

IMAP Progress Report

December 2016

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

GOAL 1 ECONOMY

Strategy 1.3

[Formerly Strategy 11 – Regional Tourism]

BACKGROUND

The IMAP Regional Tourism Work Group 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.

CURRENT PROGRESS

Work in 2016 has 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.
- 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
- The Tourism Group collaborated with Cultural Victoria to develop a Cultural Guide which was launched recently in Stonnington.

Goal 1 ECONOMY

Strategy 1.4

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

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 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 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.

CURRENT PROGRESS:

- The visitor signage Master Style Guide (MSG) was endorsed by the IMAP Implementation Committee at its August 2016 meeting.

- The Master Style Guide has been designed for adoption throughout the metro area but is also applicable Victoria wide.
- The Guide is being designed for publication by PTV and will be presented for formal adoption by the IMAP Councils in the New Year as a reference document attached to their own Council's Signage Policy.
- A communications strategy will be implemented to encourage wide adoption of the sign manual.

Goal 3 COMMUNITIES

Strategy 3.1

[Formerly Action 5.2 Affordable Housing]

COMPLETED - Stage 1: **Planning mechanisms**

CURRENT PROGRESS - Stage 2: **Community Land Trust (CLT) 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.
- June 2016: CLT 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.

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.

The University of Western Sydney has advised partners about delays in the project. Refer to correspondence at the December 2016 meeting.

GOAL 3 COMMUNITIES

Strategy 3.4

[Formerly Action 5.5 Infrastructure Development]

CURRENT 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 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 largely been completed.
- An update was provided to the IMAP Committee at the August 2016 meeting and a further report will be considered at the December 2016 meeting advising on the completion of the phase 1 of this project.

GOAL 3 COMMUNITIES

Strategy 3.6

[Formerly Action 6.3 Managing Conflict in Activity Centres]

CURRENT 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.

At the August 2016 meeting, the committee requested this matter be followed up. A report is planned for the February 2017 meeting.

GOAL 1 ECONOMY (GOAL 4 NEIGHBOURHOODS AND PLACES)

Strategy 1.1 (4.4)

[Formerly Action 7.2 Support Creative Industries]

COMPLETED – Stage 1 Creative Industries

CURRENT 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.
- An updated agreement with the University of Melbourne for the funding of stage 2 is on the December 2016 agenda for approval.
- The brief has been prepared for the establishment of a Policy Reference group
- 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.

GOAL 5 LEADERSHIP IN SUSTAINABILITY

Strategy 5.4

[Formerly 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.

CURRENT PROGRESS

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 was presented at the 9th International Urban Design Conference held in Canberra in November 2016. The presentation by the working group members is available for review on the December 2016 Committee agenda.

GOAL 5 LEADERSHIP IN SUSTAINABILITY

Strategy 5.4

[Formerly Action 9.4 Green Demonstration Projects]

CURRENT 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.

IMAP ADMINISTRATION PROJECTS

IMAP Review

CURRENT PROGRESS

On 28 June 2016 all 5 IMAP Council had 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 shortlist of 25 projects has been made available to all councillors for consideration of the priorities being proposed. The draft Implementation Plan will be considered by the IMAP Implementation Committee at their December meeting.

The working groups will also be convened in the next couple of months to undertake further work on the project briefs.

IMAP CLUE (Census for Land use and Employment)

CURRENT PROGRESS

This project has now commenced the investigative phase to collect information on what data is currently purchased and utilised by the IMAP councils. A review of findings will be prepared for review by the Executive Forum.

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.