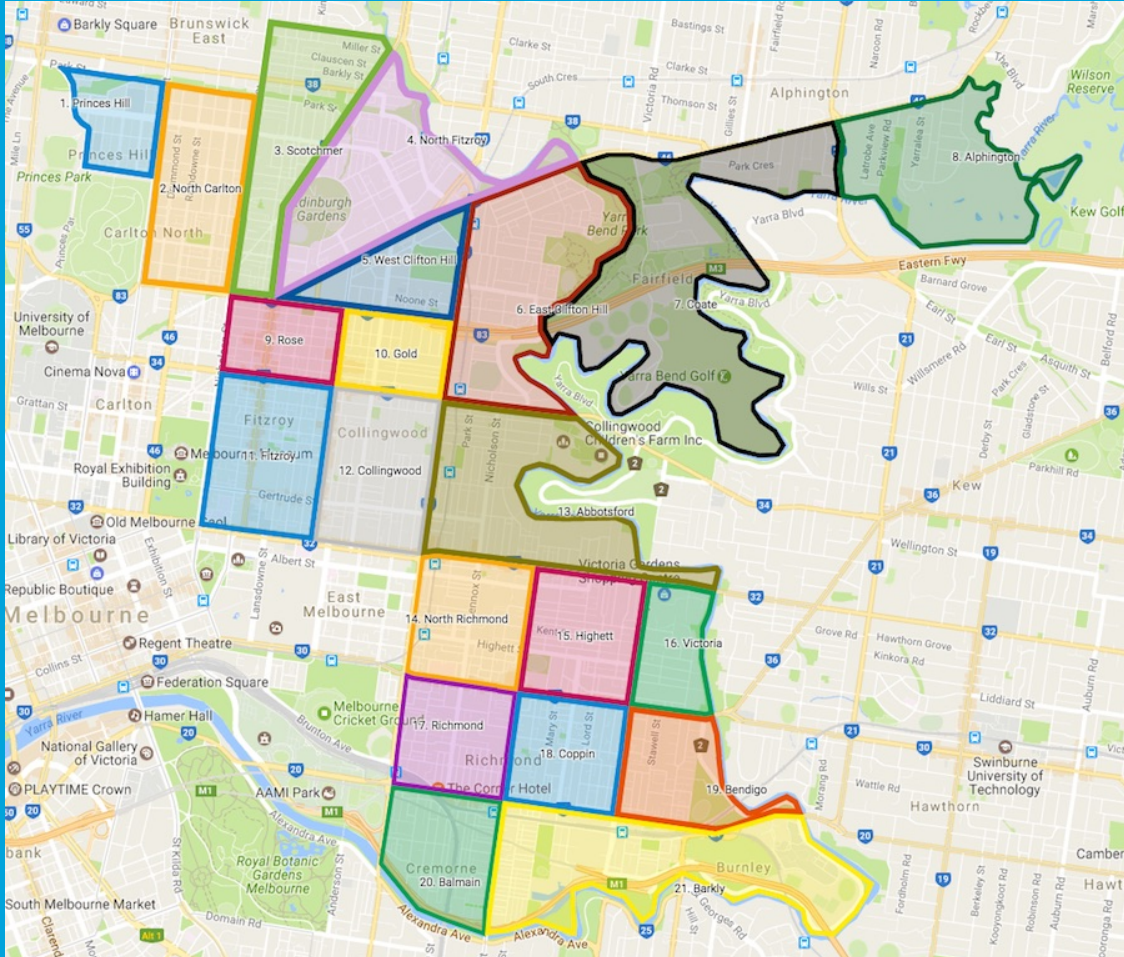


Local Area Place Making (LAPM) Policy & Process



Prepared by: Streets Alive Yarra

www.streets-alive-yarra.org

facebook.com/streetsaliveyarra/

Foreword

Streets Alive Yarra is a non-profit, volunteer, community group who advocate for:

- shopping streets that build wealth for traders by attracting regular business from local residents;
- a network of safe streets that enable those who wish to use active transport to do so, thus freeing up space on the streets for those who prefer to drive;
- economically rational and evidence-based re-allocation of street space toward transport modes that can carry more people per unit area of street space; and
- evidence-based re-allocation of street space toward safe travel infrastructure that provides equity of access for people who are young, old or with disabilities.

Our vision is for **vibrant and profitable local businesses**, owing to increased patronage, and **traffic that still flows freely**. Residents and shoppers are able to move safely, comfortably, and conveniently around Yarra. We see our streets being used by people from **8 to 80** years old, irrespective if they choose to walk, cycle, use public transport or drive.



Image credit: OCULUS Landscape Architecture and Urban Design

Streets Alive Yarra was founded in 2017 and now has over 1,900 likes on Facebook, increasing by 10-20 per week. A network of local champions develop 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.

Streets Alive Yarra has made multiple submissions to the City of Yarra:

- www.streets-alive-yarra.org/submissions

Further information is available at:

- www.streets-alive-yarra.org
- facebook.com/streetsaliveyarra/

Overview

The Local Area Place Making (LAPM) policy is critical to improving liveability, health, happiness, access and mobility in Yarra; as well as reducing road trauma, mitigating our climate emergency and delaying the onset of gridlock.

Streets Alive Yarra proposes that the LAPM policy and process be improved in the following ways:

- Review all 21 LAPMs in each 4-year term of Council
- Budget \$2m for each LAPM
- Return revenue to streets
- Place making not roads & traffic
- Place making not through traffic
- Publish data on use of space
- Publish data on parking
- Publish high quality images and renderings
- Publish feedback
- Acknowledge resident groups
- Rename LAPM area 20
- Observe
- Measure
- Catalyse interaction
- Students and parents
- Citizens juries

Review all LAPMs in each 4-year term

At present, LAPMs are reviewed roughly once a decade. This is too slow to cope with our rapid pace of building construction and development, or our rapid rate of population growth. The 10-year time scale also means that LAPMs get different levels of funding, which can be a function of short term funding opportunities or state government grants. An example is that one LAPM (#3 Scotchmer) is proposed to receive \$1.9m of funding (over 3 years) while other LAPMs typically receive only \$300-400k.

- (e) notes that implementation of the recommended LAPM plan for the Scotchmer-North Fitzroy precinct (LAPM 3) can commence in July 2019, pending confirmation by Council of \$500,000 (excl. GST) currently contained in the draft 2019/20 Budget; which is scheduled to be determined in June 2019;
- (f) refers this amount to the 2019/20 Budget process for consideration;
- (g) notes the remaining works to implement traffic management and place making treatments identified for LAPM 3 will be subject to funding consideration in future budgets, with a proposed funding split in the order of \$720,000 excl. GST) allocated in 2020/2021 and \$720,000 (excl. GST) allocated in 2021/2022;

Source: Council Minutes 5th March 2019

Indeed, the LAPM Policy 2017 states that the aim is to ensure a 'consistent, fair' approach.

- 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

This 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.

Budget \$2m for each LAPM

LAPMs typically receive a budget of \$200-400k. This is too little to achieve significant 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.

To comply, a much higher level of funding is required, i.e. \$2m per LAPM, similar to the \$1.9m allocated (over 3 years) 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 value is validated by estimating all the treatments required across Yarra to deliver safe networks for walking and cycling, and then assuming they are delivered over 10 years - the output is \$42m per year. In other words, \$10m per year is conservative.

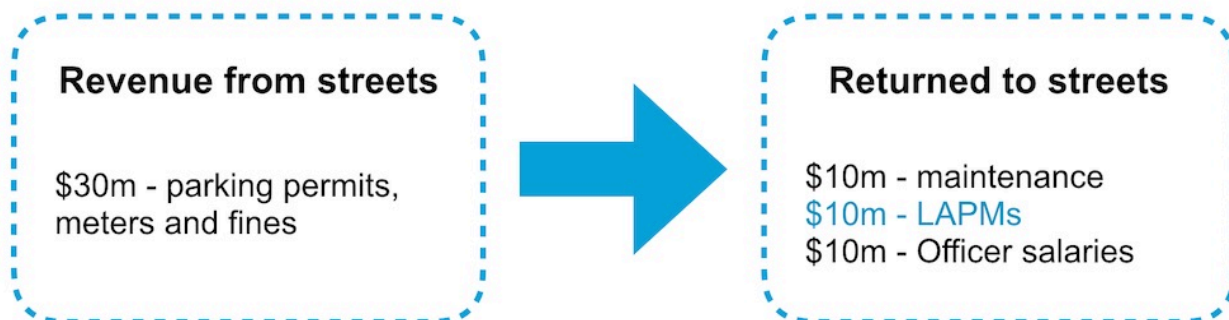
Treatment	Cost	Quantity	Total
Widen footpath (one side of the street) per metre	\$1,000	147,300	\$147,300,000
Protected bicycle lane (one side of the street) per metre	\$1,000	100,000	\$100,000,000
Raised threshold treatment (raised footpath across a side street)	\$150,000	420	\$63,000,000
Plant a new tree (or move a tree) including kerb extension	\$5,000	10,000	\$50,000,000
Convert a street to a shared zone	\$300,000	105	\$31,500,000
Wombat crossing (raised pedestrian crossing)	\$120,000	210	\$25,200,000
Close or filter street	\$100,000	105	\$10,500,000
Total			\$427,500,000

Expenditure required to deliver active transport and place making in Yarra

Further information is available at: <https://www.streets-alive-yarra.org/expenditure/>

Return revenue to streets

Revenue from streets should be returned to streets. Council budgets show that Yarra raises over \$30m per year from parking permits, meters and fines. We estimate that only \$20m is returned to streets, with the remaining \$10m going to general revenue. This \$10m should be returned to streets, via LAPM reviews.



Revenue from streets should be returned to streets

Further information is available at: <https://www.streets-alive-yarra.org/revenue/>

Place making not “roads and traffic”

The Local Area Place Making policy should unequivocally state that it’s about place making, not roads & traffic. It’s about building an attractive place that enables access to properties, not about supporting rat running for motor vehicles.

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



[Home](#) > [Services](#) > [Roads and traffic](#) > Managing traffic

MANAGING TRAFFIC IN LOCAL STREETS

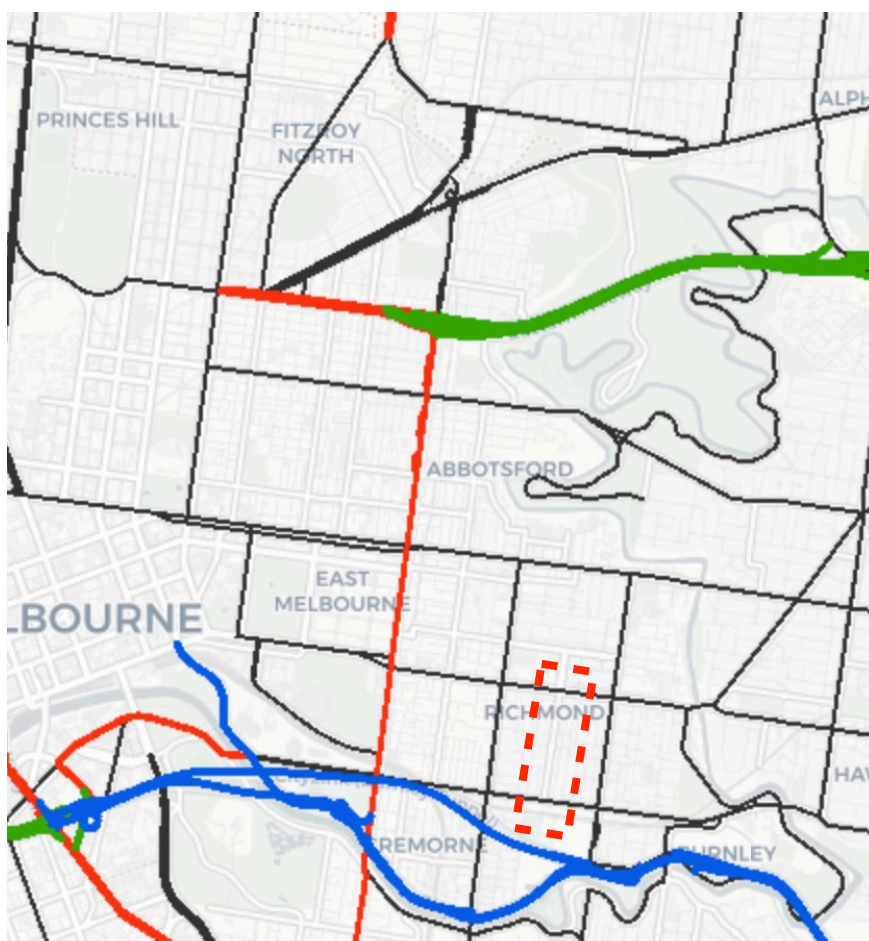
LAPMs are presently located under the “roads and traffic” section and should be moved to the “place making” section. Image credit: City of Yarra website.

In addition, Yarra should consider transferring lead responsibility for LAPMs from the “City Works and Assets” department to the “Planning and Place Making” department.

Place making not through traffic

Again, the Local Area Place Making policy should unequivocally state that it's about place making, not through traffic. Moving traffic through greater Melbourne is the responsibility of the VicRoads declared roads (including freeways, highways and arterials), not Council controlled streets.

As part of each LAPM review, Council should clearly state that all streets in the LAPM area are for place making and access to properties, not through traffic. Clearly, if a LAPM area has a VicRoads declared road running through it, such as the freeway through East Clifton Hill, an exception is made.



Map of VicRoads declared roads, with Coppin Street highlighted. Image credit: vicroadsmaps.maps.arcgis.com

For example, in LAPM 18 (Coppin), Coppin Street should be classed as a street to access properties, not as a through-traffic rat-run between Swan and Church. Council should clearly state that the existing high traffic volumes on Coppin Street are not acceptable, and one of the outcomes of the LAPM should be to work with the community to decide what treatment is appropriate to solve it. An example is to introduce “slow points”, as described in LAPM Policy 2017 and on this page: <https://www.streets-alive-yarra.org/coppin-street/>.

In other words, just because something (high traffic volumes) is, does not mean that it should be.

Publish data on use of space

The LAPM process is all about how we use our public space. As part of each LAPM review, Council should publish a table of data on how space is used in that LAPM area.

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

To help visualise and understand the above data, Council should publish an image following the 'arrogance of space' method from the Copenhagenize Design Company.



Example 'arrogance of space' for LAPM 20 Balmain (Cremorne)

Publish data on parking

On-street parking is central to the LAPM review process because it uses up so much of our limited public land. As part of each LAPM review, Council should publish tables of data on parking for that LAPM area, including:

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

Parking permits sold	Quantity
Residential - 1st	
Residential - 2nd	
Residential - 3rd	
Business - 1st	
Business - subsequent	
Disabled	
Visitor (all)	

Revenue raised	\$
Permits	
Meters	
Fines	

Publish high quality images and renderings

People respond better to images than to text. To inspire residents to imagine how good their LAPM area could be, Council should publish high quality renderings based on street designs from the Netherlands, with a local street as the background.



Example rendering. Image credit: VicRoads.

Publish feedback

As part of each LAPM review, Council should summarise all the feedback that was received from residents since the last LAPM.

Resident groups

Many residents find it easier to support an existing resident group than to develop their own proposals. This is normal human behaviour that can make community engagement easier for Council. Council should acknowledge this by giving appropriate weight to submissions from resident groups, such as Streets Alive Yarra, who have demonstrated significant community support, including collecting over 1,900 likes on Facebook.



Rename LAPM 20

Council should rename LAPM 20 Balmain to Cremorne, matching the actual name of the suburb.

Observe

People's behaviour is key to the LAPM process. As part of each LAPM review, Council should observe people's behaviour and publish a summary of what they found. As described in the book *Copenhagenize*, Council can identify the demand for safe and active transport routes by observing what people do.

From the book Copenhagenize: People were taking a little shortcut to escape the rush hour, yes, but also to circumnavigate the city centre and head over to Orestad. For a century this had never happened before at this location, but a new mobility pattern had emerged. The City observed and respected this behaviour and made a temporary bike lane across the sidewalk to see if it would work. It did. Less than a year later, permanent infrastructure was put in. By legitimising the behaviour of a handful of citizens, the City carved out a new route that has proven to be incredibly popular. No time-consuming survey or long meetings, just human observation leading to improved facilities.

Applied to the City of Yarra, Council can observe where footpaths are congested or where people are attempting to cycle (despite the threat of dooring) and then invest in improved infrastructure in those locations.

Measure

The LAPM policy and process includes engaging with the community. Good community engagement provides quantified and actionable intelligence. One way to do this is to invest in pedestrian & cyclist counters, installed where street space is contested, such as on shopping streets and highly trafficked intersections. These would provide real data to guide transport policy and the allocation of street space to various modes.

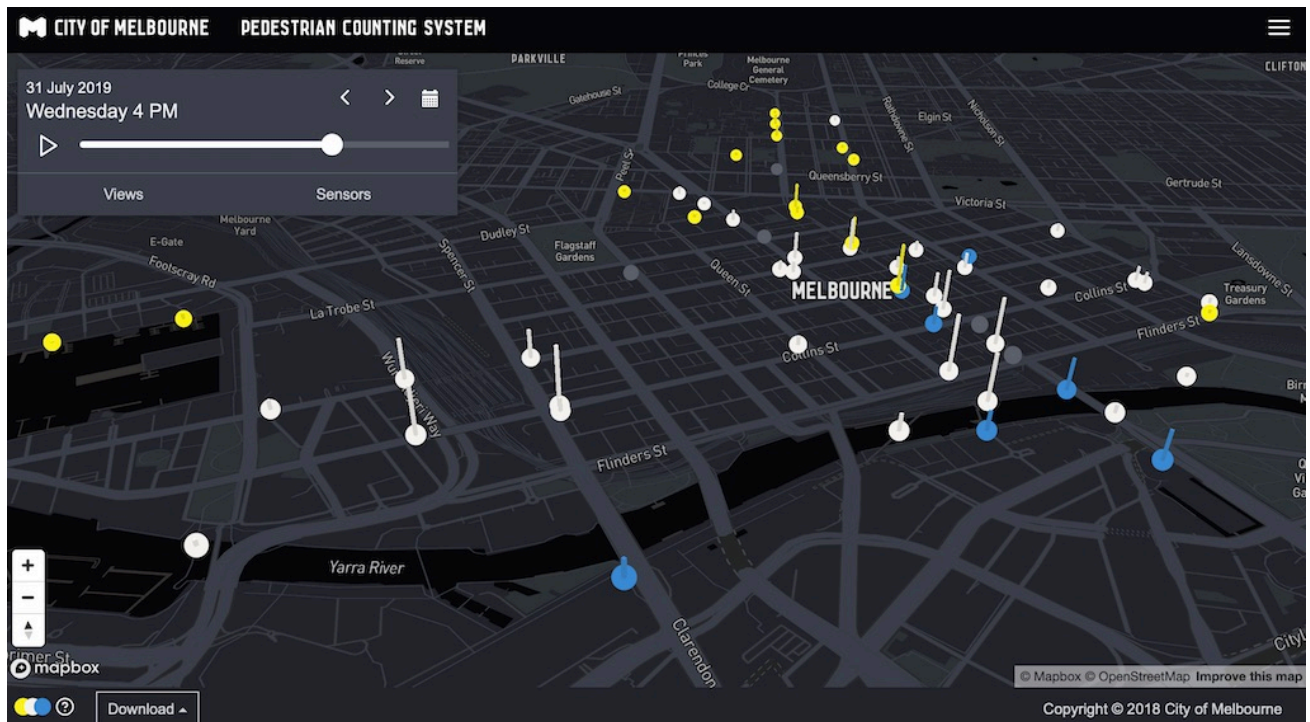


Image credit: <http://www.pedestrian.melbourne.vic.gov.au>

Catalyse interaction

Many residents find it easier to support an existing proposal than to develop their own proposal. The existing process, allowing people to place 'pins' on the map to show where problems exist, is a good starting point. Even better is to enable residents to upvote suggestions from other people. Another example is the Decidim open source platform used by Barcelona:

<https://www.thestar.com/news/gta/2019/07/22/toronto-has-flirted-with-giving-residents-a-say-in-city-policy-in-barcelona-theyve-gone-all-in.html>



Image credit: <https://www.decidim.barcelona>

Students and parents

Many residents, such as school students, aren't asked for their opinion or don't have an easy way to offer their feedback. When conducting Local Area Place Making (LAPM) reviews, Council should 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 and their parents to offer feedback on safe routes to school.



Image credit: Streets Alive Yarra

Citizens juries

Contentious issues in LAPMs, such as removing on-street parking and reallocating the space to active transport, do need to be addressed. The best approach is to use a citizens jury (or community panel), as demonstrated by Infrastructure Victoria:

- <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/>

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.



Image credit: Infrastructure Victoria