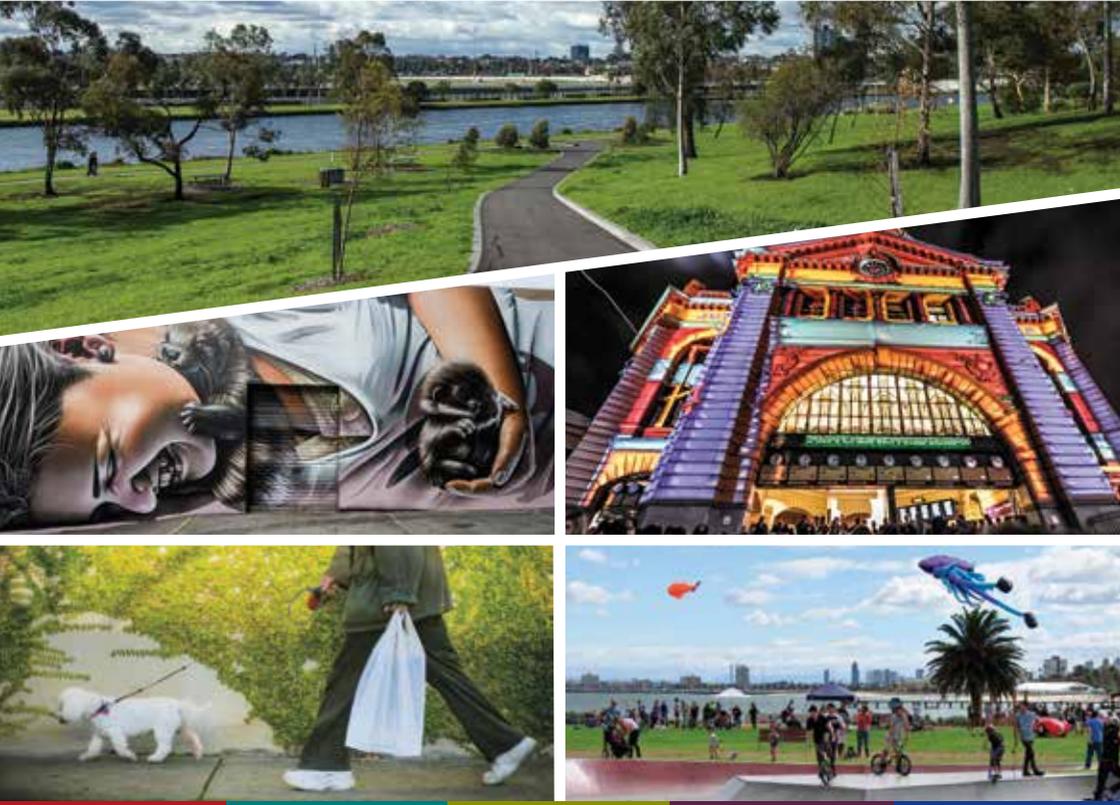


Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report Summary 2015 → 2016

Inner Melbourne Action Plan
Making Melbourne More Liveable



Welcome

On behalf of the Inner Melbourne Action Plan Implementation Committee we present this, the tenth Annual Report under our original Inner Melbourne Action Plan, highlighting the key achievements of the committee during 2015-16.

The final approval of the new **Inner Melbourne Action Plan 2016-26** in June 2016 has been a major accomplishment for the IMAP Councils this year. Over 250 staff and councillors participated in developing the plan and it has been well supported for its partnership approach in the public feedback. The IMAP Councils now look forward to developing the IMAP projects of the future.

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

One of IMAP's success stories this year was continued recognition of the Growing Green Guide for the development of green roofs, which received the 2015 Premiers Sustainability Award for Education.



Cr Ken Ong

Chair, Future Melbourne [Planning] Committee, City of Melbourne

Cr Cameron McDonald

Mayor, Maribyrnong City Council

Cr Claude Ullin

Mayor, City of Stonnington

Cr Roberto Colanzi

Mayor, City of Yarra

Cr Bernadene Voss

Mayor, City of Port Phillip

Introduction

The Inner Melbourne Action Plan

For ten 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 their first Inner Melbourne Action Plan. Their aim 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'.

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.

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 will continue to be implemented under these new strategies.



Achievements of 2015-16



Inner Melbourne Action Plan 2016-26

The review of the Inner Melbourne Action Plan was completed during 2015-16, after a number of surveys, workshops and briefings identified the main priorities and comments on the first draft.

Further revisions provided greater focus during 2015 and, in August, the IMAP Implementation Committee endorsed the draft plan and recommended it for formal consultation with Councils and the public.

Following Council briefings during November-December, the draft plan was promoted for public comment in early 2016. Submissions generally supported the partnership approach and the regional strategies proposed for Inner Melbourne. The revised Plan was referred to the IMAP Councils and adopted without change 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 noted under these goals further identify where we would like Inner Melbourne to be in ten years time. These helped drive identification of 27 regional strategies – which make up the detail of the new plan.

The IMAP Councils and others will aim to implement these strategies over the next few years. Cross Council working groups will help identify and undertake projects annually, under the guidance of the IMAP Implementation Committee.

The new plan is available on the IMAP website.

Achievements of 2015-16

Wayfinding signage

Action 2.2

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 late 2012, the Melbourne Visitor Signage Coordinating Committee was established with the objective to make it easier for visitors to explore Melbourne by improving wayfinding signage through establishing principles of signing, outlining 'business rules' for signs and identifying opportunities for collaboration between state agencies and local Councils.

Images pages 6 and 7: Concept designs – still in development.

The Committee has been developing a Master Style Guide (MSG) for Melbourne's wayfinding signage and collaborating on pedestrian wayfinding signage design, that would be consistent across municipal boundaries and 'read' with public transport signs.

During 2015-16, the Committee's work covered the following:

1. The Melbourne Wayfinding Signing Master Style Guide

The Committee completed the first draft of the Master Style Guide in December 2015 and in early 2016, representatives consulted internal colleagues on the draft and amendments were made to the Guide based on their feedback. Design of the Guide is now underway. It is proposed that the published Master Style Guide be adopted by the 6 Councils – and others – as a reference document.





2. Wayfinding signage (infrastructure) design

The MSG principles and guidelines were applied to the design of a new pedestrian wayfinding signage 'family of signs' and a prototype developed and tested in November 2015 with 455 people in three sites across Melbourne: Station Pier, Werribee Train Station and the CBD. 81% of respondents said they would use the signs sometimes or always.

During 2015, the City of Melbourne also scoped the business case requirements for extending the wayfinding signage system across metropolitan Melbourne.

3. Wayfinding signage (infrastructure) pilot and user testing

In early 2017, City of Melbourne will pilot the new 'family' of wayfinding signs in North Melbourne and around the Southern Cross Station precinct to test the new signage 'family' - and the principles and 'business rules' behind the design - with users, against pre-installation baseline data.

Enquiries from other Councils are welcome.

Achievements of 2015-16



Affordable Housing

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

The project's primary aim is to undertake research on Community Land Trust (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, 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.

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

During 2015-16, priorities include resolving establishment issues and balancing sustainability and affordability objectives in the housing design. Further workshops to share information are planned for 2016-17.

Housing Symposium

A Housing Symposium entitled 'The Future of Inner City Social Housing: Options for Local Government' was hosted by the City of Yarra and attended by 90 people on 9 October 2015. Two panels of invited industry stakeholders commented on their experience with housing issues. A short film was produced to premier at the event which canvassed a wide range of views by decision makers on affordable housing issues.



Infrastructure Development

Action 5.5 'Regional Active Sport & Recreation Facilities Planning Study'

The aim of this project is 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 will be completed in two stages:

- › **Stage 1** - Information Coordination and Analysis.
- › **Stage 2** - Future Planning.

In April the project was successful in receiving \$50,000 funding from the State Government Community Sport Infrastructure Fund, which ensures that both stages of the project can be achieved under the approved funding proposal.

The project requires two types of data for Stage 1 – sport facilities data and participation data. The data needs to be organised consistently to enable basic analysis on the existing distribution of sports and recreation assets and to assist with future planning.

During 2015-16, the work of the project team covered the following:

- › Identification of project needs, actions and data requirements
- › Data preparation, collection and integration from the IMAP councils, SRV, MPA and other stakeholders
- › Data Organisation: The conceptual model and physical structure of an 'IMAP Sport and Recreation Geodatabase' have been designed and documented and are receiving feedback.
- › Mapping: Existing sport and recreation facilities have been mapped and are subject to ongoing review.

Achievements of 2015-16

Creative Industries

Action 7.2 'Urban Manufacturing Project'

IMAP is assessing the value to Melbourne in nurturing small urban makers and innovators. This study aims to help guide strategic decisions about rezoning of urban commercial and industrial-zoned land in the IMAP area.

The research analyses the contribution of small urban Makers to the social, cultural and economic fabric of the inner city, and assesses the value in preserving a place for small, high-value added, highly-innovative urban makers in the central city and immediate inner suburban areas.

A digital platform launched in November 2015 at <http://makers.melbourne> is capturing data and researching Makers

across industry sectors, revealing an emerging, high value-added, knowledge-intensive production sector made up of small vibrant, urban makers, many with distinct and unique features, often including added service components to their product.

The project team has been investigating urban manufacturing from three angles: A land perspective, a sector perspective and an economic perspective. Understanding these three areas is assisting in determining the implications for planning controls and design in inner city industrial and commercial zones. The research has been enhanced by the interest shown by Makers and through their contributions to the project.

Small Makers participation is welcome – refer website.





Environmentally sustainable design

Action 9.2

A suite of 10 Sustainable Design factsheets developed by the IMAP Councils since 2012 provide detailed public advice on sustainable building design requirements. In 2016 five additional fact sheets (known as the 2nd suite) were added as supplementary sheets which expanded on the original themes and include: Melbourne Climate, Site Permeability, External Shading, Green Walls and Roofs (a supplementary sheet informed by the Growing Green Guide) and Rating Tools.

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

Since the launch of the first fact sheets series, feedback from the development industry and other Victorian Councils has been very positive. Planning permit applicants value the technical guidance provided and that Councils' ESD performance standard expectations have been clearly described.

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

Achievements of 2015-16

Green Demonstration Projects

Action 9.4 '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 led by Dr. Nick Williams, which is 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.

Since commencing mid-2014, the research team have completed the nutrient uptake experiment reported last year and a 9 month green roof module experiment designed to test the effect of plant diversity on green roof hydrology and thermal performance.

PhD student Andrea Pianella is quantifying green roof thermal performance and has completed his 2nd experiment monitoring temperatures in green roof modules. He finalised the data collection from un-planted experimental green roofs at Burnley and coordinated their planting with a mixture of 4 species, to help the research team separate out the effects of substrates and plants on green roof cooling.



PhD student Zheng Zhang is investigating the role of diverse versus simple green roof planting palettes on the quantity and quality of stormwater runoff and nutrient uptake rates. Her green roof module experiment results indicate that it is possible to improve green roof stormwater performance by planting lots of different plant forms on a green roof.

Joerg Werdin's PhD research focusses on improving the plant available water and nutrient retention capacities of green roof substrates without increasing the system weight by amending them with target-engineered biochars. The research compares the anatomy of 17 woody feedstocks on a cellular level to predict the water holding capacity of biochars based on feedstock properties.

The Growing Green Guide

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 developed by IMAP in conjunction with the University of Melbourne and State Government, won the Premiers Sustainability Award for Education in October 2015.

See www.growinggreenguide.org



John Rayner accepting the Sustainability award

Achievements of 2015-16



Regional Tourism

Action 11

2015-16 was the last year of the current three-year Strategic Tourism Plan for IMAP. The major focus of year three was to:

- › Update the IMAP Committee on significant changes taking place within the Victorian tourism structure.
- › Undertake a comprehensive update of the IMAP regional tourism map for licensing to tourism partners.
- › Ensure the continuation and success of the Melbourne Official Visitors Map, a joint collaboration with Destination Melbourne (DML), with an annual circulation of one million copies, ensuring distribution and visitor reach for the IMAP regional tourism map, which is included within this brochure.
- › Provide support for the development of the Greater Melbourne Destination Management Plan, to be undertaken by DML in 2016-17.
- › Negotiate an IMAP-DML Partnership to ensure greater content coverage and presence for Inner Melbourne Council destinations across DML's print and digital collateral.
- › Initiate the development of a Cultural Guide for Inner Melbourne, through collaboration with Cultural Tourism Victoria for release in September 2016.
- › Enable all IMAP Councils to participate in the 2015 Melbourne Knowledge Week events.

Strategic Partnerships

We take this opportunity to recognise the commitment of the many council officers and representatives from partnering organisations 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 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; Sport and Recreation Victoria
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, Moreland City Council
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, Moreland, Greater Dandenong, Greater Geelong, Manningham, Maroondah, Monash, Moonee Valley; 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 11	<ul style="list-style-type: none"> Destination Melbourne Ltd, and Visit 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
please contact:
Elissa McElroy
IMAP Executive Officer

Officer Location – City of Stonnington
311 Glenferrie Road, Malvern 3144
PO Box 21 Prahran VIC 3181
Telephone: 8290 1110 Mobile: 0404 248 450
Email: emcelroy@stonnington.vic.gov.au

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