

# IMAP Progress Report

## May 2018

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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.

## PROGRESS ON CURRENT PROJECTS

### GOAL 1 ECONOMY

#### Strategies 1.1 and 1.2

#### IMAP CLUE (Census for Land use and Employment)

##### 1. G1.P1 Information Requirements investigation

###### BACKGROUND

- The CLUE database has been run by the City of Melbourne for over 30 years. It collects detailed data about properties, businesses and employment in the city and provides a comprehensive research data base for council decision-making and community use. This project investigates options for the other 4 IMAP councils to participate in the CLUE survey.
- Stage 1 investigated what non-residential landuse and employment data is currently purchased and utilised by the IMAP councils.
- In Stage 2 the data collected by the Census of Land Use and Employment (CLUE) by the City of Melbourne was mapped against data used by the other councils to determine information gaps and priorities. The survey was administered across the 4 Councils during June – August 2017. Results were analysed and a report on this survey considered by the IMAP Implementation Committee at the meeting on 25 August 2017.
- On 2 November 2017 Stage 3 was approved to examine the following four options for meeting IMAP Councils' common information needs:
  - Option 1: Business as usual
  - Option 2: Individual Approach - Each Council undertakes its own CLUE survey
  - Option 3: Coordinated Approach – CoM coordinates the CLUE survey for IMAP Councils
  - Option 4: Alternatives – CLUE data provision by a commercial or non-government organisation.

## CURRENT PROGRESS

The final report will be considered by the Committee on 25 May 2018. On the basis of the information available, Option 3, an IMAP CLUE coordinated by CoM, would appear to provide the best method for meeting IMAP Councils' common information needs. This conclusion is based on a model of the CoM experience, which employs a range of key assumptions that can be tested, corrected and adjusted.

## NEXT STEPS

The report provides modelling, that can be varied under different scenarios, to determine likely costs per Council to participate in CLUE in the future. This provides an aid for Council decision making to join the CLUE database in the future once the new CLUE cloud computing system is available for wider use.

## 2. G1.P2 Smart Cities and Suburbs application – “Taking CLUE to the Cloud for Councils, Communities and Commerce”

### BACKGROUND

- 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, to enable easier data gathering and access across the IMAP councils.
- In November the Council were advised their application was successful.
- The IMAP Economy Steering Group met on 19 January 2018 to consider the CoM's timeline and governance for the Smart City project and to support next steps on the information requirements investigation. They agreed to overseeing and enabling these projects.

### CURRENT PROGRESS

- Workshops have been held with staff of the 5 Councils to inform the CoM project team about resources, systems and support requirements:
  - 13 April – CLUE Technical Project meeting with technical staff
  - 20 April – CLUE Human Centred Design workshop with user groups
- The IMAP Economy Steering Group has reviewed progress monthly on 19 April and 24 May
- An MoU has been prepared setting out the expectations of CoM – as the technology designer/developer – and the 4 IMAP partners – as funding partners with inputs into design, within required timeframes.

### NEXT STEPS

- The Communications strategy has been determined, and staff meetings arranged on-site with the IMAP councils during May to inform staff of the project.
- MoU to be agreed.

## Strategy 1.3

[Formerly Strategy 11 – Regional Tourism]

## G1.P5 IMAP Tourism

### 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 included:

- Participation in Destination Melbourne's development of a Destination Management Plan for metro Melbourne. TWG reps were on the Steering Committee, assisted with the assessment of consultant proposals, participated in Stakeholder forums and undertook Product Audits as part of the plan's development. In 2018, the TWG gave feedback to Destination Melbourne on the recommendations in the draft plan.
- The visitor map was updated to include an accurate GIS map base.
- An agreement with Destination Melbourne for the printing and distribution of the IMAP map in the Official Visitors Map was renewed by the Committee.
- With Cultural Tourism Victoria, TWG staff participated in promoting local cultural features in the "Experience Culture Victoria 2016-17" guide and the following 2017-18 edition launched on 25 August 2017.

In 2018, the TWG met with Destination Melbourne on the development of DM Board's Three Year Strategy and with Visit Victoria on their new interstate promotion campaign for inner Melbourne.

#### CURRENT PROGRESS

- During May, the TWG met to determine their next three year strategy. This will be refined and presented to the IMAP Economy Steering Group for comment and to the August meeting of the Committee for approval.

#### NEXT STEPS

- Satisfactory completion of the Three year Strategy with a joint programme for promoting inner Melbourne

### Strategy 1.4

[Formerly Action 6.3 Managing Conflict in Activity Centres]

## G1.P3 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.
- 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

- To be determined by the Committee due to the legislation currently being under review.

### Strategy 1.4

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

## 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 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 continues to be updated as user feedback on the trials is processed.
- 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.
- A meeting was held with Parks Victoria who expressed some interest in reviewing the Manual.
- Changes were made to the Project Brief to incorporate comments from the August IMAP Implementation Committee.
- An MoU was drafted to cover the relationships between the project partners – for further discussion
- Letter drafted reviewing IMAPs endorsement of the project to assist with Council adoption of the manual

- Met with Transport for Victoria to discuss arrangements for greater liaison through their new approved Project Manager position.

#### CURRENT PROGRESS:

- Council representatives are currently submitting *Way found* to their councils for formal adoption as an operational manual.
- The Melbourne Visitor Signage Committee is in the early stages of discussions regarding:
  - Registering the name *Way found*
  - Developing a Memorandum of Understanding covering ownership of the document
  - Drafting a licence to share the document with 3rd parties
- User testing of City of Melbourne's pilot signs is now complete. The results were very favourable for the signs and maps.

#### NEXT STEPS

- Testing of *Way found* will be undertaken during July – September 2018. The feedback will inform amendments to be incorporated in version 2 of *Way found*.
- Understanding the potential to integrate mapping across IMAP councils as well as the transport portfolio and infrastructure projects.

## Goal 3 COMMUNITIES

### Strategy 3.1

[Formerly Action 5.2 Affordable Housing]

### G3.P2 Affordable Housing Controls & Targets

#### 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 considered at the CLT Steering Group meeting on 21 November 2017.

#### NEXT STEPS

- Finalising the report

### Strategy 3.4

[Formerly Action 5.5 Infrastructure Development]

#### 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 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 to undertake data gathering across the councils and state government agencies. An update was provided to the IMAP Committee at the December 2016 meeting advising 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 was undertaken and a draft considered by the Committee in May 2017. Following liaison over evaluation criteria and preferred consultants, Requests for Quotes were called for in December/January.

##### CURRENT PROGRESS

- 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.

##### NEXT STEPS

- Finalise the project work plan
- The proposed project completion date is 1 October 2018

### Strategies 3.3 and 3.6

#### G3.P4 Consistent Approach in the Response to Homelessness

##### BACKGROUND

In February 2018 the Committee agreed to the participation of the five IMAP Councils in the 2018 Street Count of people sleeping rough, to be held in June. The count is undertaken every 2 years in the City of Melbourne. The State Government has also provided funding to assist with the count.

#### CURRENT PROGRESS

An update on preparation for the count and the development of a communications strategy around the results will be provided at the May 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 undertook an investigation of 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.
- **PHASE 1**
  - 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 outlined the findings from the analysis of existing data, inception workshop, and framing of the qualitative and quantitative studies that comprise the research. The report summarised the original project proposal and several strategic decisions modifying the scope and path of the research.
  - The Maker. Melbourne website is live and attracted over 170 entries from local businesses.
  - 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 was 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 survey firm was employed to follow up entries on the Maker. Melbourne website and to survey additional firms to increase the numbers completing the survey data, so that analysis of the data can commence.
  - City of Melbourne staff provided data from CLUE on the Melbourne maker businesses and provided ABN locational data by zoning.

- An update was provided to the August 2017 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
- Data has been provided to the University and the researcher commenced analysis in late 2017.
- The Draft Final Report from the Policy Reference Group was received 27 November for review.
- The Draft Final Report from the University was received on 14 February 2018.

#### CURRENT PROGRESS

- Preparation of the Project's overall Final Reports for the IMAP Implementation Committee has been completed.
- A more succinct Cover Report format has been prepared for the Committee's consideration in May.

## GOAL 5 LEADERSHIP IN SUSTAINABILITY

### Strategy 5.4

[Formerly Action 9.2 Environmentally Sustainable Design – commercial buildings]

### 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.
  - 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 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
  - Approximately 20 Melbourne Councils now use the factsheets under an IMAP licence.
  - The project was presented at the 9<sup>th</sup> International Urban Design Conference held in Canberra in November 2016.

- 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

#### CURRENT PROGRESS

- Review and development continuing. The Factsheets were licensed to CASBE during the quarter.

#### NEXT STEPS

- Completion of the Factsheet series this financial year.

### Strategy 5.4

[Formerly Action 9.4 Green Demonstration Projects]

## G5.P5 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.
- Dr Nick Williams presented the groups findings to the IMAP Implementation Committee in February 2018

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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.