

IMAP Progress Report August 2009

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*

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

Action 2.4 Walking links and pedestrian priority areas (Greenlight) Stage 1 – *Analysis Report*

Action 5.2 Affordable Housing - *Needs Website (May 08)*

Action 7.4 Regional Economic Development *Statement*

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

Governance

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

Communications

- Development of IMAP Website
- National Conference presentation
- Club IMAP
- Briefings across State and Local Government

Advocacy

- Ministerial Briefings – Ministers Wynn, Madden and Kosky
- Submissions to Melbourne 2030 and Planning & Environment Act Review
- Acknowledgements:
 - State Government's Cycling Strategy
 - Interdepartmental Committee (Department of Justice)
 - Melbourne Water (WSUD)

IMAP is now in its 4th year (2009-2010) and progressing the implementation of the following Actions:

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

- Stage 1 – **COMPLETE**
- Stage 2 – **COMPLETE**. This stage has included the design, manufacturing and installation of consistent signage as a demonstration project with the IMAP Tourism map used as a base to develop a hierarchy of maps for the new signage. A Ministerial Launch is scheduled for Friday 11th September.
- Stage 3 – Evaluation will be undertaken during September.

Action 2.4 – Regional Greenlight Project

- Stage 1 – **COMPLETE**.
- Stage 2 - Implementation at 20 sites across the inner Melbourne region is progressing with a Status Report received from VicRoads during August. It is estimated that over 40% of work has been completed with improvements at the balance of sites to be completed by late September.
- Stage 3 - Evaluation is scheduled for October / November. A Final Evaluation Report will be undertaken and completed in December 2009.

Action 2.5 Bicycle Network

- Action 2.3 delivered the Priority Bicycle Network for IMAP (Jan 2008). Recommendations from this report form 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.

Action 3.3 Regional Approach to Parking Management

- An audit has been undertaken across the region to identify current parking status and gaps in order to obtain a shared understanding. This information has assisted in the development of 'guiding principles' and ultimately a 'work program'.
- 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
- In February 2009, the IMAP Implementation Committee endorsed the IMAP Sustainable Transport Framework. A joint approach to develop tools to influence the consistency and value of Integrated Travel Plans (submitted as part of Planning Applications) and progress with car sharing methodology is being progressed by the working group.

Action 5.2 Affordable Housing

- Briefing session to Ministers Wynne and Madden 11 September 2008 to offer a proposal for inclusionary zoning.
 - Response letter forwarded 24 November 08 to address issues raised by the Ministers.
 - Response from Minister's Office received January 2009.
- A meeting with the Executive Director Housing and Building Policy of Department of Planning and Community Development (DPCD) and Policy representatives from Department Human Services (DHS) was initiated by the IMAP working group 11 August 2009 to request clarification of Government's response to IMAP's proposal on inclusionary zoning and identify issues of concern that Government have with the IMAP proposal. IMAP representatives were advised that several options are being considered as the Housing Strategy is being developed (scheduled for completion end of 2009). IMAP will be notified if further information related to the proposal is required during the development of the Strategy.
- The Working Group provided will continue to lobby the State and Federal Government over the next four months on the topic of inclusionary zoning (window of opportunity during the period that the State Government's Housing Strategy is being developed).
- Draft correspondence to influential members of Parliament was **endorsed** by the IMAP Committee 28 August.

Action 6.3 Managing conflict in Activity Centres

- Progress made by the working group has prioritised ICEPT recommendations five and six,
 - Recomm 5 - Planning tools to enable councils to effectively manage cumulative impact.
 - Recomm 6 - Review of definitions in planning scheme and liquor licensing regulatory frameworks.
- To aid in the assessment of Cumulative Impact, key 'tools' have been developed by the working group and endorsed by the IMAP Implementation Committee:
- A Precinct Approach to include baseline data (key indicators) to assist the applicant in preparing the application - **COMPLETE**.
- A Pre-Application Approach that includes a checklist for applicants outlining the information to be provided - **COMPLETE**.
- 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 - **COMPLETE**.
- The Working Group has refined and finalised the 'tools' and provided an update to the IMAP Implementation Committee 28 August 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 been drafted to initiate an opportunity for further communication within councils and State Government.
- 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 the policy area of DPCD presented to the IMAP Implementation Committee 29 May 2009 and acknowledged IMAP's work.

Action 7.7 Universities and Regional Development

- Initiated by IMAP's Regional Economic Development Statement (May 08), the Office of Knowledge Capital & IMAP have partnered on the Councils for Hosting Universities (CHUM) program.
- The CHUM Workshop held December 08 increased awareness & 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.

Action 9.1 Regional Sustainability Targets

- Summary of IMAP council's water, waste, and greenhouse emissions targets - **COMPLETE**
- Standardised Baseline Calculations for greenhouse emissions for the IMAP region – **COMPLETE**
- Analysis of Gaps and Opportunities - **COMPLETE**
- Audit of environmental programs available to residents and small to medium enterprises in the inner Melbourne region – **COMPLETE**
- The working group sought direction from the IMAP Committee 28 August on 2 options for utilising the results of the work undertaken.
 - Proposed Option A is to develop a comprehensive program to address residential sector sustainability
 - Proposed Option B is to identify opportunities for adhoc collaboration between councils as relevant projects or programs arise (**Option B was endorsed**).

Action 9.3 Water Sensitive Urban Design

- Model WSUD Guidelines – **COMPLETE**.
- Feedback from DPCD on the IMAP *Draft Stormwater Management local planning policy*, the policy wording has been refined to ensure consistency with the recently gazetted City of Bayside C44 WSUD amendment.
- Feedback received from Melbourne Water and the Department of Sustainability Office of Water was positive and supportive of the policy.
- The working group received the IMAP Committee's endorsement to progress this action on 28 August.

Action 10.1 Regional Open Space and Trail Network

- Action 10.1 working group has formed and presented a Project Plan to the IMAP Committee 28 August for endorsement (**endorsed**).
- 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
- Development of Implementation Plan detailing; priorities, location, cost, funding sources and timeframe of works

Strategy 11 – Tourism

- Stage 1 Visitors Map - **COMPLETE**
- Stage 2 Regional Tourism Program & Experiential Packages – **COMPLETE**
- Stage 3 Visitor Profile and Satisfaction Study – **COMPLETE** (presented to IMAP Committee 28 August - **endorsed**). 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 3 – Ongoing Research in 2011 to develop measurable indicators

A number of actions commenced in the 2008-2009 year are now nearing **completion**. Following the forthcoming 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.**