IMAP Progress Report   February 2015

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

The Growing Green Guide (Action 9.4) won the 'research and communication" category in the Victorian branch of the Australian Institute of Landscape Architects (AILA) awards, November 2014.

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

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.

In December 2012, the IMAP Implementation Committee approved IMAP councils participating in the Melbourne Visitor Signage project and the coordinating committee was established to guide its work. The IMAP Implementation Committee also approved each IMAP council contributing $20,000 to the project. 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

The Melbourne Visitor Signage coordinating committee comprises representatives of the five IMAP councils, City of Wyndham, Public Transport Victoria, VicRoads and Tourism Victoria.

The committee's first task is to build a Master Style Guide setting out agreed signing principles, guidelines and language (the 'business rules') to be adopted by collaborating authorities. The guide will comprise two sections: **Strategy** and **Implementation**.

- The draft **Strategy** section was completed in June 2014. It draws significantly on *Legible London* as an exemplar of a good wayfinding system and on its user-focused signing principles.
- The committee is currently working on the **Implementation** section. This section will include guidelines for content carried by wayfinding signs, in particular an agreed hierarchy of destinations, naming conventions, eligibility and selection criteria.
- The first draft of the style guide is expected to be completed by the end of 2015.

The coordination committee's report to the IMAP Committee's February meeting outlines a 10-day visit in April / May 2015 to Melbourne by the Program Manager of Transport for London's *Legible London* wayfinding system. *Legible London* will eventually cover greater London, is map-based and links public transport, walking

and cycling journeys. TfL has agreed to provide advice on wayfinding work being undertaken by the City of Melbourne - covering building a wayfinding plan, information strategy and signage system; engaging with users and stakeholders; and research and evaluation.

TfL's visit would be a good opportunity to also get advice on the work being done by the Melbourne Visitor Signage Coordinating Committee and to run a series of workshops and sessions with other agencies, councils, transport planners and stakeholders.

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 2013 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 IMAP Annual Report 2013-14 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 is 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. Research has now been undertaken on Community Land Trust models and their application in Australia through the University of Western Sydney.

- 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 and fund raising for the next phase of this work– to develop financial models and case studies - has been successful.

- the first meeting for Phase 2 was held on 20 November 2014 to commence discussions on the next stage.
- the UWS Partnership Agreement has been finalised.

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.

➢ Further development of this project awaits completion of the IMAP Review.

Action 6.3 Managing Conflict in Activity Centres

ON HOLD

➢ A submission to address the disparity between planning and liquor licensing Definitions in the legislation with the Department Environment Land Water and Planning (DELWP) has been proposed by the IMAP Implementation Committee. An initial meeting to discuss the approach to be taken was held on 5 February 2015.

Action 7.2 Support Creative Industries

IN PROGRESS

➢ **Creative Industries**

An initial meeting was held in December 2012 to scope this project. The Cities of Stonnington and Port Phillip co-lead this project.

- 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.

> **Urban Manufacturing**

In a separate initiative, representatives of the IMAP Councils are investigating the business case to investigate urban manufacturing in the Inner Melbourne region.

The IMAP Committee considered their initial brief and recommendations at the November 2014 meeting.

Further discussions on joint funding this project between the IMAP Councils, state government and the University of Melbourne have continued and more detailed phasing of the work determined. A further report is being put to the Committee in February 2015 to finalise the funds, timeframe and objectives for this project.

Action 8.1   Priority for Freight Movement

ON HOLD

> Awaiting work being undertaken by the State Government as it may modify the brief for this work. The project will be led by the Maribyrnong City Council.

> Staff from VicRoads will present an update on inner west freight studies at the February 2015 meeting.

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.

    - 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.

    - A further report to the IMAP Committee in August 2014 requested consideration of a governance approach to managing the Factsheets in the future, by encouraging Councils to adopt the factsheets through engagement with CASBE, who will oversee the ESD standards and improve consistency.
    - Following Committee approval for this approach, the project team is now developing an IMAP licence agreement with CASBE, and finalising changes to the five latest Factsheet additions noted above.

Action 9.4 Green Demonstration Projects

IN PROGRESS

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

➢ In 2013 the IMAP Implementation Committee partnered in an ARC Linkage Grant with the University of Melbourne and Melbourne Water for further research on the measurable impacts of green roofs: "Mimicking natural ecosystems to improve green roof performance". 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.

The research team are now well into their first year and have provided an update on progress to IMAP representatives.

Dr Nick Fisher, University of Melbourne will provide the IMAP Committee with an update on the research at the February meeting.

In addition, a review of work being undertaken by the IMAP councils to further promote green roofs, walls and facades since the completion of the IMAP Green Roofs project (Action 9.4) will be provided by the City of Melbourne.

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. Workshops held in October 2013 and February 2014 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 was provided to the IMAP Committee at its August 2014 meeting. Subsequently work has progressed developing a communications strategy and enabling the data models to be run on council computer systems to complete the project. The project team is also preparing an Action Plan to report back to the IMAP Committee. The Communications Plan and Action Plan will be reported back to the May 2015 meeting of the IMAP Committee.

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

ONGOING

A new 3 year strategy was adopted in May 2013 inclusive of a detailed Action Plan for the 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
- Undertaken joint research with DML to gauge feedback on the contents and presentation of the Official Visitor Guide and the IMAP tourist map.
- Collated IMAP expenditure on the Tourist Map to evaluate alternatives to printing and distributing the map and 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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In August 2014 the project team updated the Committee on the agreement reached with DML for printing and distribution of the IMAP map through the Official Visitors Map. Following ratification of the Agreement, the IMAP Map has been included in the latest upgraded OVM publication.

IMAP Review

CURRENT

The development of a new Inner Melbourne Action Plan is underway. Consultants were appointed in June 2014 to write the plan.

- ➤ Following staff and councillors workshops, 5 half-day Reference Group workshops were facilitated by consultants under the topics: Environmental Sustainability, Economy, Communities, Transport, and Neighbourhoods and Places.

➢ A first draft of the plan is still in preparation, with regular input from staff and the IMAP Executive Forum.

➢ The next Councillor workshop on the new plan is planned for March/April 2015.

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.