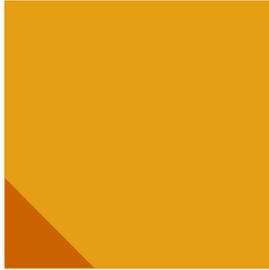


IMAP

INNER MELBOURNE ACTION PLAN

Making
Melbourne
more
liveable



Annual Report
Summary
2016-2017



Welcome

The Inner Melbourne Action Plan (IMAP) is a successful collaboration between the Inner Melbourne cities of Melbourne, Port Phillip, Yarra, Stonnington and the Maribyrnong City Council, working together on inner city regional issues to help make Melbourne one of the world's most liveable cities.

During 2016-17 the IMAP Implementation Committee approved a new shortlist of projects under the new *Inner Melbourne Action Plan 2016-2026* and established steering groups to develop new project briefs.

The year saw continued progress by project teams finalising the Wayfinding signage standards manual 'Way found', creating the Active Recreation Facilities database, researching small Urban Manufacturing businesses and advocating for our visitor economy through partnerships with Destination Melbourne and Cultural Tourism Victoria. IMAP's support for environmental sustainability continues through the University of Melbourne's green roof research team and the project team developing a further series of Sustainable Design factsheets.



Cr Amanda Stone

Mayor,
City of Yarra



Cr Nicholas Reece

Chair,
Future
Melbourne
(Planning)
Committee
City of
Melbourne



Cr Sarah Carter

Deputy Mayor,
Maribyrnong
City Council



Cr Jami Klisaris

Mayor,
City of
Stonnington



Cr Bernadene Voss

Mayor,
City of
Port Phillip

Introduction

The Inner Melbourne Action Plan

For eleven years, Melbourne's inner Metropolitan Councils – the cities of Melbourne, Yarra, Stonnington, Port Phillip and Maribyrnong City Council have worked together to develop and implement the strategies and actions set out in the Inner Melbourne Action Plan.

The aim of this partnership is to strengthen the liveability, attractiveness and prosperity of the region and respond to growth and changes occurring in the inner city to 'make the Inner Melbourne Region more liveable'.

In June 2016 the new *Inner Melbourne Action Plan 2016-2026* was approved by the five IMAP Councils and will commence implementation from 2016-17. A number of transition projects from the former plan also continue to be implemented under these new strategies.

The IMAP projects have been successful in fostering ongoing cooperation, goodwill and active participation between IMAP stakeholders. IMAP is uniquely positioned to have an ongoing role in the development of the inner Melbourne region.



Achievements of 2016-17



Inner Melbourne Action Plan 2016–26 implementation

The review of the Inner Melbourne Action Plan was completed during 2015–16 and adopted without change by the five Councils during May–June 2016.

The new plan has been developed around five main goals:

-  **Goal 1** A globally significant, strong and diverse **economy**
-  **Goal 2** A connected **transport** network that provides real travel choices
-  **Goal 3** Diverse, vibrant, healthy and inclusive **communities**
-  **Goal 4** Distinctive, high quality **neighbourhoods** and **places**
-  **Goal 5** **Leadership** in achieving **environmental** sustainability and climate change adaptation.

Twenty outcome statements and 27 regional strategies make up the detail of the new plan. The IMAP Councils and others will aim to implement these strategies over the next few years.

During September/October 2016, the Councils shortlisted a number of IMAP priority projects for implementation and developed short project briefs. Incoming councillors were circulated the project shortlist for comment prior to referral to the IMAP Implementation Committee.

In December 2016, the IMAP Implementation Committee approved the rolling Three Year Implementation Plan identifying 25 projects over the term. In February 2017 four new Steering groups were established to scope the priority projects, and advance others also identified for action. Work is continuing to refine these.

The Plan is available on the IMAP website.

Implementation of the Census for Landuse & Employment (CLUE)

IMAP Information Requirements Project

The City of Melbourne's Census of Land Use and Employment (CLUE) survey of non-residential properties has run for more than 30 years. Since 2014, IMAP has considered extending this survey to the other IMAP Councils.

In August 2016, the IMAP Implementation Committee approved an initial investigation of the IMAP Councils' information requirements. This included an investigation into the IMAP Councils' current data needs, whether they are being met, by what means and at what cost. The second stage was to identify any gaps in the data, duplication and efficiencies that exist, and possible improvements that could be obtained through considering a different approach.

The first stage was completed during 2016-17 and included mapping the 4 IMAP Councils' current Economic Development and Strategic Planning data against the City of Melbourne's CLUE data base attributes. The next stage will assess options and the resources/costs involved, including partnerships, resource sharing and the potential development of an IMAP CLUE.





IMAP Tourism

Market Inner Melbourne as a world-class tourism destination

The major focus of IMAP's tourism activities in 2016-17 included:

- Undertaking a comprehensive review and update of the IMAP regional tourism map to include a GIS map base for increased accuracy.
- Ensuring the continued success of the Melbourne Official Visitors Map, a joint collaboration with Destination Melbourne, with an annual circulation of one million copies.
- Providing support for the research and development of the Greater Melbourne Destination Management Plan being undertaken by Destination Melbourne during 2016-17.
- Collaborating with Cultural Tourism Victoria (CTV) to include an additional 70 inner Melbourne listings in their brochure *Experience Culture Victoria 2016/17* to showcase the breadth of cultural experience across the inner Melbourne region. The printed guide (50,000 copies) was launched in September 2016.
- In May 2017, the IMAP Councils agreed to repeat this collaboration with CTV for a further edition of the cultural guide, with the added opportunity to have experiences listed and promoted on CTV's new digital platform. The 2017-18 edition was released in August 2017.

Wayfinding and Signage

Melbourne Visitor Wayfinding and Signage Project

Good wayfinding signage can encourage walking and exploration, deliver health and economic benefits, result in journey time savings and produce improvements to the public realm.

In 2012, the Melbourne Visitor Signage Coordinating Committee was established to improve the wayfinding signage that people rely on to explore unfamiliar areas or to travel along unfamiliar routes.

The Committee set out to identify key principles of signing and outline standards and guidelines for wayfinding signs to improve the consistency of signage information across municipal boundaries and transport modes.

During 2016-17, the Committee achieved the following:

Way found. Wayfinding signage standards for Victoria

In May 2017, the IMAP Implementation Committee adopted *Way found. Wayfinding signage standards for Victoria* – designed by Public Transport Victoria – that sets out wayfinding signage principles, standards and guidelines that could apply across Victoria; and recommended it to the five councils for adoption as an operational manual.

Way found is expected to be available by the end of 2017.





Wayfinding signage (infrastructure) pilot and user testing

The principles and guidelines in *Way found* were applied to the design of a new pedestrian wayfinding signage 'family' and tested with people who have specific language, vision, mobility and dementia needs.

In May 2017, the City of Melbourne installed signs in North Melbourne and at Southern Cross Station. The signs and maps will be user tested in September 2017 and the results shared with IMAP Councils and other interested authorities. The aspiration is for reliable, consistent signage for users and lower costs from shared procurement for local authorities.

Basemap

Preliminary, exploratory discussions have been held with State Government agencies on developing a shared basemap.

Affordable Housing Controls and Targets

Community Land Trust Research Project

The project's aim is to undertake research on Community Land Trust (CLT) options in the Australian context. In Stage 1, a University of Western Sydney team undertook research on CLTs in the USA and UK and their implementation in Australia, and developed the Australian CLT Manual in February 2013. The Manual includes an overview of CLTs, tax issues, organisational structures, financial modelling, legal mechanisms (long-term leaseholds and modified shared equity) and provides a model long-term lease, co-ownership deed and constitution.

Stage 2 of the project involves the preparation of a companion manual providing a risk management framework for banks considering lending to home purchasers in CLTs, case studies of prospective CLTs and market research involving interviews with potential home purchasers to test interest in the potential for purchasing dwellings without the underlying land in CLTs. Stage 2 will be completed by the end of 2017 for publication.



Sport and Recreation Facility Planning

Regional Active Sport and Recreation Facilities Planning Study

This project aims to assess the future provision of sport and recreation facilities, with the focus on active outdoor sport and recreation facilities and aquatic centres for the IMAP area. The Project Working Group comprises representatives from the IMAP Councils, Sport and Recreation Victoria (SRV) and the Victorian Planning Authority (VPA).

The IMAP Councils were successful in receiving \$50,000 funding from the Victorian State Government Community Sport Infrastructure Fund in 2016. A Research Officer was employed to manage the data compilation and analysis stage.

Actions completed to date include:

- **Data preparation, collection and integration** - This phase pinpointed the location and type of sport facilities and their components, and included participation data for sporting codes and facilities.
- **Data Organisation** - The conceptual model and physical structure of an *'IMAP Sport and Recreation Geo-database'* has been designed and documented.
- **Mapping** - Existing sport and recreation facilities have been mapped on a GIS base.
- **Development of the Stage 2 project brief** - a comprehensive assessment of options for the future provision of outdoor sport and recreation facilities and spaces within the Inner Melbourne region is proposed.

In 2016-17 the Project Team updated the IMAP Implementation Committee on the geo-database, provided insights into a cricket case study to indicate uses of the data, and discussed the draft Planning Brief for stage 2. The project has created a useful network for sharing information and has developed greater collaboration between municipalities. The data gathered has already proven useful in developing an SRV report to inform sporting infrastructure requirements in the Fishermans Bend Community Infrastructure Plan.

Increasing Employment Opportunities

Urban Manufacturing Project – the Dilemma of Urban Employment Land

Continued research into the significance of small urban Makers to inner Melbourne's urban employment land is informing decisions about industrial and commercial land use versus residential land use. The study by IMAP, University of Melbourne researchers, Moreland City Council and the Victorian Government have examined the significance of Makers to the Victorian economy as a new, serviced, high value-added, knowledge-intensive production sector that is emerging in Melbourne.

The study aims to help guide strategic decisions regarding rezoning of urban commercial and industrial-zoned land and the implications for planning controls in the future for employment land impacting small urban manufacturers.

Development of the www.makers.melbourne website, additional surveys and five qualitative studies has assisted in the research to capture information on employment, supply chains, transport and logistics, maker identity, innovation, clustering, placemaking and future needs and directions for the sector.

An International Policy Review analysis is assisting the Policy Reference Group understand the impacts of policy levers relevant for small urban makers and convert the findings into policy actions that are implementable by local and state governments. The final draft report is expected in November 2017.





Implement Environmentally Sustainable Design

IMAP Sustainable Design Fact Sheets Project

A suite of 10 Sustainable Design fact sheets developed by the IMAP Councils since 2012 provide detailed public advice on sustainable building design requirements. In 2016 five additional fact sheets (the 2nd suite) were added as supplementary sheets which expanded on the original themes.

In May 2016 the IMAP Councils agreed to fund an additional 5 fact sheets (the 3rd suite) to further expand on the themes and provide clear guidance on Daylight, Ventilation, Windows and Glazing, Car Share and Innovation Strategies.

15 Councils (in addition to the 5 IMAP councils) use and share the fact sheets, thereby providing consistent application of sustainable design assessment across municipal boundaries. In September 2016 staff presented the project at the 9th International Urban Design Conference in Canberra. Feedback from the conference, development industry and other Victorian Councils has been very positive particularly on how metropolitan Melbourne has been able to work collaboratively to integrate ESD into the planning system and to support the work through the IMAP fact sheet suite.

The Sustainable Design fact sheets are available on the IMAP and Council websites. Council enquiries are welcome.

Implement Green Demonstration Projects

Mimicking natural ecosystems to improve green roof performance

IMAP, Melbourne Water and the Australian Research Council are funding a three year University of Melbourne project designed to improve the hydrological and energy performance of green roofs by learning from natural ecosystems. It is hoped that improving the stormwater capture and cooling functions of green roofs will increase their uptake in Melbourne's inner city. The project is entering its final year and there are many results directly applicable to IMAP Councils.

- Joerg Werdin's PhD is investigating the potential use of biochar to make green roof substrates lighter and better for plant growth.
- Andrea Pianella's PhD is quantifying green roof thermal performance.
- Zheng Zhang's PhD involved monitoring green roof modules over 12 months to determine which species best reduced rainfall runoff.
- Dr Chris Szota has developed a new model which simulates how different combinations of substrates and plant species can improve the stormwater mitigation benefits of green roofs under different climate scenarios (refer to the full Annual Report for details and recent publications).

The ARC linkage grant was scheduled to finish in December 2017 but due to a few delays, the University team will be seeking an extension of 6 months.

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Strategic Partnerships

We take this opportunity to recognize the commitment of the many council officers and representatives from partnering organizations who continue to work collaboratively to deliver the IMAP projects. The external partners assisting with the IMAP projects are:

Wayfinding and Signage Project

VicRoads, Public Transport Victoria, Transport for Victoria, City of Wyndham.

IMAP Tourism

Destination Melbourne Ltd; Cultural Tourism Victoria.

Community Land Trust Research Project

University of Western Sydney; University of Sydney; St Kilda Community Housing; Mount Alexander Community Land Ltd; Hobart Ecovillage; SEMZ Property group; Tasman Ecovillage; Committee for Lorne.

Regional Active Sport and Recreation Facilities Planning Study

Victorian Planning Authority; Sport and Recreation Victoria.

Urban Manufacturing Project

The University of Melbourne; Victorian Planning Authority; Department of Environment, Land, Water and Planning; Department of Economic Development, Jobs, Transport and Resources, Moreland City Council.

Implement Environmental Sustainable Design - Factsheets Project

IMAP factsheets are licensed to the Cities of Knox, Kingston, Darebin, Nillumbik, Whitehorse, Whittlesea, Banyule, Hume, Moreland; Greater Dandenong, Greater Geelong, Manningham, Maroondah, Monash, Moonee Valley; Council Alliance for a Sustainable Built Environment.

Mimicking Natural Ecosystems to Improve Green Roof Performance

The University of Melbourne, Melbourne Water, Australian Research Council.

Further details of all IMAP actions and copies of resource material can be found on the IMAP website.

**For a copy of the
IMAP Annual Report visit
www.imap.vic.gov.au**

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