



# Part I

the transport challenge  
a reason to change

**1** *An integrated transport plan for a growing city*

**2** *Transport activity in the Gold Coast City*

**3** *Public attitudes towards transport*

An unsustainable activity may be defined as one that cannot continue the way it is now without causing serious difficulties. With the projected growth in traffic and emission of pollutants to the environment, the City's current transport system is not on a sustainable path.



# An integrated transport plan for a growing city

## What is the Gold Coast City Transport Plan?

- 30 year transport master plan for Australia's fastest growing City
- prepared jointly by Gold Coast City Council and Queensland Government agencies
- covers all modes of transport without bias
- key implementation mechanism for the State Government's Integrated Regional Transport Plan for South East Queensland (IRTP)
- provides short, medium and long term planning for capital and non-capital actions
- supports desired land use outcomes in Gold Coast City Council's Strategic Plan

## 1.1 An introduction to the Gold Coast City Transport Plan

The Gold Coast City Transport Plan (CTP) is the first comprehensive, integrated 30 year transport master plan prepared for the City. It sets the Gold Coast on a course to achieve sustainable performance of the entire transport system.

The CTP has been prepared jointly by the Gold Coast City Council, and the Queensland Departments of Transport, and Main Roads. It provides a basis for public input to transport planning proposals, before a final plan is considered for adoption as Gold Coast City Council and Queensland Government policy for the first part of the 21st century.

Through the City Transport Plan, people will have a chance to influence the decision process at an early time, and in an appropriate strategic planning context. Further detailed planning and public consultation will be undertaken before any final decisions are made on the major proposals.

## 1.2 Quality of Life – a moving issue

The City of the Gold Coast is one of the fastest growing urban areas in Australia. In addition, travel-intensive modern lifestyles, and the increasing affordability of private motor transport, are driving travel demands upwards at an alarming rate.

The transport system is a prominent fixture in the community. It has major impacts on the quality of life, economic development, and the environment. The community’s demands for high levels of mobility and the increasing dependence on private cars have already come at a considerably high cost to the livability and the environment of the city. Soundly based long term planning, and rigorous management of these impacts is called for.

The challenge is to find ways of meeting growing demand for transportation that also meet competing needs for:

- economic development;
- environmental quality; and
- social equity.

## 1.3 The overall aim of the Gold Coast City Transport Plan

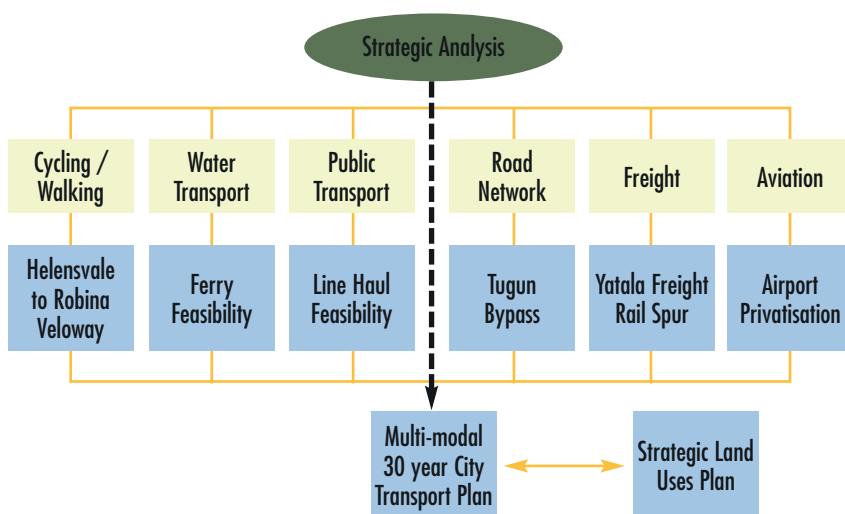
*To provide an integrated high quality, safe and efficient transport system to serve the needs of Gold Coast City in a sustainable manner throughout the 21st century.*

## 1.4 Why have an integrated City Transport Plan?

An integrated approach to transport planning means all the relevant transport modes and opportunities, and the relationship between transport and land use decisions, are considered in the planning process. This is the best way to ensure the complex transport issues are dealt with in their true context, rather than relying on simple cause and effect relationships to identify solutions. The topics addressed include:

- all modes of transport;
- safety and personal security when using the transport system;
- the effect of current car-dependent urban settlement patterns on travel choices; and
- funding for transport infrastructure and services.

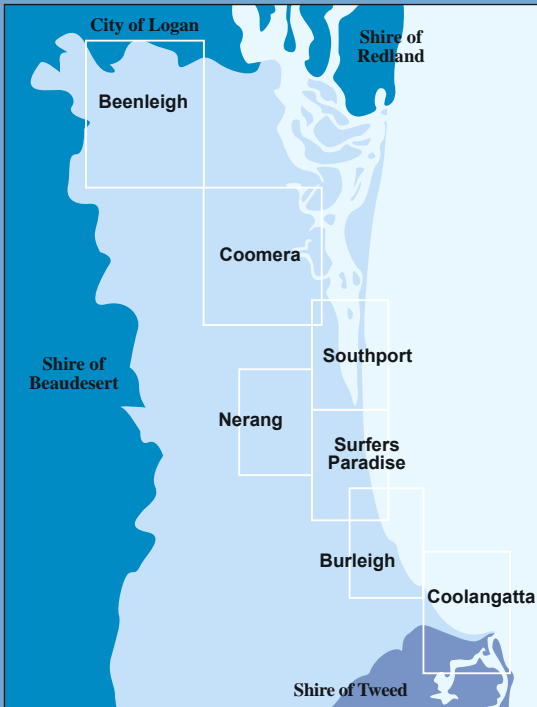
*Gold Coast City Transport Plan  
Structure of Activities*





City of Gold Coast  
An overview

#### Key to Local Area Maps



### City of Gold Coast

- Created in 1995 through the amalgamation of the then Gold Coast City and Albert Shire Councils
- Area of 1400 km<sup>2</sup>
- Estimated resident population of 369,550 people in 1997
- Average overnight visitor population exceeds 60,000 people
- Second largest local government population in Australia
- Australia's seventh largest city
- Queensland's second largest city
- There are approximately 3100 km of roads in the city with approximately 2400 km controlled by Gold Coast City Council, and the balance by the Queensland Department of Main Roads
- In 1995/96 there were 836,000 international visitors to Queensland, of which 59% visited the Gold Coast

## 1.5 Relationship to the Gold Coast City Council Corporate Plan

Gold Coast City Council has adopted as a corporate mission:

*To benefit our local community by sustainably managing growth, development and the international opportunities of our region in harmony with the community's values and diverse lifestyles.*

The City Transport Plan builds on and supports the regional objectives of Council's Corporate Plan for:

1. quality of life;
2. healthy economy;
3. environmental sustainability;
4. national and international profile.

The City Transport Plan has also been prepared in conjunction with a new strategic land use plan for the City to replace the Strategic Plans of the former Gold Coast City and Albert Shire Councils. In this way the important relationships between land use and transport can be used to support a swing to more sustainable transport.

## 1.6 Relationship to State Government Corporate Plans

The Queensland Department of Transport ("Queensland Transport") has adopted a 5 year strategic plan for 1997-2001. The challenge identified in the strategic plan is:

*To facilitate the creation and management of a world class transport system for all our communities and industries to prosper locally and in the global economy and enhance the quality of life of this and future generations.*

Strategic objective number 1 of the Queensland Transport Strategic Plan is "better integrated transport planning and sustainable solutions".

Implementing the *Integrated Regional Transport Plan for South East Queensland* (IRTP) is a key action for Queensland Transport. The Gold Coast City Transport Plan will incorporate inputs from the State Government, giving effect to the IRTP within Gold Coast City.

The Queensland Department of Main Roads (DMR) has adopted a 5 year Strategic Plan for 1997-2001. The Mission of DMR is to plan, deliver and operate a road system that:

- *improves the livability of Queensland communities;*
- *affords safe travel conditions for all road users;*
- *supports economic development in a cost-effective way;*
- *reduces transport costs for industry; and*
- *promotes environmentally sustainable solutions.*

The DMR Strategic Plan emphasises appropriate guidance for the ongoing program of works by producing strategic policy to provide clear direction and integrates road related policies with other government objectives.

Integrated planning undertaken through the City Transport Plan meets these objectives. DMR has helped with funding the City Transport Plan, and has had major input into the planning outcomes. It is expected DMR will use the CTP recommendations to guide investment planning for State-controlled roads in Gold Coast City.

## 1.7 How the City Transport Plan is structured

There are five parts to the City Transport Plan:

### Part I

The Transport Challenge;  
a reason to change

### Part II

The Approach

### Part III

The Key Strategies

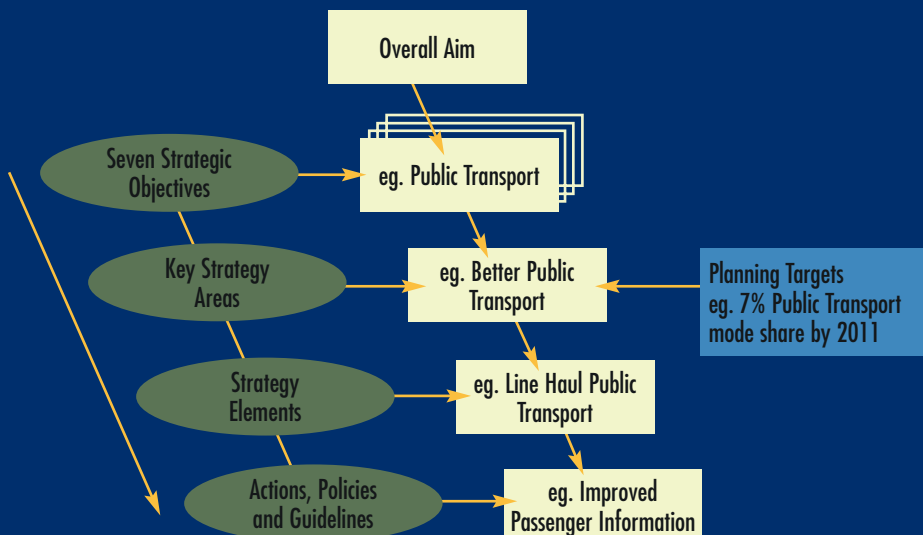
### Part IV

Funding and Finance

### Part V

Sustainable Transport;  
an agenda for action

### *Gold Coast City Transport Plan Structure of Document*



The City Transport Plan follows a logical policy hierarchy based on:

- Overall aim
- Strategic Objectives
- Key Strategy Areas where actions are grouped
- Elements of each strategy
- Actions, policies and guidelines whose implementation will support the achievement of the plan's aims and strategic objectives
- The funding implementation issues.

## 1.8 Seven strategic objectives for the City Transport Plan

Over the next 30 years, a co-ordinated series of actions will be needed by a number of government agencies, as well as the community. To assist in understanding and implementing these actions, they are organised under Seven Strategic Objectives addressing the main action areas where efforts will be concentrated:

1. Quality public transport
2. Co-ordinated land use and transport systems
3. Moderated travel demand growth
4. Attractive non-motorised transport
5. A safe and efficient road system
6. Efficient freight and air transport operations to support economic development
7. An integrated and environmentally responsible transport system

## 1.9 Local area maps

The City Transport Plan incorporates city-wide maps showing the major strategies proposed to be implemented. In addition, a series of local area transport maps are used to convey the planning intent for detailed infrastructure proposals. Three sets of local maps are used:

1. Local Area Public Transport Maps
2. Local Area Bikeway Maps
3. Local Area Road Maps

## 1.10 How the City Transport Plan will be implemented

The last section of the Plan provides an “agenda for action” covering short, medium and long term actions for strategic capital investment, technology improvement, and non-capital actions. These actions and investments provide a strong focus on public transport and non-motorised transport infrastructure to promote pedestrian activity, and enhance the character, safety and vitality of local communities.

The actions will guide the development of capital works programs, the undertaking of planning studies, and consideration of development applications by the relevant government agencies in Gold Coast City.

## 1.11 Primary references

As well as community consultation, a comprehensive array of investigation and policy development work has been undertaken to support the development of a comprehensive City Transport Plan. Some of these reports are available from Gold Coast City Council. The most significant of these are:

1. Booz-Allen and Hamilton (Australia) Ltd. 1998. *Public Transport Strategy, Gold Coast City Council*. Sydney.
2. Burchill Partners. 1998. *Helensvale to Robina Veloway. Foundation and Feasibility Study*. Surfers Paradise.
3. CSIRO Australia. 1998. *LITRES 2. Report to Gold Coast City Council*. Canberra.
4. Gutteridge Haskins and Davey. 1996. *Bikeway Network Strategy for Gold Coast City*. Brisbane.
5. Gold Coast City Council. 1997. *Building Sustainable Communities. Draft Strategic Plan*. Nerang.
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7. Queensland Government. 1997. *Integrated Regional Transport Plan for South East Queensland*. Brisbane.
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12. Veitch Lister Consulting and PLI McInnes Van. 1997. *A Future Activity Centres Strategy for Gold Coast City*. Brisbane.
13. Veitch Lister Consulting and Jackson Planning. 1998. *Road Network Strategy for Gold Coast City*. Brisbane.
14. WBM Oceanics Australia. 1998. *Waterway, Water Transport and Waterfront Industry Strategy. Final Report*. Spring Hill.