



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



IMAP Progress Report

March 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*)
Stage 1 – *Analysis Report* and Stage 2a – *Implementation*
- 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 2009 - 10

Governance

- Annual Reports 06-07 / 07-08 / 08-09
- Goods & Services Procurement Policy
- Governance & Relationships Report

Communications

- IMAP Website
- National Conference presentation (March 09)
- Club IMAP
- Council Briefings (Cities of Yarra, Stonnington, Melbourne, Port Phillip)

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 2.4 – Regional Greenlight Project

Stage 1 and 2 – COMPLETE

- Implementation of recommended changes to 20 signal crossing sites across the IMAP region has been completed by VicRoads and details of the changes provided to councils.
- These changes provide model treatments for future works at key crossing points to provide safer more comfortable journeys for foot traffic. With increased interest in the role walking for transport will play in the climate change challenge, this project continues to deliver important practical outcomes for IMAP.

Stage 3 – IN PROGRESS

- The Final Report on this project was submitted to DoT by 30 June 2010.
- Evaluation by the Department of Transport [DoT] has been delayed and is due for completion and reporting back in May 2011. Further Greenlight projects have been identified as a strategy in the State Government’s Pedestrian Access Strategy published October 2010.

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 has 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. A meeting with VicRoads to progress this has been proposed.

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 has broadened the brief which will come back to the Committee following consultation with public realm/urban design staff.

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

- Proposed further research to identify the *Value of Parking to Activity Centres*. A brief for tenders is being considered. [Research on Car Sharing was reported to the Committee in August 2010 and is being trialled in a number of IMAP council areas.](#)

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, Tanya Plibersek.
 - Arranging a meeting between individual developers and the 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 was sent to the Premier on 3 September 2009 seeking the capacity for planning mechanisms for affordable housing such as inclusionary zoning to be allowed for in the forthcoming Victorian Integrated Housing Strategy. The response to this was:
 - Three letters of response from the Office of Premier (October 2009), Department of Premier and Cabinet (12 November 2009), indicating that the topic was the responsibility of the Minister for Housing and was referred to Minister Wynne; and
 - A letter from the Minister for Housing on behalf of the Premier 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 was sent to Minister Plibersek on 3 September 2009 seeking the capacity for planning mechanisms for affordable housing such as inclusionary zoning in the next version of the National Affordable Housing Agreement (NAHA). The response was:
 - 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. While it was not expected that the Minister would specifically respond in the context of the NAHA, as a result of other discussions at the time the idea of 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. [This is now being followed up.](#)

Site specific opportunities

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

Developers meeting

The action of holding the developers meeting was initially put on hold pending the release of the Victorian Integrated Housing Strategy. [Following the meeting with the Commonwealth Minister, a meeting is now being arranged with representatives of the development industry.](#)

Research

Research commissioned by the City of Port Phillip on “Affordable Housing Development Models” prepared by Affordable Housing Solutions [AHS] is being made available to the IMAP councils in March 2011 for consideration.

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’ are being tested and reviewed by individual councils and will be refined. **This action is awaiting the report back from the Interdepartmental Committee before it can be finalized.**

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 have 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 at workshops held in February and May 2010.
- A working group was formed to address knowledge gaps and develop a Manager’s Guide with a checklist and responses to Frequently Asked Questions as a resource for councils to access the internship programs.

- The working group updated the August 2010 IMAP meeting and requested funding in December for a part time staff position [Student Placement Officer] to promote Students in Councils across the IMAP Councils. This has been approved and recruitment is currently underway.

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 has commenced in December 2010. Topics have been identified and are currently being written up for editing and publication. The Working Group is updating 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 October 2009, all four councils requested permission from the Minister to prepare and exhibit the amendment. In December 2009, conditional permission was granted. Councils undertook discussions with the Department of Planning and Community Development to negotiate on certain conditions.
- In April 2010 councils received approval from DPCD to jointly exhibit the amendment commencing 1 July 2010. **Following the successful completion of the joint exhibition phase and the adoption of each of the amendments, the adopted documents have been lodged with the Minister for Planning for approval.**

Action 9.4 Green Demonstration Projects

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

IN PROGRESS

- Applications for Local Sustainability Accord funding have been lodged in December 2010 for two of the above projects; the Green Roof and Distributed Energy projects. Implementation awaits the successful outcome of these applications.
- The Green Roof Initiative aims to improve knowledge on green roofs, walls and facades and create solutions for the current barriers to implementation. Funding is being sought to develop Victorian Guidelines - a "Growing Green Guide"; and to develop recommendations for options to integrate greening into regulatory schemes. 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.
- An overview of Water Sensitive Cities is in preparation including case studies to demonstrate how the principles can be applied and enhance the liveability vision for our urban precincts.

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 to include:

- Discussion and agreement on the;
 - detailed role and function of open space in the network
 - balance between local and regional use,
 - balance between managing spaces for recreational and ecological values.
- Audit identifying;
 - ownership identification
 - management responsibility
 - risk management issues and overview
 - collation of existing information and identification of gaps

- agreed function and gaps in open space and trails
- development of information to fill gaps
- development of case studies

The working group reported in February 2010 detailing timeframe of the stages, desktop audit, engagement of partners and the development of an Implementation Plan commencing May to cover priorities, location, cost, funding sources and timeframe of works. At the May 2010 meeting the working group updated the Committee on how the project has been integrated into actions being undertaken by state government agencies.

In February 2011 the IMAP Council GIS staff have assisted the project by initiating the collation of land information across the 4 councils onto a base map. The next step is to map public realm and open space strategies of the IMAP councils across this base data to build up a detailed picture of future planning strategies and the linkages between them.

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. Initiatives to license the tourism map to other providers are currently being investigated for further discussion with the IMAP Implementation Committee.

IMAP Plan Review

During 2009/10 the Inner Melbourne Action Plan has been reviewed and a 3 year Implementation Plan developed which prioritises new actions and sets out the working Briefs to be undertaken. A significant number of new projects have commenced or are due to commence following approval in the December budget rounds.

These new 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.