

Introduction

The Inner Melbourne Action Plan

Making the Inner Melbourne Region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan. IMAP works collaboratively to strengthen the liveability, attractiveness and prosperity of the region in response to the growth indicators in the Victorian Government's *Melbourne 2030* strategy. Completed actions have delivered innovative solutions, recommended changes to planning schemes, and delivered strategies based on qualitative

research and implementation of best practice practical applications. Melbourne's inner metropolitan Councils, the Cities of Melbourne, Yarra, Stonnington and Port Phillip have worked together for five years to develop and implement the IMAP, concentrating on actions that can be completed within a 10 year timeframe. IMAP works closely with a number of government departments and agencies to advocate on issues facing the

Inner Melbourne Region and foster cooperation. In 2011, IMAP extended representation on the Committee to include VicRoads, DSE and the City of Maribyrnong. IMAP is into its sixth year and will continue to deliver agreed regional outcomes with a focus on ensuring the continued development and liveability of the Inner Melbourne Region. IMAP will continue to plan and implement, influence and drive, promote and position the Inner Melbourne Region.



For a copy of the IMAP Annual Report visit www.imap.vic.gov.au

Inner Melbourne Action Plan 'IMAP' *Making Melbourne more liveable*



Annual Report Summary 2010 → 2011



For further information
please contact:

Elissa McElroy
IMAP Executive Officer

Officer Location: City of Stonnington
Malvern Town Hall, Cnr Glenferrie Road and High Street,
Malvern Vic 3144
PO Box 21 Prahran Vic 3181
Tel: 8290 1110
Mobile: 0404 248 450
Email: emcelroy@stonnington.vic.gov.au



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



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Welcome

The Inner Melbourne Action Plan (IMAP) is a successful collaboration between the cities of Melbourne, Port Phillip, Yarra and Stonnington working together on inner city regional issues. **Transport and connectedness, housing affordability, a sustainable environment and liveability** remain the key strategic directions of IMAP. The Inner Melbourne Action Plan contains 11 regional strategies and identifies 57 actions for implementation across the inner Melbourne region.

During 2010-11 the IMAP Implementation Committee completed its Plan Review and updated its 3 year Implementation

Plan. The Committee also extended its associate membership to encourage a wider view in its conversations on inner Melbourne growth issues and projects.

With the **Melbourne 2030** Strategy now under review by state government, IMAP will continue it's current projects but with the expectation that the Inner Melbourne Action Plan will require updating to reflect any changes in the government's growth planning.

In 2010-11 significant work has been done in the areas of sustainable transport, affordable housing, closer working relationships with the tertiary education sector, policy development for managing

cumulative impacts from licensing venues and sustainable environment projects. More than 50 council officers and representatives work collaboratively to deliver these outcomes.

Melbourne continues to be recognised as one of the world's most liveable cities. The IMAP seeks to build on Melbourne's assets to **help foster creativity, liveability, prosperity and sustainability** in the inner Melbourne region. IMAP will continue to collaborate with our partners, prioritize actions relating to critical issues, and influence State policy through our knowledge, expertise and advocacy.



Alison Clarke

Cr Alison Clarke
Mayor
City of Yarra



Melina Sehr

Cr Melina Sehr
Mayor
City of Stonnington



Rachel Powning

Cr Rachel Powning
Mayor
City of Port Phillip



Ken Ong

Cr Ken Ong
Chair
Future Melbourne
(Planning) Committee
City of Melbourne

Progress 2010→2011



- IMAP is monitoring VicRoad's progress on the **Hoddle Street Study**. Two partner Councils are also involved in the stakeholder consultation process on this project. [Action 1.4]
- Completion of the **Regional Greenlight pedestrian safety** project: Changes to pedestrian lights to improve accessibility and safety on 20 busy inner Melbourne road intersections was completed with the aid of the Victorian Government's 'Local Area Access Program' funding. [Action 2.4]
- Work continued on further developing the **bicycle network** throughout the IMAP region with bicycle access improved on St Kilda Road, Royal Parade, Albert Street, Cecil Street and Chapel Street. [Action 2.5]
- Promotion and installation of **car sharing** as a form of sustainable transport is being trialled and adopted throughout the IMAP region. [Action 3.3]
- In May 2011 the City of Melbourne advertised their Draft **Melbourne Transport Strategy Update** for consultation. The Strategy sets out five key directions for future transport in the inner Melbourne region. A strong emphasis on public transport and alternatives to car usage is proposed. [Action 4.7]
- The **Affordable Housing** project team arranged a meeting with developers to assess their views on adopting an Affordable Housing zoning overlay in the Victorian Planning Scheme. In addition, a report on Affordable Housing Options commissioned by the City of Port Phillip was considered by IMAP with support provided for additional research into developing Community Land Trust models. [Action 5.2]
- A project to develop planning tools to enable councils to manage the **Cumulative Impact** of planning proposals was taken a step further by City of Stonnington through the development of a Planning Scheme Amendment to restrict the number of licensed premises closing after 1.00am and placing limits on the number of patrons permitted. Following its successful exhibition and submissions of support, the Amendment is due to be lodged with the Minister of Planning for consideration. [Action 6.3]

- Stronger **Regional Development** through collaboration between tertiary education providers and Councils has been advanced through an IMAP project to support Work Integrated Learning. A facilitator has been appointed to foster the development and strengthening of networks to encourage more students in Councils. The project promotes Councils' strategic workforce planning while providing students with projects and experience in the workplace. [Action 7.7]
- IMAP approved a new project aimed at gaining a greater understanding of **commercial and freight traffic** issues and options across the IMAP region. Information on traffic movements will assist with understanding future trends and identify areas where further research is required. [Action 8.1]
- IMAP councils are collaborating to produce Factsheets on **Environmentally Sustainable Design** issues which will provide consistent information for customers across the four IMAP councils. [Action 9.2]
- Preliminary work has been undertaken on IMAP's **green demonstration projects**. An application for government funding to develop initiatives for Green Roofs, walls and facades has been successful. An information paper is in preparation on Water Sensitive Cities so that Councils can gain a better understanding on the application of this concept to large developments and precincts. A project on Distributed Energy is also being developed. [Action 9.4]
- IMAP has continued work to bring together the maps and databases from the four partner councils to develop a mapping base for the **Regional Open Space and Trail Network** project. The project aims to overlay work undertaken on the Public Realm to create a picture of the network and future development options. [Action 10.1]
- In the first year of IMAP's latest 3 year **Regional Tourism** promotion strategy for inner Melbourne, a licensing agreement has been developed to assist in the wider distribution of the IMAP tourist map. Distribution of this popular tourist map has continued in 2010-11. [Action 11.1 and 11.2]



Future Focus

During 2010-2011 the IMAP Implementation Committee adopted the next 3 year Implementation Plan following a comprehensive review of the strategies and actions contained in the Inner Melbourne Action Plan.

A number of new projects were prioritised. The IMAP Implementation Committee requested increased project contributions from the four partner councils in 2011-2012 to ensure all new projects can progress.

New projects will be undertaking innovative research on a range of issues such as: priority freight routes, water sensitive cities, green roofs, distributed energy, environmentally sustainable design, reducing through traffic in activity centres, improving access to public transport, and provision of infrastructure and services for public housing.