

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report Summary 2013 → 2014

Inner Melbourne Action Plan
'Making Melbourne More Liveable'



Welcome

The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra, Stonnington and the Maribyrnong City Council working together on inner city regional issues to help make Melbourne one of the world's most liveable cities. [This report highlights the key achievements in 2013 -2014.](#)

This year is the first year of Maribyrnong City Council's membership with IMAP. In addition, Plan Melbourne, the State Government's metropolitan plan for growth to 2050 was published, establishing the Central Subregion around the 5 IMAP Councils.

The IMAP Councils are working closely with the Metropolitan Planning Authority (MPA) to identify priority projects for the Central Subregion plan and are reviewing the Inner Melbourne Action Plan to reflect these changes occurring in our region.

2013-14 is the eighth year of implementing IMAP projects. Two significant projects were completed this year – [the Growing Green Guide project](#) developed a how-to guide for green roofs, wall and facades in Melbourne and Victoria; and the [Reducing Through Traffic project](#) modelled origin-destination traffic data to enable better predictions and planning for growth in road traffic volumes. We also welcomed the Planning Minister's approval of the Water Sensitive Urban Design local planning policies developed by the IMAP Councils.

These collaborative projects indicate the benefits that arise from working as partner councils. The IMAP Councils will continue their strong partnership and work with the MPA in the implementation of cross boundary, regional projects to [maintain sustainable growth and liveability in the inner Melbourne region.](#)



Cr Jackie Fristacky
Mayor
City of Yarra



Cr Adrian Stubbs
Mayor
City of Stonnington



Cr Amanda Stevens
Mayor
City of Port Phillip



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



Cr Grant Miles
Mayor
Maribyrnong
City Council

Introduction

The Inner Melbourne Action Plan

Transport and connectedness, housing affordability, a sustainable environment and liveability remain the key strategic directions of IMAP to address one simple objective: to make the Inner Melbourne Region more liveable. The IMAP region hosts the capital city of Victoria, incorporating the major financial, administrative, retail, cultural, and entertainment functions of the State.

Melbourne's inner Metropolitan Councils have worked together over eight years to implement approximately 75% of IMAP's

11 strategies and 57 actions, identified as key areas for regional cooperation within the central city. The IMAP project scope is to deliver agreed regional outcomes that ensure the continued development and liveability of inner Melbourne in future years.

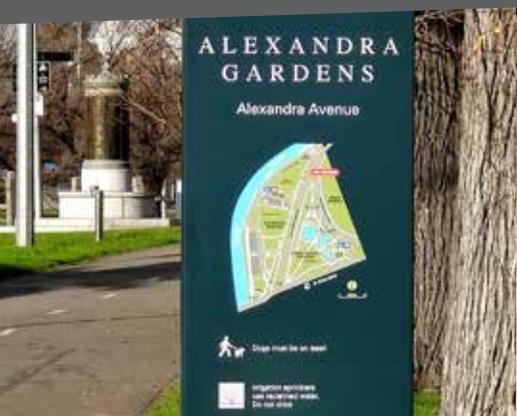
The IMAP project is unique in bringing key government stakeholders together to develop and deliver regionally based actions within an effective governance framework.

Future Focus

With the recent inclusion of the Maribyrnong municipality within the IMAP boundary, and the publication of the State Government's Plan Melbourne strategy, the IMAP partnership is uniquely positioned through its review of the Inner Melbourne Action Plan to have an ongoing role in the development of the inner Melbourne region.



Achievements of 2013-14



Visitor Signs

Action 2.2

IMAP Councils have engaged with State Government agencies to assist visitors orientate themselves and navigate the city.

A Melbourne visitor signage coordinating committee was established to build 'common threads' between roads, public transport, tourism, pedestrian, cycling and street directional signage systems across inner Melbourne, with shared symbols and terminology applied across all signs, and co-ordinated responses to signage requests.

Initiatives include:

1. Identification of priority attractions and key visitor routes.
2. Draft signing policies
3. Development of a Melbourne visitor signage Master Style Guide comprising two sections: Strategy and Implementation

Enquiries from other councils are welcome.

Bike Route Map

Action 2.3

In March 2013, the IMAP Implementation Committee agreed to reset the bicycle priority routes to ensure a coordinated approach is taken by all those engaged in establishing the bicycle network and staging future works.

This review work was initiated in 2013-14 with a number of joint workshops with the IMAP Councils' and State Government staff. IMAP representatives also met the Interdepartmental Cycling Committee to provide an update on IMAP initiatives.

The IMAP working group aims to update the 2008 IMAP Bicycle Network map of the inner city bike path hierarchy, which prioritised the major bicycle routes for development, promoted greater separation and more facilities for future inner city cyclists. The project will identify key corridors and linkages that can be developed in conjunction with work proposed by the State Government and to prioritise and coordinate funding requests.



Bike Network

Action 2.5

All Councils continued to make progress with bike related projects.

The City of Melbourne continues to undertake projects from its Bike Plan 2012-16 and allocated \$2.65M for bike works in 2013-14. Some funding was carried forward to complete the installation of the William St bike lanes, and ramp construction to connect the Capital City Trail and Morrell Bridge, to enable cyclists to move between the trails on each side of the Yarra River.

The City of Yarra is improving cycling conditions by continuing to fill in missing gaps and improve strategic cycle links. Council and increased cycling's priority in Yarra with \$1.2M funding in 2013-14.

The City of Port Phillip installed on road bike lanes on Principal Bicycle Network (PBN) routes (Glen Eira Rd and Carlisle St), a number of local on road bike lanes and cyclist safety improvements. Discussions

continued with VicRoads on the proposed removal of a morning clearway restriction on Marine Pde inbound between Glen Huntly Rd and Shakespeare Grove, Elwood to install a 1.5km full time, on road bike lane on this highly utilised part of the PBN.

The City of Stonnington has developed a new Cycling Strategy to guide resource decision-making to support cycling in the community. The Strategy includes plans for priority routes, infrastructure development/maintenance, program investigation, behaviour change programs and promotion to improve cycling opportunities. In 2013-14 Stonnington implemented projects from year 1 of its Cycling Strategy Implementation Plan 2013-17.

The City of Maribyrnong upgraded and added strategic cycle links and increased bicycle funding to \$300K in 2013-14. The Maribyrnong Bicycle Strategy, a 5 year guide for cycling investment, was completed.

Achievements of 2013-14

Through traffic

Action 3.5

Completed

This project involved research and investigation of the impact of through traffic in inner Melbourne. An inner city traffic model has been developed and tested against current knowledge, data and anecdotal evidence of traffic issues. Additional work required to determine features of key through traffic routes has also been completed.

The model of road network usage provides a basis for considering realistic actions the IMAP Councils and State Government can take to reduce the impact of through traffic. Further analysis to determine future strategies & research is ongoing, particularly with regard to freight.

The study's recommendations focus on 'genuine' through traffic passing through a municipality from one side to another. To mitigate these impacts, the study identifies actions to be undertaken on a regional (IMAP) level and those which should be undertaken on a local (Council) level. The IMAP Implementation Committee received the final report in May, agreed to the IMAP recommendations and to refer the individual stakeholder recommendations to the relevant authority for action.



Creative Business

Action 7.2

This new initiative aims to develop support for new and emerging creative businesses.

IMAP proposes to support the work of the municipalities and State Government through coordination and identification of synergies across the organisations.

The broad range of IMAP Council activities currently being undertaken with creative businesses was documented, to assist in the development of a project brief.

Recent analytical research undertaken by the City of Port Phillip and the City of Melbourne highlighted the impact this sector has on the local economy.

Following analysis of overseas examples, the 'creative business' sector has been defined for this project. The project team has identified the need for a regional strategy. Work on developing the project brief and establishing these networks is proceeding.

Sustainable Design

Action 9.2

Ten Sustainable Design Factsheets developed by the IMAP Councils were made available at their launch in May 2012. Since then, the Factsheets have been licensed for use by councils outside the IMAP area.

The Factsheets provide advice on sustainable building design requirements to address at the early design stage and when lodging a planning permit application.

The 10 Factsheets are reference documents for the proposed Environmentally Efficient Design local planning scheme policies for the IMAP Councils of Port Phillip, Stonnington and Yarra and the cities of Banyule, Moreland and Whitehorse. Work is underway to develop a framework to manage and maintain the factsheets over time to ensure consistency across municipality borders.

The next five Factsheets are currently being drafted.

Factsheets are available on the IMAP and Council websites. Enquiries from other councils are welcome.



Achievements of 2013-14

Green Roofs

Action 9.4

Completed

The Growing Green Guide for Melbourne project was finalised in February 2014 with a double launch; one for partners and stakeholders and one for industry. The project delivered the following outputs:

- › *The Growing Green Guide: A guide to green roofs, walls and facades in Melbourne and Victoria, Australia* – a 130 page hard copy and online guide to green roofs, walls and façades
- › *A Green Roofs, Walls and Facades Policy Options Background Paper* –for agencies wishing to develop policy to support green infrastructure
- › Feasibility studies, concept designs and estimated costs of potential demonstration sites
- › A website to host all the project findings www.growinggreenguide.org

The Growing Green Guide is a practical tool for industry that has garnered national and international interest, helping designers, builders and Councils ensure sustainable, maintainable green roofs, walls and façades are installed across the city.

Distributed Energy

Action 9.4

The Distributed Energy Project is being undertaken in partnership with the CSIRO.

The project is developing an energy demand map of the city, identifying energy consumption trends, opportunities for energy efficiency, demand reduction, and distributed generation and aims to identify energy savings that can result from a variety of solutions. This growth and demand reduction model will be able to inform strategic city planning and electricity network planning.

In 2013/14 the energy demand model was developed utilising building and property data from participating Councils. Utilities data was used to validate the model. Various energy saving intervention scenarios were modelled. A mapping model was also developed to create a 3D visualisation model for the data.

The final report and energy model are expected to be completed in August 2014. Modelling the economic impacts of energy growth and energy saving scenarios will not be undertaken due to funding.



IMAP Review

In February 2014 the IMAP Councils approved the project plan for the IMAP Review.

Around 75% of Actions in the current plan have been completed during the 8 years since the current plan was adopted. The inclusion of the Maribyrnong City Council in the IMAP partnership and the publication of the State Government's new *Plan Melbourne* this year have provided the impetus for this review.

A project team has been established with representatives from the five IMAP Councils and the Metropolitan Planning Authority to oversee the development of the new plan. A Literature Review of key policies and a Council survey has been completed to identify common issues. A program of workshops and reference group meetings is planned, involving a broad cross section of Councillors, staff and external stakeholders to develop ideas for the new Action Plan.

It is expected that a new draft plan will be available for consultation by December 2014.

Tourism

Action 11

2013-14 was the first year of the new three-year Tourism Strategic Plan for IMAP. Highlights include:

- › Printing 1 million copies of the Inner Melbourne Map.
- › Research comparing the Inner Melbourne Map and Official Visitors Map (OVM) to determine the needs of visitors.
- › Agreement with Destination Melbourne (DML) for the Inner Melbourne Map to form the basis of DML's OVM.
- › Research on how visitors find and use information to plan their travel was utilised to identify points on the visitor journey where Councils can inform visitors about inner Melbourne, the type of information to provide and where (including digital technology).
- › Review of the SkyBus Television marketing promotion on board in-bound buses.
- › Extension of the Melbourne City Sightseeing tourist bus service to St Kilda and Station Pier.
- › Partnering with VTIC to access membership networks and benefits.
- › Promoting inner Melbourne to 14,000 delegates and media attending the International Aids Conference.

Strategic Partnerships

We acknowledge the contribution of a number of external partners involved in assisting with the IMAP projects:

Action 2.2	<ul style="list-style-type: none"> › Melbourne Tourism partnership (Destination Melbourne Ltd, City of Melbourne, Melbourne Convention Bureau, Tourism Victoria, and the Victorian Major Events Company), VicRoads, Public Transport Victoria, City of Wyndham.
Action 2.3 and 2.5	<ul style="list-style-type: none"> › Department of Transport, Planning and Local Infrastructure (DTPLI), VicRoads, Bicycle Network
Action 7.2	<ul style="list-style-type: none"> › Department of State Development, Business and Innovation (DSDBI) – Inner Melbourne Business Office, University of Melbourne Student Internship Program
Action 9.2	<ul style="list-style-type: none"> › Council Alliance for a Sustainably Built Environment (CASBE). IMAP factsheets are licensed to the Cities of Knox, Kingston, Darebin, Nillumbik, Whitehorse, Whittlesea, Banyule and Moreland.
Action 9.4	<ul style="list-style-type: none"> › Green Roofs: The University of Melbourne, Department of Environment and Primary Industries (DEPI), a broad range of industry advisors and stakeholders in the Technical Reference Group, Canopy – the Melbourne Green Roof Forum, Melbourne, Victoria and RMIT University Students
Action 9.4	<ul style="list-style-type: none"> › Energy Map: CSIRO
Action 11	<ul style="list-style-type: none"> › Destination Melbourne Ltd, VTIC and Tourism Victoria

Further details of all IMAP actions and copies of resource material can be found on the IMAP website.





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

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