IMAP Implementation Committee

Progress Report

IMAP Communications and Governance

Purpose

1. To advise the IMAP Implementation Committee of the progress of IMAP Communications and Governance during the last 3 month period.

Governance

2. IMAP Review:

Refer to Item 11 on the agenda for the IMAP Review update report.

3. IMAP Implementation Committee meeting dates for 2015:

The meeting dates are attached for the Committee’s approval.

Refer Attachment 5a.

4. IMAP Annual Report and Annual Report Summary 2013-14:

A short summary of the work of the s86 IMAP Implementation Committees during 2013-14 was supplied to the five IMAP Councils on 24 July for inclusion in their council’s Annual Report.

The draft IMAP Annual Report and Summary 2013-14 have been prepared for the Committee’s approval.

Refer Item 7, Attachment 4 and 4a.

Communications

5. During the last 3 months the following activities have involved the Executive Officer and others in IMAP communications:

   o Action 2.2 Wayfinding – the Melbourne Visitor Signage Coordinating Committee met on 3 June to finalise representatives from each of the IMAP Councils to attend future meetings on developing the Master Style Guide. David Nash from Traffinity has been retained to review all the signage manuals existing across the coordinating committee agencies/councils as a first step to identifying the style guidelines.

     Refer to the attached Progress Report – Item 12 (Attachment 9)

   o Action 3.5 Reducing through traffic: Finalising this project at the last meeting attracted some publicity – copies attached.

     Refer to Attachment 5b and 5c for comments on the Bicycle Network website and the Herald Sun.

   o Action 7.2 Support Creative Businesses: A further meeting of the project team was held on 25 June at the City of Port Phillip. A definition for Creative Businesses was determined and the project team identified the need for a Creative Business policy to be agreed across the IMAP councils. A subsequent meeting in July has been deferred until August/September awaiting availability of a speaker from DSDBI.

     The CEO, City of Port Phillip has undertaken liaison with the IMAP Councils, SGS Economics and Carlton Connect to review the Urban Manufacturing research proposal.

     Refer Item 13 for an update on this proposal.

   o Action 9.4 Energy Mapping:

     Refer to the attached Final Report for this project – Item 10 (Attachment 7)
Action 9.3 Environmental Sustainable Design: The project team met with Corporate Counsel for Stonnington, Michael Smith on 29 July to discuss the best approach for developing the IMAP fact sheets into reference documents via CASBE.

Refer to the Progress Report for this project - Item 11 (Attachment 8)

Action 9.4 Growing Green Guide:

- A further meeting of Canopy – Melbourne’s Green Roof Forum was held on 16 July and continues to receive a good attendance.
- The project team leader, Gail Hall from City of Melbourne, delivered a paper at the 7th Liveable Cities Conference in NSW on 10-11 July 2014.

Refer to Attachment 5d for a copy of the conference paper.

- Attended the ARC Green Roof Linkage partner update meeting at the University of Melbourne, Burnley Campus on 30 July. The first of 3 annual payments has been made to this project.

Action 11 Regional Tourism: Meetings have been held with Destination Melbourne Ltd on finalising an agreement for distribution of the tourist map via the Official Visitor Map. The Executive Officer and Robert Wolff (Senior Economic Development Officer, CoS) met with Corporate Counsel, Michael Smith to finalise the agreement. The IMAP Executive Forum were consulted to determine if the matter required further discussion or whether it could be put directly to the IMAP Implementation Committee for out of Committee approval. This was agreed and approval was sought and confirmed in early August.

This represents a significant milestone for the IMAP map. Michelle Dawson, Tourism and Marketing Officer at the City of Yarra has been largely responsible for seeing this project through and she continues to provide significant time and support to the development and management of the IMAP map.

The Working Group was also significantly involved in promoting inner Melbourne to attendees at the International AIDS conference during the quarter.

The project team met on 18 August to review next steps.

Refer Item 14 for an review of the 2013-14 projects undertaken by the Tourism Working Group

Refer Item 15 for ratification of the out-of-committee decision.

Refer to Attachment 5e for the VTIC media release on the IMAP Council’s involvement with the AIDS Conference

Other. The IMAP Executive Officer also attended the following:

- Regional Management Forum – met with the Executive Officer on 7 July to consider alignment with IMAP. Subsequently, monthly update meetings with both RMF and MPA staff have been established, with the first meeting held 22 July. The next meeting will be on 25 August.
- Met with Austin Ley, Manager City Research, CoM on 9 July to discuss IMAPs procurement policy wrt the Urban Manufacturing proposal and to identify contacts at the IMAP Councils for the IMAP CLUE business case.
- Attended the COS strategic planners meeting with MPA representatives to discuss the Central City Framework on 8 July.
- Met with representatives of N and W DHS for a briefing on the Whole of Government AOD Hotspots Project on 4 June.
- Attended the Melbourne Conversation’s “Creating a Better Future for Melbourne” series on 21 July.
- Attended the SGS seminar “Government Sponsored Development Projects “ at RMIT on 5 August.
- A range of meetings associated with the IMAP Review – refer to the report Item 16.
**Recommendation**

That the IMAP Implementation Committee resolves to:

- **Note** the Communications and Governance Briefing Paper.
- **Approve** the IMAP Committee meeting schedule for 2015.

**Attachments**

- **5a** *IMAP Implementation Committee meeting dates for 2015*
- **5b** *Action 3.5 Reducing Through traffic Study – comments published on the Bicycle Network website*
- **5c** *Action 3.5 Reducing Through Traffic Study – comments published in Herald Sun, 9 June 2014*
- **5d** *Action 9.4 Growing Green Guide - Paper Presented by Gail Hall (CoM) at the 7th Making Cities Liveable Conference Kingscliff (NSW), 10 – 11 July 2014*
- **5e** *Press release in VTIC publication regarding IMAP Councils work at the International AIDS Conference 2014*
## IMAP - Meeting Schedule 2014 - 2015
### IMAP Implementation Committee Meetings (Quarterly)

<table>
<thead>
<tr>
<th>Year</th>
<th>Meeting</th>
<th>Date / Time</th>
<th>Host</th>
<th>Chair</th>
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<tr>
<td>2014</td>
<td>Meeting 36</td>
<td>Friday 28&lt;sup&gt;th&lt;/sup&gt; November 2014 (8.00am)</td>
<td>City of Melbourne</td>
<td>Chair  Future Melbourne [Planning] Committee</td>
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<td>Meeting 38</td>
<td>Friday 29&lt;sup&gt;th&lt;/sup&gt; May 2014 (8.00am)</td>
<td>Maribyrnong City Council</td>
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<tr>
<td></td>
<td>Meeting 39</td>
<td>Friday 28&lt;sup&gt;th&lt;/sup&gt; August 2015 (8.00am)</td>
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<td>Mayor</td>
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<td></td>
<td>Meeting 40</td>
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<td>City of Yarra</td>
<td>Mayor</td>
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<td>Meeting Room 1 Richmond Town Hall Bridge Road</td>
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Transportation news, studies and reports

The latest studies, reports and commentary regarding transport, infrastructure and bikes

Cross-town traffic due for cuts

19 June 2014. The growing concentration of through traffic in the inner suburbs is a threat to Melbourne liveability and economic health, but can be dealt with by prioritising public transport, bike riding and walking, according to a new study.

Currently activity centers in the inner municipalities are congested for the majority of the day, creating an uninviting environment for shoppers and visitors, bike riders and pedestrians, and obliterating public transport efficiencies.

And, according to the report by Jacobs SKM, inner Melbourne’s congestion is set to only get worse.

High population growth in car-dependent new outer suburbs will generate more private motor vehicle trips to and through the inner suburbs. The outer areas are so poorly serviced by public transport that they are forced to use their cars for all their trips.

Without drastic action congestion in activity centres and local roads will only get worse and rat running will become more of a problem.

The Reducing Through Traffic report was prepared for the municipalities of Melbourne, Yarra, Port Phillip, Stonnington, and Maribyrnong as part of IMAP (Inner Melbourne Action Plan). [Note large file size]

The report restates calls for the prioritisation of public transport, cycling and walking in activity centres. The report points to an easy first step: reducing speed limits to 40km/hr in activity centres.

The report also recommends that IMAP advocates for priority for pedestrians, cyclists, and public transport where there is sufficient road space.

However, the inclusion of ‘where there is sufficient road space’ is an embarrassing blunder. The accepted road hierarchy put pedestrians, bikes and public transport at the top, then freight, then private motor cars. This is how you get the most economically efficient use of the road space.

Maximising people frequenting and spending at local activity centres requires that these spaces are redesigned for pedestrians, bike riders and public transport users.

A highly important step in redesigning activity centres is to get local traders on side and the report wisely recommends doing so. Specifically, the report recommends discussions with traders regarding the demand for on-street parking.

To further strengthen the case for redesigning activity centres the report recommends that IMAP
should conduct a study comparing the economic value of motor vehicle parking compared to high quality access for walking, bike riding, and public transport.

A 2013 study on New York’s 9th Avenue showed huge increases in retail spending following the installation of a separated bike lane and ample bike parking. You would expect similar or better results for an inner Melbourne that also includes walking and public transport.

Another action to reduce congestion is planning policies that facilitate car-free housing or restricted car parking for high density residential developments.

These developments would require bike parking rates above and beyond the current provisions so that all residents have a secure place off-street to park their bike.

The proposition is clear for inner Melbourne: start making walking, bike riding, and public transport easier or local streets and activity centres will be at a standstill for years to come.
News

Herald Sun

News

Councils consider tolls on inner-Melbourne roads and cutting speed limits to ease congestion

- by: JOHN MASANIAUSKAS CITY EDITOR
- From: Herald Sun
- June 09, 2014 10:00 PM

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14

KEY roads would be tolled and a congestion charge introduced under a plan being considered by councils to deal with inner-city traffic congestion.

A report for the Inner Melbourne Action Plan also called for 40km/h speed limits in all activity centres and more priority given to public transport, cycling and walking.

IMAP comprises the city's five inner municipalities: Melbourne, Yarra, Port Phillip, Stonnington and Maribyrnong. The Reducing Through Traffic report, by consultants Jacobs SKM, said rising population growth across Melbourne meant a higher incidence of drivers “rat-running” through inner suburbs.

“Traffic congestion on arterial routes can lead to traffic filtering through residential areas as drivers attempt to bypass peak-period traffic queues, causing annoyance to residents and degrading local amenity,” it said.

As long-term options, the report recommended imposing tolls on existing roads and introducing an inner-Melbourne congestion charge, provided there were significant public transport upgrades.

While it did not specify which roads could be tolled, the report said key through-traffic routes included the Eastern Freeway, St Kilda Rd, Dandenong Rd, Hoddle St/Punt Rd, Alexandra Pde, Kings Way, Elliott Ave and Ballarat Rd.

Lord Mayor Robert Doyle recently ruled out a London-style congestion charge for the CBD, claiming it would be an unfair tax burden on motorists.

RACV public policy manager Brian Negus said his organisation also rejected the charge, as well as any bid to toll existing roads.

"Cross-town and through traffic is critical to the community's mobility and economic development," he said.

"We need reform of the dysfunctional motoring taxes, not just simply imposing tolling of existing roads and a congestion tax on top of them."

The IMAP report also called for 40km/h speed limits to be extended through all activity centres, and for the development of policies on car-free housing.
Councillors consider tolls on inner-Melbourne roads and cutting speed limits to ease congestion

John Masanauskas

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**allan** 1 day ago

So unused bike lanes are increased, pedestrian access increased, vehicle may drop to 40 Kph, and then a 'congestion' tax - well guess what IMAP 'geniuses', you suggestions WILL cause congestion, but hey, it raises money for the coffers, doesn't it, and that's what this is all about..

1 Like  Reply

**Logic** 6 hours ago

@allan Unused? Every morning I see cyclists passing cars stuck in car created gridlock. It's the same accross inner melbourne.

Like  Reply

**Tony** 1 day ago

The public want public transport, but this falls on deaf ears. The public have no input in the size and make up of Melbourne's design and future, but non the less the public could be force to pay tolls! Our population is bigger than what our city was ever designed for, and there's no plan for a future cap, or a population policy. Rather than imposing financial punishments for using cars, there should be open debate on the evolution of our city - and it's optimum size and structure.

2 Like  Reply

**Oopster** 1 day ago

Dropping speed limits to ease congestion, what rubbish. The knock-on effect from people doing 10-15km under the legal limit is what is blocking our roads and highways. As for the tolls, won't happen.
dexxter
@Oopster A bit like the Monash 'freeway' drops from 100km to 80km for no good reason and traffic just banks up - those that do follow the speed limit... Keep a constant 100km/h and let the traffic flow - or is that too much sense for the experts?  

Terrible Two's
So what does my rego pay for? Surely the fact I pay my rego gives me the right to drive my car on any road in this state as I want. Why does a council have so much power? When does the state government step in a pull the brakes on them. I have always thought that councils should be eradicated and replaced with local state government offices. That way we decide what happens, not locally elected do gooders.

Evan
what a joke, they'd want to invest a hell of a lot in public transport before they did this...

Peter
Let's have a tax on all employers who do not have their premises located close to public transport. Let's then have a campaign to get people to use public transport to get to work.

Trevor
How silly are our people in power that tax's fix everything. Us country folk have enough fun getting to the city as it is without adding more hip pocket pain...

Melissa
Because we don't already have enough taxes????
Yeah, right, sure!!

Erol
It seems that politicians and councillors only know one way to try and solve problems and that's to tax the pants off you! It still doesn't solve the problem!

Don
Just get rid of the bloody bike lanes.

Joe
If this is the best idea our councils and politicians can come up with might i suggest they all resign and let some adults take over...introducing a tax is dumb and speaks of people that have no clue of what to do to fix the states problems...I am not bashing bike riders here but what did these Einsteins think would happen to traffic when they removed whole lanes from their use? Surely they are not clever enough or devious enough to be doing these things deliberately just so
Councils consider tolls on inner-Melbourne roads and cutting speed limits to ease congestion | Herald Sun  Page 4 of 4

they can bring in another tax? they speak of having to do the same as London with the congestion tax! I really that city did not introduce a tax of this nature until their population reached what? 9,000,000 people or more and we are so far away from that its not funny... so are to assume that the UK's politicians are that much smarter than ours or alternatively are ours just thick as bricks to start with? I hope they have consulted with the T.W.U over this because its a pretty safe bet there will be a annoyed chaps with trucks around if this idiocy is introduced.....

Kerri

It's just revenue raising for the councils. They cannot be serious about this until public transport is improved. They are all major roads for people like me that live in the Bayside suburbs. Will cyclists be charged as well, because as it is now they can often take up one lane which can cause congestion often leaving one one lane for cars during peak hour times.

1 day ago

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‘This is not the Big Brother house’

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‘Let him kill me’: Wife’s chilling premonition

A WOMAN allegedly stabbed to death by her estranged husband as their four children slept nearby in Melbourne’s south-east shared a frightening intuition before her murder, a court has heard.

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Gail Hall
City of Melbourne
GPO Box 1603
Melbourne, Victoria, 3001
E: gail.hall@melbourne.vic.gov.au

Paper Presented at the
7th Making Cities Liveable Conference
Kingscliff (NSW), 10 – 11 July 2014

ABSTRACT: The introduction of vegetated green spaces in built up areas has many documented benefits and is, as yet, an underutilised approach to adapt to climate change and increasing growth of urban populations. Using a collaborative approach between government, commercial and research sectors, the Growing Green Guide for Melbourne Project developed a set of best practice guidelines (the Growing Green Guide) to increase knowledge about and reduce the technical barriers to the design, maintenance and construction of green roofs, walls and facades. The Project also developed a policy options paper for use by councils, building developers and planners across Victoria. In addition, the project identified potential sites where green roofs, walls or facades could be developed within the four partner council municipalities.

The Growing Green Guide for Melbourne Project created new partnerships between local governments and The University of Melbourne, generated goodwill between industry and government, and increased stakeholders’ understanding of green roofs, walls and facades.

The primary output, the Growing Green Guide, is a practical tool for industry that has garnered national and international interest. Melbourne is now recognised as a proactive city that encourages the incorporation of green roofs, walls and facades as part of new constructions, and as retrofits to existing buildings. The guide will help designers, builders, property asset managers, homeowners and council staff to ensure that high quality, sustainable and maintainable green roofs, walls and facades are installed across the city. The knowledge gained throughout the project is available freely online and The Guide was published under a Creative Commons licence to facilitate the use of this information by others, and allows other organisations to legally update the Guide in the future should they so wish.

The true measure of success of the Growing Green Guide Project will be apparent in coming years by documenting the rate of development of high quality green roof, wall and facade projects across Melbourne and Victoria and comparing it to the number of these systems we have today.

Key words: green roof, wall, façade, guide, policy, partnership
Introduction
Green roofs, walls and facades are becoming more common in cities across the globe. Many Australians such as Loh, (2008) and Sharman, City of Sydney (2014) are realising the potential of these living systems to improve the quality of their built environment, and to provide social, aesthetic, environmental and economic benefits.

Like many other cities, Melbourne faces continued pressure from increasing urban development. According to population estimates released in 2014 by the Australian Bureau of Statistics Sydney and Melbourne each grew by almost 1.7 million people between 1973 and 2013 with the overall growth rate for Melbourne being higher (62 per cent increase compared with 54 per cent). This reflects Melbourne's comparatively higher growth rates in recent years. If current trends prevail, Melbourne is projected to overtake Sydney to become Australia's largest capital city by 2053. This rapidly increasing population is increasingly living in a densely built, inner city environment. This type of dense built form is subject to increased day and night time temperatures due to the retention of heat and pollution produced by cars, industry and commerce, and solar energy retained by buildings and paved surfaces. This is well documented in Coutts et al (2007). Increased urban temperatures and air pollution in summer, in particular, have been shown to be detrimental to human health and wellbeing. Victoria’s Health Department Heatwave report (2009) highlights the number of excess deaths attributed to high temperatures in Victoria during the 2009 heatwave. The Environment Protection Agency undertook a study in Melbourne between 1991-1996 and demonstrated an association between elevated nitrogen dioxide, carbon monoxide, ozone and particulate air pollutants (such as smoke and dust) and mortality due to cardio-respiratory disease, including asthma.

Urbanisation also leads to the loss of vegetation, potential habitat for wildlife, increased impervious surfaces and increased surface run-off and resultant potential flash flooding. These issues will be exacerbated by a warmer and/or wetter climate. Collectively these issues present enormous environmental, economic and social challenges and require new ways of thinking to make our cities more liveable now, and into the future.

Many cities around the world recognise the importance of having green infrastructure; that is, natural landscape assets, including vegetated open space. Green infrastructure includes trees, parks, water sensitive urban design features (such as wetlands and rain
gardens) and green (i.e. vegetated) roofs, walls and facades as highlighted in a Victorian Centre for Climate Change Adaptation Research report by Norton et al, (2013).

Green roofs, walls and facades are an appealing way to add green infrastructure to a city because they can be included on new buildings or retrofitted onto existing buildings, mostly without requiring space at ground level. They can partly compensate for the loss of natural vegetation, and provide localised cooling and aesthetic improvements in dense urban centres where space for other types of green infrastructure is limited or absent.

Sharman (2014) has described the many benefits that green roofs, walls and facades can provide including:

• Air quality: Greenery on roofs and walls helps remove harmful air pollutants, making the air cleaner and healthier. They can also improve air quality inside the building.

• Beauty: Green roofs and walls are beautiful. They can turn a drab wall or bitumen roof into a striking feature of the building.

• Biodiversity: They provide space for insects, reptiles and bird life to find water, food and shelter. Biodiversity is vital for a healthy urban environment.

• Health: The human need to be around living plants is called 'biophilia'. Numerous studies show the physical and mental health benefits we experience from being in and around growing plants.

• Insulation: They insulate buildings, reducing our reliance on active heating and cooling, and energy consumption.

• Noise: They also help insulate the building from outside noise creating a quieter and more peaceful indoor environment.

• Space: Previously unused space can be turned into valuable space for recreation, growing food, gardening and so on.

• Roof life: They can extend the life of a roof by up to 40 years, limiting exposure to sun and weather. Green roofs keep temperatures more even and minimise expansion and contraction from temperature changes.
Solar panels: They improve solar panel efficiency keeping the surrounding temperature at an optimum level.

Urban heat island effect: Hard surfaces absorb heat from the sun and radiate it back into the environment, leading to higher city temperatures. Green roofs and walls lower this effect, making the city a more comfortable place.

Water: They slow and clean the rainwater run-off from buildings, improving our waterways.

After understanding the many benefits that these systems can play in improving the livability of cities for people and the environment the Growing Green Guide for Melbourne Project was developed. It aims to increase the number of high quality, sustainable and maintainable green roofs, walls and facades in Melbourne, Australia. Led by the City of Melbourne, the Project is a joint initiative of the Inner Melbourne Action Plan councils (IMAP): Melbourne, Yarra, Stonnington and Port Phillip, along with the University of Melbourne (Fig. 1). The project was funded through the Victorian Government’s Victorian Adaptation and Sustainability Partnership, and through the IMAP Councils. The project ran from 2011 to 2014.

The Project created (see Fig 2.):

- A guide for the design, construction and maintenance of green roofs, walls and facades (the Growing Green Guide)
- A Policy Options Paper to help government agencies consider a range of ways to support and encourage uptake of green roofs, walls and facades
- A review of possible demonstration sites for green roofs, walls and facades in the inner Melbourne region
- A website to showcase this work: www.growinggreenguide.org
Project Rationale

The driver for this project was the understanding that green roofs, walls and facades offer a means by which cities can adapt and increase resilience to climate change. Green roofs, walls and facades that are well designed, built and maintained are sustainable landscapes that can reduce the impacts of urban development on our communities. However, despite persuasive business cases for green roofs and the expansion of the industry overseas as highlighted by Carpenter (2008) green roofs and walls have not yet been widely implemented in Melbourne or Australia. In contrast, cities across North America, Europe and Asia have widely embraced green roof technology. For example the Green Roofs for Healthy Cities Annual Green Roof Industry Survey found that the highest coverage in green roofs occurred in the Washington DC Metropolitan Region with the installation of 2,164,926 square feet of green roofs in 2013.

Melbourne’s temperate maritime climate, and relatively even rainfall throughout the year offers the opportunity to explore how green roofs, walls and facades can be designed to suit our local conditions.

Barriers to development

A number of barriers exist in Australia to the implementation of green roofs, walls and facades. While expertise continues to develop in these industries, the number of players is still small. Different providers may provide conflicting advice, as best practice is yet to be established. Growing Up’s policy options paper for green roofs by Crawford et al (2009) found that some of the crucial barriers to be overcome include:
**Horticultural knowledge**

Unsurprisingly, as with any built system that incorporates living elements, there is a lack of certainty about plant selection, growing media, irrigation systems and regimes, and about how much maintenance is required. There is limited local research on plants and growing media suitable for our climate except for work on plant trials and plant water use in Victoria, Australia by Farrell et al (2012 & 2013).

**Knowledge about buildings**

Unlike Germany’s Guidelines for the Planning, Construction and Maintenance of Green Roofing – Green Roofing Guideline produced by the Forschungsgesellschaft Landschaftsentwicklung Landschaftsbau e.V. (FLL), Singapore’s Centre for Urban Greenery and Ecology (CUGE) guidelines and other international standards such as ASTM, Australia has no industry body responsible for documenting construction requirements for green roofs, walls and facades. Uncertainty about building construction and weight loading capacity may hinder uptake of green roofs and walls – this is particularly relevant for retrofits on older buildings where construction drawings and other information may not be available. Likewise, compliance with elements of the Building Code of Australia are directly relevant to green roof, wall and facade construction (e.g. waterproofing, balustrade heights) but these have not been specifically identified and collated, and both designers/installers and building surveyors/inspectors will need to understand how compliance will be achieved. Lastly, knowledge of Occupational Health & Safety laws and requirements during construction and after completion and particularly in relation to access and maintenance is required, as is an understanding of how compliance with the Disability Discrimination Act (1992) may affect design and construction (of green roofs, in particular). All of these are part of the knowledge base necessary for those involved in design, installation and maintenance of green roofs, walls and facades.

**Knowledge about planning requirements**

Within some councils and within planning consultancies there may be a lack of understanding, and therefore consistency, of planning requirements and what will be needed for owners/developers to gain planning and building approval.
Understanding of costs and lack of incentives

Currently there is a relatively high installation cost for green roofs in Australia, and a relative lack of easily accessible cost information about the installation and subsequent maintenance of these structures. With relatively few projects on the board, each is essentially unique, and extrapolation of known information to a new site with its own complexities can only provide an estimate of the likely cost. In addition, costs will change as new technology and approaches are developed and applied.

In Australia at present, there is a distinct lack of incentives (particularly for developers) that would promote the incorporation of green roofs into new building designs. Additionally, building rating schemes such as Green Star and NABERS do not treat green roofs/walls/facades as a stand-alone category although vegetation on roofs and walls may count towards scores in other broader categories.

How the Growing Green Guide Project was undertaken

The City of Melbourne initiated the Growing Green Guide Project, based on its history in the area of green roofs, and an interest in increasing the number of high quality green roofs, walls and facades in Melbourne and across Australia. Through its quarterly green roof forum, Canopy, and its involvement in the Growing Up demonstration project, City of Melbourne was well aware of the potential benefits of installing high quality green roofs, walls and facades at a broad scale across the city. The Growing Green Guide Project was designed to draw further upon the Growing Up Green Roofs Melbourne’s Policy Options (Crawford et al, 2009) paper, in particular to address the barriers previously mentioned in this paper.

The City of Melbourne invited City of Port Phillip to become a project partner on the Growing Green Guide Project because of their interest in the Urban Heat Island Effect and Climate Change Adaptation. The two councils agreed to apply jointly for project funding from the Victorian State Government through the Sustainability Accord (now the Victorian Adaptation and Sustainability Partnership; VASP). As the two councils often work in partnership with the Cities of Yarra and Stonnington as part of the Inner Melbourne Action Plan (IMAP), it was subsequently agreed that the project become a larger IMAP bid. The collaboration of the four council partners was facilitated by IMAP’s Executive Officer, Elissa McElroy. The project sat within the IMAP broad strategy of ‘green demonstration projects’, with the aim of improving the liveability of inner Melbourne.
Due to the size of the project a Project Officer and Research Officer were budgeted for a period of 2 years each. A framework was set up to manage the project across the multiple partner (see Fig 3.)

Fig 3. How the project reporting was set up

The project was set up with numerous partners and with the need to engage several diverse stakeholders throughout the project (see Fig 4). It was clear that a high level of engagement was required throughout to ensure adequate buy in and uptake and use of the final product. Research into similar guidelines development in the UK (The green roof guide) found that if some sectors of industry are not involved in the development of best practice guidelines, they can, in fact, be opposed to the final product. In consideration of this we purposefully planned to engage with a large spectrum of stakeholders to ensure that the guidelines and policy options would be relevant, useful and to get buy-in from the relevant areas of government and industry.

There were two key elements of engagement used in the development of the Growing Green Guide and the Policy Options Paper:

1. We identified professionals engaged in the design, construction and maintenance of green roofs, walls and facades to form a reference group that would help to write the Growing Green Guide and the Policy Options Paper. Each of these contributors provided their own perspectives, and in both cases they are part of the target audience for these documents.

2. We held public forums to engage these people with the project and with each other. We kept people informed along the way through meetings, and the circulation of draft documents for comment.
The project was initiated, ran and funded by independent sources (government bodies and a university) with input from the industry and public. This is considered to be an unbiased and inclusive method for developing a best practice approach to things like these guidelines.

**Approach**

In detail the approach used in each part of the project is described below.

*Growing Green Guide*

The initial scope of the project was developed through community and industry workshops held during the first 6 months of the project.

Reference group meetings were held with the panel of industry experts throughout the project, and a reference group of experts established to advise on the content of the Guide. A first draft report was developed and provided to the reference group for feedback. Content was compiled from the existing knowledge of project partners reference group members (industry experts), and desktop research (see the “Resources” section of the *Growing Green Guide*).

After identifying a short list of projects for inclusion in the “Case Studies” section, sites were visited, and interviews were conducted with key personnel involved in the
development of each project. Some of the case studies were run as research projects by tertiary students; others were developed by the Project’s Research Officer.

A design consultant was engaged during the development of the second draft, to enable a formal document to be produced so stakeholders could provide feedback on both content, images and layout.

The release of the third draft for public consultation was accompanied by a media release, promotion via a project mailing list, and special events including Canopy – Melbourne’s Green Roof Forum. The draft was available online and a survey enabled readers to provide feedback identifying areas that needed revision. The project team revised the draft again following the receipt of feedback from over 60 people.

Two peer reviewers (Graeme Hopkins, Aus. and Ed Snodgrass, USA) were paid to review the document for technical accuracy, and an editor was engaged to review the style, language and quality of the writing. Student volunteers helped transfer the information in the Guide into webpages and a design consultant was appointed to provide input into design and presentation.

The Guide was released at two launches in February 2014. The first of these was an official event for stakeholders, and included speeches from key government and partner figures. The other was part of professional industry event for 300 attendees with an interest in environmentally sustainable design. Communications in various newsletters, social media and a media release helped promote the final product and the Growing Green Guide website.

Policy Options Paper

This part of the Project began with a workshop to develop the scope for potential policy development. It involved stakeholders in statutory and strategic planning, sustainability, local laws, building and legal sectors with participants from each of the partner councils and State Government’s Department of Transport, Planning and Local Infrastructure. A select number of the members of this group became the Policy Reference Group who provided guidance and review of policy options investigations throughout the project.

The Project Officer undertook desktop research to review local and international policies on green roofs, walls and facades, with the assistance of a student volunteer. The Policy Reference Group provided comment on the first version of the paper through
workshops. Input from individuals was also sought after review of comments. Other professionals were provided with draft papers, and interviewed where gaps in knowledge were identified.

Workshops were held with councils and the Department of Transport, Planning and Local Infrastructure to disseminate the Policy Options Paper findings, and to build momentum around the work. A student intern helped the project officer to run these workshops. Minor amendments to the policy options paper were made after the workshops. The *Policy Options Paper* was approved by the IMAP Implementation Committee, a group of senior executives from the four partner councils.

*Demonstration sites*

Potential sites for a demonstration green roof, wall or facade project were identified in three stages:

1. **Opportunities Assessment** – Project Control Group members from each partner council identified potential sites in their municipality (late 2012).

2. **Feasibility Study** – the Project Control Group selected a subset of sites that had the greatest potential to be taken through to development. Aspect Studios was appointed to investigate the feasibility of each of these sites (early 2013).

3. **Concept drawings and costing** – the Project Control Group used the *Feasibility Study* to select one site per municipality to progress to concept stage. Bent Architecture was appointed to provide concept designs and indicative costs for the four sites (mid 2013).

A final report *Working towards demonstration sites for green roofs, walls and facades in Melbourne* summarises these activities. This report, the *Feasibility Study* and the *Concept Designs* are available to the public via the Growing Green Guide website.
Project Activities

Fig 5. Project officer and research officer employed February and March 2012

Fig 6. Project launch event June 2012

Fig 7. Promotion of the project to the wider community through the Melbourne Open House event, City of Melbourne rooftop, July 2012

Fig 8. Guidelines stakeholder workshop August 2012
Fig 9. Policy stakeholder workshop August 2012

Fig 10. One of the 6 university student teams who helped on the project with the project officer, March 2013

Fig 11. Site investigations as part of the feasibility study of potential demonstration sites, April 2013

Fig 12. Draft guide released for consultation was launched as part of the Canopy green roof forum, November 2013
Fig 13. Website finalised in February 2014

Fig 14. Official launch February 2014

Fig 15. Industry launch February 2014
Key findings

The project has achieved all of its outputs and has received significant praise from stakeholders. Many have been promoting the Guide to others from the moment it was released. Networks were built and stronger relationships exist among the stakeholders. The reputation of the project partners is now higher within the building and design industry, including architecture and horticultural industries and the green roof, wall and facade industry itself. Councillors and senior management of partner organisations have a greater awareness of green roofs, walls and facades, due to the regular briefings via the Inner Melbourne Action Plan Implementation Committee. The website created to house the guidelines and other outputs has had almost 20,000 visits from over thirty different countries since the end of February 2014.

Some quotes from project control group members interviewed during the evaluation include:

“The results are beyond my initial expectations and show what can be achieved when a group of people with similar goals together with financial support and encouragement can achieve.”

“This is perhaps the best example I have personally experienced of an IMAP or Victorian Adaptation and Sustainability Partnership project where stakeholders were actively engaged in a timely and effective way throughout the project.”

We believe that the Project was embraced by partners and industry throughout its development and launch, and ongoing, because of the consultative process that was followed. Contentious issues were identified and worked through; each participant’s voice was heard; sharing of knowledge enabled problems to be solved quickly, and was valuable for reference group members individually, as well as for the Guide team as a whole.

Many of the project objectives are long-term and will take time to realise. Even short term project objectives such as increasing the understanding and knowledge of the target audience in relation to green roofs walls and facades is difficult to measure, with the Guide being released early in 2014. However a study of council officers’ self-reported understanding of green roofs, walls and facades showed evidence of change, with people saying they had low knowledge and low confidence in talking about these topics (2012), to medium knowledge and higher confidence (2014).
The biggest difficulty in short-term projects such as this, is maintaining momentum after the project is completed. Over time, the Guide will become out of date, and there is no mechanism in place to facilitate a revision. Through Creative Commons Licensing, the project team ensured that the copyright is in a form that allows others to reinvent the document, providing that attribution is made to the original developers of the Growing Green Guide. It is hoped that even if the current project partners cannot update the Guide in future, another organisation may be able to take on this role. The website has a generic domain name and is hosted independently of the partner council websites, so if an industry group or council wished to take on the long-term maintenance of the site, this could be facilitated.

It was originally hoped that all councils would pursue the development of the identified demonstration sites after the completion of this project. Only one of the four councils has pursued funding for the creation of demonstration sites to date. Other councils have though demonstrated their intention to develop green roofs or walls on other council owned buildings with several council buildings now having a green roof or wall proposed in their designs. Most of these can be directly attributed to the knowledge gained in these councils through the Growing Green Guide project.

Policy options have been identified for Victoria. Some of these are already complete or underway, such as fact sheets and the guidelines. But others have not been progressed. These options now need to be critically analysed by the IMAP councils to determine which ones can be developed either individually or as a group of councils. This will be a valuable step in progressing the development of policy that supports and encourages green roofs, walls and facades in Victoria.

The following recommendations are suggested beyond the scope of this project to help further the spread of these systems in Australia:

1. That the building and design industry embrace the guidelines and use them to inform future projects, so that high quality green roofs, walls and facades are installed in more places across Melbourne and Victoria. The Guidelines and other project outputs could be used as training materials in professional development courses. They can also be promoted and linked to from building and design industry websites and newsletters.
2. That further research on green roofs, walls and facades is undertaken. The project partners have committed funding to The University of Melbourne to undertake more research on green roofs and the team recommends that the results of this research and other new developments in the industry be incorporated into an updated version of the guide in three to four years’ time. Research opportunities should be considered in all new green roof, wall and façade projects built by government agencies. Research will help inform policy decisions and can help build the case for inclusion of green roofs, walls and facades in green building rating tools.

3. That the four council partners pursue funding for demonstration sites that were identified as having potential from the feasibility study. These demonstration sites should be used as research sites and their planning, construction and maintenance used to inform future editions of the Guidelines.

4. That the four council partners pursue policy development, based on the policy options paper, within their organisations and collaboratively through the Inner Melbourne Action Plan group.

Conclusion

The Growing Green Guide Project partners believe we have created a comprehensive Guide that will be referred to by industry, homeowners, council staff and academics for some years to come. We anticipate that one measureable outcome will be an increase in the number and/or the rate of installation of green roofs, walls and facades in Victoria, relative to the 5-year period preceding the Guide’s release. We also expect to see the development of demonstration sites, and will continue to press for appropriate policy support at State and local government levels to increase uptake still further.

To find out more or to download the documents from the project visit http://www.growinggreenguide.org or contact greenroofs@melbourne.vic.gov.au.
References


Sharman, L. City of Sydney (2014) *Advantages of a green roof or wall*. Available from –


www.growinggreenguide.org
THE WORLD WILL TURN ITS EYES TOWARD MELBOURNE IN LATE JULY THIS YEAR, AS MORE THAN 14,000 PARTICIPANTS AND ABOUT 1000 MEDIA REPRESENTATIVES GATHER FOR THE 20TH INTERNATIONAL AIDS CONFERENCE (AIDS 2014).

Held bi-annually, it is the world's largest health-related conference and the platform for those working in the field of HIV research and education to share the latest in scientific advances and community programs.

With time on their hands across the 8-10 day lead-in and conference period, visitors are expected to embark on an exploration of Melbourne and beyond, seeking that special experience that makes a destination stand out.

Enter the Inner Melbourne Action Plan (IMAP) councils! IMAP representatives work collaboratively on many municipal projects where interests intersect, but this is the first time the group has proactively joined forces to create a fascinating and engaging cultural program to support a large international conference.

The IMAP program, developed by the cities of Melbourne, Port Phillip, Stonnington, Yarra and Maribyrnong, will dazzle visitors with an ambitious range of events and activities, including exhibitions, sporting fixtures, retail programs, performances, historic walks, music, gallery showings, public conversations and forums, concerts and recitals, building projections and much more.

Visiting delegates will easily be able to explore the different regions, to enjoy unique dining and hospitality options, multicultural and Indigenous activities and the truly inclusive hospitality for which Melbourne is world renowned.

One of the key projects the group has developed is Paint the Town Red, a program that will see more than 40 of inner Melbourne's prominent buildings, precincts and open spaces floodlit red, demonstrating in a strong visual statement the support for AIDS 2014. From Luna Park to Chinatown, the colour red will be highly visible. Town halls across the various precincts will be illuminated alongside historic buildings such as Parliament House, the Old Treasury Building and the Royal Exhibition Building, as well as modern structures such as Eureka Tower, Melbourne's Star Observation Wheel and Federation Square. Connecting these precincts, Melbourne's iconic trams will be sporting a large red AIDS ribbon on their driver cabins, another initiative developed to showcase the program.

A collective of businesses in Smith Street, Fitzroy, has created a dynamic environment that will be the 'social hub', offering a vibrant musical smorgasbord, while visitors to Maribyrnong will be treated to a cultural program that showcases the rich endowment of our multicultural local communities. The St Kilda hub will focus on Fitzroy Street and Luna Park, with street entertainment that highlights the historic features of the precinct.

Winning the conference for Melbourne presents an opportunity to deliver an enduring legacy in terms of presenting a desirable travel destination. Our city, state and country will be on show and Melbourne is proud to be the host city for the Asia-Pacific region. The IMAP councils are proud to have worked collaboratively on this innovative cultural program supporting AIDS 2014.

Cr Amanda Stevens is Mayor of the City of Port Phillip. AIDS 2014 will be held from 20-25 July at Melbourne Convention and Exhibition Centre (MCEC).