IMAP Progress Report   November 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 9.2 Environmental Sustainable Design (Part*) – design of 15 Sustainable Design Factsheets*

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 9.4 Green Demonstration projects (Part) – *Distributed Energy mapping*

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) has:

- Won the education category of the **2015 Premier's Sustainability Awards**, and was a finalist in the Government category; and

- Won the 'research and communication" category in the Victorian branch of the Australian Institute of Landscape Architects (AILA) awards, in 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

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 participation in the Melbourne Visitor Signage project and the coordinating committee was established to guide its work. 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 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 - drawing 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.

In April 2015 Paul Street, the Program Manager of Transport for London's *Legible London* wayfinding system visited for 12 days providing workshops on best practice examples, implementation processes and structures and a methodology for roll out of a comprehensive system.

Following the TfL visit, the committee structured its work into two streams:

1. **Collaborative projects**
   - *Master Style Guide.* The first draft of the guide will be completed by December 2015. The guide will outline an agreed approach to content: signing principles, eligibility and selection criteria, naming conventions, symbols and arrows, placement and location criteria, and 'gateway' signage.
     - *Wayfinding signage redesign.* IMAP councils and City of Wyndham will work together to design pedestrian wayfinding signs that are more visible; cheaper to produce, install and update; perform well environmentally; and carry a two-map system. PTV will participate in the design and prototyping process. On 21 September: a Signage Infrastructure Design Workshop looked at design issues of signs - functionality, legibility, accessibility and view from different distances. Prototype testing of a new design is underway at sites in Melbourne, Port Phillip and Wyndham over the next few weeks.
   - *Pilot projects (North Melbourne, central city, Balaclava Station and Station Pier): a*n opportunity to link pedestrian and public transport signage systems, to explore shared signage infrastructure, and apply the content proposed in the draft style guide.
   - *Evaluation*: the pilot projects will test the new sign design, content and placement with users: to understand their wayfinding needs and to build a robust evaluation framework.

2. **Strategic approach**
   - Using free, open data, the proposal is to build a *single base map of metropolitan Melbourne* for use by councils for wayfinding signage and other purposes. The base map would comprise agreed layers and design, would provide consistency of information for visitors and deliver cost savings. The proposal is to form a sub-committee of GIS staff to create the base map - its layers, data sources, language, operation and design.
   - Commission *a business case* on the benefits of improved wayfinding signage in Melbourne. A workshop run in June identified a number of potential benefits of improved, consistent wayfinding signage in Melbourne. Workshop participants propose meeting with the state government to discuss undertaking formal Investment Logic Mapping (ILM) to test the need for further wayfinding development.

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

Work to date has included:

- October 2013: An initial meeting of the Working Group to scope the project.
- November 2013: a workshop held in conjunction with State Government representatives started the collation of data on Council cycling initiatives, current and planned.
- February 2014: DTPLI presented to the IMAP Committee on integrating the state and local government work through a coordinated series of additional workshops to establish key cycling corridors.
- Joint workshops were held between April-June 2015 and feedback sought from the State Government on funding.
- 4 May 2015: the State Government hosted a workshop on Priority Cycling Corridors.
- The project team identified priority council cycling works for inclusion in the IMAP Review process.

Action 2.5 Bicycle Network

IN PROGRESS - Implementation of Priority Routes

Focus is on the high bicycle usage routes or those routes which have the potential to carry significantly increased bicycle volumes. Further reporting on progress with targeted works awaits the outcome of Action 2.3

Action 3.2 Roads as Places - ON HOLD

Action 5.2 Affordable Housing

COMPLETED - Stage 1: **Planning mechanisms**

IN PROGRESS **-** Stage 2: **Community Land Trust Research**

COMPLETED – Phase 1

- "Affordable Housing Development Models" prepared by Affordable Housing Solutions [AHS] was made available by the City of Port Phillip to the IMAP councils in March 2011 for consideration.
- Research undertaken on Community Land Trust models and their application in Australia is published in The Australian CLT Manual (refer copies held online).
- IMAP and the City of Port Phillip were awarded the University of Western Sydney 2013 Partnership Award for their involvement in this project.

IN PROGRESS – Phase 2

Key research questions of this phase relate to:

- **identifying and researching appropriate financial products** for the establishment of CLTs in Australia: The team will work with banks and other lending institutions to develop appropriate loan products for residents looking to buy a leasehold or shared equity interest in CLT housing

- **perform in-depth case studies.** This task will involve the completion of up to four in-depth case studies in a range of locations and scenarios.

    Progress to date:
    - February 2014: The Scope of Work for Phase 2 was reported to the IMAP Committee meeting and advice that funding raising had been successful
    - November 2014: the first meeting for Phase 2 was held to discuss the next stage.
    - March 2015: the UWS Partnership Agreement was finalised.
    - An update on the CLT work was provided to the Committee at their meeting in May 2015.

- A World Homeless Day Symposium **'Future of Inner City Social Housing'** was held by the City of Yarra on 9 November. The headline objective of the event was to explore the ways by which state and local government, as well as the private and non-government sector, can work together to increase the supply of social housing in inner Melbourne. There were around 90 people who attended from a cross-section of the community housing sector, state government, local government, and social housing advocacy groups.
- A report on this event will be considered at the November meeting.
-

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

ON HOLD - **Investigating the** capacity of social services

CURRENT - **Investigate recreation facilities and open space requirements**

- Following work being undertaken by the Metropolitan Planning Authority and Sport and Recreation Victoria to plan for future requirements for open space, the Committee considered a proposal at the May 2015 meeting to investigate recreation facilities and open space requirements across the IMAP region, in response to future growth.

  ➢ The detailed project brief was considered at the August meeting and a further report on funding implications will be discussed in November.

Action 6.3 Managing Conflict in Activity Centres

CURRENT

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

ON HOLD - Creative Industries

An initial meeting in December 2012 scoped this project. An inventory of current programs being undertaken by the IMAP councils was prepared and considered in September 2013 which identified a number of "quick wins". The City of Port Phillip's research and the City of Melbourne Knowledge sector review have contributed to this work.

- A definition of "Creative Industries" has been agreed and the need for an IMAP Creative Business policy identified. This work is now being undertaken by Creative Victoria.

CURRENT - Urban Manufacturing

In a separate initiative, representatives of the IMAP Councils and University of Melbourne are investigating urban manufacturing in the Inner Melbourne region.

The IMAP Committee considered the initial brief and recommendations at the November 2014 and February 2015 meetings to finalise the funds, timeframe and objectives for this project.

The following approach has been proposed for this project:

- Phase 1 (7 months) – Existing Resources, Pilot Study, and Definition
- Phase 2 (6 months) - Major survey and preliminary economic analysis.
- Phase 3 (3-5 years) – Economic Impacts.

PHASE 1 - PROJECT UPDATE

➢ A stakeholder workshop held on 28 May 2015 identified the need to broaden the project to include Moreland Council region and explore a technological method for conducting the survey.

➢ The IMAP Implementation Committee approved the Agreement between IMAP and the University of Melbourne.

➢ The project team confirmed the information required to examine a complete picture of all three approaches – land, sector, and economic; is currently not in existence for Victoria to provide key data for the analysis of economic development in small manufacturing sectors.

➢ The Project Management Team and Steering Group agreed to approach Moreland Council for involvement in the project and a funding contribution; and to support the development of an online geographical mapping survey of makers across the IMAP area and surrounds to examine clusters, supply chains, customers and movement of makers over the life of the project.

➢ An update to the Steering Committee on 11 June 2015 identified that the Project should move straight to an application for ARC Linkage Grant funding. As a result of the impending application Phase 1 & 2 were combined to complete the online survey and ensure sufficient evidence of the research is

available to report back to the IMAP Implementation Committee for endorsement and continuation of the project, prior to any application for ARC Linkage Grant funding. The draft report for Phase 1 was considered by IMAP Committee in August.

A comprehensive draft report *'The Dilemma of Urban Employment Land – An Inquiry into the viability of small urban manufacturing in Inner Melbourne'* outlines the findings from the analysis of existing data, inception workshop, and framing of the qualitative and quantitative studies that comprise the research. The report summarises the original project proposal and several strategic decisions modifying the scope and path of the research.

- The ARC Linkage Grant Application has now been submitted. The Maker.Melbourne website is now live and is attracting entries from local businesses.

Action 8.1 Priority for Freight Movement - ON HOLD

Action 9.2 Environmentally Sustainable Design – commercial buildings
COMPLETED Stage 1

Work commenced in December 2010 to identify ESD topics to be written up in the form of Factsheets for publication.

➤ The Factsheets pack was formally launched 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 8 other Melbourne Councils

➤ 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

COMPLETED Stage 2

➤ Additional topics recently completed 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 in May 2014 that the 10 original fact sheets, designed to support the SDAPP framework, have since become reference documents for the six local governments who had adopted the proposed local planning scheme amendment for ESD.
- In August 2014 the working group investigated having CASBE oversee Council access to the Factsheets , to uphold standards and improve consistency. This has not eventuated.
- The working group is now finalising and updating all factsheets and preparing for a launch of the series early in 2016.. Approximately 20 Councils across Melbourne now use the factsheets under an IMAP licence.

Action 9.4 Green Demonstration Projects
CURRENT - Green Roofs Research Project - Australian Research Council Linkage Grant

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 second year and have provided updates on progress to IMAP representatives.

Dr Nick Fisher, University of Melbourne updated the IMAP Committee on their research at the February 2015 meeting. Work continues to further promote green roofs, walls and facades since the completion of the IMAP Green Roofs project (Action 9.4).

COMPLETED - Distributed Energy Mapping –

The Distributed Energy project undertook an analysis of the potential for distributed energy in the IMAP area (district scale cogeneration, renewable and energy efficiencies) and developed a predictive model for managing and 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

Progress has been as follows:

* August 2013: The energy modelling was demonstrated at the IMAP Implementation
* October 2013 and February 2014: Workshops helped identify how the information should be delivered to stakeholders and progress was reported to the IMAP Committee.
* May 2014: CSIRO representatives met with the project team 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.
* August 2014: The (nearly) Final Report was provided to the IMAP Committee. Subsequently work has progressed developing a communications strategy and action plan, and arranging for the data models to be run on council computer systems to complete the project.
* ➢ The Communications Plan and Action Plan were approved at the May 2015 meeting of the IMAP Committee and are currently being implemented.

Action 10.1 Regional Open Space and Trail Network - ON HOLD

Strategy 11 – Regional Tourism

ONGOING

A 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.

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. The IMAP Map has now been included in the latest upgraded OVM publication.

The August Committee meeting approved the Action Plan proposed for 2015-16. A further report on the proposal by Destination Melbourne to develop a destination marketing plan will be considered at the November meeting.

IMAP Review
CURRENT
The development of a new Inner Melbourne Action Plan is underway.
  ➢ In June 2014 consultants were appointed to write the plan.
  ➢ In July/ August staff and councillors workshops were held.
  ➢ During October, 5 half-day Reference Group workshops were facilitated under the topics: Environmental Sustainability, Economy, Communities, Transport, and Neighbourhoods and Places
  ➢ December/January 2015: A first full draft of the plan was prepared and circulated for staff comment at the 5 councils during March.
  ➢ July:/August: The document was redrafted for review by senior staff and the IMAP Executive. The draft plan was presented to the IMAP Implementation Committee in August for consideration.

  ➢ Council briefings on the plan are being held between 23 November and 8 December 2015. It is proposed that the plan be available for external comment in the New Year.

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.