

IMAP Progress Report

November 2011

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 Stage 1 - *Report on Parking*
 Action 5.2 Affordable Housing - *Needs Website (May 08)*
 Action 6.3 Activity Centres Stage 1-*Cumulative Impact Assessment tools*
 Action 7.4 Regional Economic Development *Statement*
 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
- Memorandum of Understanding –Intellectual Property

Communications

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

Advocacy

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

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.

Action 2.5 Bicycle Network

Implementation of Priority Routes - IN PROGRESS

- Action 2.3 delivered the Priority Bicycle Network for IMAP (January 2008) with recommendations from this report 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 and therefore require the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes.
- These routes also provide the opportunity to implement some of the separation and delineation treatments being designed and installed in various municipalities. The development of this hierarchy of treatments is considered 'best practice' and the opportunity to promote and share this knowledge more broadly is being considered by the working group.
- The Working Group reported their gap analysis of the network to the IMAP Implementation Committee in May 2010 to highlight progress to date and future priorities. 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.
- During 2010-11 cycling treatments have been installed in St Kilda Road, Royal Parade, Albert Street, Cecil Street, and Chapel Street. Good progress has been made on closing the gaps in the network, helped also by the work being undertaken by VicRoads. The IMAP councils are also making good progress on their capital works program for 2011-12. Design options are becoming more standardised.

Action 3.2 Roads as Places

IN PROGRESS

- A Briefing paper was prepared for consideration by the IMAP Implementation Committee on 19 February 2010. Further discussion by the Executive Forum in April 2010 has broadened the brief which will come back to the Committee following consultation with

public realm/urban design staff. Progress on this project has been limited due to the significant work undertaken on the Melbourne Transport Strategy Update.

Action 3.3 Regional Approach to Parking Management

Stage 1 – COMPLETE

- An audit has been undertaken to identify current parking status and gaps. This information has assisted in the development of 6 'guiding principles' for the management of existing parking supply in Activity Centres.
- Given the broad scope of Action 3.3, the working group determined to limit itself to three essential areas of activity, these being:
 - Parking measures to mitigate car travel
 - Provision of parking in new developments
 - Management of existing parking supply
- Integrated Travel Plans and Green Travel Plans have been researched and direction will now be sought from the Department of Transport.

Stage 2 – IN PROGRESS

- Research on Car Sharing was reported to the Committee in August 2010 and is being trialled in a number of IMAP council areas. Proposed research to identify the *Value of Parking to Activity Centres* is being considered. [This is currently on hold awaiting a report in preparation for the Department of Transport as some of these issues may be covered in that research.](#)

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.

With the draft approved by the City of Melbourne in May 2011 for consultation, [the Transport Strategy Update](#) is now due to go before the City of Melbourne Council for final adoption.

Action 5.2 Affordable Housing

IN PROGRESS

- The IMAP Committee 28 August 2009 resolved to support the proposed advocacy strategy in the Briefing Paper. This strategy comprised:
 - Writing to the Premier and the Commonwealth Minister for Housing
 - Arranging a meeting between developers and Ministers for Planning & Housing.

- In March 2009 the IMAP Committee resolved to investigate site specific opportunities for inclusionary zoning (similar to that attempted by the City of Yarra for the AMCOR site).

This has been implemented as follows:

Correspondence

- A letter to the Premier in September 2009 sought the capacity for planning mechanisms for affordable housing such as inclusionary zoning to be allowed for in the forthcoming Victorian Integrated Housing Strategy. A letter from the Minister for Housing was received referring to the forthcoming Victorian Integrated Housing Strategy but with no commitment. The Strategy was subsequently released and contains no reference to planning mechanisms for affordable housing.
- A letter to Minister Plibersek in September 2009 sought the capacity for planning mechanisms for affordable housing such as inclusionary zoning to be included in the next version of the National Affordable Housing Agreement (NAHA). In response the Minister's office invited the City of Port Phillip representatives on behalf of IMAP to a meeting on 9 March 2010 to discuss the Overlay proposal and planning mechanisms generally. As a result of other discussions at the time, further engagement with the development industry peak bodies was suggested.
- A report to the May 2010 IMAP Committee meeting recommended further, targeted engagement after investigation of suitable planning incentives that may be attractive to the development industry. Such incentives have been a feature of the original Overlay proposal modelled by SGS Economics and Planning.

Site specific opportunities

A 2nd site specific approach (following the attempt on the AMCOR site) was tested at 400 City Rd, South Melbourne. This did not receive support from the State Government.

Developers meeting

Following the release of the Victorian Integrated Housing Strategy, a meeting with representatives of the development industry was facilitated on 12 April 2011. A report summarising this discussion is being reported back to the Committee in November 2011.

Research

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, 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.

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

Stage 1 – IN PROGRESS

This new project proposes to undertake research to identify the capacity of social services currently provided to social housing developments, in the IMAP regions, both existing and proposed, and to identify gaps which may exist in service provision. An initial project brief will be considered at the November Committee meeting.

Action 6.3 Managing Conflict in Activity Centres

Stage 1 – COMPLETE

- Key 'tools' have been developed to aid in the assessment of Cumulative Impact:
 - A Precinct Approach to include baseline data (key indicators) to assist the applicant in preparing the application.
 - A Pre-Application Approach that includes a checklist for applicants outlining the information to be provided.
 - A Cumulative Impact Assessment form that provides a tool to assist council's planners and decision makers to reflect on the proposal against issues, constraints and opportunities.
- The State Government has established an Interdepartmental Committee (IDC) to consider Cumulative Impact and Outlet Density. Representatives from DPCD reported to the IMAP Implementation Committee on the IDC in November 2009.
- A review of definitions has identified inconsistency with definitions in the Planning Scheme and those used in the Liquor Licensing system. A Discussion Paper has influenced further communication within councils and State Government.

Stage 2 – IN PROGRESS

- The Cumulative Impact 'tools' have been tested and modified by individual councils. The City of Stonnington has prepared a planning amendment to limit hours and patron numbers – a different approach from that taken earlier by the City of Melbourne. The amendment has been submitted to the Minister for approval. The Project Team's final report will be considered at the November 2011 meeting.

Action 7.7 Universities and Regional Development

IN PROGRESS

- Initiated by IMAP's Regional Economic Development Statement (May 2008), the Office of Knowledge Capital & IMAP partnered to progress the Councils for Hosting Universities (CHUM) program. A workshop held December 2008 increased awareness

and information sharing across Universities and Councils within the inner Melbourne region and identified 2 Initiatives.

- One of these initiatives, *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 to access the internship programs.
 - 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 Tertiary Week is being hosted by the City of Melbourne on 2 December 2011 so council managers from a range of municipalities can meet with university representatives to develop networks

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. *It is proposed that the project will commence in 2012.*

Action 9.2 Environmentally Sustainable Design – commercial buildings

This new project was identified as a priority for commencement in the IMAP plan review undertaken in 2010.

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. Topics have been identified and are currently being written up for editing and publication. The Working Group updated the IMAP Implementation Committee in March 2011 on progress to date.

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.

Action 9.4 Green Demonstration Projects

IN PROGRESS

This new project was identified as a priority for commencement in the IMAP plan review undertaken in 2010. There are three parts to this project:

- 1) Water Sensitive Cities
- 2) Green Roof Initiatives
- 3) Distributed Energy

- 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 will be considered at the November meeting.](#)
- 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 to develop Victorian Guidelines - a "Growing Green Guide"; and to develop recommendations for options to integrate greening into regulatory schemes has been successful.](#) In addition it is proposed that practical application of the guidelines and policy recommendations could be undertaken through a demonstration project.
- 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. [The IMAP Committee is awaiting a further report on funding requirements for this project.](#)

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 in 2010/11 which builds on the previous work undertaken. Licensing the tourism map to other tourist providers was approved by the Committee in March 2011. An update on the Strategy for 2011-12 was provided to the August Committee meeting.

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.**