

**Inner Melbourne Action Plan**  
**Progress Report**  
**Action 3.2 - IMAP Roads as Places**

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**Background**

1. IMAP Action 3.2 intends to study the concept of Roads as Places in inner Melbourne.
2. To date, IMAP councils have been very active in street redevelopment and traffic management projects which aim to improve the liveability of the public realm and decrease the negative impacts of vehicle traffic. For example;
  - a. Acland Street in St Kilda has been revitalised to improve the local amenity and economic performance of the street.
  - b. Hardware and Manchester Lanes in Melbourne have been designed as Shared Zones to provide pedestrians with priority over vehicles and create people oriented places.
  - c. Canning Street in North Carlton has been designed to allow for safe and continuous bicycle access, whilst also discouraging vehicles from using the street with many liveability benefits.
3. These are examples of roads which have been designed, and are now managed, as places.
4. Whilst these are positive examples of what can be done to improve the liveability of roads, many streets and precincts in inner Melbourne are predominately managed for vehicle access, often with little regard or priority given to people using other modes.
5. Managing road space in more 'liveable' ways has many flow on benefits which are of interest to a range of stakeholders. Some of the benefits will be relevant to other IMAP actions (eg. bicycle and walking networks, tourism, economic performance of streets, sustainability projects, the open space network, etc.).

**Discussion**

6. The IMAP 3.2 working group seeks to coordinate a series of projects to demonstrate why more roads in inner Melbourne should be thought of as places for people.
7. The projects we plan to undertake follow the 4 guiding statements of this Action;
  - a. Demonstrate the liveability benefits and traffic impacts of viewing roads as places (with a variety of functions apart from traffic movement).
  - b. Explore the effects of distributing space equitably between different modes (with different and conflicting interests and needs).
  - c. Explore the benefits of reducing vehicle speeds.
  - d. Demonstrate the benefits of emphasizing moving people rather than vehicles.
8. The working group have developed a draft project plan which contains more information on how each of these projects will be approached. See attachment.

**Recommendations**

9. That the IMAP Implementation Committee resolves to:
  - a. **Note** the formation of the IMAP 3.2 working group;
  - b. **Note** the draft project plan.

## Attachment 1 → IMAP Action 3.2 Project Plan

### Project Description

#### 3.2 - Roads as Places.

Develop case studies to:

1. Demonstrate the liveability benefits and traffic impacts of viewing roads as places (with a variety of functions apart from traffic movement).
2. Explore the effects of distributing space equitably between different modes (with different and conflicting interests and needs).
3. Explore the benefits of reducing vehicle speeds.
4. Demonstrate the benefits of emphasizing moving people rather than vehicles.

Position	Name	Signature	Date
Project Sponsor	IMAP		
Project Lead	Stuart Outhred (CoM)		

### Executive Summary

#### A. Project Governance

Project Sponsor	IMAP
Working Group	<p>City of Melbourne → Stuart Outhred, Richard Smithers  City of Yarra → Kate Simnett  City of Port Phillip → Meg Selman</p> <p>Interested Externals; TAC, VicRoads, VicHealth, Dept of Transport, Police, Yarra Trams, Bus Association, Universities, Community groups, RACV, VECCI, Bicycle Victoria, Heart Foundation, Business Groups, Victoria Walks, others..</p>
Reasons for Project	<ul style="list-style-type: none"> <li>- Road space management in inner Melbourne is largely based on vehicle movement and 'throughput', as opposed to the value of the space to people.</li> <li>- The wider benefits of reduced speed limits (&lt;40km/h) in urban areas are not well understood beyond transport engineering and planning circles.</li> <li>- There is a lack of visual demonstrations of how roads managed as places can lead to economic, social, environmental (and other) benefits. The technology now exists to help us communicate these benefits to a wider audience.</li> <li>- There are various projects currently being pursued by IMAP Councils which relate to this Action, and many more projects which would benefit from IMAP work in this area.</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- Raise awareness of the wider benefits of managing roads for people.</li> <li>- Demonstrate, using innovative and creative techniques and media, the benefits of managing roads for people.</li> <li>- Assist Councils to collaborate and build on existing projects and initiatives.</li> </ul>

<b>TOPIC #1</b>	<p><i>Demonstrate the liveability benefits and traffic impacts of viewing roads as places (with a variety of functions apart from traffic movement).</i></p> <p><b>Proposal;</b> Assess the benefits of ‘liveable street’ projects which have been completed in the IMAP region. The specific street projects we will be looking at include;</p> <ul style="list-style-type: none"> <li>- Acland Street, St Kilda. (Major street redevelopment).</li> <li>- Hardware Lane, Melbourne. (Shared Zone treatment).</li> <li>- Little Collins Street, Melbourne. (Lunch-time road closure).</li> <li>- Scott Street Elwood (land use change)</li> <li>- Cecil Street, South Melbourne (major street redevelopment)</li> <li>- Balmain Street, Richmond (Shared Zone treatment).</li> <li>- Lennox Street, Richmond (Shared Zone treatment).</li> <li>- Canning Street, Carlton; and</li> <li>- Napier Street, Fitzroy</li> <li>- Others.</li> </ul>
<b>TOPIC #2</b>	<p><i>Explore the effects of distributing space equitably between different modes (with different and conflicting interests and needs).</i></p> <p><b>Proposal;</b> Carry out an analysis of the space dedicated to each transport mode in the IMAP region (or parts of the region).</p> <p>This will include a profile of the space (m2) dedicated to;</p> <ul style="list-style-type: none"> <li>- private vehicles</li> <li>- trams</li> <li>- buses</li> <li>- bikes</li> <li>- pedestrians</li> <li>- shared (eg. Vehicle and trams share space, as do bikes and peds in some instances).</li> </ul> <p>Once we have this ‘base profile’, we will assess if the distribution is equitable or not, with reference to how many people (per mode) are using the space.</p> <p>We will be able to represent this data through visual methods.</p>
<b>TOPIC #3</b>	<p><i>Explore the benefits of reducing vehicle speeds.</i></p> <p><b>Proposal;</b> Summarise the relevant research justifying slower speed limits in urban areas. This work will collate data and findings from a variety of sources including;</p> <ul style="list-style-type: none"> <li>- CoM proposal for a 40km/h speed limit in the CBD (and subsequent work being coordinated by VicRoads RE congestion impacts of the proposal);</li> <li>- Work being done by the Safe Speed Interest Group (SSIG);</li> <li>- Data from the Monash University Accident Research Centre (MUARC);</li> <li>- International studies.</li> </ul> <p>Note; there may be scope to work with VicRoads on this action, via the Community Road Safety Program.</p>
<b>TOPIC #4</b>	<p><i>Demonstrate the benefits of emphasising moving people rather than vehicles.</i></p> <p><b>Proposal;</b> Use creative visualisation methods to illustrate people in the transport network, rather than focusing on vehicles. This may include tapping into various data sets, and engaging a consultant (communications industry) to develop visualisations of the information, potentially including;</p> <ul style="list-style-type: none"> <li>- moving image techniques (time-lapse);</li> <li>- still photography and overlaying;</li> <li>- animated mapping techniques;</li> <li>- and other tools we haven’t thought of yet – the consultant will inevitably be the expert on what method will suit our needs best.</li> </ul> <p>This work will result in a product (a map, or other) which shows the efficiency of public</p>

	<p>transport, walking and cycling, in moving people around the inner region. This will also highlight the inefficiencies of private car travel by representing people, rather than cars (average vehicle occupancy in metro Melbourne ~1.12 people per car).</p> <p>There may be potential to link this work with TOPIC #2, by demonstrating the amount of space taken used by cars in the transport network, and the relative space efficiency of PT, walking and cycling.</p>
Scope of Project	To be further developed by the working group.

## B. Project Budget

Income	\$	Expenditure	\$
CoM	\$30,000	Action 1	TBD
		Action 2	\$15,000
		Action 3	TBD
		Action 4	\$15,000
<b>Totals</b>	<b>\$30,000</b>		<b>\$30,000</b>

## C. Other Details

Duration of Project	Start February 2010	Finish July 2011
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## D. Project Plan

The working group will develop a detailed project plan in March 2010

## E. Project Outcomes

1. Liveable Streets review and recommendations.	<ul style="list-style-type: none"> <li>- A summary of the different methods used for improving the liveability of streets in the IMAP region.</li> <li>- Recommendations for how other streets might be improved.</li> </ul>
2. Space distribution profile and equality assessment.	<ul style="list-style-type: none"> <li>- IMAP base profile of space distribution per transport mode.</li> <li>- An assessment of the space distribution, relative to the priorities of local Councils and the actual use of the street/s (per mode).</li> </ul>
3. A review of the wider benefits of reduced vehicle speeds in urban areas.	<ul style="list-style-type: none"> <li>- A summary of the known benefits of &lt;40km/h speed limits, including economic, social, safety, sustainability impacts, etc;</li> <li>- Various communications opportunities to raise public awareness of these benefits;</li> </ul>
4. A visual representation of people using the inner Melbourne transport network.	<ul style="list-style-type: none"> <li>- An illustration of people moving to and around the inner region, with a direct comparison between people in cars, and people walking/cycling &amp; using PT.</li> </ul>