

URBAN WATER

Making the invisible visible

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URBAN WATER

Discover how water
creates a livable city

What is Urban Water?

Urban Water is a communication project that aims to increase understanding about stormwater management in the urban environment.

Audiences:

- Community – introductory information
- Industry – detailed technical information



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Project drivers



Increased **knowledge transfer** in the water industry will allow for **greater innovation** in climate change adaptation and mitigation.

Building resilient communities by increasing understanding of the link between water and liveability.



Making the invisible visible



Using interactive digital technologies:
animations, infographics, videos and self-guided tours.

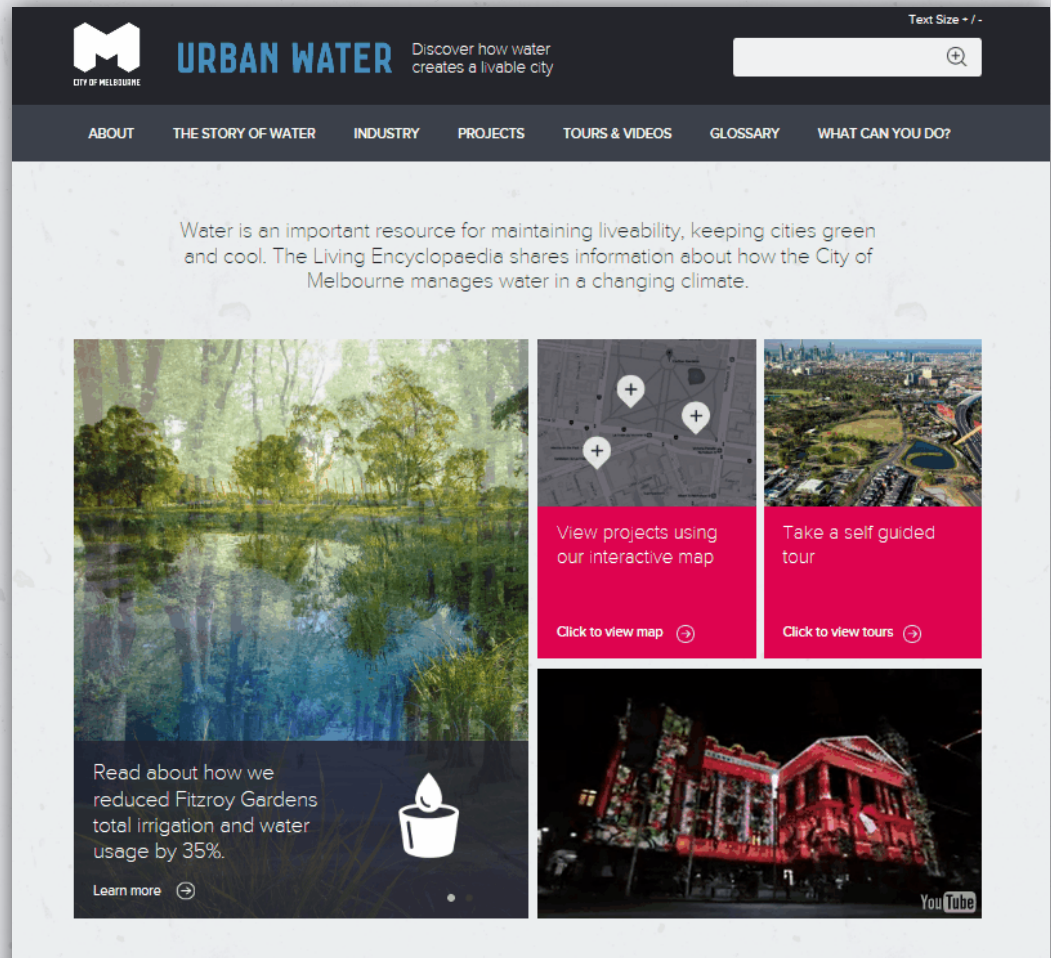
Project components



Website

The **story of water**

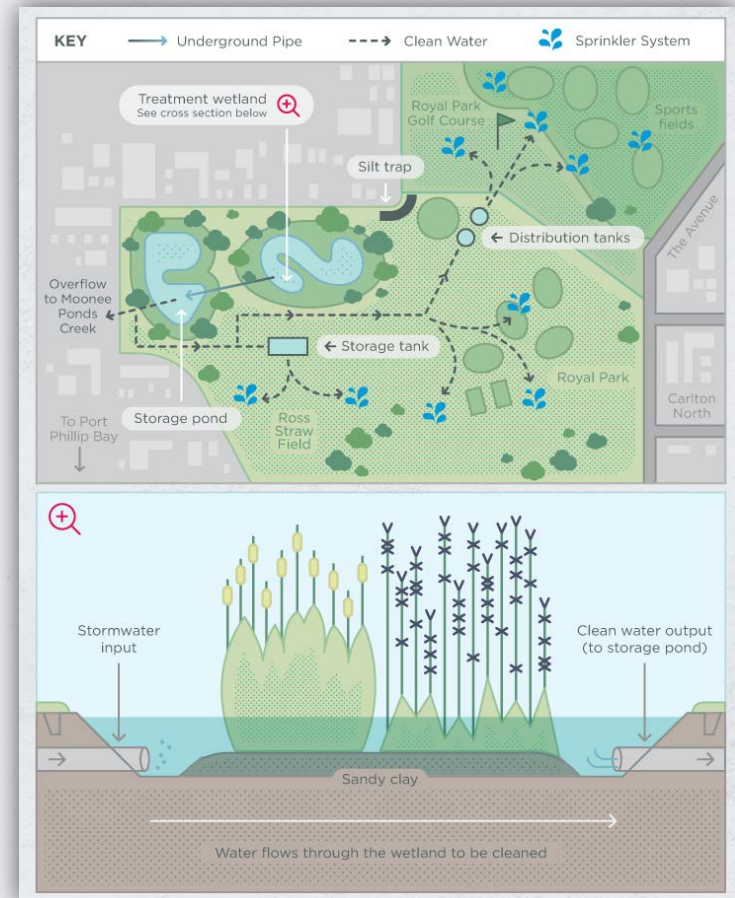
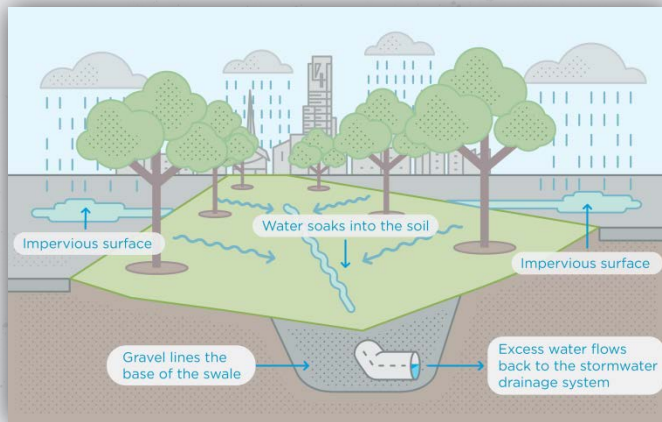
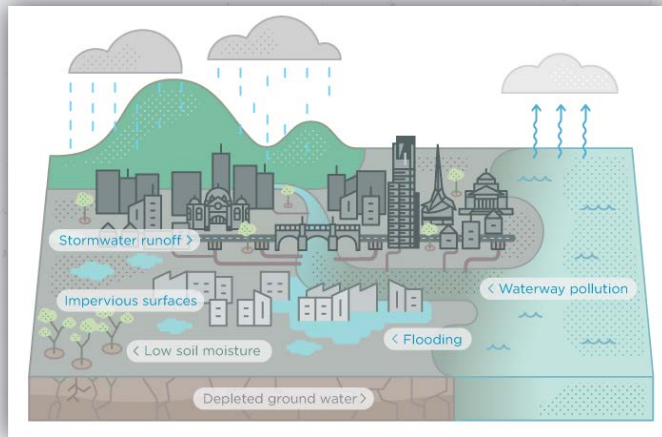
- For a general community audience
- Explains what we are doing and why
- Visual communication tools



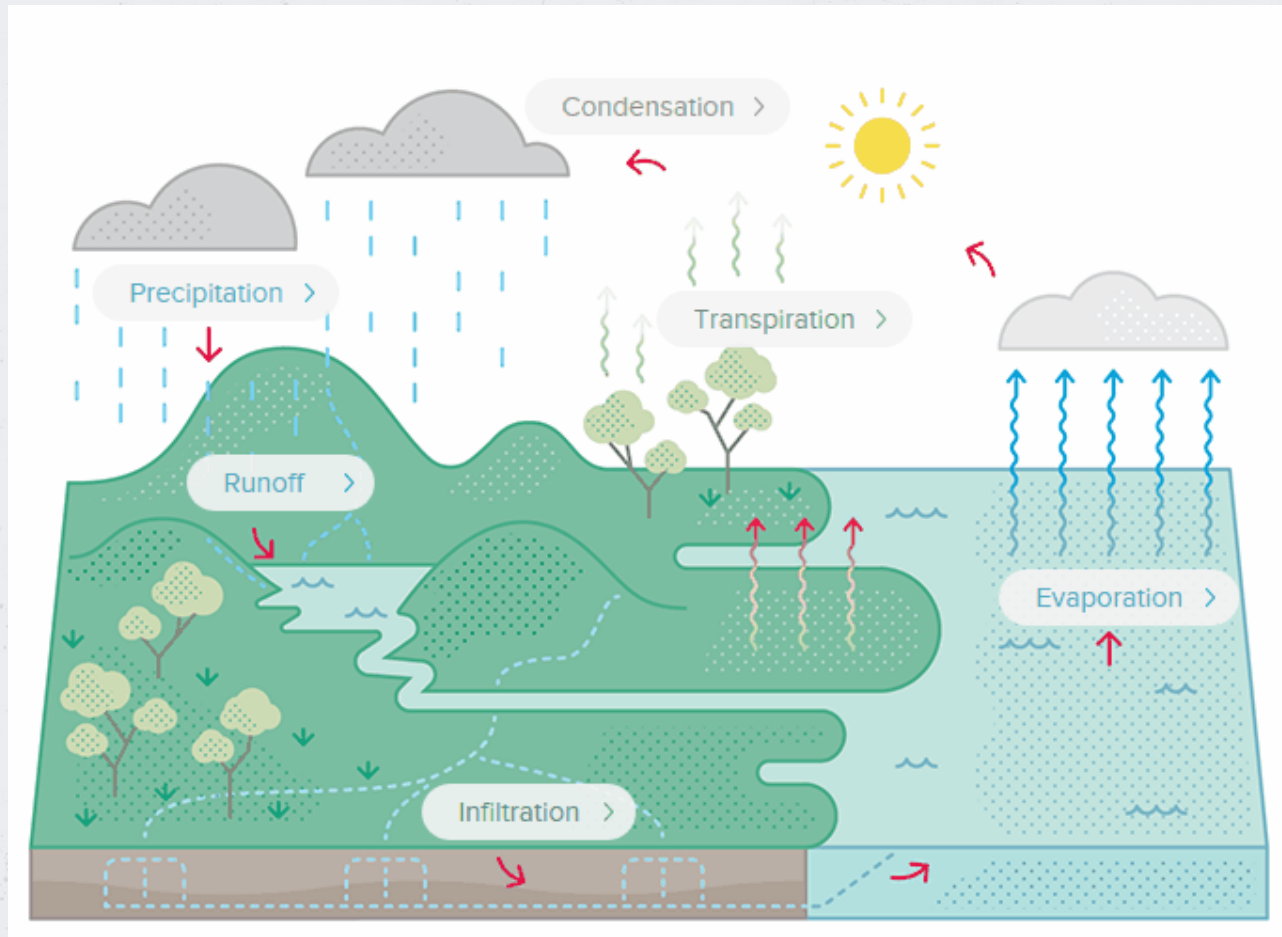
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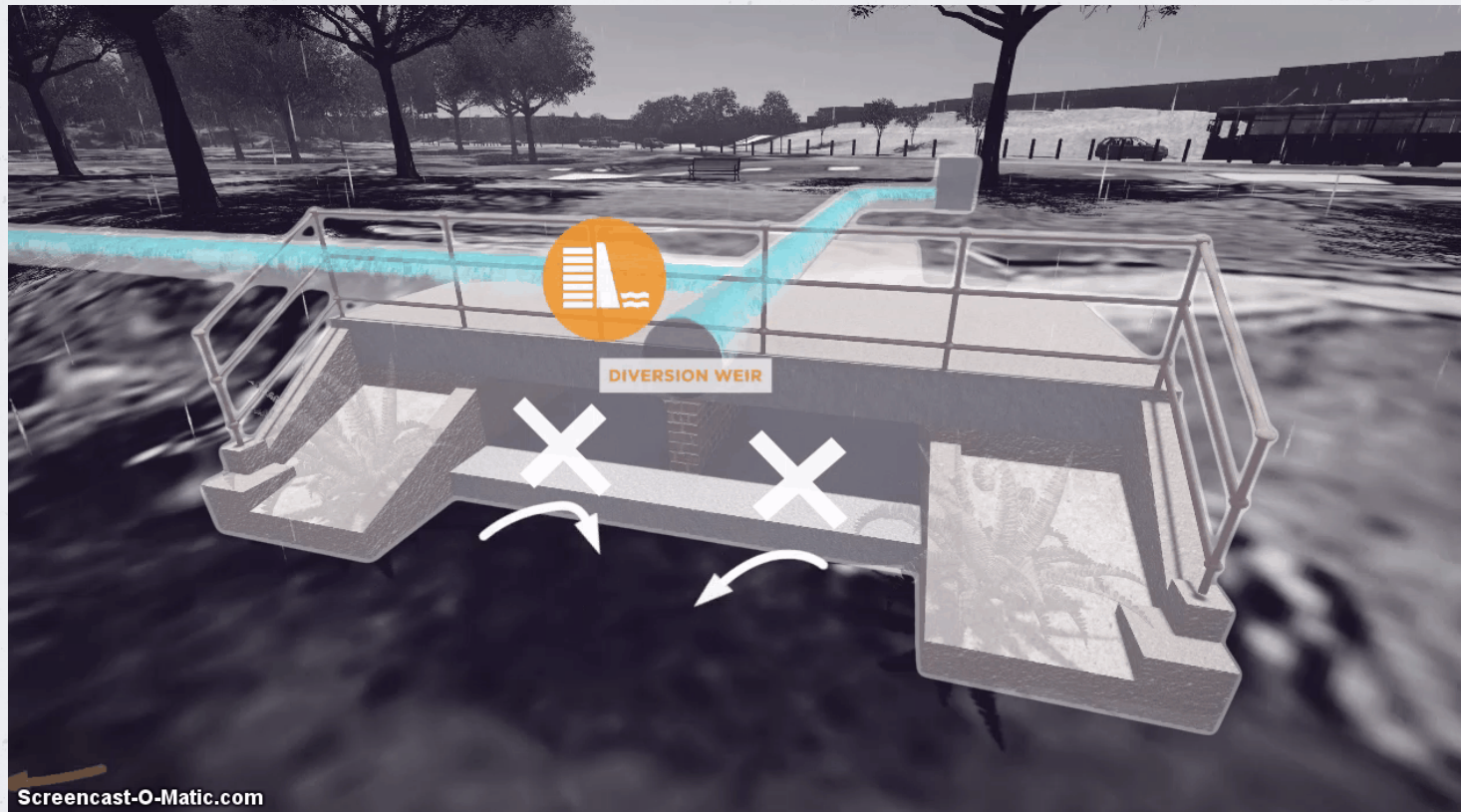
Infographics



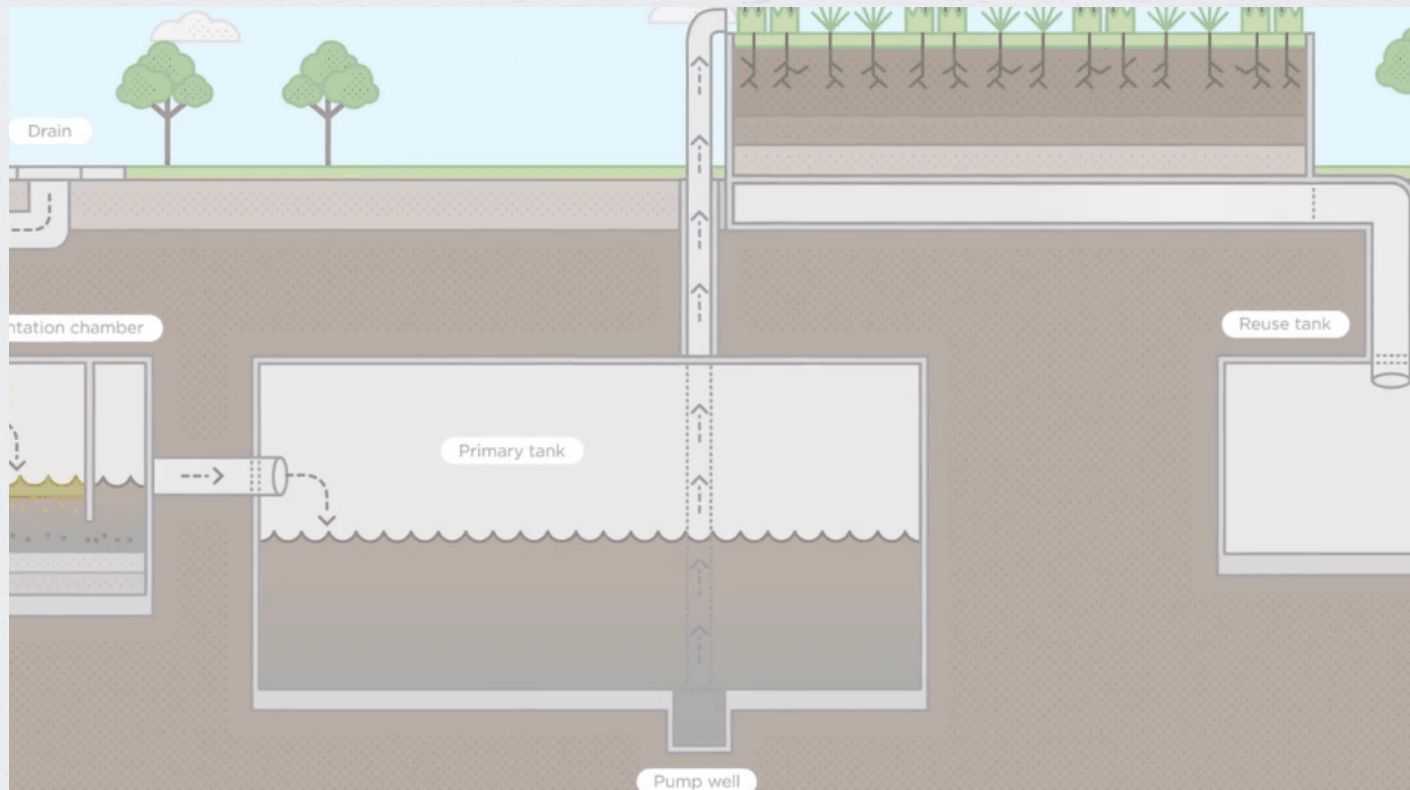
Interactive learning



System fly-throughs



Animations



Videos

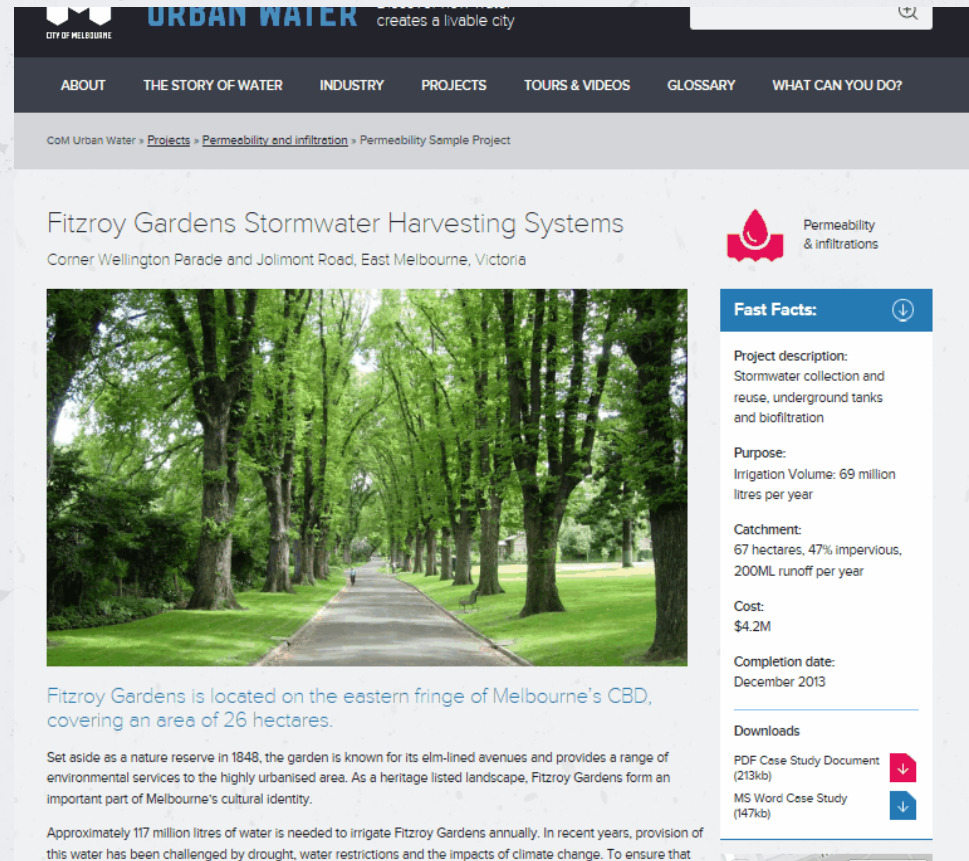


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Detailed technical case studies

- Lessons learned
- Cost
- Maintenance
- Plan drawings
- Community engagement
- Funding arrangements



The screenshot displays the 'URBAN WATER' section of the City of Melbourne website. The header includes the City of Melbourne logo and the tagline 'creates a livable city'. A navigation menu lists: ABOUT, THE STORY OF WATER, INDUSTRY, PROJECTS, TOURS & VIDEOS, GLOSSARY, and WHAT CAN YOU DO?. Below the menu, a breadcrumb trail reads: CoM Urban Water > Projects > Permeability and Infiltration > Permeability Sample Project.

The main content area features the title 'Fitzroy Gardens Stormwater Harvesting Systems' with the location 'Corner Wellington Parade and Jolimont Road, East Melbourne, Victoria'. A large photograph shows a tree-lined path in Fitzroy Gardens.

To the right of the photo is a 'Fast Facts' sidebar with a red water drop icon and the text 'Permeability & Infiltrations'. The sidebar lists:

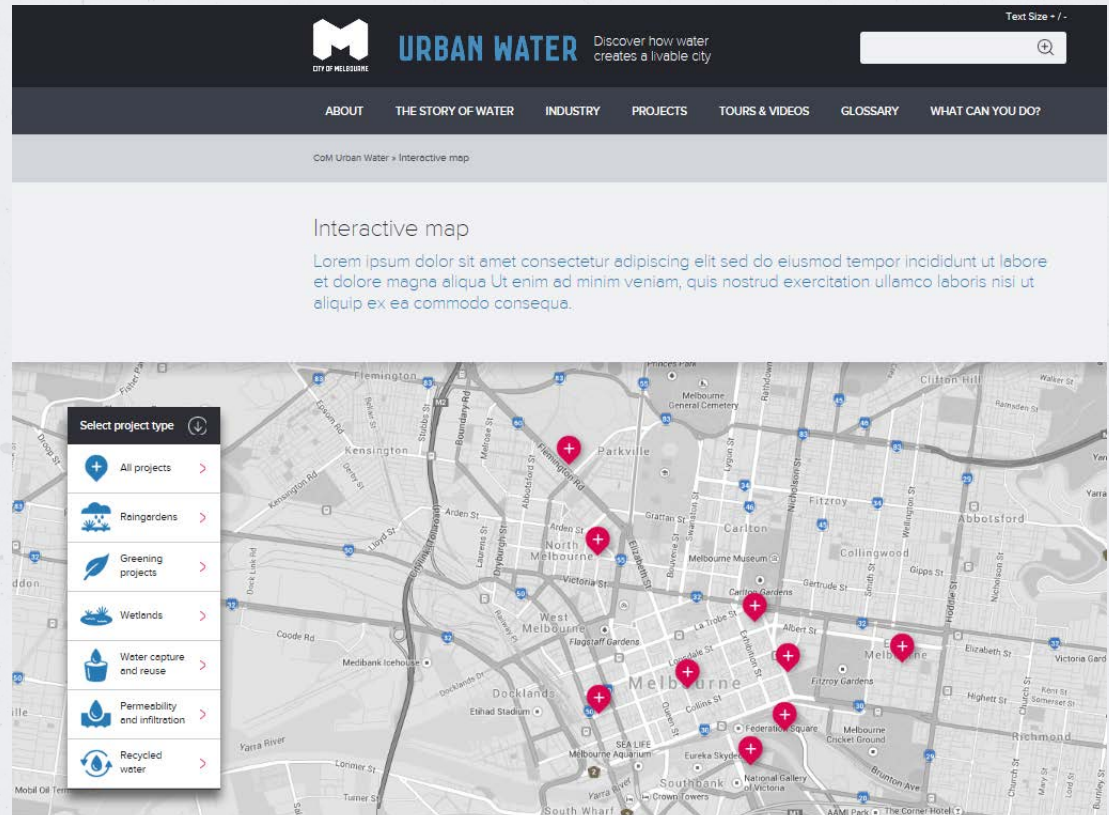
- Project description:** Stormwater collection and reuse, underground tanks and biofiltration
- Purpose:** Irrigation Volume: 69 million litres per year
- Catchment:** 67 hectares, 47% impervious, 200ML runoff per year
- Cost:** \$4.2M
- Completion date:** December 2013

Below the sidebar, a 'Downloads' section lists two documents: 'PDF Case Study Document (213kb)' and 'MS Word Case Study (147kb)', each with a download icon.

The main text below the photo states: 'Fitzroy Gardens is located on the eastern fringe of Melbourne's CBD, covering an area of 26 hectares. Set aside as a nature reserve in 1848, the garden is known for its elm-lined avenues and provides a range of environmental services to the highly urbanised area. As a heritage listed landscape, Fitzroy Gardens form an important part of Melbourne's cultural identity. Approximately 117 million litres of water is needed to irrigate Fitzroy Gardens annually. In recent years, provision of this water has been challenged by drought, water restrictions and the impacts of climate change. To ensure that

Interactive project map

Explore City of Melbourne's water projects by type

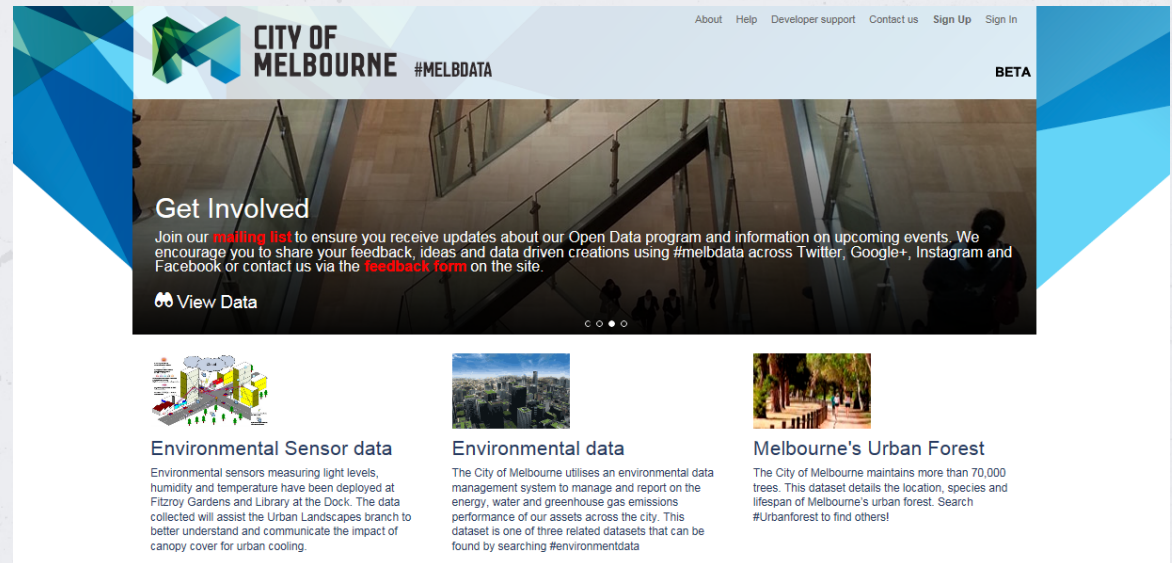


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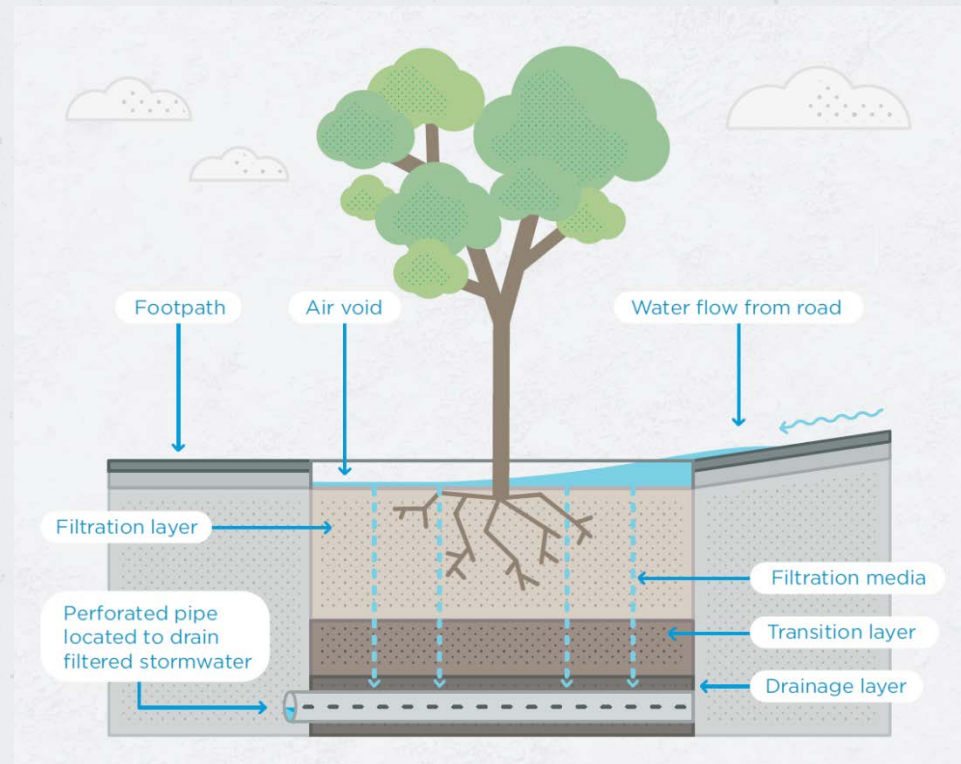
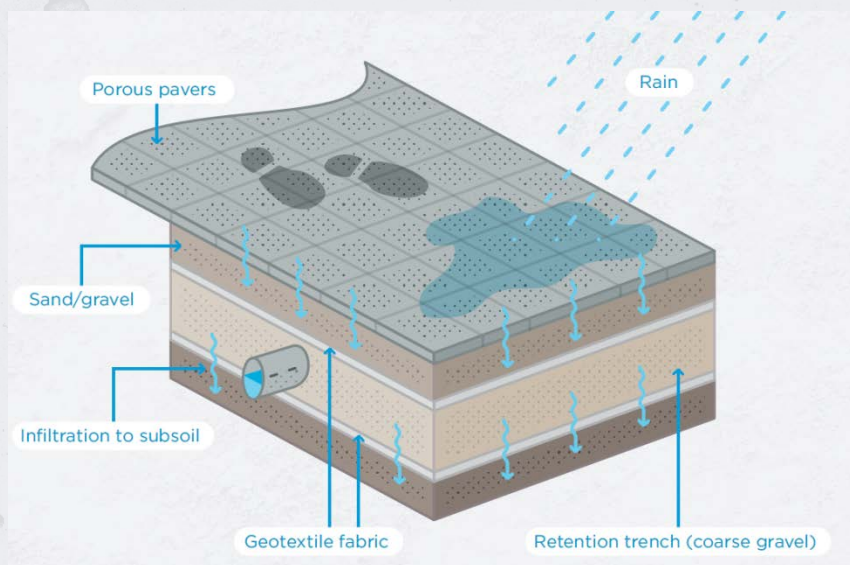
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Live stormwater data

- Tank levels, updated hourly
- Daily irrigation volume
- Local rainfall

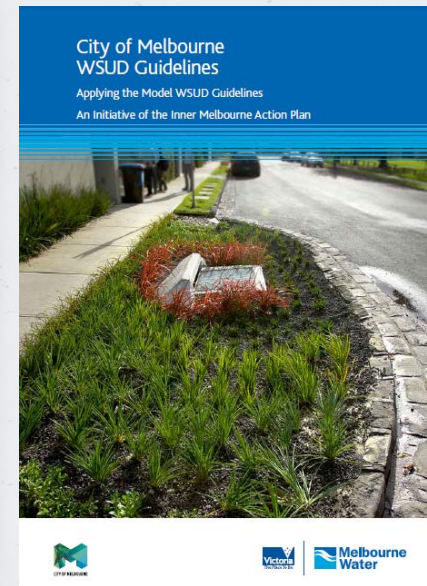
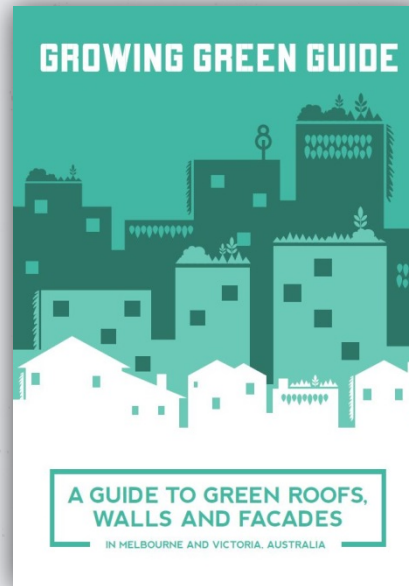


Glossary



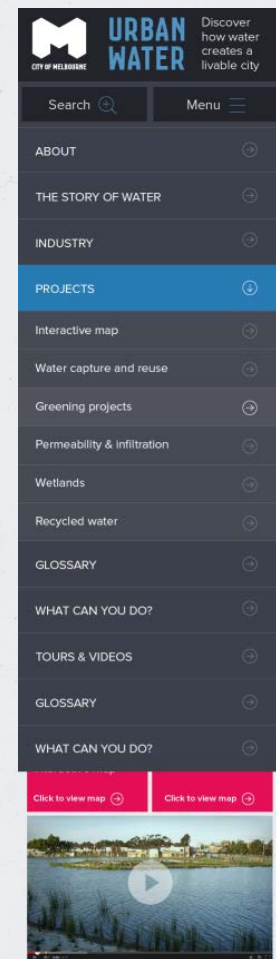
Industry resources

- Integrated climate adaptation model (ICAM)
- WSUD guidelines and fact sheets
- Strategic documents
- Green infrastructure guide



Mobile website

Mobile website allows users to access interpretive content while on site, bringing self-guided tours to life.



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On-site signage

On-site signage

Connects digital content to physical projects.



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Self-guided tours

Use the mobile website to tour some of the City of Melbourne's water projects.



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Urban Water hub

Urban Water Hub

Interactive touch
screen at Fitzroy
Gardens Visitor
Centre



The Urban Water project signals a change in practice for City of Melbourne – not just building infrastructure, but **building community understanding and resilience**.

Sharing our experiences with the industry – greater **innovation in climate change adaptation**

Transparency – open by default



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Website live **July 2015**

www.melbourne.vic.gov.au/urbanwater



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