



Department of Planning and Community Development

Our Ref: BSEC002551

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Dear Cr Kavanagh

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- 2 MAY 2012

COBURG HILL DEVELOPMENT PLAN AMENDMENT (FORMER KODAK SITE) MORELAND PLANNING SCHEME

The former Kodak site, now known as Coburg Hill (173-199 Elizabeth Street Coburg) has a Development Plan, which was approved by the former Minister for Planning on 28 June 2010. Under delegated authority from the Minister for Planning I approved a revised development plan in July 2011.

I refer to a request to revise the development plan, which Council resolved to support at its 14 March meeting.

Under delegation from the Minister for Planning, I have decided to endorse the following amended Development Plan and Commercial Assessment titled;

- Coburg Hill Development Plan, 173-199 Elizabeth Street, Coburg Amended: April 2012 (Version C);
- Coburg Hill Mixed Use Precinct, Commercial Assessment (November 2011) Urbis.

Please find enclosed electronic copies of both documents which supersede the corresponding documents previously endorsed by the Minister for Planning in July 2011. All other corresponding documents remain current.

Should you have any queries regarding this matter please contact Mark Keane on telephone 03 9098 8952.

Yours sincerely

Jane Monk
Director
State Planning Services

Encl: Coburg Hill Development Plan, 173-199 Elizabeth Street, Coburg Amended: April 2012 (Version C)
Coburg Hill Mixed Use Precinct, Commercial Assessment (November 2011), Urbis

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AUTHORITY FOR LAND USE
FOR PLANNING

~ 1 MAY 2012

Coburg Hill Mixed Use Precinct

Commercial Assessment



November 2011

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Introduction

Statewide have acquired the mixed-use precinct forming part of the Coburg Hill development on the previous Kodak site at 173 Elizabeth Street, Coburg North.

Satterley Group is developing the residential component of the development, expected to be nearly 400 dwellings which will house approximately 1,200 residents at capacity. The development is currently in its first stage of release and is offering a range of detached and semi-detached homes on 300 – 450 sq.m blocks. Prices range from around \$634,000 to \$890,000.

The planning controls applying to the site include a Development Plan Overlay which requires the preparation of a Development Plan to inform the proposal. The Development Plan was approved on 21 July 2010 and confirms that the proposed Centre is to serve a local convenience role and must not have a total leasable floor area of more than 2,000 sq.m for shop and 1,000 sq.m for office. The Schedule to the Business 1 Zone reflects the floorspace requirements in the approved Development Plan

The purpose of this report is to conduct a high level assessment on the appropriateness of the site for these different land uses.

In relation to consideration of retailing, it does not represent a formal economic impact assessment but considers the issues and consequences around increasing the size of the supermarket currently envisaged to provide a full-line national chain store.

The report is structured as follows:

Report Structure

1. Assessment of the site and its local characteristics
2. Review of the local demographics including population, ages, income, employment levels and housing typology currently in the area
3. Assess the merits of office floorspace on the site in the context of the success and failure factors for office location and consideration of the subject site against those factors.
4. Assess the merits of high density apartment dwellings based on consideration of the typical success factors for this type of use and the attributes of the subject site.
5. Consideration of the retail component:
 - Assessing need and demand for retail in the study area at capacity. This comprises a high level consideration of the available retail spending market and level of supportable retail floorspace, given competition in the local area.
 - Key success drivers of local retail precincts (including anchor tenant considerations).
6. Summary and Conclusions

1 Site Assessment

This section reviews the site location and attributes and places it in the context of the broader region.

1.1 LOCAL AND REGIONAL CONTEXT

The former Kodak site (renamed "Coburg Hill") is located at 173 Elizabeth Street, Coburg North, an established residential area approximately 9km from the CBD (refer to Map 1.1 and Map 2.1). It is a large infill site encompassing 20 hectares, presenting a rare development opportunity in the northern middle ring suburbs of Melbourne. The site is located within the municipality of Moreland, but very close to the border of Darebin.

The site is bounded by existing housing and Tilley Street in the north, Elizabeth Street in the east, a combination of Ronald Street and Boyne Street in the south, and Edgars Creek Reserve in the west.

The proposed mixed use precinct is located at the future intersection of Elizabeth Street and the extension of Murphy Street which will form the main route in and out of Coburg Hill for residents.

1.2 SURROUNDING LAND USE/ACTIVITIES

Surrounding land uses are mainly residential, consisting of detached housing built over the post war period, on lots typically between 500-700 sq.m in size. Opposite the site on Elizabeth Street there is a medical centre and small collection of neighbourhood shops, mostly vacant apart from a hairdresser and newsagency/small post office (see Figures 1-3 on following page).

The site is located directly opposite Newlands Primary School. In addition there is another primary school (Reservoir West) within 1km. Coburg Senior High School is located around 1km south west of the site adjacent to the Pentridge redevelopment. The school only accepts students from Year 10-12.

Due to school closures and mergers in the region the nearest government secondary college accepting Year 7 students is Brunswick Secondary College or Northcote High School to the south, or Fawkner Secondary College to the north. Preston Girls and Pascoe Vale Girls High Schools are also relatively close for girls in the study area.

Coburg Hill is in close proximity to a network of park reserves in this region of Melbourne. The Edgars Creek Reserve extends along the western edge of the development. This connects with the Merri Creek Reserve, which incorporates a key bicycle route in the northern suburbs. It also links with Edwardes Lake Park Reserve and Coburg Lake. Sporting facilities available in close proximity include an athletics track, basketball stadium, tennis courts, Coburg Olympic Swimming Pool (outdoors), several ovals and other sporting facilities.

The closest neighbourhood shops are located at the West Preston tram terminus on Gilbert Road.

1.3 TRANSPORT AND INFRASTRUCTURE

The site has good access to the surrounding local road network with Elizabeth Street functioning as a local collector road linking the Newlands residential area with Murray Road. Murray Road is a secondary state arterial road providing east-west access through northern middle ring suburbs of Melbourne. A series of local traffic streets also provide access to Gilbert Street in the east, which is a major road extending in a north and south direction.

The site is serviced by a range of public transport infrastructure albeit some distance away as shown in Map 1 which provides access to the CBD in approximately 30-40 minutes:

- **Tram** – Tram lines extend along Sydney Road (North Coburg route, <3km) and Gilbert Street (West Preston route, <800m), both with northern termination points parallel with the subject site. In addition the East Coburg tram route terminates 4km to the south at the intersection of Bell Street and Murray Road.

- **Rail** – The subject site is located between the Upfield and Epping railway lines, approximately 1.5km from each. Whilst not within a convenient walkable distance, having access to two suburban lines within 1.5km is unique.
- **Bus** – A bus route (526) runs along Elizabeth Street which ends via a loop at Kennedy Street just north of the subject site and links through to the Coburg Town Centre. There is another bus route which passes the intersection of Elizabeth Street and Murray Road to the south (527) which accesses both Coburg and Northland regional shopping centre.

FIGURE 1 – ELIZABETH STREET SHOPS



FIGURE 2 – ELIZABETH STREET SHOPS



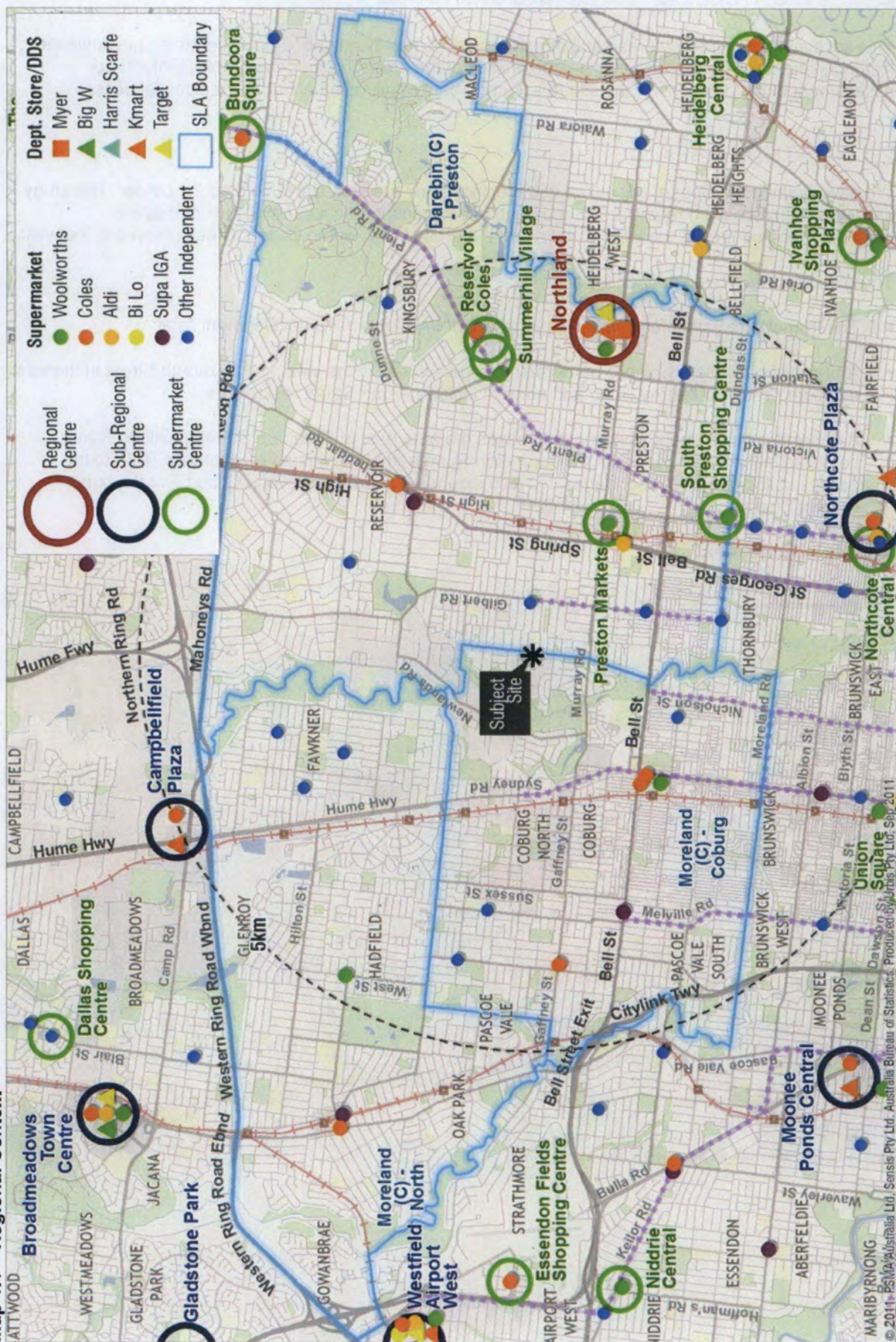
FIGURE 3 – ELIZABETH STREET SHOPS



FIGURE 4 – COBURG HILL SITE CITY VIEWS



Map 1.1 – Regional Context



2 Demographic Characteristics

This section defines a study area catchment for the Coburg Hill neighbourhood centre and reviews the historical and forecast demographic characteristics of the area. These demographics inform our assessment of the potential for the site to accommodate retail, commercial and residential uses.

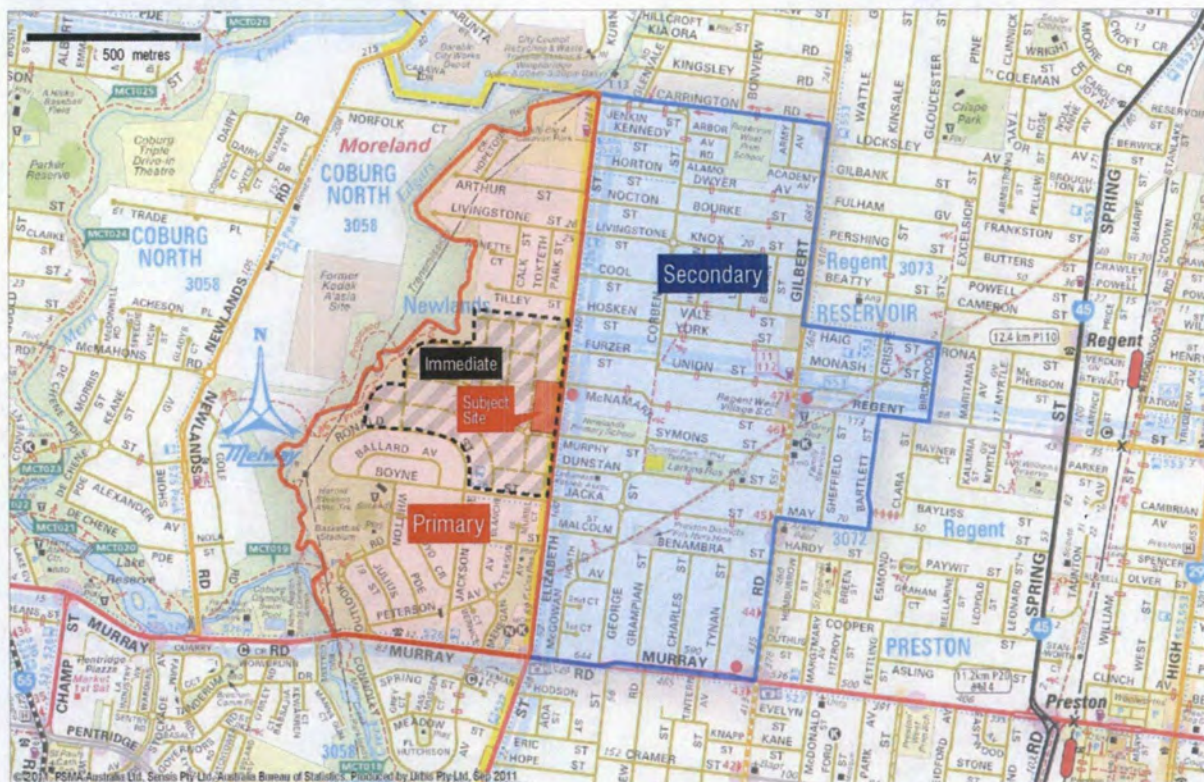
2.1 STUDY AREA

We have defined the Coburg Hill mixed use precinct study area, as shown in Map 2.1 below. The study area was defined having regard to on: road and public transport accessibility; the competitive neighbourhood centres in the local vicinity; and the urban break of the Edgars Creek reserve to the west.

Three sectors have been defined for analysis:

- The **immediate** catchment, which is the extent of the Coburg Hill development itself;
- A **primary** catchment which is bordered by Edgars Creek in the west and Elizabeth Street in the east, extending south to Murray Road and north to include Arthur Street residences;
- A **secondary** catchment which encompasses the area east of Elizabeth Street to Gilbert Road, bordered in the north and south by Carrington Road and Murray Road respectively. Due to the census collector district boundaries this also extends a short way beyond Gilbert Road around Regent Street.

Map 2.1 – Study Area



2.2 HISTORICAL/FORECAST POPULATION

In this section we review historic and forecast population both levels for the study area and the broader regions (Moreland – Coburg, and Darebin - Preston Statistical Local Areas).

Historically, population growth in the area surrounding Coburg Hill has been modest, with a net increase averaging 15 people per annum over the last 15 years as shown in Table 2.1. The effect of the influx of population in the Coburg Hill development will therefore be significant. We have assumed the resident population of Coburg Hill reaches capacity in 2021, at approximately 1,200 people, and that the first release of houses are occupied by June 2012. In total, the total study area is expected to add 1,450 people in the ten years to 2021, with the immediate study area sector (Coburg Hill) accounting for 83% of this growth.

The subject site is located within Moreland - Coburg SLA, close to the borders of Darebin – Preston. Likewise in the broader area, growth has been historically slow, averaging 1% per annum in the 15 years to 2011, although this is higher than in the study area. Over the next ten years the Victoria In Future 2008 forecast predicts that Preston SLA is expected to add around 6,700 people and the Coburg SLA 5,200 people (11,900 people in total).

Study Area Population, 1996-2021

COBURG HILL MIXED USE PRECINCT

TABLE 2.1

Study Area Sector	Resident Population				Forecast Population	
	1996	2001	2006	2011	2016	2021
• Immediate	0	0	0	0	900	1,200
• Primary	<u>1,710</u>	<u>1,660</u>	<u>1,560</u>	<u>1,590</u>	<u>1,610</u>	<u>1,640</u>
Total Primary	1,710	1,660	1,560	1,590	2,510	2,840
• Secondary	<u>3,960</u>	<u>3,880</u>	<u>4,060</u>	<u>4,230</u>	<u>4,330</u>	<u>4,430</u>
Total Study Area	5,670	5,540	5,620	5,820	6,840	7,270

Average Annual Change (No.)

	1996-01	2001-06	2006-11	2011-16	2016-21
• Immediate	0	0	0	180	60
• Primary	<u>-10</u>	<u>-20</u>	<u>6</u>	<u>4</u>	<u>6</u>
Total Primary	-10	-20	6	184	66
• Secondary	<u>-16</u>	<u>36</u>	<u>34</u>	<u>20</u>	<u>20</u>
Total Study Area	-26	16	40	204	86

Average Annual Change (%)

	1996-01	2001-06	2006-11	2011-16	2016-21
• Immediate					5.9%
• Primary	<u>-0.6%</u>	<u>-1.2%</u>	<u>0.4%</u>	<u>0.3%</u>	<u>0.4%</u>
Total Primary	-0.6%	-1.2%	0.4%	9.6%	2.5%
• Secondary	<u>-0.4%</u>	<u>0.9%</u>	<u>0.8%</u>	<u>0.5%</u>	<u>0.5%</u>
Total Study Area	-0.5%	0.3%	0.7%	3.3%	1.2%

1. as at June

Source : ABS Cdata 1991, 1996, 2001 and 2006; ABS, Regional Population Growth, Australia, Electronic Delivery (3218.0.55.001);

DPCD, Victoria In Future 2008, rebased to ABS Estimated Resident Population 2010; Urbis

Region Population Trends by SLA, 1996-2021

COBURG HILL MIXED USE PRECINCT

TABLE 2.2

SLA	Resident Population ¹			Forecast Population		
	1996	2001	2006	2011	2016	2021
Darebin (C) - Preston	81,070	81,480	85,470	91,120	94,396	97,821
Moreland (C) - Coburg	49,960	48,090	50,160	53,090	55,161	58,280
Total Region	131,030	129,570	135,630	144,210	149,557	156,101
Average Annual Change (No.)						
	1996-01	2001-06	2006-11	2011-16	2016-21	
Darebin (C) - Preston		82	798	1,050	655	685
Moreland (C) - Coburg		-374	414	590	414	624
Total Region		-292	1,212	1,640	1,069	1,309
Average Annual Change (%)						
	1996-01	2001-06	2006-11	2011-16	2016-21	
Darebin (C) - Preston		0.1%	1.0%	1.3%	0.7%	0.7%
Moreland (C) - Coburg		-0.8%	0.8%	1.1%	0.8%	1.1%
Total Region		-0.2%	0.9%	1.2%	0.7%	0.9%

1. as at June

Source : ABS, Regional Population Growth, Australia, Electronic Delivery (3218.0.55.001);

DPCD, Victoria In Future 2008, rebased to ABS Estimated Resident Population 2010; Urbis

2.3 AGE/INCOME

Table 2.3 reviews the income and age group characteristics of the study area and regional SLAs as at the 2006 Census. As shown, incomes in both the study area and broader region are below the Melbourne average:

- Per capita incomes in the total study area, at \$22,548, are 17% below the Melbourne average (\$27,105).
- Household incomes at \$54,657 in the total study area are likewise 23.2% below the Melbourne average, although Coburg – North SLA household incomes only 12% below the average. Coburg – North has a 24% of households with incomes over \$88,400.
- The study area has a significantly higher proportion of 60+ year olds than Melbourne as a whole. Less baby boomers but a slightly higher proportion of those aged 25-39, suggesting some first home buyers in the area.

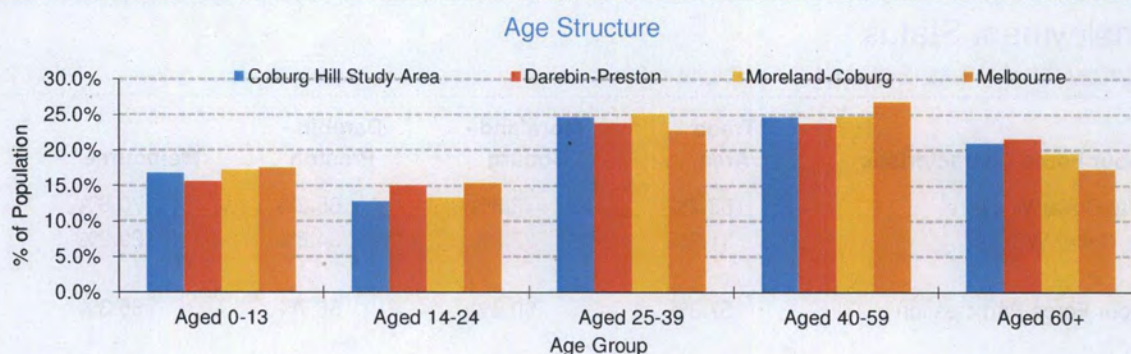
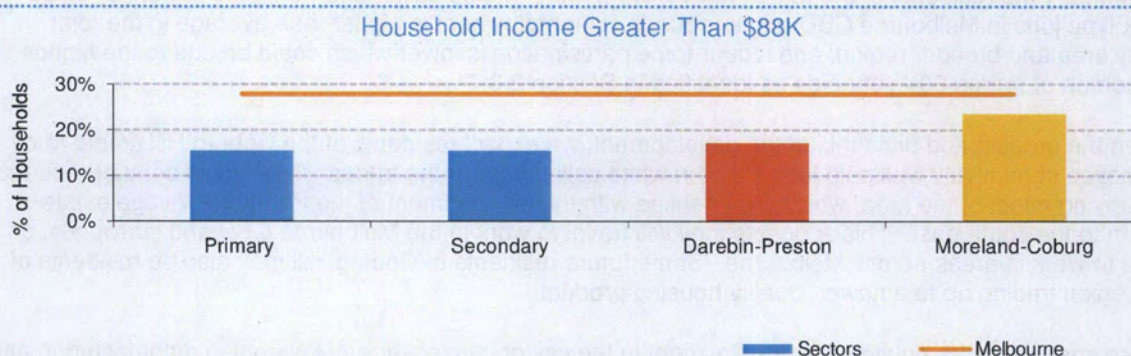
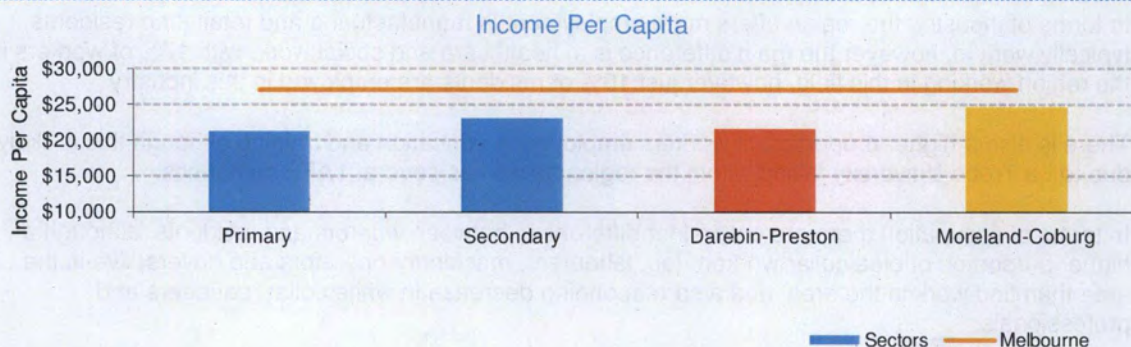
In summary the study area and surrounding region as at 2006 exhibited a more aged population than Melbourne as a whole, with below average incomes. Residents expected to move in to the Coburg Hill residential development can be expected to have a slightly different profile.

From speaking to Satterley's sales team and reviewing the housing offer and pricing strategy we envisage that future residents of Coburg Hill will be relatively more affluent families upgrading to their second home. This will have positive implications for the area with respect to the supportability of retail and potential other uses on the neighbourhood centre site.

Income & Age Profile, 2006

COBURG HILL MIXED USE PRECINCT

CHART 2.1



Source : ABS, Census of Population & Housing, 2006; Urbis

2.4 EMPLOYMENT

We have reviewed the 2006 Census data in order to understand the industries and occupations in which the catchment population work, and the types of employment currently available in the broader region.

The results of this analysis are shown in Table 2.3, Table 2.4 and Chart 2.2. Key points to note are:

- The total study area and the region is characterised by higher unemployment and lower labour force participation than Melbourne on average. Both the total study area and the Darebin – Preston SLA have relatively higher numbers of blue collar workers than the Melbourne average, and a corresponding decrease in white collar workers, with Moreland – Coburg the exception.
- Residents of the broader region work predominantly either in inner Melbourne and the CBD, or the region itself with 20% job containment. The next closest major work location is Hume – Broadmeadows.

- Workers in Preston and Coburg live predominantly in the region, or travel from the north and east (ie. Epping, Thomastown, Mill Park, Bundoora, Heidelberg).
- In terms of industry, the region offers more employment in manufacturing and retail than residents typically work in, however the main difference is in healthcare and social work, with 17% of workers in the region working in this field, however just 10% of residents are employed in this industry.
- There is also a higher proportion of workers employed in education and training although this is likely due to La Trobe University falling within the region as well as several TAFE campuses.
- In terms of occupation there are only minor differences between workers and residents, although a higher proportion of blue collar workers (eg. labourers, machinery operators and drivers) live in the area than find work in the area, and a corresponding decrease in white collar managers and professionals.

In summary the residents of the region tend to work more in blue collar jobs within the region, or office work type jobs in Melbourne CBD and surrounds. Unemployment is higher than average in the total study area and broader region, and labour force participation is lower which could be due to the higher proportion of retired 60+ year olds as identified in Section 2.3.

Given the product and price mix of the development, we expect residents of the Coburg Hill estate to be employed in relatively well paid jobs either in white collar work or the trades. This would contribute to the gentrifying effect of the area, which commenced with the development of the Pentridge Village estate 1.3km to the south east. This suggests they will travel to work in the Melbourne CBD and surrounds, or drive to work in areas across Melbourne. Some future residents of Coburg Hill may also be residents of the region trading up to a newer, quality housing product.

These characteristics (white collar employment in the city or blue collar employment in manufacturing and labouring) do not suggest demand for suburban commercial office space is high in the area.

Employment Status

RESIDENTS OF THE BROADER REGION, 2006

TABLE 2.3

Labour Force Characteristic	Trade Area	Moreland - Coburg	Darebin - Preston	Melbourne
White Collar Workers ¹	68.7%	72.8%	65.2%	70.8%
Blue Collar Workers	31.3%	27.2%	34.8%	29.2%
Labour Force Participation	57.8%	60.6%	56.7%	65.3%
% Unemployed	8.1%	5.3%	7.8%	5.3%

1. Includes Managers, Professionals, Sales, Clerical & Admin, and Community & Personal Service workers

Note: Broader Region made up of Darebin - Preston and Moreland - Coburg SLAs

Source : ABS, Census of Population & Housing, 2006; Urbis

Journey To Work by Location

RESIDENTS AND WORKERS IN THE BROADER REGION, 2006

TABLE 2.4

Top 5 Destinations Where Residents Work

	Number	% of Total
Darebin - Preston	7,269	14%
Melbourne CBD & Docklands SLAs ¹	6,910	13%
Melbourne - Remainder (Inner Melbourne)	4,773	9%
Moreland - Coburg	3,363	6%
Hume - Broadmeadows	2,322	4%

Top 5 SLAs Where Workers Live

	Number	% of Total
Darebin - Preston	7,123	18%
Moreland - Coburg	3,509	9%
Whittlesea - South West	2,598	7%
Whittlesea - South East	2,255	6%
Banyule - Heidelberg	2,032	5%

1. Includes SLAs of Melbourne - Inner and Melbourne - St'hrbank & Docklands

Note: Broader Region made up of Darebin - Preston and Moreland - Coburg SLAs

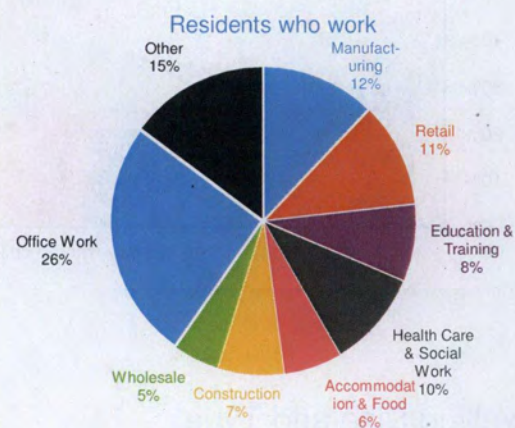
Source : ABS, Census of Population & Housing, 2006; Urbis

Journey To Work by Industry/Occupation

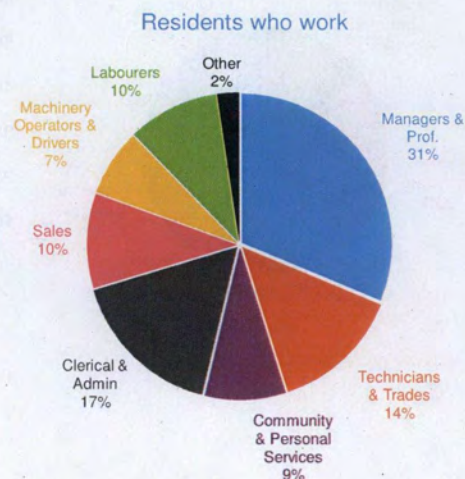
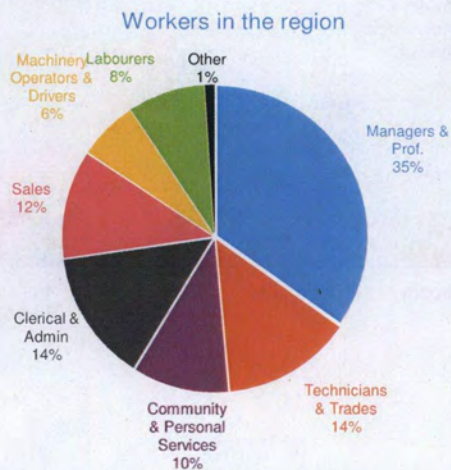
PRESTON & COBURG SLAs, 2006

CHART 2.2

INDUSTRY



OCCUPATION



Source : ABS, Census of Population & Housing, 2006; Urbis

2.5 HOUSEHOLD STRUCTURE, DWELLING TYPE, CHANGE

This section reviews the household structure and dwelling type and size in the region as at the 2006 Census. Key points to note from Chart 2.3 and Chart 2.4 are:

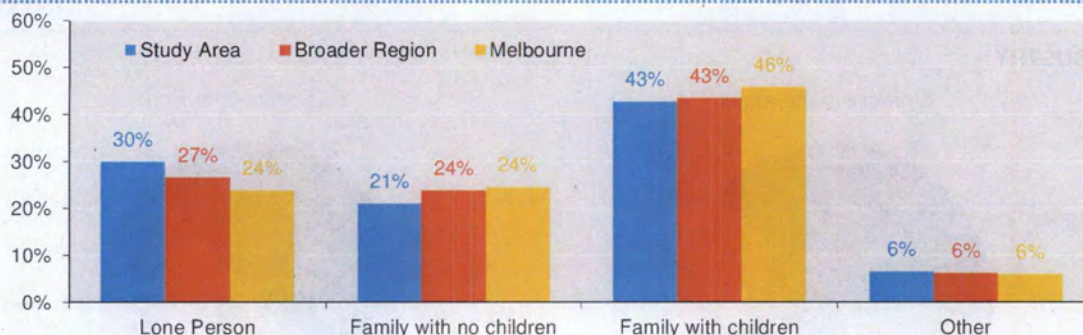
- The total study area and broader Coburg-Preston region exhibit larger numbers of people living alone than the Melbourne average, and corresponding lesser share of families.
- Separate houses dominate the total study area at 59% of all dwellings, however semi-detached dwellings (eg. townhouses) and flats/units/apartments make up a significant 40% share of dwellings, which is much higher than Melbourne on average (27%). This makes sense in light of the lower proportion of families, which tend to prefer larger houses with more bedrooms.
- By far the predominant dwelling size is 2 and 3 bedrooms, accounting for 85% of the dwelling sizes in the total study area, and 81% in the broader region.

Adding approximately 400 dwellings at Coburg Hill is likely to continue the historic dwelling mix. On offer are a variety of detached, semi-detached and terraced medium density residential dwellings on blocks ranging between 100-400 sq.m in land area. We expect a higher proportion of family buyers at Coburg Hill reflecting which will raise the proportion of family household structures in the region given that Coburg Hill represents an influx of around 1,200 residents to the area.

Household Structure

STUDY AREA & BROADER REGION, 2006

CHART 2.3

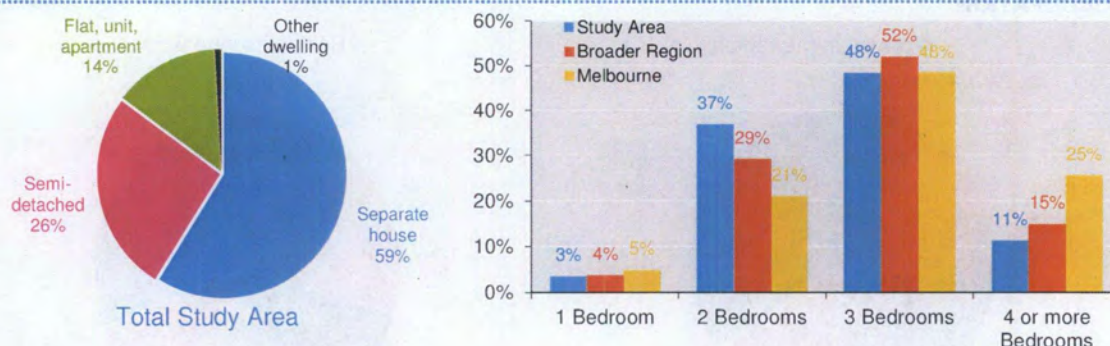


ABS Census of Population and Housing 2006; Urbis

Dwelling Size and Type

STUDY AREA & BROADER REGION, 2006

CHART 2.4



ABS Census of Population and Housing 2006; Urbis

Source : Urbis

3 Commercial Considerations

The prospects for commercial (office) use within the mixed use precinct of the Coburg Hill development are now assessed having regard to the location and demographic analysis outlined previously and against typical success factors for suburban office development.

The following table presents the key success factors for commercial office development, assesses the local area and rates a possible Coburg Hill development in the Neighbourhood Centre against each criteria:

TABLE 3.1 – COMMERCIAL SUCCESS FACTORS

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Part of broader commercial precinct	Commercial offices do well when there is significant established office floorspace nearby. The type of tenants in the precinct and the calibre of those tenants also influences whether office developments will be successful. A critical mass of certain types of office floorspace is ideal, co-located with broader uses such as retail and community services.	There is a small existing precinct in Elizabeth Street immediately opposite the site with a high level of vacancy. Likewise the West Preston precinct has more commercial floorspace in the form of real estate agencies and medical centres, but also a high number of vacancies. The nearest office precincts would be the mixed use Preston and Coburg town centres which are a more attractive location for a commercial office development.	x
Access to workforce	Due to changing work patterns, the distribution of white collar workers is now more evenly distributed throughout metropolitan areas than say 20 to 30 years ago, when large precincts within metropolitan areas were dominated by industrial activity and the nearby resident population provided the blue collar workforce. The erosion of industrial activity throughout Australian cities has led to widespread distribution of a white collar workforce.	The existing white collar workforce is below the Melbourne average proportion in the catchment area. Reflecting the price points and target market we expect the incoming residents of Coburg Hill to be predominantly employed in white collar occupations with existing employers. Other more substantial commercial precincts in the area afford better access to a larger workforce than the subject site.	x
Proximity to contacts/clients	Proximity to clients is another particularly important location factor for a suburban office. An activity reliant on servicing customers directly needs to be positioned to access as large a potential client base as possible.	For businesses serving anything beyond local markets more attractive locations in the area are considered to exist. Businesses serving a local need (tax agents, lawyers, banks, travel agents etc.) are also expected to choose other locations for their higher exposure to passing traffic.	?

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Accessibility including parking and proximity to public transport	Office precincts are usually dependent upon good accessibility across the entire metropolitan area (and beyond) as the demand for office workers is rarely restricted to one precinct. With increasing road traffic congestion, good accessibility includes both private (roads) and public (train, bus, tram) transport systems. Many private and public sector office users require parking either on site or immediately adjacent to office space for employees and clients.	The site is off a secondary road with limited public transport immediately adjacent, however there is a local bus route on Elizabeth Street (destination: Coburg station). Trams are at West Preston terminus (800m) and slightly further afield at North Coburg and East Coburg termini (1.7km and 1.3km respectively). Regent and Batman stations are also within 2km of the site. Office precincts generally are situated in closer proximity to public transport. The subject site is not considered to have desirable accessibility for most potential office occupiers.	x
Close to amenity precinct	Office worker amenity is an increasingly important driver behind demand for office space. Amenity includes retail, including food retail and food catering options such as supermarkets, cafes and restaurants, as well as general non-food retail shops; entertainment; and to a lesser extent sporting and cultural facilities.	There is a small existing precinct in Elizabeth Street, but this has a high level of vacancy. The West Preston commercial precinct is within 800m. Food catering options are however limited and are important for any successful office precinct. The subject site, if supermarket and other retail eventuate, will have sufficient amenity.	✓
Price competitiveness (to central CBD);	Suburban office developments require trade-offs in order to attract tenants and one of those is that rents need to be cheaper than office space in more desirable locations.	Unknown at this stage, although the observed high vacancy level suggests commercially viable office development may be difficult to achieve.	?

The locational attributes of the site are such that viable rental levels are not expected to be achieved in this location which has limited scale, transport accessibility and amenity. The West Preston precinct or large activity centres at Coburg and Preston would be more attractive commercial locations due to superior road and public transport access as well as existing established shops and tenancies.

The opportunity for the site is limited to:

- Decisions to locate there based on personal preferences of the business owner
- Soho (small office/home office) style buildings that do not rely on a fixed location

Both of these opportunities represent small scale, niche operations at a level on which it is considered to be difficult to base a commercial business case. Whilst the establishment of a small supermarket would add to the amenity and attractiveness of the area as an office precinct, the site would still be considered unable to meet the requirements of most potential commercial occupiers, particularly in the context of the availability of better locations in the vicinity.

4 Residential Considerations

Prospects for medium density residential on the site are again considered against typical observed success factors and consideration of locational and demographic attributes of the area.

The following table presents the key success factors for apartment living, assesses the local area and rates a possible Coburg Hill development in the Neighbourhood Centre against each criteria:

TABLE 4.1 – RESIDENTIAL SUCCESS FACTORS

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Proximity to CBD	A key factor in determining demand for apartments is the distance from the CBD. People seeking to live close to the city with its attendant amenities such as employment, entertainment and retail are willing to trade off with smaller dwelling size and higher density living. This particularly applies to young professionals without children and lone person households.	The Coburg Hill development is around 9km from the CBD. This is within the 10km radius that is increasingly seeing large numbers of successful apartment developments.	✓
Proximity to Transport	Apartments located within close proximity to a train station or tram line support more intensive forms of development. Being within walking distance of a train station is particularly attractive to workers commuting into the CBD or other places of employment. Minimal commuting times and ease of access are key considerations in the decision to move to higher density developments. An apartment location in close proximity to transport is a key decision criteria for both owner occupiers and renters/investors. In the absence of strong connectivity, the product is likely to be attractive to a much reduced segment of the market.	The closest trams are at West Preston terminus (800m) and slightly further afield at North Coburg and East Coburg termini (1.7km and 1.3km respectively). Regent and Batman stations are also within 2km of the site. Whilst a local bus route exists on Elizabeth Street which serves Coburg Station, relative to other apartment developments this site's connections to public transport are not as good. Overall, public transport connectivity is considered to be modest.	?
Access to Freeways	Good freeway access is beneficial for residential development, particularly in outer suburban locations.	The northern suburbs do not have the easy access to freeways that other parts of Melbourne enjoy. Bell Street runs to the south of the site and accesses the Tullamarine & Calder Freeways (5km west) but can get congested especially during peak hours, while the Metropolitan Ring Road is some distance to the north.	x

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Retail / Entertainment Amenity	One benefit of apartment living is often improved access to a wide variety of entertainment, recreation, retail and service facilities. This is due to the critical mass of the denser population being able to support a wider range of facilities that may not be viable in a low-density area. This benefit generally extends to the ability to access these amenities without having to get into a car – which is generally captured within a 400 metre walking distance. It is also important to offer a range of activities, such as a variety of retail as well as entertainment facilities such as cinemas, cafes and restaurants.	There is a small existing precinct in Elizabeth Street, but this has a high level of vacancy. The West Preston commercial precinct is within 800m. The nearest significant commercial precinct is at a distance that would most likely be accessed by car, are in Coburg and Preston town centres. Development of a supermarket and other commercial activity can be expected to contribute to the activity and amenity. A larger supermarket would generate greater activity and afford greater amenity.	?
Views/ Aspect	Apartments are often successful when they can provide water, park or CBD views. Well elevated sites or sites that have significant views such as beach, river, golf courses or scenic vistas are often attractive for high density living. These views are expected to be available in perpetuity and not likely to be built out or obscured. A favourable aspect (i.e. north facing) is particularly desirable as it allows for solar access throughout the year.	Coburg Hill enjoys great views of the Melbourne CBD from the upper reaches of the site, and a shop-top apartment development view would be unlikely to be built out.	✓✓
Visual Amenity	One of the attractions of apartment living is the lack of maintenance involved, mainly from the absence of a garden. To counter the lack of private outdoor space, access to public open space can be a decisive factor in the choice to move to a high density environment. The loss of backyard or courtyard can be compensated by a high quality public space that is within comfortable walking distance. The open spaces should be able to accommodate a range of functions. They should also provide a feeling of personal comfort and safety.	The Kodak site as a whole is well located with respect to public open space, being bordered on the western side by the Edgars Creek Reserve. It is also in close proximity to sporting facilities in Coburg including the Coburg outdoor swimming pool , Coburg Lake environs, Harold Stevens athletics track and basketball stadium to the south west. There are also tennis courts and a park down Dunstan Street to the east, closer to the Neighbourhood Centre site.	✓✓✓

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Noise	An important aspect for the success of residential developments is the level of noise pollution. Older couples and young families on particular are more attracted to quiet living environments, compared with living on busy and noisy main roads.	The site is located on a secondary road across from a primary school, in a predominantly residential environment. We expect there would be some levels of noise generated from the primary school but on the whole the residents would have quiet enjoyment of the local area.	✓✓

The location exhibits a number of characteristics indicating its suitability for and strong success prospects for medium density apartment developments. Particular attributes the site would do well to capitalise on include the very good views of the city skyline, and its access to local community facilities and parks. Areas requiring attention would be the lack of attendant retail and entertainment amenity in the area currently. This may be overcome in time given the proposed retail element of the development.

5 Retail Considerations

This section reviews the available retail spending market and the competitive environment in the surrounding area. We establish whether the supermarket is supportable and appropriate and identify those factors relevant in considering an appropriate size. The retail study area encompasses immediate, primary and secondary catchments as defined in Section 2.

In the first instance the analysis is based on consideration of a 1,800 sq.m supermarket reflecting already presented plans. We then go on to consider the effects of a larger full line supermarket locating of the site.

We now understand there is a proposal to increase the size of the supermarket to 3,700 sq.m and we comment on the likely impacts.

5.1 AVAILABLE SPENDING MARKET

In this section we look at current retail expenditure per capita by residents of the total study area, and the total spending market generated by applying per capita retail spending rates to the population of the study area forecast in Section 2.2.

Retail spending market estimates are generated by *Market Info*, a model developed by MDS Market Data Systems Pty Ltd. The model is based on information from the ABS Household Expenditure Survey (HES), the Census of Population and Housing (2006) and other information sources that provide up-to-date information on changes in spending behaviour and/or income levels (e.g. Australian National Accounts, Australian Taxation Statistics etc.). *Market Info* is used widely by stakeholders in the retail industry.

As shown in Table 5.1, per capita spending on total retail goods and services by residents of the study area is 8% below the Melbourne average. Interestingly this is a lesser margin than the difference in per capita incomes identified in Section 2.3 would suggest.

Importantly for a local shopping centre such as this, per capita spending rates on food product groups are just 5% below the Melbourne average, and retail services (such as hairdressing, dry cleaners and other retailer types typically found in small neighbourhood convenience centres) are 9% below average.

Retail Spending Variation from Averages 2011 (\$2011, Ex GST)

COBURG HILL NEIGHBOURHOOD CENTRE MAIN TRADE AREA

TABLE 5.1

Product Group	Aust.	Melbourne	Centre MTA	Var'n From Benchmarks (%)	
				Aust.	Melbourne
Food Retail	5,101	5,142	5,049	-1%	-2%
Food Catering	1,292	1,502	1,283	-1%	-15%
Apparel	1,147	1,200	1,006	-12%	-16%
Homewares	868	851	759	-12%	-11%
Bulky	1,135	1,177	1,015	-11%	-14%
General/Leisure	1,406	1,523	1,340	-5%	-12%
Services	424	445	406	-4%	-9%
Total Retail Spending	11,373	11,839	10,858	-5%	-8%
DSTM Spending	4,556	4,750	4,121	-10%	-13%
Food	6,393	6,644	6,332	-1%	-5%
Non-Food	4,980	5,195	4,527	-9%	-13%

Source: MDS, MarketInfo 2010; ABS, Australian National Accounts: National Income, Expenditure, and Product Accounts (5206.0); Urbis

Looking at the total spending market we can see that residents in the total study area currently generate around \$63.1 million of retail spending. We estimate that currently nearly all of this retail expenditure is leaving the local study area in favour of the retail offer at Coburg and Preston town centres, and regional shopping centres such as Northlands.

Looking forward to 2021, when the Coburg Hill estate is expected to be developed in full, we expect the total spending market to comprise \$74.6 million. However, this may be a conservative estimate as it is based on the socio-demographic indicators of the current population. We expect the people moving in to Coburg Hill to be relatively more affluent and thus the total retail spending market generated could well be higher than this.

Total Spending Market, 2011-2021 (\$2011, Ex GST)

COBURG HILL NEIGHBOURHOOD CENTRE MAIN TRADE AREA

TABLE 5.2

Year	Food & Grocery \$M	Total Food \$M	Total Non-Food \$M	Total Retail \$M
2011	26.5	36.8	26.3	63.1
2012	26.7	37.0	26.5	63.5
2013	27.0	37.6	27.4	64.9
2014	27.3	38.1	28.1	66.2
2015	27.5	38.5	28.8	67.3
2016	27.8	39.0	29.4	68.4
2017	28.1	39.4	30.1	69.6
2018	28.4	39.9	30.9	70.8
2019	28.7	40.4	31.6	72.0
2020	29.0	40.9	32.4	73.3
2021	29.4	41.4	33.2	74.6

Average Annual Growth ¹				
2011-16	1.0%	1.2%	2.3%	1.6%
2016-21	1.1%	1.2%	2.4%	1.7%
2011-21	1.0%	1.2%	2.3%	1.7%

1. Assumes average annual per capita growth of -1.6% in 2010-2015 and 0.8% thereafter, with different growth rates for each product group.

2. Current year is financial year ; Forecast years are financial years

Source: MDS, MarketInfo 2010; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

5.2 COMPETITION

Table 5.3 on the following page outlines the competing retail in the broader region, which is also shown in Map 1.1. As shown, residents have no full line supermarkets within 2km and the closest higher order shopping is 5km to the east at Northland Shopping Centre.

This suggests a supermarket may fulfil a need in the market to access groceries and convenience type retail goods within a walkable distance of the Coburg Hill estate.

Competitive Environment

COBURG HILL NEIGHBOURHOOD CENTRE

TABLE 5.3

Centre	Dist. ¹ From Centre (km.)	Major Tenants		Comments
		Food	Non Food	
Regional Centres				
Northland Shopping Centre	5.0	Coles, Woolworths	Myer, Kmart, Target	Major regional centre - residents highly likely to shop here for non-food. Supermarket shopping may be less convenient.
Sub-Regional Centres				
Northcote Plaza	6.6	Coles x 2	Kmart	These centres are all distant from Coburg Hill however residents may shop here, particularly as Brunswick & Northcote have easy access to public transport.
Barkley Square, Brunswick	6.8	Coles, Woolworths	Kmart	
Campbellfield Plaza	7.4	Coles	Kmart	
Other Supermarkets and Town Centres				
West Preston Shops	800m	Budget Rite		Close but limited offer. High vacancy rates at time of visit for broader strip. Sole grocer in the study area, and it's only small.
Preston Town Centre (nr railway station)	2.3	Woolworths, Aldi, Preston Market (food and non-food)		Closest full-line supermarket. Preston Market also a drawcard for residents' food shopping in the area.
Gilbert Road Shops	2.5	Foodworks		Small convenience shop at end of tram line.
Reservoir Town Centre (nr railway station)	3.1	Coles, Supa IGA		Offers a variety of takeaway shops, fast food and retail services. Retail along Sydney Road varied and multicultural. Large provision of supermarket floorspace and easily accessible for residents.
Coburg Town Centre (nr railway station)	3.2	Coles x 2, Woolworths		Neighbourhood shopping centre less likely to be used by trade area residents.
South Preston Shopping Centre	4.7	Woolworths		Relatively distant from Coburg Hill but relatively easy access along Murray Road and Gaffney Street for residents travelling west (eg. for employment)
Coles Pascoe Vale (Gaffney Street)	4.9	Coles		Summerhill Village and surrounds. Target recently closed its store in this precinct.
Plenty Road Reservoir	5.3	Coles, Woolworths		These town centres offer a variety of other retailing along their respective main streets (Sydney Road and High Street) which may attract residents this far, particularly as the closest Year 7-12 secondary schools are located in Brunswick & Northcote (Coburg SHS accepts students from Year 10-12).
Brunswick Town Centre (nr railway station)	6.0	Aldi, Mediterranean Wholesalers Supermarket, Woolworths, Supa IGA		
Northcote Town Centre (High Street)	6.5	Aldi, Not Quite Right, IGA (town centre also includes Northcote Plaza)		

1. Distance measured by most direct road route

Source: PCA, Australian Shopping Centre Database 2010; Urbis

5.3 SUPPORTABILITY ASSESSMENT

We have conducted a high level assessment of the supportability of an 1,800 sq.m supermarket on the subject site. Applying an average trading level of \$7,100 per square metre (based on our experience with other comparable neighbourhood centre developments), this results in a turnover figure of \$12.8 million. Of this the majority of turnover will be derived from the food and grocery spending market (\$11.8 million).

Table 5.4 presents the expected market shares achievable in each trade area sector and calculates the resulting turnover from each sector. Whilst the development would likely occur sooner, we have presented the analysis at 2021 when the Coburg Hill site is expected to be fully occupied.

In determining the achievable market share we have given consideration to:

- The accessibility of each trade area sector
- The competitive environment
- The scale of the proposed supermarket and its assumed operation by a national chain retailer.
- The locational attributes of the subject site.

In addition, a proportion of supermarket turnover can reasonably be expected to come from beyond the trade area. Given Newlands Primary School is located opposite the development we have allocated 15% of turnover from beyond the study area.

The exercise demonstrates that a 1,800 sq.m supermarket is supportable in the subject development.

Indicative Supermarket Supportability, 2021

COBURG HILL MIXED USE PRECINCT, \$2011

TABLE 5.4

Year	Unit	
Supermarket Floorspace	sq.m	1,800
Turnover @ \$7,100 per sq.m	\$M	12.8
Less: General Merchandise turnover @ 8%		
Food & Grocery Turnover	\$M	11.8

Sector	F&G Market (\$M)	Achievable Market Share (%)	Turnover (\$M)
Immediate	6.0	50%	3.0
Primary	8.2	35%	2.9
<u>Secondary</u>	<u>21.1</u>	<u>20%</u>	<u>4.2</u>
Study Area	35.4	29%	10.1
Turnover from Beyond @ 15%			1.8
Total Food & Grocery Turnover			11.8

Source: MDS, MarketInfo 2010; ABS, Australian National Accounts: National Income, Expenditure and Product Accounts (5206.0); Urbis

5.4 RETAIL SUCCESS FACTORS

The following table presents the key success factors for retail, assesses the local area and rates retail in the Coburg Hill Neighbourhood Centre against each criteria:

TABLE 5.5 – RETAIL SUCCESS FACTORS

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Appropriate scale and tenant mix	A retail scheme has to be large enough to be attractive to a range of market segments and at the same time of a sustainable scale. Retail needs to be suited to the needs and desires of the local residents who will ultimately determine its success.	Looking at the available spending market and distribution of competitors in the area we can see that a small supermarket of 1,800 sq.m meets the needs of residents and is supportable. The supermarket will be sleeved by specialty tenancies which will improve the look of the development from the street and broaden the retail offer.	✓
Parking	Well designed, easily accessible carparking is important, especially for supermarkets and convenience related retail.	Current plans for the development include some 100 car parks which we consider sufficient and would avoid use of surrounding streets by shoppers.	✓✓✓
Strong anchor tenants / quality of individual tenants	The success of neighbourhood centres is heavily reliant on the strength of the tenants. Experienced, competent and appealing operators are important to the success of any local retail precinct.	At this stage we understand plans include a 1,800 sq.m supermarket. This is small in contrast to a full-line supermarket of 3,000 – 3,500 sq.m and the level of activity generated would therefore be reduced in the case of a 1,800 sq.m store.	?
Exposure to main roads / 'ant tracks'	Exposure to main roads generates passing-by retail business, as well as providing greater accessibility to the centre. Small local convenience facilities are destination uses that must effectively serve the residential population in their immediate location. To this extent they require sufficient levels of vehicular and pedestrian flow past the centre.	While Elizabeth Street is a secondary connector road, the entrance and exit to the Coburg Hill estate is situated alongside the proposed neighbourhood centre. This will provide a flow of residents. Additionally it will be co-located with Newlands Primary School allowing multi-purpose trips by study area residents. The proposed supermarket is small in size and serving a more local catchment, therefore main road exposure is less significant.	?

CRITERIA	DESCRIPTION	ASSESSMENT	RATING
Proximity to other complementary uses	Neighbourhood centres often need to be facilities that are located so that they can be used on conjunction with a journey for another purpose.	Newlands Primary School is across the road. There is currently a small shopping strip on Elizabeth Street including a medical centre. A bus route runs up Elizabeth Street.	✓✓
Proximity to competitors	A centre in close proximity to directly competing centres or retailers is likely to be less successful than a centre in an area with limited competition.	The closest supermarket is 2.3km distant at Preston shops. The closest regional centre is 5km distant (Northland).	✓✓

The above table highlights the site as suitable for accommodating retail activity serving the convenience needs of the local population,

5.5 SIZE CONSIDERATIONS

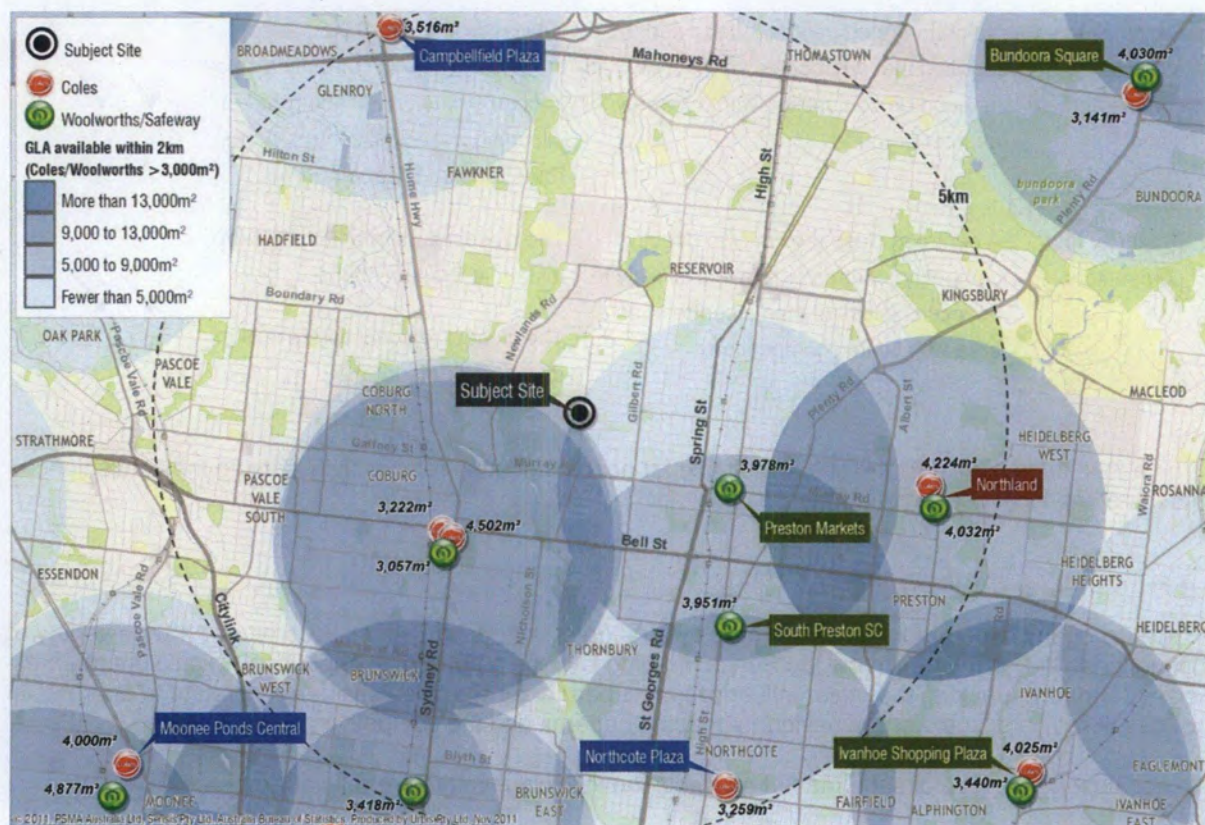
The size of any supermarket is determined by a range of factors and varies according to a wide variety of influences. In Perth for example the Sunday trading law has a noticeable impact on typical supermarket sizes. Broadly speaking the major influences on supermarket size are considered to relate to operational issues of retailers, customer behaviour, shopping patterns and the competitive environment.

In considering the size of supermarket available the following factors are relevant:

Customer Behaviour

- Supermarket shopping can be divided into weekly and "top-up" shopping trips. Weekly or main shopping trips generally describe the large volume visits to the supermarket where the majority of spending occurs. In addition to the main shop customers can also be expected to undertake top-up shopping trips purchasing for example bread and milk on a more frequent basis and at a more localised store. Customers generally travel greater distances and to a full-line store to undertake their main shopping trip.
- Given that there is limited provision of large supermarkets within the local area, a larger store would be of greater benefit to residents of the study area as it would maximise choice and product range and minimise the need to travel longer distances to less convenient stores. Map 5.1 identifies those areas with and without access to a full-line supermarket within 2km.
- As identified in earlier sections of this report the residents expected to live at Coburg Hill are families paying off mortgages with high levels of labour force participation and higher incomes than average. This type of consumer is most likely to shop once a week. Given this demographic and the pattern of supermarket shopping that we would expect to eventuate, a 1,800 sq.m store would not be as capable of providing the range of products required or desired for the major weekly shop. Consequently if a 1,800 sq.m store did eventuate we would expect residents of the trade area to visit larger stores within or beyond the trade area.
- A full-line (over 3,000 sq.m) supermarket can be expected to offer greater range and convenience to the shoppers and enable a broader range of shopping activities (including weekly trips) to occur.
- A larger supermarket in the location would reduce the need for residents to visit larger stores beyond the trade area.

Map 5.1 – GLA Accessibility



Operational Issues

- The efficient (from a supermarket operator perspective) operation of a supermarket relies on the ability to accommodate a number of stock keeping units (SKUs). Larger stores can for example accommodate a greater range and choice (more SKUs). Costs of supplying, staffing and running stores of less than 2,000 sq.m are generally less efficient than larger store in locations such as this.

Competitive Issues

- Retailing is an important contributor to the local economy and local employment. In order to compete effectively with other supermarkets in and around the trade area and to retain retail spending and jobs more locally, supermarkets need to be able to compete effectively.
- There is a current absence of a quality retail offer in the locality, a sufficient retail spending market, and the site attributes mean that a full line supermarket would justify urban design outcomes such as an underground carpark and sleeving the 'box' of the supermarket with other shops and potential residential apartments.

Community Benefits

- A larger store in this location would also provide a larger quantum of local jobs which would benefit residents of the area, particularly given current high unemployment levels in the study area relative to Melbourne.
- Local residents are more likely to direct a greater proportion of spending to a larger store. Community benefits can therefore be expected to accrue as a result of reducing the need to travel and in greater number of trips generating greater activity levels and enhancing the appeal of and prospects for the broader Elizabeth Street precinct.

In summary, a full line supermarket (over 3,000 sq.m) anchored retail precinct is expected to have a number of benefits which would be diminished if only a smaller store were to be accommodated on site. These benefits include:

- A broader range of choices for consumers than would otherwise be provided, increasing the ability for the community to make multipurpose trips and thus diminishing time spent in cars and the associated environmental, traffic congestion and social costs;
- Higher activity levels for the precinct leading to the ability to support additional facilities such as the currently vacant shops on Elizabeth Street
- Greater prospects for the facility to eventuate within a reasonable timeframe given retailer interest at this proposed scale.

A smaller, independent store would be less likely to fully satisfy the needs of local residents, and is considered unlikely to support a broad range of other retail facilities on the site and in Elizabeth Street.

A full-line supermarket in this location would fill a gap in the market and reduce travel times for local residents with attendant environmental and traffic benefits. In addition the presence of a strong operator running a successful supermarket in this neighbourhood will become a catalyst to revitalise the vacant shops on the opposite side of Elizabeth Street.

6 Summary and Conclusions

Regarding the appropriate uses on the mixed use precinct the table and dot points below reflect our findings in relation to the appropriateness and scale of different land uses.

Office	Poor site attributes suggest this would be high risk	✗
Apartments	At an appropriate price point and scale the subject site could support medium density apartment development	✓
Retail	Yes but important that the benefits are not compromised by limiting the scale of the anchor tenant or quality and quantum of parking.	✓

- Population growth in the area surrounding Coburg Hill has been slow, with a net increase averaging 15 people per annum over the last 15 years as shown in Table 2.1. The effect of the influx of population in the Coburg Hill development is therefore significant for the area. Total residents of the study area in 2021 are expected to be 7,300 people.
- The study area and surrounding region as at 2006 exhibited a relatively aged population with below average incomes. We expect residents moving in to the Coburg Hill development will be relatively more affluent families upgrading to their second home. This will have positive implications for the area with respect to the supportability of potential uses on the neighbourhood centre site.
- Residents of the region tend to work more in blue collar jobs within the region, or office work type jobs in Melbourne CBD and surrounds. Unemployment is higher than average in the study area and broader region, and labour force participation is lower. We expect residents of the Coburg Hill estate to be employed in relatively well paid jobs either in white collar work or the trades. This suggests they will travel to work in the Melbourne CBD and surrounds, or drive to work in areas across Melbourne. Some future residents of Coburg Hill may also be residents of the region trading up to a newer, quality housing product. These characteristics (white collar employment in the city or blue collar employment in manufacturing and labouring) do not suggest demand for suburban commercial office space is high in the area.
- The site does not score highly when rated against commercial office success factors. Site attributes are such that viable rental levels are not expected to be achieved in this location which has limited scale and transport accessibility. The West Preston nearby precinct would be a more attractive commercial location due to superior road and public transport access as well as existing established shops and tenancies, but still struggles to provide any significant level of white collar employment.
- Current housing stock is predominantly 2 and 3 bedroom detached housing. On offer at Coburg Hill are a variety of detached, semi-detached and terraced medium density residential dwellings on blocks ranging between 100-400 sq.m in land area. However we expect a higher proportion of family buyers at Coburg Hill which will raise the proportion of family households in the region.
- The location exhibits a number of characteristics indicating its suitability for and strong success prospects for medium density apartment developments. Particular attributes the site would do well to capitalise on include the very good views of the city skyline, and its access to local community facilities and parks. Areas requiring attention would be the lack of attendant retail and entertainment amenity in the area currently. This may be overcome in time given the proposed retail element of the development.
- The site scores relatively highly on success factors for neighbourhood centre retailing. Residents have no full line supermarkets within 2km and the closest higher order shopping is 5km to the east at Northland Shopping Centre. We consider a supermarket will fulfil a need in the market to access groceries within a walkable distance of the Coburg Hill estate.

- A larger supermarket in this location would fill a gap in the market and reduce travel times for local residents with attendant environmental and traffic benefits. In addition the presence of a strong operator running a successful supermarket in this neighbourhood will become a catalyst to revitalise the vacant shops on the opposite side of Elizabeth Street.
- A smaller independent store would not achieve these benefits. The level of other goods and services that a small store could support would also be reduced which would further limit the services available to the local population and limit prospects for the revitalisation of retailing on Elizabeth Street. Moreover, a smaller supermarket and reduced turnover expectations would impact on the viability of providing a basement parking area, with it being more likely that a larger surface level carpark would be required.

The outcome of our retail supportability assessment shows a 1,800 sq.m supermarket is supportable in this location, however a larger store would create further benefits accruing to the community, the retailer and the consumer:

It is considered that a supermarket of less than full-line scale would not meet the needs of residents in terms of their main weekly shop requiring customers to travel further and to facilities outside the area in undertaking their main shopping trips.

Community need generally describes social and environmental aspects or outcomes associated with retail planning. In this context community need could be considered to be met through provision of a centre that:

- Provides activated street frontages
- Provides an attractive environment
- High activity levels
- Minimising need for use of the private vehicle
- An urban design that provides a legible pedestrian friendly layout without dead ends or areas of poor natural surveillance.

In this context a large supermarket can be expected to result in greater benefits to the consumer, the retailer and the community.

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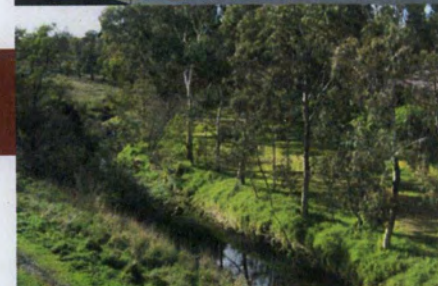
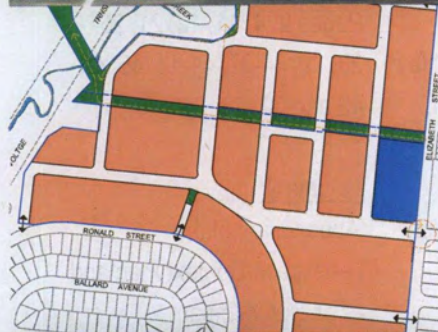
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APPROVED UNDER DELEGATED
AUTHORITY FROM MINISTER
FOR PLANNING ON

- 1 MAY 2012

DEVELOPMENT PLAN

Coburg Hill

173 - 199 Elizabeth Street, Coburg

Original version: 12 July 2010 (Approved 21 July 2010)

Amended:

July 2011 (Version B)

April 2012 (Version C)

Volume 1 of 2

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LIST OF AMENDMENTS TO THE DEVELOPMENT PLAN

Version	Approved	Amendments	Pages Changed
B	July 2011 By Minister for Planning	- Changes to various layout plans to include an updated road layout. - Updated Traffic Impact Assessment (by CPG) to replace earlier Assessment. - Changes to the Indicative Building Height Plan (page 28) - Environmental Audit response (section 5.12.2) amended to require consideration of any changes or addenda to approved environmental documents. - Site owner details (section 1.3) updated. - Various consequential changes.	<u>Volume 1:</u> Pages 2, 4, 11, 12, 21, 25-28, 30, 34-37, 41-43, 45, 46, 49 and 50. <u>Volume 2:</u> 'Appendix A' of the Landscape Context Plan and all of Traffic Impact Assessment.
C	April 2012 By Minister for Planning	- Increases the total allowable floor area for shops within the 'neighbourhood hub' to 4,500 square metres. - Incorporates a new 'Commercial Assessment' (November 2011) to replace the earlier 'Retail Sustainability Assessment'. - Various consequential changes.	<u>Volume 1:</u> Pages 2, 31, 32, 33. <u>Volume 2:</u> All of the 'Retail Sustainability Assessment' (Technical Report number 13) is replaced by the 'Commercial Assessment' (November 2011).

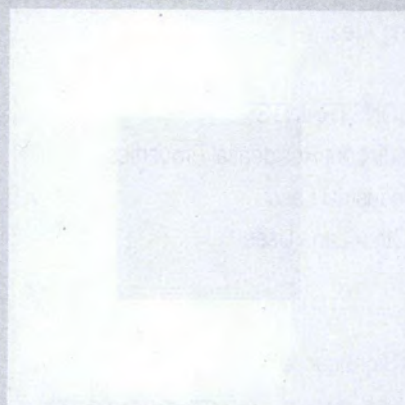
Amendment Notation

The current version of this Development Plan was last amended in April 2012. Development Plan pages that have been amended include the date of the amendment and the associated version reference in the page footer. Pages from the original Development Plan that have not been amended are dated July 2010.

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1 INTRODUCTION

1.1 LOCATION AND BACKGROUND

The subject site comprises an irregular shaped area of land that is approximately 20.54 hectares in size. It is located within the City of Moreland, approximately 2 kilometres north of Coburg, and 2 kilometres west of High Street Preston. The site is approximately bound by Tilley Street to the north, Elizabeth street to the east, Ronald and Boyne Streets to the south and by Edgars Creek to the west.

The site was previously owned by Kodak and was occupied and operated as a part of the factory site and headquarters for Kodak's Australasian operations from 1961. The Kodak complex also included approximately 7.148 hectares of land immediately to the west of the site on the opposite side of Edgars Creek. The two parts of the site were operated as a single complex with internal pedestrian and vehicle connections available via a bridge across Edgars Creek. The Kodak complex closed in 2004 and most of the buildings and infrastructure associated with Kodak's operation have subsequently been demolished and removed from the site. The site was formally acquired by Coburg (Victoria) Pty Ltd in December 2007.

The western portion of the former Kodak site (west of Edgars Creek) forms part of the Newlands Core Industrial Employment Precinct and Moreland City Council has consistently sought to ensure that it retains an industrial function consistent with its previous use and the surrounding industrial area. In March 2008 Moreland City Council approved planning permit reference SP / 2007 / 234 for the creation of a 2 lot subdivision to excise the western portion of the site. This subdivision enabled sale of the land to Conga Foods and facilitated the timely relocation of Conga Foods plant and distribution centre to the western portion of the site. This has retained the industrial use and employment function of the property.

This Development Plan relates to the redevelopment of the *eastern* portion of the former Kodak site. The site is known as 173-199 Elizabeth Street and, as noted above, is approximately bound by Tilley Street to the north, Elizabeth Street to the east, Ronald and Boyne Streets to the south and by Edgars Creek to the west. The bridge which spans Edgars Creek also forms part of the Development Plan site.

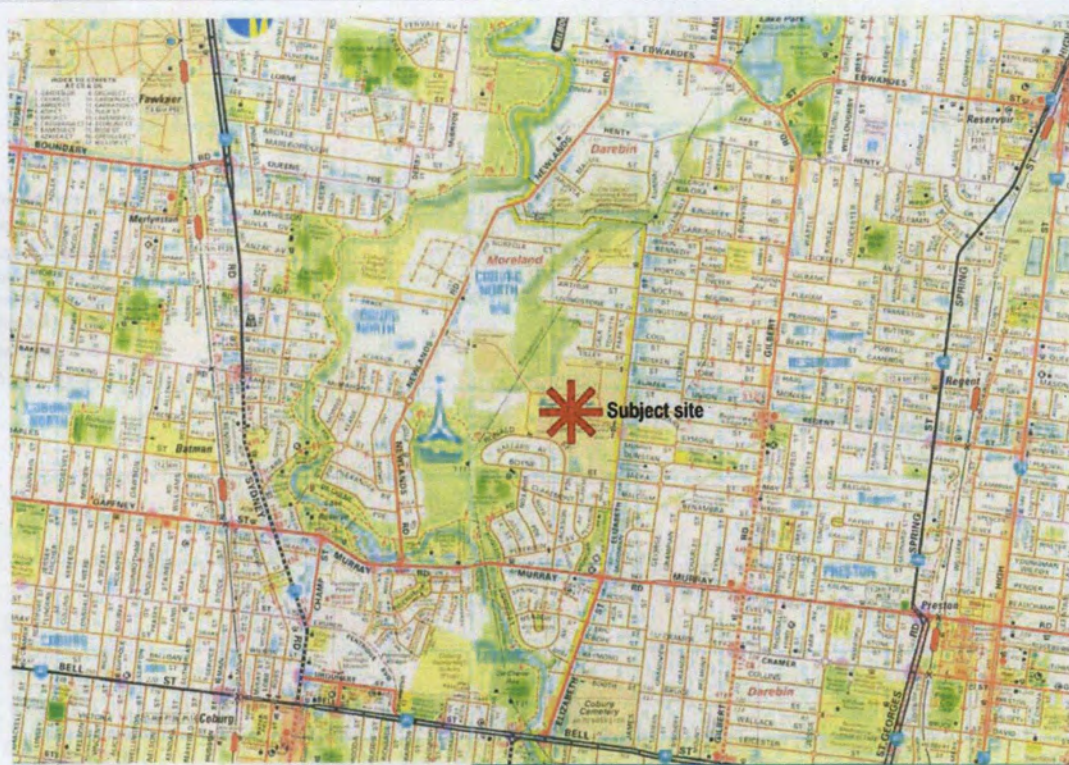
In May 2009, the site was rezoned from Industrial 1 Zone to Residential 1 Zone (R1Z) and Business 1 Zone (B1Z) by Planning Scheme Amendment C111.

1.2 THIS DEVELOPMENT PLAN

This Development Plan has been prepared in accordance with the provisions of Clause 43.04 of the Moreland Planning Scheme and Schedule 10 to the Development Plan Overlay (DPO10). The Development Plan relates to all of the land included within the boundary designated on the Development Plan Map in Section 5.2.

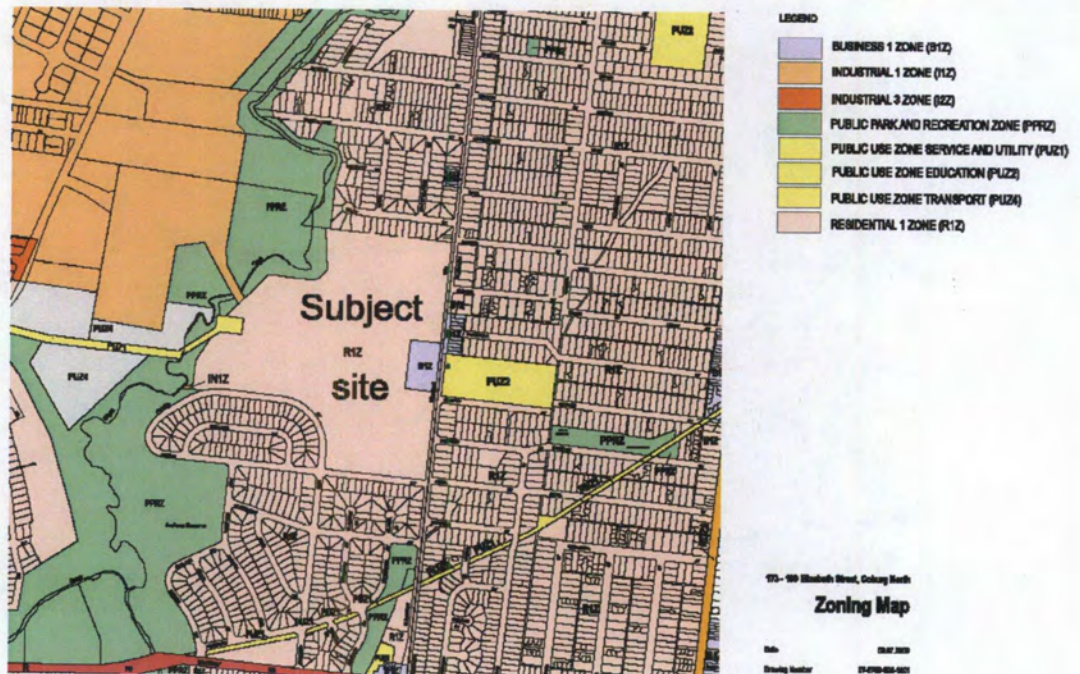
The Development Plan comprises:

- this report - summarising relevant issues and describing the map;
- the Development Plan Map (section 5.2) - depicting housing areas, a neighbourhood hub, road layout, open space networks and other elements;
- the following specialist reports:
 - *173-199 Elizabeth Street, Coburg North, Vegetation Assessment* (8 November 2007), Biosis Research Pty Ltd;
 - *Kodak Site Coburg, Viewshed Analysis Report* (November 2009) EDAW;
 - *Former Kodak Site, Built Form Analysis* (June 2009), Collie Pty Ltd.
 - *173-199 Elizabeth Street, Coburg North, Heritage Strategy and Management Plan* (July 2008), Bryce Rawoth Pty Ltd;
 - *Vision for Community Infrastructure & Open Space, 173-199 Elizabeth Street, North Coburg*, (October 2009), ASR Research;
 - *173-199 Elizabeth Street, Proposed Residential Development, Environmental Noise Assessment* (28 October 2009), Marshall Day Acoustics;
 - *Environmental Management Plan, 173-199 Elizabeth Street, Coburg*, (30 November 2009), Ark Resources;
 - *Engineering Services Report, 173 Elizabeth Street, Coburg North* (October 2009), WBCM Group;
 - *173 Elizabeth Street, Coburg, Stormwater Drainage Masterplan* (25 November 2009), Neil M Craigie Pty Ltd for WBCM Pty Ltd;
 - *Kodak Site, Landscape Context Study* (August 2007) EDAW;
 - *Landscape Concept Plan, 173 – 199 Elizabeth Street, Coburg* (November 2009), Collie Pty Ltd.
 - *173-199 Elizabeth Street Coburg North, Strategic Assessment of Employment Opportunities* (November 2009), Collie Pty Ltd.
 - *Coburg Hill Mixed Use Precinct, Commercial Assessment* (November 2011), Urbis.
 - *Kodak Residential Development, 173-199 Elizabeth Street, Coburg North, Traffic Impact Assessment*, (30 May 2011), CPG ;
 - *Location Options for Affordable and Accessible Housing on the Former Kodak Site - Coburg North*, (16 November 2009), K2 Planning.



173 - 199 ELIZABETH STREET, COBURG NORTH
SUBJECT SITE

15.07.2006
Scale: 1:4000 @ A3
Drawing 014/00-000



1.3 SATTERLEY PROPERTY GROUP

The Satterley Property Group (Satterley) bought the subject site in October 2010 and will be the development manager for the site.

Satterley was formed in Western Australia in 1980. The company has since expanded into Victoria and Queensland and is Australia's leading private residential land developer.

The company has developed more than 130 residential projects and sold more than 50,000 lots in the past three decades.

Satterley has won numerous prestigious international, national and state awards for excellence in residential communities, environment and urban renewal.

2 EXISTING CONDITIONS

The following section describes the historical development of the site and the natural and physical character of the site and the surrounding area.

2.1 SUBJECT SITE

2.1.1 History

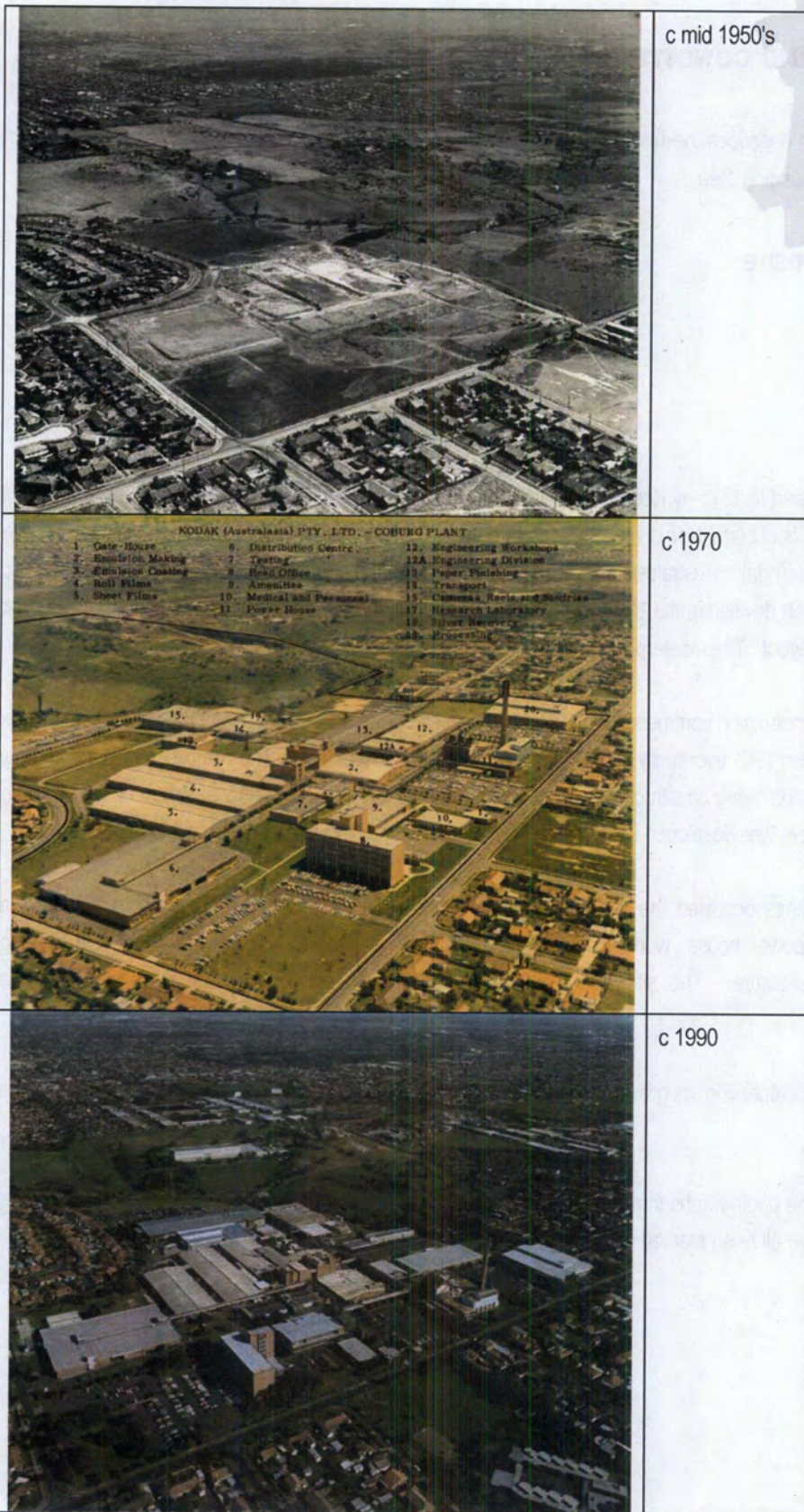
The site was purchased in 1943 by Kodak (Australasia) Pty Ltd (Kodak). It remained virtually undeveloped until the 1950's when architect Harry Norris was engaged to prepare a masterplan for its development as a factory site and headquarters for Kodak's Australasia operations. The design of the complex was expected to follow a basic layout which had been devised in the United States, though site limitations and the manufacturing process itself also influenced the layout. The masterplan was completed in 1956.

The first phase of construction commenced in 1957 and focused on the eastern portion of the site. The complex was formally opened in 1961 eventually replacing an earlier factory in Abbotsford. The complex continued to grow with additional buildings being constructed and opened throughout the 1960's. The western portion of the site (west of Edgars Creek) was developed in the late 1970's when a new distribution centre was built in 1979.

By the 1980's buildings occupied the majority of the site and included factory and processing buildings, a distribution centre, power house, workshops, research and testing facilities, offices and various supporting buildings and infrastructure. The site also included car parking areas, access arrangements and some landscaping.

A series of photos documenting the growth and development of the Kodak complex over time are provided on the following page.

It is apparent from the photographs that the site originally contained no remnant vegetation. Rather, the existing trees on the site have all been planted as part of the landscaping works associated with the development of the Kodak facilities.



At its peak in 1991, Kodak employed approximately 1,370 people however an increasing demand for digital photographic products resulted in the demise of Kodak's operations during the 1990s. By 2001 the number of employees had reduced to approximately 700 and this number continued to decline further until the site closed in late 2004.

Prior to Kodak selling the site to Coburg (Victoria) Pty Ltd, most of the buildings were demolished and an extensive program of ground remediation was completed.

The current site is therefore unoccupied, largely vacant, and has no formal use or function. One substantial building exists on the site. This is a six and seven storey building, constructed circa 1962-63, located near Elizabeth Street. The building was the former Head Office and Administration Building for Kodak but is now unoccupied. The building is not subject to a Heritage Overlay and is not registered by Heritage Victoria.



2.1.2 Remediation

Prior to selling the site Kodak completed an extensive program of site and ground remediation. The program involved the demolition of most existing buildings, removal of hard surface areas including car parks and the testing, and treatment of extensive areas of the site.

Following completion of the works, the site was independently tested. Statements of Environmental Audit were issued on 11 April 2008.

2.1.3 Topography and Drainage

From a highpoint (RL 72) at the north-east corner of the site, the land falls by approximately 15 metres to its southern most point (at the corner of Elizabeth and Boyne Streets), and by approximately 20 metres to its western edge (near Edgars Creek).

From highpoints within the site the city skyline is highly visible. Restricted views of the city skyline also exist along Elizabeth Street and from other parts of the site.

A ridgeline extends from the north-east corner of the site, at the intersection of Elizabeth and Hosken Streets, diagonally towards the eastern bend of Ronald Street, just north of Boyne Street. This divides the site into two drainage catchments.

The south-east catchment of approximately 9 hectares grades towards the low point at the intersection of Elizabeth and Boyne Streets, while the north-west catchment of approximately 11.3 hectare grades towards a low point at Ronald Street and discharges into Edgars Creek.

The main topographical and drainage features of the site are illustrated on the Opportunities and Constraints Plan in Section 3 below.

2.1.4 Flora and Fauna

Biosis Research has inspected the site and has completed a Vegetation Assessment.

The site has been highly modified and now consists almost entirely of highly disturbed bare compacted ground with a number of introduced and indigenous species, all of which have been planted. No remnant naturally occurring indigenous trees were recorded on the site. The only naturally occurring indigenous native species recorded were a few scattered Berry Saltbush plants along the fenced southern perimeter of the site.

The removal of these isolated plants would have no adverse impact on the flora or fauna and its habitat on the site. The removal of this vegetation would not require a habitat hectare assessment or the provision of any offset requirement. Referral to the Department of Sustainability and Environment would not be required.

No protected flora or fauna species are supported by the site.

2.1.5 Cultural Heritage

Biosis Research completed an investigation into the potential Aboriginal and historic cultural heritage values of the site in October 2007. The project was carried out with reference to the Aboriginal Heritage Act 2006 and Aboriginal Heritage Regulations 2007 and included field investigations as well as a review of earlier completed investigations.

While a limited number of Aboriginal archaeological sites have previously been identified in the vicinity of the site, and are recorded in earlier archaeological assessments, these have generally been located in relatively undisturbed landscapes such as on stony rises or near the creek valleys.

By contrast, the Development Plan site has been subject to significant ground disturbance during the development of the previous factory complex and, subsequently, during the demolition and clearance of the site and decontamination works. As a result it is considered that the site does not have any significant Aboriginal cultural heritage values. There is no requirement for the preparation of a Cultural Heritage Management Plan for the site.

2.1.6 Access

Numerous existing vehicle access points are provided to the site. These are summarised below.

Eight standard vehicle crossovers are provided from Elizabeth Street. Historically, these points variously provided access and egress to four separate staff car parking areas and to the large processing building that was located in the north-east corner of the site. A ninth, more substantial, access point is located opposite Newlands Primary School and previously connected to the internal road network within the Kodak complex.

Four vehicle crossovers are located along Boyne Street. These provided access to a car parking area at the south of the site, a north-south internal road and to the forecourt area on the southern side of the previous Distribution Centre.

Two vehicle crossovers are located on Ronald Street. These provided access to a large car parking area at the western edge of the site.

Finally, vehicle access is also available via Tilley Street. This provided access to a further car parking area in the north of the site.

The precise locations of the existing vehicle access points are illustrated on the Opportunities and Constraints Plan in Section 3 below.

2.1.7 Engineering Services

A detailed Engineering Services Report has been completed by WBCM Group (October 2009) and is based on communications with the relevant key service providers for the site. The report identifies that drainage, sewer, water, electricity, telecommunications and gas networks are all well established in the area with sufficient capacity to cater for the development of the subject land.

A large existing Melbourne Water transfer main traverses the site from Elizabeth Street (just south of McNamara Street) to the western edge of the site (just south of the existing bridge). The water main is located within an

easement generally about 12 metres wide. Melbourne Water expects to replace the water main in early 2010. The existing easement is expected to remain in its current configuration.

It is noted that Melbourne Water owns a small parcel of land to the west of the subject site within the Edgars Creek corridor. There is currently no significant above ground infrastructure on this land and Melbourne Water do not appear to have any plans to develop that site.

A 200 millimetre diameter high pressure gas main also traverses the site in close proximity to the existing water main. SPAusnet has advised that it has no plans to relocate the gas main.

2.2 THE SURROUNDING AREA

2.2.1 Land Uses

The site is surrounded on three sides (to the north, east and south) by well established residential areas which were predominantly developed in the 1950s. The built form character of these areas are described in section 2.2.2 below.

The existing houses on Ronald and Boyne Streets (to the south) face the site, as do existing houses on the eastern side of Elizabeth Street (to the east). Lots adjoining the site along its northern boundary face away from the site onto Tilley Street.

Other land uses in the area include Newlands Primary School located opposite the site on the eastern side of Elizabeth Street and a small cluster of local shops also located on Elizabeth Street and adjacent to McNamara Street.

To the west of the site, beyond Edgars Creek, is the western portion of the former Kodak site. This is now operated as a food importing and distribution centre by Conga Foods and has vehicle access from Newlands Road. Further west is the Newlands Core Industry and Employment Precinct. The precinct includes a number of existing industrial operations having direct or indirect traffic access from Newlands Road.

Edgars Creek runs along the western boundary of the site. The Creek corridor provides a visual and physical buffer between the site and the existing industrial uses. Further discussion about Edgars Creek is provided below at section 2.2.6

2.2.2 Built Form

A detailed Built Form Analysis has been completed by Collie Pty Ltd (June 2009). Built form is also considered in the Landscape Context Study report prepared by EDAW (August 2007). The following summary draws from both reports.

To the north of the site, residential dwellings are from the post war period and incorporate a mixture of building materials including brick, timber and render. Houses are predominantly detached and are a mixture of single and double storey height reflecting, in part, the varied topography of the land. The residential properties which immediately abut the site (on Tilley Street) are orientated northwards away from the site.

A number of newer multi-unit infill developments are located in the residential areas to the east of the site. In combination with traditional, detached, dwellings these contribute to a mixed built form character. Brick is the most common building material although timber and render is also present, especially in relation to the newer buildings. Houses generally tend to be set back between about 6 and 9 metres from the front property boundary.

Newlands Primary School is located to the east of the site. The school playground and sports fields front onto Elizabeth Street, with classrooms and other buildings set well back and accessed via Murphy Street. A small cluster of shops located on either side of McNamara Street further add to the mixed use character of Elizabeth Street. The architecture of the shops is unrefined and provides limited aesthetic value to the streetscape.

To the south of the site, there is a strong uniformity in the architectural style of the existing housing. Brick is the dominant building material and houses are, almost exclusively, single storey in height and are either detached or semi-detached. Lot sizes are small (less than 500 square metres) relative to the wider area. Boyne and Ronald Streets, both of which abut the Development Plan site, form the northern boundary of the 'Newlands Estate' which is a housing commission estate completed during the 1950s. The estate is included within a Heritage Overlay in the Moreland Planning Scheme due to its 'state historical, social and architectural significance' as a largely intact example of garden suburb planning which has created a subdivision pattern which is well fitted to the site contours.

Edgars Creek abuts the western edge of the site. The creek corridor and open space areas to the south provide a degree of 'natural' relief from the otherwise urban character of the area. Part of the creek corridor also functions as an easement for transmission lines. The pylons supporting the transmission lines are large, and are prominent from a number of viewpoints in the wider area.

To the west of the site, beyond Edgars Creek, the former Kodak distribution centre building is elevated above the site and is a prominent visual feature. The building is typically industrial in character and appearance with large, featureless, flank walls and a flat roof. The Newlands Road Industrial precinct is located further to the west.

2.2.3 Traffic, Transport and Movement

The characteristics and functional details of the road network surrounding the site are described in a Transport Impact Assessment prepared by CPG (30 May 2011) and are summarised below.

(a) Elizabeth Street

Elizabeth Street abuts the eastern edge of the site and functions as a north-south connector road connecting to Murray Road and to Bell Street. It is a two-way road configured with a 2-lane, 9.3 metre wide carriageway set within a 15.5 metre road reserve. Unrestricted kerbside parking is generally permitted along Elizabeth Street,

though a 2 hour limit applies adjacent to the existing shops near McNamara Street. Elizabeth Street is signposted as 40 kilometres per hour north of Jacka Street and 50 kilometres per hour south of Jacka Street. Elizabeth Street currently carries approximately 4,500 vehicles per day.

(b) Murray Road

Murray Road is located approximately 600 metres to the south of the site and functions as a secondary east-west arterial road. It is a two-way road generally configured with a two-lane carriageway, which flares to two stand up lanes at the signalised intersection with Elizabeth Street. Murray Road currently carries approximately 18,000 vehicles per day.

(c) Boyne Street

Boyne Street abuts part of the southern edge of the site and functions as an east-west local road. It is a two-way road configured with a 2-lane, 6.7 metre wide carriageway set within a 15.5 metre wide road reserve. Unrestricted kerbside parking is permitted on both sides of the street. Boyne Street currently carries approximately 800 vehicles per day.

(d) Ronald Street

Ronald Street abuts the remaining portion of the southern edge of the site. It is a horseshoe shape which connects at each end to Boyne Street. It is a two way Road configured with a 2-lane, 6.8 metre wide carriageway set within a 15.5 metre wide road reserve. Unrestricted kerbside parking is permitted on both sides of the street. Ronald Street currently carries approximately 150 vehicles per day.

(e) Tilley Street

Tilley Street situated at the northern edge of the site and functions as an east-west local road. It is a two-way road configured with a 2-lane, 7.4 metre wide carriageway set within a 15.5 metre wide road reserve. Unrestricted kerbside parking is permitted on both sides of the Street. Tilley Street currently carries approximately 450 vehicles per day.

(f) Key Intersections

Key existing intersections in the vicinity of the site include the following:

- Elizabeth Street and Murray Road;
- Murray Road and Jackson Parade;
- Elizabeth Street and Murphy Street;
- Elizabeth Street and Boyne Street;
- Elizabeth Street and Tilley Street.

The existing operation of these intersections are assessed and summarised in the CPG Transport Impact Assessment. The Assessment notes that these intersections currently operate within acceptable operational limits.

(g) Other Transport

Existing public transport services within the vicinity of the site include the following:

- Bus Route 525 between Coburg and Reservoir, runs along Newlands Road to the west of the site;
- Bus Route 526 between Coburg and West Preston, runs along Elizabeth Street and Boyne Street adjacent to the site;
- Bus Route 527 between Gowrie and Northland runs along Murray Road, approximately 600 metres to the south of the site;
- Tram Route 112 between West Preston and St Kilda, runs along Gilbert Road approximately 600 metres to the east of the site.

The closest existing railway stations to the site are Regent Station (on the Epping Line) approximately 1.7 kilometres to the east, and Batman Station (on the Upfield Line) approximately 2 kilometres to the west.

Sealed pedestrian pathways are generally provided on both sides of all roads in the vicinity of the site and signalised pedestrian crossings are located on Elizabeth Street near Murphy Street and Murray Street. A shared bicycle / parking lane is provided in Murray Road and a wide kerbside lane, suitable for cycling, is provided on Gilbert Road.

Recreational pedestrian and cycle pathways are provided to the south of the site in the open spaces areas adjacent to Edgars Creek.

2.2.4 Activity Centres

Significant nearby activity centres are located at Coburg and at High Street Preston.

Coburg activity centre is located approximately 2 kilometres south of the site and is identified as a Principal Activity Centre within Melbourne 2030. The centre has developed around Sydney Road and offers a diverse mix of goods, services and activities. The centre is accessible by train (Upfield line) and Tram (Sydney Road) as well as by bus and car. A Structure Plan ('The Central Coburg 2020 Structure Plan') was adopted by Council on 9 August 2006. The document provides a framework for the future development of the centre

High Street Preston is located approximately 2 kilometres east of the site and is a designated Major Activity Centre in Melbourne 2030.

Both Coburg and High Street Preston provide a full range of high order goods and services.

The closest existing retail shops are located immediately opposite the site on the eastern side of Elizabeth Street near McNamara Street. The total floor area of the centre is approximately 320 square metres of which approximately 240 square metres is currently vacant.

A further 7 local centres are located within approximately 1.3 kilometres of the site. The location (and total centre floor area) of the local centres are as follows:

- Elizabeth Street and Cool Street (500 square metres);
- Elizabeth Street and Murray Road (660 square metres);
- Elizabeth Street and Bell Street (150 square metres);
- Murray Road and Gilbert Road (2,060 square metres);
- Regent West Village Shopping Centre (2,340 square metres);
- Hently Street and Gilbert Road (1,520 square metres);
- Bell Street and Gilbert Road (1,160 square metres).

A Strategic Assessment of Employment Opportunities has been completed by Collie (November 2009) and forms part of this Development Plan. The assessment analysed the potential for the subject site to accommodate employment uses having regard to the locational characteristics of the site and to relevant planning policy.

The assessment identifies a number of constraints affecting the potential of the site to provide significant employment generating land uses, including:

- The proximity of large areas of established residential neighbourhoods;
- Poor vehicular access for truck traffic and high volume car traffic;
- Poor exposure to main roads;
- Limited public transport suitable for employment land uses;
- A range of activity centres in close proximity to the site - presenting more attractive locations for employment generating land uses than the subject land;
- No demonstrated need for employment generating community facilities on the subject site;
- A variety of practical considerations preventing the realistic reuse of the former Administrative building.

The assessment concludes that it is difficult to justify anything greater than a small neighbourhood based centre on the land. The assessment further concludes that such a centre could provide limited employment opportunities for the local population whilst not creating the type of amenity concerns created by larger centres.

A separate Retail Sustainability Assessment has been completed by Macroplan Australia and also forms part of this Development Plan. The assessment considers the economic viability of providing a neighbourhood centre on the site including the nature and extent of possible employment types.

2.2.5 Community Facilities and Open Space

A community infrastructure and open space study has been completed by ASR Research (October 2009). The study identifies that within approximately 1.5 kilometres of the site the following community infrastructure currently exist:

- Newlands Primary School;
- Newlands Preschool, Lake Park Kindergarten;
- Newlands Maternal and Child Health Care;
- Newlands Neighbourhood House;
- Barry Becket Child Care Centre, Coburg Childrens Centre, Newlands Occasional Child Care Centre;

- Edgars Creek Reserve, Jackson Reserve, DeChene Reserve, Coburg City Oval, Parker Reserve;
- Harold Stevens Athletics Track;
- Coburg Basketball Stadium;
- Skate park on Gaffney Street;
- Coburg Olympic Outdoor Pool (currently closed).

In addition to the various open space reserves identified above, a number of smaller local open space areas are also located nearby to the site. These include:

- Larkins Reserve on Dunstan Street which includes tennis courts and a playground;
- F.Cox Reserve on Claremont and Elizabeth Street which contains a playground;
- Lake Reserve located to the southwest of the site on Merri Creek and which comprises a number of pavilions, playground, toilets, BBQ's and an arts and craft centre, within an open space setting.

Almost the entire site is within 500 metres of a large local park of at least 1 hectare for active and passive use. The south east corner of the site is also within 300 metres walking distance to a small local park (F. Cox Reserve).

Many higher order facilities including regional level health, educational, welfare, sport and leisure services plus retail, commercial and entertainment outlets are located nearby in central Coburg (approximately 2 kilometres south of the site).

The precise location of existing community infrastructure and open space areas are identified in the ASR report.

An analysis of the utilisation, scope of services, building elements and capacity for expansion of the existing community infrastructure is provided in the ASR report. The analysis indicates that the standard of existing infrastructure varies, but includes good quality facilities and sports surfaces with supporting infrastructure and amenities that cater for different catchment hierarchies.

2.2.6 Edgars Creek

Edgars Creek runs north to south along the western edge of the site. The creek is a tributary of the Merri Creek, which it joins just south of the site near Murray Road. The Merri Creek, in turn, flows to the Yarra River.

Land on either side of Edgars Creek lies within Environmental Significance Overlay 1 (ESO1) of the Moreland Planning Scheme. The extent of the ESO1, as it relates to the subject site was revised by Planning Scheme Amendment C111. The ESO1 relates to Merri Creek and Environs (including Edgars Creek, Merlynston and Campbellfield Creeks). Environmental objectives of the ESO1 relate to restoring protecting and enhancing natural systems, sustaining waterway functions, creating recreational uses, protecting and restoring landscape character and protecting heritage.

A detailed description of the Edgars Creek environs, including identification of key features, views, landuses, access, vegetation, contours and character analysis is provided in a Landscape Context Study (August 2007) prepared by EDAW. A summary of the report is provided below.

Edgars Creek varies in width, character, accessibility and quality. Close to the Ronald Street interface the creek has been previously altered and reshaped as a regular engineered and concrete lined channel (associated with the protection of underground services running under the creek at that location). Further north the creek has a more natural character, although the alignment has been varied over time to accommodate flood mitigation works and high voltage transmission power lines.

The banks and surrounding landscape of the creek have a secluded character due to areas of closed canopy vegetation and a lack of facilities or formalised paths. The area is subject to weed infestation and a variety of man-made structures including bridges, stormwater outlets and vehicle access paths. The creek corridor also functions as a power line transmission easement and the existing pylons are prominent features in the corridor.

There are no formal, sealed paths in the length of the creek corridor which immediately adjoins the subject site. Informal tracks are evident however, indicating that the area is currently used as a recreational connection. Just to the south of the site a shared concrete path extends from Ronald Street down to the creek environs. The path leads to a pedestrian bridge which crosses over the creek to the western bank.

There is limited mature / remnant vegetation within the corridor, with native trees generally semi-mature or new plantings. This is thought to be a consequence of the ongoing need to clear or prune vegetation which may pose a hazard in relation to the overhead transmission lines. The need for a staged weed control program and progressive re-vegetation of the Creek corridor has previously been identified.

The Viewshed Analysis report prepared by EDAW (February 2009) identifies that the western edge of the site benefits from views of the adjacent Edgars Creek corridor, and notes that the Creek corridor is the key natural feature within close proximity of the site. The analysis recommends that 'viewing corridors' be created through the site towards the Creek.

3 OPPORTUNITIES AND CONSTRAINTS

A summary of the key opportunities, constraints and influences is set out below. An opportunities and constraints plan is provided at section 3.14 of this report.

3.1 INTERFACE WITH ADJACENT RESIDENTIAL PROPERTIES

The site is surrounded by existing residential areas to the north, east and south. Whilst the proposed use and development of the site is consistent with the surrounding area, the edges of the site should be carefully planned to ensure appropriate integration.

Building heights around the edges of the site should generally be consistent with the adjoining properties and be no higher than two storeys except for dwellings near the Newlands Primary School and existing shops - where higher development may be possible around the community hub.

It is important to ensure that the development of the site includes vehicular, pedestrian and cycle links to the existing residential areas and that the design of the subdivision complements the existing character of the locality.

The road pattern in the southern part of the site should reflect the curvilinear layout in Ronald Street and Ballard Avenue. The roads in the north of the site should generally adopt a grid pattern. This will help to 'knit' the future roads in with the existing road patterns.

Development should generally front or side onto Ronald, Boyne and Elizabeth Streets to provide integration with these areas.

No access is preferred onto Tilley Street. The narrow strip of land linking Tilley Street to the subject land is not required for vehicular access.

3.2 INTERFACE WITH INDUSTRIAL LAND

Existing industrial land (including the western portion of the former Kodak site) is located to the west of the site on the opposite side of Edgars Creek. This area is an important component of the local area and an important contributor to the local economy. Existing industries in the area are generally orientated away from the subject site. Road access to the industrial area is from Newlands Road and does not impact on the subject site or the surrounding residential area.

Existing industries are required to meet the State Environment Protection Policy (Control of Noise from Commerce, Industry and Trade) No N-1 (SEPP N-1). The most significant noise generators in the immediate vicinity of the site are a concrete batching plant and a waste sorting facility to the north west. Both of these industries have existing residential development close to their boundaries and are currently required to meet the relevant noise limits specified in SEPP N-1.

The subject land is located further away from the concrete batching plant and the waste transfer station than the existing residential development. Compliance with SEPP N-1 in relation to the existing residential areas will ensure compliance with the same requirements for the subject land.

3.3 INTERFACE WITH OTHER LAND USES

The small group of shops on the east side of Elizabeth Street and the Newlands Primary School present an opportunity to enhance and consolidate this locality as a local neighbourhood hub. There is an opportunity to enhance and expand the retail offer and create a local convenience centre providing a community focus and a sense of identity. The scale of any retail activity on the site should not conflict with other centres in the area.

3.4 EDGARS CREEK

Edgars Creek runs along the western edge of the site. Public access through the site to Edgars Creek, and from one side of the Creek to the other, has not previously been available. There is an opportunity to facilitate such access, for the benefit of the wider community.

Carefully designing and orientating houses along the western edge of the site could improve surveillance and safety of the formal and informal pathways adjacent to the Creek.

Particular consideration should be given to revegetation opportunities within the adjacent Edgars Creek Corridor. Implementation of an appropriate weed management and revegetation program could enhance the visual, environmental and recreational value of this corridor.

Improvements to paths along the creek in the vicinity of the site would add to the recreational enjoyment and accessibility of the corridor. A walking circuit could be provided linking the existing footbridge south of the site to the former Kodak bridge. The bridge within the subject land should not be used for vehicular access to or from the industrial land to the west. This bridge should be retained for pedestrian and cycle traffic only.

3.5 VEGETATION

The site is virtually devoid of all planting and the proposed development presents an opportunity to enhance the landscaping of the site. Some of the existing vegetation could be retained where possible, however the existing trees are generally of poor quality and are not appropriate for retention within a residential context. Substantial additional planting will provide a significant improvement to the character of the area.

There is no native vegetation on the site that requires retention.

3.6 ENVIRONMENTAL SIGNIFICANCE

An Environmental Significance Overlay (ESO1) relating to Edgars Creek affects the section of the corridor adjacent to the site. Any work within the ESO1 area will need to comply with the objectives and requirements of the ESO1.

3.7 EMPLOYMENT USES

A detailed strategic assessment of employment opportunities in relation to the subject site has been completed by Collie Pty Ltd (report dated November 2009). The assessment considered the potential for the site to accommodate employment uses having regard to the locational characteristics of the site and existing planning policy.

The assessment identifies that whilst the site offers potential for a high amenity workplace - with good views of the city and proximity to the Edgars Creek corridor - various constraints including proximity of large areas of established residential development, poor vehicular access for trucks and high volume traffic, poor exposure to main roads, limited public transport for employment land purposes and the presence of a range of existing activity centres, present considerable obstacles to the successful development of significant employment land uses. The assessment also notes that the site does not possess the characteristics associated with a Principal Activity Centre or a Major Activity Centre in the context of Melbourne 2030 planning policy.

The assessment concludes that it is difficult to justify anything greater than a small neighbourhood based centre on the site. The schedule to the Business 1 Zone specifies a maximum floor area for office uses of 1,000 square metres and a maximum floor area for shop uses of 2,000 square metres.

3.8 COMMUNITY FACILITIES

The area is well served by a variety of existing community facilities and services. Most of these facilities have capacity to cater for the expected demand generated by the proposed development. No new facilities are expected to be required on site. The provision of a small centrally located area of public open space would enhance the local amenity of the site.

3.9 TRAFFIC, TRANSPORT AND MOVEMENT

The area is served by a clear road network with adequate capacity to cater for the proposed development. Existing intersections in the vicinity of the site all provide acceptable levels of service. There does not appear to be any significant traffic constraint affecting the proposed development.

The area is well serviced by public transport especially through the provision of a bus route that extends along Elizabeth Street past the site.

There is an opportunity to improve recreational opportunities and linkages by creating new access opportunities to Edgars Creek and by extending the existing network of pedestrian and bicycle paths within the creek Corridor.

3.10 EXISTING WATER AND GAS EASEMENT

The significant water and gas mains that run through the site presents an opportunity for the creation of an east west pedestrian and cycle path linking Elizabeth Street and Edgars Creek.

3.11 DRAINAGE

Currently drainage from the site enters Edgars Creek without any treatment or control. The proposed development provides an opportunity to improve the quality and control the quantity of flows entering the creek. This has the potential to enhance the overall health of this section of Edgars Creek.

3.12 UTILITY SERVICES

The site is able to be fully serviced by all conventional utilities.

3.13 VIEWS

The site presents opportunities to take advantage of numerous views of the city skyline and the Edgars Creek corridor.

Setbacks from the edge of the creek need to be considered to ensure development does encroach into the creek corridor at inappropriate locations.

Views of the high voltage pylons should be minimised, where possible.

3.14 OPPORTUNITIES AND CONSTRAINTS PLAN

The following plan illustrates the opportunities and constraints identified above.

LEGEND



173 - 199 Elizabeth Street, Coburg North

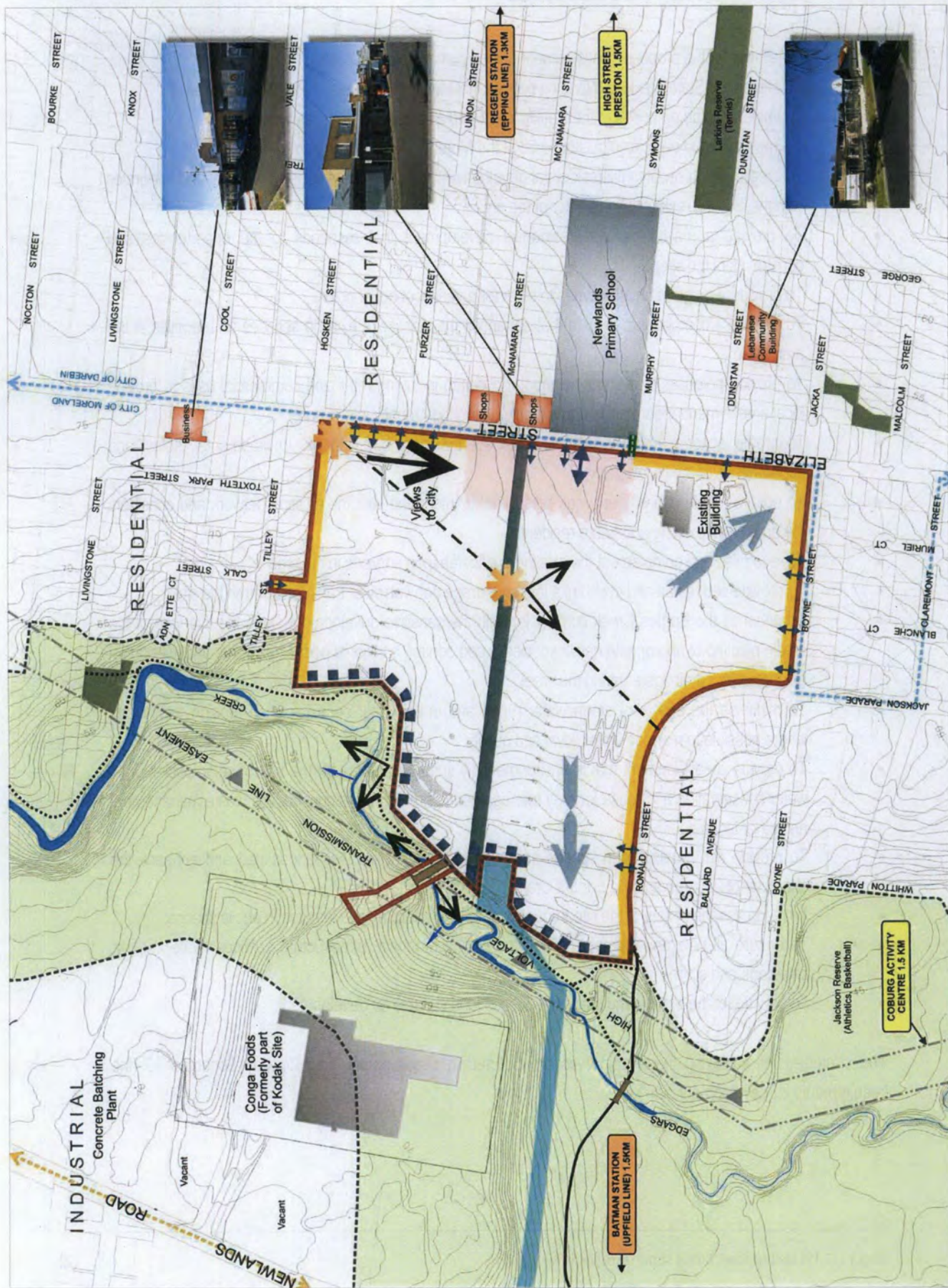
Opportunities and Constraints Plan

Scale 1:4000 @ A3



Date 17.06.2009

Drawing Number 07-8769-006-1001-17062009



4 DEVELOPMENT OBJECTIVES

The overall objectives for the proposed development can be summarised as follows.

- To implement State and local planning policies included in the Moreland Planning Scheme.
- To implement the purposes of the Residential 1 and Business 1 Zones, as appropriate.
- To implement the objectives of Clause 56 of the Moreland Planning Scheme.
- To create a high quality infill residential development that provides a sense of identity and integrates with the existing residential character of the area.
- To provide a master planned residential development that responds to the opportunities and constraints of the site.
- To provide a range of housing types to cater for a variety of households.
- To provide a compact urban form that enhances the viability of existing services and facilities in the area.
- To provide potential for a small neighbourhood hub including retail and commercial uses to provide local employment opportunities and a focal point for community interaction.
- To create a commercially viable development that contributes to the environmental, social and economic life of the Municipality.
- To ensure a safe and efficient road layout that is integrated with the existing network and considers the amenity of existing and future residents.
- To recognise and complement the existing public transport services in the area.
- To provide pedestrian and cycle links that encourage non vehicular transport through the site.
- To enhance the Edgars Creek corridor through the sensitive development along the interface of the creek, planting of appropriate native species, weed control, additional pedestrian paths and the control of storm water drainage entering the creek.
- To minimise the effects of storm water runoff and utilise water sensitive urban design techniques where possible to manage water flows and quality.
- To provide a development that is environmentally sustainable through the use of solar efficient lots, water conservation and reuse, energy management, demolition and construction waste management and other techniques.
- To provide high quality open spaces and streetscapes that are well landscaped and enhance the character of the area and the Edgars Creek environs.
- To recognise the history of the site through appropriate interpretative features in public spaces.
- To ensure all new development is provided with appropriate infrastructure services (water supply, sewerage and so on).
- To provide for the orderly and staged release of land suitable for development.

The strategies for achieving these objectives are outlined in Development Plan Overlay Schedule 10 (the 'requirements for development plan').

5 DEVELOPMENT PLAN REQUIREMENTS AND RESPONSES

5.1 INTRODUCTION

In accordance with Clause 43.04 and Schedule 10 to the clause, the development plan is required to address a number of specific requirements. These requirements are presented in italics below.

The following sections provide a response to each of the issues raised in the schedule. Reference should also be made to the Development Plan Map on the following page.

5.2 GENERAL

5.2.1 Requirements

"A development plan must have regard to the adopted objectives for the Redevelopment of the former Kodak Site (Sept 2006) and may consist of plans or other documents and must show or include the following:

- *A Site Analysis that identifies the key attributes of the land, its context, the surrounding area and its relationship with existing or proposed uses on adjoining land.*
- *An Environmental Noise Assessment identifying potential noise sources in the area and recommending noise attenuation measures where appropriate or required.*
- *A Built Form Analysis identifying the subdivision pattern and built form character of the surrounding area and recommending appropriate built form outcomes for the redevelopment of the site.*
- *A Viewshed Analysis identifying important views into and from the site including recommendations for how these views should be protected.*
- *An assessment of existing vegetation on the land.*
- *A Community Facilities Audit and Analysis which identifies the following:*
 - *Existing and planned services in the surrounding area and the impact the development of the site will have on these services;*
 - *The need to provide additional community facilities on site or whether any existing community facilities in the local area should be upgraded or extended;*
 - *The location of any new community facilities on site or in the surrounding area;*
 - *The developer contributions (monetary or building) towards the upgrading or extension of existing community facilities; or provision of new facilities in the surrounding local area;*
 - *Timing of the provision of any required community facilities coordinated with the overall development of the site.*
- *A Heritage Strategy and Management Plan that:*

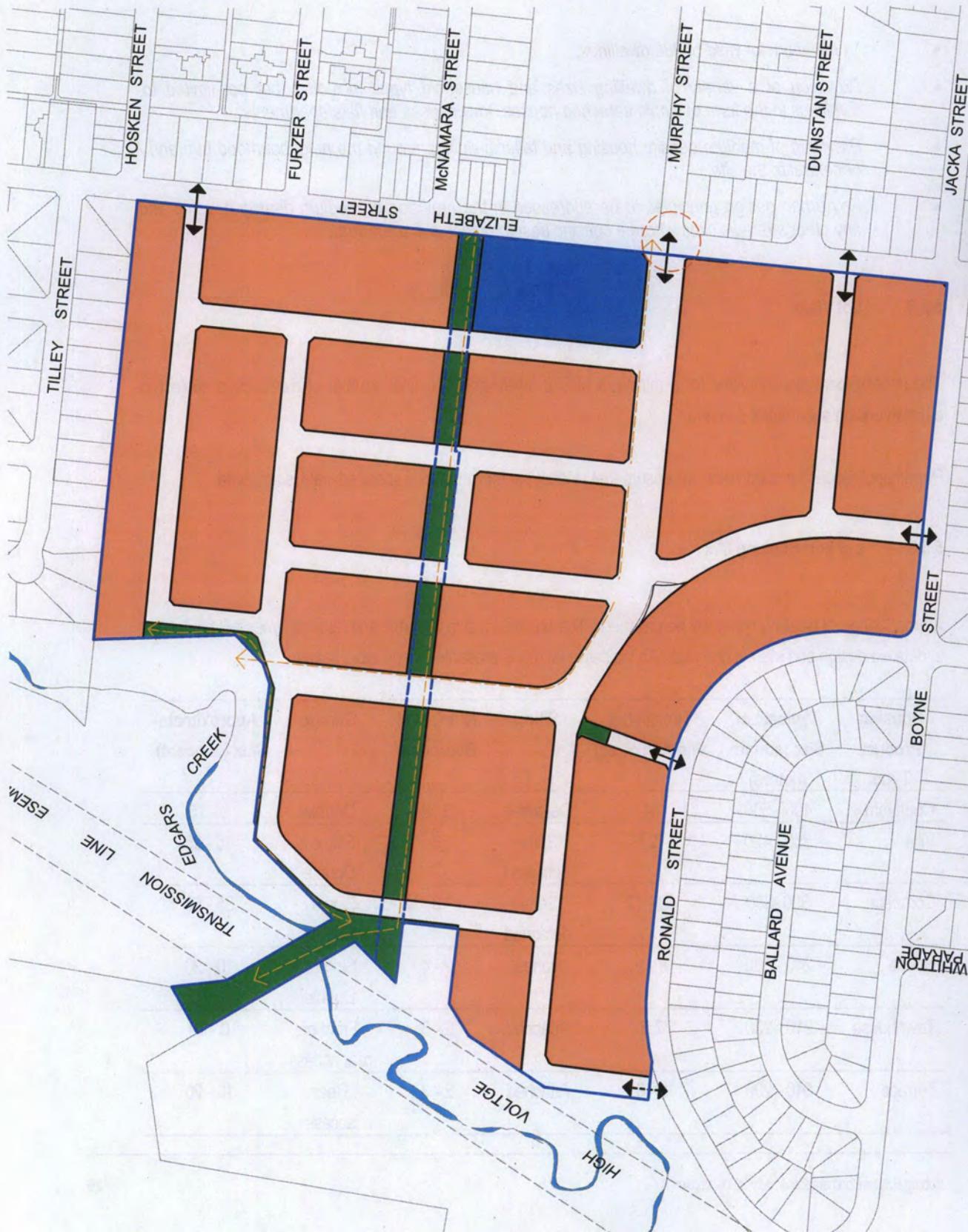
- *Recommends the best ways in which the site's heritage significance should be incorporated in the development;*
 - *Recommends how the site's heritage interpretation is best managed in the long term;*
 - *Considers the heritage significance of the adjoining Newlands Estate to recommend the ways in which the development can best respond.*
- *An assessment of the existing engineering infrastructure servicing the site.*
- *A strategic assessment to identify viable employment-generating uses for the site and an economic assessment of proposed employment-generating uses.*
- *A Landscape Context Analysis that documents the existing landscape character of the surrounding area and recommends ways in which the development should protect and integrate with positive landscape elements.*
- *Consideration of all expert analyses and assessments in the preparation of the proposed layout and features of the plan".*

5.2.2 Response

The preparation of the Development Plan has had regard to the 'Objectives for the Redevelopment of the former Kodak Site (Sept 2006)'. A detailed assessment of the Development Plan against these 'objectives' has been prepared by Collie Pty Ltd - refer to 'Response to Moreland City Council Objectives' (June 2009).

The remaining requirements are addressed in the preceding sections of this development plan and in the accompanying technical reports.

This information has been used in the preparation of the proposed layout and features of the plan.



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Client Satterley Property Group
Project Kodak Site Masterplan
 Melbourne
Project Number 10595

Drawing Development Plan

Scale 1:
Date 30/05/2011

5.3 HOUSING

5.3.1 Requirements

- "A minimum lot yield of 380 dwellings.
- Provision of a variety of dwelling sizes and household types including, but not limited to, dwellings in the form of single detached houses, townhouses and flats/apartments.
- Provision of medium density housing and taller buildings around the neighbourhood hub and / or central to the site.
- Key urban design principles to be addressed in the provision of medium density housing and any other strategic sites where a specific design outcome is preferred".

5.3.2 Lot Yield

The development plan provides for a minimum of 380 dwellings. The final number of dwellings is subject to detailed design and market demand.

Permit applications for subdivision will ensure that at least the minimum total specified yield is achieved.

5.3.3 Lot and Housing Mix

A broad range of housing types will be provided. The precise lot sizes, lot mix and housing types will be subject to detailed design and market demand. An indicative lot mix is presented in the table below.

Housing Product Type	Typical Lot Size (square metres)	Typical Lot Width (metres)	Siting	Number of Bedrooms	Garage	Approximate Mix (per cent)
Courtyard	400 - 500	14	Detached	3 - 4	Double	5 - 15
Villa	350 - 420	12.5	Semi-detached	3	Single / Double	15 - 25
Compact	300 - 380	10 - 12	Semi-detached	3	Single / Double	35 - 50
House	240 - 380	8 - 9	varies	2 - 4	Single / Double	10 - 20
Townhouse	210 - 230	7.5	Attached	2 - 3	Front or rear access	0 - 10
Terrace	140 - 200	5 - 6	Attached	2 - 3	Rear access	10 - 20

Other housing types may also be considered, for example:

- dual occupancy - especially to accommodate two generations living on the same site;
- Garden Court - where four dwellings are designed to appear as two large two storey buildings sharing a common vehicular access point;
- mews style apartments over garages in Townhouse and Terrace products (a type of dual occupancy);
- apartments in the neighbourhood hub (for example, shop top accommodation).

Permit applications for subdivision will outline further details regarding lot sizes and the dimensions for all lots.

Housing designs will be contemporary and energy efficient. They will be architecturally designed to suit the lot type and a range of designs will ensure a varied compact urban form based around a unified streetscape.

5.3.4 Density

In general, higher density housing will be located along Elizabeth Street, adjacent to areas of open space and central to the subject site. The greatest density of development is expected to occur in and around the proposed neighbourhood hub.

5.3.5 Key Urban Design Principles

(a) Building Height

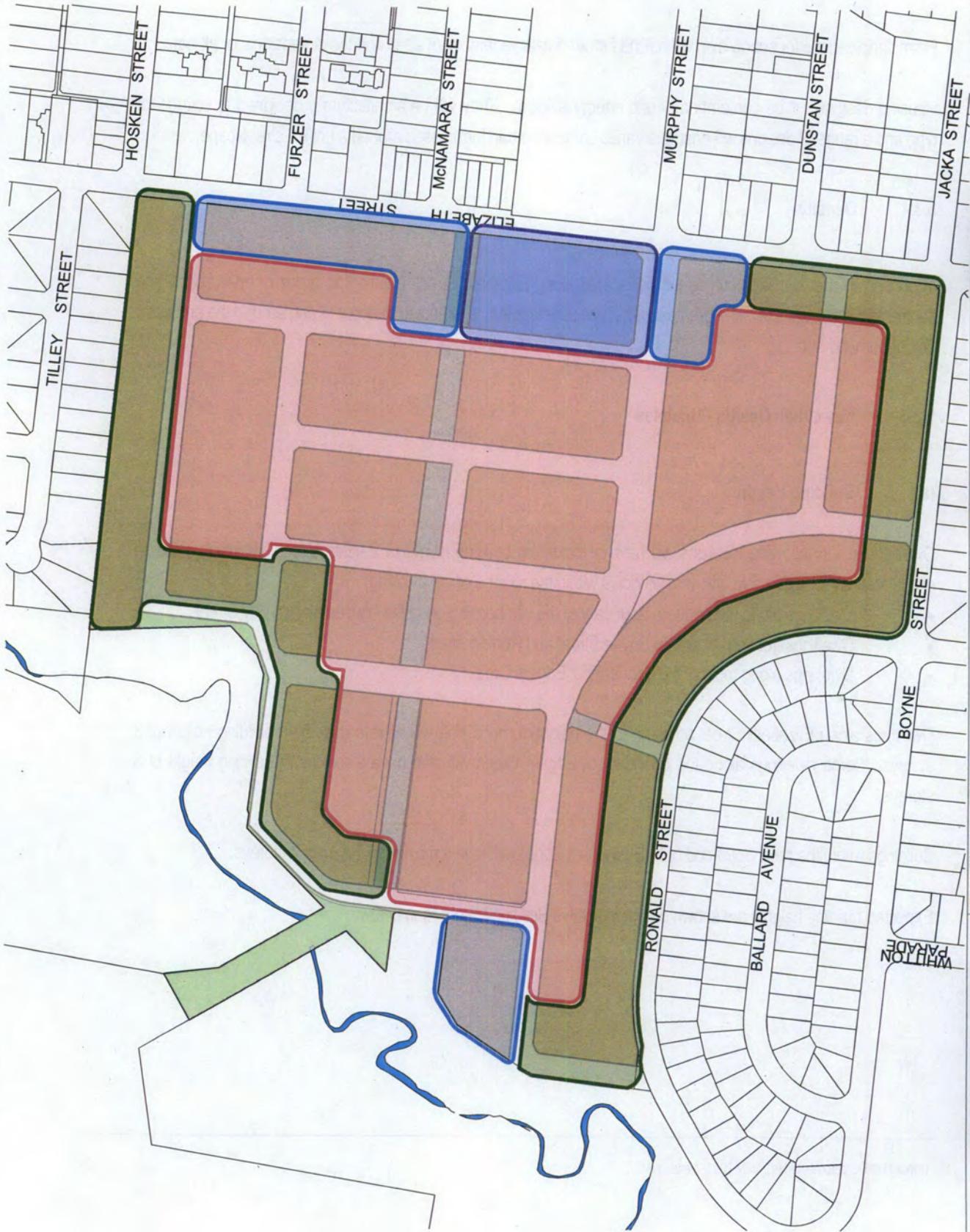
Dwellings in the following locations will have a maximum building height of 2 storeys (plus provision in some circumstances for a possible attic with windows within the roofline of the dwelling).

- Dwellings along the northern boundary of the site backing on to the houses along Tilley Street.
- Dwellings fronting (or siding) Boyne Street and Ronald Street.
- Dwellings along most of the boundary of Edgars Creek.

Dwellings along Elizabeth Street adjacent to the neighbourhood hub will have a maximum building height of 3 storeys. Some dwellings along the boundary of Edgars Creek will also have a maximum building height of 3 storeys.

Buildings within the neighbourhood hub (Business 1 Zone) will have a maximum height of 4 storeys.

Expected building heights are shown on the Indicative Building Height Plan below.



Maximum Four Storeys

Maximum Three Storeys

Generally Two Storeys (opportunity for taller buildings in central locations & adjacent to Neighbourhood Hub)

Maximum Two Storeys*

Provision in some circumstances for an attic with windows within the roofline.



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Coburg Hill

Client: **Satterley Property Group**
Project: **Kodak Site Masterplan**
Location: **Melbourne**
Project Number: **10595**

Drawing
Indicative Building Heights

Scale 1:
Date 10/06/2011

Drawing No.
Page 28

(b) Lot Sizes

Larger lots will generally be located along Ronald Street and Boyne Street (minimum 300 square metres) and the northern boundary (minimum 300 square metres). Small lots adjacent to Ronald and Boyne Streets will only occur as part of an integrated terrace design where the end dwellings may side onto these streets. No small lots will front onto Ronald or Boyne Streets.

All dwellings on lots less than 300 square metres will require a planning permit. Details regarding the design of these dwellings will be submitted as a separate permit application and will be consistent with the provisions of Clause 54 of the Moreland Planning Scheme.

(c) Lot Frontages

Lot frontages will be consistent with the need to provide a range of housing types.

Lots fronting Ronald and Boyne Street will have a minimum frontage of 10 metres.

Any lots having a frontage less than 7.5 metres will have vehicular access at the rear of the lot via a rear lane.

(d) Edgars Creek

Dwellings will generally be sited to ensure that they front on to Edgars Creek. Where dwellings do not front onto the creek reserve a landscaped strip will be provided to screen the dwellings.

5.4 AFFORDABLE HOUSING**5.4.1 Requirements**

- *"A written report describing how affordable housing will be distributed through the site and how the proposed mix and type of housing responds to local housing need."*

5.4.2 Response

An Affordable and Accessible Housing report has been prepared by K2 Planning and forms part of this development plan. The report identifies that there is significant evidence of a demand for various types of affordable housing across Moreland, including for:

- student households;
- worker households;

- households headed by women;
- older persons households;
- independent but low income youth;
- single parent households;
- people with acquired brain injury
- people with a range of physical and psychological abilities;
- indigenous households;
- culturally and linguistically diverse households

In response to the identified need, approximately 30 dwellings with lower entry price points will be provided. These dwellings will be scattered across the site but will be predominantly located within stages 1, 3, 4 and 6 of the development (refer staging plan on page 45) in proximity to public transport and existing dwellings and where lower site gradients occur.

In addition, two medium density housing sites each approximately 900 square metres will be offered for sale to a selected Community Housing Association. Site selection, design assistance, negotiated settlement terms and other 'value adding' components will be offered to the CHA to help facilitate the delivery of these sites.

The Community Housing sites will be provided within or adjacent to the neighbourhood hub. This will maximize accessibility to the facilities of the neighbourhood hub, including public transport. To avoid clustering of social housing, the sites will likely be located to the north of the neighbourhood hub within either Stage 2A or Stage 2B. The specific locations will be finalised in discussions with the relevant CHA to ensure appropriate site sizes with dimensions appropriate to the needs of the organisation.

5.5 ACCESSIBLE AND ADAPTABLE DEVELOPMENT

5.5.1 Requirements

- *"Details showing how the development will incorporate adaptable, accessible and visitable development features."*

5.5.2 Response

VicUrban (the Victorian Government's sustainable urban development agency) has produced a brochure, 'Homes for Life' (2005), which was developed in consultation with the development industry and the community. As VicUrban is the development arm of the Victorian Government, and most capable of delivering innovations of this nature, its model has been used as a benchmark for this development. The brochure describes why accessible and adaptable housing is important and includes a list of practical measures. The brochure also identifies that a minimum of 10% of new housing constructed in VicUrban communities is expected to include at least three

measures from the list or from the Australian Standard AS4299 (1995). This is an appropriate benchmark for other development in Victoria, including the redevelopment of the subject site.

Ten percent of housing will include at least three measures from the list set out in VicUrbans 'Homes for Life' brochure or three measures from the Australian Standard AS4299 (1995).

5.6 NEIGHBOURHOOD HUB

5.6.1 Requirement

- *"Provision of a small neighbourhood hub on Elizabeth Street in the vicinity of the Newlands Primary School consisting of a range of including neighbourhood based community and retail facilities, small office/commercial, open space and medium density housing.*
- *Urban design principles to be incorporated into the neighbourhood hub should include but not be limited to:*
 - *Provision of active frontages;*
 - *Provision of a high quality, safe and pedestrian-friendly public realm;*
 - *Design for active and passive surveillance;*
 - *Parking to be located to avoid visual domination of Elizabeth Street".*

5.6.2 Scale and Use

A neighbourhood hub is to be provided within the Business 1 Zone. The detailed content of the hub will be subject to market demand. The zoning and development plan provides for a range of possible uses including, but not limited to:

- shop;
- office;
- food and drink premises;
- shop top housing;
- home office;
- child care centre;
- any other use not in Section 3 of the Business 1 Zone.

Some or all of these uses may be included in the neighbourhood hub.

Based on the findings of the Strategic Assessment of Employment Opportunities and the Commercial Assessment, the neighbourhood hub is to be circa 4,500 square metres for shop and 1,000 square metres for office. The retail component may include provision for a full-line supermarket.

A permit application to develop shop floorspace within the neighbourhood hub must be accompanied by an Economic Impact Assessment to Council's satisfaction.

5.6.3 Urban Design Principles

Development and use of the neighbourhood hub will be subject to a separate planning permit application. Detailed design of the centre will be submitted as part of the permit application. The neighbourhood hub must include:

- active frontages along Elizabeth Street;
- a high quality pedestrian friendly environment where car parking and vehicle movement is subservient to the needs of pedestrians and cyclists;
- integration with the east - west pedestrian / cycle links shown on the development plan.
- high quality contemporary Australian architecture;
- a maximum building height of 4 storeys;
- landscaping, seating, drinking fountain, signage, shaded areas, bicycle parking and other amenities typical of high quality public spaces;
- prominent public spaces for community interaction and the inclusion of public art;
- opportunities for multi-use of the car parking areas for special events and community use (fetes, craft and farmers markets and so on);
- measures to avoid parking areas visually dominating Elizabeth Street;
- integration with the existing bus routes including the provision of a new bus stop / shelter and a pedestrian connection between the bus stop and the heart of the centre;
- active and passive surveillance measures.

The following images indicate possible outcomes for the site.







5.7 TRAFFIC AND TRANSPORT

5.7.1 Requirements

- *"A Traffic Engineering Analysis that identifies:*
 - *Expected traffic volumes and the impact on the existing road network;*
 - *Any necessary treatments of intersections to surrounding streets;*
 - *Any upgrades or modifications to existing roads;*
 - *Internal street functional hierarchy;*
 - *Location of any proposed traffic management devices.*
- *The provision of multiple access points from the existing road network that avoids the creation of a 'gated' or cul-de-sac estate.*
- *An indicative layout of the internal local roads proposed for the site that complements the form and structure of the surrounding network and provides a high level of amenity and connectivity.*
- *Typical proposed road cross-sections to demonstrate that emergency and service vehicles will be able to appropriately manoeuvre through the site.*
- *The designation of a possible bus route through the site and provision for appropriate road pavement widths along this potential route to facilitate the future needs for a bus along these roads that considers the views of the DoT Public Transport Division.*
- *The provision of pedestrian and cycle links through the site which provide convenient and safe access from / to bus stops, Edgars Creek, the Newlands Primary School and the neighbourhood hub.*
- *The formalisation of open space links, including provision of a shared pedestrian and cycle path along the Edgars Creek corridor in the immediate vicinity of the site.*
- *The retention of the former Kodak bridge for pedestrian and cycling purposes only".*

5.7.2 Road Network

An indicative layout of the internal local roads is shown on the Development Plan Map. The final alignment of these roads is subject to detailed engineering design. Roadways providing rear lane access to narrow lots are not generally shown on the Development Plan. The location of these lanes will be finalised at the time of permit applications for subdivision.

A traffic assessment has been prepared by CPG and forms part of this development plan. The report details expected traffic volumes and movements and:

- outlines the proposed road hierarchy;
- identifies multiple access points to the site from Elizabeth Street, Boyne Street and Ronald Street;
- shows no access to the site from Tilley Street;

- provides for a road layout that complements the surrounding road network and provides a high level of amenity and connectivity;
- includes typical cross sections to demonstrate that emergency vehicles will be able to appropriately manoeuvre through the site.

Any lots having a frontage less than 7.5 metres will have vehicular access at the rear of the lot via a lane (details as specified in the CPG report). The number and location of lots having a narrow frontage will be subject to market demand and detailed design. The location of lanes will therefore be determined at the time of individual permits for subdivision.

Further details on road pavement widths and associated traffic engineering matters will be provided in accordance with Clause 56 of the Moreland Planning Scheme at the time of planning permit applications associated with the development of the site.

Indicative cross sections for each road type are illustrated on the following pages.

In accordance with the recommendations of the Viewshed Analysis the road network creates a series of view corridors towards key locations including Edgars Creek.

5.7.3 External Network

The proposed development will involve the removal of the existing pedestrian traffic signals on Elizabeth Street and the replacement with a new set of traffic signals on the corner of Elizabeth Street and Murphy Street. This will facilitate a new entry road into the subject site at the southern end of the neighbourhood hub and provide a safe vehicular and pedestrian crossing point. These works will be funded and completed by the developer.

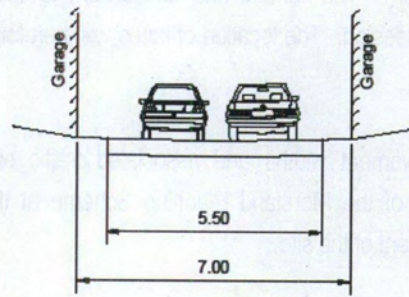
All other proposed road intersections with the existing road network create T intersections that do not require any remedial works.

There are no other external works or traffic control measures required as part of the development.

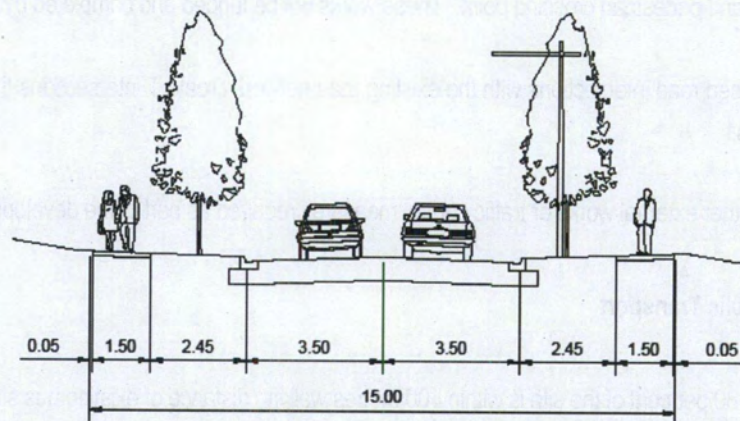
5.7.4 Public Transport

Approximately 80 per cent of the site is within 400 metres walking distance of existing bus stops. A new bus stop and shelter will be provided within the neighbourhood hub further improving access to bus services. The precise design of the new bus stop and shelter will be developed in conjunction with other details of the neighbourhood hub. It is not intended to provide an indented bus bay on Elizabeth Street.

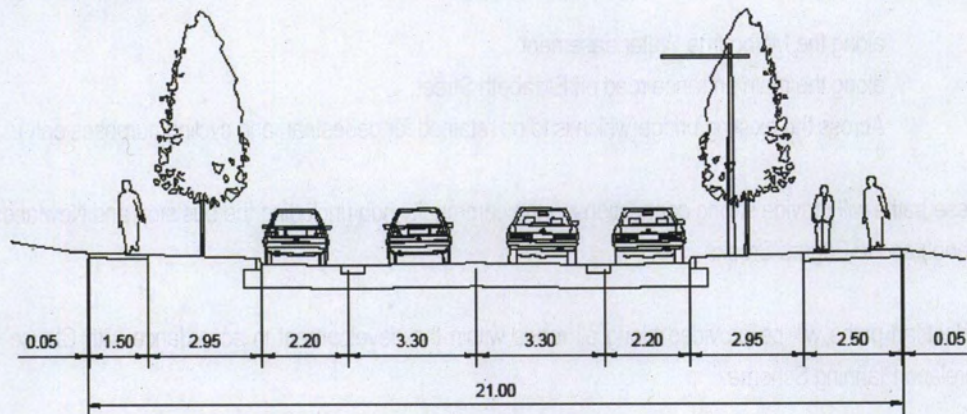
Discussions with the Department of Transport Public Transport Division concluded that re-routing the bus through the site would be of limited benefit for future residents and would result in a lower level of service for existing residents living to the south east of Boyne and Elizabeth Streets. Accordingly, it is intended to retain the current bus route.



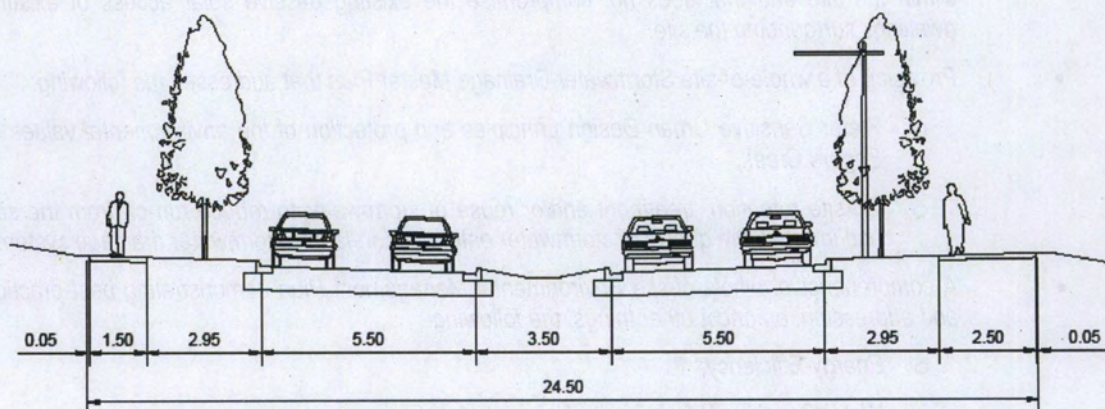
7.0m LANEWAY



15.0m ACCESS STREET



21.0m COLLECTOR STREET



24.5m ENTRY BOULEVARD

5.7.5 Pedestrian / cycle links

It is proposed to construct a range of pedestrian / cycle connections through the site, including:

- along the Melbourne Water easement;
- along the main entrance road off Elizabeth Street;
- Across the existing bridge(which is to be retained for pedestrian and cycling purposes only).

These paths will provide strong connections to the community hub (including the bus stop and Newlands Primary School) and to Edgars Creek.

Pedestrian paths will be provided along all roads within the development in accordance with Clause 56 of the Moreland Planning Scheme.

Additional paths will be provided along Edgars Creek as shown on the Landscape Concept Plan.

5.8 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

5.8.1 Requirements

- *"Provision of an overall road layout that maximises the opportunity for solar efficient lot layouts within the site and that does not compromise the existing passive solar access of existing dwellings surrounding the site.*
- *Provision of a whole-of-site Stormwater Drainage Master Plan that addresses the following:*
 - *Water Sensitive Urban Design principles and protection of the environmental values of Edgars Creek;*
 - *On-site retention, treatment and/or reuse of stormwater to reduce run-off from the site and improve the quality of stormwater entering Moreland's stormwater drainage system.*
- *A comprehensive, whole-of-site Environmental Management Plan demonstrating best practice and addressing, amongst other things, the following:*
 - *Energy Efficiency;*
 - *Water Sensitive Urban Design/ integrated water management;*
 - *Public realm design for access and mobility;*
 - *Measures to reduce or manage car parking demand and encourage sustainable alternative transport modes including public transport and cycling.*
- *The Environmental Management Plan must:*
 - *identify strategic or other documented sustainability targets or performance standards that the site is aiming to meet;*
 - *document the means by which the appropriate target or performance will be achieved;*

- *identify responsibilities and a schedule for implementation, and ongoing management, maintenance and monitoring where relevant;*
- *demonstrate that the design element, technologies and operational practices that comprise the Environmental Management Plan can be maintained over time".*

5.8.2 Lot Layout

The proposed road layout is predominantly an east - west and north - south grid adjusted to the topography of the site. This maximises the solar efficiency of the lots that will be created and minimises the need for mechanical heating and cooling.

No adjoining dwellings will be affected by overshadowing by the proposed development.

5.8.3 Drainage

A Stormwater Drainage Master Plan that includes Water Sensitive Urban Design Principles has been prepared by Neil M Craigie Pty Ltd and is included as part of this development plan.

Key features of the plan include:

- rainwater tanks to enable use of water for toilet flushing, washing machines, external gardens and flood mitigation storage;
- bioretention systems in reserves and in carparks;
- bioretention systems in other open space locations;
- grated side entry pits in mixed use carpark areas;
- demand management through the use of efficient plumbing fittings.

These and other measures will assist in improving the existing drainage conditions in the immediate area and will also reduce annual volumetric stormwater discharge by up to 30% (relative to the pre-existing Kodak site) and contribute to a reduction in peak discharge flow rates.

5.8.4 Environmental Management Plan

The following key sustainable design objectives guide the development of the site.

- Minimise greenhouse gas emissions associated with building and transport energy use.
- Design lots to optimise energy passive design opportunities for dwellings.
- Manage solar access and wind to public open spaces to enhance amenity and function throughout the year
- Achieve sustainable water cycle management through:
 - Efficient use of potable water supplies;
 - Recycling and re-use of alternative water sources including rainwater;
 - Integrating stormwater treatment flows into the design of open spaces and streetscapes;
 - Minimising wastewater volumes.

- Provide landscaping which enhances amenity and contributes to biodiversity through planting of indigenous species.
- Incorporate pedestrian and cycle paths within the development to facilitate and encourage these modes of transport through the site.

Details of specific initiatives, systems and processes adopted for the development are provided in the Environmental Management Plan prepared by Ark Resources that forms part of this development plan.

5.9 OPEN SPACE AND LANDSCAPE

5.9.1 Requirements

- *"Public open space on the site to be kept to a minimum unless the need for provision of additional public open space can be demonstrated to the satisfaction of the Responsible Authority."*
- *The identification of existing public open space in the adjoining Edgars Creek corridor and works proposed within the creek corridor in the immediate vicinity of the site.*
- *A Landscape Concept Plan for the site which provides:*
 - *key design principles for the overall landscape themes and palette of species to be used within road reserves and public open spaces;*
 - *the integration of landscaping within the streetscapes and areas of public open space with the existing Edgars Creek corridor;*
 - *the linking of open space areas with pedestrian / cycling routes;*
 - *the identification of trees to be retained;*
 - *enhancement planting and weed management within Edgars Creek in the immediate vicinity of the site;*
 - *the identification of sites for public space elements which reinforce a sense of local place or local identity, promote the history of the site and that engage with the community".*

5.9.2 Public Open Space

Areas of public open space to be provided are shown on the Development Plan Map. They are summarised as follows.

Location	Area Encumbered by Easements (square metres)	Area Unencumbered (square metres)	Total Area (square metres)
East -west pedestrian / cycle link	4512	1088	5600
Bridge and associated land either side of Edgars Creek	1420	2388	3808
Land abutting Edgars Creek		810	810
Connection to Ronald Street		209	209
Total	5932	4495	10427

It is noted that:

- the open spaces associated with the bridge and the east-west link facilitate and promote key access linkages across the site for use by pedestrians and cyclists and promote the safe movement of pedestrians and cyclists within and through the site.
- open space at the western edge of the site provides a buffer and set-back between the site and Edgars Creek. This space will be suitable for future planting and landscaping to enhance the setting of the Creek.
- a total of approximately 10,427 square metres (1.04 hectares) of open space will be provided on site - this is equivalent to approximately 5.06 per cent of the total site area (20.54 hectares);
- approximately 2.18 per cent of the total site area is proposed to be provided as unencumbered public open space;
- approximately 2.89 per cent of the total site area is proposed to be provided as encumbered public open space (that is, it is affected by an easement).

Whilst a portion of the open space is affected by easements, the design and location of the open space areas and their augmentation with additional unencumbered open space ensures that the areas are a practical and useful contribution to the provision of open space in the area.

The provision of open space areas adjacent to the Edgars Creek corridor is consistent with the recommendations of the Viewshed Analysis which identifies this area as a 'key viewing location'.

In addition to the provision of public open space, significant works are proposed along Edgars Creek as outlined in the Landscape Concept Plan (refer below).

The combination of public open space (encumbered and unencumbered) and the proposed works in the Edgars Creek corridor will provide a significant enhancement to the open space network in the area.

5.9.3 Landscape Concept Plan

A Landscape Concept Plan has been prepared by Collie Pty Ltd for the site. This plan is included as part of the Development Plan. Key features of the Plan include:

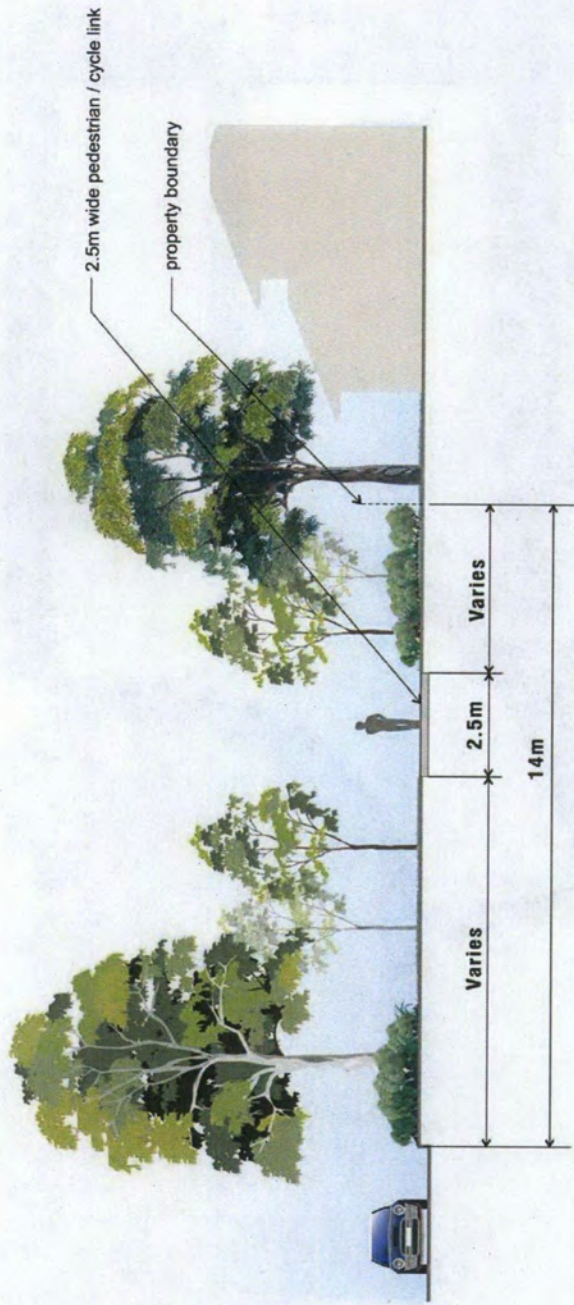
- a statement of overall landscape objectives for the development.
- Identification of trees to be retained;
- an indicative plant schedule that is based on native and indigenous species that are sustainable and attractive;
- landscape treatments to complement the water sensitive urban design elements of the stormwater drainage strategy;
- an entry avenue of prominent feature trees;
- particular landscape treatments along the edges of the site to help integrate the development with the surrounding area including Edgars Creek;
- pedestrian and cycling routes that link key destinations;
- the creation of strong visual connections along the pedestrian links between the neighbourhood hub on Elizabeth Street and Edgars Creek;
- the incorporation of landscape features and other public space elements along the pedestrian links;
- enhancement works along the Edgars Creek corridor including extensive shared paths, seating, a viewing platform, weed control and revegetation.
- Provision of interpretative signage, and re-use of historic site elements as recommended by the Heritage Strategy and Management Plan.

In accordance with the recommendations of the Viewshed Analysis, the planting of feature trees and other street trees will help 'frame' key views including views through the site towards Edgars Creek and along Elizabeth Street towards the city.

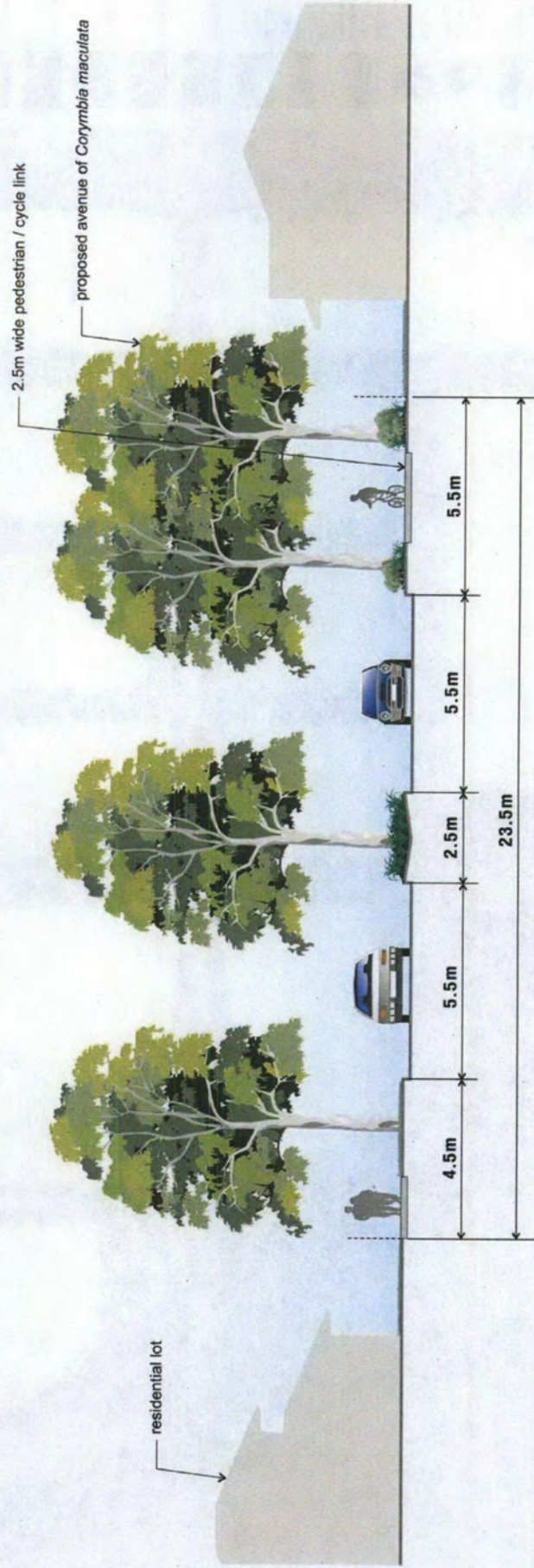
Plans and drawings from the Landscape Concept Plan are provided on the following pages.

LEGEND





Section AA (Scale 1:125) - Pedestrian / Cycle Link



Section BB (Scale 1:125) - Entry Avenue

173 - 199 ELIZABETH STREET, COBURG NORTH

LANDSCAPE SECTIONS

Street Tree Schedule

Botanical Name	Common Name	Mature Height	Mature Spread
Tree			
<i>Asplenium costale</i>	Smooth-Junk Apple-mistle	10-15m	5-10m
<i>Asplenium</i>	Yellow Gum	10-15m	5-10m
<i>Asplenium</i>	Yellow Gum	7m	5m
<i>Asplenium</i>	Dark Yellow Gum	15-25m	10-20m
<i>Asplenium</i>	Yellow Gum	15-25m	10-20m
<i>Asplenium</i>	Red Pandanus	15-20m	10-20m

Appropriate species for use within existing structures

Feature Tree Schedule

Botanical Name	Common Name	Mature Height	Mature Spread
<i>Freessia</i>			
<i>Corymba maculata</i>	Spotted Gum	15-25m	15-25m

Open Space Planting Schedule

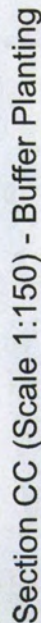
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Buffer Planting Schedule

Common Name	Native Name	Native Height	Native Spacing
Lightwood		6-8m	4-6m
Golden Wattle		3-10m	2-6m
Black Sheak		6-8m	4-6m
Drooping Scaevola		6-8m	4-6m
Flower Red Gum		15-25m	10-20m
Yellow Gum		10-15m	5-10m
Heath Sparula		2-6m	1-2m
Road Correa		1-3m	1-3m
Common Correa		0.2-2m	1-2m
Plummary Grevillea		1-3m	1-2m
Angate Sheath		1-3m	0.5-1.5m
Spiny Scaevola		0.6-0.8m	1-1.5m
Woolly Bush		2m	2m
Creeper Scaevola		0.1-0.3m	1-3m
Black Asher Flax-Ry		0.3-1m	0.5-2.5m
Transverse Flax-Ry		0.5-1.5m	0.5-2m
Portulac Cord Pua		0.4m	1-2m
Batten Everlasting		0.3m	0.3-1m
Spiny-headed Mistleach		0.5-1m	0.5-1m
Creeper Scaevola		0.1m	2-4m
Common Tassel Grass		0.5m	2.5m

Bio-retention and Swale Planting Schedule

Botanical Name	Common Name	Mature Height	Mature Spread
<i>Dioscorea rotunda</i> var. <i>rotunda</i>	Black Arrow Flax-lily	0.3-1m	0.3-2.5m
<i>Dioscorea thurmanica</i>	Thurman Flax-lily	0.3-1.5m	0.2-1m
<i>Conoclinium coelestinum</i>	Spicy-scented Mad-rue	0.5-1m	0.5-1m
<i>Lomandra longifolia</i>	Common Tassel Grass	0.5-1m	0.5m
<i>Poa annua</i>			





EXISTING TREES TO BE RETAINED

ID	Species	Common Name	H (m)	W (m)
1	<i>Eucalyptus melliodora</i>	Yellow Box	15	10
2	<i>Eucalyptus leucocorydon</i>	Yellow Gum	12	13
3	<i>Eucalyptus cosmophylla</i>	Cup Gum	4	5
4	<i>Eucalyptus sideroxylon</i>	Red Ironbark	5	4
5	<i>Eucalyptus melliodora</i>	Yellow Box	16	14
6	<i>Eucalyptus sideroxylon</i>	Red Ironbark	5	4
7	<i>Eucalyptus viminalis</i>	Manna Gum	11	9
8	<i>Eucalyptus camaldulensis</i>	River Red Gum	19	11
9	<i>Eucalyptus camaldulensis</i>	River Red Gum	14	6
10	<i>Casuarina glauca</i>	Swamp She-oak	5	4
11	<i>Eucalyptus melliodora</i>	Yellow Box	9	7
12	<i>Angophora costata</i>	Smooth-barked Apple	11	7
13	<i>Eucalyptus leucocorydon</i>	Yellow Gum	5	8
14	<i>Lagunaria patersonia</i>	Norfolk Island Heliconia	11	8
15	<i>Eucalyptus saligna</i>	Sydney Blue Gum	14	9
16	<i>Eucalyptus cladocalyx 'Nana'</i>	Dwarf Sugar Gum	8	10
17	<i>Eucalyptus nicholii</i>	Narrow-leaved Black Peppermint	10	6
18	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	7	5
19	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	8	6
20	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	7	7
21	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	7	7
22	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	6	6
23	<i>Eucalyptus leucocorydon</i>	Yellow Gum	9	10
24	<i>Corymbia chlorodora</i>	Lemon-scented Gum	14	16
25	<i>Eucalyptus cladocalyx 'Nana'</i>	Dwarf Sugar Gum	13	11
26	<i>Prunus cerasifera 'Nana'</i>	Purple Leaf Cherry Plum	3	3
27	<i>Agave attenuata</i>	Willow Myrtle	7	7
28	<i>Lophospermum confertus</i>	Queensland Brush Box	5	3
29	<i>Acer palmatum</i>	Japanese Maple	4	4
30	<i>Agave attenuata</i>	Willow Myrtle	7	4
31	<i>Prunus cerasifera 'Nana'</i>	Purple Leaf Cherry Plum	5	4
32	<i>Corymbia chlorodora</i>	Lemon-scented Gum	14	15
33	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	3	4
34	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	4	6
35	<i>Corymbia chlorodora</i>	Lemon-scented Gum	13	7
36	<i>Mealeuca stypheloides</i>	Prickly-leaved Paperbark	11	9
37	<i>Catalpa sp.</i>	Hawthorn	6	6
38	<i>Cinnamomum camphora</i>	Camphor Laurel	8	8
39	<i>Cinnamomum camphora</i>	Camphor Laurel	5	5
40	<i>Cinnamomum camphora</i>	Camphor Laurel	11	8
41	<i>Eucalyptus sideroxylon</i>	Red Ironbark	11	5
42	<i>Eucalyptus sideroxylon</i>	Red Ironbark	12	5
43	<i>Eucalyptus sideroxylon</i>	Red Ironbark	12	12
44	<i>Eucalyptus sideroxylon</i>	Red Ironbark	8	7
45	<i>Eucalyptus sideroxylon</i>	Red Ironbark	5	6
46	<i>Catalpa sp.</i>	Laville Hawthorn	4	4
47	<i>Prunus persica</i>	Peach	4	4
48	<i>Pittosporum eugenioides 'Variegatum'</i>	Variegated Tea Tree	3	4
49	<i>Lophospermum confertus</i>	Queensland Brush Box	11	6
50	<i>Strydom panicalum</i>	Magenta Cherry	12	10
51	<i>Lophospermum confertus</i>	Queensland Brush Box	13	9
52	<i>Quercus palustris</i>	Pin Oak	17	12
53	<i>Strydom panicalum</i>	Magenta Cherry	12	10

LEGEND

EXISTING TREES TO BE RETAINED

(Symbol: A circle with a dot inside)

173 - 199 ELIZABETH STREET, COBURG NORTH
TREE RETENTION PLAN

5.10 INTERFACE WITH EDGARS CREEK

5.10.1 Requirements

- *"The protection and enhancement of the Edgars Creek natural systems through the revegetation of local native species, weed control and erosion control measures.*
- *Improvement of water quality within the creek through the use of Water Sensitive Urban Design within the site to control the quantity and quality of stormwater flows entering the creek.*
- *The enhancement of recreation opportunities along Edgars Creek through the creation of a resting place or node in the vicinity of the site for people to stop, rest, eat and contemplate.*
- *The provision of links, views and access from the surrounding areas to the creek and open space.*
- *New road, subdivision layout and development that protects and does not compromise the scenic qualities and visual character of the Edgars Creek corridor by providing adequate setbacks for development from the creek corridor, providing adequate landscaping buffers to screen any development and by avoiding inappropriate placement of fill.*
- *Lots to be orientated to front onto Edgars Creek to provide passive surveillance and improved pedestrian access to the creek corridor, where the site's topography allows".*

5.10.2 Natural systems

Edgars Creek contains a number of weed species that will be removed. These include Serrated Tussock, Chilean Needle Grass, Thistles and Blackberries. Weed management on both sides of the creek covering approximately 7 hectares of land will be carried out.

Additional planting of native and indigenous trees, shrubs and ground covers will be provided along Edgars Creek in the vicinity of the site. An indicative planting schedule is provided at section 5.9.3 of this Plan.

These management measures will help protect and enhance the natural systems of the creek.

5.10.3 Water quality

The Stormwater Drainage Masterplan controls the quality and quantity of stormwater entering the creek and will enhance the environmental qualities of the area.

5.10.4 Recreational opportunities

The Landscape Masterplan identifies the enhancement of the recreational opportunities along the creek, including the provision of links, resting places, vantage points, and improved access to the creek environs.

5.10.5 Links, views and access

The east-west linear public open space will provide direct and convenient physical and visual link from the neighborhood hub, and other parts of the site, to Edgars Creek. The Landscape Masterplan identifies a series of additional access points between the site and Edgars Creek as well as opportunities for viewing platforms and associated interpretive signage.

5.10.6 Orientation and siting

Dwellings will generally be sited to ensure that they front on to Edgars Creek. Where dwellings do not front onto the creek a landscaped strip will be provided to screen the dwellings.

5.11 ENGINEERING INFRASTRUCTURE

5.11.1 Requirements

- *"Provision of all appropriate utility services to residential lots and development parcels.*
- *Recognition of the existing Melbourne Water easement running east-west through the land".*

5.11.2 Services

All lots will be serviced by water, reticulated sewerage, electricity, gas and telecommunications.

All lots will have appropriate drainage and cater for stormwater drainage from the lot.

5.11.3 Melbourne Water Easement

No buildings or structures will be located on the Melbourne Water easement without the prior consent of Melbourne Water Corporation. The easement has been included within an east - west open space link.

5.12 ENVIRONMENTAL AUDIT

5.12.1 Requirements

- *"The development plan must be consistent with and incorporate the requirements of:*
 - *The Coffey Environments, Environmental Audit Report: Former Kodak (Australasia) Pty Ltd Manufacturing Site, 173 Elizabeth Street, Coburg, Victoria, dated 11 April 2008 (Project Ref ENVIABTF08394AA-R03 Rev.1); and*
 - *The conditions of the Statements of Environmental Audit for the Southern Audit Area and North West Audit area dated 11 April 2008 (annexed to the Environmental Audit Report); and*
 - *The Goulder Associates Pty Ltd, Groundwater Monitoring and Management Plan for the North West Audit Area (Report Ref 05613503/252 dated 26 November 2007 and any amendment of that plan from time to time."*

5.12.2 Response

The Development Plan is consistent with and incorporates the requirements of the above Reports and Audits. Further details on Environmental Audit compliance, including compliance with any addenda or updated versions of the above Reports and Audits, will be provided as part of planning permit applications associated with the subdivision and / or development of the site.

5.13 STAGING

5.13.1 Requirements

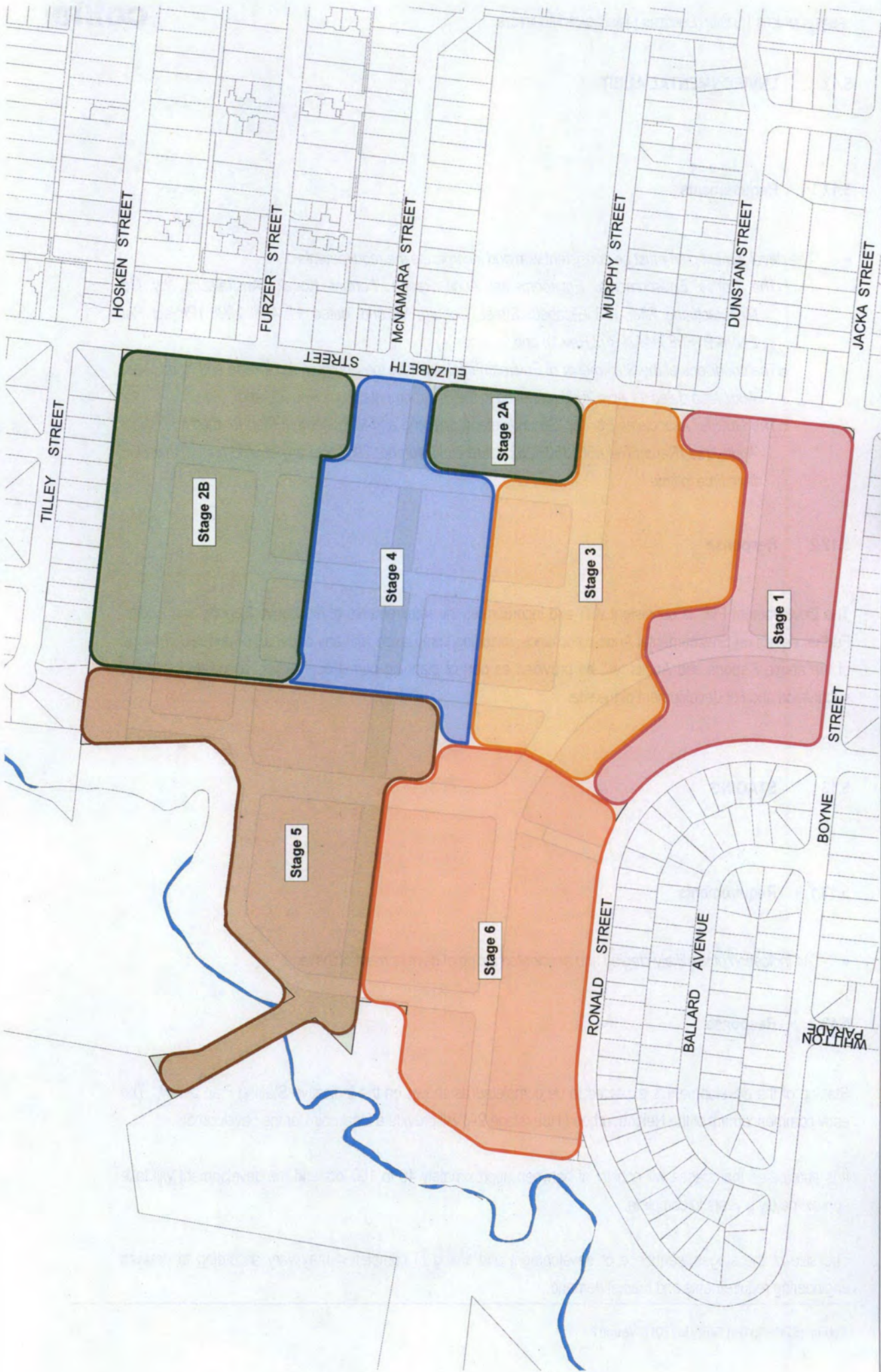
- *"An indication of the likely staging and anticipated timing of development of the land."*

5.13.2 Response

Staging of the development is expected to be completed as shown on the Indicative Staging Plan below. The early commencement of the Neighbourhood Hub (stage 2A) will provide a focal point for the development.

It is anticipated that stages will consist of between approximately 40 to 100 lots and the development will take approximately 5 years to complete.

The size of the stages, sequence of development and timing of completion may vary according to detailed engineering requirements and market demand.



6 CLAUSE 56 MORELAND PLANNING SCHEME

Clause 43.04-3 of the Moreland Planning Scheme states that a development plan that provides for residential subdivision in the Residential 1 Zone or Business 1 Zone must meet the requirements of Clause 56 of the Scheme.

Clause 56 of the Scheme relates to residential subdivision. The purpose generally of Clause 56 is to ensure appropriately designed residential subdivision that responds to the site and context and creates liveable and sustainable neighbourhoods. Clause 56 applies to planning permit applications to subdivide land.

It is noted that planning permit applications generally contain more detailed information than is provided on a development plan. Demonstration of compliance with some aspects of Clause 56 is only appropriate at the more detailed level of design (indeed, there are some parts of Clause 56 that are matters usually dealt with via conditions on planning permits).

The proposed development plan is consistent with the requirements of Clause 56. An assessment of the proposal against the requirements of Clause 56 is contained in an Appendix to this development plan.

7 IMPLEMENTATION

7.1 PLANNING PERMIT APPLICATIONS

Planning permit applications will be submitted to Moreland City Council for subdivision and all other development and uses requiring a permit under the applicable zoning and overlay provisions. All subdivision, development and use must be generally in accordance with the approved Development Plan.

12 July 2010

Collie Pty Ltd

This document was prepared by Collie for the benefit of the client and in response to the specific services required by the client. Collie has used its best endeavours to ensure this document reflects the required services and outcomes and the client intentions, at the time of preparing the document. In preparing the document, Collie has relied upon stated or implied assumptions, data (reports, plans, surveys, correspondence, photographs and such), commentary, responses to enquiries and other third party information, available to it at the time of preparing the document. Notwithstanding that Collie attempted to ensure it was using the most current versions of such documents and other information, it did not check independently their accuracy or completeness. Collie does not warrant their accuracy and points out that those assumptions, data and responses may have been qualified and may have been given with a disclaimer of responsibility.

ASSESSMENT OF DEVELOPMENT PLAN AGAINST CLAUSE 56 OF THE MORELAND PLANNING SCHEME

Clause 43.04-3 of the Moreland Planning Scheme states that a development plan that provides for residential subdivision in the Residential 1 Zone or Mixed Use Zone must meet the requirements of Clause 56 of the Scheme.

Clause 56 of the Scheme relates to residential subdivision. The purpose generally of Clause 56 is to ensure appropriately designed residential subdivision that responds to the site and context and creates liveable and sustainable neighbourhoods. Clause 56 applies to planning permit applications to subdivide land.

It is noted that planning permit applications generally contain more detailed information than is provided on a development plan. Demonstration of compliance with some aspects of Clause 56 is only appropriate at the more detailed level of design (indeed, there are some parts of Clause 56 that are matters usually dealt with via conditions on planning permits).

The following sections respond to specific relevant provisions of Clause 56.

1 CLAUSE 56.01 SUBDIVISION SITE AND CONTEXT DESCRIPTION AND DESIGN RESPONSE

1.1 Clause 56.01-1 Subdivision site and context description

A detailed site and context description is provided in association with the proposed development plan. This includes specialist consultant reports presenting the following information:

- *173-199 Elizabeth Street, Coburg North, Vegetation Assessment* (8 November 2007), Biosis Research Pty Ltd;
- *Kodak Site Coburg, Viewshed Analysis Report* (November 2009) EDAA;
- *Former Kodak Site, Built Form Analysis* (June 2009), Collie Pty Ltd.
- *173-199 Elizabeth Street, Coburg North, Heritage Strategy and Management Plan* (July 2008), Bryce Rawoth Pty Ltd;
- *Vision for Community Infrastructure & Open Space, 173-199 Elizabeth Street, North Coburg*, (October 2009), ASR Research;
- *173-199 Elizabeth Street, Proposed Residential Development, Environmental Noise Assessment* (28 October 2009), Marshall Day Acoustics;
- *Environmental Management Plan, 173-199 Elizabeth Street, Coburg*, (30 November 2009), Ark Resources;
- *Engineering Services Report, 173 Elizabeth Street, Coburg North* (October 2009), WBCM Group;

- *173 Elizabeth Street, Coburg, Stormwater Drainage Masterplan* (25 November 2009), Neil M Craigie Pty Ltd for WBCM Pty Ltd;
- *Kodak Site, Landscape Context Study* (August 2007) EDAW;
- *Landscape Concept Plan*, 173 – 199 Elizabeth Street, Coburg (November 2009), Collie Pty Ltd.
- *173-199 Elizabeth Street Coburg North, Strategic Assessment of Employment Opportunities* (November 2009), Collie Pty Ltd.
- *173-199 Elizabeth Street, Coburg, Retail Sustainability Assessment* (July 2008), Macroplan Australia Pty Ltd;
- *Kodak Residential Development, 173-199 Elizabeth Street, Coburg North, Traffic Impact Assessment*, (30 May 2011), CPG *Location Options for Affordable and Accessible Housing on the Former Kodak Site - Coburg North*, (16 November 2009), K2 Planning.

1.2 Clause 56.01-2 Subdivision design response

The proposed development derives from and responds to the site and context description as described in the Development Plan and associated documents.

The proposed design meets the relevant objectives of Clause 56 as outlined in the sections below.

The development plan includes a dimensioned plan to scale showing the general layout of the subdivision in context with the surrounding area. In accordance with the requirement for subdivisions of 60 or more lots, the proposed development plan shows the intended uses of each part of the site, the natural features of the site, an integrated water management system and an indicative staging plan. More detailed plans will be provided to the responsible authority at the time of application for subdivision.

2 CLAUSE 56.02 POLICY IMPLEMENTATION

The content of the Development Plan Overlay schedule reflects a range of planning policies included in the Moreland Planning Scheme. The schedule includes matters relating to housing, activity centres, traffic and transport, environmentally sustainable development, open space, landscape, urban design and other matters referred to in Clause 56.02.

The proposed development plan is therefore consistent with the planning policies in the Moreland Planning Scheme.

3 CLAUSE 56.03 LIVEABLE AND SUSTAINABLE COMMUNITIES

3.1 Clause 56.03-1 Compact and walkable neighbourhoods

The proposed development plan is consistent with Clause 56.03-1 by creating a compact and walkable neighbourhood that allows easy pedestrian movement between residential areas, activity centres, local schools, community facilities, public open space and public transport. In particular, the proposed development plan demonstrates:

- the layout of the proposed future subdivision in relation to the surrounding area;
- the provision of major walking and cycling links through the site which link Elizabeth Street with Edgars Creek and which formalise pedestrian use of Edgars Creek;
- an indicative layout of the internal local roads proposed for the site that complements the form and structure of the surrounding road network and provides a high level of amenity and connectivity;
- the provision of a new bus stop and shelter, intended to increase the opportunity to use public transport.

3.2 Clause 56.03-2 Activity centre

The proposed development plan provides a neighbourhood based activity centre and is therefore consistent with Clause 56.03-2. In specific support of Clause 56.03-2, the proposed development plan shows the activity centre to be:

- accessible by neighbourhood and regional walking and cycling networks;
- located on connector streets;
- served by a bus route that is connected to the regional public transport network;
- of an appropriate size to accommodate a mix of uses to meet local community needs including possible land uses such as neighbourhood based community and retail facilities, small office / commercial, open space and medium density housing;
- oriented to support active street frontages that will encourage street-based community interaction and pedestrian safety;
- positioned to be interactive with the adjacent Newlands Primary School, existing retail uses and residential areas along Elizabeth Street, providing an active link between the proposed subdivision and the existing neighbourhood.

3.3 Clause 56.03-3 Planning for community facilities

The proposed development plan is consistent with Clause 56.03-3.

A detailed review of existing community facilities and services in the immediate area has been completed. No new community facilities are specifically identified for the subject site.

The community facilities review has identified that the proposed development will enhance the viability of the existing Newlands Primary School opposite the subject site.

There is potential space available for the development of a child care centre, medical centre and other private facilities within the community hub subject to market demand.

3.4 Clause 56.03-4 Built environment

In satisfaction of Clause 56.03-4, the proposed development plan establishes a unique identity and character for the subdivision of the site through:

- the orientation of the subdivision design and layout towards Edgars Creek (through siting, links, views and access) which draws this valuable public open space into the proposed development as a key feature;
- provision of residential densities greater than the surrounding area creating a more compact urban form that gives the development a unique sense of place;
- a design and layout that respects the existing residential character of the area through the careful integration of road and pedestrian links and transitional densities and lot sizes;
- the inclusion of a neighbourhood activity centre to provide a node that will contribute to a sense of place and community identity;
- a subdivision design and layout which provides passive surveillance of local streets and reserve areas, and also facilitates safe and efficient movement patterns throughout the site;
- the landscape concept plan which:
 - demonstrates the key principles of landscape design intended for the site;
 - provides attractive streetscapes and areas of public open space intended to foster a sense of local place / identity and to engage the community;
 - includes features intended to promote the unique history of the site;
- the expression of key urban design principles to be addressed in the provision of medium density housing and other strategic sites with a preferred design outcome.

3.5 Clause 56.03-5 Neighbourhood character

The proposed development plan is consistent with Clause 56.03-5. It shows an understanding of the identity and character of the existing neighbourhood and landscape that surrounds the site and is designed to:

- harmonise with the street layout to the south of the site through the inclusion of a curvilinear design in the southern portion of the site;
- integrate with the residential areas to the north and east of the site through the use of a grid road layout;

- provide multiple access points from the existing road network which creates connectivity between the site and existing residential areas;
- provide new pedestrian links to Edgars Creek for the benefit of the whole community;
- include lot sizes that provide a transition from the existing residential areas surrounding the site;
- include a small activity centre on Elizabeth Street which complements the existing retail and community facilities opposite the site and will assist to integrate the new development by providing a facility that will share its services with the surrounding locality;
- protect and enhance Edgars Creek, taking specific measures to rehabilitate this area and incorporate the use of Water Sensitive Urban Design that will protect the water and landscape of the creek corridor.

4 LOT DESIGN

4.1 Clause 56.04-1 Lot diversity and distribution

Consistent with Clause 56.04-1, the proposed development plan will achieve housing densities that support compact walkable neighbourhoods, the efficient provision of public infrastructure and the diverse housing needs of the community.

The size of the site and the location of the existing bus route along Elizabeth Street ensure that all dwellings are within a reasonable walking distance to public transport.

All lots will also be within convenient walking distance to the neighbourhood hub.

4.2 Clause 56.04-2 Lot area and building envelopes

The proposed development plan is consistent with Clause 56.04-2 in its ability to provide lots with areas and dimensions that will enable the appropriate siting and construction of a dwelling, solar access, private open space, vehicle access and parking, water management and easements.

It is noted that these matters will be addressed in further detail at the time of a planning permit application for the subdivision of the land.

4.3 Clause 56.04-3 Solar orientation of lots

Consistent with Clause 56.04-3, the overall road layout maximises the opportunity for solar efficient lot layouts. The road layout is generally a north-south and east-west orientation which facilitates the optimum solar orientation of future lots.

More specific detail of solar orientation will be provided to the responsible authority at the time of application for subdivision.

4.4 Clause 56.04-4 Street orientation

The layout presented by the proposed development plan demonstrates consistency with Clause 56.04-4 in its ability to contribute to community social interaction, personal safety and property security. In satisfaction of the objective to Clause 56.04-4, visibility and surveillance are enhanced by a number of key design features including:

- passive surveillance will be encouraged with lots oriented to front streets and public open space, including Edgars Creek.
- the location of the neighbourhood hub in easy access of proposed and existing residential areas to encourage community interaction between established and new areas.
- medium density living is provided in the vicinity of the proposed neighbourhood hub and public transport routes.
- provision of streets along the boundaries of the public open space where possible.
- provision of safe and convenient walking and cycling tracks into and along Edgars Creek reserve to encourage active use of this area and connectivity to the internal street layout of the site.

5 CLAUSE 56.05 URBAN LANDSCAPE

5.1 Clause 56.05-1 Integrated urban landscape

The proposed development plan is consistent with Clause 56.05-1 demonstrating that the intended development of the site will provide an attractive urban landscape, contribute to the character and identity of the new and existing neighbourhood, incorporate the natural and historic features of the site and protect and enhance the natural environment. This will be achieved through:

- provision of a landscape concept plan that details:
 - key design principles for the overall landscape theme for the site within road reserves and public open spaces, including the palette of species to be used;
 - integration of the streetscape with Edgars Creek;
 - vegetation to be retained;
 - approaches to the enhancement of Edgars Creek corridor;
 - identification of public open space areas that will reinforce local place identity, promote the history of the site and engage the community;
- use of Water Sensitive Urban Design within the site to protect the water quality of Edgars Creek.

5.2 Clause 56.05-2 Public open space provision

The proposed development plan provides an appropriate quantity and quality of public open space to support active and healthy communities and is therefore consistent with Clause 56.05-2. The proposed development:

- is within close proximity to a variety of existing open space areas;
- includes additional open space areas that complement the existing spaces;
- ensures that almost all lots will be within 500 metres walking distance to the Edgars Creek open space area;
- includes measures to enhance the quality of the Edgars Creek corridor as a recreational resource;
- incorporates walking and cycling links to residential areas and public open space.

6 CLAUSE 56.06 ACCESS AND MOBILITY MANAGEMENT

The traffic report prepared by GTA Consultants addresses the relevant traffic engineering objectives and standards in Clause 56 and concludes that the proposal is compliant.

Some general features of the proposed development plan that demonstrate its consistency with Clause 56.06 are listed below.

- Provision of a compact neighbourhood that provides ease and safety of movement for walking, cycling, public transport and other vehicles in an integrated manner, and contributes to reduced car dependence (Clauses 56.06-1).
- Provision of safe and convenient walking and cycling paths through the site that are integrated with existing residential areas to encourage the use of sustainable transport modes to local amenities (Clause 56.06-2, Clause 56.06-3, Clause 56.06-4).
- Provision of pedestrian and cycle links through the site that connect Elizabeth Street to Edgars Creek (Clause 56.06-2).
- Formalisation of paths along Edgars Creek to encourage more active recreational use of this area (Clause 56.06-2).
- Location of the neighbourhood hub and public open spaces in walkable distances to future lots (and to the advantage of adjoining residential areas) (Clause 56.06-2).
- Layout designed for passive surveillance of streets and public open spaces areas to promote safety and security (Clause 56.06-2, Clause 56.06-4).
- Provision of traffic lights at the corner of Murphy Street and Elizabeth Street to be used to manage traffic and to protect pedestrian and cycle movements at this intersection (Clause 56.06-2, Clause 56.06-4).
- Provision of multiple access points from the existing road network to connect the site with established neighbourhoods (Clause 56.06-4).

- Layout of the internal local roads proposed for the site which complement the form and structure of the surrounding network, provide a high level of amenity and connectivity, maximises solar access and contribute to the character of the area (Clause 56.06-4).
- Design that incorporates safe and efficient movement for all vehicles, including emergency and service vehicles (Clause 56.06-4).
- Design of street network integrates Water Sensitive Urban Design (Clause 56.06-4).
- The landscape concept plan indicates how the proposed development plan contributes to the character and identity of the area through streetscape design (Clause 56.06-4).

More detailed planning of access and mobility will be provided to the responsible authority at the time of permit applications for subdivision.

7 CLAUSE 56.07 INTEGRATED WATER MANAGEMENT

All lots will be supplied with drinking water and connected to a reticulated waste water system in accordance with the requirements and to the satisfaction of the relevant water authority (Clauses 56.07-1 and 56.07-3).

The proposed development plan provides an Environmental Management Plan that addresses water conservation and reuse (Clause 56.06-2). In regard to reuse and recycled water, it is noted that all new dwellings will comply with the Victorian 5-star energy rating requirement of the Building Code of Australia (Clause 56.07-2).

The proposed subdivision will include appropriately designed urban stormwater management systems in accordance with the requirements and to the satisfaction of the relevant drainage authority (Clause 56.07-4). The proposed development plan incorporates a stormwater drainage master plan which includes measures to ensure the protection of Edgars Creek and identifies the location of on-site drainage bio-retention facilities.

8 CLAUSE 56.08 SITE MANAGEMENT

The site will be managed prior to and during the construction period to the satisfaction of the responsible authority (Clause 56.08-1). It is usual and appropriate that a detailed site management plan be prepared in accordance with a condition on future subdivision permits.

9 CLAUSE 56.09 UTILITIES

All lots will be serviced with necessary public utilities including electricity, telecommunications and gas (Clause 56.09-2). Shared trenching opportunities will be investigated in accordance with relevant requirements (Clause 56.09-1).

In regard to supporting the generation and use of electricity from renewable sources, as identified in Clause 56.09-2, it is noted that all new dwellings must have the following features to comply with the Victorian 5-star requirement of the Building Code of Australia:

- 5-star energy rating for building fabric plus water savings measures;
- a rainwater tank (connected to all sanitary flushing systems) or a solar hot water service.

The site will be provided with fire hydrants and public lighting in accordance with relevant requirements (Clauses 56.09-3 and 56.09-4).

Further details on these matters will be provided at the time of engineering drawings associated with conditions regarding planning permits for subdivision of the site.

12 July 2010

Collie Pty Ltd

APPENDIX B

TECHNICAL REPORTS

1. *173-199 Elizabeth Street, Coburg North, Vegetation Assessment* (8 November 2007), Biosis Research Pty Ltd;
2. *Kodak Site Coburg, Viewshed Analysis Report* (November 2009) EDAW;
3. *Former Kodak Site, Built Form Analysis* (June 2009), Collie Pty Ltd.
4. *173-199 Elizabeth Street, Coburg North, Heritage Strategy and Management Plan* (July 2008), Bryce Rawoth Pty Ltd;
5. *Vision for Community Infrastructure & Open Space, 173-199 Elizabeth Street, North Coburg*, (October 2009), ASR Research;
6. *173-199 Elizabeth Street, Proposed Residential Development, Environmental Noise Assessment* (28 October 2009), Marshall Day Acoustics;
7. *Environmental Management Plan, 173-199 Elizabeth Street, Coburg*, (30 November 2009), Ark Resources;
8. *Engineering Services Report, 173 Elizabeth Street, Coburg North* (October 2009), WBCM Group;
9. *173 Elizabeth Street, Coburg, Stormwater Drainage Masterplan* (25 November 2009), Neil M Craigie Pty Ltd for WBCM Pty Ltd;
10. *Kodak Site, Landscape Context Study* (August 2007) EDAW;
11. *Landscape Concept Plan, 173 – 199 Elizabeth Street, Coburg* (November 2009), Collie Pty Ltd.
12. *173-199 Elizabeth Street Coburg North, Strategic Assessment of Employment Opportunities* (November 2009), Collie Pty Ltd.
13. *Coburg Hill Mixed Use Precinct, Commercial Assessment* (November 2011), Urbis.
14. *Kodak Residential Development, 173 - 199 Elizabeth Street, Coburg North, Traffic Impact Assessment*, (30 May 2011), CPG;
15. *Location Options for Affordable and Accessible Housing on the Former Kodak Site - Coburg North*, (16 November 2009), K2 Planning.