

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report Summary 2014 → 2015

Inner Melbourne Action Plan
'Making Melbourne More Liveable'



Welcome

The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the 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**. This report summarises the key projects and achievements for 2014-15.

During 2014-15 the IMAP Implementation Committee supported a number of new and ongoing projects, in conjunction with other organisations, **developing a diverse range of regionally focused projects** in areas such

as visitor wayfinding signage, Community Land Trust housing research, energy modelling, sustainable design education, bicycle network planning, tourism promotion and urban manufacturing research. IMAP's Growing Green Guide also continues to receive wide acclaim, being awarded the 2014 Victoria Landscape Architecture Award for education.

The Committee is also **overseeing the review of the Inner Melbourne Action Plan** itself, looking forward a further 10 years to identify where IMAP's unique Council partnership can make a positive difference in making Melbourne more liveable.



Cr Phillip Vlahogiannis
Mayor,
City of Yarra

Cr Ken Ong
Chair, Future
Melbourne
[Planning]
Committee
City of Melbourne

Cr Nam Quach
Mayor,
Maribyrnong
City Council

Cr Amanda Stevens
Mayor, City
of Port Phillip

Cr Melina Sehr
Mayor, City
of Stonnington

Introduction

The Inner Melbourne Action Plan

Transport and connectedness, housing affordability, a sustainable environment and liveability remain the key strategic directions of IMAP to address one simple objective: to make the inner Melbourne region more liveable. The IMAP region hosts the capital city of Victoria, incorporating the major financial, administrative, retail, cultural, and entertainment functions of the State.

Melbourne's inner Metropolitan Councils have worked together over nine years to implement around 75% of IMAP's 11 strategies and 57 actions.

Identified as key areas for regional cooperation within the central city, these actions aim to strengthen the liveability, attractiveness and prosperity of the region and respond to growth and changes occurring in the inner city.

The IMAP partnership is uniquely positioned through its current review of the Inner Melbourne Action Plan to have an ongoing role in the development of the inner Melbourne region.



Achievements of 2014-15



Visitor Signs

Action 2.2

Good wayfinding signage is the key to encouraging people to walk more; to deliver health and economic benefits leading to public realm improvements and journey time savings.

In late 2012, the Melbourne Visitor Signage Coordinating Committee was established to build 'common threads' between roads, public transport, pedestrian and cycling signage systems within Melbourne. This includes developing agreed signing principles and guidelines, language and infrastructure, and coordinated placement of signs to assist people to move easily around the City.

During 2014-15, the committee's work covered the following:

- Development of a Visitor Signage Master Style Guide (MSG): the first complete draft of the MSG will be submitted in December 2015 to the nine participating authorities for their consideration.
- Building a good wayfinding signage system – learning from the best: In April, a series of workshops led by Paul Street, Programme Manager of Legible London (Transport for London's acclaimed pedestrian wayfinding system) focussed on the wayfinding strategy, system design process, the roll-out of Legible London and user evaluation results to assist the Coordinating Committee in developing a wayfinding signage system that could be adopted across Melbourne.

All council enquiries welcome.



Bicycle Route Map

Action 2.3

The State Government and local Councils have been working collaboratively to put together a Strategic Cycling Corridor Map for inner Melbourne during the past 12 months.

The 19 routes have been refined in late 2014 -15 with a revised map due out shortly. The aim is to provide continuous, safe cycling corridors across the city that are of a consistent high quality along the entire route.

These cycling corridors have been planned to provide a geographic spread, located on routes that are able to be upgraded, tie into activity centres and provide links between the routes.

Bicycle Network

Action 2.5

The City of Melbourne has implemented infrastructure projects through \$3m funding in 2014-15 and continues to implement projects from its Bike Plan 2012-16. For example; completion of the William Street bike lanes, and the construction of a ramp to connect cyclists and pedestrians between the Capital City Trail and Morrell Bridge.

In addition, all IMAP councils have been working hard in the last 12 months to deliver a variety of route improvements on local streets, off-road trails and end of trip facilities.

Traditional bike lanes, buffered bike lanes and separated Copenhagen lanes have been used to improve safety and separation of cyclists throughout the IMAP councils region.

Achievements of 2014-15

Affordable Housing

Action 5.2 'Community Land Trust (CLT) Research Project - Phase 2'

The project's primary aim is to undertake research on CLT options in the Australian context. In Phase 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, their relevance and potential in Australia, tax issues, possible organisational structures, preliminary financial modelling, two possible legal mechanisms (long-term leaseholds and modified shared equity) and a model long-term lease, co-ownership deed and constitution.

Phase 2 of the Project involves working with banks and lending institutions to develop appropriate loan products for CLT residents; and working with organisations implementing CLT housing; completing up to four in-depth case studies with a diversity of sites, organisational structures and market conditions.

Infrastructure Development

Action 5.5

The IMAP Implementation Committee was briefed in May 2015 on a new proposal for a joint regional planning study for the provision of recreation facilities and open space; to cater for active and passive recreation which will accommodate current and projected future demands.

The Committee provided support in principle to undertake the more detailed development of the brief, in conjunction with the Metropolitan Planning Authority's recent work on open space mapping.



Creative Business

Action 7.2

A new study with researchers at the University of Melbourne aimed at understanding the complex urban systems underlying small urban manufacturing will examine the competing needs for industrial and commercial land in central cities. The phased study examines issues from the land, sector, and economic perspectives.

Through an online engagement portal, participation with local businesses and creative specialists operating in this exciting, innovative space will form a central source of information on how high-value central locations impact on small urban makers.

This new research approach will have far reaching implications for government programs dealing with balanced labour markets, social inclusion, environmental sustainability and strategic decision-making about rezoning commercial and industrial-zoned land in the IMAP area.

Environmental Sustainable Design

Action 9.2 Completed

Ten Sustainable Design factsheets, developed by the IMAP Councils in 2012, provide detailed public advice on sustainable building design requirements. This year, five additional factsheets are being completed. The Council Alliance for a Sustainable Built Environment (CASBE) worked with IMAP to ensure a single, consistent set of factsheets is adopted by all councils implementing the Sustainable Design Assessment in the Planning Process (SDAPP) framework.

The Built Environment Sustainability Scorecard (BESS), a new online sustainable design assessment tool launched this year, complements the factsheets, enhancing the consistent messaging and design standards to be applied by participating Councils.

Council officers presented the State Government (DELWP) with the BESS tool, highlighting the links between the factsheets, BESS and their ESD policy objectives.

Refer IMAP and Council websites for factsheets. All enquiries welcome.



Achievements of 2014-15



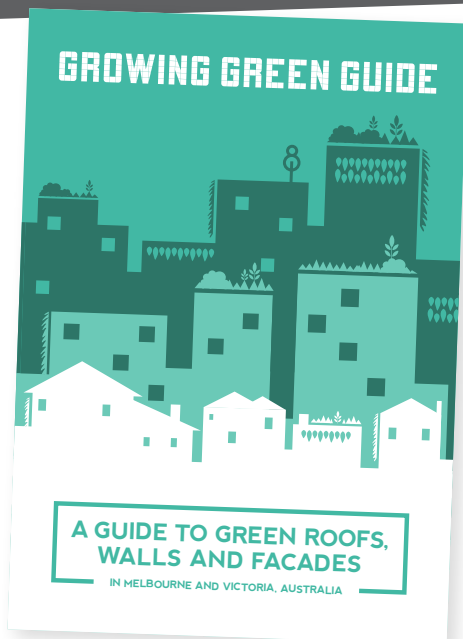
Green Roof Research

Action 9.4 - ARC Linkage grant: 'Mimicking natural ecosystems to improve green roof performance'

The University of Melbourne are undertaking a 3 year project designed to improve the hydrological and energy performance of green roofs by learning from natural ecosystems that occur in similar harsh environments. It is hoped that improving the stormwater capture and cooling functions of green roofs will increase their uptake in areas such as Melbourne's inner city.

The first year was spent planning and establishing the green roof module irrigation, weighing, stormwater collection and instrumentation infrastructure and finalising the instrumentation of the University's research green roof, where the modelling results will be validated.

The research team are identifying plant species that require either less fertiliser input or have high nutrient uptake rates if nutrients are in excess, and will test the effect of green roof plant diversity on hydrology and thermal performance.



Growing Green Guide

The Growing Green Guide for Melbourne project, completed in February 2014, continues to gain acclaim, receiving the 2014 Victoria Landscape Architecture Award from the AILA.

The project delivered the following outputs:

- The Growing Green Guide: A guide to green roofs, walls and facades in Melbourne and Victoria, Australia – a 130 page hard copy and online guide
- A Green Roofs, Walls and Facades Policy Options Background Paper
- Feasibility studies, concept designs and estimated costs of potential demonstration sites
- A website to host all project findings: www.growinggreenguide.org



Energy Mapping

Action 9.4 Completed

This project, in partnership with the CSIRO, developed an energy demand map of the city, modelling expected growth rates in energy consumption based on population growth and urban development at 5 yearly intervals. The model identifies opportunities for distributed generation energy efficiency and demand reduction.

The model will be able to inform decisions about electricity network planning, strategic city planning, and the design and development of energy efficiency programs and renewable energy programs delivered by councils or other agencies. It identifies how energy consumption can be reduced by implementing various energy efficiency initiatives.

The data set will be made publically available through the City of Melbourne open data platform and IMAP website.

Achievements of 2014-15

Regional Tourism

Action 11

2014-15 was the second year of the current three-year IMAP Tourism Strategic Plan. Highlights for 2014-15 included:

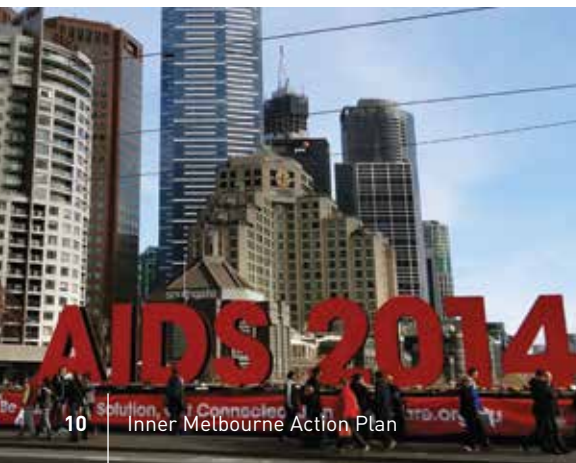
- Options for a digital presence to promote Inner Melbourne to visitors: A business case is currently being developed for an Inner Melbourne presence in the new Melbourne Now website. This will be finalised in 2015-16.
- The single Inner Melbourne map trial with Destination Melbourne: Through an agreement with Destination Melbourne, IMAP's Inner Melbourne Map production was incorporated into the Official Visitor Map. This reduced duplication and cost and rationalised distribution. A new online system for updating the map was also introduced.
- AIDS 2014: IMAP was involved in the cultural program for the conference, including lighting various buildings red and promoting a number of key events.

IMAP Review

In February 2014, the IMAP Councils approved the project plan to review the Inner Melbourne Action Plan. Initially developed in 2005 and with a significant number of projects completed or initiated, a new plan is required in response to Plan Melbourne and the inclusion of Maribyrnong in the IMAP councils.

Initial consultation to determine the key priorities for IMAP was undertaken in 2014, with a broad range of councillors, executives, staff and external representatives contributing ideas to the plan. During 2015, staff from across the five councils have been responding to the first draft of the plan, detailing the strategies that sit under each of the five goals.

In 2015-16 the draft plan will be considered by the Executive Forum and IMAP Implementation Committee prior to being reviewed by the five councils.



Partners

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:

Action 2.2	<ul style="list-style-type: none"> Melbourne Tourism partnership (Destination Melbourne Ltd, City of Melbourne, Melbourne Convention Bureau, Tourism Victoria, and the Victorian Major Events Company), VicRoads, Public Transport Victoria, City of Wyndham
Action 2.3 and 2.5	<ul style="list-style-type: none"> Department of Economic Development, Jobs, Transport and Resources; VicRoads
Action 5.2	<ul style="list-style-type: none"> 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
Action 5.5	<ul style="list-style-type: none"> Metropolitan Planning Authority
Action 7.2	<ul style="list-style-type: none"> The University of Melbourne; Metropolitan Planning Authority; Department of Environment, Land, Water and Planning; Department of Economic Development, Jobs, Transport and Resources
Action 9.2	<ul style="list-style-type: none"> IMAP factsheets are licensed to the Cities of Knox, Kingston, Darebin, Nillumbik, Whitehorse, Whittlesea, Banyule, Hume and Moreland; Council Alliance for a Sustainable Built Environment
Action 9.4	<ul style="list-style-type: none"> Green roof research: The University of Melbourne, Melbourne Water, Australian Research Council
Action 9.4	<ul style="list-style-type: none"> Energy Map: CSIRO
Action 11	<ul style="list-style-type: none"> Destination Melbourne Ltd, VTIC and Tourism Victoria
IMAP Review	<ul style="list-style-type: none"> IMAP Associates from State Government; Metropolitan Planning Authority; Regional Management Forum; in association with councillors and staff from across the 5 IMAP councils

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

For further information
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