

IMAP Progress Report

March 2013

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 signs*

Action 2.3 Bicycle Network Legibility – *Priority Bicycle Network Report*

Action 2.4 Walking links and pedestrian priority areas - *Greenlight project*

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, publication*

Action 9.1 Regional Sustainability Targets – *Audit of IMAP Councils*

Action 9.3 Water Sensitive Urban Design - *Model Guidelines*

Action 9.4 Green Demonstration projects (part) - *Water Sensitive Cities Report*

Action 9.6 Use of Recycled Water in Open Space – *Technical Notes*

Action 11.1 Inner Melbourne Map – *Inner Melbourne Region Visitor Map, Volunteer Families*

Action 11.2 Regional Tourism Program – *Research & Itineraries, Conference sponsorship*

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 2011-12

Governance

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

Communications

- IMAP Website
- National Conference presentations (2009, 2011 & 2012)
- 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 – **ON HOLD**

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 Map 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 expanded in 2011-12 with the addition of representatives from the City of Maribyrnong.
- The 2012 Super Tuesday bicycle survey counts confirm that cycling numbers continue to increase across the IMAP area.
- The City of Melbourne committed \$5.6 million funding for 2012/13 and completed its Bike Policy 2012-16. Councils continue to work alongside VicRoads in completing previously funded projects and those for future implementation aligned with the Principal Bicycle Network.
- The City of Stonnington's Draft Bicycle Strategy is also in preparation.
- The Bicycle Network are exploring ways to assist greater collaboration between the Councils and agencies to develop an integrated bike network in Inner Melbourne.

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 from 3 consultants are being sought for this work in March 2013.

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 – COMPLETE

- Research on Car Sharing was reported to the IMAP Committee in August 2010.
- The Department of Transport undertook preliminary research on Strip Shopping Centres and Transport and the value of parking activity. This work has been discontinued.

Action 3.5 Reduced through traffic

IN PROGRESS

- The brief for this 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.
- 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 tender for this project was awarded in November 2012. The consultant ran the first workshop with their initial findings in January 2013.

Action 4.7 Improvements to Public Transport Services

IN PROGRESS

This 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 2011 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.

CLT 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 a number of other organisations, for research to be undertaken on **Community Land Trust** models and their application in Australia.
- The Australian CLT Manual has now been completed. A workshop was held on 14 December 2012 to explain how Community Land Trusts can be established in Australia. [A presentation to the IMAP councils is being planned for May 2013.](#)

Action 5.3 Integrating Public Housing Estates

IN PROGRESS

- The February 2012 Committee meeting approved a brief for this 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 presented initial findings of the research to the Committee on 31st August 2012. The consultant's final report entitled "*State and Local Government Collaboration: The Future Direction for Master Planning Public Housing*" was considered by the IMAP Committee on 7 December 2012.
- Representatives of the IMAP Committee subsequently met with senior staff at DHS in December 2012 to discuss the recommendation to establish a collaborative framework as described in this report. [A number of recommendations from that meeting will be considered by the IMAP Committee in March 2013.](#)

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 be undertaken early in the 2013. [Initial discussions have commenced with DPCD staff as the research from this project has value for the Metro Strategy development.](#)

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 resulting in the adoption of new planning amendments..
- The Project Team's final report was considered at the November 2011 meeting.

Consultation - IN PROGRESS

- A report on the IMAP meeting with the VCGLR was presented to the May 2012 meeting.
- A meeting between staff of the IMAP Councils and the VCGLR was held on 18 November 2012 to share information, clarify aspects of the application process and improve networks so that liquor licence applications and premises are managed more consistently.
- 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 7.2 Support Creative Industries

IN PROGRESS

An initial meeting was held in December 2012 to scope this project. Funding has been approved in December 2012 to collate information on current support programs being undertaken in the creative sector by the IMAP Councils and DBI.

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 are lodged with the Minister for Planning for approval since September 2010.
- The IMAP Councils wrote to the Minister for Planning in June 2012 requesting the matter be considered now that the *Living Melbourne Living Victoria* policy has been adopted by state government.
- The MD and GM Waterways from Melbourne Water attended the August 2012 IMAP Implementation Meeting. Their presentation endorsed the work being proposed and undertaken through WSUD approaches. [An invitation has been extended to the Office of Living Victoria to meet with the Committee in March 2013.](#)

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 was prepared including case studies to demonstrate how the principles can be applied to enhance the liveability vision for our urban precincts. Following its review 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 2012 and the makeup of the Reference groups is now finalised.
- [The project team reported to the December 2012 meeting on the process to evaluate demonstration sites across the IMAP councils.](#)

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 and identifying the availability of necessary data,
- implementing funding and data sharing agreements between the CSIRO and the IMAP Councils.
- agreeing a scope of work and timeframe for the project.
- commencing work to extract relevant Council data for the CSIRO modelling – to continue in 2012/13.
- Undertaking discussions with State Government departments to identify the relevance of work previously undertaken by Sustainability Victoria and Department of Planning and Community Development.
- engaging 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. The project team met in November 2012 with representatives from CSIRO to finalise data access arrangements. [The project team leader will provide an update on progress against agreed milestones at the March 2013 IMAP meeting.](#)

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.

In February 2011 GIS staff assisted 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. The establishment of an IMAP GIS to provide a map base across the inner Melbourne region approved in December 2012 will assist with this project.

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 – **ON GOING**

A further three year Strategic Plan for Regional Tourism adopted by the IMAP Implementation Committee in May 2010 continues to build on the previous work undertaken in 2 main strategic areas:

- **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 are distributed monthly and the map is licenced to three tourism related providers
 - The IMAP Tourism working group has been exploring alternative applications, and partnering with Destination Melbourne to ensure 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 .
- **Publicity to promote Inner Melbourne to the regions**
 - 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. **The working group are extending their Familis to other regions, and promoting the inner Melbourne area through Skybus promotions in 2012/13.**
 - Advertising and editorial was also secured in the winter edition of Melbourne Style magazine showcasing the inner Melbourne tourism product.
 - IMAP was a sponsor of the 22nd Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference held in Melbourne in February 2012 and the Tourism and Events Excellence Conference held in July 2012 promoting the "excellence in strategic partnerships" theme.
 - **A new 3 year strategy of activities and promotions was approved at the December 2012 meeting. A workshop to refine activities and priorities is scheduled for later in the year.**

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.**