

Part 4 Background and issues

Part 4 provides background information and the issues arising from that information which shape the structure plan. These are explored under the following themes:

- demographic trends
- retail, commercial, industrial activities
- housing
- access for all

Demographic trends

Demographic characteristics

Coburg residents contribute to the multicultural community of the City of Moreland, with people from all over the world choosing to live in the area. The diverse nature of the community has created an exciting selection of shops, restaurants, community organisations and businesses.



- open space network
- transport and movement
- public realm
- built form
- provision of social services
- land configuration and ownership
- municipal and service infrastructure.

Reflecting the composition of the community, large numbers of Coburg residents practice a faith and speak a language other than English. The Coburg community is changing however. For example, there is some evidence of a trend towards gentrification, such as the growing numbers of professionals within the population.

Table 4.1 provides a snapshot of key demographic characteristics of Coburg derived from the 2001 census.

Table 4.1: Key characteristics of Coburg

Indigenous population ¹	0.25% of total Coburg population
Birthplace ²	59.5% Australian born 35.6% Overseas born
Top five overseas countries:	Italy 10% Greece 4.4% Lebanon 4% UK and Ireland 2% Turkey 1.8%
Language spoken at home ³	Italian 17% Arabic and Lebanese 10% Greek 9% Turkish 3% Chinese 2%
Household size ⁴	1 person 24.8% 2 persons 31.9% 3 persons 17.9% 4 persons 14.6% 5+ persons 10.9%
Household types ⁵	Couples and children 32.6% Single parent family 11% Couple without children 22.7% Lone person households 24% Group households 5.3% Other family households 2.2%
Dwellings ⁶	Total: 9,212 Separate detached dwellings 78.4% Semi-detached (row, terrace, townhouse) 8.2% Flat, apartment 11.8% Other 0.7%
No of bedrooms in dwellings ⁷	0–1 bedrooms 3.1% 2 bedrooms 33.3% 3 bedrooms 49.5% 4+ bedrooms 12.7% Not Stated 1.4%
Tenure ⁸	Owned 46.3% Buying 21.9% Renting 23.8% Other/not stated 8%

The total population (not including overseas visitors) of Coburg in August 2001 was 22,446. This represents a density of 3,231 persons per square kilometre. There has been a decline in population over the period 1996 to 2001 by 1,257 (or 5%) and a decline in the population density. The average annual decline in this period was 1.1 per cent. This decline can be partly explained by the closure of Pentridge Prison facility.

The projected population growth for Moreland as a whole is 14 per cent between 2001 and 2021. Projections for Coburg indicate that the population will increase by a relatively high 27.6 per cent, largely

due to medium density development. The number of dwellings is forecast to increase by 39.5 per cent over the same period.⁹

Age distribution

The age distribution of Moreland's population is similar to the distribution of metropolitan Melbourne. The age structure of the Coburg population has altered only slightly over the last inter-Census period. Slight proportional declines are evident in the below 34 year age groups, along with slight proportional increases in the 35 years and above age groups. This trend is consistent with an ageing population.

Table 4.2: Age structure – Coburg

Age group	1996	%	2001	%
	No.		No.	
0–4	1,661	7.0	1,446	6.4
5–17	3,659	15.4	3,381	15.1
18–24	2,576	10.9	2,252	10.0
25–34	4,560	19.2	4,112	18.3
35–49	4,880	20.6	4,911	21.9
50–59	2,071	8.7	2,070	9.2
60–74	2,868	12.1	2,782	12.4
75+	1,428	6.0	1,492	6.6
Total	23,703	100.0	22,446	100.0

Source: ABS Census of Population and Housing

¹ Moreland City Council, Coburg Suburb Profile, 2004

² ibid

³ ibid

⁴ ibid

⁵ ibid

⁶ ibid

⁷ ABS Census of Population and Housing

⁸ Moreland City Council, Coburg Suburb Profile, 2004

⁹ Moreland City Council, id consulting population forecasts for Moreland, 2005

Between 2001 and 2011, growth is forecast for the 0–19 and 40–64 years age groups in particular, but also the 75+ age group¹⁰. The proportion of households described as ‘lone person households’ is expected to increase by 3.7 percentage points in that period¹¹.

Cultural diversity

The City of Moreland has a culturally diverse population, with 27 per cent of its population born in a non-English speaking country. Moreland’s role as a key destination for new arrivals – many of them refugees – has additional impacts on the need for support services due to the often high needs among these groups for services relating to employment, housing and health. Indigenous residents account for 0.37 per cent of the population in Moreland, a small group with a high level of need due to disadvantage in health, education, income and employment.

The ethnic composition of Coburg has shifted slightly from 1996 to 2001. This shift is evident in declining numbers in the predominant groups of overseas-born residents. However, this decline has been similar across the top five groups of overseas-born people and the order of size remains unchanged.

Change in the ethnic composition of the Coburg area is also evident in the statistics relating to language spoken at home, with an increase of 4.5

Table 4.3: Birthplace – Coburg

	1996 No.	%	2001 No.	%	Change (%)
Australian born	14,074	59.4	13,348	59.4	–5.1
Overseas born	8,831	37.3	7,817	34.8	–11.5
Not stated	775	3.3	1,281	5.7	+65.3
Total population	23,680	100.0	22,456	100.0	–5.2
Top five overseas countries:					
Italy	2,726		2,243		–18
Greece	1,186		994		–16
Lebanon	1,184		904		–24
United Kingdom/ Ireland	555		495		–11
Turkey	584		402		–31

Source: ABS Census of Population and Housing

percentage points between 1996 and 2001 in the ‘English only’ category. Proportional declines are apparent in the top four non-English speaking groups over this period.

Moreland as a whole has a high level of residents practicing a faith. However, 1991–2001 saw a changing faith profile for the Coburg area. ‘Anglican’ (–2.4 percentage points), ‘Uniting Church’ (–0.4 percentage points) and ‘Presbyterian and Reformed’ (–1 percentage points) faiths registered small declines. These declines are reflected in an overall decline of 6.6 percentage points for ‘Christian’ groups. Only ‘Islamic’ and ‘Buddhism’ faiths recorded (small) percentage point increases. The largest growth was registered in the ‘No religion’

and ‘Inadequately described’ categories.¹²

Households

While the Coburg population declined in the 1991–2001 period by 1,943 (or 10%), the number of households increased by 2.2 per cent in the same period in Coburg. This coincided with an increase in the proportion of lone person households and, in line with broader trends, a decrease in the average household size¹³.

Trends in household types in the 1991–2001 period in Coburg reveal a proportional increase in ‘lone person households’ (from 21% to 24%) and a proportional decline in ‘couples with children’ (from 39% to 33%).



¹⁰ *ibid*

¹¹ *ibid*

¹² Moreland City Council, Coburg Suburb Profile, 2004, p.20–21

¹³ *ibid*, p.25

Table 4.4: Occupation – Coburg

	1991 %	1996 %	2001 %
Managers and administrators	5.8	5	6.1
Professionals	12.8	19.6	23.8
Associate professionals	6.8	10.5	11.1
Tradespersons	14	12.4	10.7
Clerical, sales, service	27.4	29.1	30.1
Production and transport	10.6	10.8	8.5
Labourers	14.7	9.4	7.3
Inadequately described/not stated	7.9	3.1	2.4

Source: ABS Census of Population and Housing

Employment

Between 1991 and 2001, a marked increase occurred in the proportion of 'Professionals' (from 12.8% to 23.8%), and marked declines occurred in the proportion of 'Tradespersons' (14% to 10.7%) and 'Labourers and Related' (14.7% to 7.3%) workers in Coburg. This would suggest a trend towards gentrification.

In the 1996–2001 period, the long-term decline in the proportion of workers employed in 'Manufacturing' in Coburg continued (from 17.3% to 13%). Small proportional increases were recorded for 'Public administration and defence', 'Construction', 'Property and business services', 'Health and community services', 'Culture and recreational services' and 'Personal and other services' over the same period.

Table 4.5: Labour Force – Coburg

	1991	1996	2001
Employed	9,340	9,058	9,272
Unemployed	1,938	1,493	878
Participation rate	58.5%	55%	57.6%
Unemployment rate	17.2%	14.1%	8.7%

Source: ABS Census of Population and Housing

Between 1991 and 2001, the unemployment rate declined from 17.2 per cent to 8.7 per cent. As at September 2005, the unemployment rate for the Coburg Small Area Labour Market (which includes Coburg, Coburg North, Pascoe Vale and Pascoe Vale South) was 6.8 per cent¹⁴. The labour force participation rate for the North-West of Melbourne at this time was relatively low at 58.3 per cent (whereas for metropolitan Melbourne it was 65.1%)¹⁵.

In the 1991–2001 period, the proportion of residents in Coburg with bachelor degrees or higher increased (from 7.2% to 16.7%)¹⁶. This is consistent with Moreland-wide trends away from vocational training towards degrees and diplomas. In the same timeframe, Moreland saw a shift in schooling patterns from government to non-government schools. Declines in Year 12 retention have primarily affected government schools, while non-government schools have generally experienced increased retention rates.

Socio-economic status

In 2001, 66.4 per cent of Coburg households had incomes of less than \$600 per week. This figure also applies Moreland-wide. However, the proportion of low income households is higher than the metropolitan Melbourne average of 61.1 per cent¹⁷. The low incomes of many Moreland householders are due to

the fact that many residents receive all or part of their income from government benefits. About 22 per cent of Centrelink payments in Moreland are made to citizens living in postcode 3058 (Coburg and Coburg North)¹⁸.

According to estimates produced by National Centre for Social and Economic Modelling (NATSEM), 11 per cent of people in Moreland as a whole are living in poverty. Similarly, 11 per cent of people living in postcode 3058 (Coburg and Coburg North) are said to be living in poverty. One third of the total number of people estimated to be living in poverty in Coburg and Coburg North are children. Children in Coburg have one of the highest rates of poverty in the municipality and a significantly higher rate compared to Australia overall¹⁹.

According to the Socio-Economic Indexes for Areas (SEIFA) Index of Relative Disadvantage (prepared by the Australian Bureau of Statistics), Coburg is a relatively disadvantaged area, with a score of 988.08. The index score for Coburg is slightly lower than the Australian average (1,000), markedly lower than the metropolitan average (1,200) and almost the same as the Moreland average (984.5).

¹⁴ DEWSB, Small Area Labour Markets, Sept 2005

¹⁵ *ibid*, Regional Labour Markets, Sept 2005

¹⁶ Moreland City Council, Coburg Suburb Profile, 2004

¹⁷ *ibid*, p.38

¹⁸ *ibid*, p.39

¹⁹ *Ibid*, p.40

Population projections

Population projections prepared for the Social and Cultural Needs Assessment based on the Central Coburg 2020 development scenarios indicate a number of interesting trends. Redevelopment is likely to influence ageing of the population, however declining family numbers are likely to stabilise and grow over the next 15 years. The area will continue to gentrify with families being replaced by singles and couples with lower fertility rates and higher incomes. There will be some growth in the number and proportion of children within the community from 2,010 children to 2,310 children by the year 2011. The number of households is predicted to grow from 8,714 in Coburg in 2001 to 13,614 in 2021. Age distribution is projected to remain relatively stable, indicating that population growth is unlikely to change patterns of demand.

Issues

- Population is changing with a trend towards gentrification.
- Population is ageing, however growth is expected in the 0–19 and 40–64 year age groups.
- Coburg is a culturally diverse population with 27 per cent of the population born in a non-English speaking country.
- Many new immigrants make

Coburg their home. This population group often has high needs for health, housing and employment.

- Household sizes are declining, with a trend towards lone person households, while numbers of households are increasing.
- Employment characteristics of the population are changing with more professionals making Coburg their home.
- Disparities exist in the socio-economic status of residents – many people in Coburg are living in poverty.

Retail, commercial and industrial activities

Retailing

Retail activity in the Coburg Activity Centre is focused on Sydney Road between Bell Street and Munro Street. The shopping centre developed traditionally along the spine of Sydney Road with the Coburg Market forming a focal point for community life. Over the past 30 years, properties to the rear of Sydney Road were purchased and developed as on-grade car parks and supermarkets and larger format shops (such as Dimmays and previously Venture). Some redevelopment has occurred on Sydney Road allowing for the introduction of a number of arcades on the west side, connecting

from Sydney Road through to the streets behind.

The location of the supermarkets on the west side of the centre has resulted in the focus of food shopping shifting to the west side of Sydney Road. Anecdotal evidence suggests that many people undertake their supermarket shopping and do not then move to undertake other shopping or tasks on Sydney Road.

To the north and south of the activity centre core, a range of commercial and showroom-style development exist with an occasional restaurant premises. A number of these premises are undergoing renewal, following the exodus over recent times of many of the showroom businesses to the larger big-box centres such as Northland. A big-box centre is developing to the north of the activity centre in Gaffney Street.

Coburg Shopping centre is one of the city's major shopping and community centres, catering significantly to a local catchment. A recently conducted customer survey indicates that patrons in the centre were predominantly from Coburg, Pascoe Vale, parts of Brunswick and further afield to areas of Glenroy, Fawkner, Reservoir, Preston and Thornbury. Due to the centre's size, location, accessibility, community, amenities and range of businesses, the centre also draws from the Melbourne's west, north and eastern regions.



Coburg is primarily a food-orientated centre. Other nearby centres also specialising in food include Preston Central (including Preston Market) and Victoria Market. Both these centres have a stronger fresh food focus than Coburg due to the size and nature of their markets. However, it is the convenience of Coburg relative to its catchment and the combination of other activities that make it attractive.

Coburg is more than a fresh food centre – it also offers a wide range of local convenience, weekly shopping and personal and professional services. Coburg has a strong traditional business offering of newsagents, chemists, post office and a full range of banks.

The centre has a secondary role as a destination for lower order shopping, competing generally on price and local convenience. Some examples of higher order shopping exist, particularly jewellery, and this is largely due to the historical development of Coburg as a shopping centre. However, Northland, Highpoint and Broadmeadows now fulfil this role due to their strong product and business offering and higher retailing standards and amenities.

The Coburg centre has a relatively contained primary catchment – about a 2 kilometre radius. The secondary catchment extends for about 5

kilometres and is centred along Sydney Road. Despite Coburg's localised catchment, a high proportion of car trips are still made. The extensive open lot parking is an attractor for the centre, particularly for the supermarkets.

People source a large proportion of their shopping from the centre, with the exception of clothes (generally Melbourne CBD) and homewares (generally Northland). The Queen Victoria Market is a favoured alternative for food, and entertainment is generally pursued elsewhere²⁰.

The core of the activity centre comprises 42,205 square metres of floor space. The following table outlines the types of establishment within the core and its estimated floor space.

A recent customer survey undertaken for the Coburg Traders Association²¹ found that people using the centre like the variety of shops, proximity to their home, convenience and the cosmopolitan and friendly atmosphere. People with dislikes were in the minority but issues appeared to include crowding and a lack of bigger stores. Users are predominantly female in the 20 to 50 year old age group from lower to middle income families. A significant proportion of households speak a language other than English at home. This ethnic diversity underpins

Table 4.6: Retail establishment types and estimated floor space

Type of establishment (ANZSIC classification)	Establishments (No.)	Estimated floorspace (m ²)	Share of retail floorspace (%)
Food and alcohol	56	9,297	24
Cafes and restaurants	26	6,091	16
Homewares	36	8,178	21
Clothing and footwear	45	4,672	12
Health and personal	43	5,582	14
Entertainment	14	2,218	6
Vacant shops	7	2,916	7
Total	227	38,954	100

Source: SGS Existing Land Use Survey 2000, 2001

the success of the non-supermarket food outlets.

There is a trend for supermarkets to target the markets of specialty shops, except perhaps for the highly specialised ethnic-based markets which are of insufficient size to warrant attention from the major food retailers with their centralised stock inventories. Sydney Road shops are the beneficiaries of this.

Significant 'retail leakage' occurs from the Coburg area²², reflecting the impact of major shopping centres outside the municipality and the failure of retail in Moreland to adapt to new retailing trends and formats. Clothing, footwear, specialised food, and house and garden, are the retail sectors with the greatest loss of retail spend to other areas. The lack of a department store has hindered growth in many of these sectors.

²⁰ 'Central Coburg Economic Analysis', Discussion paper, SGS, 2001.

²¹ Draft *Coburg Shopping Centre Marketing Plan 2005–2008*, prepared by Leanne Deans for the Coburg Traders Association, 2005.

²² Draft Moreland Retail and Commercial Land Use Study, 2005.

The main issue affecting the shopping centre is the quality of the urban environment provided. The separation of the supermarkets by a 'sea' of car parking makes it attractive to car-based shoppers but cleaves the retail stores into two parts.

Coburg's other key strength is as a community centre and this is indicated by its strong presence of community activities. A number of community facilities are located within the precinct with the Coburg Leisure Centre on the east side and a number of churches and the Coburg Library to the west of Sydney Road. Along Bell Street, a focus on business and medical services is emerging, largely as a result of the periphery location and the traffic conditions which make it less conducive for some retail activities.

Recent development such as that at the former Pentridge Prison creates a potentially new demographic for the Coburg shopping centre with specific lifestyle needs, such as quality restaurants and value-added food. This demographic also includes keen fashion shoppers who would frequent a main street that would satisfy their lifestyle needs.

Office activities

Offices are scattered throughout the activity centre. These include purpose-built developments, for example in Bell Street, to above-shop

conversions. They are typically located interspersed with retail and personal services. Many are located south of the shopping centre and on side streets. An estimated 10,000 square metres of floorspace is being used for offices and business services²³.



²³ 'Central Coburg Economic Analysis', Discussion paper, SGS, 2001.

Entertainment activities

The entertainment offer is limited in Coburg. A number of hotels and reception centres are scattered along Sydney Road, as are a number of cafes and restaurants. Research shows that most people pursue their entertainment activities elsewhere²⁴.

Little night-time activity occurs as many restaurants close in the evening. This is likely to be a result of a combination of underlying socio-economic factors, the centre's role as a primarily food- and service-based centre, and the character of the environment.

Victoria Mall fulfils much of the entertainment activities of the centre providing an opportunity for people to meet and chat.

Industrial activities

A number of light industrial activities are located in the north and south of the activity centre, including catering companies, steel manufacturers and mechanics. The former CDA site (just to the north of the Bell Street and Sydney Road intersection) represents the largest industrial site within the activity centre and has been out of operation for a number of years.

Industrial trends affecting Coburg include:

- a move towards self contained industrial/office complexes

- pressure on inner areas from other land uses such as retail and commercial, particularly big-box retailing
- industry being attracted to areas with accessible land, affordable land and good transport access
- Coburg's high cost of land – only high value advanced technology manufacturing would be able to justify the cost of land.

These trends would indicate a move in Central Coburg from industrial activities to office or other business services or new forms of retail.

Issues

- Current retail offer is limited to food and service.
- Ensuring the retail offer maintains a point of difference from other centres to attract shoppers to Coburg.
- Provision of the retail offer to meet new residents' shopping preferences.
- Centre's reliance on car parking.
- Number of retail gaps and significant retail leakage from the centre.
- Night-time activity in the centre is limited.
- Potential conflicts between entertainment facilities and residential areas.
- Lack of good quality office space.

- No recognition of Coburg as a location for office development.
- Need to attract small- to medium-sized businesses to Coburg.
- Industrial activities unlikely to remain due to high cost of land.
- Appropriateness of light industrial activities in the activity centre.

Housing

Housing in the suburb of Coburg is predominantly detached housing with 78 per cent of Coburg dwellings making up this form of dwelling (ABS 2001 Census of Population and Dwellings).

The activity centre currently has a small housing stock, which is mostly shop-top dwellings and some larger apartment-style dwellings, along the Sydney Road corridor. Many of the dwellings are used as storage space. Low density residential housing surrounds the centre.

The built form of activity centres is likely to include a much higher percentage of apartments. The development of new housing in activity centres provides an opportunity to introduce new forms of housing and respond to the changing needs of the community.

A significant number of apartment developments have recently been granted planning permission – for example, a seven-storey apartment

building on Sydney Road. However, the market for residential apartments across Melbourne has recently experienced a downturn and a number of permits have not been acted upon. This lull in the property market cycle is the ideal time to establish desired outcomes for future housing.

The northern region of Melbourne has been nominated by DSE to accommodate an additional 110,000 households by 2030. In addition to Moreland, the northern region comprises the municipalities of Banyule, Darebin, Hume, Nillumbik and Whittlesea.

A key finding of the Northern Region Housing Working Group is that the region, and individual municipalities, need to commission market analysis and housing preference research to adequately understand the dynamics of local housing supply and demand.

However, analysis of demographic trends and information from local housing agencies indicates the need to anticipate shifts to smaller households, ageing households and lone person households, including those with part time care of children.

²⁴ *ibid.*

A recent survey²⁵ of residents in the southern areas of Moreland and Darebin currently living in medium-high density housing, revealed that these residents have a significantly different demographic profile to the municipal population). They are generally younger, more affluent and more highly educated than the underlying population. They want to be part of the community and view themselves as part of the local neighbourhood. They are more active and are high users of passive open space, walking paths and gyms. These new residents also see themselves as remaining in Moreland in the future even if their housing requirements change. This study has identified a new group of residents who are more favourably inclined towards apartment-style living. Those under 35 in this group are also more likely to be satisfied with renting rather than owning their housing, a new demographic shift.

Overall, new housing and refurbished housing in activity centres provides the opportunity to introduce innovative dwellings which respond to changing community needs.

Affordable housing

Affordable and appropriate housing is in short supply for low income earners and those on statutory benefits, households with disabled members, students and youth up to 25 years.

While there is little research to confirm this, evidence from local housing agencies suggests a need to provide appropriate housing for those in the community who are ageing, young people and people with a disability.

‘Housing stress’ is a measurement by housing researchers which suggests that households who spend more than 30 per cent of their income on housing costs (i.e. rent or mortgage), are deemed to be living in housing stress. In this circumstance, housing is deemed not to be affordable. This measure is particularly applied to lower income households in the lowest 40 per cent income quintiles, who have little discretionary use of income. In Moreland, the following figures highlight that affordable housing is a key issue facing the area:

- of those in the lowest 40 per cent of income groups in Moreland (i.e. below \$600 household income per week)
 - 48 per cent of tenants (2,668 households) pay more than 30 per cent of their income on housing costs
 - 69 per cent of purchasers (887 households) pay more than 30 per cent of their income on housing costs

²⁵ Survey of residents of medium and higher density development, Moreland and Darebin City Councils, Metropolis Research, 2005.



- in December 2002, Moreland received the third highest level of Federal Government rent assistance in Victoria – 8,084 households – and many of these households still spent more than 30 per cent of their income on housing costs.

With a heavy reliance on government assistance and low incomes compared to the rest of Melbourne, the housing choices of the residents of Moreland are affected. Coburg has little public housing.

The State Government has recently changed the funding model for affordable housing projects, moving to a model of housing associations. This will result in five or six organisations designing and developing new affordable community housing across Victoria. This delegates a major part of the State Government's housing responsibility. Consequently, housing associations have been asked to identify new projects through feasibility studies. The State Government will only maintain existing public housing properties rather than construct new properties. Consequently, a range of initiatives with the private sector and the new housing association program will be required to affect the supply of affordable housing.

Issues

- Currently little housing stock within the activity centre.
- Need to accommodate additional housing within Moreland to meet demand.
- Little understanding of the dynamics of local housing supply and demand in the region.
- Demographic analysis indicates a shift to smaller households, ageing households, and lone person households.
- Affordable and appropriate housing is in short supply.
- Many of Moreland's residents are suffering from housing stress, reducing their housing opportunities.
- The market is responding to the needs of some groups such as elderly and young people.
- Some sectors of the community will be excluded from the activity centre if public and social housing opportunities are not increased.
- Council will need to work with housing associations to bring social housing to the centre.

Access for all

A strong sense of place can be formed and community harmony can be enhanced when locations such as services, parks, community facilities and other public spaces are accessible and welcoming to all.

'Access' has a broad definition; it can mean physical accessibility and can also refer to whether a location, facility or public place is psychologically welcoming and inviting to people or, conversely, alienating and not encouraging to visitors. The manner in which users of a site share the space and interact can affect the sense of understanding, equity and harmony. Sharing and contact with others promotes not only understanding and tolerance, but positively promotes health, mental health, safety, wellbeing and pride.

People will use Coburg's parks, open spaces, commercial areas and community facilities if they feel welcomed, safe and comfortable in these places. Furthermore, spaces commonly become safer as more people use them, which also increases perceptions of safety. Provision for both active and passive recreation within parks encourages a range of uses and users.

Design features can contribute to a welcoming feeling, and these can include architectural and design style,

method and materials used in construction, colour, public art and other visible cues.

The *Central Coburg 2020 Structure Plan* needs to consciously address the needs of population groups whose sense of physical and psychological inclusion is commonly less than that of the population generally. Such groups would include, but should not be limited to, children, youth, older people, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse groups, people on low incomes and those with physical or mental disability.

As the Australian population ages, a growing percentage of Australians will have a disability which will impact on their ability to physically access housing, public buildings, public transport, community spaces and the like, and thus on their ability to contribute to community life. Disability takes a variety of forms within the community; the two major disability groups are people with physical and sensory disabilities and people with an intellectual or psychiatric disability. Elderly people make up a high percentage of those with a physical or sensory disability and this is likely to grow as the 'baby boomers' age. The same issues that apply to people with physical or sensory disability also apply to people with a pram and young children, or people with temporary injuries, so



access issues are wider than just disability access. A wider understanding, beyond the needs of people in wheelchairs, is leading to broader thinking on the issue and to the concept of universal access for all. Universal access will require designers of the built environment to provide for the physical needs of all people; ranging from appropriate housing, to the ability to negotiate the street kerb in a wheelchair or buggy.

Responding to the *Disability Discrimination Act 1992* will require consideration of all new works in the public environment

including the placement of furniture on the footpath.

Issues

- Need to ensure that all spaces are well designed otherwise people will not feel welcome, safe and comfortable.
- The built environment needs to respond to the growing number of people with physical and sensory disabilities.
- New housing needs to respond to the growing number of people with accessibility issues.

Open space network

Provision of open space

Open space is an increasingly valuable asset in built-up areas and is recognised for its contribution to economic, social and environmental sustainability. Physical activity is recognised for its important contribution to physical and mental health. Contact with nature is also positive for health and parks and open spaces provide the main opportunities for viewing and experiencing nature in an urban environment. Parks also play a significant role in fostering social connectedness which is important for the wellbeing of the individual and the community.

The activity centre is well-provided with open space, having a number of open spaces within its core, such as Bridges Reserve and Coburg City Oval, MacDonald Reserve, and some small 'pocket' parks. In addition, the centre is within walking distance of the Merri Creek parkland, Coburg Lake Reserve and De Chene Reserve, which together form a district park system around the north-east corner of Central Coburg. There is however, a need to ensure these open spaces are adapted and developed to provide an increase in the diversity of open space type, improvements to the quality of open space and improvements to access.

The Moreland Open Space Strategy sets a target for a principal activity centre like Coburg to ensure that local open space is located within 200 metres of all dwellings. A range of open space types are identified within the strategy, including informal, sporting, conservation parkland, habitat, heritage, civic place, streetscape, and undeveloped. Examples of each of these types of open space exist in the suburb of Coburg, as do a range of opportunities to increase the provision of a number of types through the outcomes of the *Central Coburg 2020 Structure Plan*. These include opportunities for new civic places and streetscape open spaces.

Increases in population in the centre will place increased pressure on open spaces. A recent survey, undertaken of residents in medium- and high-density housing, revealed that they were more active and were high users of passive open space and walking paths. An increase in users will bring with it a number of benefits, such as improved surveillance and sense of safety, and there may be the opportunity to improve the quality of public open space through developer contributions.

Issues

- Increasing pressure for additional open space will potentially occur with increases in the centre's population.
- The activity centre is well provided for open space, however, the diversity of style of open space needs to be increased.
- The quality of open space requires improvement. Basic facilities such as shade, shelter, seating, toilets, drinking fountains and information signs are often seen as lacking. Maintenance is also a commonly perceived problem.
- Many areas of open space are poorly accessed due to lack of connecting streets and paths. Links to open space need to be inviting and safe to encourage public use.

Transport and movement

The vision for Central Coburg regarding movement is to see most people arrive at the centre on foot, by bike or by public transport. For those reliant on the use of cars and for delivery vehicles, an integrated transport plan will assist in managing vehicle congestion. Streets will be enhanced as accessible high-quality public spaces.

Management of traffic and parking and designing for sustainable modes

of transport are critical matters for the structure plan for Coburg activity centre. The range of transport issues overlayed with the management of Bell Street and Sydney Road by VicRoads as major roads (which promotes freight and regional traffic carrying functions), highlights the complexity of transport and movement issues in Coburg.

Melbourne's public transport system exists principally as a north–south system radiating from the Melbourne Central Business District. East–west connections are critical to improving the system. Bell Street is identified as an important east–west link for the future 'Smart Bus' program. Sydney Road is the north–south transport corridor for trams. The North Coburg (No.19) tram is one of the busiest routes in Melbourne and management of traffic in Sydney Road needs to reflect the important role played by the tram, and make tram travel more attractive.

The centre is also considered 'public transport rich' with the existence of train, tram, and bus and taxi services. This supports development of the Coburg Transport Interchange near the Coburg railway station, a concept identified in the *Central Coburg 2020 Vision* and supported by the Department of Infrastructure.

Bell Street and Munro–Harding Street provide east–west access into the



Coburg Activity Centre. Sydney Road provides north–south access. Bell Street and Sydney Road carry the highest amount of traffic, providing connections to the freeway system to the north and west. Bell Street and Sydney Road are near saturation at peak times. Intersections can be one of the main causes of delay in traffic and therefore continued frequent review and refinement of signal phasing and lanes aims to ensure that the intersections are operating at optimum performance given the constraints of the location.

The Upfield railway level crossing is also a barrier to traffic along Bell Street. Potential exists to lower the rail line crossing. Although this would mean considerable cost for the State Government, this would improve traffic flow along Bell Street and improve safety and connectivity for pedestrians and vehicles.

Sydney Road is more important for local shopping and public transport than for through traffic. Even at peak times, only 20 per cent of the cars go all the way from Brunswick Road to Bell Street. Clearways operate on Sydney Road in the morning (east side) and in the afternoon (west side). There are also counter peak clearways in the afternoon, on both sides of the Sydney Road north of Bell Street and one on the east side of Sydney Road between Bell Street and Harding Street. Clearways operate to assist

traffic flow (vehicles and trams) at peak times. However, clearways also reduce the amenity for pedestrians walking along the street as parked cars provide a barrier between shoppers and the moving traffic.

The Pentridge Prison redevelopment includes the construction of a new road through the development (Pentridge Boulevard). This will provide a connection to Champ Street to the north and Bell Street to the south. The Pentridge redevelopment will have an impact on the transport network and therefore it is critical that this new road is integrated into the Coburg transport network.

Parking within Central Coburg has been identified as a key economic driver of the centre, which currently serves as a local centre catering primarily for food and related demands of the area. The open lot car parks assist the centre, particularly the supermarkets, and hence a high proportion of local trips to the centre are in a car. The car parks rarely reach capacity, even at peak times. An opportunity exists therefore to provide an adequate supply of parking for a range of users, while supporting sustainable transport objectives.

The Moreland Bicycle Plan 2000 sets out a framework for improving conditions for cyclists in the city. The

vision highlights ‘every street is a cycling street’, and this is aimed at recognising that cyclists are legitimate users of the road network. Moreland cyclists make more trips and travel further than the average cyclist in Melbourne, however Moreland also has slightly lower bicycle ownership rates than the rest of Melbourne. Opportunity exists to improve bicycle facilities and ensure this transport mode is integrated into the centre on appropriate roads and that there is a continuous local network.

Pedestrian access and amenity in Central Coburg is varied. Moreland’s Integrated Transport Strategy (MITS) aims to improve the walking network in Moreland by encouraging ‘a greater proportion of short trips to be done on foot’. This aim will be implemented by Moreland’s Pedestrian Strategy (currently under development). Overall, the pedestrian environment for Coburg requires enhancement through continuous links to key destinations and improved amenity. Bell Street is recognised as a major barrier for pedestrians and cyclists moving in a north–south direction. Safe crossing points are a key consideration in the development of the structure plan.

The Public Acquisition Overlay (PAO1), also referred to as the ‘Urquhart Street Bypass’ and located north of Bell Street, is no longer required for the purposes of

construction of a bypass to the Bell Street–Sydney Road intersection. It has also restricted improvements to the area as evidenced by the CDA site. VicRoads has indicated that there is no objection to the removal of the PAO1, provided that the issues associated with turns into Sydney Road from Bell Street are resolved and the capacity of Bell Street between Sydney Road and Hudson Street is retained. Meeting this requirement for VicRoads involves placement of a Public Acquisition Overlay on parts of Bell Street between the railway line and the east side of the Bell Street and Sydney Road intersection.

Issues

Alternative transport options

- Designing and encouraging use of sustainable modes of transport as an alternative to the use of a car is a key issue for the success of the centre.
- Need to ensure implementation of transport interchange adjoining Coburg railway station.

Pedestrian amenity and safety

- Pedestrian access, amenity and safety are varied and in many instances require improvement.
- Lack of identification of major walking destinations and poor accessibility and connections.

Cycling

- Need to ensure all streets are designed with cyclists recognised as legitimate users, promoting the vision of 'every street is a cycling street'.
- Need for a continuous local network (both on- and off-road) which is safe visible, accessible and well signed.
- Lack of 'end of trip facilities' including prominent sheltered bicycle parking, lockers, etcetera.

Public transport

- Coordination of the modes of transport (bus, tram, train) into a network that is accessible, visible and well connected.
- Frequency, speed of travel time and ease of connections are potential barriers to the use of public transport.
- Poor amenity and safety of facilities.

Road network

- Both Bell Street and Sydney Road are identified as major roads in the Melbourne Transport Plan, but also have an important local transport role.
- Improvements to public transport, particularly on Bell Street (buses) and Sydney Road (trams).
- Removal of clearways.
- Integration of Pentridge Boulevard and associated works into the

local road network.

- Road safety and amenity for pedestrian and cyclists as well as vehicles.
- Existing rail line crossing Bell Street and Munro Street is an impediment to traffic flow and connectivity to and within the activity centre.

Car parking

- Car parks are an important economic driver for the centre, however they use large parcels of land within the centre.
- The car parks rarely reach capacity, even on peak days.
- On-street parking is not well utilised.
- Location, design and management of car parks are important issues in relation to the amenity of the area for all users.

Land reservations and acquisition

- Removal of the PAO1 (Urquhart Street Bypass) will require a Public Acquisition Overlay on parts of Bell Street between the railway line and the east side of Bell and Sydney Road intersection in order to meet VicRoads requirements.



Public realm

'Public realm' consists of all those parts of the built and natural environment where the public has free and unrestricted access. It encompasses all the streets, squares and other civic spaces, the open spaces and parks and the 'public/private' spaces where public access is unrestricted. The public realm is important in contributing to a city's sense of place.

A high quality and pedestrian-friendly public realm is a key ingredient of successful places. Effective public realm spaces have also been shown to be good for business.

Successful public spaces have four key qualities:

1. **Accessible and well-linked** – well connected to the surroundings, both visual and physical; easy to get to and get through; visible both from a distance and up close; a high turnover of parking and convenient to public transport.
2. **Comfortable and with a good image** – the space is comfortable and presents itself well or has a good image; comfort includes perceptions about safety, cleanliness, impact on the environment and the availability of places to sit.

3. **Uses and activities** – people are engaged in activities in the public space; activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and to return. Empty spaces can provide a sense of something being 'wrong'.

4. **Sociable** – a place where people meet each other and take visitors; when people see friends, meet their neighbours, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community in an effective public space.

The important contribution of the streetscape and public spaces to the public realm and the creation of places are examined in this section. Open spaces, parks and public/private interfaces are examined in other sections of this document.

Streetscapes

Streets play a vital role in determining the character and amenity of a city. With intensification of activity and increased densities expected within the centre, and smaller private open spaces common in new developments surrounding the activity centre, more importance is being placed on streets as public open space and on their contribution to urban amenity.

Currently, streetscapes in Coburg are generally poor and lacking in definition about the role of the street and poor quality environment. Consultation undertaken in developing the vision identified a strong desire from the community to increase the quality of street landscapes, particularly through increased tree planting throughout the area.

Issues

- Streetscapes are increasingly important as public open space and public amenity.
- The community values good street landscapes.
- Streetscapes in Coburg are generally poor.
- Street design provides a strong message about the role of the street for users.
- Streetscape type is influenced by use, activity, traffic conditions, and degree of enclosure by buildings.

Public places

Central Coburg has a number of public places, including the Victoria Mall and the northern forecourt of the Moreland Civic Centre. New public places are also proposed as part of the redevelopment of the former Pentridge Prison complex.

The development of Central Coburg will provide the opportunity to

develop a range of new public places throughout the area to support the activities of the centre. This will include some major public places, smaller malls and circulation spaces that provide improved amenity and connectivity.

Public art

Public art has a significant place in the urban environment in terms of its contribution to the cultural vitality of the city through ideas, interpretation and creative activity. Public art in the centre is currently limited.

Issues

- Limited connectivity between existing public spaces in Coburg.
- A good quality public realm contributes to the city's sense of place.
- Pedestrian access and linkage in Coburg are poor.
- The comfort and image of public spaces must be improved.
- Use and activities within a public space are critical to its success.
- Sociable places where people can meet and feel comfortable leads to successful places.
- There is currently limited public art within the centre.

Built form

The existing built form of Coburg results from the interaction of social, economic and architectural development with the topography and landscape over the past 150 years.

A two-storey scale was established on Sydney Road from Brunswick Road in Brunswick to Bell Street in the second half of the nineteenth century. This scale is maintained more strongly in Brunswick, but has been retained in Coburg by a number of remnant boom period buildings, such as the Bates Building at 400 Sydney Road, and the groups of shops at 148–62 and 436–42 Sydney Road. Between these, the infill development is of a varied scale, and in some cases of low quality – making a poor contribution to the streetscape.

Behind Sydney Road, the environment and streetscapes are poorly defined and uncoordinated due to the ad hoc disposition of car parks and single storey retail premises. This circumstance results from the removal of the single-storey detached dwellings, and consolidation of land by Council and private owners and presents a clear opportunity to ensure that future development achieves a high quality, sustainable built form.

Existing character

Sydney Road North

Sydney Road north of Bell Street features a strong contrast between the solid two-storey development on the west, and the free-standing church buildings with spires in an open landscape on the east.

Sydney Road South

Sydney Road between Bell Street and Harding/Munro Streets has an overall character and scale set by the relationship between the two-storey scale of older buildings and the width of the street, although the quality of the street as a public space is compromised by the jumble of overhead infrastructure, a number of poor quality single-storey buildings, and traffic.

Bell Street East

The built form character of Bell Street east of Sydney Road is of a number of free-standing buildings and complexes within an open landscape.

Bell Street West

The section of Bell Street between Sydney Road and the railway line features an overall framework of two-storey development to the street frontage, with a number of breaks where the scale changes, and the buildings are set back from the street. The five-storey mixed-use development at 136 Bell Street stands as a prototype for

development throughout Precinct 2. West of the railway line, the built form transitions between the more commercial urban form to the east and the low density suburban form to the west.

The former Pentridge Prison complex

The former Pentridge Prison is an extremely important complex of structures which demonstrate the development of the penal system in Victoria, and form a significant historical landmark in Melbourne's north. The location of the substantial bluestone buildings on the edge of the Merri Creek escarpment make them highly visible within Coburg. The completion of the redevelopment of the site will consolidate Pentridge as a major architectural and historical landmark.

Council assets

Council buildings within the activity centre are generally of a low scale.

Issues

- The existing low scale development and the extent of open lot car parking within the activity centre don't support the mixture and intensity of uses which could support a more vibrant local economy.
- The significance of Sydney Road as a retail strip based on nineteenth century development

practices must be maintained and enhanced.

- The built form behind Sydney Road is poorly defined.
- The amenity of low-density residential areas must be protected and enhanced.
- New forms and configurations of building are required to support the intensity and mixture of uses desired for the activity centre.
- Interfaces between existing and new development must be managed.
- The existing structure of the activity centre doesn't define good linkages and attractive streets.
- The extent of open lot car parking within the activity centre core presents a significant opportunity to ensure environmentally sustainable development through the creation of appropriate building forms and exploitation of northern orientation.



Provision of social services

Role of Central Coburg in the provision of social services

Central Coburg currently offers a wide range of social and community services to Coburg, the wider Moreland and the northern region of Melbourne. These services are a major attractor for people to Central Coburg and provide the opportunity for people to multi-trip in the centre.

Services are currently clustered in a range of locations across the centre. Health services are clustered within walking distance of the Coburg train station and the Sydney Road tram while community facilities are located around the civic centre and the Bell Street and Sydney Road intersection.

The range of services in Central Coburg includes:

- Moreland Community Health Service
- Coburg Leisure Centre
- East Coburg Tennis Club
- Coburg Bowls Club
- Bob Hawke Centre
- Coburg Community Legal Service
- a range of child care centres
- senior citizens' centre
- neighbourhood houses
- Medicare office.

Council's role in these services and facilities varies from ownership of

land and facilities, to provision of funding. In the case of some sectors, other government and non-government providers play a significant role.

Recent work undertaken for the Social, Cultural and Leisure Needs Assessment revealed that several of the social services in Coburg are looking to expand to cope with growing needs and several facilities are inappropriate to the specific needs of the provider. With a projected growth in population, further pressure will be placed on these services. This situation provides Council with the opportunity to work with a range of potential partners to try to meet these requirements for the community.

Issues

- A wide range of community organisations and facilities are located in and around the activity centre.
- Council owns and maintains a number of social facilities – many of which are not fit for purpose.
- Social services need to respond to population change and growth needs.
- A number of synergies are gained by the collocation of social services within the activity centre.
- Lack of services for young people.
- Attracting and keeping services in the area.

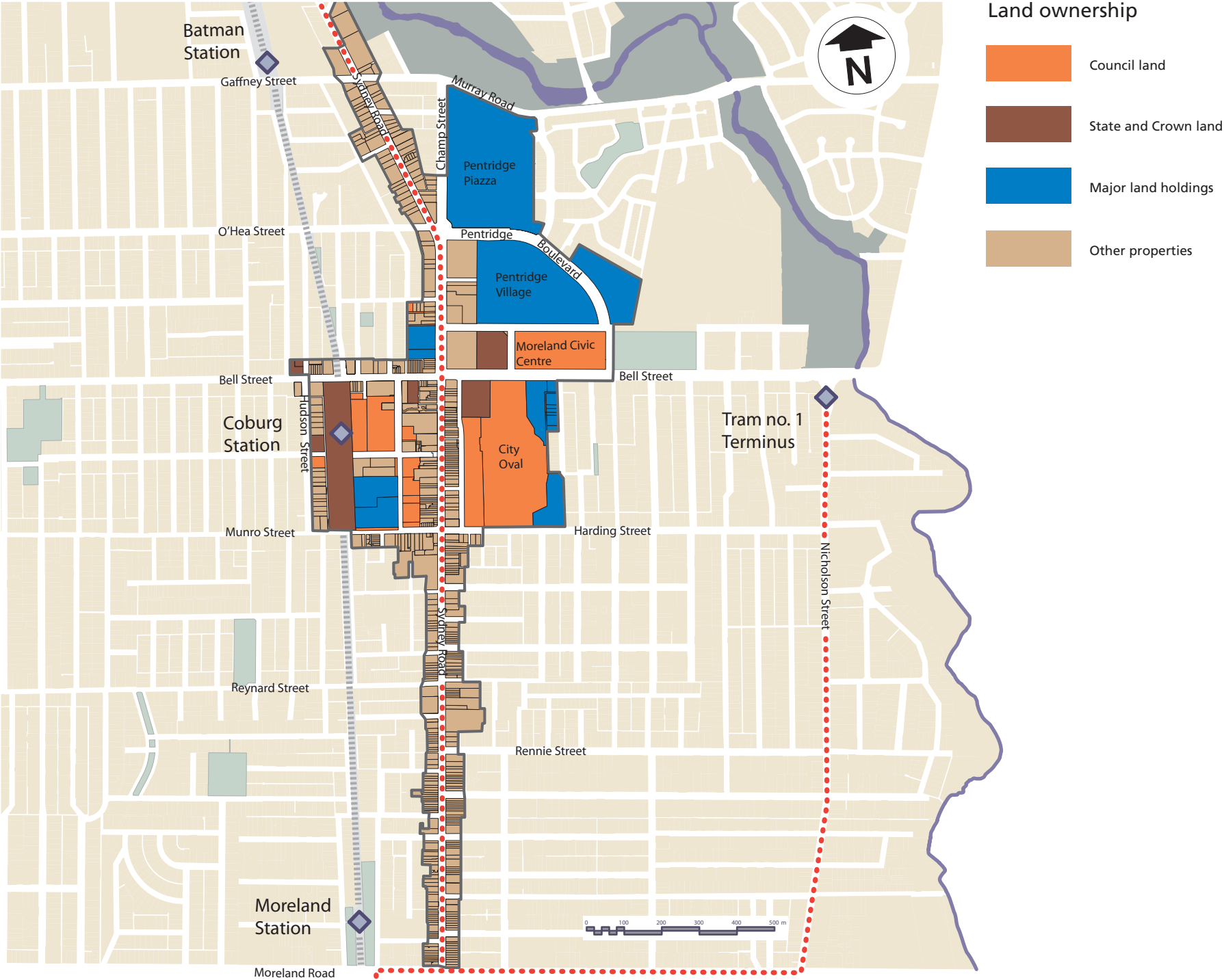


Land configuration and ownership

Land ownership in Central Coburg is characterised by numerous land owners, most of small land holdings. Many of these have been owned for many years with little reinvestment or renovation.

Larger plots of land within the centre are owned by a number of owners. These include the State Government (Victrack land), Crown land (reserves and community facilities), large developers such as the developers of Pentridge, and Council land such as car parks, the civic precinct, community facilities and parks. Map 4.1 outlines the extent of land ownership and current configuration in the centre.

Map 4.1 Land ownership in Coburg Activity Centre



Issues

- Development of small land ownership parcels and multiple land owners will make redevelopment of those sites challenging.
- Some large land parcels have compromised the effectiveness of the street and linkage networks.
- Council owns significant land within the centre.

Municipal and service infrastructure

The orderly design, construction and maintenance of infrastructure is critical to the creation and maintenance of a high quality, high amenity urban environment. Poorly coordinated infrastructure can result in visual clutter, disruption to the coherence of building and landscape design and, at worst, impediments to movement, amenity and economic activity.

The responsibility of managing infrastructure such as power supply and telecommunications is dispersed between a range of authorities and providers, often in a market context.

As the vision for Coburg is realised, the increase in population and the physical changes to the centre will place increased demand on the existing infrastructure, as well as placing an increased onus on all

those responsible for the infrastructure to plan for, and manage it in a coordinated, integrated and environmentally responsible way.

Power infrastructure

Electricity is generally reticulated to Coburg via medium- and low-voltage overhead powerlines. These lines are at their most visually intrusive in Sydney Road, where the combination of overhead tram and powerlines creates a visual jumble which seriously compromises the character of the streetscape.

A number of minor electricity substations currently exist throughout central Coburg, located on private and public land, including in some instances on Council land and in Council buildings. The trend to the provision of such sub-stations is to locate them in the basement or ground floor of new development, or as freestanding 'kiosks.'

Drainage infrastructure

The extent of the Coburg Activity Centre approximates the catchment of the Harding Street main drain, which carries Coburg's stormwater along Harding and Salisbury Streets and Alva Grove and across the Coburg Senior High School site to Merri Creek. The main drain represents the conversion of a former creek-course into a concrete culvert.

This situation provides the opportunity to manage the stormwater via a 'whole of catchment' approach. Opportunities exist to redesign the drainage system to achieve the following:

- collect water for use in watering Coburg City Oval, McDonald Reserve and the Coburg Senior High School grounds
- intercept rubbish and pollutants
- retrieve the lost landscape and habitat qualities of the local creek network.

Transport infrastructure

In the urban environment, infrastructure provided for transport management includes traffic signal control boxes, traffic lights, bus shelters and signage. An example of very poorly located infrastructure is the VicRoads signal control box in Victoria Mall.

Telecommunications infrastructure

Sydney Road serves as a corridor for major telecommunications infrastructure, such as underground fibre-optic cables. The location of this infrastructure has significant implications for the management of the streetscape, particularly in regard to the location of trees and the selection of paving materials.

Municipal infrastructure

Infrastructure which is managed by Council includes roads, footpaths, kerb and channel and local stormwater drainage. The coordination of these features with the design and development of streets and other public places is critically important to the success of the activity centre.

The major service infrastructure currently existing in Coburg, and associated issues, are shown in Table 4.7.

Poorly located infrastructure in Victoria Mall



Table 4.7 Existing major service infrastructure in Coburg		
Infrastructure	Status	Responsibility
Stormwater Harding Street main drain	Over capacity, causing flooding and discharge of poor quality water to Merri Creek.	Melbourne Water
Rail substation	Located adjacent to train line crossing of Munro Street – impediment to construction of new road.	VicTrack/ Department of Infrastructure
Rail works depot	Depot of 1,700m ² located on VicTrack land to west of train line on alignment of Victoria Street; acts as major impediment to access train station and underpass, and creates unsafe environment.	VicTrack/Dol
Coburg electricity substation Hudson Street	Substation distributes power to the wider Coburg area. Location of building compromises the residential character of Hudson Street, and reduces passive surveillance of Victoria Street and the rail underpass, and doesn't generate the desired level of activity.	AGL



Appendix 1

Current land use zones and overlays

Table A1 and Map A1 illustrate current land use zones that apply to the Coburg Activity Centre. The purpose of the zone and the general land uses they apply are outlined.

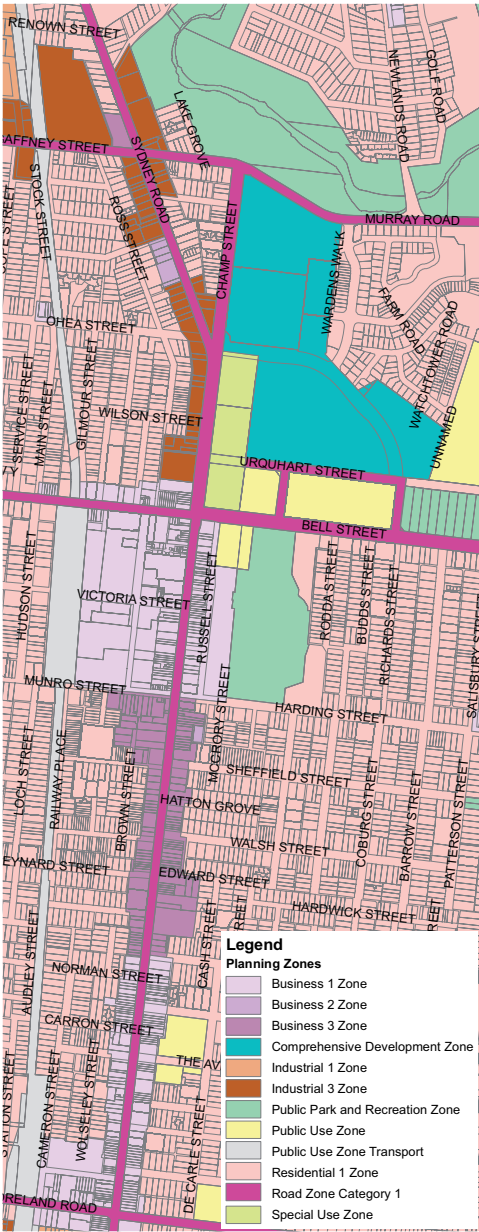
Table A.1. Purpose and general land use descriptions

Zone	Purpose of the zone	General land uses
Business 1	To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.	The Coburg shopping centre on Sydney Road, including the supermarkets between Sydney Road and the station. Also covers the strip of shops fronting the north and south sides of Bell Street, west of Sydney Road. Covers the few local shops scattered to the east end of Harding Street and on the north east corner of Harding and Nicholson Streets.
Business 3	To encourage the integrated development of offices and manufacturing industries and associated commercial and light industrial uses.	Business area fronting Sydney Road south of Munro and Harding Streets, consisting of a mix of shops and other commercial uses.
Public Use 2 (Education)	To recognise public land use for public utility and community services and facilities; in this case, use for education purposes.	Moreland City College to the east, adjoining the Merri Creek. Coburg Primary School on Bell Street, split between the north and south.
Public Use 6 (Local government)	To recognise public land use for public utility and community services and facilities; in this case, use for local government purposes.	Coburg Town Hall and Moreland Council Offices on Bell Street.
Public Use 4 (Transport)	To recognise public land use for public utility and community services and facilities; in this case, use for transport purposes.	Coburg Station and the Upfield rail line.
Special Use 2 (Places of worship and private education centres)	To provide for educational and religious institutions and associated facilities in a landscaped setting. To integrate the use and development of the land with redevelopment of the Pentridge Prison site and civic precinct and to retain the public nature of the precinct.	The church precinct on the north east corner of the Sydney Road–Bell Street intersection.

Table A.1. Purpose and general land use descriptions continued

Zone	Purpose of the zone	General land uses
Industrial 3	<p>To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.</p> <p>To provide a buffer between the IN1Z or IN2Z and local communities, which allows for industries and associated uses compatible with the nearby community.</p> <p>To ensure that uses do not affect the safety or amenity of adjacent, more sensitive land uses.</p>	Transitional area of old industrial buildings like the CDA Veloura factory, fronting the west side of Sydney Road, north of Bell Street.
Comprehensive Development 1 (Grandview Square Comprehensive Development Plan)	<p>To provide for the integrated subdivision and development of the land in accordance with the Grandview Square Comprehensive Development Plan, April 1999, prepared by Tract Consultants P/L.</p> <p>To provide for a mix of residential, tourist and commercial uses that can integrate the site with the surrounding uses whilst complementing the heritage significance of the site.</p>	Generally covers the heritage area within the Pentridge site.
Residential 1	<p>To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.</p> <p>To encourage residential development that respects neighbourhood character.</p> <p>In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.</p>	Generally standard suburban post war residential development, consisting largely of single detached housing and some flats and units.
Public park and recreation	<p>To recognise areas for public recreation and open space.</p> <p>To protect and conserve areas of significance where appropriate.</p> <p>To provide for commercial uses where appropriate.</p>	Covers the Merri Creek and associated reserves – Coburg Lake Reserve, De Chene Reserve; McDonald Reserve east of the Council Offices; Bridges Reserve fronting Bell Street and including the Coburg Leisure Centre, Coburg City Oval and the Coburg Bowling Club; and a number of smaller neighbourhood parks within the residential areas.

Map A.1 Current land use zones in Coburg Activity Centre



Map A.2 Extent of heritage overlay



Overlays

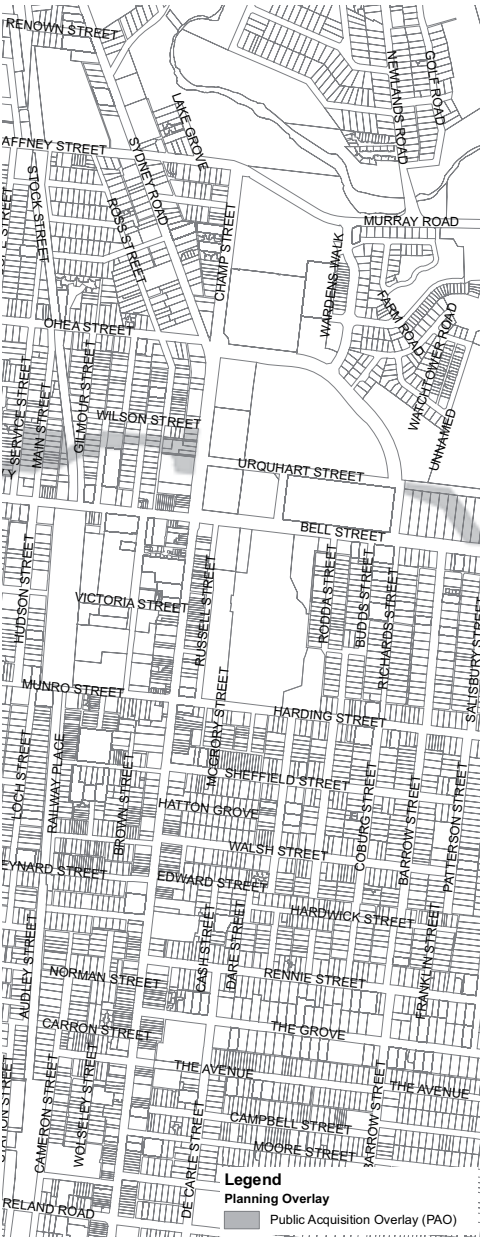
There are two main overlays of significance to the development of the plan. These are the Heritage Overlay and the Public Acquisition Overlay.

Heritage Overlay

A number of buildings and places within the Coburg Activity Centre are covered by the Heritage Overlay. The purpose of the Overlay is to:

- conserve and enhance heritage places of natural or cultural significance
- conserve and enhance those elements which contribute to the significance of heritage places
- ensure that development does not adversely affect the significance of heritage places
- conserve specifically identified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.

Map A.3 Extent of current public acquisition overlay



Public Acquisition Overlay

A Public Acquisition Overlay 1 (PAO1) runs parallel with Bell Street, switching between the north and south sides. This road reservation dates back to the 1950s and was originally put in place to facilitate the duplication of Bell Street.

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