

IMAP Progress Report

May 2012

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 signs project*

Action 2.3 Bicycle Network Legibility – *Priority Bicycle Network Report*

Action 2.4 Walking links and pedestrian priority areas - *Greenlight project*

Action 3.3 Regional Parking Management - *Report on Parking; Car sharing*

Action 5.2 Affordable Housing - *Needs Website (May 08); planning overlay advocacy*

Action 6.3 Activity Centres - *Cumulative Impact Assessment tools; Local planning amendments*

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, Local policy planning amendment*

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; Financial Review 2010
- Memorandum of Understanding – Intellectual Property
- Map licensing

Communications

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

Advocacy

- Ministerial Briefings – Ministers Wynne, Madden, Kosky, Plibersek, Powell
- Briefings to DIIRD & SGS consultants
- IMAP acknowledgements:
 - State Government's Cycling Strategy
 - Interdepartmental Committee (Department of Justice)
 - Melbourne Water (WSUD)
 - Department of Transport Wayfinding Signs Guide
 - Department of Transport and VicRoads – Greenlight Project conference paper

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. [Awaits state government decisions.](#)

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 making good progress on their capital works program for 2011-12. Design options are becoming more standardised. Recent initiatives in 2011/12 include:

Yarra.

- **Elizabeth/Baker/Johnson St** –Works have been designed to improve the Elizabeth/Church/Baker St intersection for cyclists depending on priorities. Reconfiguration on the east approach to Hoddle St will be completed this financial year.
- **Langridge Street** between Nicholson St and Smith St - VicRoads completed works including Vibraline and Green Paint

- **Canning St/Princes intersection** upgraded for increased capacity
- **Brunswick St** at Victoria, Gertrude, Johnston and Alexandra Pde - VicRoads installing early bicycle/pedestrian/tram head starts.
- **Heidelberg Rd** between Queens Pde and Merri Ck - VR completed improvement works to reinforce the bicycle lane with green paint, Vibraline and bollards.
- **Queens Parade** near Michael St. - Yarra and VR working to finalise a difficult section.
- **Lennox St** - A small section of will be resheet and linemarked with bicycle/car shared lanes
- **Wellington St** Copenhagen lanes between Victoria and Johnston St given approval for consultation.

Melbourne

- **City of Melbourne Bike Plan 2012 - 2016** being prepared (currently in draft form).
- **Lloyd St**, Dynon Rd to Arden St, North Melbourne, new bike lane.
- **Kensington Rd**, Dynon Rd to Arden St, North Melbourne, new bike lane.
- **Faraday St**, Canning St to Swanston, Carlton, bike lane upgrade.
- Installed 170 bicycle storage hoops.
- **Footscray Rd** shared path upgrade (VicRoads)
- **Hobsons Rd, Childers St, Tennyson St** (VicRoads East - West Link)
- **La Trobe St** bike path options developed. Community engagement undertaken and options presented to Future Melbourne Committee in April 2012.
- **Canning St / Princes St** bike link upgrade (VicRoads)
- **Capital City Trail** audit of signage / linemarking undertaken recently

Port Phillip

- **Cecil St Stage 2** (York St – Park St) detailed design completed. Awaits VicRoads funding
- **Wellington St** design work – programmed for 2012/13
- **Alma Street** – prioritised to complete the gap - design work between Westbury & Chapel streets underway

Action 3.2 Roads as Places

IN PROGRESS

- A Briefing paper was prepared for consideration by the IMAP Implementation Committee on 19 February 2010. Progress on this project has been limited due to the significant work undertaken on the Melbourne Transport Strategy Update.

- A revised brief was approved at the February 2012 Committee meeting which looks at the place making attributes around tram super stops. Expressions of interest will soon be sought for this project.

Action 3.3 Regional Approach to Parking Management

Stage 1 – COMPLETE

- The 2008 audit identified current parking status and gaps which assisted in the development of 6 'guiding principles' for the management of existing parking supply in Activity Centres.
- In November 2009 the Working group reported back on:
 - Parking measures to mitigate car travel
 - Provision of parking in new developments
 - Management of existing parking supply
- Integrated Travel Plans and Green Travel Plans were also researched and direction sought from the Department of Transport.

Stage 2 – IN PROGRESS

- Research on Car Sharing was reported to the IMAP Committee in August 2010 and is being trialled in some IMAP council areas.
- The Department of Transport is undertaking research on Strip Shopping Centres and Transport which will address the Committee's interest in the value of parking activity. The Department will present their findings in due course to complete this Action.

Action 3.5 Reduced through traffic

IN PROGRESS

- The brief for this new project was approved in February 2012. Action 3.5 seeks to determine what actions can realistically be undertaken by member Councils to ameliorate the impact of through traffic in the Inner Melbourne area. This brief is designed to define through traffic, develop a greater understanding of through traffic issues/options and develop an Action Plan for IMAP Councils to implement and advocate to State on relevant issues.
- The project aims to provide a better understanding and knowledge of through traffic movements within Inner Melbourne, however through traffic is defined.
- There is an extensive array of transport studies that detail the implications of road traffic within Inner Melbourne. The key aims of this project are to :
 - Define and assess the nature and extent of through traffic on the member Councils' areas
 - Assess the impacts and issues associated with the through traffic impact from traffic management, social and economic perspectives
 - Determine what are the optimum actions to address the impacts determined
 - Produce a plan outlining realistic actions the member Councils can take to reduce the impact of through traffic on their communities, particularly in relation to influencing the development of VicRoads Network Operating Plans
- The project involves a desk top study initially that will identify data and documents held by IMAP Councils, Department of Transport, Vic Roads and relevant transport agencies to gauge the extent of, and determine the nature/magnitude/impacts of through traffic. The project has recently gone to tender and closed on 24 May.

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 and is now due to go before the City of Melbourne Council for final adoption. [A further update will be provided to the Committee when the Strategy is finalised.](#)

Action 5.2 Affordable Housing

COMPLETED

With the completion of this action, consultant reports will be available on the IMAP website under Action 5.2. The project team will continue to monitor and promote planning mechanisms when opportunities arise and report back as necessary.

Research - IN PROGRESS

- 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 2011, 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 and Progress reports will be provided to the Committee in due course. [Stage 1 of the project is to complete the CLT Manual. Final drafting is currently underway.](#)

Action 5.3 Integrating Public Housing Estates

IN PROGRESS

The February 2012 Committee meeting approved a brief for this new project which aims to develop a communications strategy to help Councils and the Office of Housing work in greater partnership during the planning of new social housing developments. [Expressions of interest have been sought. Costs for this project are currently being reassessed and it will be readvertised.](#)

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

IN PROGRESS

This new project proposes to undertake research to identify the capacity of social services currently provided to social housing developments, across the IMAP region, both existing and proposed, and to identify gaps which may exist in service provision. In addition the project aims to map the way people move through the municipalities and how this affects services. [An initial project brief was approved at the November 2011 Committee meeting. The project has been delayed slightly due to capacity constraints but will be advertised in the coming month.](#)

Action 6.3 Managing Conflict in Activity Centres

Stage 1 – COMPLETED

- 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 established an Interdepartmental Committee (IDC) to consider Cumulative Impact and Outlet Density. A representative from the Department of Justice reported to the IMAP Implementation Committee on the IDC in November 2009.
- A review of definitions 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 – COMPLETED

- The Cumulative Impact 'tools' have been tested and modified by individual councils.
- The City of Stonnington prepared a planning amendment to limit hours and patron numbers which has been approved by the Planning Minister and took effect on 2 February 2012.
- The Project Team's final report was considered at the November 2011 IMAP Committee meeting. The Committee determined that it would seek a meeting with key personnel in state government to review work undertaken to date and discuss solutions to ongoing issues. [The outcome of that meeting is the subject of the report to the May 2012 IMAP Committee 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
 - 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 was successfully hosted by the City of Melbourne on 2 December 2011. Council managers from a range of municipalities met with university representatives to develop networks.
 - Council's intranets have been updated with resource material so that information is readily available to Council managers on processes to employ a student.
 - A conference paper has been prepared and submitted for the ACEN conference in Geelong later in 2012.
 - [The final report for this part of the project will be considered by IMAP in May 2012 and the next steps considered to maintain the established networks and information on student opportunities.](#)

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. [This project is deferred awaiting research being undertaken under Action 3.5.](#)

Action 9.2 Environmentally Sustainable Design – commercial buildings

IN PROGRESS

This new project was identified as a priority 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. ESD topics were identified and written up in the form of Factsheets for publication. The Working Group updated the IMAP Implementation Committee in March 2011 and February 2012 on progress to date.
- The Factsheets pack was formally launched at a well attended function held at the City of Melbourne on 11 May 2012 with the first 10 topics also now available on Council and IMAP websites. Topics include:
 - Indoor environment quality
 - Energy efficiency
 - Water efficiency
 - Stormwater management
 - Building materials
 - Transport
 - Waste management
 - Urban ecology
 - Innovation
 - Construction and building management

Additional topics for distribution are in preparation. A press release has been distributed to a range of industry publications. Interest from other Councils is expected.

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. [A letter to the Minister is currently in preparation.](#)

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 was considered at the November 2011 meeting. The report is due to be circulated to neighbouring municipalities for information. This action is now **COMPLETE**.
 - 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 was successful. In conjunction with IMAP funding, the project aims to
 - develop Victorian technical guidelines - a "Growing Green Guide";
 - develop recommendations for options to integrate greening into regulatory schemes
 - identify potential sites and work up feasibility studies
 In addition it is proposed that practical application of the guidelines and policy recommendations could be undertaken through a demonstration project.
 - The governance structure and timeline is now in place and the Project Officer appointed. [The project was successfully launched at a well attended function at the City of Melbourne on 11 May 2012. A press release has also been circulated.](#)
 - 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 considered a further report in February 2012 on funding and partnership arrangements for this project. [The final funding instalment is included in the draft 2012/13 budgets and contracts are being prepared to commence 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 which builds on the previous work undertaken.

Current initiatives include -

- Licensing the tourism map to other tourist providers
- Publicity to promote Inner Melbourne to the regions has been undertaken with
 - inclusion in the Melbourne Style Magazine distributed as an inset in the Herald Sun
 - a famil tour of Geelong tourist volunteers to points of interest in the 5 municipalities

An update of these activities is the subject of the report to the May 2012 IMAP Implementation 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.