

IMAP Progress Report

August 2013

The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 regional strategies to help build the inner Melbourne region to embody creativity, liveability, prosperity and sustainability across a range of diverse neighbourhoods.

The following Actions have been **COMPLETED**:

Action 1.1 Inner Melbourne *Statement of Significance*

Action 2.2 Co-ordinated pedestrian and public transport Signage – *Wayfinding signs*

Action 2.3 Bicycle Network Legibility – *Priority Bicycle Network Report*

Action 2.4 Walking links and pedestrian priority areas - *Greenlight project*

Action 3.3 Regional Parking Management - *Report on Parking; Car sharing*

Action 5.2 Affordable Housing - *Needs Website (May 08); planning overlay advocacy, [Australian CLT Manual](#)*

Action 5.3 Integrating Public Housing Estates – *Collaborative framework report*

Action 6.3 Activity Centres - *Cumulative Impact Assessment tools; Local planning amendments*

Action 7.4 Regional Economic Development - *Statement*

Action 7.7 Universities and Regional Development – *Student placement processes, publication*

Action 9.1 Regional Sustainability Targets – *Audit of IMAP Councils*

Action 9.3 Water Sensitive Urban Design - *Model Guidelines*

Action 9.4 Green Demonstration projects (part) - *Water Sensitive Cities Report*

Action 9.6 Use of Recycled Water in Open Space – *Technical Notes*

Action 11.1 Inner Melbourne Map – *Inner Melbourne Region Visitor Map, Volunteer Famils*

Action 11.2 Regional Tourism Program – *Research & Itineraries, Conference sponsorship*

Other **Achievements**

Merit Award for Regional Action in Water Sensitive Urban Design at the Stormwater Victoria Awards

IMAP Bicycle Network - Presentation at the Bike Futures 2009 Conference

Presentation to Planning Students at Melbourne University 2009 & 2010

IMAP Annual Report 2011-12

Governance

- Annual Reports
- Goods & Services Procurement Policy and MoU
- Governance & Relationships Report
- IMAP Plan Review 2010; Financial Review 2010
- Memorandum of Understanding – Intellectual Property
- IP Licence Agreements – ESD Factsheets, IMAP Regional Tourism Map

Communications

- IMAP Website
- National Conference presentations (2009, 2011 & 2012)
- Club IMAP
- Council Briefings

Advocacy

- Ministerial Briefings – Ministers Wynne, Madden, Kosky, Plibersek, Powell
- IMAP acknowledgements:
 - State Government's Cycling Strategy
 - Interdepartmental Committee (Department of Justice)
 - Melbourne Water (WSUD)
 - Department of Transport Wayfinding Signs Guide
 - Department of Transport and VicRoads – Greenlight Project

Action 1.4 Boulevards and Major Roads

Preliminary work – **ON HOLD**

The IMAP Implementation Committee keeps a watching brief on work by VicRoads on the Hoddle Street Study. The VicRoads Project Manager attended the May 2011 IMAP Committee meeting to provide an update on the research undertaken and options being considered for Hoddle Street improvements. Awaits state government decisions.

Action 2.2 Co-ordinated pedestrian and public transport signage system

IN PROGRESS

Under an initiative of the Melbourne Tourism Partnership, the City of Melbourne, VicRoads, Public Transport Victoria and Tourism Victoria have been exploring ways to assist visitors orientate themselves and navigate the city. In 2013 the project was extended to the IMAP Councils and the Melbourne Visitor Signage Co-ordinating Committee was established.

The Committee seeks to:

- build common threads between roads, public transport, tourism, pedestrian, cycling and street directional signage systems across the inner Melbourne region. Shared symbols and terminology will be applied across these key signage systems and coordinated responses to signage requests by tourist attractions, precincts and major developments provided.

To date, the following has been achieved:

- Priority attractions, key routes requiring navigation, visitor signage policies and areas benefitting by decluttering have been identified across the IMAP Councils.
- Work has also started on developing a Melbourne visitor signage Master Style Guide in 2013-14 to articulate agreed sign principles, policies, symbols, terminology and design standards.

Action 2.3 Bicycle Network Legibility

IN PROGRESS – Initially completed in 2008, this project is now under review.

At its meeting in March 2013, the IMAP Implementation Committee agreed to review and update the Priority Bicycle Network Map, taking into account policies developed in recent years by the IMAP Councils in their bicycle strategies and integrated transport plans; and having consideration for the State Government Bicycle Strategy and Action Plan published recently.

This project aims to coordinate bike lane development priorities and capital projects by the 5 IMAP Councils and VicRoads across the inner Melbourne region.

- The City of Yarra has been appointed as the lead council for this project.

Action 2.5 Bicycle Network

IN PROGRESS - Implementation of Priority Routes

Action 2.3 delivered the Priority Bicycle Network Map for IMAP (January 2008) forming the basis for the implementation of Action 2.5. Focus is on the high bicycle usage routes or those routes which have the potential to carry significantly increased bicycle volumes as they:

- require the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes.
- provide the opportunity to implement “best practice” separation and delineation treatments being designed and installed in various municipalities; promote and share this knowledge more
 - The Working Group reported their gap analysis of the network in May 2010, identified the need to fast track completion of the network and to establish coordinated design guidelines for standardized bike lane treatments across the IMAP councils. Representatives from the City of Maribyrnong joined the project team in 2011-12.
 - The City of Melbourne committed \$5.6 million funding for 2012/13 and completed its Bike Policy 2012-16. The City of Stonnington's Draft Bicycle Strategy is in preparation.

Action 3.2 Roads as Places

IN PROGRESS

A Briefing paper was prepared for consideration by the IMAP Implementation Committee in February 2010. A revised brief was approved at the February 2012 Committee meeting which looks at the place making attributes around tram super stops.

- City of Melbourne has been appointed as the lead Council for this project.

Action 3.5 Reduced through traffic

IN PROGRESS

The brief for this project was approved in February 2012. The project aims to provide a better understanding and knowledge of through traffic movements within Inner Melbourne, however through traffic is defined.

The key aims of this project are to :

- Define and assess the nature and extent of through traffic on the member Councils' areas
 - Assess the impacts and issues associated with the through traffic impact from traffic management, social and economic perspectives
 - Determine what are the optimum actions to address the impacts determined
 - Produce a plan outlining realistic actions the member Councils can take to reduce the impact of through traffic on their communities, particularly in relation to influencing the development of VicRoads Network Operating Plans
- The project has involved a desk top study initially to identify data and documents held by IMAP Councils, Department of Transport, Vic Roads and relevant transport agencies and undertake modelling to gauge the extent of, and determine the nature/magnitude/impacts of through traffic.

- The tender for this project was awarded in November 2012. The consultants have ran three workshops: to validate their initial findings (in January 2013) and seek feedback on the traffic count trend data developed during March. The draft final report has just been received for the project team to review.

Action 5.2 Affordable Housing

COMPLETED - Stage 1: Planning mechanisms:

The project team will continue to monitor and promote planning mechanisms when opportunities arise and report back as necessary.

IN PROGRESS - Stage 2: Community Land Trust Research

(Phase 1 – COMPLETED)

- Research commissioned by the City of Port Phillip on “Affordable Housing Development Models” prepared by Affordable Housing Solutions [AHS] was made available to the IMAP councils in March 2011 for consideration.
- In May 2011, IMAP provided financial support, along with a number of other organisations for research to be undertaken on Community Land Trust models and their application in Australia.
- The Australian CLT Manual has now been completed. A workshop was held on 14 December 2012 to explain how Community Land Trusts can be established in Australia. Copies of the Manual have been distributed to the 5 IMAP Councils and were presented to the DHS Deputy Secretary and the Housing Minister's Chief of Staff at a meeting with the department on 14 May 2013.
- The principal authors of the Manual, Dr Louise Crabtree, University of Western Sydney and Professor Peter Phibbs, University of Sydney provided a presentation on the CLT Manual to the IMAP councils and housing associations on 31 May 2013 and to government department staff from DHS and DPCD on the same day.
- The Canberra launch of the Australian CLT Manual is planned for late 2013.

(Phase 2 – IN PROGRESS)

- Fund raising for the next phase of this work – to develop financial models and case studies - is now underway.

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

IN PROGRESS

- This new project proposes to undertake research to identify the capacity of social services currently provided to social housing developments, across the IMAP region, both existing and proposed, and to identify gaps which may exist in service provision. In addition the project aims to map the way people move through the municipalities and how this affects services. An initial project brief was approved at the November 2011 Committee meeting.
- DPCD commissioned consultants to develop a framework to guide community infrastructure planning across the expanded central city area. As a result of this work, some rethinking of the IMAP project brief is required. This will be brought back to the IMAP Implementation Committee for consideration later in 2013.

Action 6.3 Managing Conflict in Activity Centres

COMPLETED Stage 1

- Key 'tools' have been developed to aid in the assessment of Cumulative Impact:

COMPLETED Stage 2

- The Cumulative Impact ‘tools’ have been tested and modified by individual councils resulting in the adoption of new planning amendments..
- The Project Team’s final report was considered at the November 2011 meeting.

IN PROGRESS Consultation

- IMAP representatives met with the VCGLR in 2012. A meeting between staff of the IMAP Councils and the VCGLR was held on 18 November 2012 to share information, clarify aspects of the application process and improve networks so that liquor licence applications and premises are managed more consistently.
- IMAP has requested that a submission be prepared to address the disparity between Definitions in the legislation with the Department of Justice.

Action 7.2 Support Creative Industries**IN PROGRESS**

- An initial meeting was held in December 2012 to scope this project. Funding was approved in December 2012 to collate information on current support programs being undertaken in the creative sector by the IMAP Councils and DSDBI. Since March 2013, consultation has been undertaken across the 5 IMAP Councils to create an inventory of current programs being undertaken and identify IMAP potential projects.
- A staff report has now been circulated for consideration by Council and State Government representatives in September. The report proposes a number of “quick wins” and research areas which could assist businesses in the creative sector. It is expected that the lead council and project brief will be determined at that meeting.

Action 8.1 Priority for Freight Movement**IN PROGRESS**

- This new project proposes some initial research be undertaken to determine the current freight movements through the IMAP region as a start point to understanding the needs and impacts of the current system. The brief for the first stage of this project was considered at the May 2011 IMAP Implementation Committee meeting.
- This project is deferred awaiting research being undertaken under Action 3.5.

Action 9.2 Environmentally Sustainable Design – commercial buildings**IN PROGRESS**

There are three parts to this project:

1. Communication Strategy – development of ESD guidelines for publication
2. Review the current ESD policy position in Melbourne
3. Identify ESD retrofit issues

Stage 1

- Work on the Communication Strategy commenced in December 2010. ESD topics were identified and written up in the form of Factsheets for publication. The Working Group updated the IMAP Implementation Committee in March 2011 and February 2012 on progress to date.
- The Factsheets pack was formally launched at a function held at the City of Melbourne on 11 May 2012 with the first 10 topics now available on Council and the IMAP websites. The

Factsheets have been licensed for re-badging and use by 7 Melbourne Councils. Topics include:

Indoor environment quality	Energy efficiency
Water efficiency	Stormwater management
Building materials	Transport
Waste management	Urban ecology
Innovation	Construction and building management

A report identifying additional topics for distribution as Factsheets was considered by the IMAP Committee at its May 2013 meeting. Additional topics currently in preparation include:

Melbourne Climate (including adaptation)
 Site Permeability
 External Shading
 Green Walls and Roofs
 Rating Tools

Action 9.3 Water Sensitive Urban Design

COMPLETE Stage 1

- *Model WSUD Guidelines* completed and endorsed.

IN PROGRESS Stage 2

- *Draft Storm water Management local planning policy* was refined following feedback from DPCD, Melbourne Water and the Department of Sustainability Office of Water, and was consistent with the gazetted City of Bayside Clause 44 WSUD amendment. .
- In April 2010 councils received approval from DPCD to jointly exhibit the amendment commencing 1 July 2010. The documents were lodged with the Minister for Planning for approval in September 2010.
- The IMAP Councils wrote to the Minister for Planning in June 2012 requesting the matter be considered and approved. The MD and GM Waterways from Melbourne Water and a representative from the Office of Living Victoria met with the IMAP Committee in August 2012 and March 2013 respectively. Both agencies endorsed the WSUD approaches being proposed and undertaken through IMAP.
- Moonee Valley City Council staff liaised with IMAP Council's staff to ensure their proposed WSUD planning amendment largely mirrored that of the IMAP Councils. Letters of support were provided for the Moonee Valley amendment for their panel hearing in May 2013.

Action 9.4 Green Demonstration Projects

IN PROGRESS

There are three parts to this project:

1. Water Sensitive Cities
2. Green Roof Initiatives
3. Distributed Energy

1. Water Sensitive Cities – COMPLETED

2. Growing Green Guide – IN PROGRESS

- The Green Roof Initiative aims to improve knowledge on green roofs, walls and facades and create solutions for the current barriers to implementation. The application for

Sustainability Accord funding was successful. In conjunction with IMAP funding, the project aims to

- develop Victorian technical guidelines - a "Growing Green Guide";
- develop recommendations for options to integrate greening into regulatory schemes
- identify potential sites and work up feasibility studies

In addition it is proposed that practical application of the guidelines and policy recommendations could be undertaken through a demonstration project.

- A governance structure and timeline was finalised and a Project Officer and University Research Officer appointed. The project was launched at the City of Melbourne on 11 May 2012.
- Two stakeholder workshops were held during August 2012 and the makeup of the Reference groups finalised. In December 2012, the project team reported on the process to evaluate demonstration sites across the IMAP councils.
- As at August 2013:
 - the draft technical guidelines – the "Growing Green Guide"- has now been completed and comments are currently being sought.
 - The draft Policy Options paper is also complete and consultation with stakeholders groups at each Council and state government is being undertaken
 - The Feasibility Study of potential demonstration sites has been completed. Four sites were shortlisted and concept drawings and estimates for these sites are being developed
 - Several university student projects are exploring how the Guidelines can be presented in a more interactive way and are helping the project team create content and a database. This has helped reduce costs and maximise results for the project as a whole
 - Work is also underway to establish a website for the project.

3. Distributed Energy Mapping – IN PROGRESS

The Distributed Energy project aims to undertake an analysis of the potential for distributed energy in the IMAP area (district scale cogeneration, renewable and energy efficiencies) and develop business models for implementing commercially viable distributed energy systems in Melbourne.

To date, work has focussed on:

- establishing the project and identifying the availability of necessary data,
- implementing funding and data sharing agreements between the CSIRO and the IMAP Councils.
- agreeing a scope of work and timeframe for the project.
- extracting relevant Council data for the CSIRO modelling
- undertaking discussions with State Government departments to identify the relevance of work previously undertaken by Sustainability Victoria and Department of Planning and Community Development.
- engaging the relevant utilities to participate and provide data.
- meeting with representatives from CSIRO to finalise data access arrangements

Results of the study, including energy demand modelling, mapping of the potential for energy efficiency, demand management and distributed generation are expected by December 2013.

The energy modelling will be demonstrated at the IMAP Implementation Committee's August 2013 meeting.

Action 10.1 Regional Open Space and Trail Network

IN PROGRESS

A working group presented a draft Project Plan to the IMAP Committee 28 August 2009.

- In February 2010 the Working group detailed timeframe of the stages, desktop audit, engagement of partners and the development of an Implementation Plan, and in May 2010 updated the Committee on how the project has been integrated into actions being undertaken by state government agencies.
- In February 2011 GIS staff assisted the project by initiating the collation of land information across the 4 councils onto a base map.
- The IMAP Geographic Information System (GIS) has now been set up for testing. The open space database will be the first project to be mapped. Mapping public realm and open space strategies of the IMAP councils across this base data will help build up a detailed picture to assist future planning strategies and linkages.

Strategy 11 – Regional Tourism

COMPLETED

Stage 1 - Visitors Map

Stage 2 - Regional Tourism Program & Experiential Packages

Stage 3 - Visitor Profile and Satisfaction Study

Stage 4:

A three year Strategic Plan for Regional Tourism adopted by the IMAP Implementation Committee in May 2010 included the following projects:

- Licensing the tourism map to other tourist providers
- Publicity to promote Inner Melbourne to the regions - Famils were run for volunteers from Geelong (2012) and Ballarat (2013) to inform regional offices of the attractions of Inner Melbourne.
- Conference sponsorship and regional advertising
- Seasonal video promotion through Skybus

ONGOING

Stage 5:

A new 3 year strategy was adopted in May 2013 inclusive of a detailed Action Plan for the current financial year. To date the working group has;

- Commenced changes to the IMAP map to include parts of Maribyrnong – particularly Footscray.
- Renewed licensing of the IMAP map to tourism peak bodies.
- Commenced evaluation of the Skybus Campaign, due to finish at the end of August 2013
- Placed map and video material on the IMAP website for IMAP Councils to link with.

These projects will continue to add value, deliver stronger relationships, practical solutions and strategic directions and influence the liveability and sustainability of the inner Melbourne region.