

Part 5

Structure plan policies

Part 5 outlines policy for the development of Central Coburg. Council's expectations and rationale for the renewal of Central Coburg are defined. The following themes are explored in this section:

- retail, commercial and industrial activities
- housing
- access for all
- open space network

Retail, commercial and industrial activities

Retailing

In line with predicted increases in population and with the objectives of *Melbourne 2030*, an increase in retail floor space is considered appropriate. It is anticipated that this will be approximately 25,000 square metres. The challenge for the *Central Coburg*

- transport and movement
- public realm
- built form
- provision of social services
- land configuration and ownership
- infrastructure services.

Each theme includes 'objectives' and 'strategies'. The objectives outline what Council hopes to achieve, while the strategies outline how these objectives will be met. Existing conditions for each of the above themes is outlined in Volume 1 Part 4.

2020 Structure Plan is to increase retail floor space and the range and variety of retail opportunities available within the centre, without losing the authentic character of Coburg. The 'authentic Coburg' includes the human scale buildings, small traders, diversity of cultures, arcades and laneways, layers of character, and the village atmosphere. By protecting these points of difference, Coburg can evolve with a distinct identity, as compared to more homogenous shopping centres and precincts. Any new development in the centre needs to ensure that anchor stores are well placed to ensure good pedestrian movement through and across the centre.

A further challenge for the structure plan is to ensure the retail provision does not become dispersed. In the Pentridge redevelopment, retail will be restricted to protect the core of the activity centre. Retailing will need to be linked to serving the tourism role of the precinct and a small amount of local convenience shopping.

Showroom and other peripheral sales will support the retail activities of the core and be encouraged to locate on the periphery of the activity centre. In this way, the core of the activity centre will be protected from threats to its key role of food, local convenience and weekly shopping provider.

Similarly, big-box retailers will be encouraged to locate outside of the core of the centre due to their large land requirements and traffic and parking requirements. These will be encouraged to locate in the Sydney Road corridor and Pentridge redevelopment where parking and traffic implications can be resolved or alternatively to the emerging big-box centre in Gaffney Street.

Objectives

- To increase the retail offer within the centre by providing additional retail floor space.
- To build on the strengths of the Coburg retail offer and improve the range and variety of retail opportunities within the centre.

- To ensure that activity centre uses appropriate to Coburg's status as a principal activity centre, such as retail, office, entertainment, community and civic development, are located within the core of the activity centre and discouraged from locating outside the activity centre.

Strategies

- Ensure new retail development is carefully considered for:
 - its impact on the pedestrian traffic flows throughout the centre
 - proximity to the location of car parking facilities to ensure pedestrians are encouraged to move throughout the centre
 - its connectivity or relationship to Sydney Road
 - active frontage to the street.
- Encourage restricted retail uses such as lighting shops and other showrooms to locate in areas of the activity centre away from the core, such as along Bell Street and Sydney Road.
- Encourage big-box retail to locate in areas outside the core such as in the Pentridge redevelopment (along Pentridge Boulevard) and along Sydney Road where car parking and traffic issues can be resolved.
- Strongly discourage out-of-centre development.



- Ensure retail and commercial uses in Pentridge are in accordance with the Pentridge Piazza Master Plan and Design Guidelines, and Pentridge Village Design Guidelines.
- Work to maintain existing retail anchors in the core of the activity centre such as the supermarkets and Coburg Market and encourage new anchors such as a discount department store and cinema.
- Concentrate retail activity at ground level in the core of the activity centre.
- Facilitate opportunities for new retail experiences through creation of new intimate shopping spaces such as laneway-style development.
- Encourage an anchor tenant, such as a supermarket, to locate to the east of Sydney Road to 'balance' the centre.
- Encourage owners to upgrade and extend arcades by improving natural light, signage and public conveniences.
- Encourage land owners to enhance shopfronts.
- Ensure the retail mix continues to serve the local community's needs.
- Create a stronger, more identifiable retail precinct focusing on Sydney Road and Victoria Street.

- Ensure the centre continues to provide for a diverse range of cultures and tastes, building on Coburg's strength as a multicultural community.
- Support the traders and the Coburg Traders Association to enhance and promote the centre.
- Work with the Coburg Traders Association to implement the Sydney Road Coburg Business and Marketing Plan.
- Investigate the viability of a 'hawker market' (food market) or farmers market where local traders can showcase their products.

Entertainment

Coburg's retail core has the potential to provide restaurant and other entertainment facilities such as a cinema. The potential for outdoor dining on Sydney Road is currently hampered by the clearways which prevent localised footpath widening and detract from the attractiveness of the street environment. Victoria Mall currently offers the best opportunities for outdoor dining and the south side of new east-west streets will provide north-facing areas which should be capitalised upon.

A number of proposed entertainment facilities form part of the redevelopment of the former Pentridge Prison. Several of these

relate to the interpretation of the former goal and will draw on a regional or state catchment.

Objectives

- To facilitate a range of entertainment options within the activity centre.

Strategies

- Ensure entertainment facilities are located appropriately to benefit pedestrian flows throughout the centre.
- Support the development of evening activities including a good quality restaurant sector.
- Ensure streets are designed to create on-street dining opportunities.
- Ensure entertainment facilities are designed to minimise impacts on adjoining uses.
- Promote Coburg as a destination for visitors and tourists, and investigate the potential for a visitors' and information facility in the centre.
- Capitalise on the tourism opportunities of the former Pentridge Prison in bringing visitors to the centre.
- Ensure entertainment activities located in the Pentridge area are well integrated into the activity centre, particularly to the core.

Office development

The Coburg centre suffers from a lack of good quality office space, particularly for medium- to large-sized businesses. Further research is required to determine whether it is demand or supply of office development that is driving the perception within the Melbourne property market of the centre not being an office location. The centre is well placed in many ways for office development with access to City Link and the Western Ring Road and major public transport. Sites on Bell Street would be attractive destinations for office headquarter-style development. A major government department may be required to act as a catalyst, given this lack of recognition by the private property development market. The redevelopment of Pentridge will provide an attractive destination for office development within a high quality environment.

Small to medium enterprises need to be attracted to the centre to build the worker population of the centre and provide the community with the full range of services required such as lawyers, accountants, and medical centres. Good quality office space will be essential to encouraging the business services sector to locate in the centre.

There is a severe shortage of medical practitioners in Moreland. A high quality medical centre well-placed within the core of the centre with ancillary medical services, such as pathology, could form part of a new mixed-use development providing clustering opportunities with surrounding hospitals in the region.

An analysis of demand for commercial floor space prepared by SGS Economics¹ indicates that an additional 10,000 to 22,500 square metres, based on forecasts of employment growth, will be required by 2021. Additional demand on top of these figures, will be accommodated in ancillary spaces such as within institutional, retail, manufacturing buildings and home offices. A projection of 40,000 square metres has been accommodated within the structure plan.

Objectives

- To encourage a range of office and other commercial enterprises and associated service industries within the centre.

Strategies

- Work with the North Link to develop an office sector for Melbourne's north.
- Foster good quality office development within new development.
- Encourage medical centre operators to locate into the core of the centre as part of a new mixed-use development.
- Actively pursue the development of a stronger business services sector to support the growth in small business in the centre.
- Encourage a government department or agency to locate in the activity centre.
- Work with child care operators to ensure an appropriate supply of child care within the centre to support the needs of workers.

Light industrial

While there is a trend for industrial activities to move to industrial parks to Moreland's north, Council is committed to maintaining this form of employment within the municipality. It is, however, likely that industrial activities will move out of the activity centre over time as land values increase. It is important to maintain them within the activity centre for as long as possible for their contribution to employment and provision of services to local residents.

Objectives

- To support existing light industrial businesses within the centre for their contribution to the sustainability of the area.

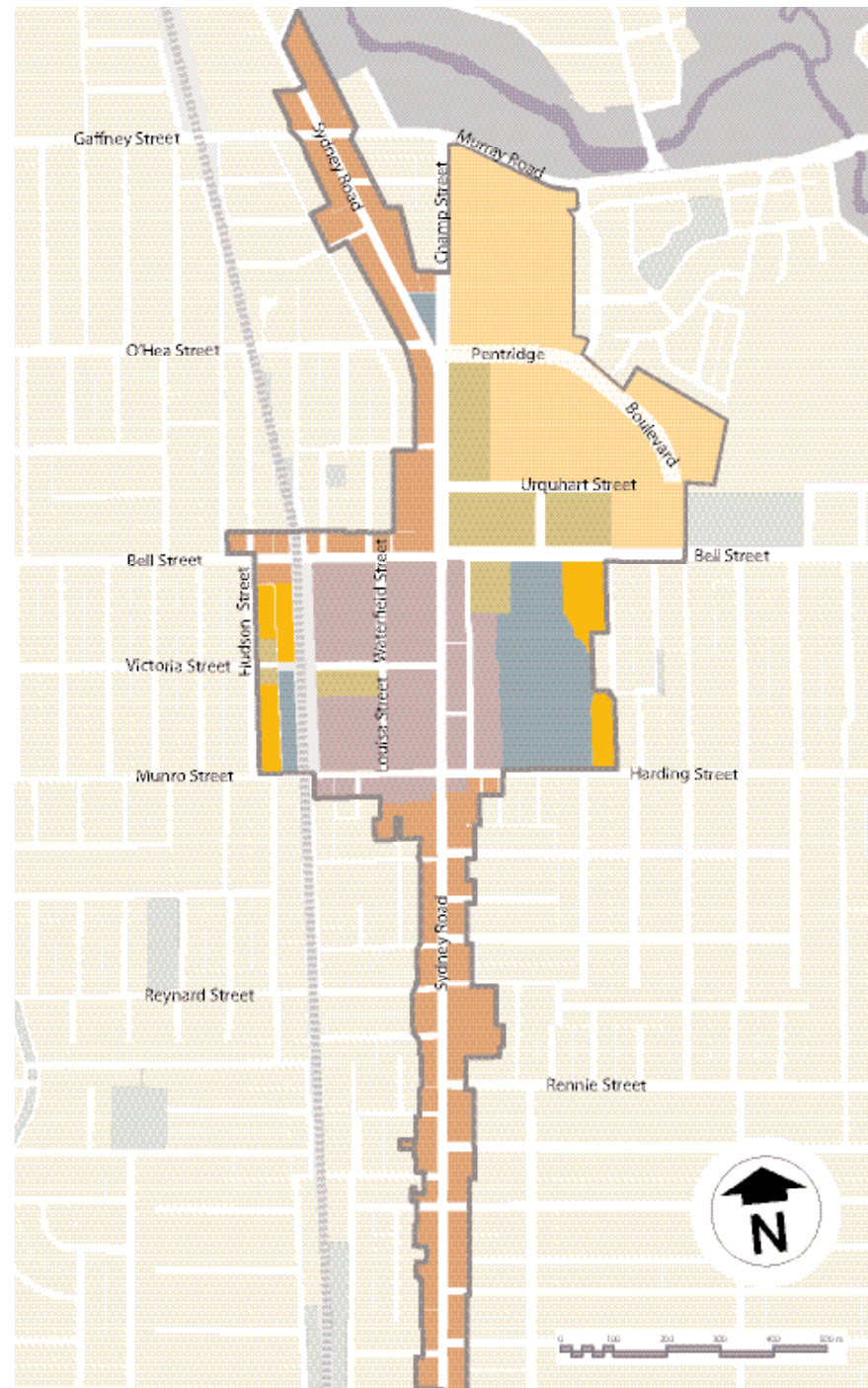
Strategies

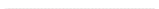
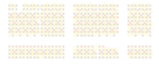






- Ensure new development adjacent to 'existing' light industrial businesses do not compromise the ability of those businesses to operate.

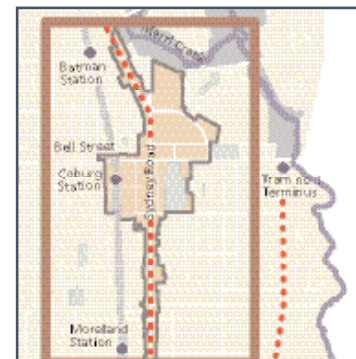
Map 5.1 outlines the framework for future land use in the activity centre.

¹ Central Coburg Development Options Appraisal, SGS Economics and Planning, December 2004.

Map 5.1 Future land use framework Coburg Activity Centre



-  Activity Centre Boundary
-  Property outside the activity centre
-  Mixed use – retail, office, entertainment, community ground floor uses with residential and office above.
-  Mixed use – large format retail/showroom, office ground floor uses with office and residential above.
-  Mixed use – residential, tourist, retail, commercial, and entertainment including the adaptive reuse of heritage buildings.
-  Residential with home-office opportunities
-  Open space, leisure and recreation uses
-  Community use



Housing

Melbourne 2030 has identified activity centres, such as Central Coburg, to be key locations for new housing to meet the needs of Melbourne's growing population. In order to meet housing targets proposed for Moreland, and to focus development into sites well serviced by public transport and community infrastructure, a significant component of Moreland's housing will be focused into activity centres. In Central Coburg, housing will consist of largely apartment-style dwellings, attached dwellings and medium-density dwellings. Council has recognised that, if managed correctly, the increased residential population will create vibrant 'mixed use' areas with good access to services and infrastructure. This is an important measure to contain urban sprawl and conserve green wedges for future Melburnians.

The following principles have been developed for future housing in Central Coburg. New and refurbished housing should:

- be appropriate – housing which facilitates mobility, links well to education, work, leisure, health and other services, and allows for the expression of cultural identity and individual privacy
- be accessible – housing designed and built to ensure that 80–90 per cent of people are able to use the

building (see 'Access for all' below for further detail)

- be diverse – allowing for the expression of cultural identity, individual household preferences and providing a range of tenure options
- be forward-looking – following international best practice in form, facilities and ESD practices expressed in an Australian vernacular
- be flexible – capable of supporting households through different life stages and include multi-purpose spaces suitable for small-scale businesses
- minimise the environmental impact of housing and maximise social inclusion and thereby minimise the ongoing longer term costs for occupants.

As a major land owner in Central Coburg, Council has the opportunity to use the land to influence the property market to achieve a number of Council objectives, especially in relation to affordability.

Mechanisms available to Council to require development to incorporate affordable housing within the centre are limited. Council will need to work with other stakeholders to change this situation.

Objectives

- To encourage a range of housing type, size and tenure within the centre.

- To ensure the development of housing that allows for all sectors of the community to live in the activity centre.
- To encourage the supply of forward-looking housing, which provides opportunities for socially diverse households to live in Central Coburg.
- To use the redevelopment of land owned by Council to influence the housing market.

Strategies

- Encourage development to incorporate at least 20 per cent affordable housing.
- Ensure 20 per cent of dwellings are affordable on Council owned-land.
- Encourage a range of dwelling sizes within development.
- Work in partnership with housing associations and other interested agencies to develop social housing in Coburg.
- Creatively draw on international best practice examples of mixed-use, medium-density developments adapted for local Victorian conditions.
- Continue to work with the Northern Regional Housing Working Group to determine the housing needs for the municipality.
- Work with the Regional Housing Working Group to determine the housing preferences for new housing.

- Work with developers to ensure a range of housing types within a development.
- Reduce operation costs for users of the buildings through 'life cycle assessment' in design approach and ESD.
- Reduce modification costs over building life and improve amenity for users of the buildings through universal design (including visitability and adaptability).
- Work with the State Government to undertake further research into housing demand in Central Coburg and identify opportunities to facilitate an apartment market.

Access for all

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, older people, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse groups, people on low incomes and those with physical or mental disability.

The following housing guidelines set out the requirements for people with a disability to ensure access for all to housing within the activity centre².

² Adapted from *Welcome: Design ideas for accessible homes*, Building Commission of Victoria, 2002.

- 'Accessible housing' – housing designed to meet the needs of all without requiring adaptation or specialised design.
- 'Adaptable housing' – visitable although not initially fully accessible but can be made fully accessible should the need arise. This relates to structural or design features that are difficult to change later.
- 'Visitable housing' – housing that can allow all people to enter a home, navigate through the ground or entry level and to a bathroom suitable for universal use. It should include a suitable bedroom on the ground or entry floor to allow for an overnight stay.

Developments in the Coburg Activity Centre will need to incorporate each of these types of housing.

Having an accessible home located close to services and facilities is a key issue for people with physical or sensory disabilities. Options for 'time out' accommodation are also important. The location of accessible housing within Central Coburg will provide increased options for people living with a disability and enable them to remain in the Coburg community. Higher density housing with lift access makes development of accessible housing more affordable. Having visitable

housing provides good amenity for everyone and reduces social isolation, exclusion and discrimination. Having adaptable housing reduces inability to afford cost-prohibitive alterations which results in poor amenity or having to move elsewhere.

Objectives

- To ensure decisions affecting Central Coburg (including service provision, design of public and private space, etc.) are cognisant of the needs of population groups who are not commonly included and provide equal opportunity for everyone.
- To ensure that public and private space is designed to meet the needs of people with psychological or physical disability.
- To create accessible, adaptable and visitable housing within the activity centre.

Strategies

- Ensure 10 per cent of dwellings in developments of six or more dwellings are accessible.
- Ensure all dwellings with a ground floor level entrance are visitable.
- Ensure all dwellings with lift access meet Australian Standard 1428 Part 2 (enhanced accessibility standard, accommodating 90% of people using mobility aids).
- Ensure retail and commercial development meets Australian Standard 1428 Part 2 (enhanced

accessibility standard, accommodating 90% of people using mobility aids) for accessibility and have lift access to all levels.

- Ensure the public environment is designed to meet the requirements of the *Disability Discrimination Act 1992 (Cth)* and *Equal Opportunity Act 1995 (Vic)* by providing equal access for everyone.
- Ensure there is a clear pedestrian zone on footpaths in accordance with the Human Rights and Equal Opportunity Commission (HREOC) advisories.
- Plan for family-friendly, youth-friendly and disability-friendly spaces.

Open space network

With the increase in population expected in the centre, there is a need to ensure that the open spaces of the Coburg Activity Centre are adapted to meet a wider range and number of users. There is a need to diversify the range of open space types available to residents, workers and visitors to the centre. A range of opportunities exist to improve the quality of open space and redevelopment provides the opportunity to make improvements to open space access.

Map 5.2 outlines the potential for improved connections to existing green space.

Three major links are proposed to improve connectivity to open space:

- **The pedestrian spine** – Victoria Street – Bridges Reserve – Elm Grove – Wardens Walk.

The pedestrian spine will be the main link for pedestrian and bicycle movement between the station in the core activity centre and the heritage area to the north-east, including the Pentridge development. It will create a primary link between the civic spaces in Central Coburg. This link avoids many of the potential traffic hazards and traffic noise is minimised for users. The pedestrian crossings will be of substantial width, improving pedestrian safety, and prioritising pedestrians.

Several projects will be carried out over time to create a well-connected pedestrian spine, which as a whole will achieve a range of outcomes in conjunction with these projects:

- widening the railway under-path on Victoria Street
- Victoria Mall west extension with improved pedestrian footpaths and new bus interchange
- new or enhanced physical and visual link from Sydney Road to City Oval

Vision: In 2020, development adjacent to the parkland on Munro Street, west of the railway line, provides an enhanced sense of safety for park users. Development of the rear of existing residential properties abutting the park provides passive surveillance and increased activity around the park. The widened railway underpass and the park are better integrated with the public realm.



Vision: A new or enhanced link from Sydney Road to the green spaces of Bridges Reserve and Coburg City Oval improves visual and physical connection between open space and the core of the Coburg Activity Centre of 2020. This east-west link reinforces the pedestrian spine by providing access between the east side of Sydney Road and the open space of the reserve.



- improved access through Bridges Reserve and connection to the Coburg City Oval outer track
- closing Elm Grove for traffic, only allowing pedestrian and bicycle movement and service vehicles
- new access through Pentridge Village via Elm Grove gateway and Wardens Walk
- incorporate the use of signage and interpretation to enhance links to the parkland.

- **North–south green link –**
Sydney Road–Champ Street

This link will connect the core activity centre with the district park to the north via Lake Reserve. This link will be reinforced by the use of formal avenues of trees. While there is a substantial traffic movement along this link, it will be visually well connected to the district park. The avenue of trees and widening of footpaths will provide improved conditions for pedestrians.

Two projects will provide a well-connected link:

- Pentridge Streetscape Design Project
- ‘Boulevard treatment’ of Sydney Road between Bell Street and O’Hea Street linking through Champ Street to Coburg Lake.

- **East–west green link –**
Urquhart Street

This link will connect the core activity centre with the district park to the west via De Chene Reserve. Vehicular traffic along Urquhart Street will be redirected along the Pentridge wall from Elm Grove to Pentridge Boulevard. The stretch from Elm Grove to Pentridge Boulevard to the west will remain as a visual link and a pedestrian and bicycle link to the regional park through MacDonald Reserve and De Chene Reserve.

Six projects will provide a well-connected link:

- pedestrian crossing at Bell Street linking Waterfield Street with Ross Street
- extension of pedestrian link west of Sydney Road connecting Ross Street with Urquhart Street
- avenue of trees along Urquhart Street from Sydney Road to Elm Grove
- new civic space between Pentridge Village and the Moreland Civic Centre
- pedestrian and bike path from Elm Grove to Pentridge Boulevard
- new pedestrian and bike path along the edge of McDonald Reserve.

Objectives

- To provide a range of high quality open space types within the activity centre.
- To increase the diversity of open space types within the activity centre.
- To improve links to open space within the activity centre through the creation of new pedestrian and bicycle links, improved visual connectivity and new streetscapes.
- To improve links to the surrounding parkland, particularly Merri Creek.
- To ensure that all dwellings are located within 200 metres of open space.

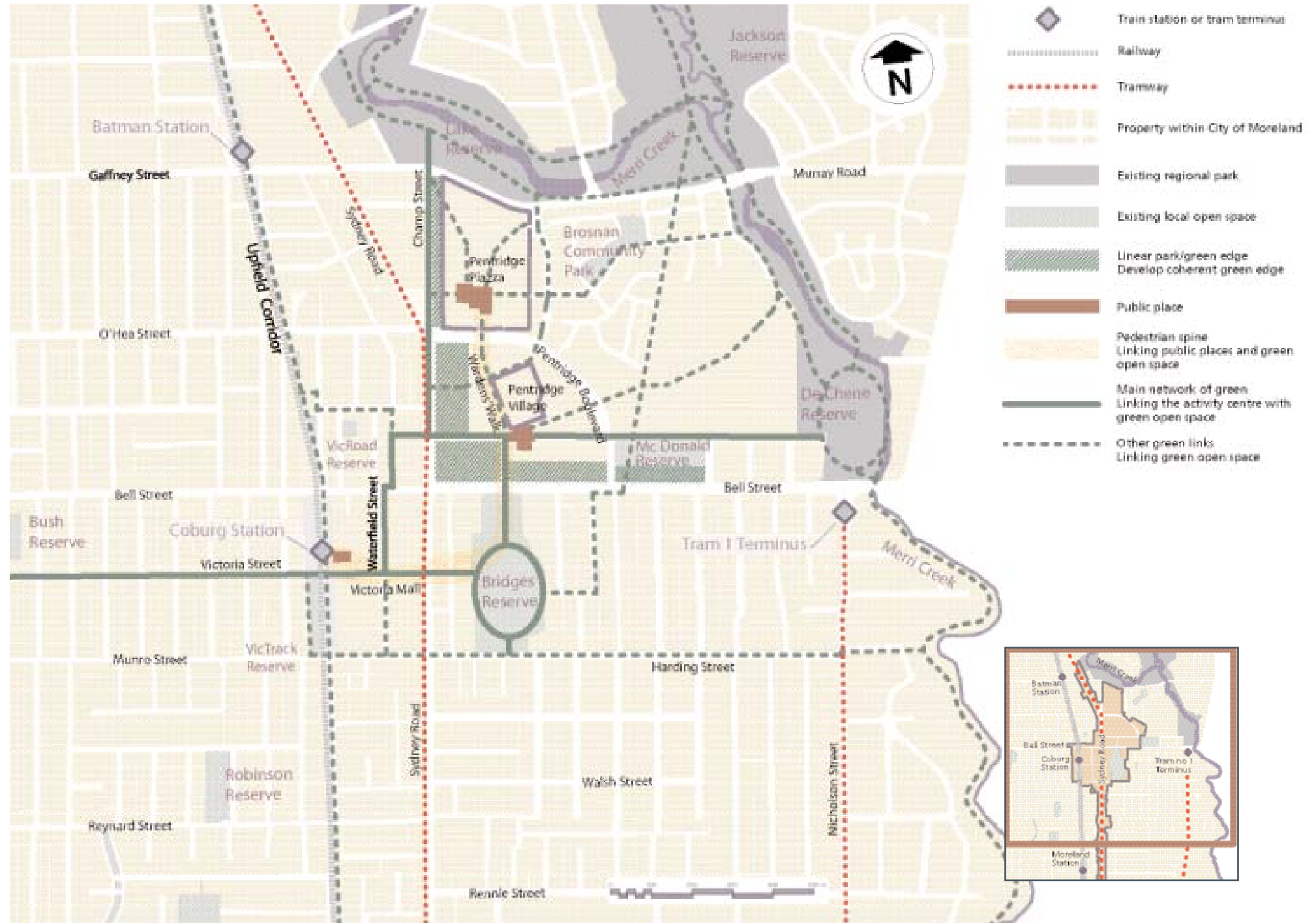
Strategies

- Ensure all future works in the public realm comply with the Networks of Green Plan and the Public Space Plan.
- Develop Bridges Reserve and Coburg City Oval as a key open space providing for a range of open space types and requirements.
- Develop Coburg City Oval as an important green space in the centre through enhanced access, and improved landscaping and safety measures.
- Enhance visual connections from Sydney Road through to Coburg City Oval.
- Develop the pedestrian spine,

north–south green link and the east–west green link to improve the connectivity to open space.

- Upon removal of the Urquhart Street Bypass Public Acquisition Overlay, transfer the pocket park in McKay Street currently owned by VicRoads to Council ownership.
- Transfer to Council ‘open space’ on VicTrack land (by the railway line) to enable the development of a high quality park in this area.
- Maximise the use of open space to integrate water-sensitive urban design opportunities into the Coburg Activity Centre.
- Integrate the walking/jogging track, proposed as part of the Pentridge Streetscape Design project, into the open space network.
- Undertake master planning for Coburg Lake Reserve and the open space along Merri Creek to Bell Street, to protect and enhance the area’s nature conservation, cultural heritage and informal recreation values.
- Plan and establish off-road pedestrian and bicycle routes through the Pentridge Precinct as redevelopment proceeds, to link with Lake Reserve, McDonald Reserve, De Chene Reserve and the Merri Creek path.
- Explore locations to develop a children’s playground in the core of the activity centre.

Map 5.2 Networks of green



Transport and movement

There are many opportunities for improvement and integration of the transport and movement networks associated with the Central Coburg Activity Centre. With an increase in population expected in the centre and intensification of activity, there is a need to ensure that transport and movement networks are integrated and work efficiently and effectively in order to achieve a shift from the use of cars to alternative, sustainable modes of transport.

A key study that has informed the structure plan and will be used as the basis for future planning and development of transport and movement networks is the Central Coburg 2020 Integrated Transport Strategy. This strategy has been tested in a simulation model and designed to be consistent with State Government and Council policy relating to activity centre planning.

Map 5.3 provides an overall framework for an integrated transport network.

Key transport and movement projects include:

- development of a transport interchange adjoining the Coburg railway station which will integrate train, bus, tram, taxis, pedestrians and cyclists

- development of major pedestrian links, including the central pedestrian spine connecting the Coburg Station and Pentridge areas
- development of new links in the bicycle network
- develop a parking strategy and parking precinct plan for Central Coburg
- work with the State Government to develop a long-term vision of grade separation of the railway line at Bell Street.

Objectives

- To ensure that the transport and movement networks of Central Coburg are integrated, equitable, efficient and sustainable.
- To ensure the availability of a wide range of transport alternatives enabling residents, workers and visitors to easily access the centre and undertake a range of activities on their visit.
- To reduce reliance on the car for local trips by providing a wide range of transport alternatives including a reliable public transport system and well-connected and accessible pedestrian and cycling networks.
- To provide a well-connected road system serviced by appropriately located car parks, including car-

parking stations located principally on the perimeter of the centre. This will service private and commercial vehicles.

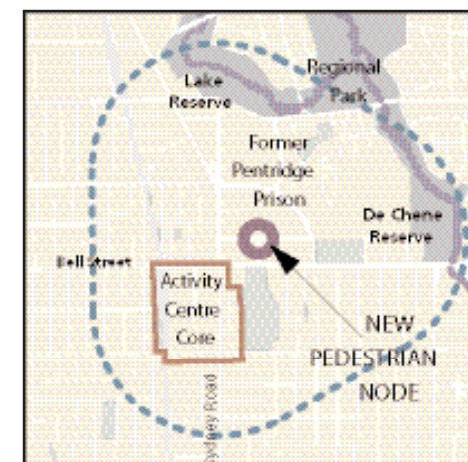
- To ensure that through-traffic, including freight, utilising Bell Street (principal transport route) will be moved through the centre efficiently and effectively.
- To reduce traffic speeds in the shopping centre areas along Bell Street and Sydney Road.

Strategies

Alternative transport options

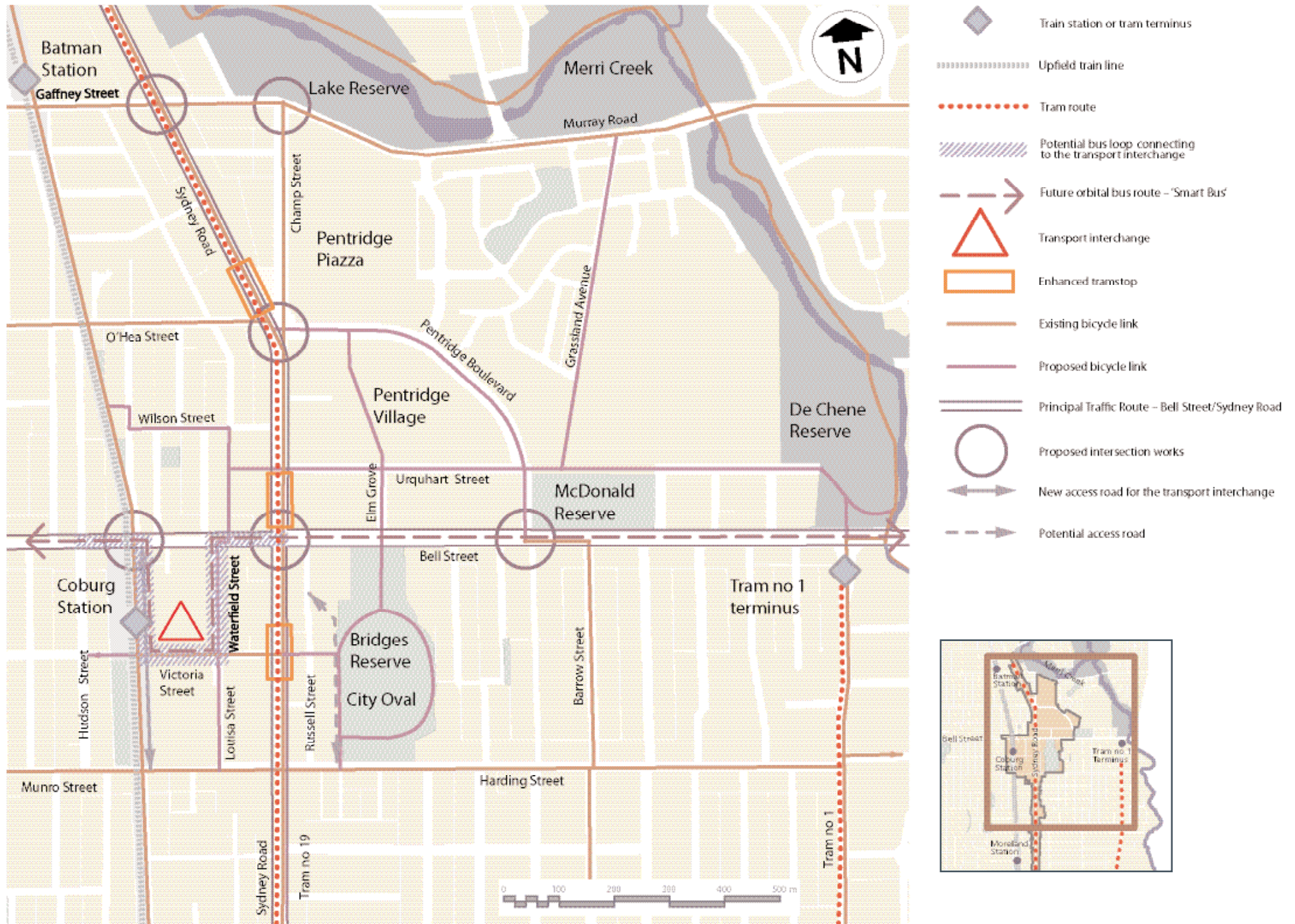
- Develop and promote alternative transport options to the car as a key component to the success and viability of Central Coburg
 - improve access to, from and within the centre for all modes of transport, with a focus on alternatives to the car
 - promote sustainable transport options for employers, residents and visitors to the centre
 - investigate the viability of a local mini-bus or shuttle bus, which can run on a continuous loop route to service residents, workers and visitors and discourage short vehicle trips
 - provide easy connections to adjoining suburbs for all modes of alternative transport

- maintain a strong mix of uses within the centre so that it serves a range of needs within walking and cycling distance for residents and workers and minimises the need for multiple car trips. This also encourages use of the centre for more than one use on a visit
- continue to support and continuously improve programs such as Travel Smart and the Walking School Bus programs.

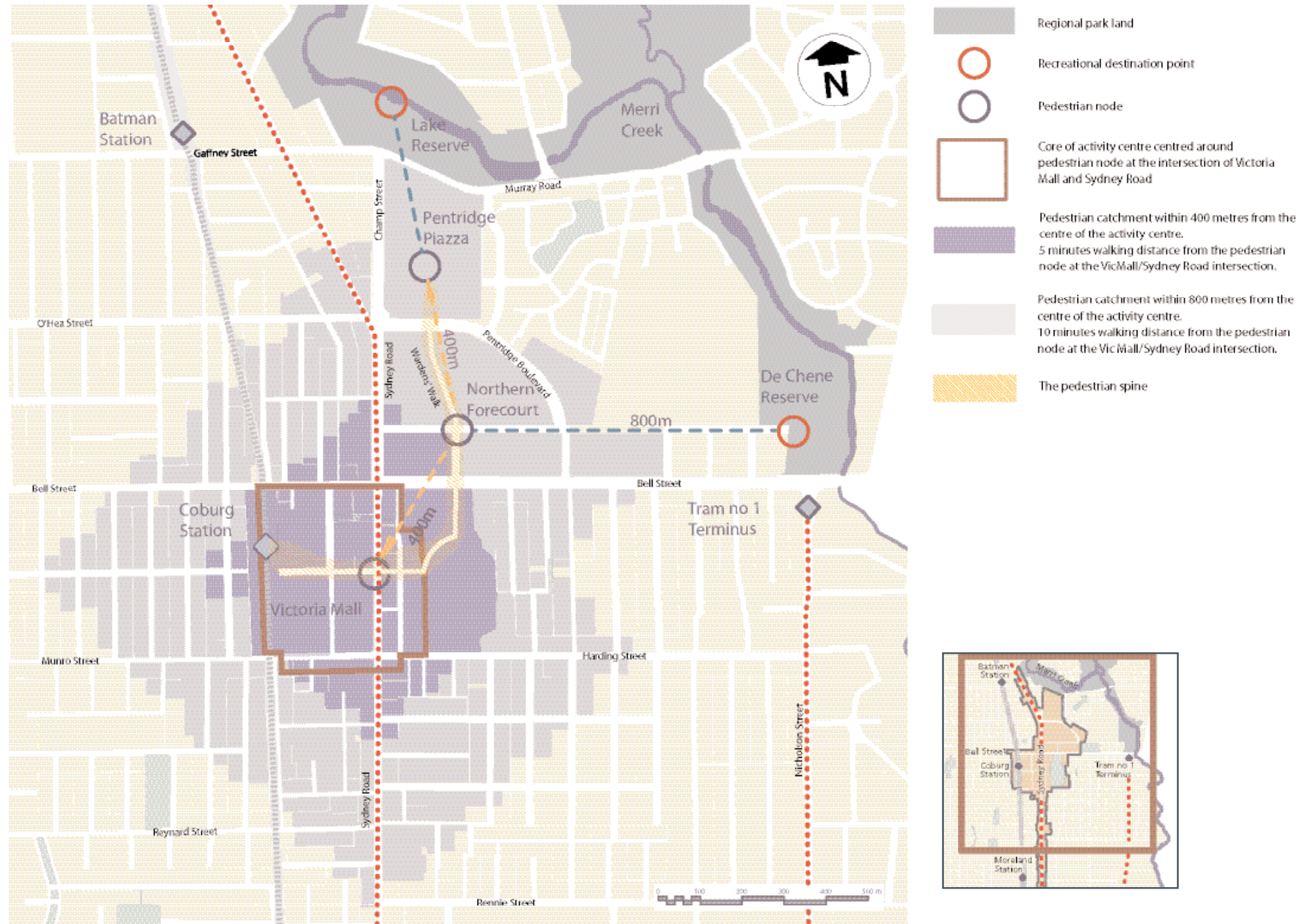


When Wardens Walk within the Pentridge Village Development opens for public access the intersection Elm Street/Urquhart Street becomes a natural pedestrian node, linking the core activity centre with the Pentridge heritage area and regional park land. An expanded pedestrian network will improve the integration of the diverse built form and open space in Coburg.

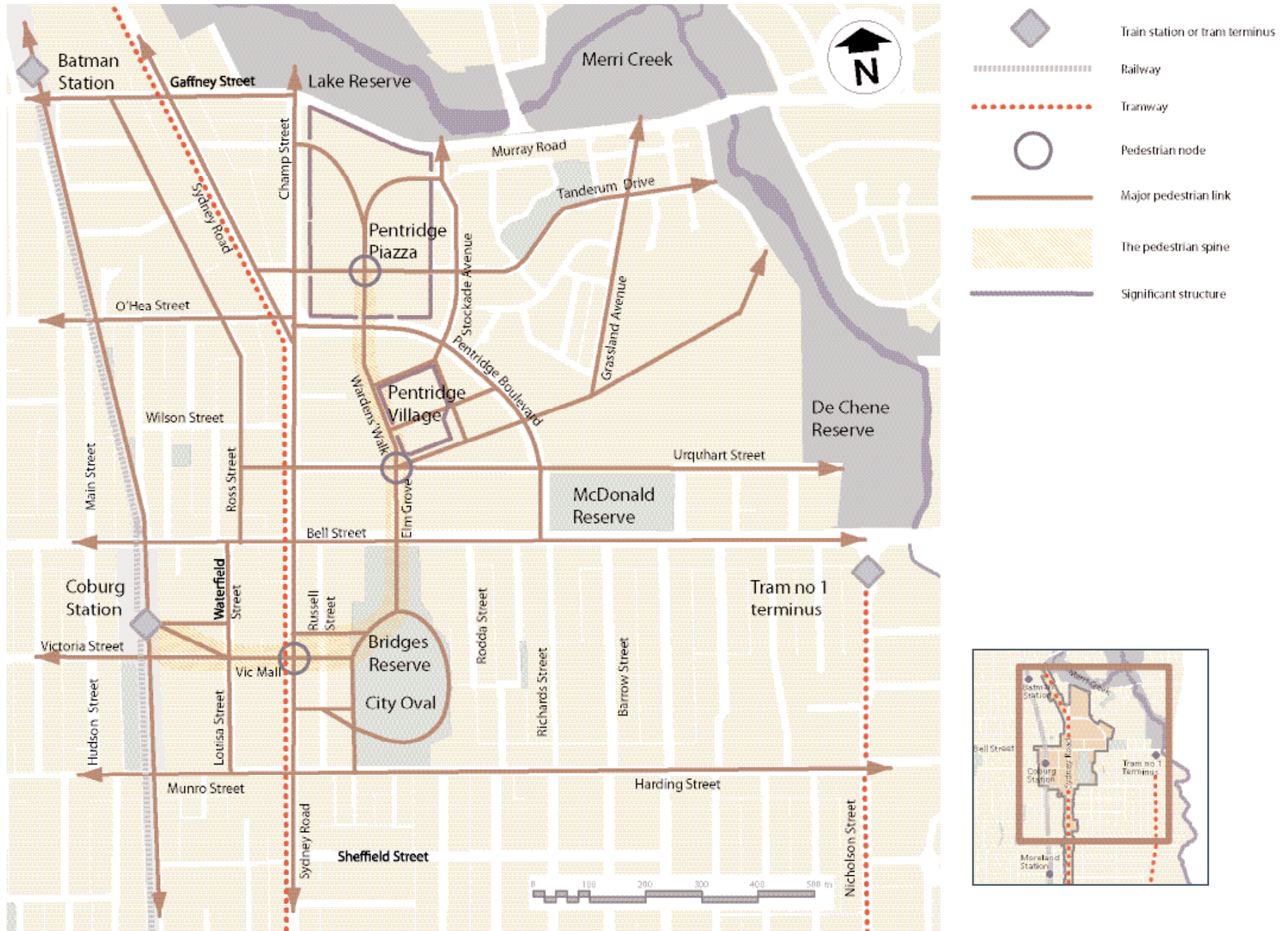
Map 5.3 Transport framework



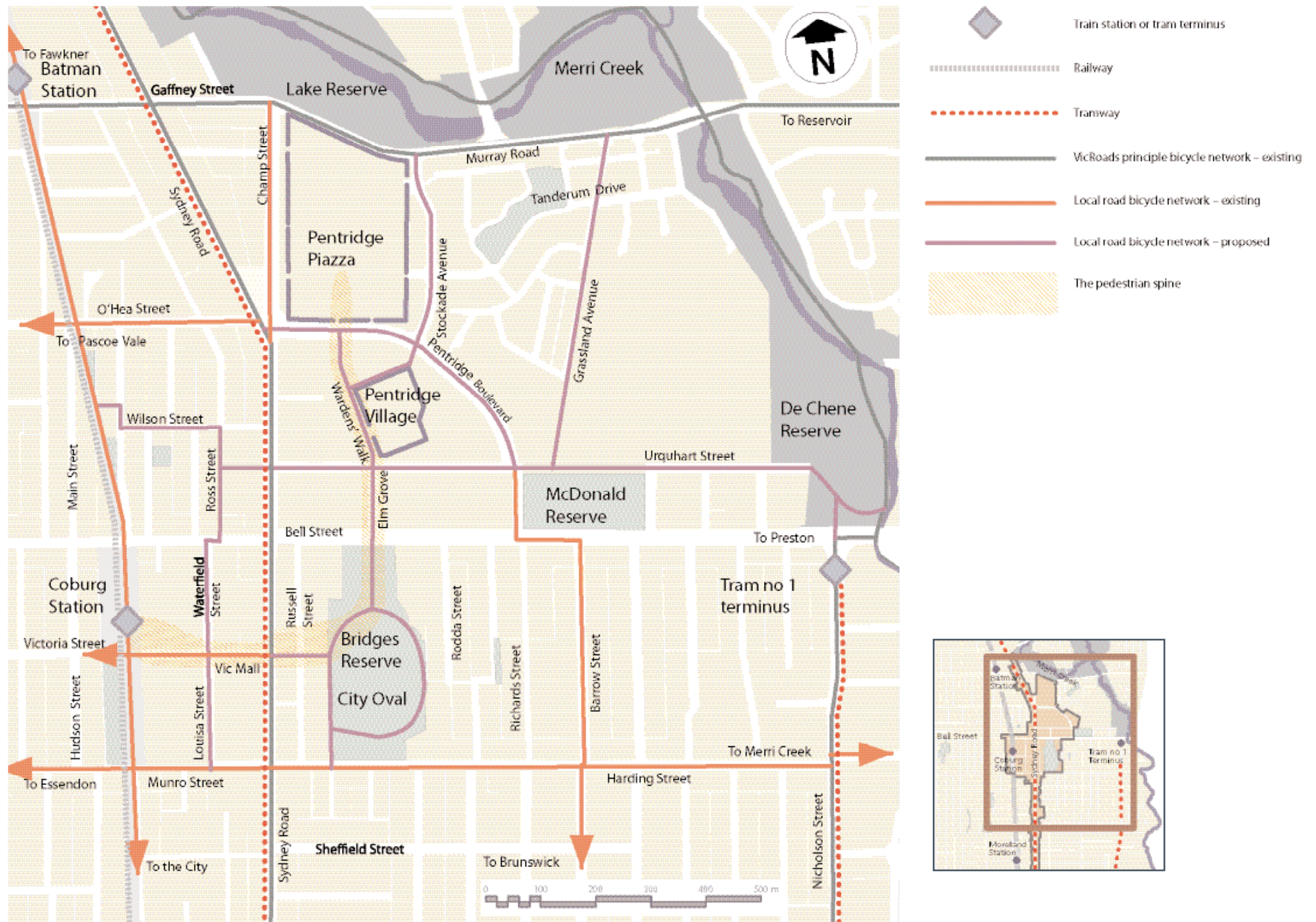
Map 5.4 Pedestrian access



Map 5.5 Pedestrian network



Map 5.6 Bicycle network



Pedestrians

- Encourage safe walking to and around the centre by:
 - improving the urban environment and street network to ensure safe, comfortable and efficient pedestrian routes
 - providing high quality pedestrian footpaths, seating, shade, shelter and street lighting on key walking routes, particularly between public transport and major activity nodes
 - ensuring a high degree of pedestrian connectedness and permeability is provided to, from and within the centre – look at opportunities to improve laneways and arcades as well as streets
 - ensuring important pedestrian routes are accessible and legible to people with limited mobility
 - maximising green times for pedestrians at signalised crossings, minimising waiting times.

Map 5.4 outlines the pedestrian catchments around the Coburg Activity Centre and Map 5.5 provides a framework for the movement of pedestrians around the activity centre including the pedestrian spine.

Cycling

- Encourage safe cycling to and around the centre by:
 - improving the urban environment and street network to ensure safe, comfortable, shaded, well-connected and efficient bicycle routes
 - ensuring cycle paths are visible, safe, accessible and well signed
 - integrating the existing cycle paths with the centre and upgrading the Upfield bike path through the centre as part of the transport interchange project
 - providing bicycle parking facilities and amenities in appropriate locations including new developments such as offices
 - providing new links through Pentridge Village alongside new development including Pentridge Boulevard and the pedestrian spine
 - improving links through Bridges Reserve achieved by reconfiguration of the access to the leisure centre and the Coburg City Oval grandstand
 - creating new links through Urquhart Street and Elm Grove by downgrading the streets from secondary arterial roads to local roads.

Map 5.6 outlines the current and future on- and off-road bicycle network for the activity centre and surrounds.

Public transport

- Encourage the use of public transport by:
 - developing a transport interchange in partnership with the State Government adjoining the Coburg railway station
 - working with service providers to ensure that the public transport network provides optimum connections, and services. This includes an increase in the frequency and number of trains on the Upfield Line, bus services on weekends, continued support of the 'Think Tram' and 'Smart Bus' programs and coordinated train, bus and tram timetables
 - providing or enhancing existing pedestrian and cycling connections to public transport stops, including bicycle storage facilities
 - providing or enhancing public transport stops, ensuring they are well-located, well-signed, provide appropriate information, provide seating and shelter and shade where possible, are adequately lit at night and kept clean
 - continuing to work with State Government agencies to ensure continued improvement of tram services with priority given to the tram over cars using Sydney Road

Key project

Coburg Transport Interchange

The new Coburg Transport Interchange will provide improved access and facilities for passengers of public transport to the centre and when moving between the trains, tram and bus services available within the centre. To be completed in stages, the initial stage will involve bringing the bus services into the activity centre and closer to train and tram services. Bus, taxi and private vehicle pick-up points will be provided while bus services will be re-routed down the new street (which will run parallel to the rail line). Bus shelters and associated amenities will provide weather protection, information, bicycle storage and seating. Streetscape improvements along Victoria Street will complement the existing Victoria Mall and provide an important east-west link for pedestrians and cyclists to other parts of the centre.

- creating safe and inviting tram stops along Sydney Road that are accessible to all
- working with State Government agencies to find creative solutions to encourage the use of public transport; possible solutions include reconfiguring traffic signals to better prioritise on-road public transport services such as bus jump lanes, extended green phases to improve bus and tram progression, dedicated bus lanes, high occupancy vehicle lanes, removal of clearways and commuter car parks promoting park-and-ride
- working with the State Government to develop a proposal for the long-term vision of grade separation of the railway line.

Road network

- Implement new projects resulting from the transport interchange study and ensure that they are integrated into the Central Coburg transport network.
- Ensure the Central Coburg Integrated Transport Plan is utilised as the framework for any future planning and/or development of transport and movement system.
- Ensure the construction of the new Pentridge Boulevard and the redevelopment of Champ Street, as part of the Pentridge

redevelopment, meet the objectives of the Coburg Integrated Transport Plan.

- Provide two new roads as part of revitalising the centre including a road on the east side of the railway line as part of the Transport Interchange Project and a road on the west side of Coburg City Oval providing a frontage to potential future development.
- Investigate lowering speed limits along Bell Street and Sydney Road in the Central Coburg area in consultation with VicRoads.
- Seek removal of clearways and counter-peak clearways within the Coburg Shopping Centre along Sydney Road.
- Investigate the potential for Council to play a lead role in the management of Sydney Road, particularly in the Coburg Shopping Centre between Bell and Munro Streets.

Car parking

- Provide adequate parking for the activity centre, balanced with the sustainable transport objectives for the centre.
 - car park entrances and exits to be located so as to minimise interruptions (crossovers) to footpaths and retail areas in order to maintain pedestrian and built form connections.

There will be no access to car parks from Bell Street, Sydney Road, Waterfield Street, Louisa and Victoria Streets

- develop car park entrances and exits in a way that enhances their appearance and function as arrival points in the centre and ensures that they are visible, easily accessed, and safe
- locate car parks beneath and behind new buildings, while maintaining the existing level of car parking space
- continue to provide on-street parking in local streets for residents. Short-term parking to be available for short stays and service vehicles
- encourage any new public car park facility to be located at the periphery of the centre, with convenient access from main roads
- reduce the number of commuter car park spaces at the Coburg Railway Station and promote commuter parking at near by stations as part of a park-and-ride program
- through Council's Parking Strategy 2005 – User Priority Guidelines maximise the efficiency of parking within the centre through the development of a Parking Strategy for the activity centre.

Key project

Integrated Transport Plan

Transport is one of the keys to the success of Central Coburg 2020. The Central Coburg Integrated Transport Plan will consolidate a number of separate transport and movement studies that relate to Central Coburg including the transport interchange. This plan will integrate all modes of transport including walking, cycling, public transport and vehicles – private and freight – and provide an overall integrated sustainable transport plan for the area. An important goal is to reduce car dependence, moving from 'vehicle accessibility' to 'people and goods accessibility'. The availability of a range of transport alternatives will provide residents, workers and visitors with the ability to choose a mode of transport, which complements their lifestyle and activities. Public transport will be more accessible and coordinated. The major transport corridors of Bell Street and Sydney Road will be enhanced so as not to detract from the local environment.

Key project

Grade separation of the railway line

The railway crossing is a barrier to pedestrians and traffic along Bell Street. Potential exists to lower the rail line, which would improve traffic flow along Bell Street, safety and connectivity for pedestrians and vehicles to Central Coburg.

Bell Street plays an important role in the Melbourne transport network, providing east–west connections to the freeways. Bell Street is managed by VicRoads and is a component of the Principal Traffic Route, which promotes freight and regional traffic carrying functions. Bell Street also provides east–west access to the Coburg Activity Centre.

The grade separation of the railway line would provide longer-term development opportunities associated with railway land. It is Council’s intention that this long-term project is not compromised by new development in the centre. Council would work in partnership with the State Government to progress this project.

- develop a parking precinct Plan for the Coburg Activity Centre to determine appropriate parking ratios for residential, commercial and retail developments.
- investigate and implement if viable, a home delivery service of goods
- provide parking for people with special mobility requirements in appropriate locations.
- Land reservations and acquisition
 - remove the Public Acquisition Overlay (PAO1), referred to as the Urquhart Street Bypass. To meet requirements stipulated by VicRoads, provide a land reservation on properties on the north and south side of Bell Street.

The overall framework for an integrated transport network is outlined on Map 5.3.

Public realm

Streetscapes

Sydney Road between Bell Street and Munro/Harding Streets is the most important streetscape in Central Coburg. Council recognises the need to work in partnership with the traders to facilitate an upgrade of this important retail street. Waterfield Street will play an increased role in moving pedestrians through the centre and has capacity for tree planting.

A range of streetscape types have been developed for Central Coburg and definitions and landscape guidelines will be developed for each. Each streetscape type is firstly based on its use or activity and secondly on traffic conditions.

Design treatments might vary depending on the specific context. All new development in Central Coburg should comply with the streetscape guidelines.

The types of streetscapes and their proposed design treatment are outlined in Table 5.1.

Key project

Pentridge Streetscape Design Project

Moreland City Council, in conjunction with Pentridge Piazza and Pentridge Village, has committed to the creation of an integrated landscape design that will see the interface between the former Pentridge Prison and Champ Street, Murray Road, Wardens Walk and Pentridge Boulevard come alive. Through a simple yet complementary design that incorporates the use of a variety of tree species, the creation of a multi-purpose track around the perimeter of the former prison, up-lighting of the external bluestone walls, appropriately placed seating and water fountains, and softening of the hard external surfaces through planting, the external interface will no longer be cold and hostile but inviting to passers-by and tourists alike.

Table 5.1 Summary of Central Coburg Streetscape Guidelines

Public place

- | | |
|---------------------|---|
| Use/activity: | • Recreational space allowing for a range of stationary activities. |
| Traffic conditions: | • No vehicular traffic allowed. Limited service vehicle access. |
| Design treatment: | • Plaza/Forecourt with seats and feature lighting. |
| | • Planting of vegetation. |

Pedestrian zone 1

- | | |
|---------------------|---|
| Use/activity: | • Primary pedestrian movement but also partly stationary activity. |
| Traffic conditions: | • No vehicular traffic. Limited service vehicle access. |
| Design treatment: | • Circulation space, mall or walkways with additional seating space when feasible. Distinct marking of bicycle lane where bicycle path is needed. |
| | • Plantings of trees where possible. |

Pedestrian zone 2

- | | |
|---------------------|---|
| Use/activity: | • Enclosed shopping mall or community facility linking to the general pedestrian network. |
| Traffic conditions: | • Pedestrian access through property. |
| Design treatment: | • Visually and physically well-connected space at the interface between private and public. |

Roadway 1

- | | |
|---------------------|--|
| Use/activity: | • Pedestrian priority street allowing for service vehicles and loading. |
| Traffic conditions: | • Local road – mainly service vehicles and loading. |
| Design treatment: | • The full road reserve at grade with material signalling pedestrian priority. |
| | • Plantings of trees where possible. |

Roadway 2

- | | |
|---------------------|--|
| Use/activity: | • Residential interface. |
| | • Stormwater treatment. |
| Traffic conditions: | • Local road – slow traffic. |
| Design treatment: | • Maximise the amount of residential entrances at ground level. Minimise the number of crossovers. |
| | • Integration of water sensitive urban design initiatives into traffic movement infrastructure. |
| | • Plantings of trees where possible. |

Table 5.1 Summary of Central Coburg Streetscape Guidelines continued

Roadway 3

Use/activity:	<ul style="list-style-type: none"> • Significant access route through the core activity centre. • Stormwater treatment.
Traffic conditions:	<ul style="list-style-type: none"> • Local road – through traffic.
Design treatment:	<ul style="list-style-type: none"> • Combined speed humps and pedestrian crossing. Avenue of trees and parallel car parking as a buffer between footpath and traffic. • Integration of water sensitive urban design initiatives into traffic movement infrastructure. • Planting of trees where possible.

Sydney Road

Use/activity:	<ul style="list-style-type: none"> • Core retail shopping strip.
Traffic conditions:	<ul style="list-style-type: none"> • Shared roadway and tramway.
Design treatment:	<ul style="list-style-type: none"> • Explore options for footpath widening and enhanced tram stop.

Primary boulevard

Use/activity:	<ul style="list-style-type: none"> • Through traffic and only limited kerbside parking.
Traffic conditions:	<ul style="list-style-type: none"> • Arterial, collector or limited collector road.
Design treatment:	<ul style="list-style-type: none"> • Significant avenue of trees especially in relation to gateways to Central Coburg. • Widened footpaths to separate pedestrians from heavy traffic.

Objectives

- To create public spaces that are accessible and well linked, comfortable and with a good image, have uses and activities and provide an environment that is sociable.
- To develop an improved movement system around Coburg through the creation of new streets and links.
- To ensure that streets throughout Central Coburg are designed in

accordance with any approved Street Landscape Guidelines.

- To develop a range of public spaces throughout the area to support the activities of the centre.

Strategies

- Ensure that streets throughout Central Coburg are designed in accordance with the Central Coburg Street Landscape Guidelines.

- Ensure development is designed to achieve active frontages.
- Facilitate an upgrade of Sydney Road retail precinct, following resolution of the road management issues.
- Ensure street designs acknowledge future maintenance requirements.
- Develop a series of technical notes for development within the activity centre.

Vision: In 2020, the intersection of Sydney Road, O’Hea Street and Champ Street have formed the northern gateway to Central Coburg, framed by the main Pentridge gate and towers. A reconfiguration of this space provides opportunities for new enhanced tram stops and a new pedestrian circulation space between Pentridge and the tram stop. The circulation space emphasises the entry to Pentridge Piazza. A new landmark building defines the edge of this space and forms the backdrop of the view from the south.



Map 5.7 Central Coburg Public Space Concept Plan



Public places

Four major public places are proposed through the activity centre, building on two existing public places, which are then linked by a pedestrian spine. The public places are:

- **The Coburg train station forecourt** – the historic station building will be retained, restored and upgraded and a forecourt created together with new built form to frame the station building.
- **Victoria Mall** – will continue to act as a public place as well as a mall due to its central position. However, its public place function will be limited as much of the space is required for pedestrian movement (key public link linking Sydney Road to the west). Other public spaces will allow for more recreational and optional activity.
- **The northern forecourt/Pentridge Village forecourt** – the existing northern forecourt to the Moreland Civic Centre will be redesigned and expanded.
- **Pentridge Piazza** – a privately developed space but open 24 hours to the public. It is the terminal destination along the Pedestrian spine when walking from the station. The Piazza will operate as recreational space

and is framed by a range of heritage prison buildings from the former Pentridge.

In addition, some smaller malls and circulation spaces will provide improved pedestrian amenity and connectivity:

- Dunn's Lane upgrade
- Page Street extension connecting to the Coburg City Oval grandstand building
- new interface to Coburg Market
- circulation space between Sydney Road and Pentridge Piazza
- Elm Grove – pedestrian promenade and bicycle link.

Objectives

- To create a series of public places throughout the centre linked by a pedestrian spine.
- To ensure private development provides an appropriate interface to public spaces.

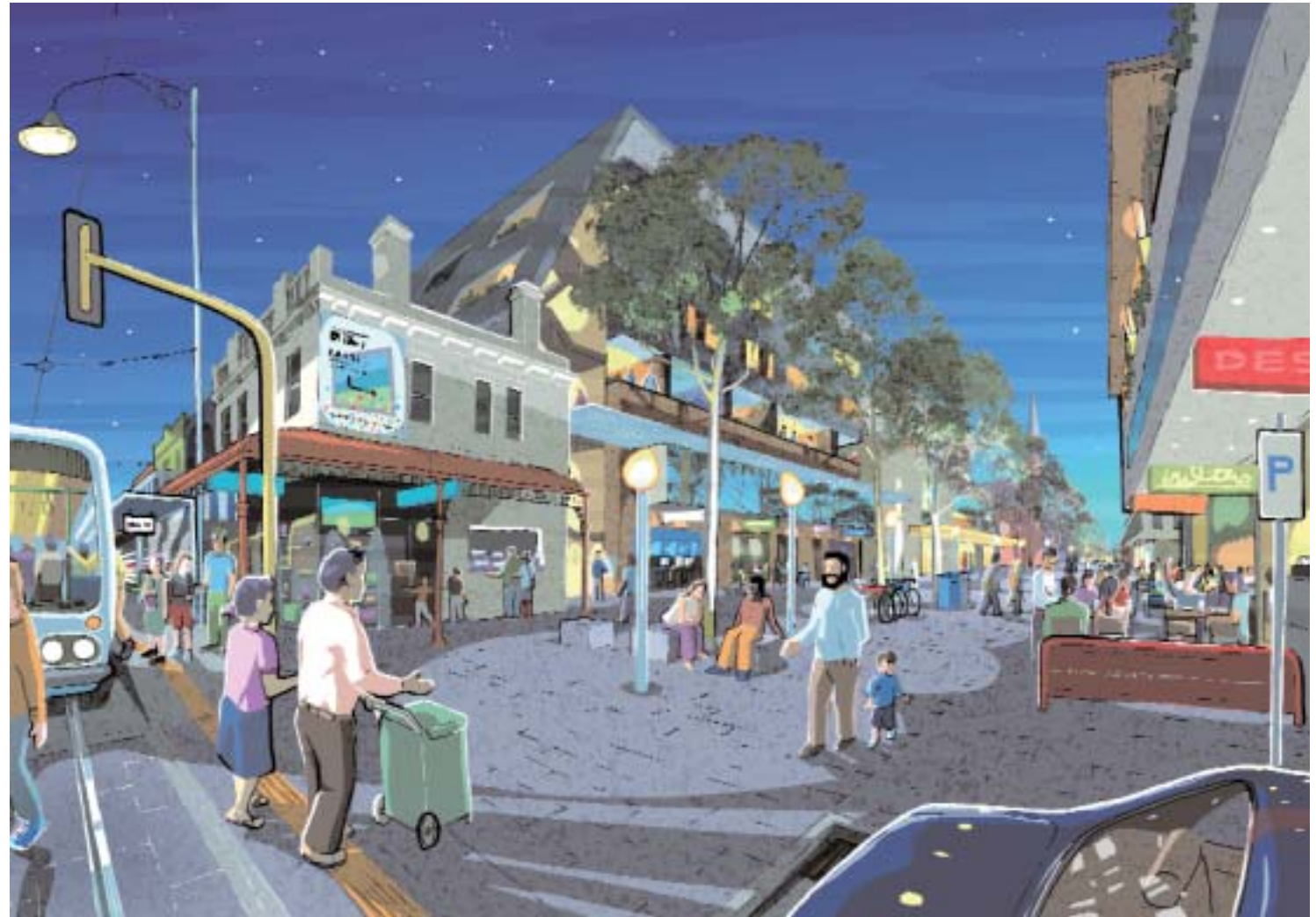
Strategies

- Develop a new public plaza at the forecourt of the Coburg rail station.
- Continue to develop Victoria Mall as a pedestrian movement-focused public space.
- Work with the developers of Pentridge Village to link the two forecourt areas to the north and south of Urquhart Street through

the redevelopment of the northern forecourt of the Moreland Civic Centre.

- Work with the developers of Pentridge Piazza to create a quality public place integrated into the pedestrian spine.
- Construct public toilets in high-demand, high-traffic locations throughout the centre to meet the needs of shoppers and visitors, commencing with a toilet located in Victoria Street.
- Ensure high standard of provision of public furniture made from sustainable materials is located throughout the centre.
- Develop and implement a 'way finding' signage strategy to provide information for orientation, general information, interpretation and education throughout the centre. Work with the Coburg Traders Association and the developers of Pentridge to ensure an integrated system.

Vision: Forming the focus for additional retail activity across the centre, Victoria Mall in 2020 provides an ideal place for more activity such as relaxing with friends and dining outdoors. New higher density residential development in the core of the activity centre is provided with a vital meeting place at the mall during both the day time and the evening.



Public art

Public art will play an important role in the development of Central Coburg. 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 promotes collaboration and a shared creative vision of accessible and innovative artwork. Successful examples of public art should:

- interpret, define and enhance the 'character' and cultural identity of a city
- acknowledge cultural heritage and traditions
- provide a sense of public ownership of public art objects and spaces
- encourage positive and practical interaction between people and public spaces
- challenge perceptions and prejudices
- express the principles of sustainability
- promote a sense of wellbeing by enhancing enjoyment of public spaces.

Public art initiatives in Central Coburg will enable the various communities of Coburg to develop and celebrate their diversity. It will provide an opportunity to recognise

the distinct Indigenous culture and heritage that exists in Coburg. Themes to be explored in public art installations could include Moreland's Indigenous past, incarceration and freedom, a new home and Coburg's future.

The incorporation of public art into public and private development projects will be a principle of the *Central Coburg 2020 Structure Plan*. This will provide opportunities to enrich public spaces with innovative site-specific art and design features, enhancing these spaces for the enjoyment of public art or public performance. Well-designed artworks have the opportunity to be celebrated as landmarks and local icons. Map 5.8 outlines potential locations for public art installations.

Council will explore options to ensure public art is a key component and requirement of all development in Central Coburg. There are a number of options that can be examined, including options available under a developer contribution scheme. Council will devise guidelines that assist developers in exploring a range of art opportunities including those that incorporate cultural development principles and that involve a broad definition of art in public places.

Objectives

- To enrich public spaces through the incorporation of public art within public and private development.
- To use public art to develop and celebrate the diversity of the Coburg communities, indigenous culture, and heritage.

Strategies

- Initiate public artworks of a very high standard in contemporary arts practice that greatly enhance or improve public spaces.
- Develop artworks that are celebrated as landmarks and local icons and contribute to place making.
- Ensure that planning for all major capital works projects includes consideration of public art components and opportunities and includes appropriate processes for community involvement and evaluation.
- Work with developers of sites with cultural or heritage significance to explore potential for inclusion of public art to celebrate the site significance.
- Encourage and support community and business initiatives that increase opportunities for art in public places. These initiatives may include such projects as art displayed in shop windows or performances in shopping areas or on public transport.

- Explore options, including through a developer contribution scheme, to contribute towards the creation and maintenance of public art on or around a development site.
- Explore opportunities to create a 'public art trail' from Coburg Lake through to Champ Street and Sydney Road to Central Coburg, to assist in improving links between these areas.

[illegible]

- Indigenous past
- Incarceration/freedom
- A new home
- The future is now

Key projects

Coburg train station forecourt

The Coburg train station forecourt is a new civic space for Coburg. It will form one of the four major civic spaces throughout the centre, connected via the pedestrian spine. The historic station buildings will be retained, restored and upgraded and a forecourt will be created together with new built form that frames the station building. Future developments will have active frontages and there will be shade, seating and facilities for people using public transport and cycling.



Vision: The historic Coburg railway station regains its prominent position in 2020, as a focus for Coburg's community. With a new street network, the station becomes the backdrop for the view along a new east-west street. A new station forecourt provides a framework for an active public place adjacent to the new bus interchange.

Key project

Pedestrian spine

The 'pedestrian spine' is a link for pedestrian and bicycle movement between the Coburg Station in the core of the activity centre and the heritage area to the north-east, including the Pentridge development. The pedestrian spine link allows for connectivity and access to and through Pentridge and from Pentridge to the core shopping area, public transport, schools, Merri Creek and adjacent parklands. People using the link will have a safe, efficient and pleasant walking or cycling experience on a route that is well designed and appropriately surfaced; attractive and interesting as it passes through heritage areas, parklands and urban spaces; signed appropriately; and well maintained.



Vision: *The pedestrian spine has become a key pedestrian and cyclist link between Coburg railway station and redevelopment of the former Pentridge Prison complex by 2020. The spine provides a link between public places and Coburg's open space, offering a pedestrian-prioritised alternative from the busier streets of Coburg. Bridges Reserve and Coburg City Oval have been better integrated in this network improving opportunities for recreational activity.*

Property interface

The development of a good quality public realm is heavily influenced by the interface between public and private properties. The most important objective of introducing active frontages along the public/private interface is to ensure that ground-floor facades appeal to pedestrians and contribute good lighting levels of interest, activity and safety. All development within the activity centre will be required to meet the criteria developed for interfaces to the public realm. Five categories set out the criteria for each property interface to the public realm; these are included in Part 7 'Precinct guidelines'.

Objectives

- To ensure new development contributes to the safety, visual interest and vitality of streets and pedestrian links.

Strategies

- Ensure development is designed to achieve active frontages in accordance with the active frontage requirements in the precinct guidelines.

Built form

New development – activity centre core

The core of the activity centre will accommodate the majority of additional housing and retailing projected for Coburg. New

development within the core will progressively replace the existing open lot car parking and single-storey supermarkets with high quality mixed-use buildings up to six storeys. This form of development will accommodate new format retail and commercial activities at the ground floor.

The disposition of much of the land in the core, as Council and privately owned public car parking within large parcels, provides an opportunity to ensure that the centre will develop in an environmentally sustainable built form. New east-west road links will be created to ensure that new development will feature excellent northern orientation, and an optimisation of the principles of passive solar design.

New development – Sydney Road

New development on Sydney Road will reinforce the horizontal two-storey Victorian scale of the retail strip, with strong podium forms, and setbacks to upper levels.

New development – elsewhere

Beyond the core, redevelopment will form a transition between the more commercial urban form within the core of the activity centre and the surrounding low density suburban form.

Development of the former Pentridge Prison complex will create a new and vibrant precinct with a range of building heights up to 15 storeys and a mix of contemporary buildings and adaptive reuse of the historically significant former prison buildings to accommodate a wide range of retail, commercial, tourist, entertainment and residential uses.

ESD

Detailed built form guidelines have been developed for each precinct to ensure that new development will feature excellent northern orientation, and will optimise the use of passive solar design (see Part 7). To achieve this objective, it is imperative that the long facades of buildings are oriented to the north, and that solar penetration of buildings is protected from overshadowing.

Additional features which are encouraged include roof-top gardens and generous balconies, innovative water management and re-use, and solar and other innovative energy technologies.

Smart buildings

Future development in Moreland needs to be designed to meet the emerging technological advances of information, communication and technology. Development will be designed as 'smart buildings' capable of 'e-wiring' of broadband provisions.

This will ensure all buildings are capable of adaptation in the future as business technology needs change.

Council assets

Council buildings within the activity centre are generally of a low scale. The historic buildings within the civic precinct and Coburg City Oval will continue to establish the appropriate scale for development within their surrounds. Otherwise, Council buildings, such as the community library and the leisure centre, will be developed to meet future community needs. The library site has the capacity to accommodate a mixed-use development at the maximum scale envisaged for the centre, while any development on the leisure centre site must respond to objectives for the long-term development of Bridges Reserve and Coburg City Oval.

Council's land holdings on Bell Street, known as the Civic Precinct, will be better utilised for Council and other uses to maximise community benefit of this asset. A community hub may be incorporated. This land is the gateway to the Coburg Activity Centre and has potential for a landmark building to be developed.

Interface issues

Interfaces between the new, higher scale development of the core of the activity centre and the adjacent low-density residential suburb will be

Vision: By 2020, in-fill development on Sydney Road has been sensitively integrated. A built form podium height of a maximum three storeys creates a horizontal relation to the existing scale of the retail strip. Any development above the podium has a clear setback from the street boundary, ensuring development along the Sydney Road shopping strip preserve and builds on its unique character.

Note: This image is of the same view represented on Page 4 of Volume 1. The adoption of a structure plan provides the opportunity to lead change and provide certainty for the community and developers in a dynamic and evolving urban environment.



Vision: Development over the next 15 years, focused around Waterfield Street and Louisa Street, incorporates environmentally sustainable and accessible design and provides a range of housing options close to services. New east–west streets ensure development has excellent opportunities for passive solar design. Waterfield Street and Louisa Street have developed a new character with a treed avenue creating a pleasant pedestrian environment.



managed to ensure that the existing residential neighbourhoods are protected from negative impacts. In some instances, the railway line, roads and laneways minimise the difficulty of managing this issue.

Quality architecture

The quality of design of new development in Coburg will have a significant influence on the quality and character of the urban environment it creates. Buildings and public spaces will demonstrate high quality architectural expression; design will be expected to:

- respond and contribute to its context
- provide an appropriate scale, in terms of the bulk and height relative to the scale of the street and surrounding buildings
- achieve an appropriate built form for a site and building, in terms of building alignment, proportions, building type and elements
- have a density appropriate for a site and its context
- recognise that landscape and buildings operate as an integrated and sustainable system
- optimise safety and security for internal and public spaces
- respond to its social context in terms of access to housing diversity and to services
- make efficient use of natural

resources, energy and water throughout its full life cycle

- use durable, high quality materials.

Objectives

- To ensure a high quality built environment.
- To protect and reinforce the character of the Sydney Road corridor.
- To achieve environmentally sustainable built form.
- To sensitively manage interface issues between new and existing development.
- To ensure new development contributes to the improvement of municipal infrastructure.

Strategies

- Ensure development complies with the height controls and built form guidelines for each precinct.
- Ensure development complies with the ESD guidelines outlined in Part 6.
- Ensure roof-top plant and infrastructure are well integrated into the profile and roof form of new development.
- Ensure development outside the core of the activity centre forms a transition in scale to the low-density residential suburban hinterland.
- Ensure development is designed to

maximise northern orientation and optimise solar access.

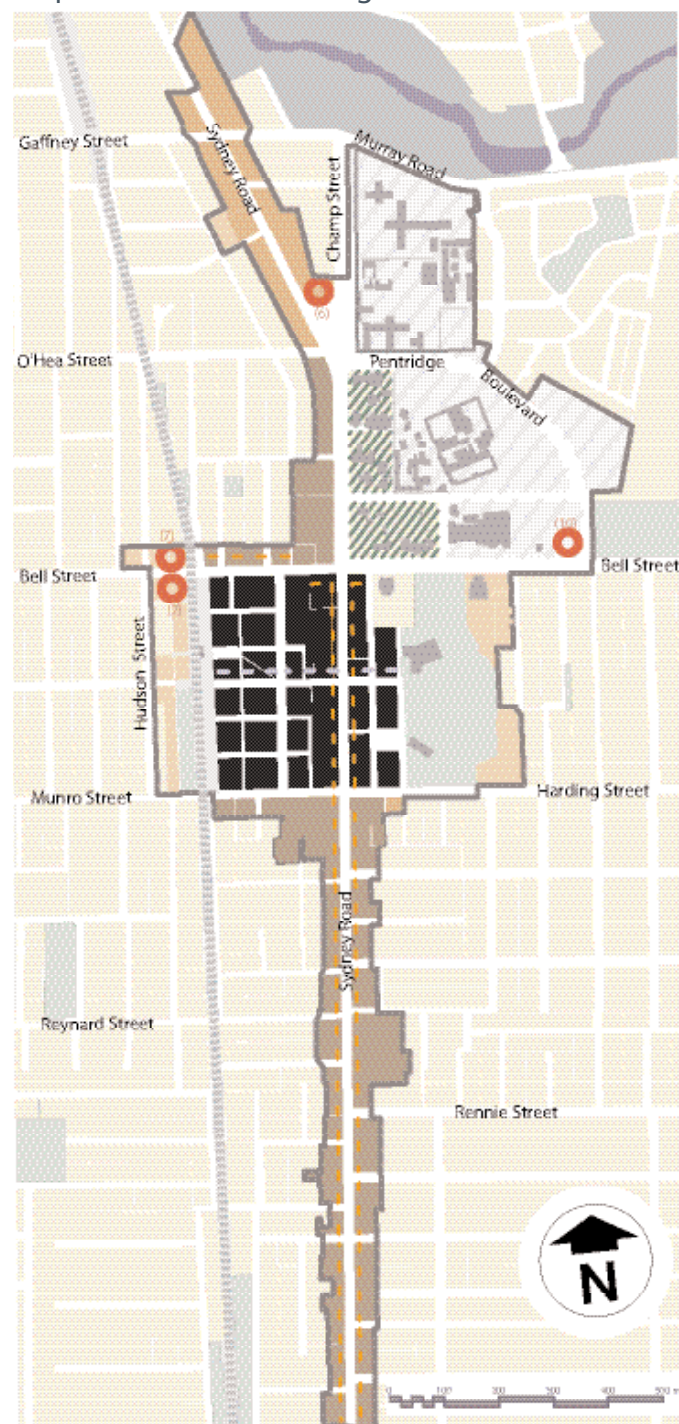
Map 5.9 illustrates the future built form character proposed for the activity centre. Maximum heights are outlined on Map 5.10.

The precinct guidelines in Part 7 set out the conditions under which these maximum heights may be achieved.

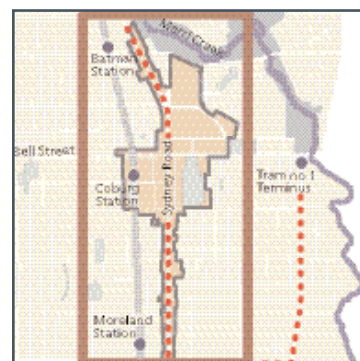
Map 5.9 Built Form – future character



Map 5.10 Built form – height



- Activity centre boundary
- 11 metres maximum built height (3 storeys) – refer to precinct plans and controls regarding front and rear setbacks etc
- 14.5 metres maximum built height (4 storeys) – refer to precinct plans and controls regarding front and rear setbacks etc
- 18 metres maximum built height (5 storeys) – refer to precinct plans and controls regarding front and rear setbacks etc
- 21.5 metres maximum built height (6 storeys) – refer to precinct plans and controls regarding front and rear setbacks etc
- Three-storey podium along street boundary. Clear setback of storeys above the podium. (Contemporary three storeys equals two storey traditional.) Refer to precinct plans and controls regarding setbacks etc
- Two-storey podium along northern side of Victoria Street allowing for winter sun to public space. Refer to precinct plans and controls regarding setbacks etc
- Landmark building (maximum storeys)
- Separate master plan is being prepared. Also refer to guidelines for Precinct 8 and 9
- Preserve character of free standing buildings in open space. Refer to Precinct 8 guidelines
- Built height subject to Rescode. Also refer to relevant precinct guidelines
- Free standing buildings in heritage and open space areas



Advertising signs

The Coburg Activity Centre forms the northern entrance to Melbourne and the start of a continuous strip shopping centre along Sydney Road. The current urban environment of the Coburg activity centre is very mixed and, although parts of the centre are culturally appealing, some parts appear harsh with heavy traffic, overhead power and telecommunications lines, few trees, and ad hoc, cluttered advertising and signage.

A positive image is needed to attract people to live, work, visit and invest in the centre. This means the centre needs to take on a more 'attractive appearance'. Advertising signs play an important role in promoting economic activity and providing information, and can add interest and vibrancy to the streetscape. Signage needs to occur in ways that avoid visual clutter that is unattractive and counter-productive to businesses. 'Third party' signs – large signs or posters that have no relevance to the building on which they are located – are also popular and can detract from the street's amenity/appearance. Hence, with proposed increases in residential development in the centre, the impact of advertising signs needs to be considered.

Objectives

- To ensure that advertising signs are coordinated across the centre to reduce visual clutter and avoid loss of amenity for people who live, work, and visit or invest in the centre.
- To encourage well-designed signs that respect the scale, architecture and character of a building or public space.

Strategies

- Develop an Advertising Signage Policy for the Coburg Activity Centre that meets the objectives of promoting economic activity, ensuring signage is attractive, and avoiding visual clutter.
- Ensure the Advertising Signage Policy for the Coburg activity centre considers the following:
 - amenity of residents, workers and visitors to the centre
 - location, scale, architecture and character of the building or public space
 - visibility
 - design, construction and maintenance.

Provision of social services

Five key 'hubs' have been defined as the most appropriate way forward to meet the identified social, leisure and cultural needs of Coburg for now and the years ahead.

- **Local hub** – focusing on 'walkable' access to local open space, local meeting space, access to information, and primary schools.
- **Information and learning hub** – focusing on library, adult and community education spaces, meeting spaces, access to community information, social interaction space, quiet places to be, Moreland City Council services information centre, IT facility, and possibly the Community Advice Bureau (CAB).
- **Cultural and spiritual hub** – focusing on spaces for reflection, exhibition space, large events area (200 or more people), meeting spaces, performance space, spaces that respect cultural and spiritual diversity.
- **Health and wellbeing hub** – incorporating space to house some or all of the community health service, other private, non-government and government health and medical services, relevant community services, such as the financial and legal counselling service, Gamblers Help and Community Advice Bureau (CAB).
- **Active recreation hub** – incorporating an aquatic facility, sports field(s) and pavilion(s) and offering indoor recreation space, gymnasium, outdoor recreation space, low cost recreation

opportunities, activities for young people, older people and families.

It is important to acknowledge that the 'hubs' in Coburg will play two very different roles and that both these roles need to be addressed in determining the location of the hubs.

Firstly, as part of a principal activity centre, the hubs will reflect a municipal, regional or sub-regional role and support larger population catchments. They will accommodate services, facilities and activities that benefit from close proximity to public transport options and from being part of a 'centre'. They may support the collocation of services and facilities that support a multi-purpose destination.

Secondly, the hubs would reflect a local role. The hubs should reflect a neighbourhood scale and support local networks and community cohesion. 'Walkability' is an important consideration for access by local children, young people and families.

In summary, the hubs should reflect notions of physical, psychological and economic accessibility to all. A 'hub' is not necessarily confined to one location, that is, it does not necessarily require 'collocation' of facilities, services and activities. However a 'hub' should affirm 'connection' and synergy between the services, facilities and activities that it comprises.

Key project

Information and Learning Hub

The information and learning hub for the Coburg Activity Centre will revolve around the development of a new high quality 'state of the art' library. It will provide a range of opportunities for the Moreland community to get access to information and an environment in which to learn and ensure the population has the necessary skills for the 21st century. A strong focus is on the provision of library services; however, with such services comes the provision of adult and community education spaces, meeting spaces, access to community information, social interaction space, quiet places to be, Moreland City Council services information centre and IT facility. The library will form part of a mixed-use building which may include some retail, such as a bookshop.



Vision: *In 2020, an information and learning hub provides Moreland residents with modern well-connected community facilities close to public transport. The Coburg Information and Learning Hub combines library services, community facilities, information services, meeting rooms and a range of other resources and services. People will be able to undertake a range of activities within the centre in the one trip.*

In identifying the potential for an integrated, efficient and flexible approach to the delivery of future social infrastructure in Central Coburg, the hubs concept provides an innovative approach to the provision of social infrastructure in response to population growth and the changing role of the centre. The 'community hubs' concept moves away from single-purpose stand-alone facilities to encourage a more integrated approach to service and facility planning that acknowledges the different roles and catchments of various services.

For each hub, potential partners have been identified to support the evolution of the hubs concept and to resource the implementation process. The resourcing of future initiatives will require leadership from Council in advocating for State Government, not-for-profit and private sector support. This includes the integration of social infrastructure requirements into a formal Development Contribution Plan for Central Coburg 2020 and the allocation of land requirements to enable forward planning of social infrastructure requirements. The community hubs map below identifies potential locations for the hubs based on the research. In some instances, this may involve new facilities, while in others it may involve upgrades or expansions or improving the synergies of dispersed services.

Objectives

- To develop Central Coburg as the location for key community services and facilities in Moreland.
- To develop multi-purpose facilities in appropriate locations, clustered with complementary services and facilities.

Strategies

- Locate key community services and facilities in Central Coburg to assist in achieving a community focus for the city and supporting other initiatives such as reducing car trips.
- Develop the Coburg Information and Learning Hub as a catalyst project for redevelopment in the centre.
- Develop the Cultural and Spiritual Hub within the Village Reserve Precinct.
- Undertake further investigation into the appropriate location for each of the community hubs.
- Work with other service providers and the State Government to develop partnerships for the community hubs.
- Work with child care operators to ensure an appropriate supply of child care within the centre to support the needs of the resident and worker population.

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.

A number of larger land holdings exist within the activity centre, such as the VicTrack land, Crown land (reserves and community facilities), Pentridge Piazza and Pentridge Village, and Council-owned land including car parks, the civic precinct, community facilities and parks. Council will work with these land owners to ensure the outcomes of the *Central Coburg 2020 Structure Plan* are achieved. For many land owners, the work Council has undertaken in the structure plan will provide a range of new opportunities for their land and increase property values. In return, Council would expect to achieve community benefits from redevelopment, in particular ESD, affordable housing and access for all.

Given the extent of Council's land holdings within the centre, Council has a significant role to play in the achievement of Central Coburg 2020.

Council land holdings may be required to create development parcels suitable for new retailers to come into the centre and the development of new social hubs.

Council will need to be strategic in the use of its land in order to facilitate the private market and achieve broader community goals. A project on Council-owned land may be required as the catalyst for new development within the centre. This will require Council to move into roles it has not traditionally played, such as property development and partnerships with the private market. This will not be taken lightly and Council will need to obtain skills and expert advice to determine the best way forward.

Objectives

- To ensure the redevelopment of Council-owned land achieves the objectives of the structure plan.

Strategies

- Continue to work with large land owners such as the developers of Pentridge to achieve the outcomes of the *Central Coburg 2020 Structure Plan*.
- Consider using Council-owned land for land swaps within the centre to facilitate the outcomes of the structure plan.
- Consider using the powers available through Vic Urban to assemble land suitable for redevelopment.
- Use the tools available in the *Moreland Planning Scheme* such as the Public Acquisition Overlay to facilitate the objectives of Central Coburg 2020.

- Ensure an independent development assessment is undertaken by a qualified party prior to the sale or redevelopment of Council land.
- Lobby State and Federal Governments to ensure that any sale or redevelopment of their land contributes to the achievement of Central Coburg 2020.

Municipal and service infrastructure

In the activity centre, infrastructure must be located based on sound urban design principles of minimising visibility and obstruction to the pedestrian environment, and ensuring coordination with the design of the landscape and streetscapes.

Objectives

- To ensure the timely and orderly provision of infrastructure to service the needs of the centre.
- To work with service providers to renew appropriate infrastructure within the centre, using environmental best practice infrastructure.
- To ensure new development contributes to the improvement of municipal infrastructure.

Strategies

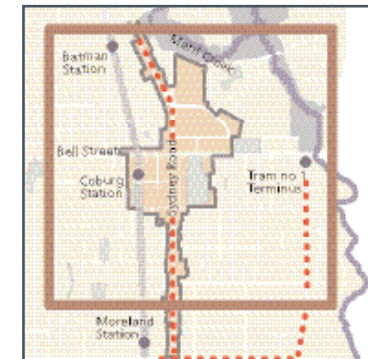
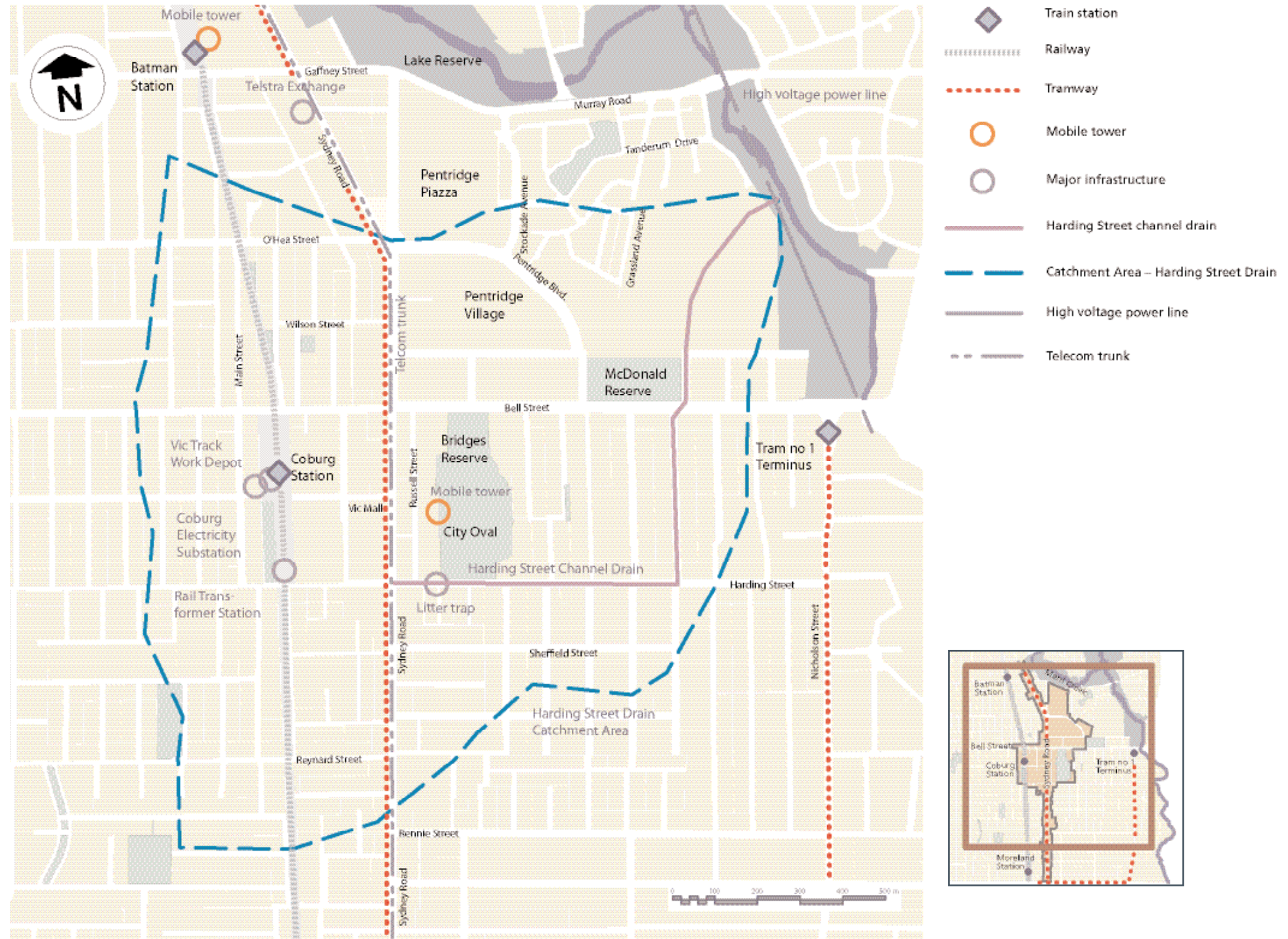
- Develop and implement a strategy of undergrounding existing overhead power and telecommunications cables.
- Ensure all new and upgraded power and telecommunications cables are placed underground.
- Work with service infrastructure authorities and providers to ensure all infrastructure is planned, designed, constructed and maintained (and where appropriate, decommissioned) in a way that supports a safe and attractive place.
- Ensure all infrastructure is planned, designed, constructed and maintained (and where appropriate, decommissioned) to minimise impacts on the environment and public health.
- Ensure 'joined-up' government – that the strategic planning of the State Government and the service infrastructure authorities and providers is integrated and coordinated.
- Ensure the upgrade of existing infrastructure reduces the negative effects of that infrastructure on the appearance and amenity of Central Coburg.
- Ensure infrastructure is designed and constructed to enable easy access for maintenance, without requiring disruption to the streetscape or activities within it.
- Ensure planning and development of State Government and Crown land within Coburg is managed to accommodate good infrastructure management.
- Utilise a Development Contributions Plan to fund improvements in the provision and management of infrastructure.



Table 5.2 Existing major service infrastructure and strategies for Coburg

Infrastructure	Status	Strategy	Responsibility
Stormwater Harding Street main drain	Over capacity, causing flooding and discharge of poor quality water to Merri Creek.	Develop and implement a strategy to reduce flooding and improve the quality of stormwater entering Merri Creek.	Melbourne Water
Rail substation	Located adjacent to train line crossing of Munro Street – impediment to construction of new road.	Plan for relocation of substation to a more appropriate location as part of the broader rail infrastructure strategic planning process.	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 to train station and underpass, and creates unsafe environment.	Plan for relocation of depot to a more appropriate location as part of the broader rail infrastructure strategic planning process. Redevelop site to pursue structure plan objectives as detailed in guidelines for Precinct 1.	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.	Plan for relocation of substation to a more appropriate location as part of the broader power supply strategic planning process. Redevelop site to pursue structure plan objectives as detailed in guidelines for Precinct 1.	AGL

Map 5.11 Major service infrastructure



Key project

Harding Street Main Drain Integrated Stormwater Management Feasibility Study

This project intends to investigate the opportunities and constraints associated with developing and implementing an integrated stormwater management system for Coburg. The Coburg Activity Centre has the unique circumstance and potential benefit of coinciding with the one stormwater drainage catchment associated with the Harding Street main drain catchment. This project would highlight a range of technologies and approaches that could be used to manage stormwater, within the established urban area of Coburg, on a localised catchment-based scale, in combination with proposed individual allotment measures.

The Central Coburg catchment area drains into the Harding Street main drain, which currently operates at designed capacity and transports stormwater directly into Merri Creek.

The following opportunities have been identified for further investigation:

- reuse of stormwater, via centralised collection systems, to service areas such as Coburg City Oval and McDonald Reserve, both

of which are watered throughout the summer to maintain turf conditions

- redevelopment of roads and car parks may provide for collection and treatment in bio-retention systems, the use of permeable paving and other suitable water-sensitive urban design (WSUD),
- the drain outfall to Merri Creek has significant potential for end-of-pipe treatment measures that could improve stormwater quality, decrease the velocity of stormwater entering the creek during large storm events and contribute to the aesthetics and ecological enhancement of the creek area
- community participation in stormwater management issues
- Council-owned land and Council-facilitated development will increase the opportunity for incorporation of WSUD.

Key project

Coburg Solar Village – Solar Cities Program

Moreland Energy Foundation Limited (MEFL) has, in partnership with Moreland City Council, applied for \$3.8 million in Federal Government funding to create a solar village within Coburg. The pilot project aims to provide an opportunity to increase solar and energy efficiency technologies and programs within a defined activity centre area creating a solar village blueprint that can then be applied elsewhere.

Key outcomes of the application include:

- integrating energy efficiency, solar technologies, photo-voltaic technologies, smart metering and load management measures in existing building stock and redevelopment
- implementing sustainable energy projects within the community
- incorporating practical energy efficiency programs
- 'Green Power' buyers group for small customers.

Regardless of whether Council receives Federal funding, Council will work to ensure that Central Coburg demonstrates a high standard of sustainability, and will seek opportunities to optimise the use of sustainable energy, minimise the use of energy, and to make Coburg an exemplary activity centre in association with a range of partners and stakeholders.