

IMAP Progress Report

May 2017

The Inner Melbourne Action Plan (IMAP) 2016-26 identifies 27 strategies across 5 Goals to help build the inner Melbourne region's creativity, liveability, prosperity and sustainability across a range of diverse neighbourhoods experiencing rapid growth.

The following transition projects were commenced under the provisions of the former Inner Melbourne Action Plan; and continued in the new plan.

PROGRESS ON CURRENT PROJECTS

IMAP ADMINISTRATION PROJECTS

IMAP Review

BACKGROUND

- On 28 June 2016 all 5 IMAP Councils approved the new Inner Melbourne Action Plan 2016-26. The plan is currently being edited and printed.
- A new Three Year Implementation Plan has been developed following discussions with senior executives and a joint council staff workshop. The IMAP Three Year Implementation Plan was approved by the IMAP Implementation Committee at their December meeting and includes a shortlist of 25 projects

CURRENT PROGRESS

- The five IMAP Steering Groups have met twice in February/March and April/May 2017. Following an overview of the shortlisted projects, staff have drafted project Business Plans for review by the Steering Groups and provided updates on current projects.

IMAP CLUE (Census for Land use and Employment)

BACKGROUND

- This project commenced with an investigation of what data is currently purchased and utilised by the IMAP councils.
- The data collected by the Census of Land Use and Employment (CLUE) by the City of Melbourne will be mapped against data used by the other councils to determine information gaps and priorities.

CURRENT PROGRESS

- The survey approach has been drafted and is currently being piloted by the Executive Officer at the City of Stonnington.

GOAL 1 ECONOMY

Strategy 1.3

[Formerly Strategy 11 – Regional Tourism]

Regional Tourism Programme & Inner Melbourne Map

BACKGROUND

The IMAP Regional Tourism Working Group (TWG) has progressed its work through a number of three year strategic plans. The aim of the group is to promote the Inner Melbourne region to tourists and visitors. In recent years the group has undertaken a range of approaches, having successfully developed a number of visitor itineraries, promoted ‘Famils’ to information centre volunteers from both Ballarat and Geelong, undertaken promotion of inner Melbourne on the Skybus, undertaken joint opinion research with Destination Melbourne, and provided a consistent promotional effort to delegates at major events such as the AIDS conference.

The most successful collateral developed by the group is the IMAP regional tourism map – now the Official Visitors Map which is promoted in conjunction with Destination Melbourne for wide distribution. The group has also been assisting development of a tourist bus route around inner Melbourne.

Work in 2016 included:

- In January 2016 IMAP’s senior executives met with the interim CEO of Visit Victoria.
- Agreement was reached this year with Destination Melbourne (DML) for the five councils to negotiate jointly on the provision of council services provided by DML.
- An agreement was approved with DML for printing and distribution of the IMAP map through the Official Visitors Map. This has been extended for a further year.
- IMAP agreed to part fund development of a Destination Management Plan for Metro Melbourne to be undertaken by DML
- The Tourism Group collaborated with Cultural Victoria to develop a Cultural Guide which was launched in Windsor in October.

Work in 2017 has included:

- Destination Melbourne Ltd appointed AEC Group to be the consultants in charge of the Destination Management Plan development. Representatives from the TWG are on the Steering Committee and assisted with the assessment of consultant proposals.
- Stakeholder forums have been held in each council region and staff undertook Product Audits as part of the plan’s development.

CURRENT PROGRESS

- The agreement with Destination Melbourne for the printing and distribution of the IMAP map in the Official Visitors Map has been renewed by the Committee.
- TWG staff contacted businesses which featured in the “Experience Culture Victoria 2016-17” Guide for feedback on their listings and found a positive result. The Committee agreed to be involved in the next edition for 2018-19 and work is underway to review approximately 40% of listings and update photos for the IMAP region entries

Strategy 1.4

[Formerly Action 2.2 Co-ordinated pedestrian and public transport signage system]

Melbourne Wayfinding Signing Master Style Guide

BACKGROUND

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.
- Apply consistent shared symbols and terminology across these key signage systems; and
- Coordinate responses to signage requests by tourist attractions, precincts and major developments.

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 (TfL) *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 final draft of the guide is completed and undergoing design and publication. 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, Station Pier and Werribee 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 for 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.

Progress in 2016-17

- The visitor signage Master Style Guide (MSG) was endorsed by the IMAP Implementation Committee at its August 2016 meeting. The guide or 'standards' for signage that would be applicable across Victoria has been designed by PTV for release as a reference document.
- A Workshop was held by the project team on 30 January to plan the communication strategy for the launch of the new standards and to determine the next steps for the project.
- The pilot of new sign designs at locations within the CBD and Werribee is progressing with work underway on identifying best locations and finalising installation details and content.

CURRENT PROGRESS:

- The Project team met with Transport for Victoria in May 2017 to discuss the next steps for communicating the Guide and considering mapping options. The Project Team Leader will provide an update at the May meeting.
- The Project team leader updated the IMAP Economic Development Steering Group on current progress.
- An update on current discussions for the future use of the signage manual will be discussed at the May Committee meeting. The Business case for the next stage of this Project will be presented to the August IMAP Committee meeting

Goal 3 COMMUNITIES

Strategy 3.1

[Formerly Action 5.2 Affordable Housing]

Affordable Housing

BACKGROUND

- **Completed**
 - Stage 1: Planning mechanisms**
 - Stage 2: Community Land Trust (CLT) Research Phase 1**
 - Research undertaken on Community Land Trust models and their application in Australia is published in *The Australian Community Land Trust 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.
- **Current**
 - Community Land Trust (CLT) Research 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.
 - February 2014: The Scope of Work for Phase 2 was reported to the IMAP Committee meeting and advice that fund 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.
 - June 2016: Project partners met by conference call 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.
 - 9 November 2015: A World Homeless Day Symposium ‘**Future of Inner City Social Housing**’ was held by the City of Yarra 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.
 - December 2016: The University of Western Sydney advised partners about delays in the project.

Strategy 3.4

[Formerly Action 5.5 Infrastructure Development]

IMAP Regional Active Sport and Recreation Facilities Planning Study project.

BACKGROUND

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 6 months employment at the City of Melbourne on 16 May 2016
- Data gathering across the councils and state government agencies for the project has been completed. An update was provided to the IMAP Committee at the December 2016 meeting advising on the completion of phase 1 of this project.
- A Workshop was held on 20 January 2017 to determine data storage and maintenance and to review the analysis that had been undertaken.

- **CURRENT PROGRESS**
- Preparation of the Consultant brief for phase 2 of the project has been undertaken and a draft is available for the Committee to consider at their May meeting.

Strategy 3.6

[Formerly Action 6.3 Managing Conflict in Activity Centres]

Managing Conflict in Activity Centres

BACKGROUND

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.

- At the August 2016 meeting, the committee requested this matter be followed up. The Executive Officer has been unable to progress this project due to other commitments. A lead council is sought to undertake this work.

GOAL 4 NEIGHBOURHOODS AND PLACES

Strategy 4.4 (Also 1.1)

[Formerly Action 7.2 Support Creative Industries]

Urban Manufacturing Project - The Dilemma of Urban Employment Land

BACKGROUND

- 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 had 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. Moreland Council joined the project team and made a funding contribution
 - 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.
 - An update to the Steering Committee on 11 June 2015 proposed that the Project should apply for an ARC Linkage Grant. This was subsequently unsuccessful.
 - The final report for Phase 1 was considered by the committee in August 2015 and 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.
- **PHASE 2**
 - An updated agreement with the University of Melbourne for funding the stage 2 research team has been signed by the 7 authorities partnering on the project.
 - The terms of reference were prepared for the establishment of a Policy Reference Group and the first 2 meetings were held in December and January to consider policy options.
 - A firm has been employed to follow up entries on the Maker. Melbourne website to increase the numbers completing the survey data, so that analysis of the data can commence.
 - The University has prepared the framework for the final report.

CURRENT PROGRESS

- The contractor is continuing to survey firms to add to the database of maker firms for analysis.
- City of Melbourne staff have been engaged to provide data from CLUE on the Melbourne maker businesses and provide ABN locational data by zoning.

GOAL 5 LEADERSHIP IN SUSTAINABILITY

Strategy 5.4

[Formerly Action 9.2 Environmentally Sustainable Design – commercial buildings]

Sustainable Design Factsheets Project

BACKGROUND

- **Completed** - Stages 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 become reference documents for the six local governments who had adopted the proposed local planning scheme amendment for ESD.
 - 5 additional topics were recently completed in 2016.
 - 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 finalised and updated all factsheets and will relaunch the series in 2017. Approximately 20 Melbourne Councils 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.
 - The project was presented at the 9th International Urban Design Conference held in Canberra in November 2016.
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CURRENT PROGRESS

- Work is continuing on the 5 additional factsheets to complete the current series:
 - 1.1 Daylight
 - 1.2 Ventilation
 - 5.1 Windows and Glazing
 - 6.1 Car Share
 - 9.1 Innovation Strategies

Strategy 5.4

[Formerly Action 9.4 Green Demonstration Projects]

Green Roofs Research Project - Australian Research Council Linkage Grant

BACKGROUND

- 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 Williams, University of Melbourne updated the IMAP Committee on their research in February 2015 and 27 May 2016.

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.