

IMAP Progress Report

March 2020

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.

Completed Projects (from 2016):

Goal 1: Economy

- Information Requirements investigation (Part of the CLUE project) (2017-2018)
- Census for Land Use and Employment (CLUE) – Technology Upgrade Project – *“Taking CLUE to the Cloud for Councils, Communities and Commerce”* (2018-2019)
- IMAP Tourism – Includes regional visitor map distribution with Destination Melbourne; 3 issues of the Cultural Guide with Cultural Tourism Victoria (2007-2019)
- Thinktank convened on disruption, new technologies, open data, communications (2018)
- Working group convened to review joint responses to “Australia’s Strategy for Protecting People in Crowded Places” (2018)

Goal 3: Communities

- Consistent Approach in the Response to Homelessness – Combined StreetCount (2018)
- Community Land Trust (CLT) Research Phase 2 (2014-2019)
- Investigation of a Private Market Affordable Rental Housing Delivery Model, for use in Negotiating Voluntary Agreements (2019)

Goal 4: Neighbourhood and Places

- Urban Manufacturing Project - The Dilemma of Urban Employment Land (2015-2017)

Goal 5: Sustainable Environment

- Green Roofs Research Project - Australian Research Council Linkage Grant – University of Melbourne – Dr. Nick Williams (2015-2019)

PROGRESS ON CURRENT PROJECTS

GOAL 1 ECONOMY

Strategies 1.1, 1.2 and 1.4

Commercial Vacancies Research Project

City of Port Phillip are appointed to lead this project for IMAP.

BACKGROUND

The purpose of this project is to explore commercial vacancies, the reasons for these and possible solutions at a policy level.

CURRENT PROGRESS

29 November 2019 – The IMAP Implementation Committee approved the draft brief and budget.

4 February 2020 – first meeting of the Project Team to review the draft brief.

NEXT STEPS

Finalise the brief and appoint a consultant to undertake the project this financial year.

Strategy 1.4

IMAP Regional Map updates and licensing to Visit Victoria

BACKGROUND

The purpose of this project is to promote the Inner Melbourne area through providing updated versions of the IMAP regional visitors map to Visit Victoria for inclusion in their tourism publications – the Official Visitors Guide and Official Visitor Map, and to ensure wide distribution through an annual contribution towards costs.

CURRENT PROGRESS

29 November 2019 – The IMAP Implementation Committee approved the budget and agreed to the licensing of the map and provision of negotiated funding through a Printing and Distribution Agreement.

December – March: Agreements have been updated, funding and distribution has been agreed. Final signatures are currently being sought.

GOAL 2 TRANSPORT

Strategy 1.4 (Economy section) and Strategy 2.4 (Transport section)

Melbourne Visitor Wayfinding and Signage

City of Melbourne are appointed to lead this significant project for IMAP.

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 (now ceased), Public Transport Victoria, VicRoads and Transport for Victoria (now DoT).

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.

PROGRESS

2015

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 version 1 is completed and underwent Council reporting and approval in 2017.*
- Signage Infrastructure Design *CoM's signage design work looks at functionality, legibility, accessibility and views from different distances. CoM rolled out a pilot project at several sites to test the new sign design, content and placement with users. IMAP Councils are now installing these new designs. This work is being included in the update of the Master Style Guide (Wayfound Victoria 2.0) with version 2 currently in development in conjunction with PTV.*

2. Strategic approach

- The feasibility of building a single base map for metropolitan Melbourne
- Commissioning a business case on the benefits of improved wayfinding signage in Melbourne.

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 with neighbouring councils reviewed the pilot signage project
- Met with Parks Victoria who expressed interest in reviewing the Manual.
- A draft MoU/licence was prepared to cover the relationship between project partners and 3rd parties

2018

- Met Transport for Victoria (TfV) to discuss liaison through their new Project Manager position.
- **Three IMAP Councils formally adopted or noted the operational manual – Way found 1.0.** Yarra and Maribyrnong will await updates before proceeding.
- Completed user testing of City of Melbourne's pilot signs in North Melbourne and Southern Cross.
- August to September - established a trial website for Way Found 1.0 to enable feedback
- October to November – collated feedback from 7 identified agencies/Councils on *Way found 1.0*.
- October - TfV and IMAP Mapping Workshop held – SGS facilitator
- November – Liaison established with the Victorian Government Architects Office over sign infrastructure design. A short report on the key issues was prepared for the OVGA.
- December – Meeting held to review comments from the 7 independent reviewers

ADDRESSING THE GAPS IDENTIFIED BY REVIEWERS

- Met with David Blain, VicMaps on mapping requirements
- Met with TfV to address Bike Path wayfinding gap in the Manual.

2019

- January – met TfV re wayfinding signage advocacy and mapping strategy across Govt 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
- Reviewed design changes to the Manual: referred bike shared paths to State Govt for input
- May to July - Commissioned an independent review of the signage system's design and technical details by an accredited accessibility auditor

DEVELOPMENT/COMMUNICATION OF WAYFOUND VICTORIA 2.0

- March – Met Advisor Passenger Experience, Yarra Trams to consider wayfinding signage as a tool for dispersing tram patrons/congestion in the inner city
- May - Reviewed Wayfound 2.0 changes with web and editor advisors. Drafted improvements 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
- Mayoral correspondence sent to the Ministers for Transport Infrastructure and Public Transport in June about the inconsistent approach to transport-related wayfinding systems across Melbourne
- August - developed a first draft of the mapping standards brief and budget for review by Executive Forum on 1 November
- 25 October CEOs and project team members met with the Secretary DoT and MTIA rep on the lack of consistency in signage across the 'Big Build' projects and called for a joint approach. Continued work on manual update.
- November - Website domain established. Website brief in preparation. PTV engaged to do final graphic design of Wayfound Victoria 2.0. Engineering and editing review undertaken of new content.

CURRENT PROGRESS

2020

Completion of Wayfound Victoria 2.0 by March 2019. Copies to be made available to the Committee
Followed up with correspondence to the Secretary DOT – awaiting the department's response.

NEXT STEPS

Website development contract to be awarded 2020

Publically accessible website to be completed May/June 2020

Launch, media, communications and promotion of Wayfound Victoria to be undertaken June 2020

Strategy 2.3

Business Case – Inner Melbourne Cycling Network

City of Melbourne are appointed to lead this project for IMAP.

BACKGROUND

2018

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 was initially deferred awaiting clarity around the work of these other agencies.

- 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 and a project brief was developed for consideration.
- On 14 November the IMAP Transport Managers heard presentations on the Cycling project proposals and Wayfinding Project's mapping work; and reviewed all transport project proposals. Support was given to proceed with the joint cycling infrastructure mapping proposal which included 2 aspects:
 - build and provide a cycling model to map existing cycling infrastructure across Inner Melbourne,
 - 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.

2019:

The IMAP Implementation Committee approved the Project brief on 22 February 2019. 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.
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- April 2019 – Bike Network Project Team meeting reviewed the project brief and consultants shortlist for RfQ. Quotes were sought and the appointment confirmed in late July.
 - August to September - The inception meeting was held with consultants. Data was collated from across the 5 councils. Additional work was undertaken to improve and standardise datasets.
 - October – Project team meeting on the Interim Bike Model Report and comments sought
 - In November the Metro Cycling Network Senior Reference Group were updated on the IMAP project to assist in drafting the brief for a Metro-wide approach

CURRENT PROGRESS

2020

- January - Various meetings were held to demonstrate the model and provide comment on the Final Report
- March - The Final report will be presented to the March IMAP Implementation Committee meeting.

GOAL 3 COMMUNITIES

Strategy 3.1

Affordable Housing Controls & Targets

City of Port Phillip are appointed to lead this project for IMAP.

- **Completed**
 - Stage 1: Planning mechanisms (2008-2010)**
 - Stage 2a: Community Land Trust (CLT) Research Phase 1(2011-2013)**
 - Stage 2b: Community Land trust (CLT) Research Phase 2 (2014-2019)**
 - Stage 3: Investigation of a Private Market Affordable Rental Housing Delivery Model, for Use in Negotiating Voluntary Agreements (2019)**

- **Current**

1. Community Land Trust (CLT) Research Phase 2

2019

This publication was completed in May 2019. An overview was presented to the IMAP Implementation Committee in November 2019.

CURRENT PROGRESS:

- November - The Committee promoted the CLT model via a launch and the IMAP website and sent letters of thanks to the University of Western Sydney for their significant research work.

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

2019

The Final Report by PwC with their analysis of the PRADs model was presented to the IMAP Implementation Committee on 29 November 2019.

CURRENT PROGRESS

The report has been made publically available and PwC have been thanked for their pro bono work.

NEXT STEPS

Undertake further areas of investigation on some of the report's findings.

Strategy 3.4

IMAP Regional Active Sport and Recreation Facilities Planning Study project.

City of Melbourne are appointed to lead this project for IMAP.

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..

2015

- August 2015 - The project brief was considered at the August Committee 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.

2016

- May 2016 - A Project Officer was engaged for 8 months at the City of Melbourne to undertake data gathering across the councils and state government agencies. Phase 1 data gathering was completed in December 2016.

2017

- January 2017 - A Workshop on 20 January 2017 determined data storage and maintenance, and reviewed the analysis that had been undertaken.
- May 2017 - The Consultant brief for phase 2 was considered by the Committee. Requests for Quotes were called for in December/January.

2018

- March 2018 - SGS Economics and Planning were engaged and an Inception Workshop held on 28 March 2018. All parties 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 Project Officer to update the 5 Council's 2018 data and reconfigure it to assist SGS's requirements

2019

- January 2019 – Final checks were made to the data to ensure no facilities were omitted.
- March to May – Stage 5 Strategy and Action Plan workshop with SGS was held to finalise results of the data analysis. In May a Workshop was held with SGS to prepare the final report recommendations
- July-August – Following an additional workshop in June, council staff provided feedback to the consultant to assist in the preparation of the draft final report. The next draft was made available in September for review by Councils.
- September – November: the Working Group requested a complete rearrangement of the contents of the Draft Final Report to produce a more focussed report and set of recommendations.
- The draft recommendations were presented to the IMAP Executive Forum on 1 November for feedback, and following a further staff workshop, to the November IMAP Implementation Committee meeting to update them on the approach being taken.

CURRENT PROGRESS

The Final Report will be reported to the March 2020 meeting.

Strategy 3.6

Consistent approach in the response to Homelessness: StreetCount 2020

City of Melbourne are appointed to lead this project for IMAP.

CURRENT PROGRESS

- August 2019 – DHHS confirmed a funding contribution towards the 2020 and 2022 StreetCounts
- October – November – CoM commissioned a consultant report on the StreetCount methodology compared with overseas examples. The IMAP project team were consulted on the recommendations to finalise Melbourne's methodology for the 2020 StreetCount.
- A report on the 2020 approach was presented to the November Committee meeting which confirmed the project team, budget and methodology.

2020

- A RfQ was circulated and bids evaluated for a Project Coordinator during early February. Moreland and Darebin Councils have joined the project team to undertake the StreetCount following agreement by the IMAP Executives. Planning meetings have commenced.

NEXT STEPS - Appointment of a Project Manager by March 2020.

GOAL 4 NEIGHBOURHOODS AND PLACES

Strategy 5.4 (Also 1.1)

Urban Forest and Biodiversity Strategy and Approach

Maribyrnong City Council are appointed to lead this project for IMAP.

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.

- The project is being developed to provide a value add and uplift to the other Urban Forest initiatives such as Resilient Melbourne and Vision 2020. 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:
 - Education
 - Baseline data and measuring is required to track progress in achieving the urban forest across the IMAP region.
 - 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.
- November 2018 - Ms Hall presented details of the CoM project to the IMAP Implementation Committee. 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 2019 – 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.
- September to October - The Maribyrnong City Council's CEO appointed additional resources to the project. The Executive Officer met with Maribyrnong staff to determine next steps to be undertaken on the project.
- November - Advised a process is in place to finalise the case studies with strategic planners on the project team.

GOAL 5 LEADERSHIP IN SUSTAINABILITY

Strategy 5.4

Sustainable Design Factsheets Project

City of Yarra are appointed to lead this project for IMAP.

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.
 - 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.

- 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

- 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
- The Factsheets were licensed to CASBE and supplied to the Kangan Institute as a student learning tool. Other enquiries are continuing as more councils adopt ESD policies and local planning amendments.

CURRENT PROGRESS

- Seeking 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.