

# IMAP Progress Report

## November 2017

---

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.

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 Implementation

##### 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.
- The first IMAP Three Year Implementation Program under the new plan was approved by the IMAP Implementation Committee December 2016 and includes a shortlist of 25 projects.
- Four IMAP Steering Groups have been convened to assess the strategic and advocacy priorities within the shortlisted projects for each Goal and determine the project briefs.

##### CURRENT PROGRESS

- The Communities Steering Group met during the last quarter to advance the Homelessness project.

##### NEXT STEPS

- The Executive Officer is preparing set dates for the Steering Groups to meet, to assist with progressing the new project briefs and reducing the administration burden.

#### 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.
- It was agreed that the data collected by the Census of Land Use and Employment (CLUE) by the City of Melbourne would be mapped against data used by the other councils to determine information gaps and priorities.
- The survey has been administered across the Cities of Stonnington, Port Phillip, Yarra and Maribyrnong during June – August 2017. Results have been analysed and a report was considered by the IMAP Implementation Committee at the meeting on 25 August 2017.
- On 30 June 2017, the IMAP Councils submitted an application for Smart Cities and Suburbs funding to update the CLUE technology and data gathering approach. This will enable easier data gathering and access across the IMAP councils

##### CURRENT PROGRESS

- On 2 November the IMAP Executive Forum reviewed and approved a draft brief for stage 3 of the Information Requirements Investigation. It includes investigating the costs and benefits of 4 different options across the 5 councils. The budget for the project will be considered as part of the review of the IMAP Implementation Program by the Committee at their meeting on 24 November.

#### NEXT STEPS

- To implement Stage 3 of the Information Requirements Investigation over the next 3 month period.
- To implement the outcome of the Smart Cities and Suburbs application.

## 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 since 2006. 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 visitor itineraries, promoted ‘Famils’ to information centre volunteers from Ballarat and Geelong, undertaken inner Melbourne promotion on the Skybus, completed 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 also investigated development of a tourist bus route around inner Melbourne.

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.
- 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. The latest version of the map has been updated to include an accurate GIS map base.
- 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 2017-18. The latest Guide was launched on 25 August.

##### CURRENT PROGRESS

- The TWG has been providing feedback on the Destination Management Plan to DM and AEC Group.

##### NEXT STEPS

- Satisfactory completion of the Destination Management Plan
- Planning for new strategic projects

## Strategy 1.4

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

### Melbourne Visitor Wayfinding and Signage

#### 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 DEDJTR/Visit 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 Paul Street, 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. 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 is ongoing at CoM looking at functionality, legibility, accessibility and view from different distances. Prototype testing of a new design has been undertaken and CoM has rolled out a pilot project at several sites to 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 has included:

- 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.
- The Project team met with Transport for Victoria in May 2017 to discuss the next steps for communicating the Guide and considering mapping options.
- At the May 2017 IMAP Implementation Committee meeting Wayfound was **adopted as an operational manual by the Councils**. It is being referred to the Councils for adoption.
- The Business case for the next stage of this Project was approved at the August 2017 IMAP Committee meeting.
- The WayFound manual has undergone final checks during the last quarter.

- A site visit at Southern Cross station has been held with representatives of neighbouring councils to review the pilot signage project and seek pilot projects to test the WayFound manual.
- A meeting was held with Parks Victoria who expressed an interest in reviewing/trialling the Manual.

#### CURRENT PROGRESS:

- Arrangements were finalised at a recent Steering Group meeting to coordinate adoption of the manual by the 5 IMAP councils – proposed to occur by March 2018.
- Some changes are being made to the Project Brief going forward to incorporate comments from the August IMAP Implementation Committee.

#### NEXT STEPS

- Engage with Transport for Victoria regarding development of the basemap.
- Review the stakeholder consultation/feedback from the City of Melbourne trial of new sign designs
- Finalise consultation and feedback processes from users of Wayfound;
- Liaise with councils about undertaking gap analysis
- Set up the MoUs between the various authorities.

## 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.
- November 2017: draft report circulated for discussion at the next steering group

#### CURRENT PROGRESS:

- Draft report circulated for discussion at the next CLT Steering Group meeting on 21 November.

#### NEXT STEPS

- Finalising the report

### Strategy 3.4

[Formerly Action 5.5 Infrastructure Development]

#### 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 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.
- Preparation of the Consultant brief for phase 2 of the project has been undertaken and a draft was considered by the Committee at their May meeting.

##### CURRENT PROGRESS

- The project team has finalised the project brief and liaised over evaluation criteria and preferred consultants.

##### NEXT STEPS

- Invite identified consultants to respond to the RfQ document and evaluate bids, pending availability of the Panel, with a view to appointing a consultant by 31 December.

### 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.

#### CURRENT PROGRESS

- 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.

#### NEXT STEPS

- Report to the February 2018 Committee meeting.

## 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 2017 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.
- 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.
- An update was provided to the August Committee meeting along with interim reports on international and local policies and initial mapping on the distribution of small Makers in the City of Melbourne

#### CURRENT PROGRESS

- Data has been provided to the University and liaison continues with the researcher over the analysis that is underway.
- The Draft Final Report from the Policy Reference Group is due by the end of November for review.

#### NEXT STEPS

- Completion of the data analysis
- Preparation of the Project's overall Draft Final Report for the February IMAP Implementation Committee meeting.

## 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 9<sup>th</sup> International Urban Design Conference held in Canberra in November 2016.

## 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
- Drafts have been prepared and during November are being circulated to the project team for comment.

## NEXT STEPS

- Completion of the Factsheet series.

## 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.

### CURRENT PROGRESS

- A Progress report was provided for the IMAP Annual Report. The University will be seeking a 6 month extension to their ARC grant.

### NEXT STEPS

- Invite Dr Nick Williams to present the groups findings to the IMAP Implementation Committee following project completion.

---

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.