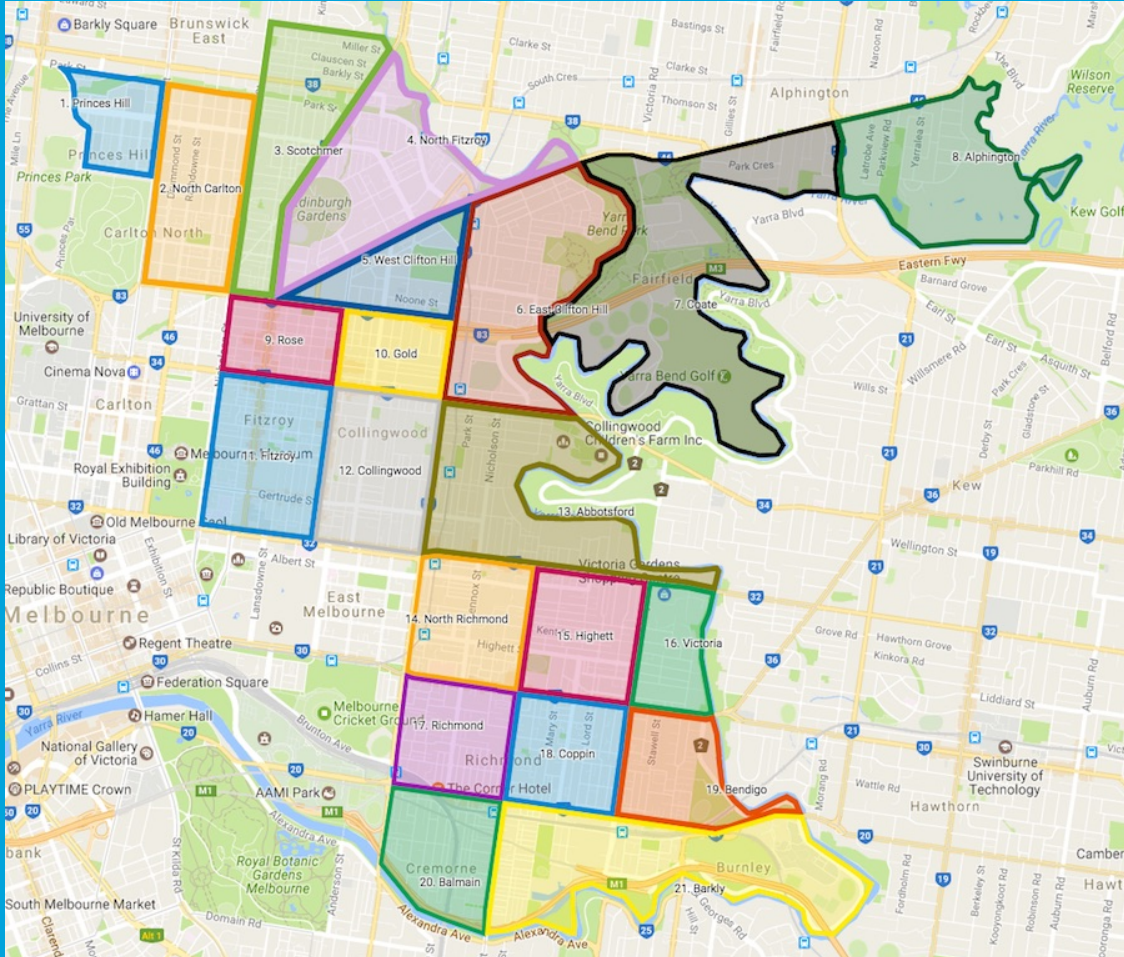


Local Area Place Making (LAPM) Policy



Prepared by: Streets Alive Yarra
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Foreword

Streets Alive Yarra is a non-profit, volunteer, resident and ratepayer action group with a [vision](#) for more trees, wider footpaths and vibrant businesses in thriving [neighbourhoods](#). We see our streets being used by people from [all ages](#), irrespective of whether they choose to walk, cycle, use public transport or drive. Residents and shoppers are able to move safely, comfortably, and conveniently around Yarra; and can easily find a park near shops.



Image credit: OCULUS Landscape Architecture and Urban Design

Streets Alive Yarra was founded in 2017 and now has over 2,500 likes on Facebook. A network of local champions develops concepts and proposals for how to improve their local street or precinct. Streets Alive Yarra is also Yarra's Walkability Action Group (WAG) representative for Victoria Walks.

Further information is available at: streets-alive-yarra.org/about.

Overview

Streets Alive Yarra notes that Council is reviewing the Local Area Place Making (LAPM) policy. In the Annual Plan quarterly progress report presented on 18th February 2020 the review was reported as 50% complete. In the agenda for 20th October 2020 the review is reported as 90% complete.

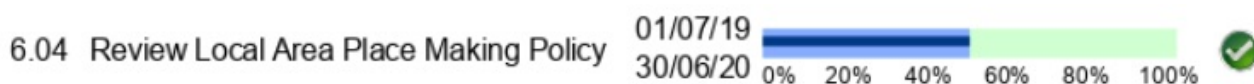


Image source: Annual Plan quarterly report from 18th February 2020

Review Local Area Place Making Policy	Council completed a review and revision of its Local Area Place Making (LAPM) Policy and provided a report to Executive identifying future options, including internal relationships, resourcing and preferred approach. A report on the revised LAPM Policy is to be presented to Council by December 2020 as an action in the endorsed 2020/21 Action Plan.	90% Achieved
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Image source: Annual Plan report from agenda for 20th October 2020

Streets Alive Yarra finds it astounding that the review can reach 90% completion without any community consultation. The LAPM policy is critical to building a more beautiful, liveable and accessible city, including:

- improving liveability, health, and happiness,
- maintaining access to properties,
- enabling independent mobility for those who can't drive,
- reducing road trauma,
- decreasing air pollution,
- mitigating our climate emergency, and
- delaying the onset of gridlock.

Streets Alive Yarra believes that the LAPM policy requires a significant and fundamental re-write, not just a minor revision. We suggest that a revised policy include the following components:

- Based on a shared set of values
- Focused on place making instead of traffic management
- Founded on best-practice community engagement
- Guided by evidence and data on how we use space and raise revenue
- Funded by revenue from within each neighbourhood
- Reviewed in each 4-year term of Council

Based on a shared set of values

Each LAPM review should begin by asking residents, ratepayers and stakeholders to describe their values, such as:

- Safety - do we believe that people should be able to travel from A to B within Yarra without being killed or seriously injured? In other words, that we should design our places and streets to ensure that people are not exposed to hazards that carry the risk of death or serious injury?
- Independent mobility - do we believe that people of all ages and abilities should be able to independently travel from A to B within Yarra, even if they can't drive or can't afford to drive?
- Accessibility - do we believe that people should be able to access every property in Yarra, irrespective if they prefer to walk, cycle, use public transport or drive? In other words, that if people need to, they should be able to cycle or drive to any property and find an available parking bay within a reasonable walking distance?
- Individual responsibility - do we believe that people should take responsibility for their own travel choices and possessions? In other words, that people should be free to choose how they wish to travel, and should be free of the burden of subsidising the travel choices of others?
- Place making - do we believe that public land, i.e. the space between the boundaries of private properties, can and should be better used to offer attractive places to support our increased population density?

We suggest that each LAPM review should seek to develop and then publish a set of values that will guide later stages, such as the brainstorming, analysis and then selection of treatments, or changes to our public realm.

Focused on place making

The LAPM policy should focus on place making, not traffic management. It should be about building an attractive places to live in, while retaining access to all properties. It's a completely different mindset to traffic management.



*Example of a street layout (Drummond St) that focusses on place making, not traffic management.
Image credit: [Mihaly Slocombe](#).*

The LAPM policy should unequivocally state that moving traffic through greater Melbourne is the responsibility of the VicRoads declared roads (including freeways, highways and arterials), not Council controlled local streets.

The LAPM policy should clearly state that just because something *is* (e.g. high traffic volume on a local street), does not mean that it *should be*.

The LAPM policy should Yarra should transfer the lead responsibility for LAPM reviews from the “City Works and Assets” department to the “Planning and Place Making” department. The traffic engineering team should be considered as a stakeholder responsible for reviewing the compliance of proposed treatments, not as the lead design authority.

The LAPM policy should Yarra should relocate the LAPM information on the Council website from the “roads and traffic” section to the “place making” section.

Further information is available at:

- <https://streets-alive-yarra.org/place-making/>
- <https://streets-alive-yarra.org/8-to-80-cities/>

Founded on best-practice community engagement

The LAPM policy should require best practice community engagement, where residents are asked where they struggle, or where they have concerns; and not expected to be urban design experts. For example, Council can ask (or observe) where people are attempting to walk or cycle (despite congested footpaths or the threat of dooring) and then propose improved infrastructure in those locations.

Publish feedback

The LAPM policy should require Council, at the outset of each review, to summarise all the feedback that was received from residents since the last LAPM review.

Students

The LAPM policy should require Council, at the outset of each review, to speak to the school assembly at each school in the LAPM area, and set up a desk at school drop-off and pick-up times, making it easy for students to offer feedback on safe routes to school. Even better, Council should invest in a smartphone app that makes it easy for children and youth to submit ideas, e.g. photos of where they feel unsafe as they walk or cycle to school or to their friend's house.

Citizens juries

The LAPM policy should recommend that contentious issues, such as aligning on a set of values, or reallocating space, be addressed via a citizens jury (or deliberative panel), as demonstrated by Infrastructure Victoria. The advantage of a citizens jury is that the participants have the time to ask detailed questions of experts and work through the consequences of their initially stated preferences.

High quality imagery

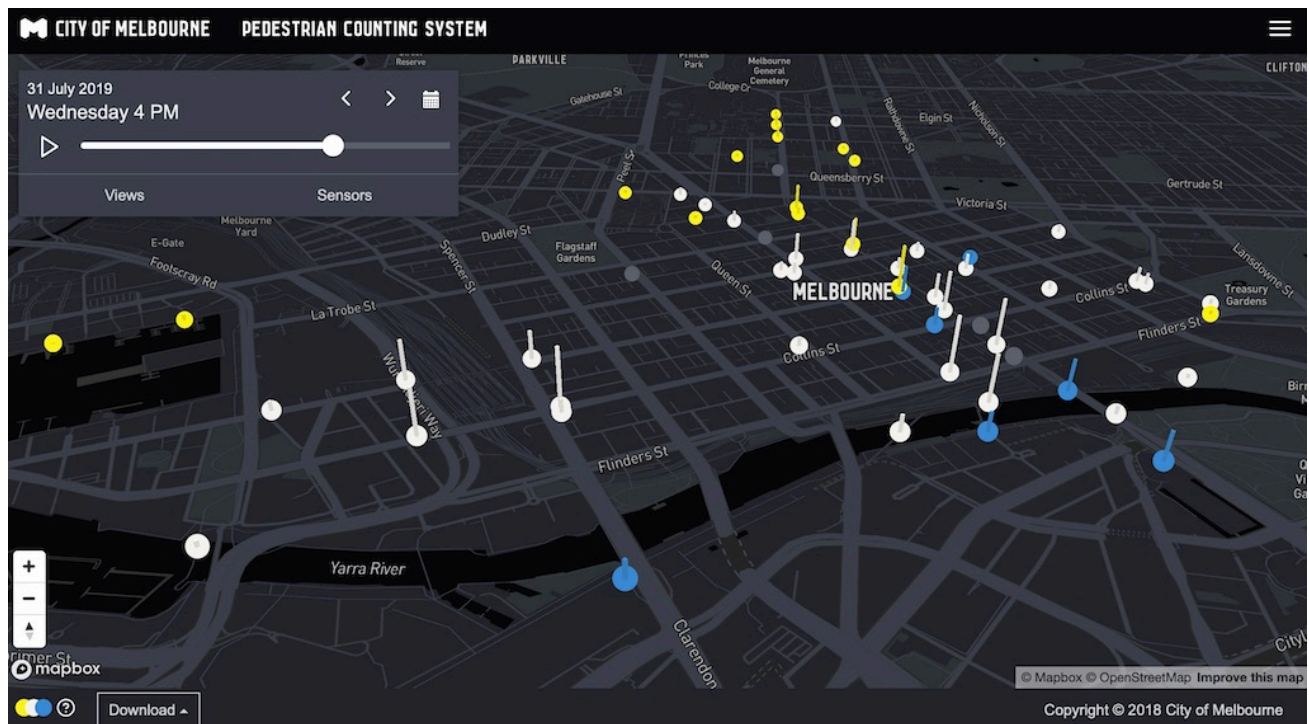
The LAPM policy should use high quality imagery from the Netherlands to inspire residents to imagine how good their LAPM area could be.

Further information is available at:

- <https://streets-alive-yarra.org/community-engagement/>
- <http://www.infrastructurevictoria.com.au/2016/05/17/citizen-juries-making-their-voice-heard/>
- <http://www.infrastructurevictoria.com.au/2019/03/05/community-panel-delivers-report-on-transport-network-pricing/>

Guided by evidence and data

The LAPM policy should recommend investment in pedestrian & cyclist counters across Yarra, such as on shopping streets and highly trafficked intersections. These would provide data to guide the allocation of street space as part of place making.



Example of pedestrian counters. Image credit: <http://www.pedestrian.melbourne.vic.gov.au>.

The LAPM policy should require Council, at the outset of each review, to publish data on how public space is used within that LAPM area.

Land use type	Area (m ²)
Footpath	
Bicycle path	
Vehicle path	
Vehicle parking	
Open/green space	

On-street parking bays	Quantity
Free, no time limit	
Free, 1-hour limit	
Free, 2-hour limit	
Free, 4-hour limit	
Permit only	
Metered	

Example tables of data showing how public space is allocated.

The LAPM policy should require Council, at the outset of each review, to publish data on what revenue is obtained from public space within that LAPM area.

Income source	\$ raised
Residential permits - 1st	
Residential permits - 2nd	
Residential permits - 3rd	
Business permits - 1st	
Business permits - subsequent	
Disabled permits	
Visitor permits	
Parking meters	
Parking fines	

Example table of data showing how much revenue is raised.

Further information is available at:

- <https://streets-alive-yarra.org/data/>
- <https://streets-alive-yarra.org/allocation-of-space/>

Funded by revenue from within each neighbourhood

The LAPM policy should state that LAPMs are funded from the revenue raised from within each neighbourhood, supplemented by grants. This has two outcomes:

- local residents can see a direct local benefit from the fees and charges that they pay, e.g. for on-street parking, and
- the budget for each LAPM can be significantly increased.

This addresses the problem that LAPMs typically only receive a budget of \$200-400k, which is too little to achieve the required level of change. Objective 6 of the Council Plan states that:

Council is committed to creating a city that is accessible to all irrespective of levels of personal mobility, to support a fulfilling life without the need for a car.

Image credit: City of Yarra Council Plan

To comply, a much higher level of funding is required, i.e. an average of \$2m per LAPM, similar to the \$1.9m allocated to LAPM 3 Scotchmer. A budget of \$2m per LAPM, combined with completing 21 LAPMs over 4 years, requires a budget of over \$10m per year. This is only a 1/3 of what Yarra raises each year from parking permits, meters and fines.

If this revenue has already been allocated, and is therefore unavailable for LAPMs, then Council can easily raise a further \$10 million each year by modernising the pricing of on-street parking.

Further information is available at:

- <https://www.streets-alive-yarra.org/revenue/>
- <https://www.streets-alive-yarra.org/expenditure/>
- <https://streets-alive-yarra.org/budget/>

Reviewed in each each 4-year term

At present, LAPMs are reviewed roughly once a decade. This is too slow to cope with:

- our rapid rate of population growth,
- our rapid pace of building construction and development,
- our rapid increase in traffic and parking congestion, or
- our rapid pace of climate change.

The solution is to review each LAPM area within each 4-year term of Council. Clearly, this requires a higher level of funding, for which this submission has proposed solutions.

The existing 10-year time scale also means that LAPMs get different levels of funding, because of the varying availability of state government grants. Indeed, the existing LAPM Policy states that the aim is to ensure a 'consistent, fair' approach; which would be much easier to achieve by reviewing every 4 years, and ideally all at the start of the 4-year term, so that needs in each LAPM can be compared.

Aims to ensure a consistent, fair and comprehensive approach to the investigation, consultation, designs, implementation and monitoring of Local Area Place Making (LAPM) schemes.

Source: Local Area Place Making Policy 2017

Expected outcomes

Streets Alive Yarra expects that if the LAPM policy was updated and implemented as we propose, the following outcomes can be expected:

- Alignment on a clear set of values
- 30 km/h zones
- Modal filters in selected locations
- More trees
- More pocket parks
- More places to sit and rest
- More places to lock a bicycle
- More people choosing to walk or cycle
- More nature, birds and animals
- Less toxic air pollution
- Less carbon pollution
- Less traffic noise
- Less stress that children could be hit by people driving cars
- Less space allocated to on-street parking
- Less space allocated to free on-street parking
- Expansion of permit zones for parking
- Better management of water, including local mitigation of flooding
- Better management of demand for on-street parking, by using pricing

Further information is available at:

- <https://streets-alive-yarra.org/better-for-women/>
- <https://streets-alive-yarra.org/better-for-children/>
- <https://streets-alive-yarra.org/better-for-seniors/>
- <https://streets-alive-yarra.org/better-for-people-with-disabilities/>
- <https://streets-alive-yarra.org/better-for-people-on-low-incomes/>
- <https://streets-alive-yarra.org/better-for-parking/>
- <https://streets-alive-yarra.org/better-for-trees/>
- <https://streets-alive-yarra.org/better-for-our-climate/>
- <https://streets-alive-yarra.org/better-for-health/>

Concluding remarks

Streets Alive Yarra believes that our existing LAPM policy requires a significant and fundamental re-write, not just a minor revision. We urge Council to make the “90% complete” review of the LAPM policy available for public consultation.

Streets Alive Yarra would be delighted to provide further detail or explanation of the themes raised in this document.

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