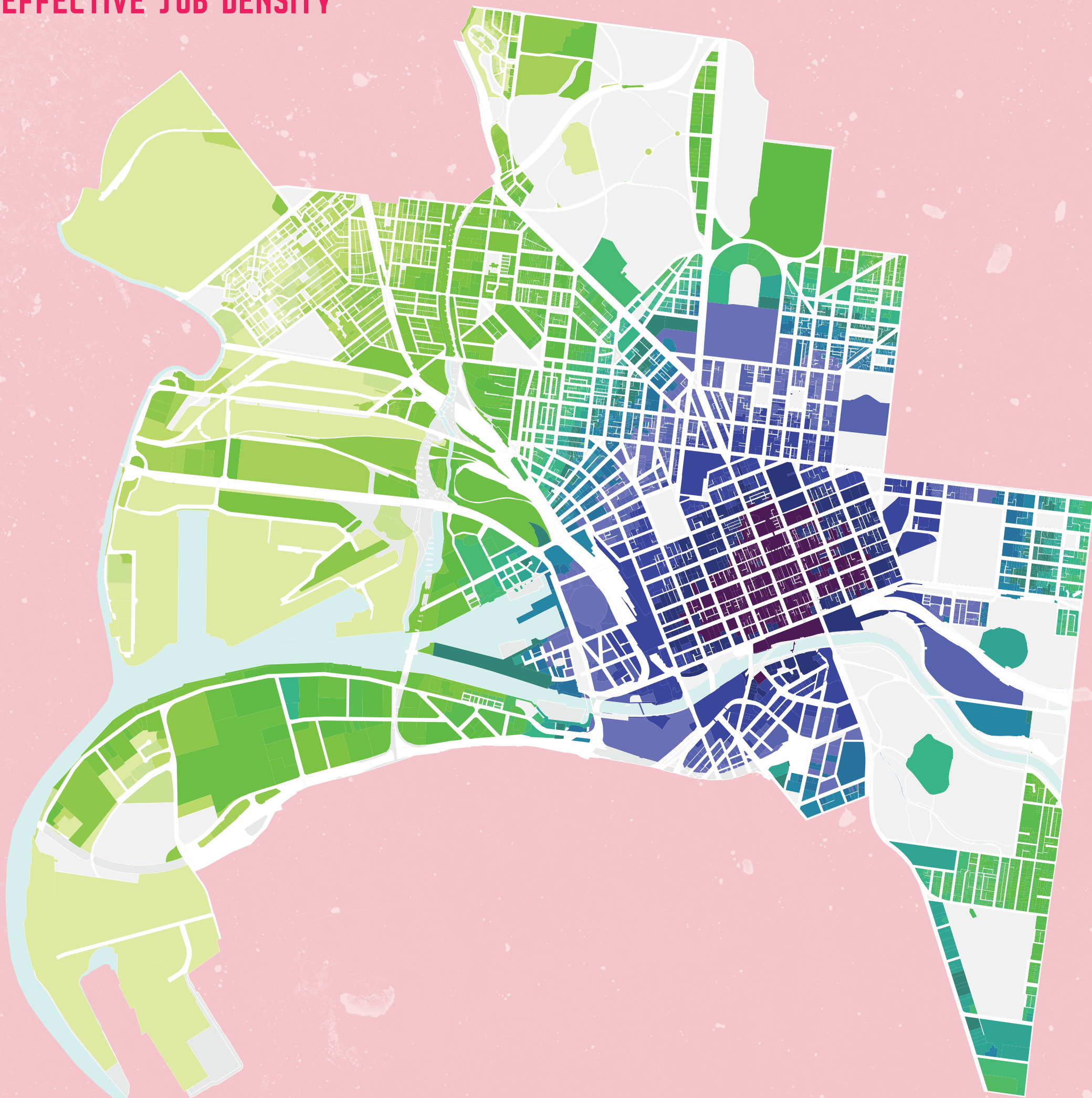


# DRAFT WALKING PLAN 2014-17

## CITY OF MELBOURNE EFFECTIVE JOB DENSITY



**EFFECTIVE JOB DENSITY (EJD) IS THE DYNAMICS OF AGGLOMERATION ECONOMIES.**

**WALKING EFFECTIVE JOB DENSITY IS BASED ON THE TIME IT TAKES TO WALK TO ALL OTHER JOBS IN ALL DIRECTIONS FROM A PARTICULAR LOCATION.**

People who locate in the CBD of large cities generate new ideas. These ideas are circulated throughout the community through both formal and informal linkages. These ideas quickly solidify into knowledge and from this knowledge income can be generated. This is why CBDs are so important to the economic prosperity of cities and nations. The large number of people located in close proximity to each other allows ideas to be quickly generated, refined into knowledge and put to work solving complex problems. There is a strong relationship between connectivity

and productivity. This relationship is referred to as agglomeration economies.

For knowledge intensive industries, creativity as a tacit knowledge form is integral to day to day business operations. Locations which offer the chance to walk to a range of other jobs in all directions are more sought after than locations with more limited options.

In terms of EJD the densest parts of the CBD grid are located at the eastern end of Collins Street, the area surrounding Melbourne Central and QV, and between Queen Street and

Elizabeth Street south of Bourke Street. The first two locations have high levels of walk connectivity, these locations provide a lattice of connectivity on which employment and economic activity can grow. The high EJD of third location is related to the large number of jobs physically located there.

If walking connectivity in the CBD grid is increased by 10 per cent, the value of the economy of the CBD grid will go up by \$2.1 billion p.a.

(SGS Economics and Planning, 2014)



CITY OF MELBOURNE