




# The High Street of 2030

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Your Melbourne 2022

For BMW partnered with RMIT



# Agenda

First,

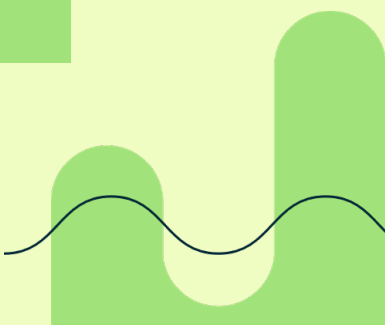
We'll examine the problem, and see why our solution works.

Then,

We'll look at how Transport, Health, and Safety will improve.

Finally,

A case study of three friends will show the potential of this solution.



# The Challenge

We were tasked with developing a set of sustainable solutions to enable the next generation of Melbourne's transportation system.

Key considerations included:

- Maximising both Public & Personal Mobility
- Ensuring adequate Planning & Infrastructure
- Increasing Efficiency using Electronic Connectivity

All while meeting the 17 UN Sustainable Development Goals

# Our main streets need a revamp, but why change? It's been a long buildup ...

Increased obesity

Work from home

Supporting local

Less car reliance

Global rates are rising

Obesity, diabetes, heart attack, and cardiovascular problems are on the rise.

Effects from the pandemic

Many people have decided to remain working online from their house.

Communities focus on themselves

Recent societal attitude changes put the focus on supporting small business

For both health and environment

Walkable main streets encourage healthier lifestyles through exercise.

# The Solution

## The High Street of 2030

We propose a future where the High Streets of the suburbs of Melbourne are the First Choice for social, commercial and economic needs.

Local Main Streets are redeveloped to be walkable, safe, green, and inclusive for all, promoting local community engagement

Travel between suburbs will still be essential, and a diverse mix of eco-friendly options are available.

These solutions are dynamically enhanced with Modern Communication Technology

10 REDUCED INEQUALITIES



# The New Network

11 SUSTAINABLE CITIES AND COMMUNITIES



## Local Focus

Melbourne has great diversity in its local High Streets, and our solution brings



## Interconnected Suburbs

For the folks who need to go elsewhere, cars and public transport connect these hubs together

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# Overview of Proposed Changes

# The High Street of 2030

## Overview

Pedestrian only zones for main streets to support fitness and small business

Car parks with EV charge points to encourage the switch to electric

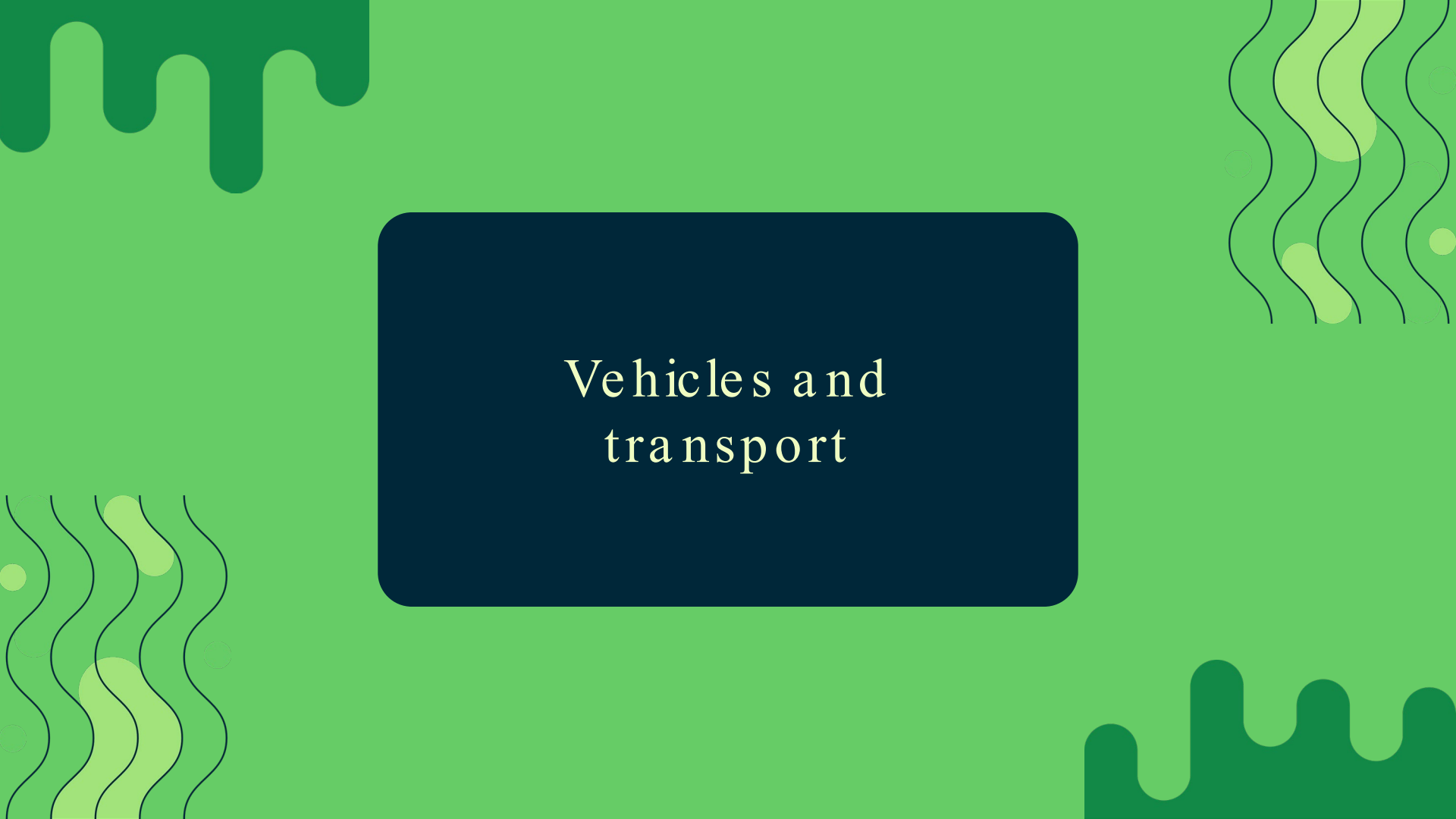


Indigenous Australian plants and artworks, cherishing our history

Well-lit areas so everybody feels safe riding or walking home

Tram stops with wheelchair accessibility, so everyone can be included



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# Vehicles and transport

8 DECENT WORK AND  
ECONOMIC GROWTH



## Private transport

### Car parks nearby

Not everyone lives within walking distance, but they can still parking nearby and shop on foot



### EV charge points

Parking options with electric vehicle solutions will accelerate Australia's change to electric

7 AFFORDABLE AND  
CLEAN ENERGY



# Public transport

01



## Cheaper fares

As cost of living continues to rise, reducing the fares will engage additional passengers to hop on.

02



## Better insulation

Double-glazed windows and rooftop air vents will improve the temperature control on public transit, creating an enjoyable experience while reducing energy costs

03



## Electric busses

Electric busses reduce carbon emissions from public transport even further. These can be supplied by BMW, in partnership with Vic Gov.


04



## More often

Public transport isn't a viable option for some in Melbourne due to its low frequency. If the number of services increased, so would ridership.



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# Nature and health



# Health and fitness



## Increased walkability

Pedestrian friendly streets result in a healthier lifestyle as shopping local and more walking becomes possible

3 GOOD HEALTH AND WELL-BEING



## Keeping it local

More people on foot means more traffic and profit for small businesses, a positive feedback loop

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## Less fumes from cars

Our lungs benefit when there are fewer cars on the road and more people walking

15 LIFE ON LAND





## Supporting native Australian history



### Native trees

Australian trees have evolved for millions of years to be perfect for this environment

Eucalyptus & gum



### Native flowers

Australia has beautiful and unique flowers that are often overlooked by city planners

Proteaceae & wattle



### Indigenous art

For generations, indigenous Australians have been creating distinct works of art

50,000+ years



### Bee populations

Native flora can support our native fauna, and it's no secret that bees suffer from climate change

1700+ native species



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# Safety and inclusion

# Safety



## Women's safety

- Many women feel unsafe when alone, fearing aggression from strangers
- Well-lit and densely occupied areas can create a safer environment for women walking at night
- A stronger sense of community will create a trustworthy neighbourhood



## Light-up bike lanes

- Melbourne's roads are not very bike friendly, despite our huge cycling culture.
- Light-up bike lanes can establish a safer experience for cyclists, motorists and pedestrians, especially when it gets darker





# Inclusion



## Indigenous artists

Diverse and strikingly individual, support of Indigenous artists helps our communities to foster a positive future together



## Wheelchair access

73% of tram stops in Melbourne are currently inaccessible by wheelchair - this is a crucial step in modernising our main streets



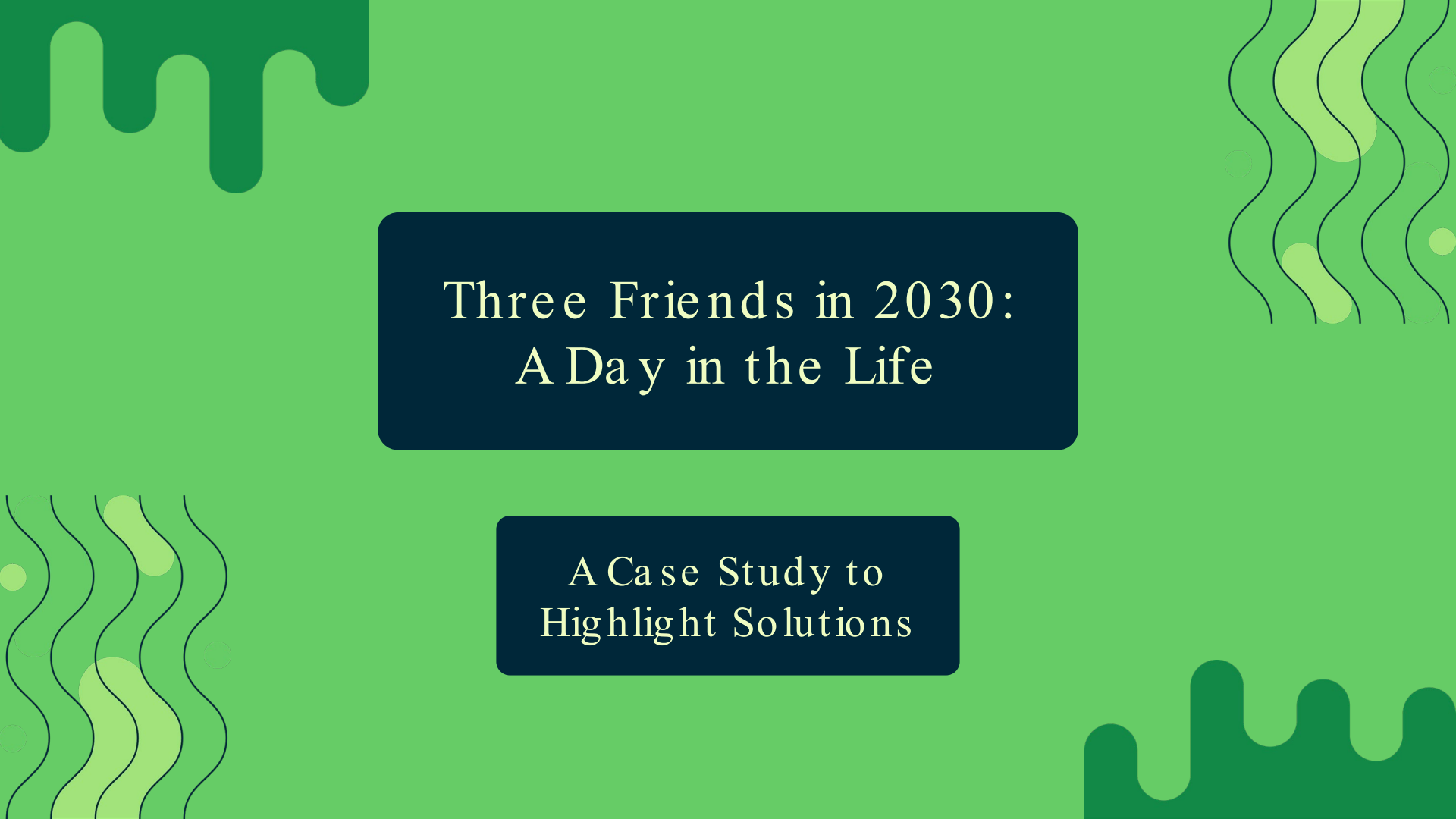
## Vision and hearing aids

Light up walkways with low-cost LED lights, plus audio announcements of upcoming trams and trains



## Tourism

More frequent services and cheaper fares will make tourists and visitors feel welcome



# Three Friends in 2030: A Day in the Life

A Case Study to  
Highlight Solutions

## Meet the Gang



Sarah

Works from Home Part-Time  
Lots of errands to run

Walking & Cycling



Tom

Student at University  
Recently Injured

Public Transport &  
E-scooter



Claire

Works in an Outer  
Suburb  
Still Lives Close to Friends

Personal Car

# Sarah's Day

## Running errands



### Cycling to Shops

After working, Sarah rides her bike to her local High Street to run errands



### Bike Lanes are Safe and Secure

Separated by a physical boundary, painted brightly, and light up at night. That's safety.

**3** GOOD HEALTH  
AND WELL-BEING



# Sarah's Day

## Running errands



### Bike Storage

All streets have plenty of secure locations for people to store bicycles



### Walkable High Street

Once there, Sarah enjoys freedom to take her time and can find what she needs

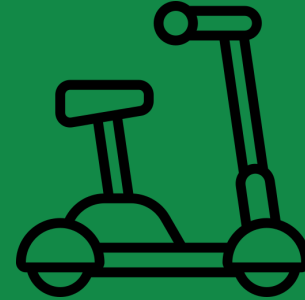
# Tom's Day

## Studying at University



### Phone Integration

Tom's day starts with a notification - his usual tram is 2 minutes early, so he has to hurry!



### E-scooter is ready to go

As e-scooters can plug in at any electricity pole, there's always one nearby. They come with seat & storage, and app integration



# Tom's Day

## Studying at University



### Local Tram

Trams have disability access for all.  
No need to "tag on" - app is GPS enabled,  
fare deducted automatically



### Smart windows

En route to university, Tom learns about  
local First Nations history. Tram windows  
display interactive, location based  
information



# Tom's Day

## More Public Transport Features



### Storage for goods

Tom keeps his bags on the racks provided. They can be used for items big & small

Allows those without cars to enjoy in-person shopping experiences



### Smart Insulation

Regardless of what Melbourne's wild weather is doing, public transport stays comfy with double-glazed & transition windows, along with automatic ventilation

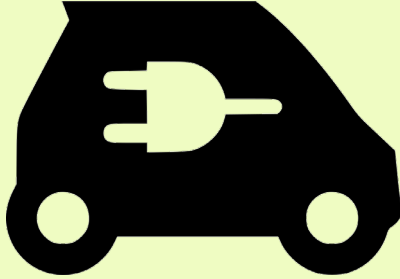


### Healthy and Happy

Public transport is equipped with with Far UV technology, which helps to eliminate pathogens before they infect others

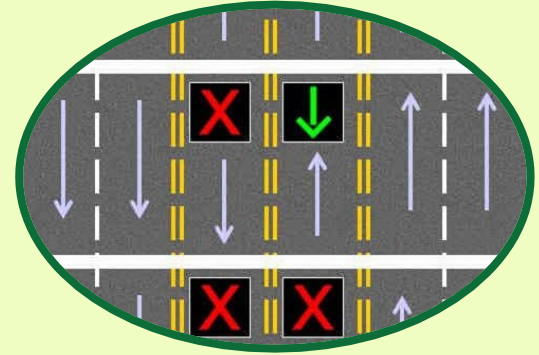


# Claire's Day Work



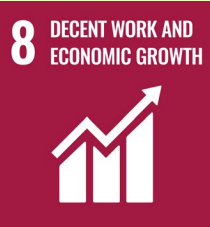
## Economic opportunity

Cars are a great enabler of economic opportunity, allowing people like Claire to get to jobs where they fit best



## Car Smart Lanes

Traffic is practically a thing of the past with smart lanes on all roads which dynamically adjust throughput



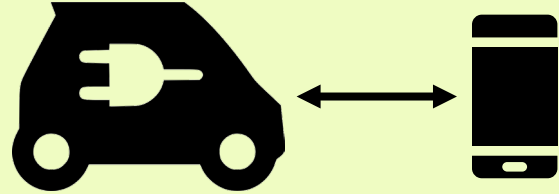
# Claire's Day

## Running errands



### Car parks are Green now

With standardised EV chargers everywhere, stairs that charge the batteries, & solar on top, Claire knows her park is sustainable



### Phone syncs with smart car

Claire receives a ping, saying her alignment is out. She learns that if she gets it serviced, her fuel efficiency will increase 5%



11 SUSTAINABLE CITIES AND COMMUNITIES



### Strong Local Community

Sarah, Tom and Claire have dinner together that night. By redeveloping local High Streets, we enable the sustainable growth of close-knit neighbourhoods

# Dinner Together

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### Outdoor Dining & Shopping

Parklets are a great way to use up unused road space, letting people enjoy the outdoors



### Safety in a Crowd

With higher density, and plenty of well-lit areas, personal levels of safety will be higher than ever



### Smart Tech Saving Lives

Sarah, Tom and Claire each receive a ping, informing them that an emergency vehicle is headed down. They scoot out of the way.



## Summary

### A Local Solution for a Modern Problem

With appropriate urban planning, we can redevelop each neighbourhood's High Streets to be walkable, eco-friendly, and future-focused.

Travel between suburbs is made easy with a range of sustainable personal & public transportation methods

Utilising high-tech devices and modern electronic equipment will be key to maximising efficiency for all

3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



4 QUALITY EDUCATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS





Thanks!