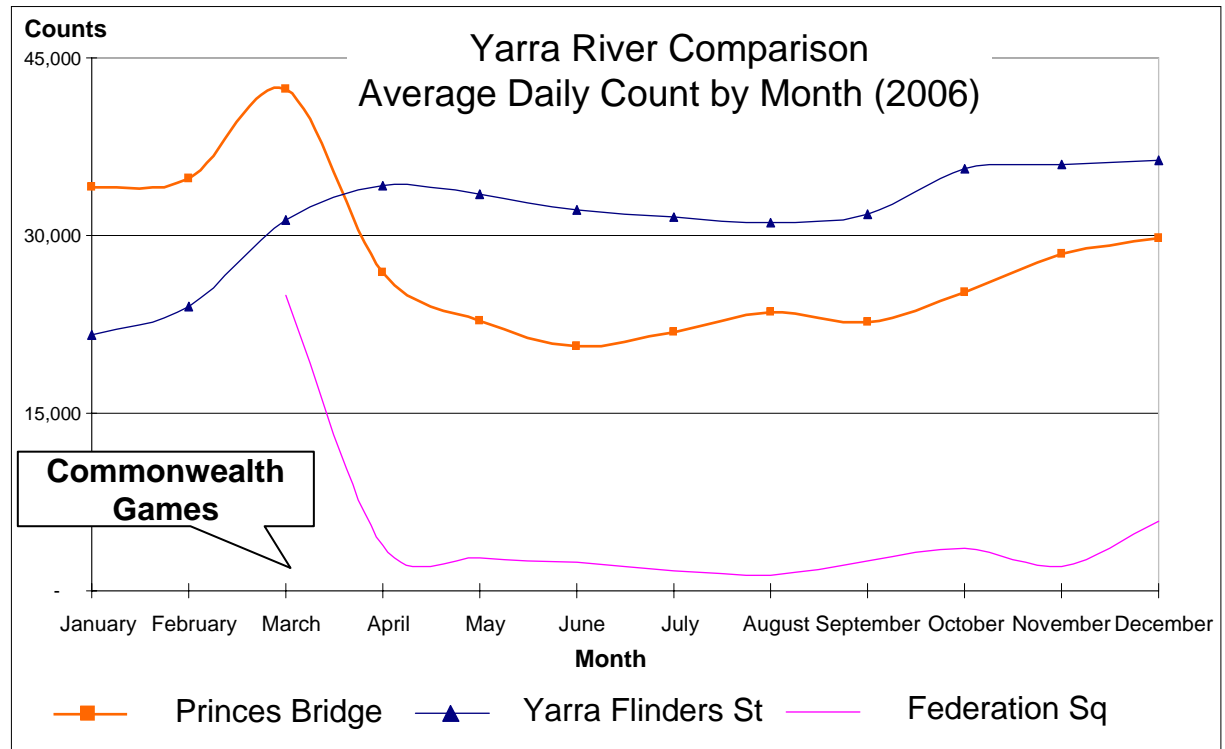
Source: Melbourne City Suburbs Economic and Demographic Profile

Relative car ownership in Southbank is expected to remain low

- ▶ Current car ownership in Southbank is 0.92 per household compared to the metro average of 1.56
- ▶ Car ownership rates are increasing in most parts of Melbourne (5% increase between 1996 & 2001 - ABS)
- ▶ Car ownership in Southbank is influenced by
 - Smaller households than metropolitan average means less need for vehicles
 - Population demographic indicates reduced need for private car transport (students, people who work close to home)
 - Restrictions on the number of spaces provided in new developments

Active transport is growing for health & lifestyle reasons

- ▶ Pedestrians activity increased between 1993 & 2004¹
 - >35% on weekdays
 - >95% weeknights
- ▶ 20,000 and 42,000² people cross a the princes bridge every day are
- ▶ Walkability is fundamental to city's liveability
 - Efficient transport (minimal externalities)
 - Health benefits
 - Engage with surroundings



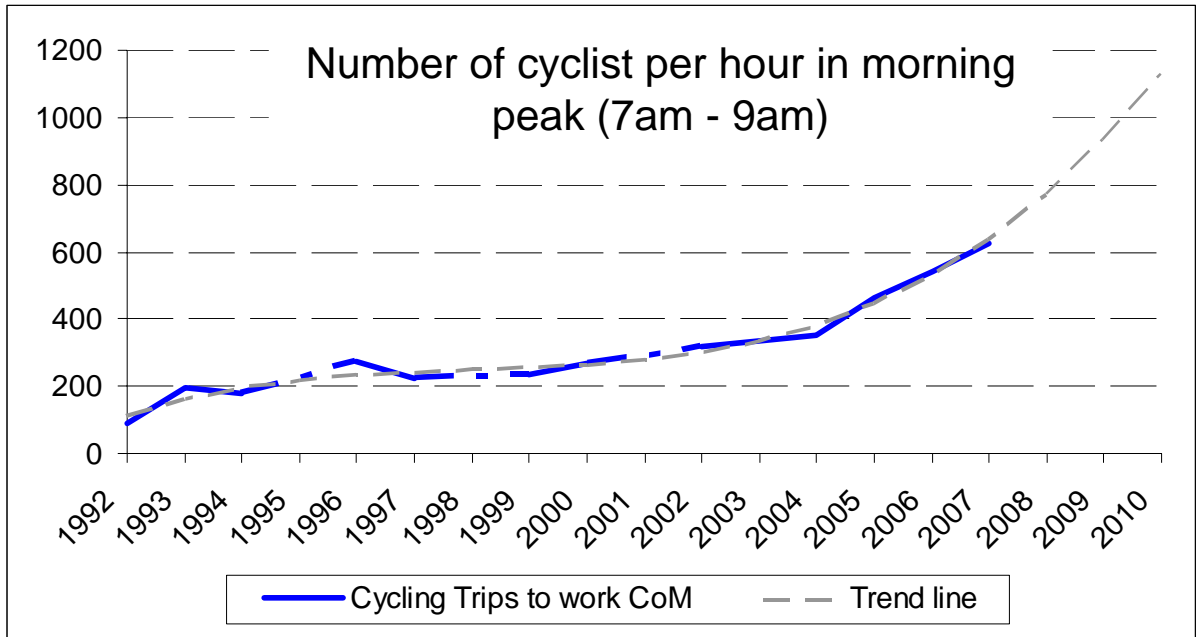
Source: Melbourne City Council

1. Places for People 2004, 2005

2. weather related fluctuations

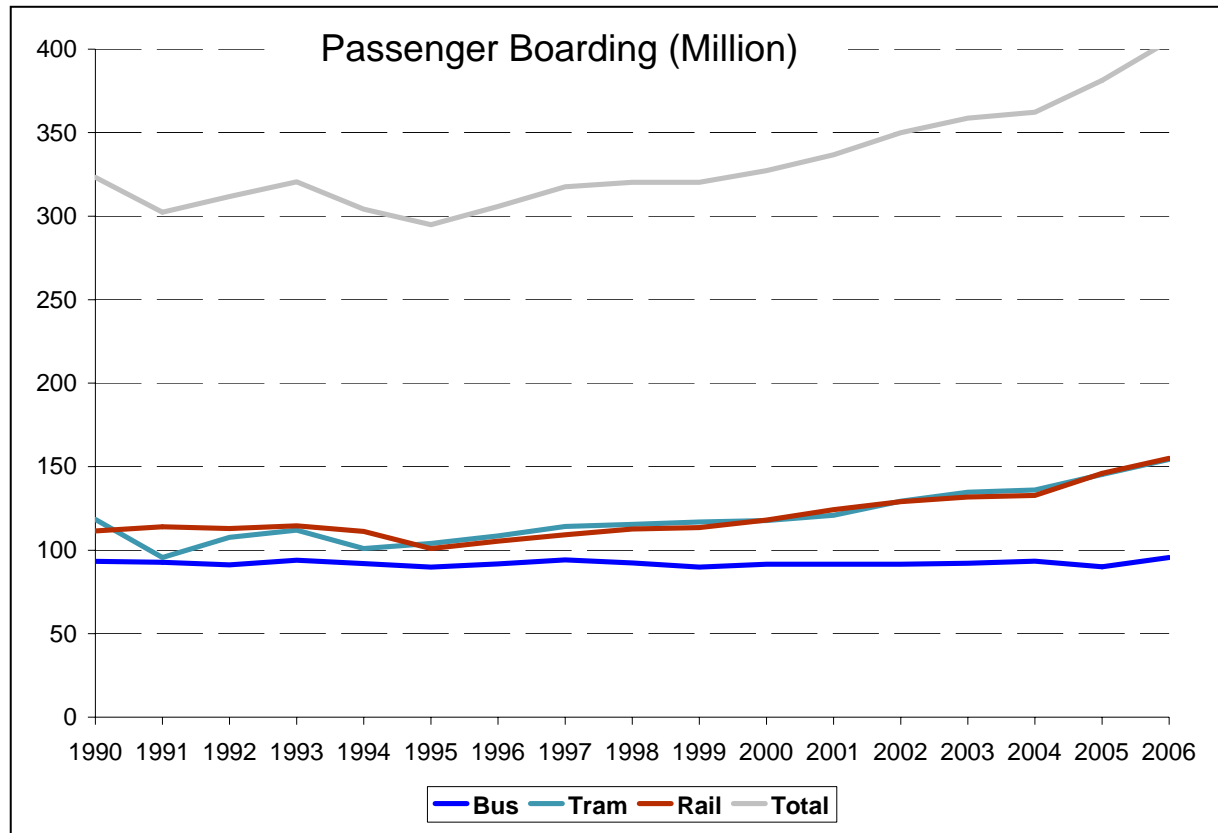
Cycling to Melbourne is increasingly popular

- ▶ Every year, new bicycles outsell new cars
- ▶ CoM is aware of latent demand awaiting better cycling facilities
- ▶ The growth trend is expected to continue as facilities improve and inner city population grows



Metropolitan public transport patronage increased 6% in 2006

- ▶ Patronage increase in line with population and employment growth
- ▶ Other contributing factors were:
 - Rising petrol & parking costs
 - Environmental awareness
 - Additional services
 - Reduced Sunday fares
- ▶ This trend is expected to continue, placing pressure on capacity through Southbank

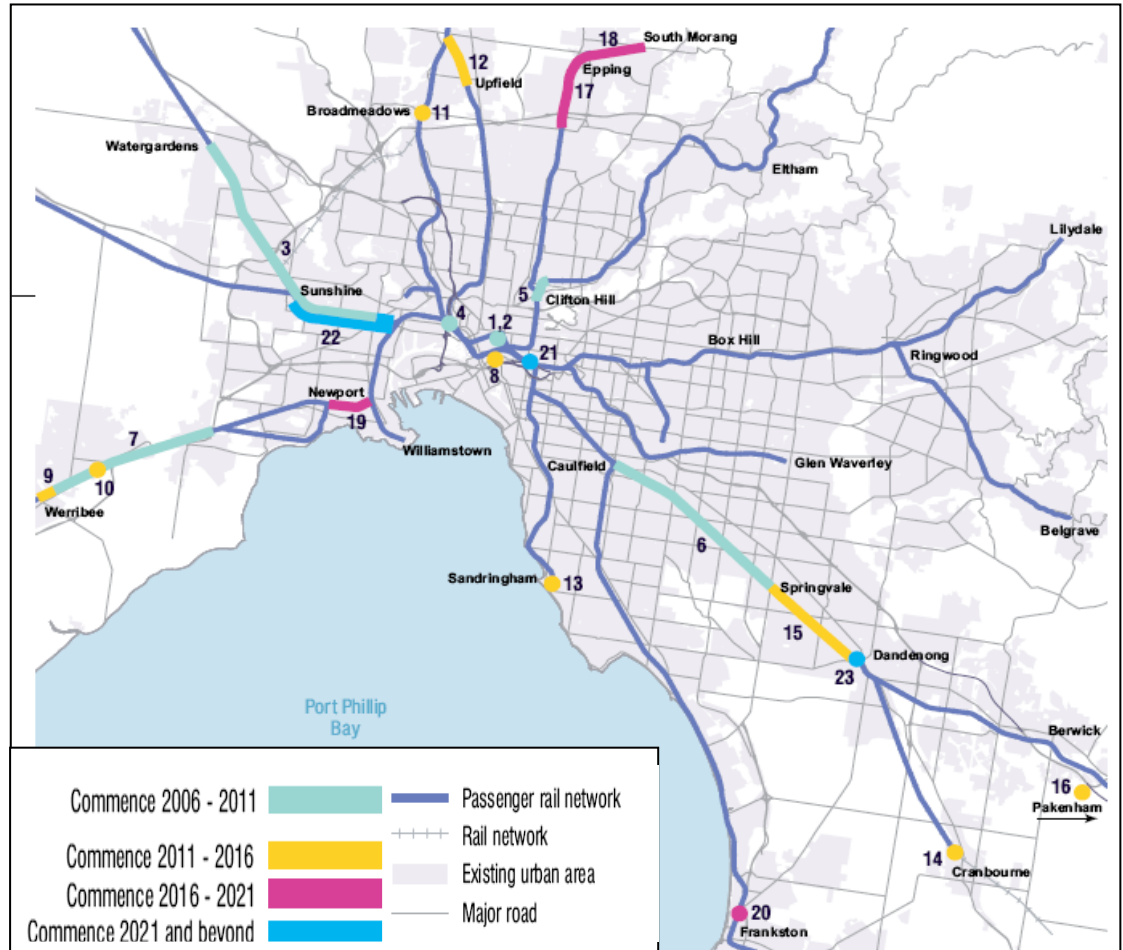


Train capacity is increasing (long Term) to cater for commuter growth

- ▶ Several infrastructure projects will increase capacity on the rail network
 - *Caulfield group*, third track between Caulfield and Dandenong
 - *Northern group*, third track from Sunshine and West Footscray and from Altona junction and Newport
 - *Clifton Hill group*, South Morang rail Extension
 - *City Loop and Inner Core*, upgrade program

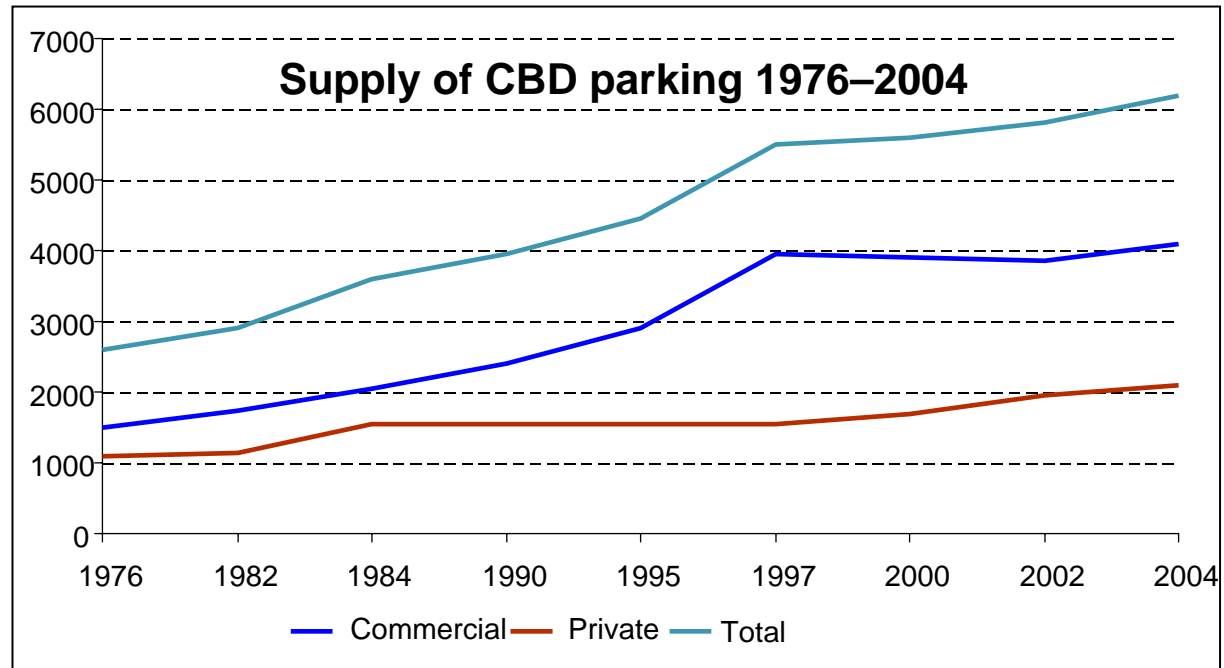
- ▶ Patronage is forecast to increase as
 - More employment is located in Southbank, Docklands & the CBD
 - Petrol prices increase in comparison to public transport fares

New rail investment will increase the reliability and frequency of services



More car spaces will increase private vehicle commuter traffic

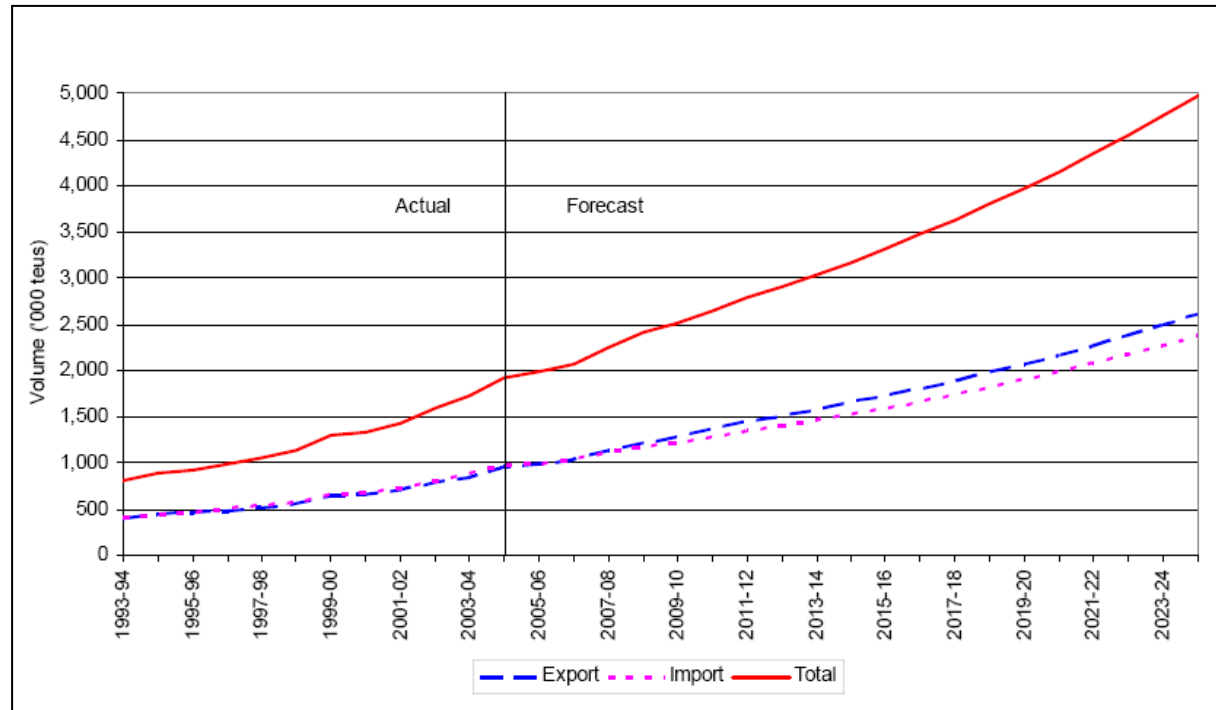
- ▶ Through traffic will increase with greater parking availability
- ▶ Council emphasis is on short term parking provision
 - Used by many vehicles each day
 - More vehicle through trips
 - Concentrates peak public transport use
- ▶ New car parks proposed
 - MECC (1500 spaces)
 - Hospitals (1500 spaces)
 - Federation Square (500 spaces)
 - Southern Cross Station (2000 spaces)



Freight trips are expected to increase by 500% by 2030

- ▶ City Road is likely to remain the alternative to CityLink
- ▶ International container trade is projected to increase from 1.4 million TEU 2005, to 7 million TEU per year by 2035¹
- ▶ Based on existing trends, urban road freight tonnages are estimated to increase by more than 70 per cent between 2000 and 2020 in Australia².

Melbourne Ports Containerised Trade (1993-2025)



Notes: 1 PORT@L Strategy

2 Department of Transport and Regional Services (2004) AusLink White Paper, Commonwealth of Australia

3 Container And Ship Movements Through Australian Ports 2004-05 To 2024-25

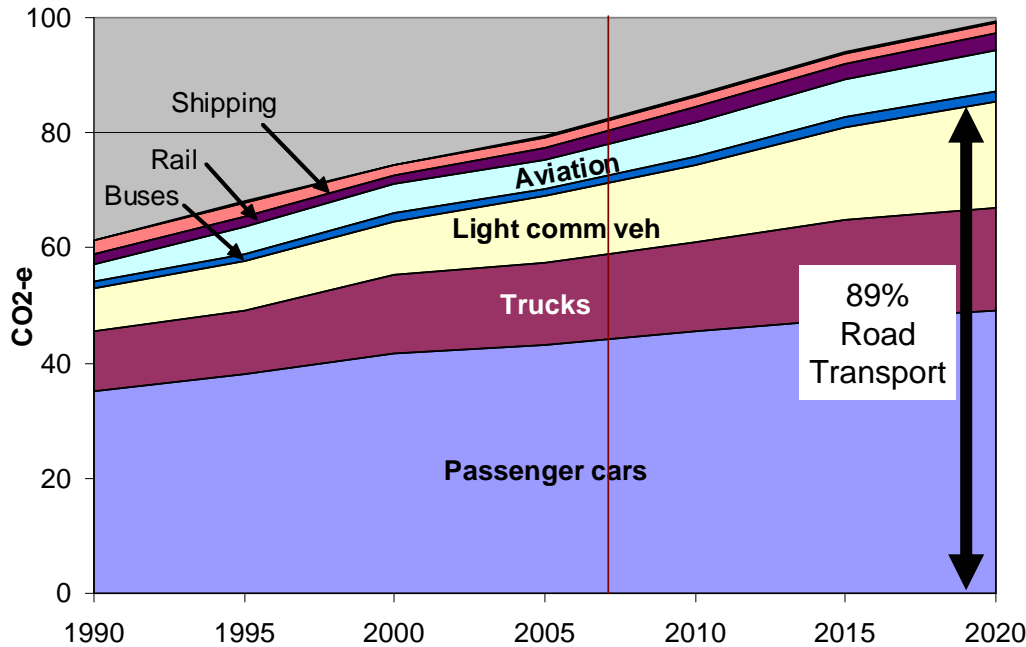
Personal & freight travel is expected to increase to 2020

- ▶ Car travel has increased at 1.9% p.a. since 1996 (Challenge Melbourne – issues in metropolitan planning for the 21st century Oct 2000)
- ▶ Metropolitan travel is expected to increase by ~20% by 2020 without action to address existing trend (NCCC Study)
- ▶ Port of Melbourne freight is expected to increase 500% by 2020
- ▶ Road freight movements has grown by 120% from 1971 to 1997
- ▶ Truck traffic forecast to double over the next 20 years (Challenge Melbourne)



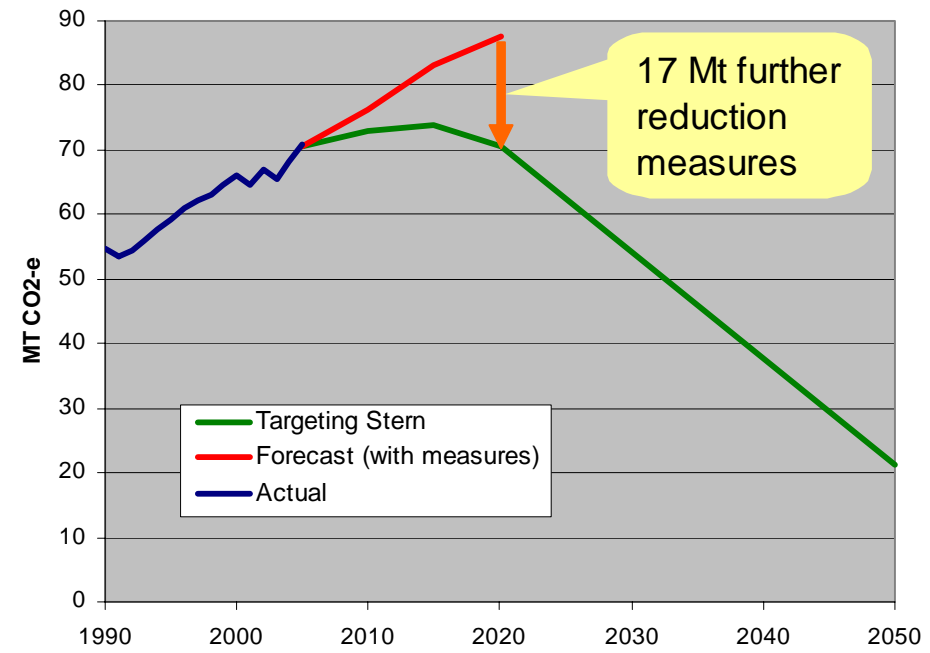
Road dominates transport greenhouse emissions and are increasing - a substantial reversal is needed to meet the 'Stern' Target

Transport emissions - actuals and forecast



Source: Australian Greenhouse Office (2006)

Road Transport Emissions



Source: Bus Association of Victoria (2007)

To stabilise at 450ppm CO₂e, without overshooting, global emissions would need to peak in the next 10 years and then fall at more than 5% per year, reaching 70% below current levels by 2050.

- Sir Nicholas Stern

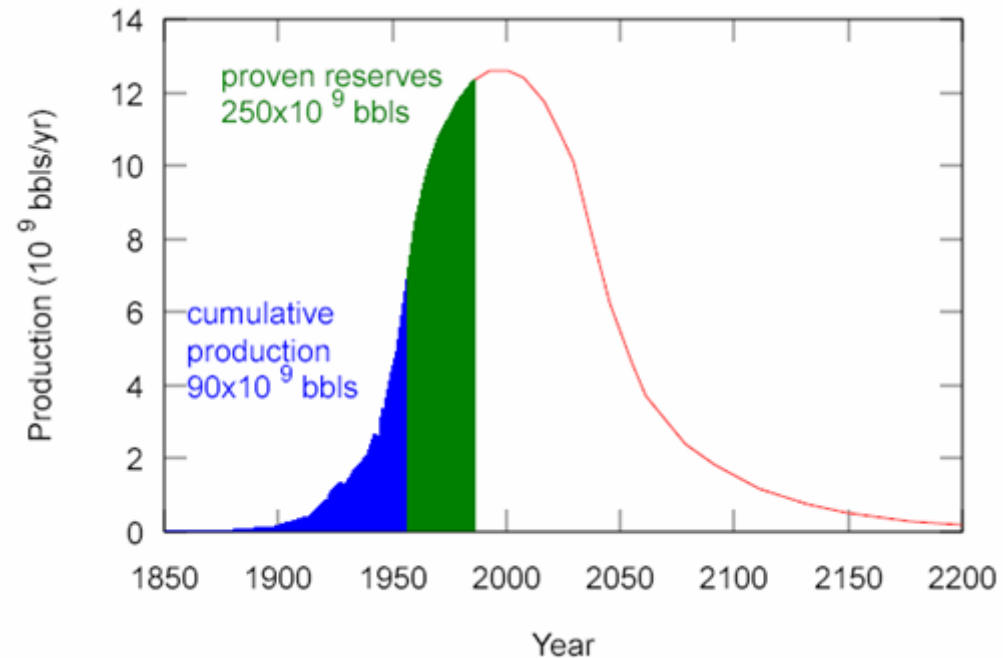
Forecasts consistently point to a constraint on future oil production

Peak Oil Projections

Projected Date	Source	Background
2006-2007	Bakhitari, A.M.S.	Iranian oil executive
2007-2009	Simmons, M.R.	Investment banker
After 2007	Skrebowski, C.	Petroleum journal editor
Before 2009	Deffeyes, K.S.	Oil company geologist (retired)
Before 2010	Goodstein, D.	Vice Provost, Cal Tech
Around 2010	Campbell, C.J.	Oil company geologist (retired)
After 2010	World Energy Council	Non-government organization
2010-2020	Laherrere, J.	Oil company geologist (retired)
2016	EIA nominal case	DoE analysis/information
After 2020	CERA	Energy consultants
2025 or later	Shell	Major oil company
No visible peak	Lynch, M.C.	Energy economist

Source: Hirsch et. Al., 2005

Hubbert Peak Oil Curve



Source: Hubbert, M.K.

Obesity is a major health problem linked to transport choices

- ▶ Physical inactivity causes 7% of disease in Australia (second only to tobacco smoking)
- ▶ 54% of Australian adults are not doing enough physical activity to achieve health benefits
- ▶ In Victoria, 56% of men and 38% of women self reported as being overweight or obese
- ▶ Obesity and being overweight pose a major risk for chronic diseases, including:
 - Type 2 diabetes
 - Cardiovascular disease
 - Hypertension and stroke
 - Some forms of cancer
- ▶ Increasing physical activity in older adults has been shown to decrease depression, increase overall health and improve quality of life
- ▶ People who participate in sports and physical activity during adolescence are much more likely to be physically active in later life

There are growing transport needs and constrained capacity

- ▶ Regional needs (particularly for through traffic) are growing due to
 - Growth in freight, metropolitan population & CBD employment (affecting all transport modes)
 - Increased availability of car parking
 - West Gate - Monash widening will increase traffic on CityLink (although the tunnels cannot be widened easily)
- ▶ Local needs (particularly for pedestrians) are growing due to
 - Local population growth (mainly affecting active and public transport modes)
 - Local employment and recreation growth (affecting all modes)
 - Many visitors attending multiple locations in Southbank (walking between each)
- ▶ Providing more space for transport is difficult
 - Land is valuable and committed to various uses
 - Wide roads negatively impact on liveability and pedestrian amenity
 - Southbank developments are relatively new with limited scope to change the transport network around them

These competing transport needs impact on amenity & safety

- ▶ Growth in demand already results in competition for space in corridors and at intersections
 - Local pedestrians compete with through traffic to cross City Road
 - Pedestrians, bikes, cars, buses and trams all compete for space in St Kilda Road
 - Visitors compete with residents for parking
- ▶ Southbank relies on being an attractive place for people (living, walking, eating or playing) but is affected by
 - Pollution & Noise
 - Congestion
 - Ease of access
- ▶ Pedestrian safety is the most important road safety issue in central Melbourne¹ and can be improved by
 - Segregating transport modes (walking, cycling, public transport and cars)
 - Improving pedestrian linkages
 - Well designed way-finding signage
 - Providing access for people of all abilities

Sources: 1 *Moving People and Freight*

Strategies to improve transport & respond to trends are needed

- ▶ Strategies must be sustainable & create a more efficient system
- ▶ Aim to reduce the impact of transport on the Southbank community
 - Through traffic & freight
 - Through public transport use
 - Local traffic
 - Conflict between modes (pedestrian / cyclist / other vehicles)
- ▶ Provide greater transport choice for all users at all times of the day/week
 - Residents
 - Employees
 - Visitors

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Agenda - Workshop 1 : Issues and Options

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5:50 – 5:55	▶ Things that work well	▶ Table discussion
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Things that work well

- ▶ Introduction
- ▶ Table Leader
- ▶ Issues and Problem Identification
 - Individual (post – it notes)
 - Present to table and group common issues

**WRITE DETAILED EXAMPLES
YOU KNOW ON POST-IT NOTES**

Agenda - Workshop 1 : Issues and Options

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Issues and Problems Workshop

- ▶ Introduction
- ▶ Table Leader
- ▶ Issues and Problem Identification
 - Individual (post – it notes)
 - Present to table and group common issues
- ▶ Prioritise issues
 - Individuals allocate 10 points
- ▶ General Presentation

**EMPHASIZE ISSUES/PROBLEMS
EXPRESS IN TERMS OF TRAVEL NEEDS
AND ACCESSIBILITY**

NOT SOLUTIONS

**WRITE DETAILED EXAMPLES
YOU KNOW ON POST-IT NOTES**

Agenda - Workshop 1 : Issues and Options

Time	Objective	Format
5:30 – 5:50	▶ Existing situation	▶ Presentation
5:50 – 5:55	▶ Things that work well	▶ Table discussion
5:55 – 6:25	▶ Issues and Problems	▶ Table discussion groups
6:25 – 6:35		▶ Table presentations
6:35 – 6:40	▶ Break	▶ Break
6:40 – 7:10	▶ Option Development	▶ Table discussion groups
7:10 – 7:20		▶ Table presentations
7:20 – 7:30	▶ Conclusion	▶ Presentation

Option Development

- ▶ Develop Options
 - Individual (post – it notes)
 - Present to table and group common issues
- ▶ Vote on Options
 - Individuals allocate 10 points
- ▶ General Presentation

**WRITE DETAILED EXAMPLES
YOU KNOW ON POST-IT NOTES**

Agenda - Workshop 1 : Issues and Options

Time	Objective	Format
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7:20 – 7:30	▶ Conclusion	▶ Presentation

Next Steps

- ▶ Any additional submissions are due by 30th April 2007
 - Please forward them to the Wheels & Heels team, preferably by email
- ▶ Option refinement and priorities Workshop will be held on 17th May 2007
- ▶ For all queries about the study, please contact:

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