

## Inner Melbourne Action Plan Progress Report 29 May 2009

IMAP Implementation Officer Alison Fitzgerald













## 5 new members in 5 months .....

#### IMAP Implementation Committee

Cr Amanda Stone

Cr Peter Clarke

Cr Frank O'Connor

Kay Rundle

Warren Roberts

+ Associate Partners new members



## **Approaching end of Year 3**

#### Our Achievements .....

Action 1.1 Inner Melbourne Statement of Significance Affordable Housing - Needs Website (May 08) Action 5.2 Action 2.2 Regional Wayfinding Signage Stage 1 - Report Bicycle Network Legibility – Priority Bike Network Action 2.3 **Greenlight Pedestrian Stage 1 – Analysis Report** Action 2.4 **Regional Economic Development Statement** Action 7.4 Model Water Sensitive Urban Design Guidelines Action 9.3 **Recycled Water for Open Space -Technical Notes** Action 9.6 Inner Melbourne Map – Visitor Map Action 11.1 **Regional Tourism Program- Research + Itineraries** Action 11.2



#### More Achievements .....

Annual Report 06-07 / Annual Report 07-08
IMAP Website
Goods & Services Procurement Policy
Governance & Relationships Report
Ministerial Briefings
Recognition by State Government
National Conference presentation
Improved Communications – Briefings / Club IMAP
Quarterley Council Reports
Strong support from partners
Advocacy – St Kilda Rd Tram / TravelSmart / Links to Ports



## **Current Progress .....**

Action 2.2	Regional Wayfinding Signage Stage 2
Action 2.4	Greenlight Pedestrian Project Stage 2
Action 2.5	Bicycle Network
Action 3.3	<b>Regional Approach to Parking Management</b>
Action 5.2	Affordable Housing
Action 6.3	Managing conflicts in Activity Centres
Action 7.7	Universities & Regional Development
Action 9.1	Regional Sustainability Targets
Action 9.3	Water Sensitive Urban Design
Action 10.1	Regional Open Space & Trail Network
Strategy 11	Inner Melbourne as a Tourism destination

Ongoing Advocacy – St Kilda Road Masterplan / Public Transport



# Whether you are cycling, walking or arriving by public transport .....

## Regional Wayfinding Signage

Lead - City of Melbourne

Stage 1 – Inner Melbourne Wayfinding
Signage Report (December 2007)

Stage 2 – Design Signage, Develop

Hierarchy of Maps, Manufacture

and Install





#### Time to walk .....

## Greenlight Pedestrian Project

Lead - City of Port Phillip

Stage 1 – Investigation

Stage 2 – Implementation of pedestrian light changes at 20 demonstration sites across region

Stage 3 – Evaluation





## On your Bike .....

## Bicycle Network

Lead - City of Melbourne

Implementation of Priority Routes as per 'Review of the Priority Bike Route Network for IMAP' (Jan 2008).

Development of hierarchy of treatments





## Parking .....

## Regional Approach to Parking Management

Lead - City of Stonnington

Audit undertaken to identify current parking status and gaps Development of conceptual 'tools' Draft 'guiding principles' and ultimately a 'work program'. Gap Analysis completed – 3 areas prioritised

- Parking measures to mitigate car travel (Sustainable transport framework & integrated travel plans)
- Provision of Parking in new developments (waiting on Review of Clause 52:06)
- Management of Existing Parking Supply



## **Affordable Housing .....**

Lead - City of Port Phillip

Affordable Housing Website
Inner Regional Housing Statement
Briefing session to Ministers Wynne & Madden (Sept 08)
Major issues raised by Ministers – response from IMAP (Nov 08)

#### **Next Steps**

Continue to pursue the regional Affordable Housing Overlay initiative

Pursue the idea of site specific overlays



## **Cumulative Impact .....**

## Managing Conflict in Activity Centers

Lead - City of Yarra

Response to ICEP – recommendations 5 & 6

Development of Planning 'Tools'

- Precinct Profile
- Information sheet for Applicants
- Cumulative Impacts Assessment Tool indicators



## Universities, the Community, Council ......

## Universities and Regional Development

Lead - City of Melbourne

IMAP Regional Economic Development Statement (May 08)
Aligned closely with the strategies of the OKC
OKC & IMAP partner on the CHUM program
CHUM Workshop (Dec 08) increased awareness & information sharing
2 Initiatives presented (Feb 09)

- -Town Gown Initiative
- -Integrated Workplace Learning Program



## **Sustainability** .....

## Regional Sustainability Targets

Lead - City of Melbourne

Audit of all councils' water, waste, and greenhouse emissions targets and baseline years.

Audit of all programs available to residents and small to medium businesses (council and non-council programs).

Audit identified gaps and opportunities to reduce duplication.



## Open Space .....

## Regional Open Space & Trail Network

Lead - City of Yarra

Audit of the region will include:

- ownership identification
- management responsibility
- agreed function and gaps in open space and trails





## Making it easier for our tourists .....

#### Inner Melbourne Map & Regional Tourism Program

Lead – Rotating across IMAP Councils

Visitor Map
Research
Experiential Packages

#### What the Public said .......

"We would like to re-order more of the Inner Melbourne Maps (the one with the pink on the cover). These are the best local maps going around and the guests love them as they are easy to follow. Please let us know when they can be delivered." Lyall Hotel, South Yarra



## The Journey.....

We had the Team..... We had the Backing. We had the Research..... We brought in the Experts... We Tested..... We had a Map.....

## Inner Melbourne Map



**2 9 9 6 1** 

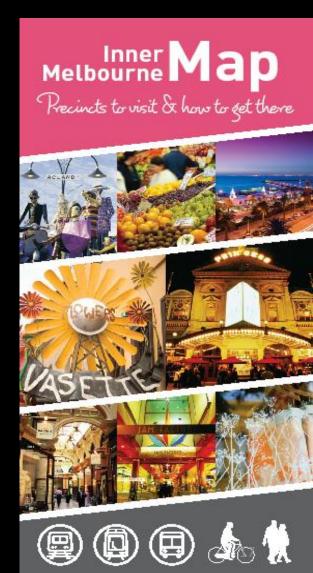
#### Taking it to the Streets......

Distribution – 30,000 in the first 6 weeks

Federation Square Visitor Centre
Melbourne Visitor Booth in
Bourke St Mall
Hotels and iHubs
Tourism Victoria website
Destinations Melbourne
publications

#### New and Improved.....

New Cover New Look New Colours Broader Distribution





#### The IMAP Model Works .....

Strong support from Partners and Committee members.

IMAP is being recognised (and congratulated) for its regional collaborative approach.

Benefits include: co-ordination, collaboration, strengthening relationships, changing mindset and broadening outlooks, regional advocacy, raising the region's profile, expressing the commonality of interests, creating regional interdependence and cost efficiencies.



#### Onwards to Year 4 .....

Continue to support the 50+ staff involved Review of the Inner Melbourne Action Plan Development of 3 Year Implementation Plan Continued Advocacy

in response to the Transport Plan, Freight Strategy, Cycling Strategy, Melbourne@5M

**Build relationships with new Partners** 

**Annual Report 08-09** 

Actions from Governance & Relationships Report

**Identify Funding Opportunities** 

Communicate and promote IMAP to a broader audience



## What the 'implementers' are saying .....

"The Inner Melbourne Action Plan presents a useful mechanism to enable our ideas to further develop. It would be useful to familiarise yourselves with this document to fully realise other potential opportunities."