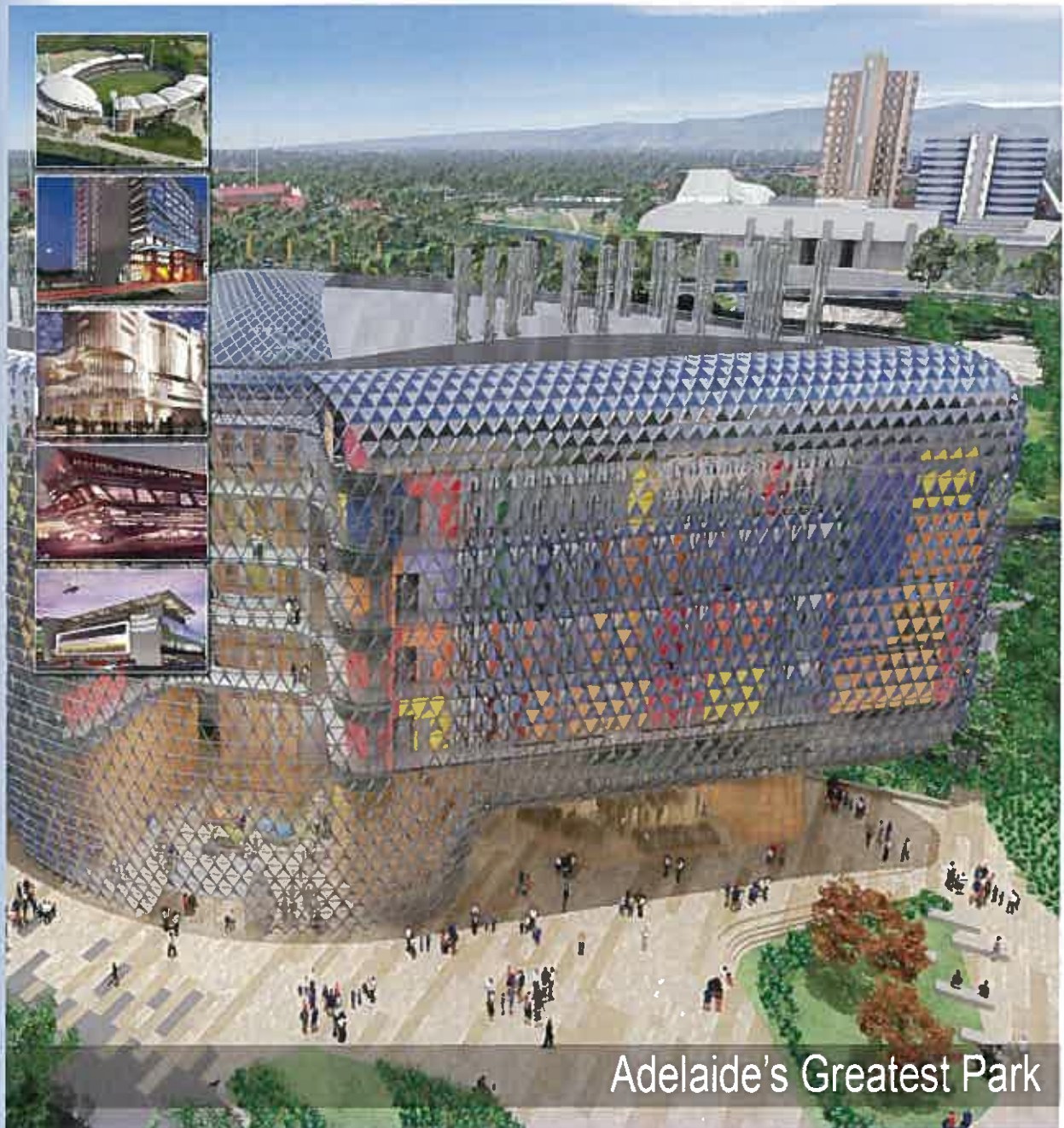


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Creating Partnerships to Move Communities



Darren Starr MPIA CPP

At the recent National Conference of the Bus Industry Confederation 'Moving People - Solutions for a Liveable Australia' hosted in Adelaide the question of 'what is the role of Transport Operators and Industry Associations in the land use planning system?' was central to a series of presentations by land use and transport planners and bus industry representatives.

Urban areas are shaped by many inputs including the planning and development system, population growth, employment locations, disposable incomes, transport systems and networks and public policy. The urban form impacts on how we travel around our towns and cities and how transport operators and systems move passengers and communities.

Building an integrated passenger transport network requires a close linkage between how land is used (land use planning), how transport networks are planned (transport planning) and how people travel to their employment, homes and services (passenger transport network). The focus on transit oriented development is highlighting this critical linkage as has the recent release of the Integrated Land Use and Transport Plan by the South Australian government.

The land use planning system can impact on how a transport operator manages their business e.g. the types of uses that can be carried out at a service depot and how they operate their business e.g. access to passengers through roads and land developments or unrealistic parking restrictions at destinations.

Land use planners, transport planners and transport operators all have an interest in better understanding issues with the movement of people to plan for, build and provide better passenger transport systems. In facilitating the contribution of

transport operators and transport industry associations in the land use system, planners can contribute to building better transport systems.

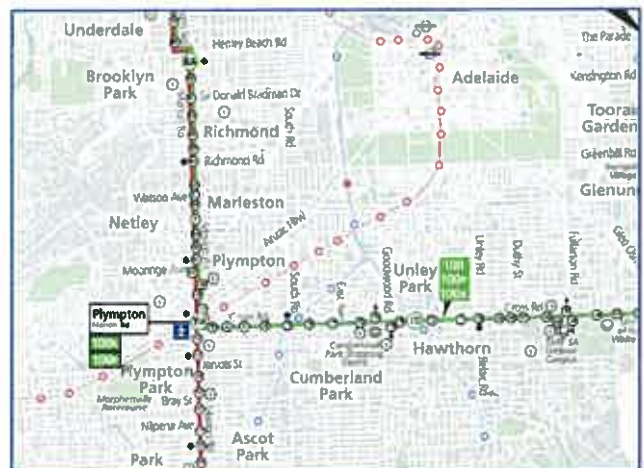
At the Moving People - Solutions for a Liveable Australia conference it was expressed by a number of speakers that transport industry associations and operators can contribute to land use planning processes and systems though:

- Responding to State planning documents like the Integrated Land Use and Transport Plan ;
- Responding to local planning documents and engagement processes and highlighting specific issues of concern of transport operators;
- Initiating advocacy programs to proactively influence and educate key agencies and professions in the land use planning and transport planning sectors;
- A proactive approach to building relationships with land use and transport planners and elected officials and educating them about practical passenger transport issues;
- Sharing knowledge with government about local passenger transport issues from an operators perspective;
- Responding to local development applications that impact or could impact on the successful operation of local passenger networks;

In turn the land use planning systems and planners can develop relationships with transport operators by including localised transport issues in local decision making and strategic planning.

Planners should recognise that transport operators represent a body of practical knowledge that can be called upon as part of planning for transport activities in our communities. As an example the South Australian Bus Association (<http://www.sabus.asn.au/>) represents bus industry operators in South Australia and would be a good starting point for engaging with bus operators on Development Plan Amendments or Strategic Plans with a transport focus or implications.

Both land use planners and transport operators should also engage with residential and commercial land developers to ensure that transport options and operations issues are considered in land development design and implementation.



Creating Partnerships to Move Communities *continued..*

Land developers generally seek to develop 'integrated' communities where people will want to live as land purchasers are often looking at more than just price when making a decision on where to build a home, and liveability is a key issue. Transport methods and forms, access to transport (e.g. distance from a bus stop) and ease of movement are key components of liveability. Similarly commercial and retail developers want buildings or complexes that are easy for their customers to access. Transport operators (particularly bus operator) experience in relation to car parking standards, sizes or time limits is 'hands on' knowledge that can be shared to assist in developing usable spaces. This knowledge can augment the technical standards used by professionals in designing or assessing developments.

The relevant industry bodies representing land use planning (Planning Institute of Australia) and bus operators associations (Bus Industry Confederation & South Australian Bus Association) have established a close working relationship in recent times to plan for moving people in Australia. The Moving Australia 2030 - A Transport Plan for Productive and Active Australia plan was prepared by a group of eight national bodies (including PIA and BIC) and it outlines a strategy to establish

a transport and land use plan for Australia. As the national bodies have done, local planners and transport operators should consider closer working relationships to jointly plan and deliver better transport services for our communities.

A close working relationship between key agencies and individuals in the land use and transport planning system and transport operators offers an opportunity for 'transport operator' issues to be considered and addressed as part of the relationship between land use and transport planning.

Darren Starr is the President of the SA Division of the Planning Institute of Australia and Director of Leading Edge Town Planners Pty Ltd. This article is based on his presentation at the 2013 National Conference of the Bus Industry Confederation 'Moving People - Solutions for a Liveable Australia'.

A full copy of that presentation can be viewed at www.leadingedgetownplanners.com.au

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In 2014 Are We Still Rethinking Adelaide?



Charles Landry presenting at the Adelaide Festival of Ideas October 2013.

When Charles Landry, renowned urban strategist and co-creator of the Creative City concept came to Adelaide in 2003 as a 'Thinker in Residence' he was tasked with advising on unlocking Adelaide and South Australia's creative potential. This was consistent with Creative City theory that in the global competition between cities for economic prosperity and social advancement one of the key factors for success is the ability to harness and nurture the inherent creativity of the population and workforce. Creative cities function to promote creativity and innovation, which in turn leads to an adaptive population which can develop new ideas and concepts. Such ability is necessary where emerging issues require solutions based on new thinking. Given that innovation is a key driver of economic prosperity, creativity is a sought after skill for proactive cities.

The 2003 report Rethinking Adelaide: 'Capturing Imagination', prepared by Landry outlined that Adelaide had to embrace its competitive advantages and develop a sense of pride in its achievements, while recognising that it could compete on

a global scale as a city of creativity and world class people. The South Australian Government indicated the Landry report influenced the development of the South Australia Creative Industries Strategy and the inclusion of the objective of 'Fostering Creativity and Innovation' within South Australia's Strategic Plan. However in the 10 years since the publication of Rethinking Adelaide: 'Capturing Imagination', what has changed about Adelaide? Is it now a city that celebrates success, do residents perceive Adelaide as a creative place full of opportunity, or are roadblocks to success still restricting the creation of a global presence?

The slowing of economic activity following the Global Financial Crisis has caused many cities to examine their place in the global network and also provided an opportunity for some critical self-analysis by governments and communities. South Australia has in recent years focused attention on its capital and what Adelaide says about the State's place in the world. Excessive bureaucracy was held up as a barrier to vitality and economic prosperity and the perceived conservative nature of Adelaide was identified as an impediment to its ability to become a vibrant and competitive city. A focus on creating a 'vibrant' city has been clear and changes to policy to facilitate construction, development and the activation of the CBD, as well as significant infrastructure spending by government, has seen a positive message emerge about Adelaide and the opportunities it contains.

Adelaide seems to have moved beyond its historical comparisons with the eastern states of Australia and has recognised that its focus should be on being the best Adelaide it can be, not the second best Melbourne.

In 2014 Are We Still Rethinking Adelaide? continued..

In order for Adelaide to reinforce its place as one of the world's best small cities it must be recognised that it is competing not just with the eastern seaboard of Australia but with a global network of cities. An acceptance at government and industry level that bigger is not always better in the race to attract financial and more importantly, human, capital seems to have occurred in Adelaide in recent times.

Ten years on from the initial residency, Charles Landry has returned to Adelaide to prepare a Creative City Index report on Adelaide. The Creative City Index, developed by Landry and Jonathan Hyams, is a method for assessing the key elements that influence the emergence of creative ideas and innovation within cities. It considers the city in its entirety and measures the creative environment that influences the emergence of ideas and new industries and the refinement of methods of production or operation that ensures existing industries continue to improve and remain competitive. In a global economy where labour and capital is extremely mobile a city that fails to capitalise on the creativity and innovation of its population or a city that enters into decline can find it very difficult to recover: just ask Detroit.

The Creative City Index allows cities to compare their relative ability to foster creativity against other cities that have undertaken the process. It also allows participant cities to share experience and build on positive learnings. Cities who have participated in the indexation process include Helsinki, Perth, Taipei, San Sebastian, Cardiff and Seville. The Index ranks cities using a number of indicators for creativity including its political climate

and structure, entrepreneurship and innovation, education accessibility, diversity and public expression, leadership (both private and public), liveability, connectivity of communities and sense of place. Early indicators of Adelaide's performance in the Creative City Index highlighted by Charles Landry when he spoke at the recent Adelaide Festival of Ideas recognise the many competitive advantages that Adelaide holds on a global scale as an accessible and liveable city. However initial work also recognises the continued focus that is required to harness Adelaide's creative energy and turn this into a positive force in further developing a world renowned city.

While Adelaide still has a way to go in fully recognising and celebrating its achievements there are signs that its community does recognise the significant opportunities it offers. Increasingly these features are also being recognised by those outside South Australia as Adelaide constantly ranks highly on global liveability indices and places to visit.

If Adelaide can continue to harness and build on its competitive advantages it has the opportunity to become a truly great small global city with the many benefits this would bring to the city and its inhabitants. Perhaps Charles Landry will see an even better city if he returns in 2023 to re-examine Adelaide as a creative and innovative city.

By Darren Starr MPlA CPP

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