

IMAP Progress Report August 2012

The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 regional strategies to help build the inner Melbourne region to embody creativity, liveability, prosperity and sustainability across a range of diverse neighbourhoods.

The following Actions have been **COMPLETED**:

- Action 1.1 Inner Melbourne *Statement of Significance*
- Action 2.2 Coordinated pedestrian and public transport Signage (Wayfinding)
- Action 2.3 Bicycle Network Legibility – *Priority Bicycle Network Report*
- Action 2.4 Walking links and pedestrian priority areas (Greenlight)
- Action 3.3 Regional Parking Management - *Report on Parking; Car sharing*
- Action 5.2 Affordable Housing - *Needs Website (May 08); planning overlay advocacy*
- Action 6.3 Activity Centres -*Cumulative Impact Assessment tools; Local planning amendments*
- Action 7.4 Regional Economic Development *Statement*
- Action 7.7 Universities and Regional Development – *Student placement processes*
- Action 9.1 Regional Sustainability Targets – *Audit of IMAP Councils*
- Action 9.3 Water Sensitive Urban Design - *Model Guidelines*
- Action 9.6 Use of Recycled Water in Open Space – *Technical Notes*
- Action 11.1 Inner Melbourne Map – Inner Melbourne Region *Visitor Map*
- Action 11.2 Regional Tourism Program – *Research & Itineraries*

Other Achievements

Merit Award for Regional Action in Water Sensitive Urban Design at the Stormwater Victoria Awards

IMAP Bicycle Network - Presentation at the Bike Futures 2009 Conference

Presentation to Planning Students at Melbourne University 2009 & 2010

IMAP Annual Report 2010-11

Governance

- Annual Reports
- Goods & Services Procurement Policy
- Governance & Relationships Report
- IMAP Plan Review 2010; Financial Review 2010
- Memorandum of Understanding –Intellectual Property

Communications

- IMAP Website
- National Conference presentation (March 09)
- Club IMAP
- Council Briefings

Advocacy

- Ministerial Briefings – Ministers Wynne, Madden, Kosky, Plibersek, Powell
- Briefings to DIIRD & SGS consultants
- IMAP acknowledgements:
 - State Government's Cycling Strategy
 - Interdepartmental Committee (Department of Justice)
 - Melbourne Water (WSUD)
 - Department of Transport Wayfinding Signs Guide
 - Department of Transport and VicRoads – Greenlight Project

Action 1.4 Boulevards and Major Roads

Preliminary work – IN PROGRESS

The IMAP Implementation Committee has been keeping a watching brief on the work being undertaken by VicRoads on the Hoddle Street Study. The VicRoads Project Manager attended the May 2011 Committee meeting to provide an update on the research undertaken and options being considered for Hoddle Street improvements. Awaits state government decisions.

Action 2.5 Bicycle Network

Implementation of Priority Routes - IN PROGRESS

- Action 2.3 delivered the Priority Bicycle Network for IMAP (January 2008) forming the basis for the implementation of Action 2.5.
- Focus is on the high bicycle usage routes or those routes which have the potential to carry significantly increased bicycle volumes as they:
 - require the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes.
 - provide the opportunity to implement “best practice” separation and delineation treatments being designed and installed in various municipalities; promote and share this knowledge more
- The Working Group reported their gap analysis of the network to the IMAP Implementation Committee in May 2010. The Committee identified the need to fast track completion of the network and to establish coordinated design guidelines for standardized bike lane treatments across the IMAP councils.
- The project team was expanded in 2011-12 with the addition of representatives from the City of Maribyrnong. The project team continued to make some progress across the bicycle network with capital work improvements completed or being developed for La Trobe Street, Cecil Street (Part 2), Brunswick Street, Heidelberg Road and Wellington Street, amongst others.
- The City of Melbourne has committed \$5.6 million funding for 2012/13 and is currently completing its new Bike Plan 2012-16. Despite the State Government's advice regarding zero funding on bikes across the State, Councils continue to work alongside VicRoads in developing projects for future implementation that are aligned with the Principal Bicycle Network. State Government recently contacted Councils to invite them to a workshop to progress a State Cycling Strategy.
- The 2012 Super Tuesday bicycle survey counts confirm that cycling numbers continue to increase across the IMAP area.

Action 3.2 Roads as Places

IN PROGRESS

- A Briefing paper was prepared for consideration by the IMAP Implementation Committee on 19 February 2010. A revised brief was approved at the February 2012 Committee meeting which looks at the place making attributes around tram super stops. Expressions of Interest will be sought for this work in 2012-13.

Action 3.3 Regional Approach to Parking Management

Stage 1 – COMPLETE

In November 2009 the working group reported back on:

- the 2008 audit which identified current parking status and gaps
- the development of 6 'guiding principles' for the management of existing parking supply in Activity Centres.
- Parking measures to mitigate car travel
- Provision of parking in new developments
- Management of existing parking supply
- Integrated Travel Plans and Green Travel Plans were also researched and direction sought from the Department of Transport.

Stage 2 – IN PROGRESS

- Research on Car Sharing was reported to the IMAP Committee in August 2010 and is being trialled in some IMAP council areas.
- The Department of Transport is undertaking research on Strip Shopping Centres and Transport and the value of parking activity and will present their findings in due course to complete this Action.

Action 3.5 Reduced through traffic

IN PROGRESS

- The brief for this new project was approved in February 2012. The project aims to provide a better understanding and knowledge of through traffic movements within Inner Melbourne, however through traffic is defined.
- There is an extensive array of transport studies that detail the implications of road traffic within Inner Melbourne. The key aims of this project are to :
 - Define and assess the nature and extent of through traffic on the member Councils' areas
 - Assess the impacts and issues associated with the through traffic impact from traffic management, social and economic perspectives
 - Determine what are the optimum actions to address the impacts determined
 - Produce a plan outlining realistic actions the member Councils can take to reduce the impact of through traffic on their communities, particularly in relation to influencing the development of VicRoads Network Operating Plans
- The project involves a desk top study initially that will identify data and documents held by IMAP Councils, Department of Transport, Vic Roads and relevant transport agencies to gauge the extent of, and determine the nature/magnitude/impacts of through traffic. The successful tenderer is due to be appointed following a review panel assessment of tenders received.

Action 4.7 Improvements to Public Transport Services

IN PROGRESS

This new project links in with the City of Melbourne's Transport Strategy Update 2011. The draft Strategy was discussed with the IMAP Implementation Committee at its May meeting. Following a second round of consultation in March 2012, the City of Melbourne has now adopted the policy.

Action 5.2 Affordable Housing

COMPLETED

The project team will continue to monitor and promote planning mechanisms when opportunities arise and report back as necessary.

Research - IN PROGRESS

- Research commissioned by the City of Port Phillip on "Affordable Housing Development Models" prepared by Affordable Housing Solutions [AHS] was made available to the IMAP councils in March 2011 for consideration.
- In May 2011, IMAP agreed to provide some financial support, along with others, for research to be undertaken on Community Land Trust models and their application in Australia. This is now proceeding and Progress reports will be provided to the Committee in due course.

Action 5.3 Integrating Public Housing Estates

IN PROGRESS

- The February 2012 Committee meeting approved a brief for this new project which aims to develop a communications strategy to help Councils and the Office of Housing work in greater partnership during the planning of new social housing developments.
- The consultant working on this project held a workshop with the project team during August 2012 and will present initial findings of the research to the Committee at the 31st August meeting.

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

IN PROGRESS

- This new project proposes to undertake research to identify the capacity of social services currently provided to social housing developments, across the IMAP region, both existing and proposed, and to identify gaps which may exist in service provision. In addition the project aims to map the way people move through the municipalities and how this affects services. An initial project brief was approved at the November 2011 Committee meeting.
- The project has been delayed due to capacity constraints but will call for Expressions of Interest in August/September 2012.

Action 6.3 Managing Conflict in Activity Centres

Stage 1 – COMPLETED

- Key 'tools' have been developed to aid in the assessment of Cumulative Impact:

Stage 2 – COMPLETED

- The Cumulative Impact 'tools' have been tested and modified by individual councils.

- The City of Stonnington prepared a planning amendment to limit hours and patron numbers which has been approved by the Planning Minister and took effect on 2 February 2012.
- The Project Team's final report was considered at the November 2011 meeting. The Committee determined that it would seek a meeting with key personnel in state government to review work undertaken to date and discuss solutions to ongoing issues.

Consultation - IN PROGRESS

- A report on the meeting with the VCGLR was presented to the May 2012 meeting. Further consultation with the VCGLR is progressing. IMAP has requested that a submission be prepared to address policy issues relating to the freeze and the Definitions issues with the Department of Justice.

Action 7.7 Universities and Regional Development

COMPLETED

- An *Integrated Workplace Learning Program* was scoped to identify the potential of this program for all stakeholders and the following has been undertaken:
 - Workshops held in February and May 2010.
 - Development of a Manager's Guide with a checklist and responses to Frequently Asked Questions as a resource for councils
 - A part time staff position created to promote Students in Councils across the IMAP Councils was filled in May 2011 with progress reported back in August.
 - A Showcase, as part of Melbourne Knowledge Week was successfully hosted by the City of Melbourne on 2 December 2011. Council managers from a range of municipalities met with university representatives to develop networks.
 - Council's intranets have been updated with resource material so that information is readily available to Council managers on processes to employ a student.
- The final report was considered by IMAP in May 2012. The Committee determined that the showcase, as part of Melbourne Knowledge Week, should be continued and that resourcing to maintain the contacts database be determined.

Action 8.1 Priority for Freight Movement

IN PROGRESS

- This new project proposes some initial research be undertaken to determine the current freight movements through the IMAP region as a start point to understanding the needs and impacts of the current system. The brief for the first stage of this project was considered at the May IMAP Implementation Committee meeting.
- This project is deferred awaiting research being undertaken under Action 3.5.

Action 9.2 Environmentally Sustainable Design – commercial buildings

IN PROGRESS

There are three parts to this project:

1. Communication Strategy – development of ESD guidelines for publication
2. Review the current ESD policy position in Melbourne
3. Identify ESD retrofit issues

Stage 1 – IN PROGRESS

- Work on the Communication Strategy commenced in December 2010. ESD topics were identified and written up in the form of Factsheets for publication. The Working Group updated the IMAP Implementation Committee in March 2011 and February 2012 on progress to date.
- The Factsheets pack was formally launched at a function held at the City of Melbourne on 11 May 2012 with the first 10 topics now available on Council websites. Topics include:
 - Indoor environment quality
 - Energy efficiency
 - Water efficiency
 - Stormwater management
 - Building materials
 - Transport
 - Waste management
 - Urban ecology
 - Innovation
 - Construction and building management
- Additional topics for distribution are in preparation.

Action 9.3 Water Sensitive Urban Design

Stage 1 – COMPLETE

- *Model WSUD Guidelines* completed and endorsed.

Stage 2 – IN PROGRESS

- *Draft Stormwater Management local planning policy* has been refined following feedback from DPCD and is consistent with the recently gazetted City of Bayside Clause 44 WSUD amendment.
- Feedback received from Melbourne Water and the Department of Sustainability Office of Water has been positive and supportive of the policy.
- In April 2010 councils received approval from DPCD to jointly exhibit the amendment commencing 1 July 2010. The documents have now been lodged with the Minister for Planning for approval since September 2010. Councils have advocated to the new Minister to have this matter finalised.
- A letter was sent to the Minister by the IMAP Councils in June 2012 requesting that this matter be considered now that the *Living Melbourne Living Victoria* policy has been adopted by state government.

Action 9.4 Green Demonstration Projects

IN PROGRESS

There are three parts to this project:

1. Water Sensitive Cities
2. Green Roof Initiatives
3. Distributed Energy

1. Water Sensitive Cities - COMPLETED

- An overview of Water Sensitive Cities has been prepared including case studies to demonstrate how the principles can be applied and enhance the liveability vision for our urban precincts. The Final Report was considered at the November 2011 meeting. The

report has been circulated to neighbouring municipalities for information and is available on the IMAP website.

2. Growing Green Guide – IN PROGRESS

- The Green Roof Initiative aims to improve knowledge on green roofs, walls and facades and create solutions for the current barriers to implementation. The application for Sustainability Accord funding was successful. In conjunction with IMAP funding, the project aims to
 - develop Victorian technical guidelines - a “Growing Green Guide”;
 - develop recommendations for options to integrate greening into regulatory schemes
 - identify potential sites and work up feasibility studies

In addition it is proposed that practical application of the guidelines and policy recommendations could be undertaken through a demonstration project.

- The governance structure and timeline is now in place and the Project Officer and Research Officer appointed. The project was successfully launched at a well attended function at the City of Melbourne on 11 May 2012.
- Two stakeholder workshops were held during August and the make up of the Reference groups is now being determined. A progress report to the IMAP Implementation Committee has been prepared for the August meeting outlining some of the feedback received.

3. Distributed Energy Mapping – IN PROGRESS

- The Distributed Energy project aims to undertake an analysis of the potential for distributed energy in the IMAP area (district scale cogeneration, renewable and energy efficiencies) and develop business models for implementing commercially viable distributed energy systems in Melbourne.
- Work in 2011/12 focussed on establishing the project, identifying the availability of necessary data, and implementing funding and data sharing agreements between the CSIRO and the IMAP Councils. At the conclusion of 2011/12, the CSIRO and the City of Melbourne had implemented a funding grant agreement and agreed to a scope of work and timeframe for the project. Work to extract relevant Council data for the CSIRO modelling has commenced and will continue in 2012/13.
- Discussions with State Government departments have taken place to identify the relevance of work previously undertaken by Sustainability Victoria and Department of Planning and Community Development. Work to engage the relevant utilities has also taken place and will continue into 2012/13.
- Results of the study, including energy demand modelling, mapping of the potential for energy efficiency, demand management and distributed generation are expected at the end of 2012/13.

Action 10.1 Regional Open Space and Trail Network

IN PROGRESS

A working group presented a draft Project Plan to the IMAP Committee 28 August 2009.

In February 2010 the Working group detailed timeframe of the stages, desktop audit, engagement of partners and the development of an Implementation Plan, and in May 2010 updated the Committee on how the project has been integrated into actions being undertaken by state government agencies.

Since February 2011 GIS staff have been assisting the project by initiating the collation of land information across the 4 councils onto a base map. The next step is to map public realm and open space strategies of the IMAP councils across this base data to build up a detailed picture of future planning strategies and the linkages between them.

Strategy 11 – Regional Tourism

Stage 1 - Visitors Map - **COMPLETE**

Stage 2 - Regional Tourism Program & Experiential Packages – **COMPLETE**

Stage 3 - Visitor Profile and Satisfaction Study – **COMPLETE**

Stage 4 – **IN PROGRESS**

A three year Strategic Plan for Regional Tourism was reported and adopted by the IMAP Implementation Committee in May 2010. A range of initiatives were identified for implementation which builds on the previous work undertaken.

- **Licensing the tourism map to other tourist providers**
 - The Inner Melbourne map brochure continues to be the most popular publication for Melbourne visitors and the tourism industry. Approximately 47,000 copies have been distributed by IMAP per month in 2011/12.
 - The map has been made available under license to three tourism related providers.
 - With some duplication in the market, the IMAP Tourism working group has been exploring alternative applications, partnering with Destination Melbourne to produce one brochure, and ensuring the IMAP map continues to be available.
 - During 2011/12 the map was extensively reviewed to align with Public Transport Victoria's guidelines, include visitor information on Myki and test the changes with a volunteer audience.
- **Publicity to promote Inner Melbourne to the regions through:**
 - **inclusion in the Melbourne Style Magazine distributed as an inset in the Herald Sun**
 - **a Famil tour of Geelong tourist volunteers to points of interest in the 5 municipalities**
 - To tap into the drive market through regional Visitor Information Centres, IMAP councils, including the City of Maribyrnong, ran a "Famil" in May 2012 for volunteers from the Geelong Visitor Information Centre, taking them to key locations in the Inner Melbourne Region. Volunteers gained a sense of inner Melbourne, better knowledge of product and gained first hand experience to enable them to further influence what visitors directed from Geelong see and do in Melbourne.
 - Advertising and editorial was also secured in the winter edition of Melbourne Style magazine showcasing the inner Melbourne tourism product. This information was distributed as an inset in the Herald Sun throughout regional Victoria in early July 2012.
 - IMAP was also a sponsor of the 22nd Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference held in Melbourne in February 2012 to promote the IMAP model, the collaboration achieved across the member Councils in conjunction with the tourism industry and to acknowledge and support skills training required in the industry. Similarly, IMAP's sponsorship of the Tourism and Events Excellence Conference held in July 2012 promoted the "excellence in strategic partnerships" theme. Attendees applauded IMAP's approach as a best practice model in the industry.

These projects will continue to add value, deliver stronger relationships, practical solutions and strategic directions and influence the liveability and sustainability of the inner Melbourne region.