

IMAP Progress Report May 2010

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*)
Stage 1 – *Report* and Stage 2a – *Design & Implementation*
- 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

IMAP Annual Report 2008-2009

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 and Melbourne)

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 2.2 - Coordinated pedestrian and public transport signage system (Wayfinding)

Stage 1 – COMPLETE

Stage 2 – COMPLETE

- Stage 2 saw the implementation of a 'family' of signs based on the way-finding signage hierarchy developed in Stage 1. This stage included the design, manufacture and installation of a number of way-finding signs along a demonstration route through the Cities of Melbourne, Yarra and Stonnington. The IMAP Visitor Tourism Map developed under another IMAP Action forms part of the design of the way-finding maps within the signs
- A Ministerial Launch was held 11 September 2009 attended by representatives from both Local and State Government.

Stage 3 – IN PROGRESS

- Evaluation is currently being undertaken in conjunction with the Department of Transport. The Final Report on this project is being prepared for submission by 1 June 2010.

Action 2.4 – Regional Greenlight Project

Stage 1 – COMPLETE

Stage 2 – COMPLETE

- Implementation of recommended changes to 20 signal crossing sites across the IMAP region is complete.
- Details of the changes have been provided to councils by VicRoads. The Final Review was conducted before an evaluation of the project commenced, led by the Department of Transport.
- These changes will 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

- Evaluation is due to be completed by late June 2010. The Final Report on this project is being prepared for submission by 1 June 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.

- Following receipt of the working group's update in February 2010, the Group is preparing a gap analysis for the IMAP Implementation Committee to highlight progress to date and future priorities.

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 for signoff in August.

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. A report will be prepared for the August meeting.

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:
 - Sending 2 letters - one to the Premier and one to the Commonwealth Minister for Housing, Tanya Plibersek.
 - Arranging a meeting between individual developers and the Ministers for Planning & Housing.
- In addition, the IMAP Committee in March 2009 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. This was attended by the Mayor and two staff from Port Phillip and provided an opportunity 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. This engagement would be in addition to the successful consultation held largely with individual developers in 2007.
 - A report to the May 2010 IMAP Committee meeting has responded to that idea and recommends 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.

Developers meeting

The action of holding the meeting was initially put on hold pending the release of the Victorian Integrated Housing Strategy. Following the meeting with the Commonwealth Minister, it is recommended that further consultation initially target one or more peak bodies as discussed in 2. above.

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.

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.
- In addition to the work undertaken by the IMAP working group, 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.

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* is now being scoped to identify the potential of this program for all stakeholders. A workshop held in February 2010 with participation from Human Resources and other areas of IMAP councils considered the issues and opportunities for Councils and the establishment of a pilot project.
- A further workshop in May 2010 identified current IMAP Councils' experience with internships and knowledge gaps about how the programs operate. From this workshop a working group has been formed to develop a checklist and identify responses to

Frequently Asked Questions as a resource for councils and their managers to access the internship programs. The working group will report back to IMAP in August 2010.

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. These conditions have been reviewed and councils have jointly commenced preliminary discussions with the Department of Planning and Community Development to negotiate on certain conditions. Once this discussion has concluded, it will be possible for all councils to proceed with the process of joint exhibition.
- In April 2010 councils received approval from DPCD to jointly exhibit the amendment. This will commence July 1 and will be undertaken in a coordinated manner.

Action 10.1 Regional Open Space and Trail Network

IN PROGRESS

A working group has formed and presented a draft Project Plan to the IMAP Committee 28 August 2009 for endorsement. Implementation will 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.

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**

- This research profiles visitors to the inner Melbourne region including demographics, motivations for visitors and visitor's satisfaction with information, products and services. This information will assist the IMAP councils to more effectively respond to visitor's needs and guide future tourism planning.

Stage 4 – **IN PROGRESS**

- A three year Strategic Plan for Regional Tourism has being developed through a series of facilitated workshops. A detailed Action Plan for Year 1 to guide regional tourism collaboration and ongoing research has been completed. The Strategy will be reported to the May IMAP Implementation Committee meeting for approval.

A number of actions commenced in the 2008-2009 year have recently been completed or are nearing **completion**. Following the review of the Inner Melbourne Action Plan, a 3 year Implementation Plan will be developed to prioritise actions that will continue to **add value, deliver stronger relationships, practical solutions and strategic directions and influence the liveability and sustainability of the inner Melbourne region.**