

IMAP Progress Report

August 2018

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:

- G1.P1 Information Requirements investigation (Part of the CLUE project)
- G4.P1. Urban Manufacturing Project - The Dilemma of Urban Employment Land
- G5.P5 Green Roofs Research Project - Australian Research Council Linkage Grant

PROGRESS ON CURRENT PROJECTS

GOAL 1 ECONOMY

Strategies 1.1 and 1.2

IMAP CLUE (Census for Land use and Employment)

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 2017 the Council were advised their application was successful.
- The IMAP Economy Steering Group helps oversee progress on the project.

CURRENT PROGRESS

- Completed the first round of Human Centred Design (HCD) workshops with IMAP council's.
- The project plan was socialised among IMAP Council's in July. This included purpose, governance, roles and responsibilities, milestones, budget, resource plan/people plan, and project method.
- The IMAP council CEO's signed an MOU with the City of Melbourne which documents the approach that will be taken by to meet the requirements of the Smart Cities and Suburbs funding agreement for the project.

- An initial (draft) solution architecture was developed.
- A standardised data model, called the CLUE MVP model, was developed.
- A market scan has been started. This scan considers private sector partners that could potentially provide components of the future CLUE system. This is the first step of the procurement process.

NEXT STEPS

Key milestones for the remainder of the project include:

2018

- July - Procurement process to commence
- November - Appointment of a delivery partner

2019

- April - Solution trial
- May - Implementation and project close

Strategy 1.3

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- 18 included:

- participation in Destination Melbourne’s development of a Destination Management Plan for metro Melbourne,
- Updated the visitor map to include an accurate GIS map base, and
- with Cultural Tourism Victoria, Tourism 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
- met with Destination Melbourne on the Board’s Three Year Strategy and
- met with Visit Victoria on their new interstate promotion campaign for inner Melbourne.

CURRENT PROGRESS

- The Tourism working group have determined their next three year Strategy and 2018-19 Action Plan. This was presented to the IMAP Economy Steering Group for comment and is to be considered by the August meeting of the IMAP Implementation Committee.

NEXT STEPS

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

Strategy 1.4

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

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 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.
- 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 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 are undertaking:
 - a Memorandum of Understanding covering ownership of the document
 - Drafting a licence to share the document with 3rd parties
 - Establishing a website for Way Found to enable feedback on the document and provide version control.
 - Liaison with the Victorian Government Architects Office over design
- 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 the *Way found* manual will be undertaken from 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

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.
- The Scope of Work for Phase 2 was reported to the IMAP Committee meeting in February 2014 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 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.
- 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
- Draft report considered at the CLT Steering Group meeting on 21 November 2017.

CURRENT PROGRESS:

- Second draft circulated during 2018.

NEXT STEPS

- Finalising the report by the end of 2018

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.

CURRENT PROGRESS

- 29 June – IMAP Demand Forecasting Workshop held with SGS Economics

NEXT STEPS

- The proposed project completion date is 1 October 2018

Strategies 3.3 and 3.6

G3.P4 Consistent Approach in the Response to Homelessness – 2018 Combined StreetCount

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.

- An update on preparation for the count and the development of a communications strategy around the results was provided at the May meeting.

CURRENT PROGRESS

- The Street Count was undertaken on 19 June 2018. 392 people sleeping rough were counted on the night.
- Infographics were prepared with the results. Results were released at a launch event on 4 July. The projects received significant press coverage.
- A full report on the outcome of the Street Count will be discussed at the August Committee 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

- Following IMAP Committee approval, a brief for services is being developed which requires a consultant team (led by a Planning consultancy) to detail the importance of Urban Landscapes (trees and green infrastructure).
- 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.

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
 - 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 9th 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.

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.