

# GREATER LAUNCESTON TRANSPORT VISION



The Greater Launceston Transport Vision is an enabler for Launceston to achieve its economic, tourism and investment potential, while retaining and enhancing the existing character and liveability enjoyed by the community.



# A CITY-SHAPING VISION

The Greater Launceston Transport Vision will enable Launceston to achieve its economic, tourism and investment potential, while retaining and enhancing the existing character and liveability enjoyed by the community.

The Vision has been developed through collaboration between State and Local governments to address the region's current and future transport challenges. It integrates with the Greater Launceston Plan and City Deal Vision to achieve the overarching goal of making Launceston Australia's most liveable regional city. It will contribute to this goal by providing transport options that are attractive, safe, connected, equitable, accessible, efficient and sustainable.

The vision sets the long-term direction that we want the transport system to take to achieve this goal.

Successful implementation of the Vision will rely on ongoing collaboration across all levels of government in the region, and a desire for an integrated approach to the planning and implementation of transport and land use.

The Vision seeks to provide direction and agility rather than be tied to rigid adherence to time frames.

The Vision will be brought to life through the future Greater Launceston Transport Strategy, which will include:

- More opportunities for walking and cycling
- Greater use of public transport
- Trucks predominantly using identified routes
- Altered parking supply, location and operation
- Competitive alternatives to private cars
- Improved safety for all road users
- Reduced environmental and social effects
- More consolidated and diverse mixes of land use
- Changes to State and Local planning policy
- Strategic investment in transport infrastructure and services

The Greater Launceston Transport Vision recognises and incorporates the objectives and recommendations of existing planning documents, with the aim of building on the hard work that has been undertaken to guide Launceston's economic and social development.

These include:

- Greater Launceston Plan, which establishes the planning framework and community vision for the next 14 years (2019-2034)
- Greater Launceston Metropolitan Passenger Transport Plan
- Northern Tasmania Regional Land Use Strategy
- The Launceston City Deal

## Towards a Sustainable and Accessible Transport System

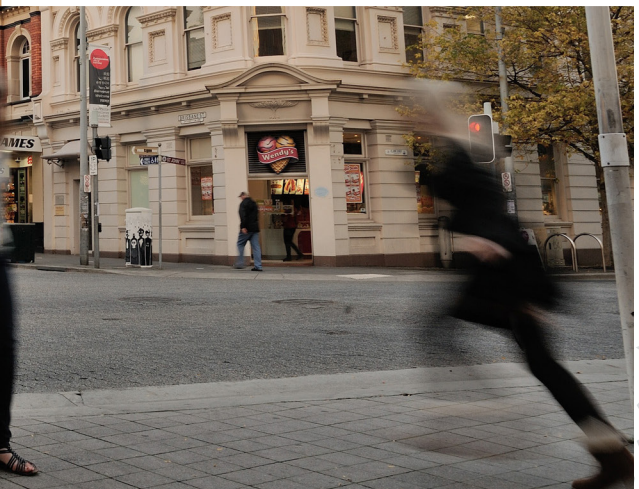
The Greater Launceston Transport Vision establishes a framework for the sustainable and accessible growth of Greater Launceston's transport system to facilitate the city's growth and prosperity in the future. The objective of the Vision is to ensure people are connected to their place of work, shopping, schools, essential services and leisure activities.

The Vision considers the mobility and movement of people and goods holistically and across all modes of travel.

The road and highway network will continue to dominate as the means of movement for

the majority of people and freight in Greater Launceston. However, in order to shape the pattern of development and influence the location, scale, density, design, and mix of land uses, planning is of utmost importance to help facilitate an efficient transport and land use system by:

- Reducing the need to travel and the length of journeys
- Making it safer and easier for people to access services
- Minimise the impact of transport on communities
- Improving freight flows and freight access to key terminals
- Providing efficient distribution of goods and services to business and the community
- Providing a choice of travel modes

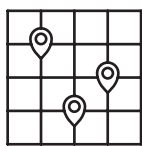




# TRANSPORT CHALLENGES

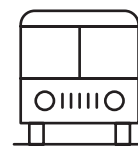
The long history and steady growth of Greater Launceston, which for most in early history occurred without any specific urban planning and vision, has led to an urban form that is relatively low density and heavily influenced by the striking geographical features that characterise the city today. The hilly topography and waterways of the Tamar Valley have been a barrier to the uptake of walking, cycling and public transport in the area, and this has resulted in the adoption of car-centric travel behaviour.

As Greater Launceston grows and strives to become Australia's most liveable regional city, the existing reliance on cars presents significant challenges to achieving this goal.



## A Small City

75% of commuters within Greater Launceston live less than 10 km from work. A strong car parking supply and lack of appropriate infrastructure greatly reduces walking and cycling trips.



## Public Transport

Low uptake of bus services due to limited connectivity and frequency and perceived high costs compared to car parking alternative.



## Car Dependency

89% of all journeys to work are by car. Only 2% of the population use public transport.



## Household Car Use

Due to the reliance on cars, 48% of households own two or more vehicles.



## Population Growth

Greater Launceston's population is likely to become 112,000 by 2036, which is an increase of around 5,000 additional people in the region, compared to 2018 population estimates.



## Car Parking Accessibility

Strong supply of existing CBD parking encourages car usage for multiple trip types.



## Low Density Urban Form

80% of households are detached dwellings and a further 10% are semi-detached resulting in lower urban housing densities. The result is limited viable transport options and a strong reliance on cars.



## Rural Connectivity

The regional population relies heavily on car use due to the types of trips made and the limited connectivity of public transport.

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Based on these facts and in order to enable Greater Launceston to become Australia's most liveable regional city, the Transport Vision focusses on moving people and goods rather than just cars and trucks and is based on increasing accessibility by widening choices in transport modes and reducing vehicle travel demands and impacts.

# AUSTRALIA'S MOST LIVEABLE REGION

Greater Launceston is the heart of the Northern region of Tasmania and is famous for its beautiful natural environment, heritage character, diverse array of townships, settlements and communities, and unique agriculture and tourism offering.

It offers a unique mix of history, culture and natural attractions, making it an increasingly favoured destination for visitors and new residents to Tasmania.

The Launceston City Deal has set a target for the Greater Launceston Region to be the most liveable regional city in Australia by 2022. This goal requires a bold vision for how we plan our transport network.

This goal must also aim to complement the broader region and its transport needs. There is little benefit gained to the overall community if the focus is purely on creating a vibrant CBD. This Vision, therefore, focusses on ensuring that the same land use and transport planning principles are applied across local government boundaries to optimise the success of the region's transformation.

*"Launceston will be one of Australia's most liveable and innovative regional cities" —*

City Deal Vision

## Transforming the Community's Lifestyle

Greater Launceston is undergoing a process of transformation, and as such, there is a need to ensure this transition protects what is great about Launceston, yet creates growth in the local economy, supports tourism, and encourages investment from around the world. The challenge facing Greater Launceston is to embrace and facilitate this growth in a way that retains and enhances the city's true character and liveability.

Transport, supported by quality urban design and land use planning, plays a key role in determining the quality of a region, a city, a neighbourhood, and a community. If we get these elements right, we can achieve our targets for liveability and economic prosperity.

The Transport Vision embraces the role of transport in our community and the role it can play in cultivating a sustainable lifestyle for our region.



## A City Full of Potential

Due to its size, Greater Launceston is well placed to respond to the challenge to promote liveability, sustainability and accessibility for all. The average commute to work within the region is around 9 km and it is possible to travel from almost anywhere in the broader urban area to the CBD within 20 minutes. This is an enviable statistic compared with almost any other major city in Australia. As a result, Launceston has not only a high rate of car use, but also one of the highest rates of walking to work among Australia's large urban centres.

Currently walking and cycling combined have a mode share of 6% of all trips. Taking into account that 75% of the city's population lives within 10 km of work, there is a significant opportunity to increase walking, cycling and public transport as a means of daily travel.

The key to realising this potential is reducing the need for people to travel, and connecting people to their places of work, education, essential services and recreation activities. This means targeted development in areas that provide jobs and services that are easily accessible to residential areas and providing high quality pedestrian, cycling and public transport infrastructure that will make many short car trips unnecessary.

It is also the perfect time to modernise and introduce new technology which can assist in increasing operational efficiency, manage transport demand and improve driver experience. Given the current size of the Greater Launceston transport network, small improvements can make a large difference particularly during peak times.





# ELEMENTS OF LIVEABILITY

The Greater Launceston Transport Vision identifies four themes and six liveability elements as key transport planning and investment areas that will significantly contribute to the liveability of the region.

The six liveability elements provide guidance for the Greater Launceston Transport Vision and the long-term liveability of the region, and will be used in the assessment of key initiatives and projects within the future Greater Launceston Transport Strategy.



Figure 1: Liveability Elements



# THE VISION

During the development of the Vision, four major themes emerged. These themes were seen to have the greatest long-term impact on the development of a sustainable transport system that will increase accessibility and transport modal choice.

These four major themes and objectives are further supported by 23 specific objectives.

The themes and high-level objectives that make up the Vision are:



## Integrated Transport, Land Use and Economic Planning

Integrated transport and land use planning that protects local amenity and promotes great places.

Local employment, retail centres and neighbourhoods supported by a safe, accessible and sustainable transport network.



## Greater Launceston Network Planning

Holistic planning of Greater Launceston local transport network to promote increased amenity, safety and opportunities for pedestrians and cyclists.



## Transport Options

Prioritise and promote public transport, private shared transport, walking and cycling as viable means of travel for a range of trip purposes.



## Primary Transport Corridors

Optimise how well our key transport corridors move people and freight in accordance with their role in the overall network.

Greater Launceston Transport Vision Objectives		SIX ELEMENTS OF LIVEABILITY					
		Safe	Attractive	Connected	Equitable / Accessible	Efficient	Sustainable
<b>Integrated Transport, Land Use and Economic Planning</b>							
<b>1.0</b>	<i>Integrated transport and land use planning that protects local amenity and promotes great places</i>						
1.1	Increased densification of priority consolidation areas as part of the Greater Launceston Plan						
1.2	Prioritisation of growth and infill development along passenger transport and active transport corridors						
1.3	Established strategic road network hierarchy that integrates land use and transport, catering for all modes of transport						
1.4	Commercial and industrial development in appropriate locations that facilitates high efficiency freight and heavy vehicle access						
<b>2.0</b>	<i>Local employment, retail centres and neighbourhoods that are supported by a safe, accessible and sustainable transport network</i>						
2.1	Alignment of growing communities with integrated transport planning investment, and service provision						
2.2	Consolidation and appropriate sequencing in growth areas to enable greater transport service viability						
2.3	Neighbourhoods strategically planned and designed to improve amenity, accessibility and foster a cycling and walking culture						
<b>Greater Launceston Network Planning</b>							
<b>3.0</b>	<i>Holistic planning of Greater Launceston's local transport network to promote increased amenity, safety and prosperity</i>						
3.1	Prioritise safety as a key objective within all transport initiatives						
3.2	Attractive alternative routes and a network design that relieve Launceston's CBD and urban spaces of unnecessary vehicle trips						
3.3	On and off street car parking facilities that are strategically located to promote growth and amenity of the Launceston's CBD and key employment and retail precincts						
3.4	A central Launceston and CBD core that prioritises the safety, accessibility and amenity of pedestrians and cyclists						
3.5	A coordinated and strategic approach to the use of smart transport technology and tools to improve network efficiencies and user experience						
3.6	Support public transport with on-road priority measures at key points in the network						
3.7	Strategically locate and connect central Launceston passenger transport interchange(s) and neighbourhood transport hubs to maximise take-up of alternative transport options						
3.8	Enhance and create cycling and walking corridors to central Launceston and major employment, recreation and education nodes						
<b>Transport Options</b>							
<b>4.0</b>	<i>Public Transport, private shared transport, walking and cycling are viable means of travel for a range of trip purposes</i>						
4.1	Public transport, private shared transport, walking and cycling are prioritised in land use planning and infrastructure investment						
4.2	Improved access to high activity nodes via public or private transport options (education, hospital, employment, airport, retail and service precincts)						
4.3	Provide high quality, frequent, integrated and affordable public transport services that meet the needs of the Greater Launceston community and support economic growth						
4.4	Support public transport with high-quality pedestrian facilities and bus stop infrastructure to improve passenger experience						
4.5	Integrating visitor and tourist transport services with key areas of visitation within Greater Launceston						
4.6	Provide a range of targeted promotion and education programs aimed at promoting the benefits of a variety of sustainable transport options						
<b>Primary Transport Corridors</b>							
<b>5.0</b>	<i>Optimise how well our key transport corridors move people and freight in accordance with their role in the overall network.</i>						
5.1	An integrated and efficient regional transport network that services Greater Launceston and beyond						
5.2	A local network that provides efficient movement of people, service vehicles and freight through and across the city						
5.3	A network that balances corridor efficiency with local precinct amenity and safety						
5.4	Protected functionality and future land use compatibility along primary corridors						

# SMALL STEPS FOR A BIGGER PLAN

A shared Greater Launceston Transport Vision will be used as an integrated part of the Greater Launceston transport planning framework, and as a reference document for the future review of the Greater Launceston Plan.

A program of work will flow from this Vision, and the themes, objectives and elements developed as part of this process will drive any future transport and land use strategies and projects.

The Greater Launceston Transport Vision will be realised by the collective contribution of Government, private sector, transport interest groups... right down to the parent that encourages their kids to walk or ride to school. Its success can't be owned by government contribution alone.

Achieving the Greater Launceston Transport Vision will require many small steps across a variety of transport planning and land use measures. Therefore, it will be critical to keep the long-term Vision in mind to achieve the overall goal.

A Greater Launceston Transport Vision Work Plan has been developed in conjunction with the Vision to outline the critical short-term initiatives and projects, and to illustrate how current funding commitments align back to the Vision.



