IMAP Progress Report   August 2019

The Inner Melbourne Action Plan (IMAP) 2016-2026 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.

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

Completed Projects (from 2016):

> G1.P1 Information Requirements investigation (Part of the CLUE project)
>
> G1.P1 Census for Land Use and Employment (CLUE) – Technology Upgrade Project – *"Taking CLUE to the Cloud for Councils, Communities and Commerce"*
>
> G1.P5 IMAP Tourism projects and regional visitor map
>
> G4.P1.Urban Manufacturing Project - The Dilemma of Urban Employment Land
>
> G5.P5 Green Roofs Research Project - Australian Research Council Linkage Grant
>
> G3.P4 Consistent Approach in the Response to Homelessness – 2018 Combined StreetCount

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PROGRESS ON CURRENT PROJECTS

GOAL 1 ECONOMY

Strategy 1.4

G1.P3 Managing Entertainment Precincts

1. 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.

➢ On 2 November the Executive Forum identified that City of Yarra and City of Stonnington staff would liaise to develop a project brief for the IMAP Committee setting out the proposed approach.

➢ An update report to the February 2018 Committee meeting recommended this matter be deferred pending the outcome of changes in both planning and liquor legislation.

NEXT STEPS

Legislation is currently under review.

2. Protecting People in Crowded Places

BACKGROUND

In August 2017 officers from the IMAP Councils met to review the Federal Government's recently released document "Australia's Strategy for Protecting Crowded Places for Terrorism", share insights and identify opportunities for collaboration. The working group agreed that the Strategy's templates and checklists for site security are a useful tool and identified:

- ➢ the need for a consistent, robust risk management assessment framework for the planning and conduct of public events.
- ➢ opportunities to share resources, expertise and specialists in risk management
- ➢ value in creating a comprehensive, standardised risk evaluation tool that can be provided to community members wishing to apply for an event permit.
- ➢ joint education, projects or programs that consolidate community connectivity and pride.
- ➢ protection of critical infrastructure and safety considerations embedded systemically into urban design
- ➢ reviews of site and procedural security

The Working Group reported on their recommendations to the Committee in February 2018.

NEXT STEPS

Continuous staff changes has meant no recent action has been undertaken on these recommendations through IMAP.

3. Disruption – new technologies, communication plans; IMAP Open Data policy

BACKGROUND

In February 2018 the IMAP Executive Forum agreed to convene a Think Tank to scan Councils' current and future environment to identify/assess the main disruption technologies and threats facing Councils and communities in Inner Melbourne. The Think Tank was formed in April and reviewed approaches to disruption and innovation as well as identifying challenges, trends and technologies which may cause disruption - usually through digital or related technologies.

Assessment of likely impact and proposed responses to these have not yet been considered. Several trends have been identified which will impact Councils and communities, and emerging technologies identified which can be leveraged to foster disruption.

NEXT STEPS

No recent progress has occurred through IMAP.

Strategy 1.4 and Strategy 2.4 (Transport section)

G1.P4 Melbourne Visitor Wayfinding and Signage

BACKGROUND

Initially completed in 2010, this project was reactivated in 2012, 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 Transport for Victoria.

The aim was 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 the Program Manager of Transport for London's (TfL) *Legible London* wayfinding system visited for 12 days providing workshops on best practice, implementation 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 Wayfound guide is now completed and undergoing Council reporting and approval.
   - ➢ Signage Infrastructure Design is ongoing at CoM looking at functionality, legibility, accessibility and view from different distances. CoM has rolled out a pilot project at several sites to test the new sign design, content and placement with users.

2. **Strategic approach**
   - ➢ The project team are investigating:
     - ▪ the feasibility of building a single base map for metropolitan Melbourne
     - ▪ commissioning a business case on the benefits of improved wayfinding signage in Melbourne.

PROGRESS
   2016
   - ➢ August - The visitor signage Master Style Guide (MSG) was endorsed by the IMAP Implementation Committee. The guide has been designed by PTV for release as a reference document.
   2017
   - ➢ May - The Project team met with Transport for Victoria to discuss Guide promotion and mapping options.
   - ➢ May – the IMAP Implementation Committee adopted Wayfound as an operational manual by the Councils and referred it to Councils for adoption. The WayFound manual continues to be updated as user feedback on the trials is processed
   - ➢ August - the Business case for the next project stage was approved by the IMAP Committee.
   - ➢ A site visit at Southern Cross station was held with representatives of neighbouring councils to review the pilot signage project and seek pilot projects to test the WayFound manual.
   - ➢ Met with Parks Victoria who expressed interest in reviewing the Manual.
   - ➢ An MoU/licence was prepared to cover the relationship between project partners and 3rd party users.
   2018
   - ➢ Met Transport for Victoria to discuss liaison through their new Project Manager position.
   - ➢ Three IMAP Councils formally adopted or noted the operational manual – Way found1.0. Yarra and Maribyrnong will await updates before proceeding.
   - ➢ Completed user testing of City of Melbourne's pilot signs in North Melbourne and Southern Cross. The results were very favourable for the signs and maps.
   - ➢ August to September - The Melbourne Visitor Signage Committee established a website for Way Found to enable feedback on the document and provide version control
   - ➢ October to November - The Project Manager met with the 7 identified agencies/Councils to receive feedback on *Way found Version 1.0.* The feedback will inform amendments to be incorporated in *Way found 2.0.*

- ➢ October - TfV and IMAP Mapping Workshop held – SGS facilitator
- ➢ November - Liaison is now established with the Victorian Government Architects Office over sign infrastructure design. A short report on the key issues was prepared for the OVGA.
- ➢ December – Way found Reviewers Feedback Meeting held to reflect on the overall comments from the 7 independent reviewers
- ➢ Met with David Blain, VicMaps on mapping requirements
- ➢ Bike Path wayfinding - met with TfV to address identified gap in the Manual.

2019

- ➢ January – met TfV re wayfinding signage advocacy and mapping strategy across the Government projects
- ➢ Cycling and Walking signage meeting with key DoT staff
- ➢ February – met TfV to consider a Round Table Forum on Bike and Shared Path Wayfinding to coordinate efforts across councils and authorities
- ➢ The Project team reviewed design changes to the Manual and referred the bike shared path proposal for State Government for input
- ➢ March – Met Jennifer Santas, Advisor Passenger Experience, Yarra Trams to consider wayfinding signage as a tool for dispersing tram patrons/congestion in the inner city
- ➢ May - Reviewed Wayfound changes with web and editor advisors

CURRENT PROGRESS

- • Way found Manual - recommended improvements have now been made and design of *Way found* 2.0 commenced in June.
  A new section: **Part B: Implementation,** will contain the design, graphic standards and technical details for fabricating, locating and installing a shared pedestrian wayfinding signage system
- • Development of the *Way found* website started in July 2019
- • Commissioned an independent review of the system's design and technical details by an accredited accessibility auditor
- • Correspondence sent to the Minister for Transport Infrastructure and the Minister for Public Transport in June about the lack of a coherent approach to the development of transport-related wayfinding systems across Melbourne
- • In August, work started on developing a first draft of the mapping brief

NEXT STEPS

Completion of the Manual 2.0 version and website by December 2019, Launch in early 2020.

Accessibility Audit report by September 2019 so changes can be incorporated.

Meeting with DoT and MTIA planned for September

Basemap brief in preparation for November Committee meeting.

GOAL 2 TRANSPORT

Strategy 2.3

G2.P1 Business Case – Inner Melbourne Cycling Network

BACKGROUND

The Inner Melbourne Action Plan shares this priority project with a number of other authorities and agencies who seek to support sustainable transport options and address the gaps in the metro cycling network. The IMAP project has been deferred awaiting clarity around the work of these other agencies.

City of Melbourne have been appointed to lead this project for IMAP.

➢ On 11 September 2018, the Metro Cycling Network Senior Reference Group, convened by Resilient Melbourne, discussed how the various agencies could collaborate to achieve a positive outcome in the further development of the cycle network.

➢ This was followed up by a further meeting on 12 November to develop a project brief for consideration.

➢ On 14 November the IMAP Transport Managers heard presentations on the Cycling project proposals and Wayfinding Projects mapping work; as well as reviewing all transport project proposals. Support was given to proceed with the joint cycling infrastructure mapping proposal which included 2 aspects:

  o build and provide a cycling model to map existing cycling infrastructure across Inner Melbourne,

  o analyse gaps and prioritise future network planning through mapping the detailed user modelling (as per City of Melbourne work) across Inner Melbourne.

➢ November 2018 – the project brief was considered by the IMAP Implementation Committee and referred to the IMAP Executive Forum meeting on 19 December for further clarification.

➢ Comments on the revised brief have been sought from IMAP Council's transport planning staff and the IMAP Transport and Environment Steering Group. The IMAP Implementation Committee approved the Project brief on 22 February 2019.

➢ March – Briefed the Metro Cycling Network Senior Reference group on the project

➢ April – Bike Network Project team meeting reviewed the project brief and consultants shortlist for RfQ. Quotes were sought and the appointment confirmed in late July.

CURRENT PROGRESS

• The inception meeting was held in August 2019 and data is now being collated from across the 5 councils.

NEXT STEPS

➢ The outcomes and benefits for this project are as follows:

• A bicycle network model for the IMAP area that will illustrate growth in bicycle trips generated by improvements to the bicycle network.

• A report that highlights the benefits of particular proposed improvements

• An approach for this model to be maintained, updated and used in the future years.

• A framework and method for the potential expansion of this model to the rest of Metropolitan Melbourne in future years.

Strategy 2.4

G1.P4 Melbourne Visitor Wayfinding and Signage

Refer to this project under the Economy section.

GOAL 3 COMMUNITIES

Strategy 3.1
G3.P2 Affordable Housing Controls & Targets

- ➤ Completed   **Stage 1: Planning mechanisms**
                   Stage 2: Community Land Trust (CLT) Research Phase 1
- ➤ **Current**

1. Community Land Trust (CLT) Research Phase 2

BACKGROUND

The University of Western Sydney is producing a companion document to the document produced in Stage 1, 'Australian Community Land Trust Manual' (2013), on how to establish CLTs in Australia, Stage 2 - 'Enabling Community Land Trusts in Australia' (2019).

Phase 2 provides the following further modules:

- o A risk management framework for banks considering lending to home purchasers in CLTs.
- o Case studies of prospective CLTs.
- o Market research - interviews with potential home purchasers.
- o The applicability of the CLT model to other legal tenure options, such as retirement villages, strata title and trustee companies.
- o Guidance for the development process / risks involved in CLT housing

- ➤ In February 2014 the Scope of Work for Phase 2 was reported to the IMAP Committee meeting and advice that fund raising had been successful
- ➤ June 2016: Project partners met by conference call to assess progress. A number of the case studies were 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.
- ➤ December 2016: The University of Western Sydney advised partners about delays in the project.
- ➤ November 2017: Draft report circulated for discussion at the next steering group
- ➤ 21 November 2017 - Draft report considered at the CLT Steering Group meeting. The second draft was circulated during 2018.
- • April to May 2019 – Publisher proof reading, pdf formatting, layout
- • May 2019 – Document published

CURRENT PROGRESS:

- • The Publication has been completed and a presentation to the IMAP Implementation Committee and launch is planned for November.

NEXT STEPS

- ➤ Finalising the report in 2019 will provide the following value to IMAP councils:
  - o Provides a comprehensive guide on how to establish CLTs in Australia, as a new perpetually affordable home ownership tenure.
  - o Enables IMAP Councils to determine if they have a role in promoting / supporting an affordable housing product targeting moderate income households.
  - o Helps address a broader spectrum of the affordable housing products (in addition to social housing), that over time will provide a n alternative to private rental housing and conventional home ownership, and address bottlenecks in the Australian housing system.

2. Investigation of a Private Market Affordable Rental Housing Delivery Model, for Use in Negotiating Voluntary Agreements

BACKGROUND

In February 2019, the IMAP Implementation Committee approved the engagement of a large accountancy firm to investigate the new 'PRADS' model and a broader range of incentives, to determine ways to increase the take-up of the private sector in using voluntary affordable housing planning agreements.

CURRENT PROGRESS

Value to the IMAP Councils:

- The project investigates a long-term affordable housing model that is likely to be more attractive to the private sector, and consequently increase private sector take-up in using voluntary affordable housing planning agreements.
- Provides a planning mechanism that can be used in tandem with inclusionary zoning.
- Aims to increase the supply of affordable housing more rapidly than current approaches (gifting of community housing units, or discounted sales to housing agencies).
- Provides an affordable housing product that targets moderate income households, to augment the role of social housing
.

NEXT STEPS

o The project will be reported to the IMAP Implementation Committee in November 2019.

Strategy 3.4

G3.P4 IMAP Regional Active Sport and Recreation Facilities Planning Study project.

BACKGROUND

Following work undertaken by the Victorian 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 project brief was considered at the August 2015 meeting and a further report on funding implications were discussed in November 2015 and 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 in May 2016 to undertake data gathering across the councils and state government agencies.
- ➢ Phase 1 data gathering was completed in December 2016.
- ➢ A Workshop was held on 20 January 2017 to determine data storage and maintenance and to review the analysis that had been undertaken.
- ➢ The Consultant brief for phase 2 was considered by the Committee in May 2017. Requests for Quotes were called for in December/January.
- ➢ SGS Economics and Planning were engaged on 2 March 2018 and an Inception Workshop held on 28 March 2018. All parties have provided a range of reference documents for the consultants to review as outlined in the project brief.
- ➢ 29 June 2018 – IMAP Demand Forecasting Workshop held with SGS Economics
- ➢ September to December 2018 – additional work was undertaken by the original contractor to update the 5 Council's 2018 data and reconfigure it to assist SGS's requirements
- ➢ January 2019 – Final checks being made to the data to ensure no facilities were omitted.

CURRENT PROGRESS

- 8 March – Stage 5 Strategy and Action Plan workshop with SGS was held to finalise results of the data analysis

- 10 May – Workshop held with SGS to prepare final report recommendations
- July-August – Following an additional workshop in June, council staff have provided feedback to the consultant to assist in the preparation of the draft final report. The next draft will be available in September for review by Councils before being considered by IMAP.

NEXT STEPS
➢ The proposed project completion date has been delayed until 2019/20 and the Final Report will be reported to the November meeting.

GOAL 4 NEIGHBOURHOODS AND PLACES

Strategy 5.4 (Also 1.1)
G4.P1 Urban Forest and Biodiversity Strategy and Approach
BACKGROUND

In May 2018 the IMAP Implementation Committee considered the Project Brief for the IMAP Urban Forest Plan.

Its purpose is to develop an urban forest plan aimed at protecting existing trees and increasing tree planting and green infrastructure on private land. The objective is to increase tree canopy and landscape cover to improve the environmental quality of the IMAP region, human health, amenity, liveability and appeal.

CURRENT PROGRESS
➢ The project is being developed to provide a value add and uplift to the other Urban Forest initiatives such as Resilient Melbourne and Vision 202020. The Urban Forest Plan will focus on private land and the mechanisms to retain urban landscapes, particularly trees through guidelines and policies that may involve incentives or deterrents such as the use of tree bonds.

➢ Deliverables have been identified as:

o Education

o Baseline data and measuring is required to track progress in achieving the urban forest across the IMAP region.
o Planning policy mechanisms – State/Council.
Policy / Local Law / Guidelines.

➢ On 11 September 2018, the CoM launched their 'Green our City' Strategic Action Plan. The Executive Officer and Project Team Leader met with Gail Hall, CoM to assess alignment opportunities between the two projects.

➢ Ms Hall presented details of the CoM project to the IMAP Implementation Committee in November 2018. The Committee agreed to coordinate those aspects of the IMAP project focussed on policies for trees on private property with the CoM's work in this area.

➢ The Project Team Leader left Maribyrnong City Council in November which affected progress on this project.

➢ April – New Project team leader and Executive Officer met with CoM staff on the planning amendment and case study requirements for the IMAP project

➢ May - Meeting of the IMAP Urban Forest Project Working Group to identify case studies for inclusion in the CoM study. Still await finalisation of case studies by working group.

GOAL 5 LEADERSHIP IN SUSTAINABILITY

Strategy 5.4

G5.P5 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.
  - ▪ 5 additional topics were completed in 2016. Topics include:
    - ▪ 1.0 Indoor environment quality
    - ▪ 2.0 Energy efficiency
      - o 2.1 Sunshading
    - ▪ 3.0 Water efficiency
    - ▪ 4.0 Stormwater management
      - o 4.1 Site Permeability
    - ▪ 5.0 Building materials
    - ▪ 6.0 Transport
    - ▪ 7.0 Waste management
    - ▪ 8.0 Urban ecology
      - o 8.1 Green roofs, walls and facades
    - ▪ 9.0 Innovation
    - ▪ 10.0 Construction and building management
    - ▪ Melbourne's Climate (including adaptation)
    - ▪ ESD Tools
  - ▪ Approximately 20 Melbourne Councils now use the factsheets under an IMAP licence.
  - ▪ The project was presented at the 9th International Urban Design Conference held in Canberra in November 2016.
- ➢ **Current**: 5 additional factsheets to further extend the series were approved at the IMAP Implementation Committee meeting on 27 May 2016.
  - ▪ 1.1 Daylight
  - ▪ 1.2 Ventilation
  - ▪ 5.1 Windows and Glazing
  - ▪ 6.1 Car Share
  - ▪ 9.1 Innovation Strategies
- ➢ Review and development continuing. The Factsheets were licensed to CASBE and supplied to Kangan Institute as a student learning tool. Other enquiries are continuing as more councils adopt ESD policies and local planning amendments.

CURRENT PROGRESS

- • The Executive Officer has taken steps to reassemble the project team and seek consultant assistance with this project.

NEXT STEPS

- ➢ Completion of the Factsheet series this financial 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.