

IMAP Progress

Report

August 2016

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.

PROGRESS ON CURRENT PROJECTS

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 aim is to build a **Master Style Guide** setting out agreed signing principles, guidelines and language (the 'business rules') to be adopted by collaborating authorities.

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 is now completed and undergoing editing during 2016. The guide outlines an agreed approach to content: signing principles, eligibility and selection criteria, naming conventions, symbols and arrows, placement and location criteria, and 'gateway' signage.
 - Signage Infrastructure Design Workshops are looking at the design issues of signs - functionality, legibility, accessibility and view from different distances. Prototype testing of a new design has been undertaken at sites in Melbourne, Port Phillip and Wyndham.
- *Pilot projects* proposed for North Melbourne, central city, Balaclava Station and Station Pier 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

- The project team are investigating:
 - the feasibility of building a *single base map of metropolitan Melbourne* for use by councils for wayfinding signage and other purposes; and
 - Commissioning a *business case* on the benefits of improved wayfinding signage in Melbourne.

The Visitor signage Master Style Guide (MSG) is now largely completed after a number of editing rounds and will be presented to the IMAP Implementation Committee for endorsement at its August 2016 meeting.

The Master Style Guide has been designed for adoption throughout the metro area but is also applicable Victoria wide.

It is hoped all Councils will individually and formally adopt the MSG as a Council reference document attached to their own council's Signage Policy.

A communications strategy will be implemented to encourage wide adoption of the sign manual.

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 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 IMAP Committee at their meeting in May 2015 and in February 2016.
- CLT Project partners met by conference call on 2 June 2016 to assess progress. A number of the case studies are still working through establishment issues and looking at design and build approaches which meet both sustainability and affordability aims. The discussion agreed a program of work planned for 2016-17.

A World Homeless Day Symposium ‘**Future of Inner City Social Housing**’ was held by the City of Yarra on 9 November 2015 to explore ways 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. A report on this event was considered at the November 2015 meeting.

Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

IN PROGRESS - IMAP Regional Active Sport and Recreation Facilities Planning Study project.

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 2015 meeting and a further report on funding implications were discussed in November 2015 and confirmed in February 2016.
- An SRV regional planning grant application was submitted for this project and has been successful.
- A Project Officer to assist the project commenced employment at the City of Melbourne on 16 May 2016.
- Data gathering across the councils and state government agencies for the project has commenced.
- An update on progress will be provided to the IMAP Committee at the August 2016 meeting noting the project has:
 - completed a review of background documents and similar projects.
 - identified the data and information to be gathered and the particular attributes of importance to the project. Collating and synthesizing the data from different sources across IMAP Councils and other stakeholders has been a key focus
 - held numerous meetings with various representatives from the IMAP Councils, SRV and MPA, State Government (DELWP), State Sport Associations, and Parks Victoria in order to introduce the project, establish connections and gather further information and data.
- **Data Organization undertaken to date:**
 - The list of active sports across the IMAP region has been extracted.
 - The list of data requirements for sports facilities has been prepared and is being reviewed by the Project Officer and PWG.
 - The conceptual model and physical structure of an “**IMAP Sport and Recreation Geo-database**” have been designed and documented. The conceptual model and Geo-database schema are still being updated based on IMAP Councils and other key stakeholder feedback.

- Mapping: Existing sport and recreation facilities (sourced from IMAP partners and other key stakeholders) have been mapped and are subject to ongoing review and refinement by the Project Officer and study stakeholders.

Action 6.3 Managing Conflict in Activity Centres

IN PROGRESS 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

COMPLETED – Stage 1 **Creative Industries**

IN PROGRESS – Stage 2 **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 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.
- Moreland Council joined the project team and made a funding contribution
- An update to the Steering Committee on 11 June 2015 identified that the Project should apply for an ARC Linkage Grant. Parts of 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 2015.
- The final report for Phase 1 was adopted in February 2016: it 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 Maker. Melbourne website is live and has attracted over 140 entries from local businesses. The City of Stonnington assisted with raising the website's profile.
- The Executive Forum reviewed the funding for Phase 2 at its meeting on 19 May 2016 and endorsed commencement of the next stage of the project.

Action 9.2 Environmentally Sustainable Design – commercial buildings

COMPLETED Stage 1 & 2

Work commenced in December 2010 to identify ESD topics to be written up in the form of Factsheets for publication. The first 10 Factsheets pack was formally launched at the City of Melbourne on 11 May 2012. The Factsheets have been licensed for re-badging and use by other Melbourne Councils.

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.

5 additional topics were recently completed in 2016. The factsheet set now includes:

➤ Topics include:

- 1.0 Indoor environment quality
- 2.0 Energy efficiency
- 2.1 Sunshading
- 3.0 Water efficiency
- 4.0 Stormwater management
- 4.1 Site Permeability
- 5.0 Building materials
- 6.0 Transport
- 7.0 Waste management
- 8.0 Urban ecology
- 8.1 Green roofs, walls and facades
- 9.0 Innovation
- 10.0 Construction and building management
- Melbourne's Climate (including adaptation)
- ESD Tools

- The working group has finalised and updated all factsheets and will relaunch the series in 2016. Approximately 20 Councils across Melbourne now use the factsheets under an IMAP licence.
- [Additional factsheets to further extend the series were approved at the IMAP Implementation Committee meeting on 27 May 2016. Work has now commenced.](#)
- [The project will be presented at the 9th International Urban Design Conference to be held in Canberra in November.](#)

Action 9.4 Green Demonstration Projects

IN PROGRESS- 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.

- Dr Nick Fisher, University of Melbourne updated the IMAP Committee on their research at the February 2015 meeting. A further update report was provided for the IMAP Implementation Committee meeting on 27 May 2016.

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, Maribyrnong
- Undertaken joint opinion research with DML on the Official Visitor Guide and the IMAP tourist map.
- Evaluated 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

- Approved an agreement with DML for printing and distribution of the IMAP map through the Official Visitors Map. This has been extended for a further year.
- Agreed to part fund development of a Destination Management Plan for Metro Melbourne to be undertaken by DML
- In January 2016 IMAP's senior executives met with the interim CEO of Visit Victoria.

The Tourism Working group will report back to the August 2016 meeting on its development of a Cultural Guide and the outcome of negotiations with Destination Melbourne for joint service provision in 2016-17.

IMAP Review

IN PROGRESS

On 28 June 2016 all 5 IMAP Council had approved the new Inner Melbourne Action Plan 2016-26.

The plan will now be edited and printed.

The working groups will also be convened in the next couple of months to determine priorities going forward for consideration by councils later in the year.

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 - *Water Sensitive Cities Report*

Action 9.4 Green Demonstration Projects – *Growing Green Guide – green walls, roofs & facades*

Action 9.4 Green Demonstration projects – *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
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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.