

IMAP 'Making Melbourne More Liveable'

Progress Report May 2009

Completed

Action 1.1 Statement of Significance
 Action 2.2 Coordinated pedestrian and public transport Signage (Wayfinding) Stage 1
 Action 2.3 Bicycle Network Legibility
 Action 2.4 Walking links and pedestrian priority areas (Greenlight) Stage 1
 Action 7.4 Regional Economic Development Statement
 Action 9.3 Water Sensitive Urban Design
 Action 9.6 Use of Recycled Water for Open Space
 Action 11.1 Inner Melbourne Map
 Action 11.2 Regional Tourism Program

In Progress

<p>Action 2.2 Stage 2 Inner Region Wayfinding Project</p> <p><i>Introduce consistent and informative pedestrian signage across the IMAP region that will include indicative walking times and public transport information.</i></p> <p><i>Project Managed by Dan Costa (CoM)</i></p> <p><i>Team:</i> <i>Ian Dryden (CoM) Leader</i> <i>Kate Simnett (CoY)</i> <i>Michelle Dawson (CoY)</i> <i>Katherine Wrzesinski (CoS)</i> <i>Raoul Wainwright (CoPP)</i></p>	<p>Progress Stage 2 has commenced and includes the design, manufacturing and installation of consistent signage as a demonstration project.</p> <ul style="list-style-type: none"> • Funding of \$133,500 for Stage 2 was approved by DoT 11 August 2008 • Documentation for the signs was produced in December 2007. This document identifies the hierarchy of signage and locations; this document is now being reviewed and confirmed with Bruce Herbes (co-author of documentation). • DoT has been invoiced for their 1st instalment and partnering councils will be invoiced November for their committed contributions. • Tendering for sign manufacture due Dec 2008. • Dan Costa, project manager is expected to be on board early December. • Bruce Herbes (cartographer) will present at the next working group meeting (early Dec) on the content for the signage (map content, colour etc) .
<p>Action 2.4 Stage 2 Regional Greenlight Project</p> <p><i>A regional approach to investigating new pedestrian safety options.</i></p> <p><i>Team:</i> <i>Meg Selman (CoPP) Leader</i> <i>Kate Simnett (CoY)</i> <i>Ian McLauchlan (CoS)</i> <i>Sheridan Blunt (CoM)</i></p>	<p>Progress Stage 2 (implementation) has commenced jointly with partners DoT and VicRoads to undertake pedestrian light changes to 20 demonstration sites across the IMAP region.</p> <ul style="list-style-type: none"> • Vic Roads are working to a schedule and expect completion of all sites January 2009. • Funding of \$225,000 for Stage 2 was approved by DoT 11 August 2008 • DoT has been invoiced for their 1st instalment and partnering councils will be invoiced early November for their committed contributions. • A Working Group meeting was held 23 October to provide VicRoads an opportunity to present an update of schedule and progress discussion of Stage 3-Evaluation

<p>Action 2.5 'Bicycle Network' <i>Review the Principal Bicycle Network (PBN) and work with VicRoads to complete the project within 5 years</i></p> <p><i>Team:</i> Haig Poulson (CoM) Leader Andrew Cron (CoM) Mark Kulyk (CoY) Katherine Wrzesinski (CoS) Raoul Wainwright (CoPP)</p>	<p>A recommendation was supported by the IMAP committee in February 2008 to re-evaluate the scope of this action to reflect the needs identified in the report produced in action 2.3 (Bicycle Victoria's 'Review of the Priority Bike Route Network for IMAP' Jan 2008).</p> <p>Progress</p> <ul style="list-style-type: none"> • The Working Group prioritised actions (May 08) and re-scoped the project (August 08). • Briefing Paper presented at 29 August IMAP Committee Meeting. • Working Group scheduled to meet 12 November to progress the initiative of employing a dedicated IMAP bicycle officer to facilitate actions such as the development of a Bicycle Account and Project Plan
<p>Action 3.3 Regional Approach to Parking Management <i>Develop a consistent approach to parking management across the IMAP region based on the economic, environmental, streetscape and traffic impacts of different on and off-street car parking arrangements (including park and ride facilities).</i></p> <p><i>Team:</i> Ian McLauchlan (CoS) Leader Katherine Wrzesinski (CoS) Damien Patterson (CoY) Peter Mollison (CoY) Raoul Wainwright (CoPP) Sheridan Blunt (CoM)</p>	<p>Progress</p> <p>This project has commenced and an audit is being undertaken across the region to identify current parking status and gaps in order to obtain a shared understanding. It is envisaged that this information will assist in the development of 'guiding principles' and ultimately a 'work program'.</p> <ul style="list-style-type: none"> • The Gap Analysis has now been completed, and work is now being undertaken to agree on principles in the areas of : <ul style="list-style-type: none"> ○ Parking measures to mitigate car travel ○ Provision of Parking in new developments ○ Management of Existing Parking Supply • A more detailed progress report will be submitted at the conclusion of Stage 1 of the project, currently scheduled for week commencing 15 December 2008.
<p>Action 5.2 Affordable Housing</p> <p><i>Team:</i> Gary Spivak (CoPP) Leader Katrina Terjung (CoPP) Nadine Robinson (CoM) Nadine Mitchell (CoM) Karen Watson (CoS) Lisa Stafford (CoS) Belinda Dale (CoS) Anne Emery (CoY) Glenn Menner (CoY) Robyn Hellman (CoM)</p>	<p>Progress</p> <ul style="list-style-type: none"> • Following the 30 May IMAP Committee meeting, letters were sent to Ministers Wynne and Madden (23 July) providing the adopted principles, information on the proposal and requesting a joint briefing session. • Briefing session 31 July cancelled due to Parliamentary commitments. • Briefing session held 11 September with Ministers Wynne and Madden. The IMAP group was represented by Cr Janet Cribbes, Cr Judy Morton; Geoff Oulton, Bruce Phillips, Gary Spivak and Marcus Spiller, Director SGS Economics & Planning. The State government was represented by the two ministers, Prue Digby, Deputy Secretary Planning and Local Government, Margaret Crawford, Director of Housing, and numerous officers of DHS-Office of Housing, DPCD and Premier & Cabinet, including senior officers of DPC. • This meeting sought to have agreement only for further investigation in partnership with the State Government, potentially through a Business Case. However, the briefing session did not result in any position on this but rather that there will be a response.

	<ul style="list-style-type: none"> • Major issues raised by Ministers were: <ul style="list-style-type: none"> ○ How to respond to the opposition of peak bodies ○ What incentives can be provided to offset the contributions ○ The need for the overlay to be one of a range of strategies to address broader housing affordability ○ The potential for rate offsets to be one incentive (this has never been a consideration in the proposal) ○ The position of individual developers (after meeting the IMAP group felt that a further meeting including individual developers may be worthwhile). • A Response letter is being prepared to address issues raised by the Ministers
<p>Action 6.3 Managing conflicts in Activity Centres <i>Manage the night time economy and residential development to minimise conflicts between residential, entertainment and commercial uses in and around Activity Centres.</i></p> <p><i>Team:</i> Bruce Phillips (CoY) Leader Steve Lardner (COS) Leader Morgan Scholz (CoY) Deb Payne (CoM) Robyn Hellman (CoM) Kelly Martini (CoS) Steve Cooper (CoPP) Leonie Kirkwood (CoPP)</p>	<p>At the CEO Forum 18 April 08, it was agreed that IMAP should deliver and drive those ICEP recommendations for which the inner region councils are responsible. It was also agreed that the working group should prioritise progress on specific outputs for ICEP recommendations five and six:</p> <ul style="list-style-type: none"> • <i>Recommendation 5 - Planning tools to enable councils to effectively manage cumulative impact.</i> • <i>Recommendation 6 - Review of definitions in planning scheme and liquor licensing regulatory frameworks.</i> <p>Progress</p> <ul style="list-style-type: none"> • A Discussion Paper has been drafted to present to the IMAP Committee 31 October with the view to confirming the direction of the Working Group and next steps • 2 Planning 'tools' have been developed to conceptual stage (also being presented 31 Oct to initiate further discussion) <ul style="list-style-type: none"> ○ Cumulative Assessment Impact Tool ○ Precinct Profile • In light of DPCD planning to undertake a review of licence types in early 2009, the working group will continue to investigate the application of criteria or grading to liquor licence and late night related uses. Information gathered in the review will result in the working group forming a position on planning scheme definitions and whether they should be amended.
<p>Action 9.1 Regional Sustainability Targets Establish common greenhouse emissions, water and waste targets and programs for the Inner Melbourne Region.</p> <p><i>Team:</i> Alex Fearnside (CoM) Leader Michaela Lang (CoM) Silvana Predebon (CoY) Lalitha Ramachandran (CoPP) John Wisniewski (CoS)</p>	<p>Progress</p> <ul style="list-style-type: none"> • A Briefing Paper was presented at 29 August IMAP Committee Meeting, current progress noted and the support given for the working group to proceed with current process and direction. • The working group are now identifying the range of sustainability programs within the IMAP Councils and has noted that there were two areas to consider in progressing environmental targets (a) Council targets; and (b) community targets. • The working group is focusing on establishing common reporting methodologies and synergies between environmental programs. • To achieve this, the working group has agreed on five activities.

	<ul style="list-style-type: none"> ○ Progress an agreed regional methodology for measurement of municipal wide greenhouse, water and waste. ○ Advocate for Victorian Government and Federal Government leadership regarding supporting an agreed methodology for measurement of municipal wide greenhouse, water and waste. ○ Advocate for legislative change to facilitate improved data provision from water and energy providers, and regional waste management groups. ○ Provide an annual comparative regional greenhouse, water and waste map. ○ Commission an (annual) regional audit of municipal environmental community programs and to explore potential synergies.
<p>Action 9.3 Water Sensitive Urban Design Develop a regional approach to achieve water sensitive design through planning policy, information and design</p> <p><i>Sheridan Blunt (CoM) Leader</i> <i>Sherry Hopkins (CoY) Leader</i></p>	<p>Completed Progress</p> <ul style="list-style-type: none"> • At the IMAP Committee meeting 29 August 08, the <i>Model WSUD Guidelines</i> were adopted and subject to Melbourne Water approval, endorsed for each IMAP Council to localise and adopt for their own use. • Formal endorsement has been received from Melbourne Water and acknowledgement of the applicability of the Guidelines to all of metropolitan Melbourne. Melbourne Water will continue to work with the IMAP Councils on further development for the greater Melbourne region, following the trial of the <i>Model WSUD Guidelines</i> by the IMAP Councils. • A report will be presented back at the IMAP Committee in February/May 2009 on the implementation of the <i>Model WSUD Guidelines</i> and the practicality of the proposed <i>Local Planning Policy</i>.
<p>Action 9.6 Use of Recycled Water in Open Space</p> <p>Work collaboratively to reduce water use in Inner Melbourne parklands.</p> <p><i>Team:</i> <i>Martin Hartigan (CoPP) Leader</i> <i>John Wisniewski (CoS)</i> <i>Eamonn Fennessy (CoM)</i> <i>Kevin Ayrey (CoY)</i></p>	<p>Completed Progress</p> <ul style="list-style-type: none"> • A final workshop to assess the outcomes and make final amendments to the Draft Report was held 19th August. • The development of a regional cross—Council project to identify water efficiency opportunities and consider the most effective opportunities for use of non-potable water supplies has resulted in a Final Report completed by SKM consultants. • The Final report was presented to the IMAP Implementation Committee 31 October 2008 and endorsed. This report includes budget and delivery components to undertake works in 2008-2009.
<p>Actions 11.1 / 11.2 Tourism Map and Program</p> <p><i>Team:</i> <i>Michelle Dawson (CoY) Leader</i> <i>Adriana Frescura (CoPP)</i> <i>Tess Barling (CoM)</i> <i>Billy Redmond (CoS)</i></p>	<p>IMAP Actions COMPLETED Further Progress Map Distribution</p> <ul style="list-style-type: none"> • Feedback from the Tourism Industry continues to be extremely positive with a 2nd print run scheduled for November 2008. • The map has replaced existing maps and is now featured in the Official Visitors' Guide and Cruise Guide for Melbourne (publications produced by Destination Melbourne). • Requests for the map are being received on a regular

	<p>basis from a range as diverse as church groups, education facilities to USA Military Agencies and a second print run of 100,000 is now being implemented</p> <ul style="list-style-type: none"> On 22 September, IMAP occupied a display booth at the Tourism Expo at Telstra Dome. The Expo hosted by Destination Melbourne and attended by approximately 350 industry members provided extremely positive feedback on the Map and corresponding regional itineraries. <p>Future Directions</p> <ul style="list-style-type: none"> The Working Group held a 'planning workshop' in Sept to agree on the key directions for the next 2 years <ul style="list-style-type: none"> Maintenance and sustainability of Map Commercial opportunities Roles & responsibilities (IMAP, Tourism Victoria, Destination Melbourne) Development of new initiatives to increase exposure and visitation of the inner Melbourne region. The working group presented a Discussion paper to the IMAP Committee 31 October with short term actions (Oct 08 – June 09) that include: <ul style="list-style-type: none"> Update the editorial promoting the inner Melbourne precincts on visitvictoria.com Ensure the sustainability and long term viability of the map Strengthen partnerships with Industry and key stakeholders Research including visitor profile and satisfaction and an update of the <i>Value of Tourism Research Report</i> (2007 data) Development of 1 day itineraries Preparation of a 3 year Business Plan (July 09 onwards) to include Advocacy, Linking Business and Industry, Communication, Visitor Services and Good Governance.
<p>Action 7.7 Universities and Regional Development</p> <p><i>Work collaboratively with universities and TAFE to define and develop a stronger role in regional development.</i></p>	<ul style="list-style-type: none"> Following the approval of the publication <i>Making Melbourne More Liveable - A Partnership for Regional Economic Prosperity</i> in May 2008 it was noted that IMAP's Action 7.7 'Universities and regional development' aligns closely with the strategies of the Office of Knowledge Capital. It was supported that Action 7.7 be included in the IMAP Three Year Implementation Plan (February 2008) and subsequent further investigation of partnerships with the Office of Knowledge Capital be undertaken. The Office of Knowledge Capital has invited IMAP to partner with them on the Councils Hosting Universities in Melbourne (CHUM) program and will host a 'round table' during Dec 08.
<p>Action 10.4 Riparian Open Space</p> <p><i>Identify and secure access (where possible) to protect land along the Yarra River and its tributaries to ensure continuous public access without compromising the ecological sustainability of remnant vegetation or habitat.</i></p>	<p>Progress</p> <ul style="list-style-type: none"> The working group has drafted a Project Plan that combines Action 10.1 and 10.4 to include an audit of the regional open space and trail network (including riparian). Work on this audit will include ownership identification, management responsibility, agreed function and gaps in open space and trails and will commence within the next month.

