

IMAP Progress Report

November 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, 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 Visitor Map (extended to Footscray), Volunteer Famils, Skybus videos*

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

Other Achievements

University of Western Sydney 2013 Partnership Award – *for the Australian Community Land Trust (CLT) Manual*

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 2012-13

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 Geographic Information System \(GIS\)](#)
 - IMAP Website and [GrowingGreenGuide.org 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. 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.
- [The contents of the Master Style Guide are being drafted for comment. Discussions have also been held with the Bicycle Wayfinding Working Group which has been established through the initiative of the Knox City Council.](#)

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. [The initial meeting of the Working Group was held in October to scope the project. A Workshop is planned for November to progress this work in conjunction with State Government representatives.](#)

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.
- In the March 2013 report the project team noted those cycling initiatives undertaken in 2012-13 across the five municipalities. Increased funding, improvement of strategic links, upgrades and detailed design are ongoing. All Councils were also involved in workshops to complete the State Governments state Cycling Policy.

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 tender for this project was awarded in November 2012. The consultants have run 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 was considered by the IMAP Executive Forum at their meeting on 18 November. The findings of the study were well received. Following some minor amendments, it is expected the Final Report from the consultants will be considered by the IMAP Implementation Committee at its meeting in February 2014.

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 now being planned for 2014.
- IMAP has been awarded the University of Western Sydney 2013 Partnership Award for its involvement in this project.

(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.

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.
- IMAP Councils staff and the VCGLR met on 18 November 2012 to share information, clarify aspects of the application process and improve networks to manage applications more consistently.
- The "Living with Live Music" guide prepared by the City of Port Phillip was noted by the IMAP Implementation Committee and submitted to the State Government Live Music Roundtable in September 2013 for their consideration.
- A submission is being 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. 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 was considered by Council representatives in September. A number of "quick wins" and research areas have been identified for further work. The City of Port Phillip's research on the creative sector is due for release which will assist the project team in progressing this project.

Action 8.1 Priority for Freight Movement

IN PROGRESS

- This project has been deferred awaiting research being undertaken under Action 3.5. The Project brief will be redefined following the discussion of the IMAP Executive Forum on 18 November 2013 on the findings of the Through Traffic study.

Action 9.2 Environmentally Sustainable Design – commercial buildings

IN PROGRESS

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 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 other Melbourne Councils. Topics include:

Indoor environment quality
Water efficiency
Building materials

Energy efficiency
Stormwater management
Transport

Waste management
Innovation

Urban ecology
Construction and building management

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 State Government officers 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. In 2012 and 2013 Melbourne Water and Office of Living Victoria representatives endorsed the WSUD approaches being proposed and undertaken through IMAP.
- Moonee Valley City Council ensured their proposed WSUD planning amendment largely mirrored that of the IMAP Councils. IMAP letters of support were provided for the Moonee Valley amendment panel hearing in May 2013.

Action 9.4 Green Demonstration Projects

IN PROGRESS

1. 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 November 2013:

- A final draft of the Guidelines has been released for public comment by the 16 December 2013. An electronic copy can be accessed at www.growinggreenguide.org. Staff at each Council have been informed and consultation meetings about the Guide have been carried out across the IMAP councils.
- An investigation into demonstration sites for green roofs, walls and facades has recently been completed.
- The new project website has had over 1500 unique visitors in its first three weeks of establishment.
- With the project completion date approaching, the following actions are proposed:

January	Approval from the IMAP Implementation Committee on the final versions of the Policy Options Paper; Victoria's Guide to Green Roofs, Walls and Facades; and the Demonstration Projects Summary Report
January	Project website is developed further
February	Public and media launch of the Guidelines and other resources

- A proposal for building the legacy of the Growing Green Guide for Melbourne project and extending it post February 2014 was **unsuccessful** in the recent Victorian Adaptation and Sustainability Partnership grants round.

Green Roofs Research Project - Australian Research Council Linkage Grant

- In December 2012 the IMAP Implementation Committee approved, in principle, to become a partner to an application for an ARC Linkage Grant with the University of Melbourne and Melbourne Water for further research on the measurable impacts of green roofs. The research project outcomes will provide:
 - Design, monitoring and management recommendations for Green Roofs, particularly in relation to stormwater quality and quantity, temperature (building energy efficiency) and improved biodiversity.
- Results can be incorporated into the updates and further/future extensions of the Growing Green Guide for Melbourne project.

2. 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:

- extracting relevant Council data for the CSIRO modelling
- 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 was demonstrated at the IMAP Implementation Committee's August 2013 meeting. A further workshop has been held in October to identify how the information should be delivered to stakeholders.

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.

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 adverting
- 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;

- Renewed licensing of the IMAP map to tourism peak bodies.
- Placed map and video material on the IMAP website for IMAP Councils to link with.
- Evaluated the Skybus Campaign, completed in August 2013
- Changed the IMAP map to include Footscray, Maribrynong

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.