

IMAP Progress Report

August 2014

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 3.5 Reduced through traffic – Development of a Through Traffic model

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 and Local Planning Amendment approvals

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

Action 9.4 Green Demonstration Projects (Part) – Growing Green Guide – green walls, roofs & facades

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 2013-14

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 - Initially completed in 2010, this project has been reactivated, focussed on visitor signage.

The Melbourne Tourism Partnership are 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:

- Identified priority attractions, key routes requiring navigation, visitor signage policies and areas benefitting by decluttering
- Initial work on a Melbourne visitor signage Master Style Guide undertaken in 2013-14 to articulate agreed sign principles, policies, symbols, terminology and design standards.
- Identified the contents of the Master Style Guide for comment (including liaison with the Bicycle Wayfinding Working Group established through Knox City Council).
- Reviewed the draft Part 1 of the Master Style Guide. (Representatives of Wyndham Council now attending).
- Identified representatives of the IMAP Councils to participate in the next steps on this project.

An update report is being presented to the August IMAP Implementation Committee meeting. A consultant has been employed to review the signage policies across all agencies and councils on the Signage Committee to identify synergies and provide style recommendations.

Action 2.3 Bicycle Network Legibility

IN PROGRESS – Initially completed in 2008, this project has been reactivated.

In March 2013, the IMAP Implementation Committee agreed to review and update the Priority Bicycle Network Map. 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 is the lead council for this project. An initial meeting of the Working Group was held in October to scope the project.

- A Workshop in November in conjunction with State Government representatives started the collation of data on Council cycling initiatives, current and planned.
- DTPLI presented to the IMAP Committee at the 28 February 2014 meeting on how this work can be integrated by the Department and coordinated through a series of additional workshops to determine the detail required to establish key cycling corridors. The IMAP project team also reported to the Committee in progress to date.

Joint workshops have been held and the project awaits feedback from the State Government on the proposals put forward from the group.

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

To date, the following has been achieved:

- 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.
- Increased funding, improvement of strategic links, upgrades and detailed design are ongoing.

All cycling infrastructure works undertaken in 2013-14 are listed in the draft IMAP Annual Report 2013-14 - to be approved at the August 2014 meeting.

Action 3.2 Roads as Places

ON HOLD

- 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 to consider place making attributes around tram super stops.
- City of Melbourne has been appointed as the lead Council for this project. This project is on hold pending the completion of the IMAP Review.

Action 5.2 Affordable Housing

COMPLETED - Stage 1: **Planning mechanisms:**

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. 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.

To date, the following has been achieved:

- The Australian CLT Manual is now completed.
- IMAP and the City of Port Phillip were awarded the University of Western Sydney 2013 Partnership Award for their involvement in this project.

(Phase 2 – IN PROGRESS)

- The Scope of Work for Phase 2 was reported to the February 2014 IMAP Committee meeting. Fund raising for the next phase of this work– to develop financial models and case studies - has been successful.

Correspondence from Dr Crabtree to the August Committee meeting advises that funding from the University, together with external partners, has enabled the next phase to now progress. The IMAP Executive Officer received the UWS Partnership Agreement for consideration and approval in late August.

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

ON HOLD

- This 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.
- Some rethinking of the IMAP project brief is required. Further development of this project awaits completion of the IMAP Review.

Action 6.3 Managing Conflict in Activity Centres

ON HOLD

- A submission is being prepared to address the disparity between Definitions in the legislation with the Department of Justice. On hold – awaiting resources to complete this work.

Action 7.2 Support Creative Industries

IN PROGRESS

- An initial meeting was held in December 2012 to scope this project. The Cities of Stonnington and Port Phillip have agreed to co-lead this project. To date, the following has been achieved:
 - Consultation has been undertaken across the 5 IMAP Councils to create an inventory of current programs being undertaken and identify IMAP potential projects.
 - The Inventory report was considered by Council representatives in September 2013. A number of “quick wins” and research areas were identified for further work.

- The City of Port Phillip's research on the creative sector has been completed and made available to the project team. The IMAP Councils were asked for their response to the report in January/February 2014 prior to it being considered by the Port Phillip Council.
- A definition of "Creative Industries" has been agreed and the need for an IMAP Creative Business policy identified.
- In a separate initiative, representatives of the IMAP Councils are investigating the business case for a research proposal to investigate urban manufacturing in the Inner Melbourne region. The IMAP Committee will consider their findings at the August meeting.

Action 8.1 Priority for Freight Movement

IN PROGRESS

- This project has been delayed awaiting research being undertaken under Action 3.5. Further work being undertaken by the State Government may also modify the brief for this work. The project will be led by the Maribyrnong City Council.

Action 9.2 Environmentally Sustainable Design – commercial buildings

COMPLETED 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. To date, the following has been achieved:
 - 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.
 - Topics include:

1.0 Indoor environment quality	2.0 Energy efficiency
3.0 Water efficiency	4.0 Stormwater management
5.0 Building materials	6.0 Transport
7.0 Waste management	8.0 Urban ecology
9.0 Innovation	10.0 Construction and building management
 - The Factsheets have been licensed for re-badging and use by 8 other Melbourne Councils.

IN PROGRESS Stage 2

- Additional topics currently in preparation include:
 - 4.1 Site Permeability
 - 2.1 Sunshading
 - 8.1 Green roofs, walls and facades
 - Melbourne's Climate (including adaptation)
 - ESD Tools
- The Working Group reported to the May 2014 Committee meeting:
 - The 10 original fact sheets have been designed to support the SDAPP framework and have since become reference documents for the six local governments who had adopted the proposed local planning scheme amendment for ESD.
 - The success of the Fact Sheet Project can be defined by a recommendation from the Ministerial Advisory Committee (MAC) and Panel Report for the proposed Environmentally Efficient Design (EED) policies which were exhibited by six local governments including Port Phillip, Stonnington and Yarra.

The recommendation read as follows:

'The Sustainable Design Assessment in the Planning Process Fact Sheets in existence at the time of Amendment exhibition be adopted in the local policies as reference documents.'

Ref: Item 3, Page 103/117 Advisory Committee and Panel Report, Environmentally Efficient Design Policies, 7 April 2014.

- Decisions are required to manage the ongoing update of the factsheets given their recent recognition as a policy base for the ESD local policies.
 - A further report to the IMAP Committee in August 2014 requests consideration of a governance approach to managing the Factsheets in the future, e by encouraging Councils to adopt the factsheets through engagement with CASBE, who will oversee the ESD standards and improve consistency.

Action 9.4 Green Demonstration Projects

IN PROGRESS

1. Green Roofs Research Project - Australian Research Council Linkage Grant - CURRENT

- 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.

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
- The energy modelling was demonstrated at the IMAP Implementation Committee's August 2013 meeting. Further workshops held in October 2013 and February 2014 have helped identify how the information should be delivered to stakeholders. Progress was reported to the February 2014 IMAP Committee meeting.
 - CSIRO representatives met with the project team on 15 May 2014 to determine final changes to the mapping projection scenarios.
 - Information on the projected growth areas was then sourced to ensure the model allows for future changes predicted across the region.
 - **The Final Report will be provided to the IMAP Committee at its August meeting.**

Action 10.1 Regional Open Space and Trail Network

ON HOLD

A working group presented a draft Project Plan to the IMAP Committee on 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) was set up for testing in November 2013 and the open space data loaded as a test case. The project is currently on hold awaiting completion of the IMAP Review.

Strategy 11 – Regional Tourism

COMPLETED

- To date, the following has been achieved:
 - Visitors Map
 - Regional Tourism Program & Experiential Packages
 - Visitor Profile and Satisfaction Study
 - 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

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
- Joint research with DML has been undertaken to gauge feedback on the contents and presentation of the Official Visitor Guide and the IMAP tourist map.
- IMAP expenditure on the Tourist Map has been collated so that the project team can evaluate alternatives to printing and distributing the map. Meetings have also been held with Destination Melbourne Ltd on options for distribution of the tourist maps.
- The IMAP Map was included in the 15,000 AIDs conference delegate's pack – the cover modified to include the cultural program link.
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The project team are presenting a report to the August Committee meeting reviewing all activities undertaken during 2013-14 and updating the Committee on the agreement reached with DML for printing and distribution of the IMAP map through the Official Visitors Map.

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