6.8.7| RECOMMENDATIONS

6.8.7.1| POTENTIAL OPPORTUNITIES FOR EARLY DEVELOPMENT

Having undertaken this exercise, in conjunction with broader precinct land use, infrastructure and public realm assessments, a series of early opportunities for housing development will be established. In addition to the criteria articulated above, key considerations will include those established for the precinct.

The ILM for Coburg's Activity Centre combines issues of economic, social and environmental sustainability with high quality built form and public shared spaces, exemplary multi-modal transport systems with a lower dependency on cars and opportunities for employment, living, interaction and recreation. These KPI's will guide choices which, in turn, will be guided by broader considerations that are implied in the KPI's. Key considerations will include the following:

1 Maximising the Ability of the Coburg Activity Centre to be Opportunistic in Attracting Funds and Investment.

Access to crucial funds or partners that can facilitate otherwise undeliverable development that is critical to the Coburg Vision is important in the projects early phases and in achieving the projects longer term social, economic and environmental objectives. The development team recognises that opportunities are cyclical in nature and the masterplan needs to be flexible enough to enable the maximising of opportunities for achieving the investment goals for the precinct. This might be achieved through a number of means including:

- Sharing in the 'uplift' of land values achieved through rezoning or intensification of land development and a resultant potential for in development through either discounted sale of air-rights or provision of in-kind contributions of housing.
- Immediate opportunities for partnership funding for affordable housing through State and Federal Government and Community Housing agencies that may not be available in the longer term.
- Immediate opportunities for partnerships with State agencies such as VicTrack who have identified affordable housing as an area of corporate interest that may not be available in the longer term.
- Immediate opportunities with institutions such as the City Universities for student accommodation that may not be available in the longer term.
- Leadership by Local Government and State Agencies in utilising their surplus or underutilised land holdings or their emerging tenure requirements to establish exemplar projects that establish the new economic, environmental and precinct quality for Central Coburg.
- Ability to fully utilise land within the commercial core for which there might otherwise only be demand for ground or low-level uses such as community and retail facilities.

2 Joining up the Precinct

Lessons can be learned from other locations in the country and more broadly about the benefits of ensuring that new development is characterized by the effective joining up of places and enhancement of the amenity of places as each phase of development is delivered. In this way, the new ambitions and goals of a place are more readily legible and the impacts of change tangible and more able to contribute to improved levels of activity, amenity interconnectivity of development. Recent examples include the Public transport and public space improvements in Box Hill and the development of the QV precinct and State Library and Swanston Walk and Southbank development spines in Melbourne.

3 Facilitating Change

Targeted and timely investment can sometimes achieve the necessary armature of change needed to enable other later critical elements of the development vision to be achieved. Development opportunities that act as enablers of development should be given high priority.

STUDIO | MGS Architects

6.8.7.2| ACCOMMODATION REQUIREMENTS

STUDIO| Society Apartments - Prahran

Spatial and organisational requirements include:

1 Community Housing
Refer Attachment 1 - PPHA Requirements & MAH Requirements

2 Student Accommodation
Refer Attachment 2 - Student Accommodation Guidelines

3 Private Sector Housing
Affordable Housing for First Home Buyers: This is likely to be in the form of small studio style and one-bedroom units where people are able to sacrifice space for place and where elements such as laundry, fitness, wellness, library and meeting venues, outdoor cinemas, bars etc can be shared community venues often operated as municipal or commercial facilities. Examples include:

- **Studios:** Studios are likely to be 30-40 sq.m. and should feature innovations that provide for flexibility in how limited spaces can be used. This may be achieved through pull-down bed units, and sliding-wall elements and facades that enhance the sense of space and amenity.

LIVE/WORK | Studio, Kew [MGS Architects]

LIVE/WORK| Portland, USA

LIVE/WORK| Studio, Kew [MGS Architects]

- **Live/Work:** The commercial nature of Coburg is also well suited to a range of businesses where proximity to like businesses and the services and facilities offered within the activity centre enable increased competiveness and opportunities for building capability and partnerships. Accommodation needs to provide for zoning of activities to enable both an appropriate commercial interface with clients and amenity for residential occupancy. This can be achieved through both vertical and horizontal zoning of activities. The nature of this form of accommodation is particularly suited to secondary streets and spaces where the presence of mixed-use activity can activate and enhance the safety and amenity of streets and spaces. Spaces can take the form of residential shells and fitted out accommodation and will vary in normal circumstances dependant on volumes from between 60sq m and 150 sq.m in scale in newer development areas. These forms of accommodation can also activate the edges of above ground commercial carparks etc.

- **Apartment Accommodation:** It would be anticipated that the majority of apartment-style private sector accommodation will generally take the form of one bedroom, one bedroom + study and two bedroom units. This is partly due to the cost of development per sq.m. of apartments and more particularly arising from the presence of substantial housing stock for three-bedroom style accommodation in the environs immediately around the activity centre that offers better value for money for this scale of occupation. With over 1000 new dwellings to be built in the Activity Centre a significant proportion are expected to be apartments. These can occupy areas above lower level commercial and community facilities.

Scale of units is likely to be as follows:

1bedroom Units	40-55 sqm
1Bedroom + Study	50-65 sqm
2 Bedroom	60-75 sqm
2 Bedroom + Study	65-90 sqm
3 Bedroom	85 sqm +

Whilst generous storage should be provided for units, the nature of open space and provision for carparking and shared amenities should be considered creatively given the unique partnership opportunities available in the Coburg Initiative and the presence of a wide range of recreation and community and retail services in the environs. Wherever possible, shared facilities should be considered in the context of needs of the broader centre and configured to maximize their utilisation rather than exclusivity. In turn, this will have the benefit of minimising occupancy costs for residents and duplication of amenities across the Activity Centre.

Both Private and Community Housing are expected to be environmentally innovative and to foster new ways of minimising the environmental footprint of urban communities. Shared infrastructure and urban design and typology strategies targeting reduction in the consumption of energy and water per household and fostering healthier lifestyles and communities are to be a feature of new development and a range of measurement models have already been established for individual projects that are intended to be complimented by broader Activity Centre wide modelling as the masterplan is developed.


Cellarbrations

- **Specialist Sectors:** These include:

o **Aged Accommodation:** Independent aged living is now being developed in a variety of forms ranging from Retirement Village style formats to facilities such as that noted. These facilities, dependant on their market, scale and demography, provide a variety of levels of service and care. Scope for ethnically-oriented facilities as well as independent living and hostel-style accommodation will all find viable demand subject to appropriate business models and where applicable government support being available. Independent aged accommodation will feature a range of shared facilities in conjunction with the individual units. Common areas will include, office and reception, lounge, dining, library or meeting/consulting areas dependant on their location and proximity to commercially or community-based complimentary services and target demographics.

o **Serviced Apartments:** Serviced apartments need to be located in areas with good exposure to key arrival points to the location and proximate a range of employment retail service and public transport options. Generally the development will incorporate some shared facilities for residents including:

- Gymnasium, seminar rooms
- Commercially-operated breakfast venue, common shared outdoor space
- Shared parking zone
- It is possible to operate each of these elements on a commercial basis provided they are conveniently located for residents.
- Back of house facilities required in addition to standard apartment provisions include:
- Linen and cleaners areas on each level of accommodation
- Dirty and clean linen areas at the loading delivery point
- Reception, manager's office and luggage storage area
- Dependant on the location and operator a minimum scale of facility is required to make the operation commercially viable. This is generally considered to be in excess of 50 rooms.

AGED ACCOMMODATION | Casa Elda Vaccari, Fitzroy

6.8.8| APPENDICES
6.8.8.1| PRIVATE RESIDENTIAL ACCOMODATION

Coburg 2020 has the aspirational target of 3,000 new dwellings within the broader Activity Centre which incorporates significant tracts of new housing within the Pentridge Piazza and Pentridge Village estates. Within the Core Are which relates to the Coburg Initiative, Coburg 2020 envisaged the supply of around 1,150 new dwellings of which a target of 20% is set to be in a non-private form (social, community, public, etc). Upon Council-owned land, new development is to supply at least of product as "affordable" housing.

Whilst The Coburg Initiative provides a unique opportunity to demonstrate a paradigm shift in the delivery of housing supply within a mixed-use Activity Centre setting by the inclusion of affordable, sustainable and adaptable housing within a mixed use environment, the delivery of such housing will inevitably still be governed by the realities of financial viability and limitations created by the dynamics of the broader housing market beyond the Initiative area given the choices which will be available to prospective purchasers occupiers and developers.

Whilst the target of 1,150 dwellings by 2020 is unlikely to be achieved by 2020 (given that this would necessitate an annual average absorption of over 100 dwellings p.a.) masterplanning should still allow for such a level, if not higher, given that in an ultimate redevelopment scenario over the much longer term, non-Council land will eventually becomes redeveloped with residential uses still likely to represent the highest and best use of most sites in an Activity Centre such as Coburg (whether in isolation or as part of a mixed use project).

Ultimately, up to 2,000 conventional private dwellings (including Hamton's proposed @500 apartments) could be conceivable within the Coburg Initiative area upon ultimate full redevelopment given that there is an opportunity to build upon the "market testing" which has already occurred in Coburg and demonstrated acceptance of diverse apartment products, as evidenced by the successful delivery of one-off projects along Bell Street, within mixed use precincts (such as Pentridge Village (Centrale) / Piazza) but not yet within the core of the Activity Centre itself. This market testing phase is still occurring through the recent and impending release of innovative major projects such as Air Apartments within Pentridge Piazza (by Valad), further buildings in Pentridge Village Centrale and Central Park (by Hamton). The ultimate acceptability of these projects, which are pushing the boundaries of the scale and design of apartments with respect to environmental sustainability, sizes and configurations relative to the conventional apartments, will set a standard and establish a foundation for the delivery of all other future releases in Coburg.

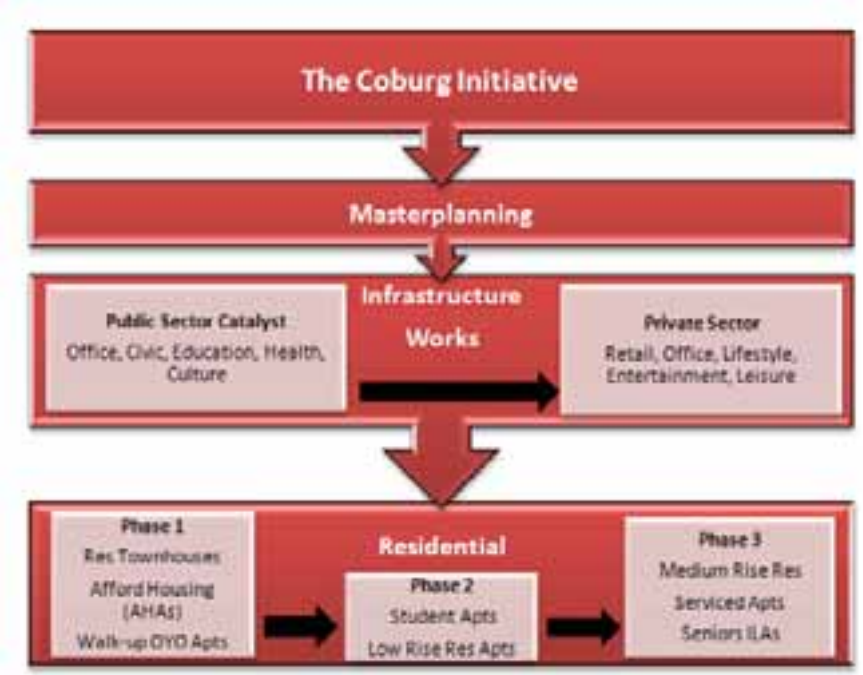
In addition to the potential for 2000 private dwellings, it is identified that is scope for variations to the typical OYO apartments / townhouses with up to 500 other types of dwellings including serviced apartments, student accommodation, Independent Living Apartments (ILAs) for Seniors, Social / Community and Affordable housing.

Masterplanning needs to ensure that there is an opportunity for the provision of housing across the spectrum with respect to affordability, inclusion of social / community occupants, form of tenure, dwelling type and dwelling types and configurations. It is envisaged that the following forms of private residential accommodation, amongst others, should be contemplated:

- → Townhouses (of 2 or 3 levels) on the periphery of the centre would be an appropriate first release of residential product within the Coburg Initiative area as it would differentiate and attract a price premium relative to other planned apartments (such as Hamton's Central Park / Circa project on former Coburg High School site). Townhouses would also attract attention from those recognising the benefits of proximity to an Activity Centre and who are beyond the first home buyer stage (and not investors) therefore they will have better "buy-in" with the Coburg Initiative concept rather than going initially for the lowest common denominator established by the lowest price point. Also townhouses in Pentridge precincts are now effectively exhausted and there is plenty of evidence of $600K+ product around even in the current environment. Townhouses are also a much less risky proposition in this environment and can be more easily staged and controlled.
- → Conventional Own-Your-Own (OYO) apartments that target diverse market of all age groups segments including singles, couples and families which will necessitate various built forms and building heights (lifted and walk-ups) and various unit mixes incorporating studios, 1, 2 and 3 bedroom apartments although the latter configuration would be limited;
- → Affordable / entry level OYO apartments for First Home Buyers and Key Workers which could emphasise smaller and lower-specified accommodation whereby the surrounding precinct offers high amenity to offset reduced living areas;
- → Rental apartments that target more transient singles and couple households which could appeal to institutional investors seeking an exposure to residential property by holding a building in one-line;
- → Independent Living Apartments (ILAs) that enable over 55 year olds, who are still active and may be nearing or into retirement, to remain in the locality or drawn from the region to have a convenient, safe, low-maintenance, managed and desirable housing choice;

- → Low-care aged accommodation could provide a managed environment for older residents, particularly singles, to remain in their community when their personal circumstances change (health scare, loss of partner, etc) and dictate that traditional housing is no longer appropriate. This facility could be combined with other residential uses (such as ILAs within a vertically segregated building) as residents would still be active members of the community requiring some assistance with meals seeking a caring and managed housing option. Given the aging ethnic communities associated with Coburg, there could be an opportunity to meet particular needs of such long-term residents;
- → Student apartments which take advantage of Coburg's public transport connectivity to the university sector in the northern City Fringe (ie. University of Melbourne, RMIT, Monash University – School of Pharmacy) and outer northern Melbourne (La Trobe and RMIT Universities in Bundoora). The attraction of students would provide a great boost to the livability, vitality and activity of street life around Coburg as such a population would encourage a range of new and innovative retail and service offerings. This form of accommodation could be retained in one-line by an institutional investor or sold individually;
- → Serviced apartments to allow for visitors (leisure, business) to stay in central Coburg as it becomes a more vibrant retail and commercial hub offering excellent accessibility to the City and Airport. Ideally such a building should be located with a Bell Street exposure;
- → Home – offices: Although this concept has not yet gained traction in the Melbourne market, it is well suited to an Activity Centre location given that it provides a suitable interface between commercial and residential users

There should be a progression of intensity of development over time to allow market testing and evolution of the local market with development moving from the periphery to the core of the Coburg Initiative area to further reinforce an increase of intensity over time and to preserve opportunities to maximise development potential of premium sites over the longer term. Developers will be more prepared to offer higher density products within Coburg once demand for medium-density housing (at a higher price point) has been demonstrated and developer confidence reaches a level at which they are prepared to carry greater risk. For example, Central Equity was a pioneer of apartment development in the 1990s across the CCR (Southbank initially) and City Fringe suburbs of, South Yarra and Carlton, but their first round of projects in each location were modest-sized townhouse developments before progressing to walk-up / low-rise apartments in the mid 1990s and then multi-story lifted projects from the late 1990s after gaining confidence about the risk associated with the then innovative housing forms.



It should be noted that the aspirations for mixed use development within the Activity Centre should be understood in the context that in the first instance, this may have to relate to the more palatable form (from the financial viability perspective) of single-use commercial and residential buildings within a defined development area before proceeding to the more complex delivery of a mixed-use buildings encompassing the stratification of uses within the same building.

The expected timing of new apartment development in Coburg (and other Activity Centres) has been delayed and pushed out as a result of the global financial crisis whereby banks are reducing their lending to all forms of property development and especially to projects that are considered risky with reference to location, scale and developer experience. Accordingly, it is anticipated that the first phase of intensive residential development will not occur until post-2010 when economic conditions and property markets have rebounded which will line-up with the completion of masterplanning and initial capital works around Coburg.

6.X.2 OBJECTIVES – INVESTMENT LOGIC MAP OBJECTIVES

There are no Investment Logic Maps (ILMs) that specifically relate to Private Residential Accommodation but it is noted that objectives relating to this topic are referenced across several other ILM categories.

6.X.3 BACKGROUND / ISSUES

There are several issues and contextual factors that need to be addressed in achieving the desired Private Residential outcomes from the Coburg 2020 Structure Plan and future masterplan.

Historic Context of Apartment Development in Melbourne

Since 1980 the State Government has consistently adopted strategies to limit Melbourne's urban sprawl by encouraging urban consolidation so that infrastructure in the established parts of the city would be used more efficiently and reduce the need for duplication of social, physical and other urban infrastructure in the fringe region. It was not until the early 1990s however that the housing market truly responded in accordance with such strategies and began to accept higher density housing with apartments in the Central City Region (CCR) being the most prominent expression of the redirection of housing demand.

Since the end of catwalk flat development in the early 1970s, Melbourne's housing stock became increasingly imbalanced with an under supply of medium density dwellings, either in the form of apartments or townhouses, with up to 80% of new residential development in the late 1980s – early 1990s occurring in the Outer and Fringe regions which typically accommodate detached family homes. An evident pick-up in activity in the Central and Inner regions, at the expense of the Outer and Fringe regions, commenced in the early 1990s which lifted their collective share of metropolitan demand from less than 10% in the late 1980s to levels of 25 – 30% by the late 1990s. Corresponding to this change, medium density residential housing re-established its role as an accepted form of accommodation with its share of new development across Melbourne increasing from 10% at the beginning of the 1990s to now represent over 30%.

In the early 1990s there were a number of co-incident one-off and related factors which established the necessary pre-conditions to facilitate feasible development of Central City property for residential purposes in the absence of alternative higher and better uses. These conditions included amongst other factors:

- → Depressed commercial property market conditions and obsolescence of many lower grade office buildings;
- → Sell off of a significant number of government and public authority properties in well established residential precincts;
- → Lifestyle changes whereby expenditure on recreation, leisure and entertainment has increased at a significantly higher rate than other retail expenditure;
- → Desire of financially established and successful people to live closer to the "action" available in the Central City (restaurants, cafes, shops, theatres and festivals) but not often found in the suburbs;
- → Longer work hours and less time for tasks such as maintaining and improving homes and gardens;
- → Underlying demographic and social changes such as an aging population, greater financial independence of women, later marriage age, delayed family formation, and smaller households;
- → Increased financial stability of the retiree and near-retiree generations ('empty nesters' living in large, underutilised suburban homes);
- → Influx of residents from overseas (business people and students particularly) comfortable with higher density living;
- → Availability of appealing and innovatively designed supply of apartment / townhouse dwellings;
- → Promotion of Central City living by the City of Melbourne and the State Government through the Postcode 3000 program and the introduction of financial incentives for purchasing units "off the plan" prior to construction; and
- → Low inflation and interest rate environment since the early 1990s which underpinned the re-entry of investors into residential property from the mid 1990s.

An indication of the popularity of inner city living was provided by the results of the City of Melbourne's City Living Survey: Phase 2 which was undertaken in June 1996. It was found that 83% of respondents felt their lifestyle had improved since moving to the city with the major reasons being the reduced work travel times and greater proximity to work, recreation and leisure activities. It was also found that 97% of residents surveyed agreed with the statement that "the City is a good [residential] environment to be in". The promotion of such research assisted in the changing of perceptions about living in apartments and in the CCR.

The redirection of housing demand into apartments in the CCR during the 1990s also occurred against a backdrop of strong and increasing demand for housing in the central suburbs over the prior decades (as evidenced by the gentrification of surrounding suburbs and strong capital growth commencing in Carlton during the 1970s) but decreasing supply of new development sites due to land scarcity and heritage protection constraining the form and size of new projects. Demand in the central suburbs was fundamentally driven by Melbourne's very strong central focus with its all main arterials (road and public transport) converging to the CBD and the historical pattern of development placing social and community facilities within easy reach of the CBD.

This analysis highlights that there was a lag of 10 – 15 years between changed policy settings and market support by the "early adopters" for urban consolidation policies and close to 20 – 25 years before such products could be considered "mainstream" in the central and inner regions at the very least. In the middle and outer suburbs, the apartment concept has yet to be considered as a mainstream housing product.

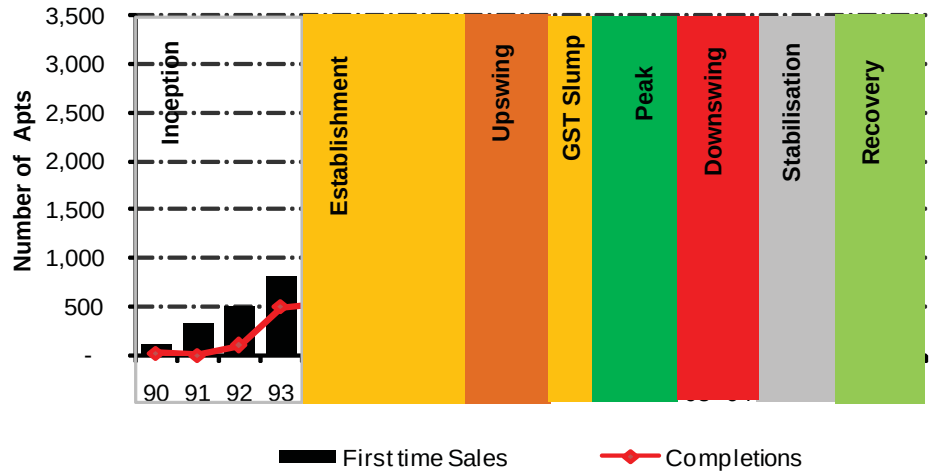
Evolutionary Phases

The evolution of the contemporary apartment market in Melbourne has been lead by the developments in the CCR which can be summarised as having undergone distinct periods within the overall market cycle including:

- → **Market Inception phase (1990 – 1993)** – low volume of cheap offerings which initially involved conversion of obsolete office buildings in the CBD and new low-rise (walk-up) development in Southbank and other city fringe suburbs such as East Melbourne (Jolimont rail-yard redevelopment), South Yarra and Carlton. The higher risk development environment necessitated smaller projects given the lack of an established market and the need to test market acceptance of new products;
- → **Establishment phase (1994 – 1997)** – increasing volume of sales activity with further conversions of CBD and St Kilda Road office buildings with new medium and high rise buildings in Southbank emerging given its lower cost of land. This period was essentially a period when developers were testing market response and acceptance to alternative development forms. Limited finance available for new development because of risk-adverse nature of traditional banks implied higher equity contributions by developers, requirement for high levels of pre-sales commitments prior to release of construction funding, higher finance costs and involvement of investment banks and specialised construction / development financiers. Developers offer rent guarantees to purchasers who are predominantly investors. Apartment projects outside the CCR, albeit of small scale, begin to appear across the central suburbs with the landmark Beacon Cove development in Port Melbourne commencing with the first stage of townhouses in 1994 and apartment towers following later;
- → **Upswing phase (1998 – 2000)** – transition period between dominance of converted over new buildings. Better quality, new and higher-density offerings began to emerge with higher volume of sales as market responded to emerging concept and developers (and financiers) were prepared to take more risk given the market's acceptance of earlier product. Mainstream banks became actively involved in funding new projects. Developer rent guarantees began to dissipate as investors gained confidence in the product. Investors begin to consider greater supply of new apartment product across the Central suburbs (Port Melbourne, East Melbourne Carlton, Richmond, South Yarra, St Kilda predominantly);
- → **GST slump (2000)** – interim period of adjustment in prices and market conditions to introduction of GST in mid 2000, new development stopped until new pricing regime became accepted by market place by early-mid 2001;
- → **Peak (2001 – 2002)** – Predominantly new high-rise projects with Docklands emerging as a new development opportunity. Co-incidence of one-off factors drives demand to record high, but ultimately unsustainable, levels from both investors and owner-occupiers. Developers responded to market conditions with significant new supply to meet a range of purchaser segments (high-value, student) to reflect increased maturity of the market. Developers and financiers took greater risks because of strength of prevailing demand such as commencing construction with lesser levels of off-the-plan sales. Increased number of new apartment projects appear across the central suburbs and new projects begin to occur across the inner suburbs as prevailing house prices achieve a point that facilitates greater innovation in housing supply and alternative to traditional forms;
- → **Downswing (2003 – 2004)** – Demand slows significantly after long period of high levels with the lagged supply response implying that a number of projects released late in the Peak period were withdrawn from offer prior to commencement of construction. New supply is discouraged as unsold stock from projects that were either completed or under construction escalated significantly. Higher construction costs further restricted the capacity to deliver new supply with suburban development very difficult to achieve;
- → **Stabilisation (2005 – 2006)** – Demand returns to below long-term average levels with excess new supply being limited and comprised mainly of smaller, boutique projects in order to lower developer risk and exposure. Unsold stock overhang in completed projects continues to escalate. Limited new supply offered outside the CCR; and
- → **Recovery (2006 – 2008)** – Demand increased from investors in response to investment fundamentals with stock overhang absorbed which stimulates developers to offer increased levels of new supply which is deliberately differentiated to target specific market segments. Increased offerings of new supply outside of the CCR indicates greater market maturity.

The level of first-time sales of apartments by developers (primarily off-the-plan but also including the sales of apartments post-completion) within the CCR is indicated within the following chart with reference to the various stages of the market's evolution. It should however be noted that the lags (of 2 – 3 years) between the expression of demand (ie. through signing of contract) and actual delivery of supply (ie settlement of contracts) that the built form do not align with these phases.

Volume of First Time Residential Apartment Sales (1994 – 2008)



Source: Charter Keck Cramer

Melbourne's contemporary apartment market is now reaching a point of maturity given that it has evolved over a period of almost 20 years with varying levels of maturity across its regions given the influencing factor of prevailing developments affecting market acceptance and capacity to deliver apartments.

Policy and Regulatory Initiatives

As part of the push for urban consolidation and given the high rate of obsolescence of many vacant CBD office buildings, the City of Melbourne, along with State Government support, initiated the "Postcode 3000" program in 1992 with the explicit objective of supporting and facilitating residential development in the CBD by offering incentives to the private sector. This comprehensive program incorporated many inter-related initiatives including:

- → Housing Monitor: A bi-annual publication which tracked the progress of all residential projects within the municipality at their varying stages of development This has since been replaced a building activity survey covering all land uses;
- → "Buying off the Plan: A Guide for Inner City Living": A publication made available to prospective purchasers in order to explain this relatively unheard of property transaction method;
- → Financial incentives to developers: In return for undertaking multi-unit residential development, the Council offered:
  - fee relief;
  - performance based refunds on permit fees for planning, subdivision, building and site inspection;
  - reassessment of Council rates during the construction period;
  - Capital Works: The Council undertook capital works across the CBD in order to increase the amenity of the streets in support of private projects (landscaping, construction of median strips, laneway reconstruction);
  - One-Stop Planning & Building Service Centre: This one-stop facility was established in order to streamline the development process from the proponent's perspective;
  - Commitment to streamlining of development application process;
- → Technical Support: In order to assist developers, Council produced comprehensive building recycling guidelines, and other technical documents;
- → City Living Promotions: A range of promotional events have been undertaken to encourage demand from prospective residents such as open days for the inspection of new projects, demonstration projects. Publications such as the "City Living Guide" were produced to identify for prospective residents the existence and location of various retailers and service providers in the CBD;
- → Publication of City Residents' Surveys: The Council undertook market research which effectively demonstrated that new CBD residents found living in this new environment was overwhelmingly positive. The results from two post occupancy surveys were published and promoted by the Council.

Another critical incentive promoted to encourage apartment development was the use of "off the plan" sales. Effectively, this mechanism allows for units within a project to be pre-sold prior to the completion of construction and subdivision into strata titled units. This sales method was facilitated by changes to the Subdivision Act 1988 and the Sale of Land Act 1962 allowing for lots from a Plan of Subdivision to be offered for sale prior to development and subdivision being commenced or completed. At the time of engaging in a Contract of Sale, only a 5% deposit was required with the balance payable upon settlement of the transaction which occurs after the project is completed.

The real financial incentive for purchasers to buy off the plan relates to Stamp Duty savings wherein all property transactions incur a tax based on the value of the building, land and work done at the time of signing a Contract of Sale. By purchasing off the plan, the taxable value of the property relates to only the land and/or building shell component which is considerably less than the value of the apartment upon completion.

Demand Drivers

Future demand for residential apartments, particularly in Central and Inner / Middle suburban locations, and to a lesser extent in the Outer suburbs, will be underpinned by:

- → Continuing strong population growth in Melbourne driven by international migration into Australia and increased attraction to Melbourne because of housing affordability benefits;
- → Increasing acceptance of living in apartments by all generations (such as singles, couple households and downsizers). Indeed Generation X (persons born during the 1961-1976 period) have already demonstrated a preference for Inner city living, given the proximity to employment and lifestyle opportunities;
- → Increased exposure to living in apartments in other international cities. In keeping with the patterns observed in many European and affluent US cities, young couples are increasingly starting to raise families in Inner city apartments;
- → Changing nature of household structure with fastest growing segments being Singles (younger and older) and Couples (no kids), who require smaller dwellings;
- → Continued attraction of living within, or in proximity to, major Activity Centres that provide a range of amenities and lifestyle opportunities;
- → Government policy to support increased housing densities through initiatives such as "Melbourne 2030";
- → Decreasing affordability for key service workers and first-time purchasers as a result of prices of conventional housing across the Inner city escalating beyond wages growth. This will stretch financial capacities and force non-traditional housing forms to be considered; and
- → Longer-term drivers, which remain positive (despite current economic conditions) and include strong population growth, a higher (skilled) immigration intake and an evolution in household structure, whereby there is an increasing preference for apartment living.

Supply Considerations

Central City Region

Within the Central City Region (CCR) which encompasses the continuous precincts of the CBD, St Kilda Road, Southbank and Docklands, there was an existing stock of 1,260 apartments which were completed prior to 1990 and ranged from small 1930s – 1950s walk-up blocks along Queens Road through to lifted multi-storey projects in the CBD from the 1970s as well as along St Kilda Road from the 1980s. These projects were delivered as one-off opportunistic developments within primarily commercial locations rather than due to the underlying factors which underpinned the commencement of the contemporary apartment concept post-1990.

The stock of contemporary apartments (excluding serviced apartments and managed student apartments) across the CCR has grown from 15 apartments in 1990 to 7,230 apartments in 2000 and is estimated to now stand at 23,920 apartments with further forecast growth to 27,930 apartments by the end of this decade. This increase in stock represents very significant growth averaging completion of around 660 apartments p.a. through the 1990s and 2,070 apartments p.a. in the 2000s.

It is interesting to further consider Docklands as a standalone precinct which has undergone significant Government intervention to create it as a new place. The current stock (end 2008) is around 3,500 apartments which will further increase to 4,000 apartments by the end of this decade which suggests an average completion of around 400 apartments p.a.

Suburban Submarkets

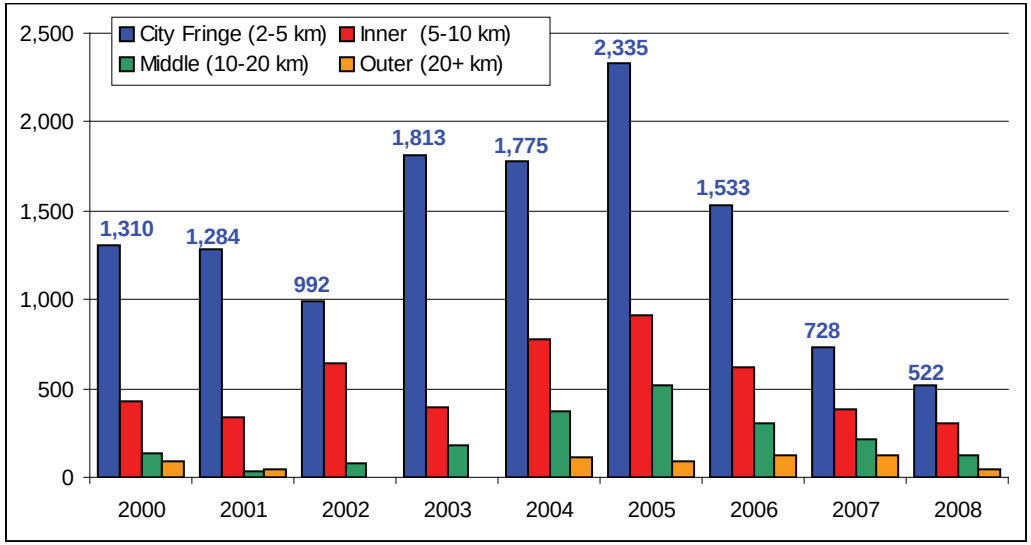
There is a clear distinction between the size of the contemporary residential apartment markets between the regions of Melbourne with the CCR clearly being the primary market. Analysis has also been undertaken to consider the development of apartment submarkets across suburban Melbourne with consideration for the size of these markets according to the following regions:

- → City Fringe (2-5 km from CBD),
- → Inner (5-10 km) suburbs,
- → Middle (5-10 km) which includes Coburg, and
- → Outer (20+ km).

More specifically, Charter Keck Cramer estimates that there have been 26,500 contemporary residential apartments completed in the City Fringe / Inner suburbs (in projects of 10 or more dwellings) since 1990, compared to around 2,300 in the Melbourne's Middle / Outer suburbs and almost 24,000 alone in the CCR.

Melbourne's suburban apartment market did not truly begin to evolve until the mid-1990s, with the vast majority of development occurring during the post-2000 period. The 2003-2005 period represented a peak of activity in the suburban apartment market. Throughout the post-2000 period, the vast majority of annual completions in the suburban apartment market have consistently been recorded in the City Fringe and Inner suburbs, with relatively low levels of new supply being delivered in the Middle and Outer suburbs (averages of less than 200 and 100 apartments p.a. respectively).

Post-2000 Annual Apartment Completions by Subregion

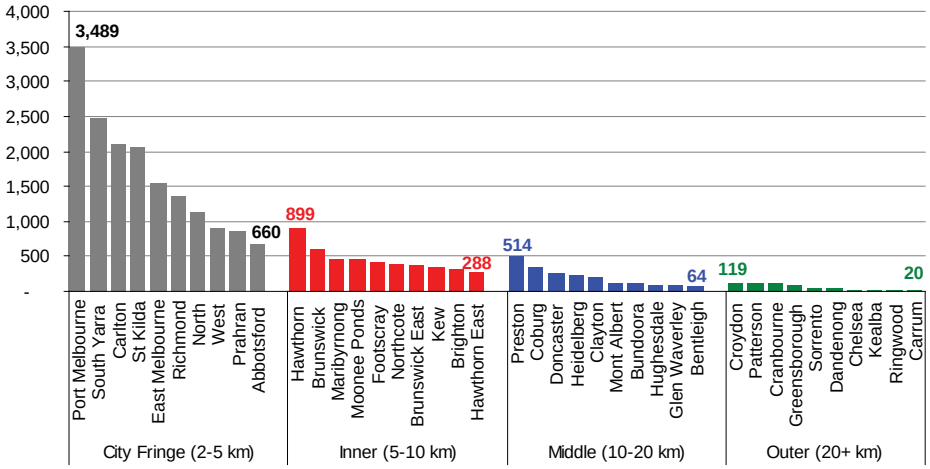


Source: Charter Keck Cramer

Within these regions, the number of contemporary apartments completed within individual suburbs has been analysed and ranked to better understand the scale of various submarkets. It is clearly evident that there are significant variations between and within regions with the Top 10 suburbs in the City Fringe ranging between 3,500 completed apartments in Port Melbourne to 660 apartments in Abbotsford. It is further noted that this analysis relates to apartments within the overall suburbs rather than simply activity centres within Melbourne's suburbs where Melbourne 2030 and other policies are encouraging apartment development to occur.

Within the Middle Region of Melbourne, Coburg currently has the second highest number of contemporary apartments (190) following Preston due primarily to the completion of several small projects within the overall Pentridge development.

Completed Contemporary Residential Apartment Stock by Subregion



Source: Charter Keck Cramer

It is a salient point to consider that after 20 years there are only seven suburbs across the infrastructure-rich and well located City Fringe and Inner Suburbs (with 10 km of the CBD) that now accommodate more than 1,000 apartments (an average supply of only 50 p.a. or around 60 p.a. if it is accepted that development really only occurred from the mid 1990s). This supply has also occurred within a highly supportive market and economic environment that is unlikely to be repeated in the next decade given the current global financial market issues.

Melbourne - Current Apartment Market Conditions and Outlook

At the metropolitan level, market conditions progressively moderated in 2008 with prices, especially in high-value segments, adjusting from the late 2007 peak. Observations about the dynamics currently affecting Melbourne's residential property markets include:

- → Economic conditions in Australia have moderated over the course of 2008 although it has not been as pronounced as the slowdown in the international economy. The slowdown has been induced, despite unprecedented interventional by Governments around the world, by a combination of factors including the contraction in financial and equities markets (emanating from the sub-prime crisis in the United States), rising oil and commodities prices (and then fall), rising value of the Australian current (and then fall) and the peak of the interest rate cycle indicated by the 12 consecutive increases between May 2002 and March 2008;
- → In order to stabilise the volatility in financial markets and to minimise potential downside risks to the Australian economy, the Federal Government and the Reserve Bank of Australia (RBA) have taken unprecedented actions to provide greater confidence to consumers and businesses alike. Notwithstanding the significance of a reduction in the RBA cash rate by 2.0% since September 2008, the Federal Government has also brought forward a range of initiatives including a $10 billion package of investment, expenditure and additional allowances to engineer a soft-landing for the Australian economy;
- → In relation to the housing markets, this $10 billion package includes a tripling of the First Homeowners Grant (FHOG) for eligible purchasers of new dwellings (including apartments) contracted by 30 June 2009 to $21,000. In Victoria, the FHOG is further complimented by the State Government First Home Bonus of $5,000 for new dwellings as well as the stamp duty savings for off-the-plan purchases;
- → The negative external economic context has had a detrimental impact upon consumer sentiment and the Melbourne housing market has suffered as a consequence. In contrast to the strong upswing in prices that was experienced in late 2007, prices in 2008 have thus far stabilised with some downward-corrections in prices evident particularly at the highest and lowest priced submarkets. The established housing market is not expected to re-enter a period of price growth until at least 2010;
- → Conditions in 2009 will be influenced by contrasting fundamental factors such as weaker labour market conditions and restricted credit versus falling interest rates, enhanced first home buyer grant schemes, improved affordability, strong population growth, extremely tight rental markets and housing undersupply. On balance, and assuming a soft economic landing, house prices are expected to be generally maintained in 2009 although some segments will experience weakness. New housing supply will continue to be subdued in 2009 because of limited land availability on the urban fringe and difficulty of accessing finance for construction of large apartment buildings and medium-density projects which must be delivered in one-line rather than as staged projects;
- → Despite the unsupportive context provided by the economy, market dynamics in Melbourne's residential apartment market proved to be resilient through the first half of 2008 with underlying support from demand fundamentals (population growth, rental housing shortage, affordability crisis driving long-term renting). These conditions continued the upswing in conditions which improved dramatically throughout 2007 (and particularly in the second half of the year) after a three year flat period (between 2003 and 2006);
- → In response to tighter financier requirements, the pipeline of new apartment project releases in 2008 – 2009 will be subdued despite the presence of strong underlying demand which is indicated by vacancy rates remaining near 1% through 2008. The expected contraction in supply will lead to a further exacerbation of the shortage of rental accommodation supply until at least 2012 which will continue to drive strong growth in rents. The downward pressure on supply will have the effect of drawing-out the period required to restore equilibrium in the rental market, which is already in crisis with regards to supply being unable to meet underlying demand;

- → Another implication of the impending supply hiatus is that the next recovery in purchaser demand (following the clearing of current economic and financial market uncertainty) is likely to be strong given the strength of recovery in 2007 following the 2003 – 2005 hiatus of new releases. Furthermore, the recovery will not be constrained by the need to clear a high level of stock overhang (particularly in completed projects) as was the case in 2007; and
- → Overall, the apartment and broader housing market in Melbourne is considered to be underpinned by an imbalance between strong demand and weak supply which is becoming manifested in below average vacancy rates, accelerating rental growth and stable prices despite the external economic uncertainty.

Coburg's Established Housing Market

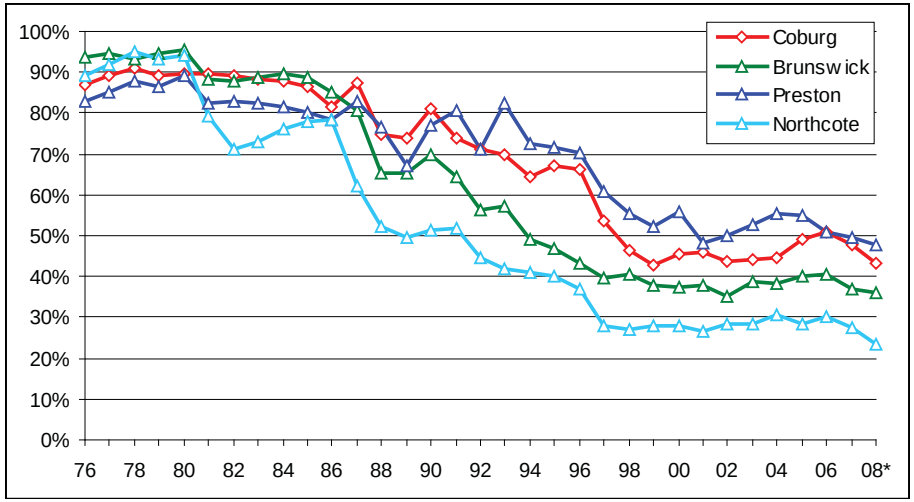
House Price Rankings

The analysis of property sales over a period of time is one indication of the underlying change in the value of a location but is inherently volatile and is dependent upon the quality and type of stock transacted in any given year, with years of particularly high growth being partly attributed to the delivery of new, higher quality stock. An alternative expression of a suburb's attractiveness to purchasers is its median price relative to other suburbs within the broader metropolitan Melbourne market. Those suburbs that are the most popular will have the highest prices and therefore, as a suburb increases in popularity its price should increase at a higher rate than other suburbs across the city.

To provide an understanding of the relativity of Coburg's median house price, its percentile ranking has been considered over time relative to other more established apartment markets throughout Melbourne's City Fringe / Inner northern suburbs. Preliminary data for 2008 indicates that Coburg is currently ranked as having the 109th highest median house price of Melbourne's 330 suburbs implying that it was at the 43rd price percentile (50th percentile is equivalent to the metropolitan median and 100% is the cheapest suburb). This ranking is slightly lower than that of Preston (120th) but considerably higher than that of Northcote (59th) and Brunswick (91st) (which suggests that these locations are more attractive to purchasers).

It is apparent however that Coburg is becoming an increasingly sought after residential address, contributing to gentrification and increased housing prices throughout the suburb. This increased attractiveness is reflected in Coburg being positively re-rated since the mid 1970s (as represented by a decrease in the suburb's overall percentile ranking). More specifically, Coburg began to be re-rated during the 1990s, with significant positive re-rating occurring throughout the late 1990s and more recent stabilisation since 2000. Going forward, current Council initiatives, notably the Central Coburg 2020 Structure Plan and The Coburg Initiative, are expected to further enhance the desirability of Coburg as a residential address.

Percentile Ranking of Coburg & Comparable Locations by Median House Price (1976-2008*)



* 2008 data is preliminary.

Source: OVG, Charter Keck Cramer

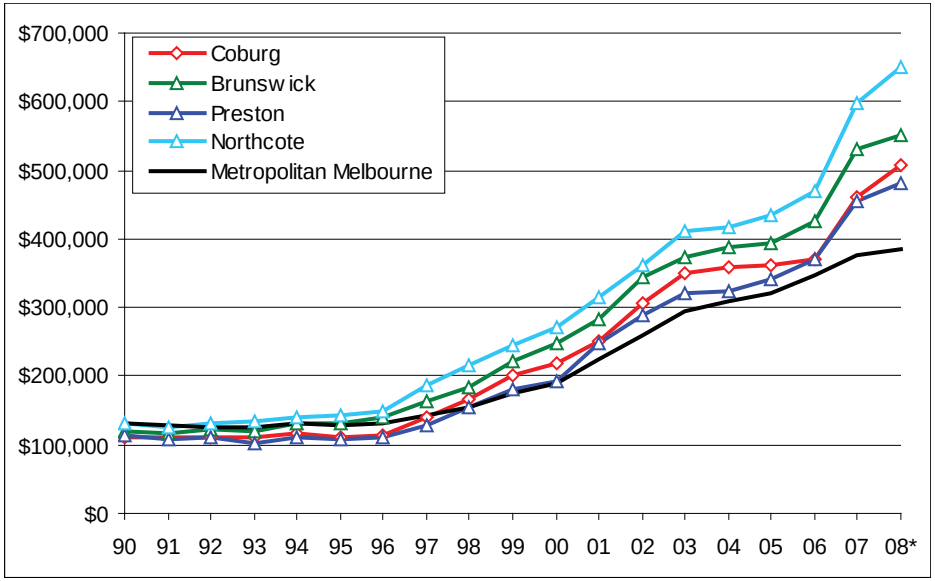
Median House & Unit Prices

The Melbourne established housing market started to firm in the second half of 2006 as an improvement in purchaser sentiment became evident through rising auction clearance rates and properties selling well in excess of reserve prices. These improved conditions carried through and strengthened over the course of 2007.

The analysis of property sales over a period of time is one indication of the underlying change in the value of a location but is inherently volatile and is dependent upon the quality and type of stock transacted in any given year.

Notwithstanding this statistical limitation, the sales evidence suggests that the median house price in Coburg and comparable City Fringe / Inner suburbs has steadily increased since 1990. Since the late 1990s, the median house price in Coburg has consistently remained well above that recorded across metropolitan Melbourne, with preliminary data for 2008 indicating that the median house price in the suburb ($507,000) is +32% higher than that recorded across metropolitan Melbourne ($375,000).

Median House Prices – Coburg & Comparable City Fringe / Inner Suburbs (1990-2008*)

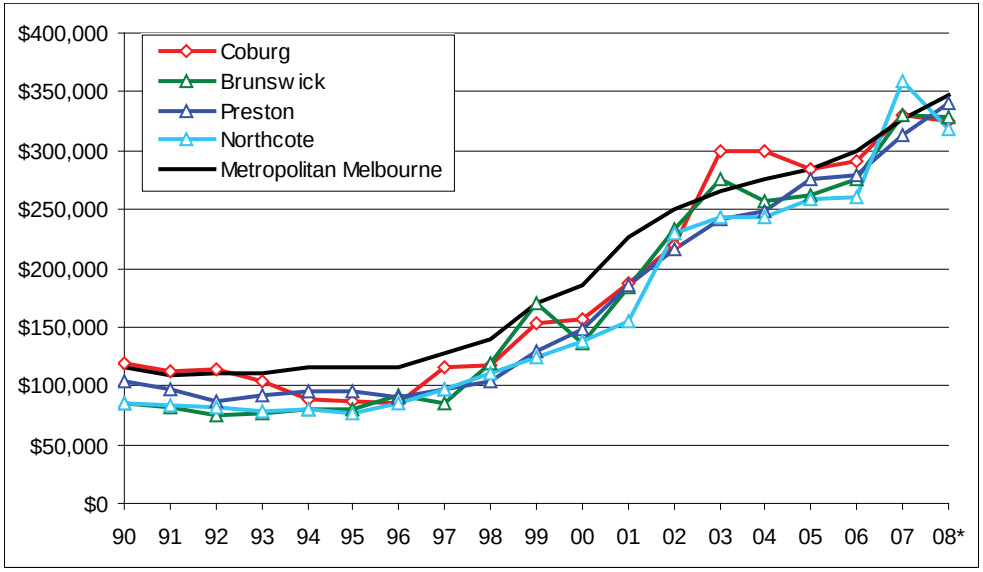


* 2008 data is preliminary.

Source: OVG, Charter Keck Cramer

Similarly to median house prices, the sales evidence suggests that the median unit prices (including flats, units and apartments of varying age and quality) in Coburg and comparable City Fringe / Inner suburbs have steadily increased since 1990. Since the late 1990s, the median unit price in Coburg has generally remained consistent with that recorded across metropolitan Melbourne. It is noted that although preliminary data for 2008 indicates a slight decline in the median unit price in the suburb since 2007, this is considered to be attributed to a relative lack of new supply, as well as smaller sample size of unit transactions.

Median Unit Prices – Coburg & Comparable City Fringe / Inner Suburbs (1990-2008*)



* 2008 data is preliminary.

Source: OVG, Charter Keck Cramer

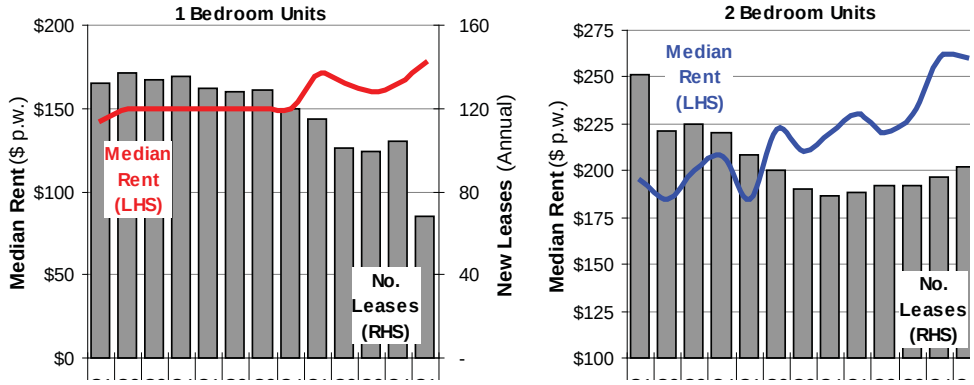
Rental Prices

Information about the rental market is derived from two primary sources – The Real Estate Institute of Victoria (REIV) and the State Government's Department of Human Services – Office of Housing (OoH). The REIV undertakes a periodic survey of its members to determine vacancy rates for dwellings available for rent and the OoH analyses information provided to the Rental Bond Authority to determine the level of activity and affordability within Melbourne's rental property market.

Data from the OoH indicates that since 2000 there has been a general upward trend in rental rates for 1 bedroom units (including flats, units and apartments) throughout the Coburg-Pascoe Vale South subregion (as defined by the OoH). The median rental rate as at March 2008 ($177 per week) represented a considerable improvement from December 2007 figures ($169 per week). Nevertheless, the median weekly rent in the subregion remained well below that recorded across metropolitan Melbourne ($235 per week), which may be attributed to the typically older-style rental stock throughout the Coburg-Pascoe Vale South subregion.

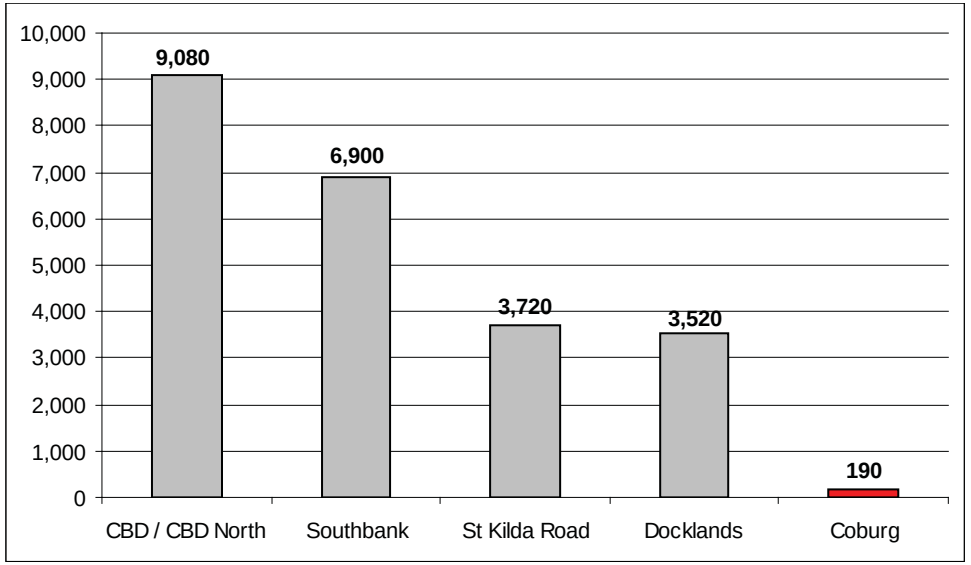
Data from the OoH also indicates that there has been a general upward trend in rental rates for 2 bedroom units in the Coburg-Pascoe Vale South subregion since 2005. The median weekly rental rate as at March 2008 was $260, which was -12% lower than that recorded throughout metropolitan Melbourne ($295 per week). Again, this is considered to reflect the relatively older-style of rental stock throughout the subregion.

Median Weekly Rents & Leases – Coburg-Pascoe Vale South (2005-2008)



Source: OoH, Charter Keck Cramer

Completed Apartment Stock (within projects of 10 or more Apartments) – as at February 2009



Source: Charter Keck Cramer

Coburg's Apartment Market

Throughout Coburg there are still relatively few examples of completed contemporary residential apartment projects, with greater levels of competing supply located in adjoining suburbs, particularly Brunswick. With regard to projects that are currently being developed or are proposed in Coburg, the greatest competition for any new residential development is likely to emanate from the Pentridge Village and Pentridge Piazza developments.

Apartment Stock

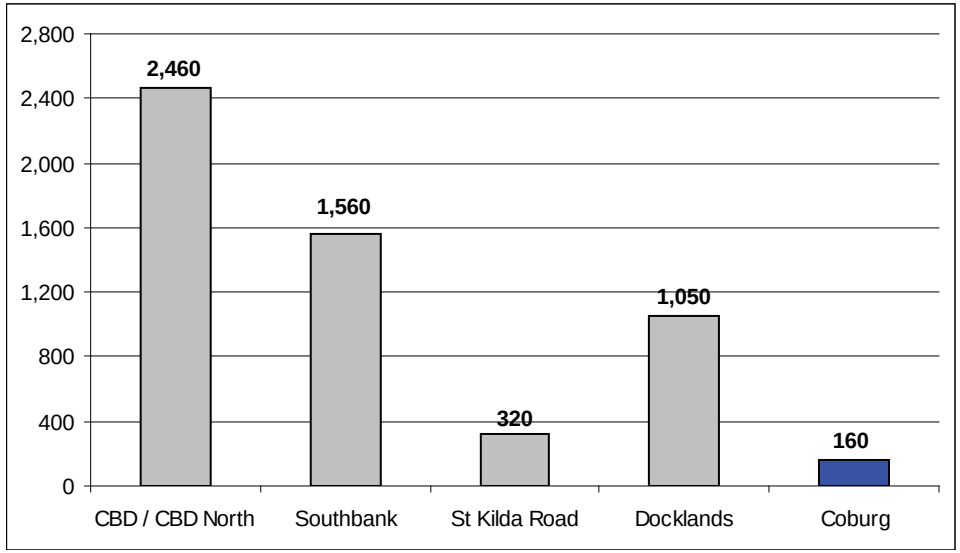
There is a clear distinction between the size of the contemporary residential apartment market in the Central City (CBD Grid / CBD North, Southbank, St Kilda Road and Docklands) relative to the Inner / Middle suburbs (in projects of 10 or more apartments). Charter Keck Cramer estimates that there have been 190 residential apartments completed in Coburg since 1990 (in projects of 10 or more apartments).

The relatively low levels of completed apartment stock in Coburg and throughout many of the adjoining Inner / Middle suburbs, reflects a scarcity of appropriate development sites in these locations, rather than any lack of market acceptance for residential apartment living.

Apartment stock that is currently under construction or marketed (and has not yet proceeded to construction), and expected to be delivered in the 2009-2010 period is predominantly located in the Central City Region, particularly in the CBD Grid / CBD North precinct. By comparison, Charter Keck Cramer estimates that there are currently 160 apartments under construction or marketed in Coburg.

It is further noted that there are a further 240 apartments in the proposed Air Apartments (within Pentridge Piazza precinct) which are being offered by the developers despite not yet having secured the necessary planning approvals. This proposed development incorporates a number of ESD initiatives as well as a high proportion of its unit mix as small apartments (including studios). Given that this project has not yet received approval, it is not considered in the following charts.

Future (Under Construction / Marketed) Apartment (within projects of 10 or more Apartments) – as at February 2009



Source: Charter Keck Cramer

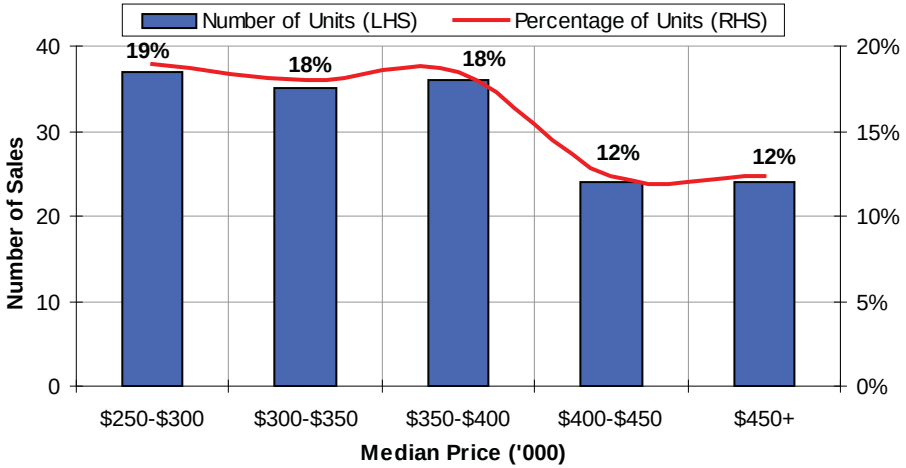
It should be noted that throughout Coburg and adjoining Inner / Middle suburbs, there are a number of additional projects that have received planning approval. However, there is a level of uncertainty associated with whether some these projects will proceed and as such, these projects have not been fully included in this analysis. The major planned projects in Coburg with a high level of certainty have been included in this analysis, including the balance of development in Pentridge Village and Pentridge Piazza developments. The balance of projects that have not been referred to are generally small in nature and unlikely to be developed until the long term, and so will not impact upon the viability of the proposed development.

One of the largest planned apartment projects in Melbourne relates to the redevelopment of the former Coburg High School site. An application has been lodged for this project to seek a change in the existing approval so as to allow up to 500 apartments (over several stages) across the site in several stages. This project is to be characterised by a concentration of small apartments (including studios) to enable affordable product to be delivered in a strategic infill site.

Price Analysis

Since January 2007 a total of 195 units (including flats, units, apartments and townhouses) have been sold in Coburg. Analysis of the distribution of unit prices throughout the suburb reveals a relatively even distribution of unit prices, although the majority of units sold were priced below $400,000 (57%).

Unit Sales (including Flats, Units, Apartments & Townhouses) – Coburg (2007-2008)



Source: OVG (PRISM), Charter Keck Cramer

Affordable Apartments

The greatest challenge faced by the private sector in providing Affordable Housing is that the very viability of the private sector enterprise in the housing market is currently under severe strain, given the economic downturn and credit crisis. Other factors such as planning and approval processes, design standards and some aspects of tax and superannuation regimes also create difficulties in the delivery of Affordable Housing product.

The possibility that Affordable Housing can be provided by the private sector in the context of mainly Private Housing developments is, to be realistic, unlikely if it is anticipated to simply be a case of straight subsidy through the discounting of pricing. It may however be possible if it were directly offset by benefits or allowances to the developer that would compensate for such discounts or subsidies.

The following table demonstrates, by way of example, some ways offering an Affordable Housing component in an otherwise Private Housing development:

Item	Typical: Private Housing	Suggested: Affordable Housing
Size	Large	Smaller
Specification	Marble / Granite	Laminex/tiles
Cooling	Air-conditioning	Evaporative system/Nil
Kitchen	Wall oven bench range	Upright stove
Ceilings	Higher	Lower
Aspect	Good outlook/views	No outlook/no views
Floor Plan	Formal, hallways, etc	Open plan
Height Level	Higher levels	Lower levels
Fittings	Extensive built-in fitments	Limited built-in fitments
Bathroom	Separate shower, separate bath	Shower over bath/no bath
Laundry	Separate well fitted	Washer/dryer combo, limited facilities or communal laundry
Soft Furnishings	Quality soft furnishings, light fittings etc	Not supplied
Car park	Choice of availability	Not available

The table sets out just a few examples which serve only to indicate that design, innovation and budget considerations can lead to the availability of "cheaper" apartments within the context of a generally "more expensive" development. It is always the case in any private sector development that 2 one bedroom apartments of the same exact size, say 50 sq.m., can be of significantly different values according to their position and aspect within the development, and as well as other factors such as quality of fit-out and specification.

It has now become widely accepted in Australia, in line with overseas examples, that smaller apartments can be enjoyable and acceptable living spaces, and provide an effective means of improving affordability. Indeed, over the last 12 months there has been a noticeable trend towards the development of smaller apartments in Melbourne, with many apartments now being released in the size range of 30-40 sq.m.. Smaller apartments are increasingly being viewed as the key to improving affordability, while also increasing the housing stock, particularly in desirable Inner city locations.

6.X.4 BASELINE DATA & RESEARCH – BEST PRACTICE MODELS

Refer to the MGS Brief for further discussion.

6.X.5 KEY PERFORMANCE INDICATORS

Given that no ILM has been prepared for private Residential Housing, there are currently no defined key benefits or Key Performance Indicators (KPI). Refer to MGS brief.

6.X.6 MASTERPLAN OPPORTUNITIES

Within the masterplan framework there will need to be sufficient flexibility to allow for the alteration of market conditions and user preferences over the development cycle as well as enhance maturity of the apartment market in Melbourne more generally and Coburg specifically.

6.X.7 RECOMMENDATIONS

6.8.8.2| PPHA AND MAH REQUIREMENTS

Premise

With the implementation of the 5 star energy rating requirements, residential developments must now achieve optimal energy performance through integrated design, operation, management and choice of appliances and fuel.

The application of some basic principles of environmentally sustainable design, in addition to a careful selection of energy efficient products, may be sufficient to achieve the 5 star rating.

The multiple aim of this document is to identify guiding principles leading to the design and construction of energy efficient developments, and include the following:

- To outline significant sustainable design solutions
- Develop a general brief and standard schedule outlining units details including fixtures and fittings

1.0 Applicable ESD principles

The principal philosophy for an efficient use of resources is their conservation before re-use or recycle; it is therefore essential to determine all energy and materials wastes and avoid them as a first priority. The list below outlines some of the most significant actions that can be taken to achieve optimum building performance:

1. Passive and active solar design, e.g.
   - Siting and building orientation
   - Green screening to reduce radiant heat gains in summer
   - Insulation and double glazing
   - Natural cross ventilation in lieu of air-conditioning
   - Minimising utilisation of energy arising from mechanical and electrical services
   - Providing opportunities for communal gardens including extensive roof gardens
   - Reintroduction of native flora
2. Conservation, e.g.
   - Energy conservation at fixtures
   - Hot water conservation (synergy between energy and water savings)
   - Cold water conservation
   - Building materials conservation strategies – minimisation of embodied energy
3. Solar electricity generation/collection, e.g.
   - Solar booster panels
   - Photovoltaic solar panels
   - Titania dye modules
4. Water collection systems, e.g.
   - Stormwater retention and re-use
   - Possible opportunity for grey water recycling
5. Solids waste minimisation and recycling strategies, e.g.
   - Residential wastes

Development of housing standard for
Melbourne Affordable Housing

2.0 Minimum spatial requirements for units

Type of unit	Min. area (m^2)	Comprising
Studio apartment	30 – 40	1No. bathroom and 1No. toilet
One bedroom apartment	50 – 60	1No. bathroom and 1No. toilet
Two bedroom apartment	70 – 80	2No. bathrooms and 2No. toilets
Three bedroom apartment	90 – 100	2No. bathrooms and 2No. toilets

Generally the ceiling height in each unit should be no less than 2600mm above finished floor level, except for wet areas where a minimum ceiling height of 2400mm AFFL is acceptable

The living space in each unit will increase proportionally based on the number of bedrooms contained in each apartment

2.1 Unit details

Master bedroom		
Minimum area	9.9 m^2	3300x3000mm clear; provide access to ensuite
Additional bedroom(s)		
Minimum area	9.0 m^2	3000mm x 3000mm clear
All bedrooms		
Flooring		Carpet: between 36oz. and 42oz. 50/50 wool and nylon commercial heavy duty
Door		Solid or hollow core with door stop
Natural light		Maximise natural light
Wardrobes		Min. size 500mm deep x 1500mm long with sliding doors
Kitchen		
Flooring		Slip resistant ceramic floor tiles or vinyl with a 2mm wear layer (do not use vinyl floor tiles)
Splashback		Generallly ceramic wall tiles or stainless steel according to Architect's design
Skirting		Ceramic tiles or coved vinyl to a height of 100mm
Joinery		Melamine overlaid moisture resistant 18mm MDF carcass Post formed laminate moisture resistant 33mm MDF benchtop.
Joinery finishes		Selection of laminates to architect's specification (e.g. Liri, Wilsonart, Laminex, Amerind)
Sink		Clark stainless steel overmount Cloud with 1No. tap hole (Benchmark range)
Mixer		Caroma Dorf Nordic sink mixer polished chrome
Cooktop		Fisher&Paykel stainless steel 4No.gas burner with flame failure (CG602WF)
Oven		Fisher&Paykel Prema range BI602E electric fan forced stainless steel
Rangehood		Fisher&Paykel fixed RH600CR (min 30L/sec capacity)
Microwave		SMEG stainless steel SA985CX
Fridge		Fisher&Paykel stainless steel N249T or P120 integrated
Dish washer		Fisher&Paykel Nautilus range DW920 stainless steel with restrictor fittings and stop cocks to hose

Tea-towel rail	Industrial Expression stainless steel Victory V450 single rail
Bathroom	
Minimum area	7.0 m^2 For all units
Door	To be solid or hollow core with robe hook, door stop and privacy latch
Flooring	Slip resistant ceramic floor tiles
Skirting	Ceramic tiles to a height of 100mm
Wall finish	Ceramic wall tiles to ceiling with mirror over vanity
Joinery	Melamine overlaid moisture resistant 18mm MDF carcass Post formed laminate moisture resistant 33mm MDF benchtop.
Joinery finishes	Selection of laminates to architect's specification (e.g. Liri, Wilsonart, Laminex, Amerind)
All taps & mixers	To have restrictor and anti scald mechanisms
Basin	Caroma Leda wall basin with 1No. tap hole (white vitreous china)
Mixer	Caroma Dorf Nordic sink mixer, polished chrome
Shower rose	Caroma Leda water saving head 97017C
Shower mixer	Caroma Nordic shower mixer
Shower screens	Semi-frameless glazed shower screens
Toilet suite	Caroma Caravelle 2000 dual flush with solid section seat
Toilet paper holder	Caroma Lusso satin chrome
Towel rail	Caroma Lusso double towel rail satin chrome
Robe hook	Caroma Lusso single hook satin chrome
Disabled	
Basin	Caroma Leda 550 semi-recessed with 1No. tap hole (white vitreous china)
Mixer	Caroma Dorf Nordic sink mixer with extended lever, polished chrome
Toilet suite	Caroma Care Pan Trident with dual flush cistern and solid section seat
Grab rails	Hand Rail Industries grab rails, satin chrome
Shower seat	Hand Rail Industries aluminium powder coated folding seat
Ensuite	
Minimum area	4.5 m^2
Laundry	(can be located in separate room or within main bathroom)
Flooring	Slip resistant ceramic floor tiles
Skirting	Ceramic tiles to a height of 100mm
Wall finish	Ceramic wall tiles
Trough	Clark 45 L. Flushline 8510 tub on a metal cabinet with provision for storage under and a washing machine bypass Alternatively 45 L. Clark single laundry unit Eureka 8011 with post formed laminate finish to Architect's selection
Taps	Caroma Lusso washing machine set, polished chrome
Washing machine	Speed Queen front loading
Dryer	Speed Queen stacked unit
Exhaust	Ducted to outside atmosphere to be installed directly above or in proximity to dryer

Development of housing standard for
Melbourne Affordable Housing

Living/Dining Area	
Flooring	Carpet: between 36oz. and 42oz. 50/50 wool and nylon commercial heavy duty
Loose furniture	Table (4 seater), chairs, desk, couch, TV and Hi-Fi joinery unit, TV
All windows	Capral natural anodised aluminium frames, glazing as specified Provide fly-screens to all openable windows

2.2 General requirements for common areas

Main lobby	
Minimum area	xx m^2
Flooring	
Entry door mat	
Joinery	
Finishes	
Security	
Mailboxes	
Secondary Lobbies	
Flooring	
Fittings	
Joinery	
Finishes	
Internal passageways	
Min. width	1800mm and to comply with BCA and relevant standard requirements
Doors	Recess door to main entry of units
Flooring	
Finishes	
Hand rails	
Joinery/cupboards	
External areas	
Flooring	
Hand rails	
Landscape	
Balconies & patios	
Fire escape stairs and passageways	
Flooring	
Hand rails	
Signage	
Dry storage areas	
Wet storage areas	
Refuse enclosure	
Comms & services	
Car parking	

Remember to include lighting and electrical requirements with selected products

2.3 General noise and acoustic requirements

2.4 Keying and security system

Port Phillip Housing Association Design Guidelines

Version 1, 2007

McGauran Giannini Soon Pty Ltd Architects

Contents

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1. Introduction

1.1 Statement of Purpose

Port Phillip Housing Association Limited (PPHA) seeks to provide community housing of a high quality for people who may otherwise be excluded from the regional housing market. This housing should be progressive, well designed, suitable for the requirements of the residents and socially, environmentally and economically sustainable.

These guidelines have been prepared to describe the objectives adopted for the design, specification and operational requirements of PPHA.

These guidelines are not intended to be prescriptive in nature but are broad directives to be complimented by site specific requirements.

1.2 Background to the Port Phillip Housing Association

PPHA is an independent, not-for-profit community housing organization. Its services are targeted at people who are renting in the private sector and who are disadvantaged, experiencing housing stress or are at risk of homelessness.

The Port Phillip Housing Program was established in 1985 by the City of St Kilda. PPHA, formerly the St Kilda Housing Association Inc., was established in 1986 to manage Council developed housing. From 1998, PPHA became a developer of community housing in its own right.

In 2005 PPHA was registered as an 'Affordable Housing Agency (AHA)' under the Housing Act 1983. Its purpose, under the State Government's *Strategy for Growth for Low income Victorians* is to grow community housing across the Inner South Metropolitan Region.

In the same year, PPHA was appointed Trustee of the Port Phillip Housing Trust which incorporates Port Phillip Housing Program properties.

PPHA has within its property portfolio approximately 500 residential units, in properties such as family and single persons units', older persons' units, together with rooming houses which contain a mixture of single rooms, studio units and semi-self contained units. A proportion of these units are dedicated disabled persons' units.

Properties are developed through new construction or building recycling / rehabilitation.

PPHA is dedicated to providing housing that is:

Appropriate – Homes are to be of appropriate size, located well and be able to meet the specific needs of households.

Secure - Safe, long-term homes are to be provided to renters.

Affordable - Rents are based on affordability principles, either a percentage of income or a reduced market rent.

Attractive - Homes are to be smart, environmentally sound, require little maintenance and be carefully integrated with private housing within the community.

PPHA undertakes the roles of project initiation and feasibility, property purchase, project development, property ownership and property and tenancy management.

McGauran Giannini Soon Pty Ltd Architects

1.3 Port Phillip Housing Association Design Principles

PPHA aims to:

1. Deliver homes that fit into the community – dwellings that residents can be proud of and neighbours consider without stigma.
2. Provide homes with a welcoming entrance – homes with a sense of arrival from the street.
3. Achieve a high quality in urban design and architecture without compromising functionality, efficiency and acceptance by residents. Homes are to integrate with the surrounding neighbourhood, provide active street frontages and generally address surrounding streetscapes.
4. Incorporate practical landscape solutions that compliment building design and are responsive to the neighbourhood character.
5. Provide homes with a high level of privacy, both from the public and between dwellings within developments. Provide homes with usable private outdoor space, opening from living areas.
6. Ensure homes are safe and comfortable with natural cross ventilation, good solar access and shading.
7. Deliver homes which provide practical and furnishable rooms that feel spacious and are enjoyable places to be. Provide adaptable, flexible space that meets changing household lifecycle needs.
8. Provide plentiful storage space – both inside and out.
9. Use materials and finishes that are easy for residents to maintain and that achieve efficient lifecycle costs.
10. Incorporate ecologically sustainable design in the areas of energy efficiency, water efficiency and recycling.
11. Allow for a dedicated proportion of units to be modified for disability access and all housing to be accessible for people with disabilities.
12. Incorporate integrated art, where suitable, that relates to the area, its history or its peoples.
13. Facilitate effective management by PPHA by minimising Body Corporate implications and incorporating maintenance facilities.
14. Meet or exceed DHS-Office of Housing community housing design and construction standards. In particular, the minimum internal areas of residences.

1.4 Resident Profile for Community Housing Types

Rooming Houses
Residents are largely singles but may include couples. Residents are typically over 25 years of age.

Single Units
Residents are singles aged from 25 to 54 years.

Youth Units
Residents are singles who are aged between 18 and 25.

Older Persons' Units
Residents are those aged 55 years and over and can include couples.

Family Units
Residents are families or related persons in 2, 3 or 4 bedroom accommodation.

Dedicated Disabled Persons' Units
Residents are people with a physical disability who are able to live independently. Should a live-in carer be required, accommodation will include an additional bedroom.

1.5 A User Guide to This Document

This document is intended as a reference at the commencement of concept design and throughout the design process.

Without limiting the freedom of the architect engaged on the project the guidelines highlight PPHA's design aspirations and project deliverables. Alternate innovative responses that provide similar or better outcomes are encouraged.

These guidelines are to be read in conjunction with:

- *Safer Design Guidelines for Victoria, 2005*
- *Environmentally Sustainable Design and Construction: Principles and Guidelines for Capital Works Projects,* 2003
- *Guidelines for Higher Density Residential Development* 2004, Department of Sustainability and Environment (DSE)
- *Rescode*
- Applicable local planning policy and guidelines.

The design process will generally involve the following:

- Consideration of these guidelines at the commencement of the design process.
- Discussion with PPHA on specific design requirements for the project.
- Regular design reviews with PPHA in order to refine design development and documentation.

2. PPHA Design Guidelines

2.1 Integration of Community Housing

2.1.1 Objective: *Integrate Community Housing Discretely*

Guidelines:

- Homes fit well into the community.
- Homes are not overtly recognisable as community housing.
- The building's appearance should be one that is identifiable with "dwelling" and "home".

Figure 1
Housing is not recognisable as being community housing.
Architect: McBride Charles Ryan

Figure 2
Developments to integrate well into streetscape.
Architect: Jan Manton

2.1.2 Objective: *The Development Respects the Surrounding Neighbourhood Character*

Guidelines:

- New buildings are of scale and massing that match or compliment surrounding buildings. The form of the building is to integrate well into the streetscape and setbacks are to be similar to those of adjacent residences.
- Where local or state planning policy allows for higher development potential, and this is considered suitable to the nature and opportunities of the specific site, development may be of a larger scale and massing than its surrounds.
- Appearance and details, such as use of materials, landscaping and fencing are in keeping with the neighbourhood character.

Figure 3
Avoid prominent location of services at the public interface.

Figure 4
Avoid prominent location of meter cupboards at the public interface.

2.1.3 Objective: *Incorporation of Community Housing within Private Residential and Mixed-use Developments*

Guidelines*:*

Where community housing is incorporated in privately developed or mixed-use developments:

- Community housing is to be a stand-alone development on its own site, where the number or type of housing prevents integration; *OR*
- Individual dwellings integrated into larger developments with separate pedestrian and vehicular entries from public or private streets; *OR*
- Single community housing apartments or other dwelling types integrated into larger apartment buildings.

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2.1.3 Objective: *To Avoid or Minimise the Establishment of Complex Body Corporate Arrangements*

Guidelines:

Unless specifically sought, avoid design that requires, through plans of subdivision, the community housing component(s) being a member of bodies corporate through a range of measures such as:

- Elimination of common areas of mixed private/community housing or mixed community housing and other uses.
- Separation of underground services.
- Ensuring the capacity for separate servicing and metering of services by Service Authorities.

Note: Within mixed-use developments land subdivision is often unavoidable. When bodies corporate are required it is important that this is considered in planning the site so that subdivisions do not lock PPHA into body corporate arrangements..

Refer to *Mixed Development Modelling Report*, City of Port Phillip and Port Phillip Housing Association Ltd 2007.

Figure 5
Mixed-use development with active ground floor increases safety, interest and activity in the street.
Image: HLS Architects
Address: Burwood Road. Hawthorn

Figure 6
Incorporate social housing into mixed-use developments.
Architect: NFK Architects
Address: Swanston St, Carlton

2.2 Site Planning and Building Envelope

This section should be read in conjunction with *Rescode*, local planning codes and guidelines and higher density residential development guidelines.

2.2.1 Objective: *Buildings Must Be Planned to Respond to the Site*

Guidelines:

- Buildings need to be planned to optimise use of the site in regards to passive solar design, land area, use of topography, access to views and other relevant site features.
- Individual dwelling designs need to respond to opportunities and constraints across a site and should be planned to generally provide equal access to site amenities and facilities from each dwelling.

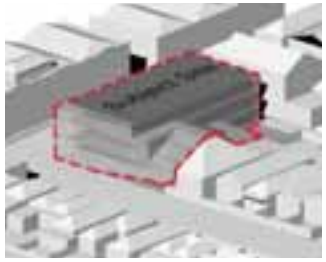

Figure 7
Plan buildings to respond to the site.
Image: MGS Architects

Figure 8
Respond to opportunities and constraints across the site.
Image: MGS Architects

2.2.2 Objective: *Appropriate Carparking Is Provided On Site*

Guidelines:

- A low level of vehicle parking is generally required for the resident profile of PPHA however, parking provisions need to take into account projected private vehicle usage.
- Where possible, group parking areas should not be located to the front of sites at the interface with the public realm.
- Parking is not to dominate ground levels. Garages and carports are set back and arranged so they do not dominate facades or the streetscape. The number and size of crossovers should be minimised.
- Where possible, parking should be designed as a legible element of the overall landscape strategy.
- Access and ownership is clear and easily understood.
- Communal carparking areas should be located and dispersed to maximise the convenience of the majority of dwellings.

The following table gives an indication of car number ratios for different dwelling types:

Housing Type	Carparking Ratios (parking : unit numbers)
Rooming house developments	1:22
Older persons' 1 bedroom units	1 : 4.35
Singles 1 bedroom apartments	1:1
2, 3 or 4 bed apartments or townhouses	1:1

2.2.3 Objective: *Provide Outdoor Open Spaces for Residents*

Guidelines:

- Provide open space for residents, ensuring that this space is usable with minimum dimension in any direction being not less than 2 metres. For rooming houses or residences with large communal outdoor space, private open space may not be required for all rooms.
- Where possible, access to entries of dwellings is to be located from a path that does not pass through private open space.
- Open space should be orientated to optimise access to sunlight.
- Weather protection should be provided from rain and summer sun from openings onto private open space.
- Locate usable private open space with visual and direct access from living areas of dwellings.
- Open space for each unit should be clearly delineated, and avoid access by persons other than the unit's inhabitant.

Figure 9
An example where private open space has an inadequate boundary to adjacent public space.

Figure 10
Private open space provided in the form of balconies that are separated by solid partitions
Architects: NFK Architects
Address: St Leonards Ave, St Kilda

2.2.4 Objective: *Residences Have Good Access with Well Defined Entries to Dwellings*

Guidelines:

- Dwellings have an identifiable sense of entry from the street or internal path network with visible entry features.
- Generally entrances should be weather protected and well lit.
- Street and unit numbering to be clear, unambiguous, concise.
- Access to the general public through any area of the site should be avoided. If this is not possible, the path is treated as a public realm area. Public access walkways may be encouraged in larger development sites, as is appropriate.

Figure 11
Well defined entry to an apartment development.
Architects: NFK Architects
Address: St Leonards Ave, St Kilda

Figure 12
Avoid entry point to each dwelling through private open space.

Figure 13
Public pedestrian zone integrates with neighbourhood and is well landscaped and lit.
Architects: Williams Boag Architects
Address: Tyne Street, Carlton

Figure 14
Public thoroughfare has been well defined and landscaped.
Architects: Williams Boag Architects
Address: Inkerman Oasis, Blanche St, St Kilda

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2.2.5 Objective: *The Design of New Accommodation Does Not Degrade Privacy and Amenity of Abutting Residential Land Uses*

Guidelines:

- Ensure appropriate setback and screenings to private open space to community housing and adjoining private housing.
- Where trees characterise boundary abutments, ensure new interface zones incorporate screening trees or equivalent screening protection.
- Setbacks from boundaries should be determined on a site-by-site assessment. Setbacks should be appropriate to the locality and respond to local planning codes.
- Provide appropriate setbacks and screenings from habitable room windows of neighbouring properties.

2.2.6 Objective: *Ensure Privacy and Good Amenity between Dwellings within the Development*

Guidelines:

- Provide odour, noise and visual privacy between neighbouring dwellings.
- Arrange new buildings so daylight and solar access to private open space is maximised.
- Orientate living areas of dwellings to avoid overlooking to and from neighbouring dwellings.
- Ensure that curtains and blinds allow for visual privacy, partial thermal insulation and daylight block-out.
- Elevate ground floor units, where adjacent to public spaces and street boundaries, for privacy into living areas.

Figure 15
Elevated ground-floor units for privacy into living areas.
Architects: MGS Architects

Figure 16
Avoid the use of block out screens for privacy except where no other options are available.

2.2.7 Objective: *Street Interface of Housing To Embody Principles of Good Urban Design*

Guidelines:

- Provide a high degree of articulation and varied massing in the design to define identity and to add visual interest.
- Provide active interface with streets by designing articulated frontages with well defined entrances, letter boxes and landscaped areas.
- Provide a cost-effective variety of external materials, colour and detailing to give visual interest.
- Make spaces adjoining footpaths easily maintainable by residents and not likely to accumulate wind-blown rubbish and leaves.
- The frontage of the development should not be dominated by utility structures, garages, carparking, rubbish bin enclosures and obtrusive signage.

Figure 17
A variety of different materials are used to articulate this façade.
Architects: Williams Boag Architects
Address: Inkerman Oasis, Blanche St, St Kilda

Figure 18
A variety of massing, form and landscaping are employed for articulation.
Architects: NFK Architects
Address: St Leonards Ave, St Kilda

Figure 19
Avoid repetitive façade treatments and blank walls.

Figure 20
Avoid lack of articulation and repetitive elements.

2.2.8 Objective: *Develop Practical Landscape Solutions That Enhance the Buildings, Compliment the Design of Open Space Areas and Respond to the Valued Character of the Neighbourhood*

Guidelines:

- Provide sustainable landscaping as part of the design solution, including use of hardy, drought tolerant plants.
- Integrated landscape design should be shown on plans, including communal landscaped areas and private outdoor space.
- Provide canopy trees in streetscape or larger internal areas where possible and desirable.
- Consider trees that cool the dwelling in summer and offer a wind-break in winter.
- Side and rear setbacks should be landscaped.
- Maximise permeability of external ground surfaces. Use permeable pavements to increase site water retention.
- Avoid loose rock or pebble treatment to soft landscaped areas, as this is difficult to maintain and may be difficult to negotiate by pedestrians with disabilities.
- Avoid landscaping to areas under balconies or cantilevered building elements where there is no access to rainfall.
- Consider incorporation of resident communal facilities such as composting areas and vegetable gardens that are suitable for the target group.

Figure 21
Landscape solutions should be integrated into developments from early design stage.
Architects: HLS Architects
Address: Swanston St, Calton

Figure 22
Avoid too much exposed at grade carparking and non-permeable surfaces at entry point of buildings.

2.3 General Provisions and Amenity

2.3.1 Objective: *Provide Community Housing That Is Accessible to All Residents Including Those with Disabilities*

Guidelines:

- All units should be accessible for all users including:
  - Parents with prams
  - Persons carrying shopping or children
  - Older persons including those who are frail
  - Ambulant disabled persons
  - Disabled persons in wheelchairs
  - Residents relocating and moving furniture.
- No doors should be less than 820 mm wide and should be of a width accessible to those with a disability and in accordance with Australian Standards.
- Living areas of self-contained units should be open plan where possible to enable good internal circulation space.

2.3.2 Objective: *Design of New Accommodation Should Demonstrate Flexibility for Future Adaptation*

Guidelines:

- Plan for internal walls not to be load-bearing to accommodate possible future changes.
- Plan for adaptation to meet the changing needs of residents and the lifestyles of future occupants.
- Address the needs of *all,* especially the disabled and elderly, to allow future flexibility when resident profiles change.
- Do not rely on twin-key systems (where two units can be used as one larger unit through the use of an internal door or shared lobby) when planning for flexibility.
- Do not design movable joinery/wall units that are intended to change room configurations.

2.3.3 Objective: *Provide Functional and Efficient Internal Layouts*

Guidelines:

- Dwellings should be designed to avoid tight corners and passages. Minimise hallways and passage area where these take away form usable internal living areas.
- Minimise number of doors and doorways.
- Design spaces for dining, sleeping and relaxation that accommodate at least two variations in furniture layout. Include indicative, accurately scaled furniture in schematic drawings of unit types demonstrating liveability and room functionality.
- Design living and dining areas to have northern outlook where practicable for passive solar access.

- Avoid deep internal floor areas with poor daylight and ventilation.
- Provide bathrooms and bedrooms with privacy of access from living spaces, where possible.
- Do not plan kitchens as walk through areas, other than for studio apartments.
- Ensure kitchens, bathrooms and laundries are appropriately sized for dwelling type and intended number of occupants.
- Provide dwellings with separate internal entry areas. If possible include storage or space/nook for a table or joinery for storage of keys, coats, umbrellas etc.

Figure 23
The layout of this dwelling has too many internal doors, which makes the location of furniture difficult.

2.3.4 Objective: *New Accommodation Is To Provide a High Level of Amenity for Occupants*

Guidelines:

- Provide common lockup storage facilities, where suitable, for larger resident possessions such as bicycles, spare furniture, barbeques etc.
- Maximise storage within residences. As a general rule, all storage provisions in the DHS Office of Housing guidelines should be doubled. Provide a variety of storage options for articles such as clothes, linen, brooms and appliances.
- Provide plentiful storage in private or communal kitchens for bulk purchase of non-perishable food as appropriate to the occupancy.
- Ensure that kitchen bench space is usable and accessible. Benches to be a minimum 650 mm in depth. Provide a minimum of 600 mm open section of bench for a kitchenette (such as in a studio) and 1000 mm for a full-sized kitchen for food preparation. More space should be provided for larger and family residences.
- Ensure the refrigerator cavity is of dimensions that meet the requirements of PPHA and has easily accessible power supply.
- Provide all dwellings with access to laundries, either communal or self-contained.
- Provide options for external clothes drying areas. Private clothes drying areas are a preferred option to communal clothes drying areas.
- Provide adequate and easily maintainable facilities for rubbish disposal and recycling. Consider finishes that can be hosed down.
- Provide mailboxes in locations accessible to all residents. One mailbox should be provided for exclusive use of management in each development.

2.3.5 Objective: *Provide a High Level of Thermal Comfort for Occupants*

Guidelines:

- Maximise direct, natural light and ventilation to habitable rooms in the form of operable windows and where possible natural light and ventilation to circulation spaces. Awning type windows should be avoided where possible as these provide poor ventilation. Provide stays or other devices to secure openable sections.
- Provide good thermal performance for comfort in all seasons. Hydronic heating is the preferred heating method of PPHA. Choose system on the basis of lifecycle costs, fuel efficiency and ease of maintenance. Ensure that heating systems are approved by PPHA.
- Housing to be well-designed with passive solar principles to minimise heat gain in summer and maximise solar access in winter.
- Air-conditioning is to be avoided for environmental sustainability reasons, although the installation of ceiling fans is encouraged to provide thermal comfort.

2.3.6 Objective: *Provide Up-to-date Electrical and Telecommunications Requirements*

Guidelines:

- Provide for current and foreseeable telecommunications requirements. Wire all units to accommodate the best quality, currently available wiring or cabling that meets AS 3000 and also anticipate future trends in technology for applications such as:
  - MATV system
  - Digital television
  - Pay television
  - Internet access
  - Emerging "smart home" technologies.
- Locate GPOs in appropriate numbers, locations and height to anticipate likely furniture layout and appliance and equipment usage.

2.3.7 Objective: *Include the Provision of Maintenance Facilities*

Guidelines:

- Provide garden sheds or areas for storage of garden maintenance equipment wherever gardens are planned.
- Provide water efficient garden taps and irrigation systems and water storage systems for garden maintenance.
- Provide storage for management of maintenance supplies and furniture.
- Provide on-site cleaning storage facilities, particularly for rooming houses. Provide cleaners' sinks and cleaners' taps where required.

2.4 Finishes, Fixtures and Materials

2.4.1 Objective*: Use External Materials and Finishes That Achieve Efficient Long-term Maintenance During the Total Lifecycle Use of the Building*

Guidelines

- Select robust and durable materials with low maintenance requirements eg. brickwork, colourbond steel, terracotta or concrete tiles. Avoid using high maintenance materials externally, such as those that require regular re-varnishing.
- Junctions between materials need to be well-detailed to ensure water-tightness and durability.
- Avoid applied finishes where possible, especially extensive use of painted surfaces.
- Where paints are used choose long-wearing paints with easily matched colours.
- Ensure materials selected are non-toxic. For example, where treated timber is used, use timber preserved with non-toxic chemical treatment.
- All PPHA projects are to be termite protected.

Figure 24
An example of high quality contemporary design where durable high quality materials have been employed.
Architects: HLS Architects
Address: Swanston St, Calton

Figure 25
This PPHA property at 100 Argyle Street has been rendered in pigmented cement render that has lasted well with time.
Architects: Anne Cunningham and Anne Keddie P/L
Address: Argyle St, St Kilda

2.4.2 Objective: *Internal Material for all Dwelling Types Are Cost-effective, Attractive and Durable*

Guidelines:

- ► Use durable, high grade industrial/commercial finishes where budget allows in preference to lower grade residential equivalents.
- ► Employ materials that are easily replaceable and matched.
- ► Specify flooring that is hard wearing and easily maintained.
- ► Select carpets that are broad loom, durable and stain resistant, preferably in pure wool or wool-synthetic mix at a minimum and with non-solid colouring. Avoid carpet tiles.
- ► Vinyl flooring to be industrial class, continuous lengths (not vinyl tiles) with elimination or minimisation of joints. Any joints to be vinyl welded.

2.4.3 Objective: *Select Appropriate and Durable Fixtures and Fittings*

Guidelines:

- ► Select appliances, fittings and fixtures that are tamper proof and durable.
- ► Select loose furniture that is solid and durable. Upholster furniture in stain resistant and flame resistant material.
- ► Select stoves, ovens, washing machines and other electrical items on the basis of their energy efficiency and star rating.
- ► Select tap fittings for ease of use and maintenance eg. mixer taps.
- ► Confirm with PPHA all fixtures and client supplied items.

2.4.4 Objective: *Provide Appropriate Keying and Security*

Guidelines:

- ► Ensure residents are unable to lock themselves out of their residences. For example, the use of keys is required to lock front doors on exit.
- ► Ensure keying system is to PPHA's requirements.
- ► Install high quality locks and provide front door access security systems, where required.
- ► The use of alarm systems is generally not required.

2.5 Regulatory Requirements

Relevant regulatory requirements for the project include, but are not limited to, the BCA, Australian Standards and planning authorities.

- ► Ensure when designing systems that requirements of service providers (for example, gas, electrical, water, telecommunications) are met.
- ► Ensure in the building design that all meters are easily accessible.
- ► Ensure in the building design that emergency services have easy access.
- ► Smoke detectors should be thermal detectors in kitchen areas to prevent the fire brigade being called unnecessarily.

2.6 Minimum Spatial Requirements

Minimum spatial requirements of nett internal areas for residences is given below as a guide:

Type of residence	Range of Areas (m2)	Comprising
Rooming house room	14-20	No bathroom (shared facilities) No kitchen (shared facilities)
Studio apartments	25-40	1 bathroom with toilet kitchenette included
One bedroom apartment	50-60	1 bathroom and 1 toilet kitchen included
Two bedroom apartment or townhouse*	75-95	1 bathrooms and 1 toilet (2nd toilet, space permitting, for townhouses) kitchen included
Three bedroom apartment or townhouse*	95-125	1 bathroom and 1 toilet (2nd toilet, space permitting). kitchen included
Four bedroom apartment or townhouse*	120-140	2 bathrooms and 2 toilets (1 being separate)

* Townhouse developments will have larger areas due to more circulation space being required

Generally the ceiling height in each unit should be no less than 2600mm above finished floor level (and 2800 for studios and smaller rooms), except for wet areas where a minimum ceiling height of 2400mm AFFL is acceptable.

The living space in each unit is required to increase proportionally based on the number of bedrooms contained in each apartment.

2.7 Environmental Sustainability

Residential developments must achieve a 5 star energy rating, which should be seen as a minimum standard for multiple dwelling types. The application of some basic principles of environmentally sustainable design, in addition to a careful selection of energy efficient products, may be sufficient to achieve the 5 star rating.

The following guidelines are not exhaustive, but aim to identify guiding principles leading to the design and construction of energy efficient developments, providing suggestions to achieve sustainable design solutions. The principal philosophy for an efficient use of resources is their conservation before re-use or recycle; it is therefore essential to determine all energy and materials wastes in a development and avoid them as a first priority.

2.7.1 Objective: *Reduce Outgoing Energy Consumption.*

Guidelines:

- ► The total lifecycle cost of the building should be considered when determining design responses, choice of materials and systems.
- ► Use siting and building orientation, façade treatment and material selection as strategies to optimise energy efficiency.
- ► Screen units to minimise solar access in summer and maximise solar access in winter.
- ► Provide natural cross ventilation for:
  - Sub-basement carparks and
  - In dwellings such as multi-unit buildings, cross-flow ventilation systems using the 'heat stack effect'
- ► Minimise utilisation of energy arising from mechanical and electrical services.
- ► Hydronic heating and hot water to be boosted by solar panels, wherever possible.
- ► Specify fixtures, fittings and appliances with low water use.
- ► Include photovoltaic solar panels, if feasible.
- ► Utilise double glazing and/or high performance glazing, wherever possible.
- ► Maximise thermal insulation to increase comfort and amenity for residents.

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Figure 26
Harvesting of storm water and grey water incorporated into landscape design.
Architects: Williams Boag Architects
Address: Inkerman Oasis, Blanche St, St Kilda

Figure 27
Include ESD features such as solar panels.
Architects: Design Inc.
Address: K2, Raleigh St, Winsdor

2.7.2 Objective: *Provide Affordable, Cost Effective Features To Achieve High Standards of Environmentally Sustainable Design*

Guideline:

- ► Include storm water harvesting for WCs and garden irrigation. Incorporate mains water diversion for periods of low rainfall where feasible.
- ► Include domestic grey water recycling systems where feasible. Re-use or recycle existing building stock, materials and services, where possible.
- ► Select materials that have a low 'embodied energy' (energy consumed by manufacturing) and use local materials, where possible, to minimise energy consumed by transport to site.

2.8 Safety by Design

2.8.1 Objective: *Create Facilities That Enhance the Safety and Amenity of Abutting Streets*

Guideline:

- Locate active ground-floor uses such as retail shops, entry lobbies etc. along the street perimeter where possible.
- Promote personal safety by arranging units to maximise visual surveillance of public spaces.
- Ensure front fencing allows for visual surveillance of street. Generally avoid long stretches of fencing above 1.2m in height.
- Avoid hidden areas, paths with poor sight lines, poorly lit spaces and blind corners.
- Provide adequate natural and artificial lighting for undercroft and covered areas.
- Select light fittings in public or publicly accessible areas to minimise vandalism and tampering.

Figure 28
Provide passive visual surveillance.
Image: MGS Architects

Figure 29
The staggered balconies on this development provide effective passive surveillance of the public space in the laneway below.
Architect: Jan Manton

2.8.2 Objective: *Design for Safety and Crime Prevention*

Guidelines:

- Control access to entry points in the development with physical barriers such as walls, fences and hedges or psychological barriers such as landscape changes, changes in ground level etc.
- Provide security by installing appropriate exterior lighting,
- Provide front door access security systems for multi-unit developments. Specify door closers for main entrance doors and intercoms linked to units for rooming house front doors.
- Design outdoor spaces to foster ownership and territoriality by the residents.
- Locate common stairs and lifts in a position visible from external public areas.
- Avoid immediate entry into private living areas by providing porches, lobbies and entry spaces.
- Consider specifying spy holes in doors for the safety and amenity of residents.
- Ensure landscaping features do not provide coverage for possible intruders.

2.9 Integrated Art

- The inclusion of artwork is sometimes considered in the building design process to enhance the appearance of certain spaces/surfaces. **Integrated art should relate to the local area, its history or its peoples** and is usually procured through an artist who would work in collaboration with the architect. The integrated art should complement the building's design and be conceived early in the design process, so it is not an 'add-on' but part of the building. Budgetary allowances for artwork will vary and will be determined with the brief of the project.
- Consider, where appropriate, how integrated art incorporates building costs that otherwise will be required without the art, eg. unit numbering, balustrades, brickwork, paving and gates.

  Note: Where applicable, refer to *Urban Art Policy*, City of Port Phillip 2002. Some municipalities offer assistance in identifying suitable artists from artist registers.

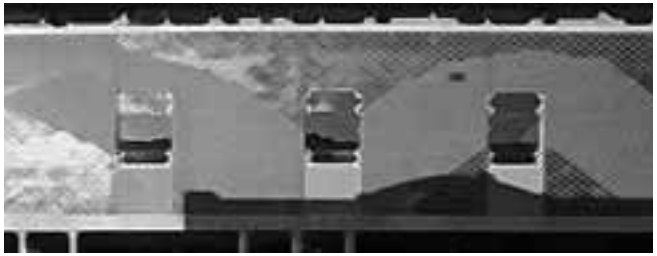

Figure 30
The brickwork patterning on Woodstock Rooming House, Balaclava, was an integrated art feature.
Architects: MGS Architects
Artists: Bill Kelly and Ben McKeown

Figure 31
An Integrated Art Mural at Inkerman Oasis Apartments
Artist: Sally Smart
Architects: Williams & Boag Architects

Figure 32
Individually designed terracotta name plates give homes a sense of identity. These were created by residents at 100 Argyle Street with assistance by artists lead by Geoff Hogg
Architects: Anne Cunningham and Ann Keddie P/L

3.0 Dwelling Types

Design Guidelines for each dwelling type

3.1 Rooming Houses

Rooming Houses are typically a BCA class 3 building. They may be a multi-level development and/or may be part of a mixed-use development. The following are design guidelines particular to rooming houses:

Dwelling Mix

- Rooming house rooms may be:
  1. bedroom only
  2. bedroom with kitchenette
  3. bedroom with ensuite
  4. bedroom with kitchenette and ensuite

  or any of the above as a disabled unit.
- Include a range of room types and, where possible, disability accessible units and rooms suitable for two people.
- All rooms, including those without kitchen facilities, are to have their own refrigerator. Ensure the refrigerator cavity is of generous dimensions, accommodates a refrigerator with freezer compartment and meets the requirements of PPHA.

Parking

- Carparking requirements would vary with the size of the development and location to public services and amenities.
- Allow for parking for visitors, staff and emergency vehicles as a minimum.
- Include storage of bikes and scooters for all developments.

Security

- Include intercom system at front entry door linked to each room and unit.

Common Areas

- Provide internal and external shared spaces that enable interaction between occupiers.
- Design designated common rooms where possible. Design generous corridor and balcony areas as a form of desirable communal space. Include balconies or terraces to street or rooftop zones.
- Foyers, telephone areas and mail collection areas should be communal.

Kitchens

- Specify kitchen stoves with 4 burners for both full-sized kitchens and kitchenettes.
- Communal kitchens may include lockable cupboards for boarding rooms without kitchen facilities.
- Communal kitchens do not require refrigerator spaces as these are to be located in rooms.

Storage

- Design at least one communal storage room per floor of a minimum of 6 square metres. Larger rooming houses may require additional storage space as determined by PPHA.

Maintenance

- Include cleaners' store, cupboards and shelving and cleaners' sink.

3.2 Single Units and Studio Apartments

Single Units and Studio Apartments may be part of an apartment development, multi-level development or be part of a boarding house. Some of these may be dedicated disabled singles units. Youth units may also be part of this dwelling type. If a live-in carer is required, plan an additional bedroom.

The following are design guidelines particular to single units / studio apartments:

Unit Layouts

- Develop practical and efficient unit designs with a minimum of 25 square metres floor area per unit for studio apartments and a minimum of 50 square metres for single bedroom units.
- Provide a study area with appropriate joinery and seating provision where possible.

Kitchens

- Specify four-burner hotplate/gas stove or combination ovens/microwaves as agreed with PPHA.
- Specify sink with drainer.
- Ensure the refrigerator cavity is of generous dimensions, accommodates a refrigerator with freezer and meet the requirements of PPHA.

Youth Units

- Youth units should generally not be co-located with units for other target groups where there could be conflicts in lifestyles, eg. older persons.
- Durable, vandal-proof design is a priority for this housing type.

Figure 33
Provide efficient studio layouts.
Image: MGS Architects

3.3 Older Persons' Units

Older persons' units can occur either as stand alone/ cluster type developments, within apartment and multiple density developments or mixed-use type developments. Design guidelines particular to older persons' units are:

Dwelling Mix

- Units are usually either 1 or 2 bedrooms for couples, sharers, siblings or for those with live-in carers.

Dwelling Layout

- Units should allow for casual surveillance of units and common areas, whilst still providing privacy for individual dwellings.
- Ensure unit size allows for personal furniture and ambulatory aid requirements.

Bathrooms

- Design disabled access showers with mounted flexible hand shower and fold-down seats. Do not provide baths.
- Locate close to bedrooms.
- Include WC in bathroom.
- Include grab rails and other features to comply with disability standards AS1248.1 (1993).

Kitchens

- Incorporate movable, roll-out shelving components enabling flexibility for remaining in place and easy access for wheelchairs.

Carparking

- Design wider than usual carparking spaces wherever practical.

Security

- Design front doors with peep holes and effective security screens.

Landscaping

- Avoid the use of steps or trip hazards in landscaped and garden areas.
- Include garden seating where possible.

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3.4 Family Units

Family units may be in the form of townhouses, apartments, cluster units, multi-level buildings but occasionally may comprise stand-alone, detached residences. A family unit may be disability access compliant. Family units may contain 2, 3 or 4 bedrooms.

Design guidelines particular for family units are:

Living/Dining Areas

- Allow additional living and dining space for 3 and 4 bedroom households to accommodate use by their likely number of occupants.
- Ensure living and dining areas are adequate for the intended number of occupants.

Bathrooms

- No ensuites off bedrooms.
- One bathroom to contain full-sized bath in every 3 and 4 bedroom unit.

Kitchens

- Design generous kitchens, maximising storage and food preparation areas.
- Do not place kitchens along corridors or access points. Kitchens should be contained within well defined zones.

Laundries

- Design self-contained laundry facilities with washing trough and room for washing machine, dryer and linen cupboard. Provide private outdoor clothes drying in a location close to laundry.
- Cupboard laundries, although acceptable for other building types, are discouraged in family units.

Private Open Space

- Ensure that designated private open space areas, such as balconies, are of a sufficient size for use by larger households. As a guide, all members of the household plus a minimum of two guests should be able to be comfortably accommodated while sitting around a table within the open space allocated.

Figure 34
A kitchen arrangement off a corridor is not encouraged for family units.

3.5 Dedicated Disabled Persons' Units

Dedicated disabled persons' units may be singles units, a family unit or a dwelling within a rooming house. Layouts should all be to AS1248.1.

Design guidelines particular to disabled persons' units are:

Bathrooms

- Design disabled access showers with mounted flexible hand shower and fold-down seats - avoid baths.
- Locate close to bedrooms.
- Include WC in bathroom.
- Include grab rails and other features to comply with disability standards AS1248.1 (1993).

Kitchens

- Design benches to a height of 825-850mm with wheelchair access under stove and bench space.
- Allow sufficient storage at low level for most commonly used items.
- Where occupancy of unit by person with a disability is not confirmed, allow for easily modifiable storage space and bench heights.

4. Construction Standards

Adaptable Housing AS 4299-1995

Building Code of Australia

City of Port Phillip Planning Guidelines

Guidelines For Safe Housing Design AS 4226-1994

Housing Standards Policy Manual. Construction Standards Version 1.0, January 2001. OOH

5. References

Australian Standards

Building Code of Australia

City of Port Phillip Planning Guidelines

Mixed Development Modelling Report, City of Port Phillip and PPHA, 2007

Housing Standards Policy Manual. Construction Standards Version 1.0, January 2001. OOH

Rescode

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Appendix A – PPHA's Procurement Objectives

Assessing the Suitability of a Location When Choosing a Site

- Locate within 500 metres of convenience retailing and main roads, public open space and recreational amenities and community support facilities.
- Locate in zone appropriate for development such as Major Activity Centre or high-density precinct.
- Community housing may be in a business 1 zone, mixed-use zone, residential 2 zone, residential 1 zone where support for high density exists and public use zone.
- Locate community housing with good access and near public transport.
- Locate where proposed densities, massing and height are compatible with the neighbouring properties.
- Locate preferably on a freehold title with no encumbrances or as conditioned under statutory covenant or under a lease agreement (or other approved negotiable instrument) entered for a prescribed period of not less than 10 years.

The Construction Phase of the Project

The main construction procurement systems available for the delivery of community housing projects:

1. Competitive tenders based on full documentation

A traditional lump sum contract is the most common procurement method for PPHA housing projects. PPHA appoints professional consultants to complete design and documentation. The contract is tendered either on a selected or open tender list and is awarded to a contractor (builder) on a competitive tender basis. The contactor agrees to perform the work for a lump sum fixed price that includes profit.

2. Construction Management Contract

A professional Construction Manager is engaged by the client. The Construction Manager is responsible for calling tenders for various sub-contracts, usually based on trade packages.

3. Design Novate / Design and Construct

For this type of procurement, PPHA initiates the design and then novates the Architect and other consultants to the Project Manager to develop the design. The Project Manager assumes responsibility for the management of planning, design and construction and also acts as a general contract once the consultants have been novated.

6.8.8.3| STUDENT ACCOMMODATION GUIDELINES

STUDENT ACCOMMODATION GUIDELINES

Introduction

images provided by MGS Architects

STUDENT ACCOMMODATION GUIDELINES

This document supports the policy objectives and provides illustrative guidelines for development; whether it is a new building or an adaptation of an existing one.

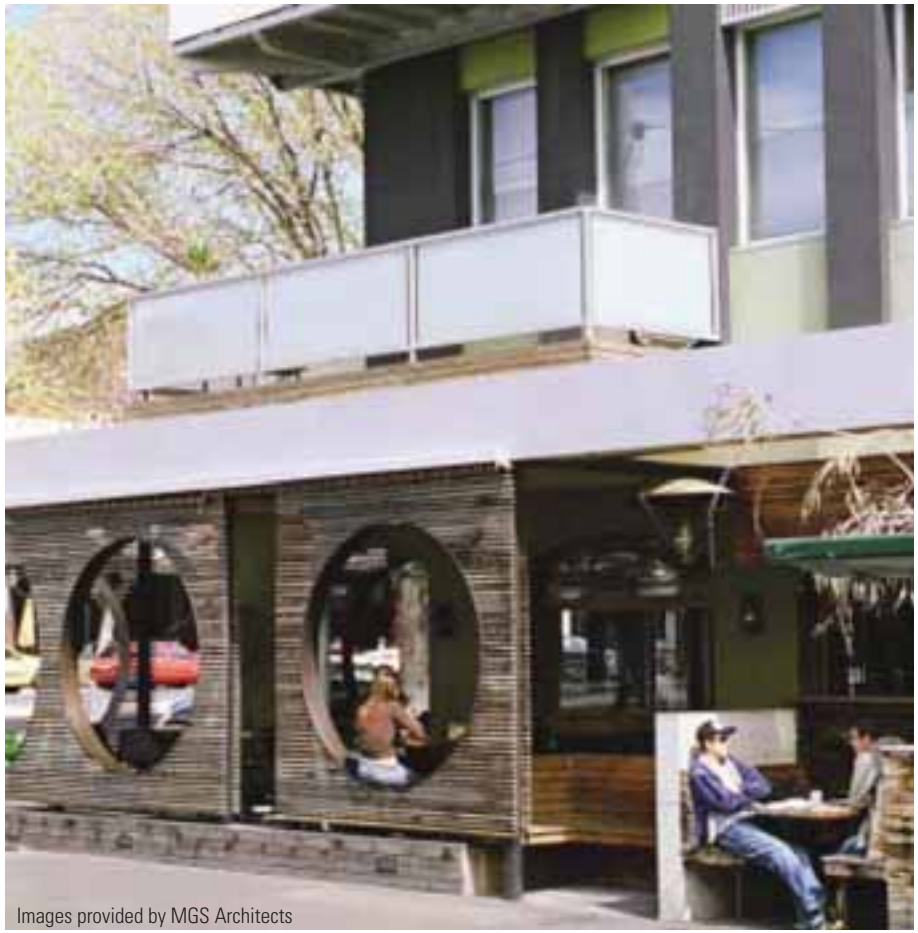
Principles

Students have different needs to many other residents, and these need to be taken into consideration when designing student accommodation. These following guidelines focus on providing a facility that is supportive of students' practical, social and emotional needs.

Function. Development should provide student with a bright and light room, either with sufficient space within their rooms to cook and eat, to meet, to socialises and to relax, or rooms that are smaller and designed merely for studying and sleeping, with the provision of shared spaces within the development that accommodate those other needs.

Interaction. Development should provide a quiet and studious environment, but also one that provides a collegiate atmosphere with the opportunity for student to meet with others and to avoid social isolation and exclusion.

Satisfaction. Development should always provide a safe and secure environment (within as well as in its surroundings).



Images provided by MGS Architects

STUDENT ACCOMMODATION GUIDELINES

Image provided by MSS Architects

STUDENT ACCOMMODATION GUIDELINES

DEVELOPMENT SHOULD BE DESIGNED SO IT CONTRIBUTES TO THE SAFETY AND AMENITY OF ITS NEIGHBOURHOOD AND IMMEDIATE SURROUNDINGS

Guidelines

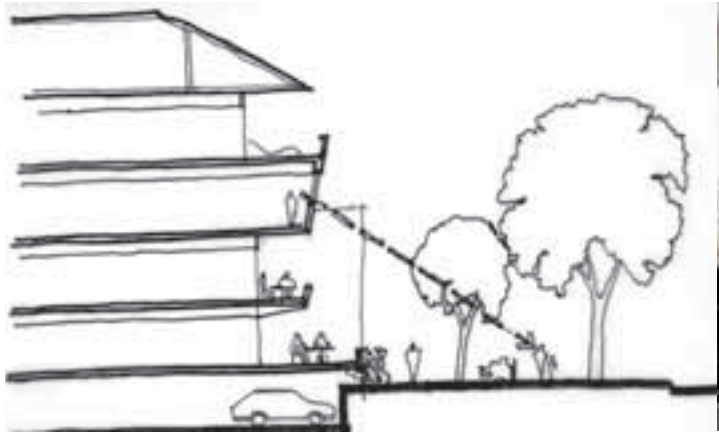
» Provide an attractive interface of habitable rooms, balconies and terraces with adjacent street frontages.

» Encourage ground floor uses that generate activity and surveillance; such as retail or hospitality uses or entry lobbies in business and mixed use zones

» Organize units so they maintain visibility and surveillance of public space. Good security is provided by passers-by in streets and neighbours across the street.

» Provide clear links and access to and from private and public spaces.

Images provided by MGS Architects



STUDENT ACCOMMODATION GUIDELINES

Unilodge student accommodation [illegible] courtesy of www.[illegible]lodge.com.au

STUDENT ACCOMMODATION GUIDELINES

DEVELOPMENT SHOULD BE CONVENIENTLY AND APPROPRIATELY LOCATED

Guidelines

» Locate development within walking distance of tertiary institutions or principal, major or specialised activity centres

» Consider locating development on Main Roads which are part of the Principal Public Transport Network.

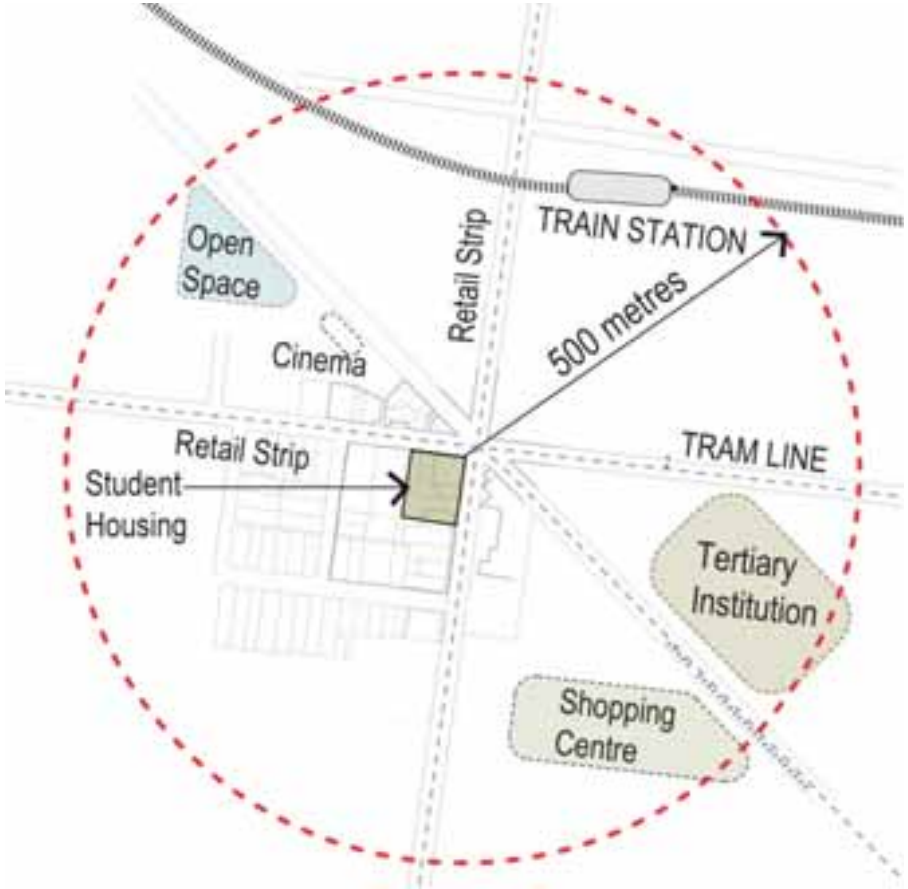


Image: MGS Architects
STUDENT ACCOMMODATION GUIDELINES

STUDENT ACCOMMODATION GUIDELINES

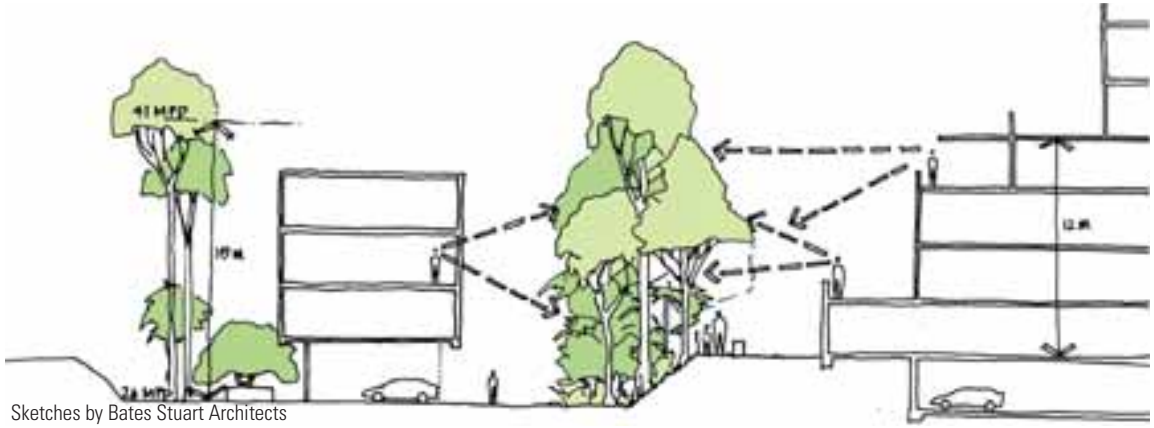
DEVELOPMENT SHOULD CONSIDER PRIVACY AND AMENITY OF ADJACENT NEIGHBOURS AND SURROUNDING STREETS

Guidelines

» Provide an appropriate setback and screening to private open space of adjoining properties.

» Development should incorporate canopy screening trees or similar landscape protection along boundaries and interfaces

Image provided by MGS Architects



Sketches by Bates Stuart Architects

STUDENT ACCOMMODATION GUIDELINES

Image provided by MGS Architects

STUDENT ACCOMMODATION GUIDELINES

DEVELOPMENT SHOULD BE FLEXIBLE , ACCESSIBLE AND ALLOW FOR FUTURE ADAPTATIONS

Guidelines

» Student accommodation should be adaptable to other compatible user groups such as single parent households, social housing and/or specialist housing. Design should demonstrate this ability to change and adapt to functions such as single person households, affordable housing or specialist housing such as nurses accommodation.

» Services in the building are vertically aligned to allow for the potential future provision of passenger lifts and the upgrading of electrical, data and security systems.

Sketches by MGS Architects
STUDENT ACCOMMODATION GUIDELINES

Images provided by MGS Architects

STUDENT ACCOMMODATION GUIDELINES

PROPOSALS SHOULD INCLUDE PRACTICAL LANDSCAPED SOLUTIONS THAT COMPLEMENT THE VALUED CHARACTER OF THE NEIGHBOURHOOD AND SUPPORT DSE PRINCIPLES

Guidelines

- » Proposals should incorporate a sustainable landscaping design solution
- » Include high quality private and shared open spaces, rooftop or terraces.
- » Landscape treatments in streetscape should enhance and compliment character of the area
- » Maximize permeability of external ground surfaces
- » Minimize exposed at grade car parking

Images provided by MGS Architects

Landscaping reeds Inkerman apartments. Architect Williams & Boag

STUDENT ACCOMMODATION GUIDELINES

Adaptive reuse of existing building
Hayball Leonard Stent Architects

Boddington, UK
image provided by MGS Architects

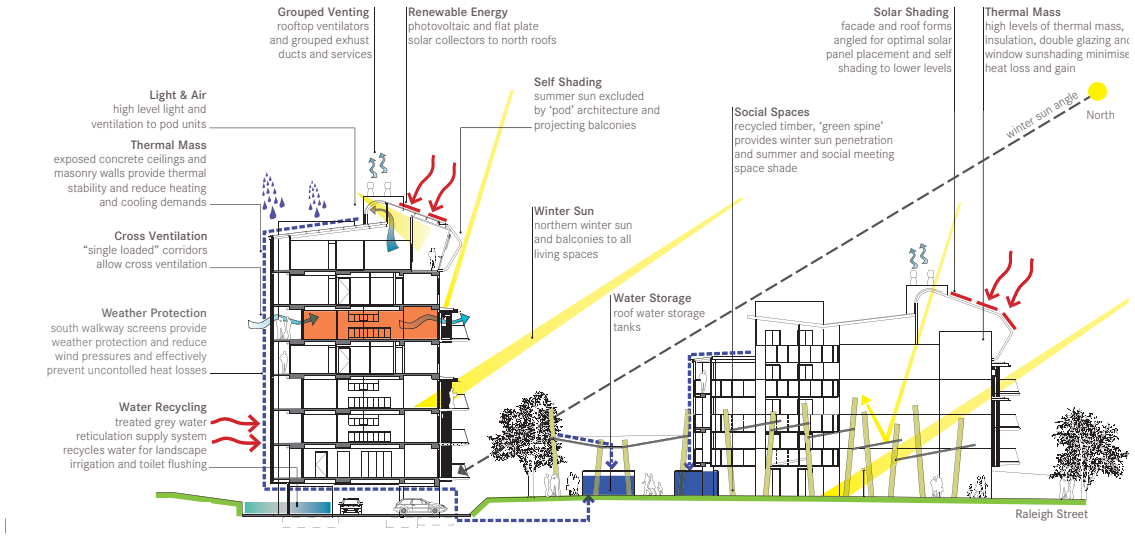
DEVELOPMENT SHOULD BE AFFORDABLE, COST EFFECTIVE AND ENVIRONMENTALLY SUSTAINABLE

STUDENT ACCOMMODATION GUIDELINES

Guidelines

- » Provide short term and secure bike storage
- » Development should follow principles of passive solar design, provide the harvesting of storm water and the provision of a minimum 5 star green rating.
- » Encourage the use of high performance glazing, low water use bathroom and kitchen fittings, energy efficient appliances and light fittings of gas boosted solar hot water and heating.
- » Development should support the intensification of uses by encouraging shared study and recreational spaces, between Education Providers and Student Accommodation providers, when located within walking distance of each other.

Image: provided by MGS Architects



K2 Apartments Office Of Housing by Design Inc Architects

STUDENT ACCOMMODATION GUIDELINES

High quality contemporary design with durable high quality materials and refined details employed. Image provided by MGS Architects

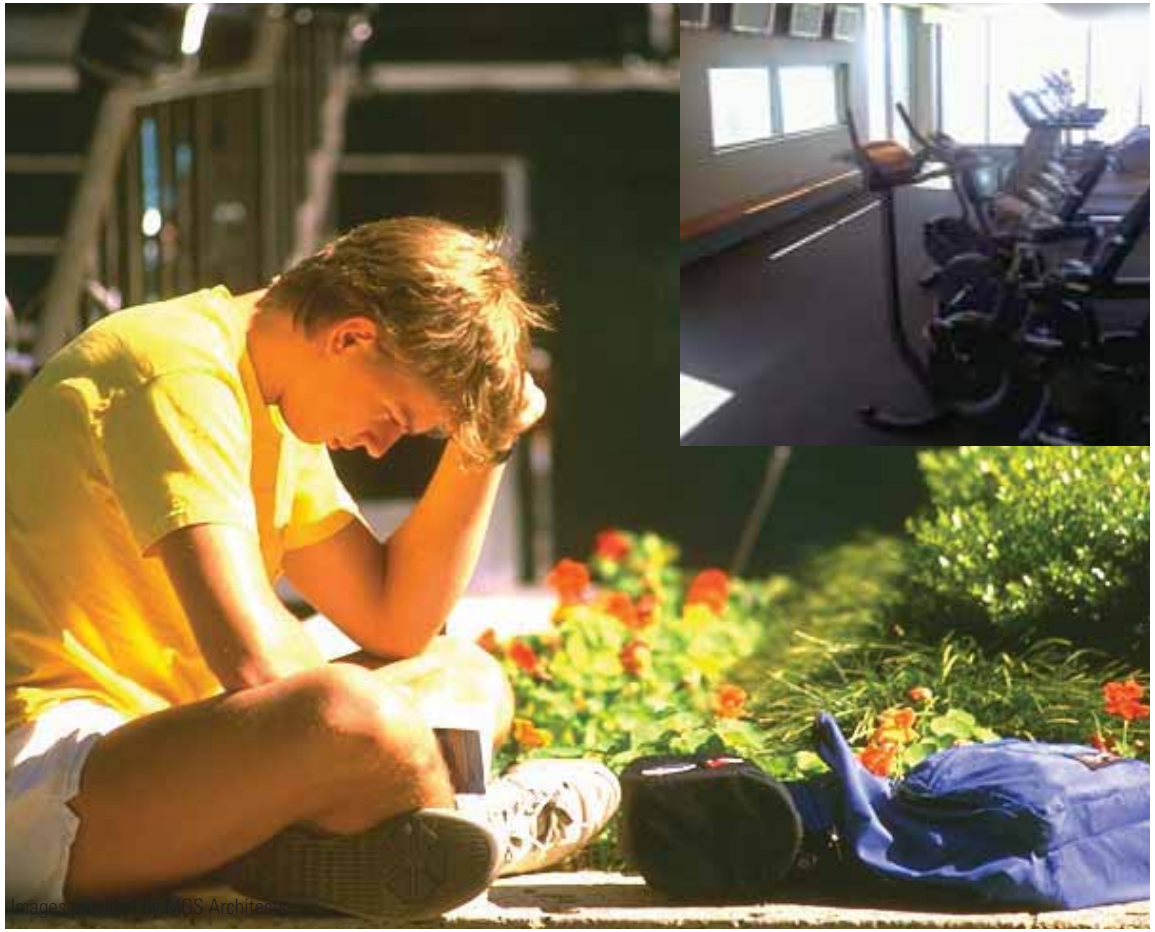
PROJECTS SHOULD ENSURE GOOD URBAN DESIGN, SUSTAINABILITY AND DURABILITY

Guidelines

- » Development should provide a high degree of articulation and varied massing, depth and relief in building surfaces.
- » Avoid dominant car parking areas in the design
- » Use durable, high quality and low maintenance materials.
- » Provide common storage facilities as well as high level of storage in the units with hanging storage, drawers and picture rails to prevent wall damage.

Images provided by MGS Architects

STUDENT ACCOMMODATION GUIDELINES



Images courtesy of MGS Architects

STUDENT ACCOMMODATION GUIDELINES

DEVELOPMENT SHOULD MEET THE LIVING REQUIREMENTS OF TERTIARY STUDENTS, BOTH PHYSICAL AND SOCIAL

Guidelines

- » Proposed units should be a minimum of 16sqm and should include a bathroom with shower hand basin and WC, a separate sleeping area, a cooking area with dual hotplate / gas stove, sink, microwave and fridge and a study area with appropriate joinery and seating provision, a robe / drawer unit for storage of clothing and personal items, internet and TV connection and power points, direct natural light and ventilation in the form of operable windows, provide access to areas of private open space such as a small balconette or terrace a minimum of 8 square metres in area.
- » Development should incorporate a range of room types including bed-sitter, one bedroom and where possible one or more disability accessible and two bedroom units.
- » Development should also include common areas such as terrace, common room, foyer, mail collection areas, waste management facilities, storage lockers, laundry and washing and drying facilities, bike lockers and parking.

For further detail and examples refer to the City of Melbourne Student Housing guidelines

Studio Apartment
TYPE A

Studio Apartment
TYPE B

General Layout
example

Sketches by MGS Architects

STUDENT ACCOMMODATION GUIDELINES

6.8.8.4| COMMENTS / FEEDBACK

The following feedback was provided by the Moreland City Council Expert team [Aged & Disability Services] on 06.02.09 based on the first draft:

Affordable Housing

The target of 20% for affordable housing will definitely assist in supporting the issues that we are dealing with the lack of affordable housing in close proximity to the city.

Youth housing should also be considered in the mix of affordable housing providers. Models such at Lion Garden in the City of Melbourne might be one model to consider.

We are also aware of the disadvantage experienced by older people on low incomes who are often in extremely vulnerable positions as tenants in the private rental market. Public and community housing would provide better conditions and more securit, allowing ageing-in-place.

Affordability Issues and Housing Diversity

Student housing is an emerging issue that needs to addressed through the type of housing stock available and rental affordability.

International students have the added disadvantage of limited earning capacity which restricts the properties that they are able to rent.

Housing Capacity

In addition to the information stated, the cultural needs of certain groups also needs to be considered. These needs may vary from cooking facilities, need to accommodate extended family and prayer rooms.

Flexibility in design can ensure that spaces are conducive to various uses.

In the context of an ageing population, the private home is increasingly likely to be the venue for delivering home and personal care, with only a small percentage of the oldest residents entering residential aged care facilities. Housing design and adaptability will ideally facilitate providing support services e.g. enough room in bathrooms for a carer (family or paid carer) to assist with showering.

Older people often choose to sell a house and buy an apartment to ease the workload /cost of home and garden maintenance, so provision of new housing should address these 2 issues.

Location of housing

Depending on the type of housing and demographic, access and proximity to public transport, open space, retail and other services need to be considered.

Aged Accommodation

While there is a level of demand for age-segregated accommodation (many people are buying into retirement villages) there is also some evidence that older homeowners will seek to buy a new property offering some of the same benefits but in a more age-diverse community. Also, see comment below re the danger of stigma attached to housing that is seen as “special”.

Apartment Accommodation

Should be designed to enable the establishment of community garden blocks and other environmentally friendly practices offering informal opportunities for social interaction.

Serviced Apartments

The facilities available as a part of the service apartment complex (eg. seminar rooms) provides opportunities for shared use. This could cater for the need for training and conference facilities in the area.

Additional comments

The intent of universal design is to simplify life for everyone by making products, communications, and the built environment more usable by as many people as possible at little or no extra cost. Universal design benefits people of all ages and abilities (The Centre for Universal Design - North Carolina)

The Building Commission’s “Build for Life” website is highly recommended.

This is important in designing all accommodation as it gives its occupants flexibility. It also enables the built form to change with the needs and care responsibilities of the occupants. Accommodation targetting specific groups of the community eg. people with disabilities should be carefully considered as this may limit the use of the space later. It also may add to the social stigma some of these individuals experience. All spaces if accessible and adaptable can be retrofitted to the individual needs of the occupant.

Lifts of an adequate size to accommodate prams and wheelchairs will ideally be provided in developments on more than one level.

Recent statewide research identified some minor design features that are a big plus to older people, including lever-style taps.

The following feedback was provided by the Moreland City Council Expert team [Housing] on 10.02.09 based on the first draft:

Part 1 Local research and data
Earlier January 2009 comment on research was passed to MGS/TCI - this work especially noted the need to update & include 2006 Census detail and i.d. consulting trend material. DPCD has taken the position that Northern Regional Housing Statement has been superceded to some extent by the Melbourne 2030 Review.

Overall demographic context is important to include (and update).

Part 2 Existing households by type and tenure
Again, update all material to include 2006 Census data

2.4 Note that cultural preferences as related to housing design is not well researched, and is v relevant to Coburg context e.g. configuration of entry/living area/kitchen (or transition from public to private space)

Part 3 Housing affordability and trends
3.1b Older households
Council has some detailed work about asset-rich, income-poor (female) households which is relevant to TCI (and suggests a niche market for 'downsizing' older house households). Partner in this work is Victorian Womens Housing Association, a housing provider with access to DHS funding.

3.1b Youth and student housing
Excellent idea to combine housing for short term student residents and youth moving away from home (generally on low wages, indicative of poor school retention rates in Moreland) into a submarket

3.2 World best practice
3.2a demographic section should be placed earlier in doc (not world best practice)

indigenous communities - we know little about their housing prefs & indigenous households seem to gravitate to Darebin where there is a larger community (I would not suggest grouping together migrant and indigenous communities, and note that different consultation approaches are required to understand housing preferences)

I would add a section on the (western) rise of the 'creative class' and lifestyle requirements, including links to the arts & self expression. This may also be a point for MGS to note the example of designs for Balaclava Station studio apartments.

At end of 3.2 disagree with the parallel drawn between Coburg and the 19th century inner Victorian city (views expressed relate more to Brunswick urban fabric)

3.3 Key strategic design principles
Excellent overview

I would add example of multi-generational households to a. flexibility

I would add example of vsibility to public realm to c. ageing in place

I would add example of (sound insulated) music facilities for youth to d. shared facilities

I would note need for good sized balcony space where there is no direct access to private open space in f. private open space

I would include need for lower longer term costs for energy and utilities in g.designing for a smaller ecological footprint

I would add Principle k. sensitivity towards diverse cultural preferences and expression
---
Part 4 Regional housing demand and the role of Coburg
4.3 Query the need for owner-occupied student accommodation (I suggest that this is a small demographic of the student market - most students looking for private rental). There are contacts at Melb Uni who probably know the rnetal/ownership ratio - or they can give us City of Melb data.

Additional note re student housing : International students receive no travel concessions, so travel costs are a major factor in their calculation of living costs. What is the intended mix of local/international students?

4.4a Other Housing Associations have an expressed interest in the project too & their potential role should be noted (Also Council has excellent relationships with Community Housing Ltd and Yarra Community Housing.)

4.4c Add to list: those eligible for Office of Housing waiting list for public housing

4.4d transfer of land and air rights - key issue in feasibility

NRAS & HAF should be considered beyond the 20% affordable housing commitment (These programs do not necessarily fall within the definition, and may only provide 'affordable' stock for a limited period of time). However NRAS and HAF might be a useful means to gain catalyst funding for youth and student housing.

Part 5 Housing capacity
5.b will be literally interpreted as building on the oval - needs further detail
5.d North of Bell St site already has a planning permit which included only a few units of affordable housing from memory (unclear links between TCI and a private developer)

Sources of funding
a. Note Federal $ for affordable housing released under homelessness initiatives (also FAHCS)
c. Note Council's earlier Shop Top Housing Review which has relevant material - and the analysis links economic development to housing opportunities
---

Student accommodation guidelines not yet available - does this refer to the standards developed by City of Melbourne?

———

Other comments:
1. Is there a proven market for serviced apartments in this region?
2. The International student market needs greater analysis and detail e.g. I suspect there is a niche market for female only housing which is perceived as safer by overseas parents. I have good links to the recent Melb Uni study
3. Local housing agencies should be consulted as part of the process in identifying targets for affordable housing (Anne can organise). This will generate more up-to-date 'needs' data
4. Limited TCI consultation about housing has already occurred and files should be passed on from TCI to MGS.

The following feedback was provided by Sally Semmens on behalf of The Coburg Initiative on 17.02.09 based on the first draft:

I think this paper is excellent and a good model for how the other briefing papers should be. The demographic section and the breakdown of different demographic sectors is the best I have seen.
The paper is easy to read and tells a coherent story about how housing and housing affordability affects the health and wellbeing of people.
The emphasis on quality housing diversity is to be encouraged. High ESD principles and lifecycle sustainability would be a given.
Outlining future opportunities, partners and possible funding sources is practical and pragmatic.

I have three recommendations re housing:

- If developing affordable housing along the railway corridor then ensure it is designed to be well integrated with accessibility networks and mixed uses to avoid it becoming railway line ghettos and isolated from the broader community

- Planning for Coburg to be an ESD precinct offers it the opportunity to really tackle car parking and regulatory change to "unbundle car parking" from development and to look at some housing without carparking, some with block parking, some with access to commercial carparks in the area. Examples of this in Melbourne are Docklands, and City of Melbourne generally, Victoria St East (Richmond). Developers often offer incentives to buy - maybe they should consider free yearly met cards, free bike etc.

- I understand Bendigo Bank has been looking at "location efficient mortgage offsets" similar to those in the USA where ability to borrow more is offset by not owning a car and having more 'disposable income' to put into housing. This may be worth exploring with BB as a community bank.

6.9

DRAFT

6.9 | retail and commercial

DRAFT

PREFACE

This chapter has been prepared by MGS Architects with the market valuation and research input from Charter Keck Cramer to guide the development of the master plan of the Coburg Initiative with regard to retail and commercial aspects as they relate to the Investment Logic Map created by the Moreland City Council and dated 16.05.08. It has been prepared based on the requirements of the Moreland City Council (MCC), discussions with the Coburg Initiative expert panel, local and state requirements, international and local benchmarks and analysis of the project requirements.

The feedback and comments from the Moreland City Council expert team are included as an appendix to this chapter.

It should be noted that target figures stated in the Structure Plan relate to the entire Coburg Activity Centre, which encompasses a greater boundary than that of The Coburg Initiative. Some of these figures have been translated into the Investment Logic map for The Coburg Initiative site. The market evaluation report prepared by JLL also refers to the entire Coburg Activity Centre precinct in stating its projection figures. At the time of issue of this draft [March/ April 2009] the target/projected figures for the retail and commercial aspects of The Coburg Initiative require reconciliation between the Structure Plan, the ILM dated 16.05.09, the JLL report and the advice of CKC as included within this chapter.

6.9.1| EXECUTIVE SUMMARY

This report has been prepared by MGS with support from CKC to guide the formulation of The Coburg Initiative's commercial and retail response following discussions with key stakeholders.

IMPORTANT ISSUES

The following is a summary of the key issues facing the centre:

- There is an absence of adequate local work opportunities, high quality office space, appropriate workplace environments and public congregational nodes for commercial and community activity.
- There is an absence of sufficiently strong market support to deliver rentals for new stock at the necessary magnitude to finance higher specification and design standards in buildings and the underpinning of ESD specifications at a level consistent with the project's goals.
- The lack of intensity of development and resident population and the dispersal of existing land uses has diminished the potential for synergies between uses and resulted in a lack of vitality and perceived safety and security in major areas of the town centre.
- The arrangement of retail anchors has established a focus of major activity parallel and isolated, rather than integrated with the Sydney Road retail strip.
- The civic or municipal facilities are poorly located relative to the transport and retail core.
- The lack of sustained investment and poor sharing of assets has resulted in a disconnected precinct with an overall poor sense of place and interconnectivity.
- The centre is losing substantial shares of both its retail and employment markets to surrounding activity centres.
- The centre lacks the diversity of retail, entertainment, hospitality and tourism accommodation choices necessary to sustain the needs of the region and local residents.
- The centre lacks the diversity of services for the community commensurate with its diverse ethnic and ageing population profile and fails to sufficiently leverage its unusually high level of public transport accessibility.
- The building stock is generally characterised by poor environmental performance and poor streetscape contribution.
- The centre is overly reliant on a small group of retailers and is arranged with very little consideration of how major anchors could be configured to maximise retail opportunities.
- The centre is currently narrowly focussed on neighbourhood convenience 9-5 street activity with later hours focussed at supermarkets only with a lack of regional retail attractors.
- Whilst the valued attribute of the centre is the main street character of Sydney Road, the centre is overwhelmingly organised with car-based access and speed of movement given priority with resultant high background noise levels and barriers to pedestrian/cycle and tram movement
- There has been very little sharing of car parking resources resulting in unnecessary duplication in some instances.
- The presence of underlying rock, makes basement provision of parking of greater than one level more expensive in parts of the precinct

KEY CHALLENGES

The key challenges for the sector can be summarised as follows:

- Re-positioning Coburg as a place for new commerce and living offering vitality, diversity, public realm and walking/ cycling enhancements, village feel and clear way finding, safety and a night economy.
- Addressing the lack of lifestyle choice through the creation of a regional employment, attractions and services e.g. major public institutions, local and regional service providers regional education and training provider, markets and fresh food, major retail supermarket and/ or department store and big box / warehouse.
- Differentiating Coburg from competing northern activity centres such as Broadmeadows and other inner urban centres.
- Facilitating change and investment whilst retaining the valued distinctive main street character and multi-cultural flavour of the centre.
- Determining and then developing Coburg-specific retail and commercial responses.
- Engineering change in a highly competitive and economically uncertain context.
- Facilitating a shift from a car-based movement to a TOD (Transit Oriented Development) community.

KEY RECOMMENDATIONS

The key recommendations for Retail and Commercial, based on the goals identified in the ILM's for Coburg, include:

- The location of nodes of activity to enhance the objectives of a network of high quality streets, squares and spaces that celebrate Coburg's diverse character and the central areas multitude of roles and provide a diverse range of amenities, spaces, accommodation and venues supportive of more intense retail and commercial activity.
- The Coburg Initiative plan should be configured to accommodate an additional 3,000 – 16,000 sq m of supportable office and 17,500 sq m of supportable retail floor space by 2021, enabling up to 1,400 new permanent jobs and 10,000 construction phase jobs.
- The major commercial anchors and other key nodes need to be co-ordinated in their locations across the TCI site area to encourage and intensify pedestrian movement throughout the centre and in particular along Sydney Road, public transport nodes and connecting to surrounding residential areas. Additional linkages to Sydney Road should be facilitated north and south of Victoria Street Mall that enable enhanced pedestrian movement.
- The existing duplication of Coles supermarkets needs to be addressed.
- Major iconic local businesses including market-based retail should be celebrated and their viability and vitality enhanced through upgraded quality places for commercial activity and intensification of local employment and resident population.
- New street level retail areas built to frontages and upgrades to existing development should be delivered in a manner that facilitates a mixed-use character with above-ground complementary commercial, entertainment, community services/facilities and residential activity including cinemas, offices, hotel, serviced apartment accommodation and diverse residential accommodation that enhance the informal surveillance and hence safety and security of street networks.
- Entertainment, such as new cinema and theatre venues, need to be integrated within hospitality areas.
- The location of local Government services hubs should be centralised near public transport and shops to boost the daytime economy and night time activity and convenience.
- Car parking should be consolidated on larger sites accessible at the edges of the TCI site area to facilitate improved flexibility and utilisation of newly unbundled car parks, enhanced integration into new development, resultant greater development capacity for smaller sites within the TCI central area, and improved retail and pedestrian environments.
- The unique attributes of the centre's structure and identity including valued heritage buildings, public transport, central community assets and Mall should help define and enable the centre to continue to attract a diverse socio-economic community and in turn support a broad spectrum of commercial activity
- Commercial office market transformation and intensification will require a government commitment to consolidate, renew and upgrade the facilities into new accommodation within the town centre, establishing a higher standard in design quality and sustainable commercial accommodation.
- The facilitation of sustainable models for diversified mixed-use new development, new partnership models will be necessary between major government agencies, landowners and major tenants with the TCI partnership.

As a result of these and other initiatives, less emphasis will be given to traditional offering of food, groceries and clothing and more reliance on diversifying the retail and activity mix, increasing the level choice of professional and public services, and providing a wider range of leisure and entertainment options.

6.9.2| OBJECTIVES

This body of work, namely Retail and Commercial, has responded directly to Investment Logic Map [ILM] objectives prepared by the Council. The drivers, objectives, changes, enabling assets and subsequent benefits that will underpin the Retail and Commercial investment plan are also shown above.

The ILM's for the project have identified the following key drivers for change:

- The need to make the Coburg activity centre more commercially viable
- Retail leakage to areas outside Coburg
- Economic and urban changes resulting in reduced local employment
- The impact of population growth and demographic change on retail, commercial and entertainment services

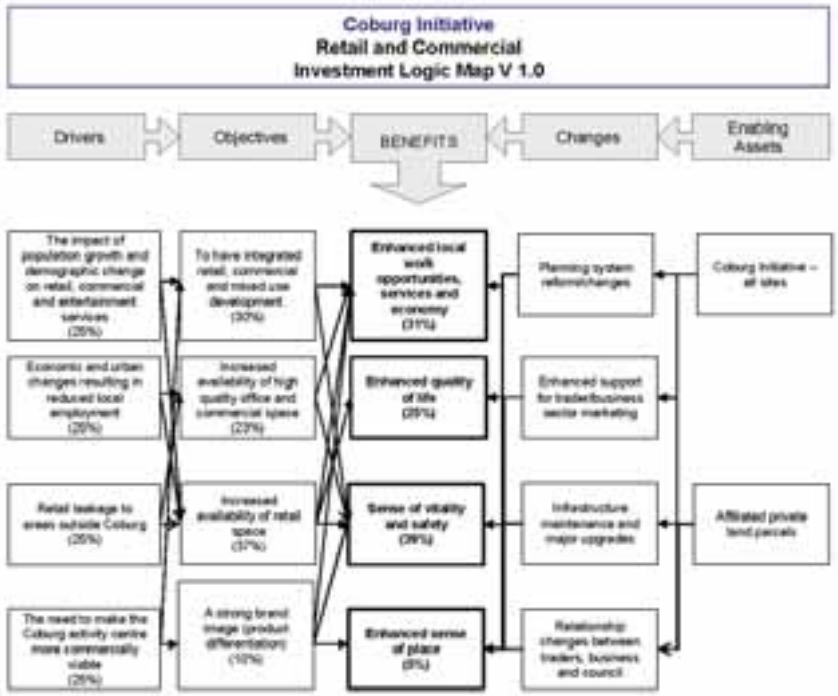
The Retail and Commercial logic map identifies the following objectives in promoting change and redevelopment:

- To have integrated retail, commercial and mixed-use development
- Increased availability of high quality office and commercial space
- Increased availability of retail space
- A strong brand image (product differentiation)

It recognises that the challenges faced in achieving these development objectives are many and include:

- The need for facilitating planning system reform/changes
- Recognition of the need for enhanced support for trader/business sector marketing
- Acknowledgement that development will need to be accompanied by Infrastructure maintenance and major upgrades
- An understanding that relationship changes between traders, business and council will be necessary.

The enablers for these transformations are seen to be both the Council assets and those of other stakeholders, and the partnership structure of the Coburg Initiative.



[Source Central Coburg 2020 Structure Plan, Part 4 Background and issues]

6.9.3| BACKGROUND / ISSUES

6.9.3.1| STRATEGIC CONTEXT

CENTRAL COBURG 2020 STRUCTURE PLAN

(Reference: Central Coburg Structure Plan 2030 www.moreland.vic.gov.au)

(Reference: Central Coburg Activity Centre Retail and Commercial Analysis, Jones Lang LaSalle, February 2009 Draft.)

Central Coburg has been designated as the Principal Activity Centre for Moreland with a population ca 140,000 residents. The Central Coburg Structure Plan 2020, together with the Coburg Initiative, provides a blueprint for its transformation over the next 12 years. The City of Moreland is seeking to develop alternative employment-generating activities to replace the loss of old style manufacturing and to re-establish a retail form for the centre responsive to the changing nature of commerce, residential household profiles and local needs. The ability of Central Coburg to grow simply through retail enhancement is limited by the number of other significant activity centres that are close by i.e. including Northland / Preston, CBD, Brunswick, Broadmeadows and Moonee Ponds. The brief is intended to guide the growth and development of Central Coburg as a regional shopping, living, employment and activity precinct; improving streetscape, character, quality of life and environment, encouraging economic expansion and improving transport infrastructure.

The key structure plan objectives are:

Retail

- Increase floor space by approximately 25,000m2 and improve quality of existing supply
- Expand range and variety of retail opportunities available without losing the authentic character of Coburg or dispersing provision of core retail from main retail precinct
- Prevent poor utilisation of space by encouraging big-box retail and showrooms away from core

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

Map A.2 Extent of heritage overlay

[Source Central Coburg 2020 Structure Plan, Part 4 Background and issues]

Entertainment

- Provide restaurant and other entertainment facilities to promote liveability and support evening activities commercial
- Encourage Government tenants to act as a catalyst to improve quality of office space, essential to encouraging the business service sector
- An additional 10,000m2 to 25,000m2, based on forecasts of employment growth, will be required by 2021. A projection of 40,000m2 has been accommodated within the Structure Plan

The focus of development will be at the activity centre core, north of Harding Street and south of Bell Street, with key objectives as follows:

- Consider commercial development adjacent to station
- Look at redevelopment of supermarket district to improve utility and attractiveness of space
- Improve mix of main retail section along Sydney Road
- Balance the retail draw by attracting a supermarket to the east side of Sydney Road

6.9.3.2| REVIEW OF BACKGROUND RESEARCH DOCUMENTS

LAND USE AND BUSINESS ACTIVITY - EXISTING SNAP SHOT

An existing snap shot of central Coburg is as follows

- Total built space: 127,600 m2
- Main uses of built space: Retail 35%, Office 11% and Parking 18%
- Total business locations: 309
- Total employment: 1,862
- Main industries of employment:
- Retail Trade 42%, Health Care and Social Assistance 16% and Food and Beverage Services 8%
- 68% of businesses employ less than five people
- Vacant space: 7,116 m2
- Total open space: 22,555 m2

(Source: Census of Land Use and Employment (CLUE) Project 2007.)

COBURG TRENDS

Earlier reports prepared by SGS (SGS Economics and Planning, Central Coburg Economic Analysis Discussion Paper, Provided by Moreland City Council, 2001) note that 'the comparatively low levels of education/qualification among residents in Coburg represents a potential constraint to new forms of economic activity for Coburg, unless knowledge workers from other LGAs can be attracted to work in Central Coburg.'

EMPLOYMENT AND POPULATION

Unemployment in the area remains above the Victorian average. The unemployment rate may understate the degree of impact of jobs lost in traditional employment sectors as there is a relatively low participation rate, particularly among older (male) workers. That is, many who have become unemployed may now live from pensions or other income and have given up on finding work. Between 1991 and 2006, there was a marked increase in the proportion of Professionals (from 12.8% to 28.4%), and a marked decline in the proportion of Tradespersons (14% to 12.5%) and Labourers & Related (14.7% to 8.0%) workers in Central Coburg. (Reference: ABS Census 2006, Jones Lang LaSalle.) This would suggest a trend towards gentrification.

The broad patterns found in Coburg and Moreland are consistent with the experience of Australia as a whole:

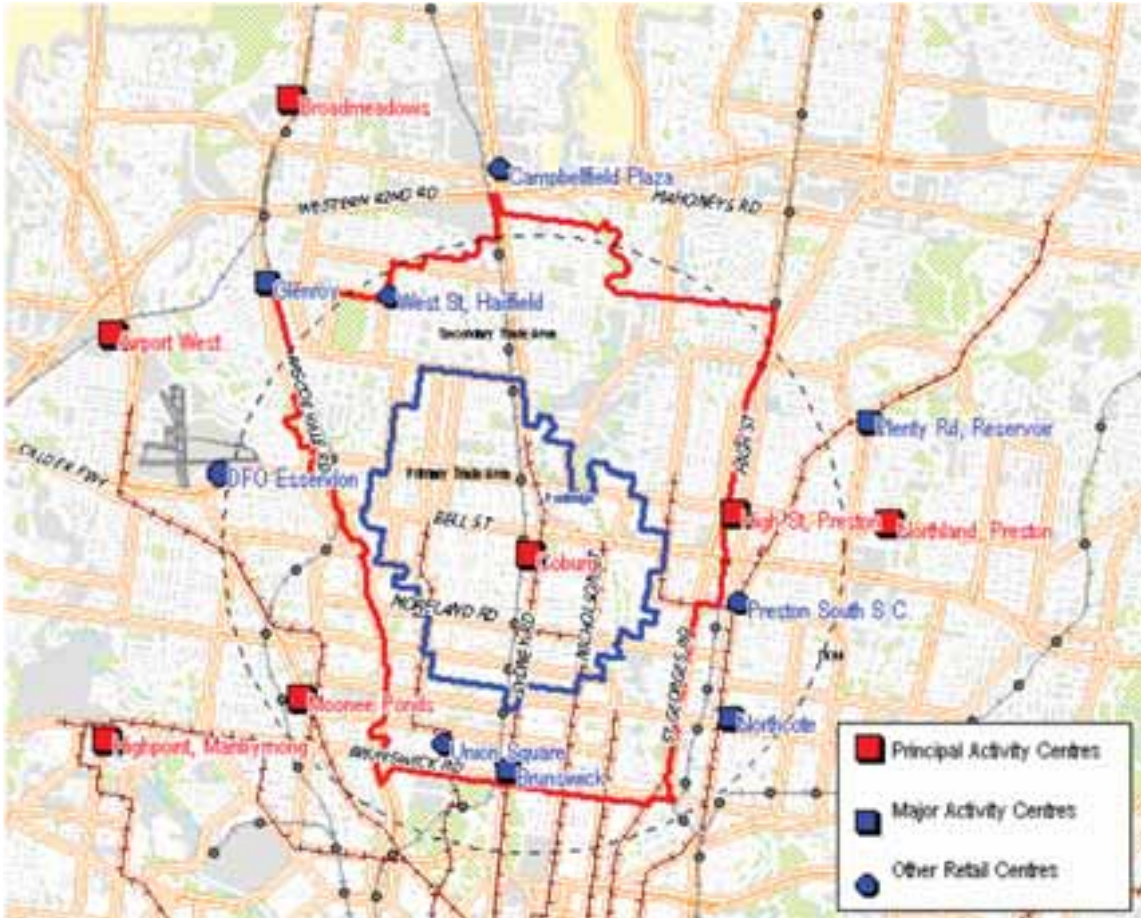
- Declining employment in the manufacturing sector. In the 1996-2001 period, there was a continuation of the long-term decline in the proportion of workers employed in Manufacturing in Coburg (from 17.3% to 13%). Small proportional increases were recorded for Public Administration and Defence, Construction, Property and Business Services, Health and Community services, Culture and Recreational Services and Personal and other Services over the same period. Census data 2006)
- Increasing requirement for skills – both formal and informal
- Increased educational attainment

The relatively higher intensity of manufacturing in the area in the past made the impact relatively greater for this community. This impact has been increased further as manufacturing moves to lower cost, more accessible land at the fringes of the metropolitan area. Employment opportunities in Coburg are not so much lacking as shifting to other skills and sectors. This has been reflected by a shift in skills in the population with more of the population now having formal qualifications, but the population characteristics lag the change in employment opportunities. In the long run, the observed gentrification may bring the population with skills that match the new opportunities. *(Reference SGS Report 2001.)*

'In order for Coburg to move forward it must become more relevant to its users (consumers and businesses alike) by being able to better meet, relative to its competitors, the changing needs of existing and future users who are increasingly different in characteristics than the historic catchment of users. In order to improve its competitive position and to create a distinct point of difference in the broader Melbourne context, Coburg must seek to incorporate unique attributes in its built form, mix of uses and composition of users so as to enlarge its potential catchment of users and visitors beyond the local boundaries. These points of difference must embrace emerging major themes across society such as the incorporation of sustainability (environmental and economic) principles and technology.

In order for Coburg to prosper as a commercial destination, notwithstanding its current lack of recognition as an office location, there must be some form of intervention (capital investment etc) in order to recalibrate the market's current behaviour towards Coburg. To further assist the potential to attract commercial users willing to pay an appropriate rent for new accommodation, there must also be a higher-order retail amenity to cater for the needs of existing and future workers, local residents' retail variety, particularly for younger and older population cohorts, as well as a broader regional catchment. It will be this retail amenity, enhanced by the incorporation of residential uses within the centre to provide additional vitality at different time periods, which will attract other commercial office users to Coburg because of the ability for workers to engage with a range of interesting uses in the centre (including leisure, recreation etc)."

(Source: Gaps review' undertaken by Charter Keck in 2009.)



Location of competing activity and retail centres
[Source ABS Census 2006, Jones Lang LaSelle]

Commercial development, in isolation, will not drive enhanced retail development outcomes so this use must follow the initial round(s) of retail (and residential) development. The underpinning infrastructure notably high quality public areas, retail and hospitality zones that underpin other successful employment hubs in urban centres are yet to be firmly established in this context and hence undermine the development economics. i.e. threshold market rent level necessary to develop contemporary high quality commercial office space.

The types of commercial users must initially focus upon those users serving the needs of the local household community (such as Council itself, personal and health services) and its regional service role with corporate tenants only likely to be attracted after the success of the first-round of users and achievement of a critical mass of users within the centre.

Recent studies on the northern region notes that the 'Image of the North remains one of the greatest hurdles to developers.' breaking out of the 'Catch 22' of no history of office accommodation – risk factor – however it goes on to note that the ability to change paradigms is not without precedent in the west with University Hill an obvious example. (Reference: Northern Exposure an analysis of office and commercial accommodation issues in Melbourne's North, North Link/NIETL and the Northern Melbourne Area Consultative Committee, 2007.)

This report notes that there is a misalignment between this perception and the demographic profile of the northern region and between emerging trends in the nature of new business and the types of accommodation available to the sector. In particular it notes:

- The need to establish a demographic alignment with Commercial accommodation - Of those who live in the Northern region, 'many are highly skilled professionals and very successful businesspeople'
- A Need to differentiate within the North - Coburg could actively develop its multicultural nature into a genuine differentiator between Moreland Road and Bell Street
- Proximity to International Airport Departures - Promote the reality that a well-placed, quality office development near airport
- Unmet demand for quality office and commercial accommodation - The advent of the knowledge economy, which is primarily accommodated in offices, is increasing the need for office floorspace across a range of sizes and in a variety of locations
- Similarly space for small business is necessary - the report notes that 'Redundant retail shopfronts provide an example of small premises which could potentially attract small office uses. Elements of these spaces which are attractive in the new economy work environment include:
  - Small floor plates
  - Excellent access to public transport
  - Access to an increasingly skilled workforce

Coburg offers opportunities to establish more sustainable specifications and configurations for retail development.

Larger format retail and parking may be configured below ground to enable higher quality areas at street level.

Equiset development - Monash University Caulfield

Retail includes 3.900sqm basement supermarket, student apartments, education and office precincts over 3 basement levels and 6 buildings, integrating the University Campus with the community.

ECONOMIC ANALYSIS

Economic analysis work previously undertaken has identified the following:

In a Retail Context:

- The level of street-facing specialty shops and boutique retail is sustainable in a more competitive and higher quality/higher rent environment. (Reference - Central Coburg 2020 Structure Plan).
- 700 extra jobs will be generated through retail growth. (Reference - Central Coburg 2020 Structure Plan).
- The future core retail area can sustain 3 large supermarkets (Reference - Central Coburg 2020 Structure Plan. The final locations and form of retail anchors within the centre is the subject of further discussion later in the brief.
- Attraction of a national brand DDS may be important in maintaining the future attractiveness of the core retail area. (Reference: Multiple sources). This model of retail centres has been challenged by the success of some centres without such an attribute but with a focus on specialization.
- At least one supermarket can be relocated away from the area of highest public transport access to free up key sites. (Reference - Central Coburg 2020 Structure Plan).
- A significant supermarket outside the core retail area will not diminish its viability (Reference - 2005 Economic Impact Assessment - Pentridge Piazza.)
- Additional categories of retail are needed to maintain and improve the attraction of Coburg Central as a retail destination. (Reference - multiple sources).
- Collocating food business in a markets complex (self-standing or within a major redevelopment) would enhance the retail experience (submissions)
- If the quality of retail experience improves, customers in the trade area will spend more and the trade area will expand. (References - Multiple sources).
- Without intervention, the retail offering and overall retail character of Central Coburg will not change substantially (Reference - SGS, report 2001 and 2004).
- Some car-intensive development (e.g. supermarkets, bulky goods) should relocate away from the transport interchange (Structure Plan, submissions) with the vehicle intensive zones of Bell Street, Pentridge Boulevard South and Sydney Rd (north of Bell Street) offering the primary opportunities for showroom type developments.
- Complementary outlets (e.g. express supermarkets) could be provided close to rail and bus interchanges (submissions).

Mixed-use development, Docklands Melbourne. Brings neighbourhood convenience ground floor facilities with upper level opportunities for live/work and small business.

Coin St Design Hub, London UK. Combines ground floor retail, two levels for business incubators for new designers and five levels of affordable housing capped with a roof-top 5-star restaurant.

In a Commercial Context

- Good quality office space is essential to attract businesses (Structure Plan)
- A projection of 40,000 sq m of additional commercial office space within the entire Coburg Central Activity District is appropriate - site boundary as indicated in the Structure Plan. (Reference: Central Coburg 2020 Structure Plan.)
- Commercial office space will grow by up to 400 per cent to 50,000 sq m (Structure Plan, also SGS Report 2001) but only if supported by significant Government seed investment.
- Coburg can be competitive as a significant commercial office location because of its population catchment and its role as a transport hub (Structure Plan) though its significance in a property sector sense will only arise once it moves beyond 50,000 sq
- New commercial space will generate at least 700 extra jobs. (Reference - Central Coburg 2020 Structure Plan).
- Whilst it is claimed that there is demand for new commercial development close to the rail station, primarily serviced/supported by public transport (Structure Plan, submissions) this has not been supported by demonstrable change during the recent period of economic prosperity and would only be driven by policy imperatives and drivers of a paradigm shift in the centre's role and not by corporate users. These actions would need to facilitate an outcome where new users were prepared to pay economic rents required to underpin the development vision and environmental and social specification.
- Central Coburg will attract more professional services (e.g. design, fashion, IT) because of access and proximity to Melbourne CBD (submissions).
- There is a market for complementary commercial development (office park, serviced offices) in Central Coburg (Reference - Multiple sources).
- Some new commercial development should locate in peripheral precincts. (Reference - Central Coburg 2020 Structure Plan).

KEY RETAIL & COMMERCIAL FINDINGS

The various documents relating to the Commercial and Retail sectors and in State Policy have been reviewed and considered by the Coburg Initiatives team. The key findings stemming from this review are as follows:

- Central Coburg has the potential to become a genuine regional hub for advanced business services for Melbourne's North (about 750,000 residents) because of its central location and access but not without significant barriers to change and implementation both economic and perceptual.
- Perceived strengths of Central Coburg include strong multicultural heritage, tolerance of diversity, fresh food retailing, heritage building framework, availability of sites for intensive retail/commercial development, car parks, opportunity to relocate from one part of the centre to another, public transport corridors.
- Perceived weaknesses of Central Coburg include pattern of small-holdings, number of low-rent low-turnover businesses, lack of up-take of large-format and chain businesses, poor quality public domain, deteriorated streetscapes.
- There is sufficient scale and fluidity of land holding in Central Coburg to allow major development on strategic sites in the near future and generate large scale commercial and/or retail additions.
- A significant amount of land is also available to both the north and south in gateway precincts. Also, there is the former Pentridge Prison site, where approval currently is in place for relatively modest retail-like activities.

The 'Moreland CLUE Project 2007' highlights the size, composition, types and structure of buildings, land uses, businesses and employment within Coburg. The pilot study has not addressed other relevant matters such as building quality (including age and condition), nature of occupancy (owner-occupied or rented), lease terms which are relevant considerations in assessment of availability and appropriateness for future development potential. Understanding of these attributes will be critical in developing appropriate masterplan design responses. A 'Retail and Commercial Analysis - Central Coburg Activity Centre' report, Draft February 2009 is being prepared by Jones Lang La Salle (JLL) in response to the DPCD's RFP from 2008. This document has informed the brief.

High quality campus-style office space - NAB @ Docklands, Melbourne

Broadmeadows Offices for the City of Hume have reintroduced swtreet edge buildings to the activity centre.

CH2 Melbourne 6 star Commercial office space for the City of Melbourne.

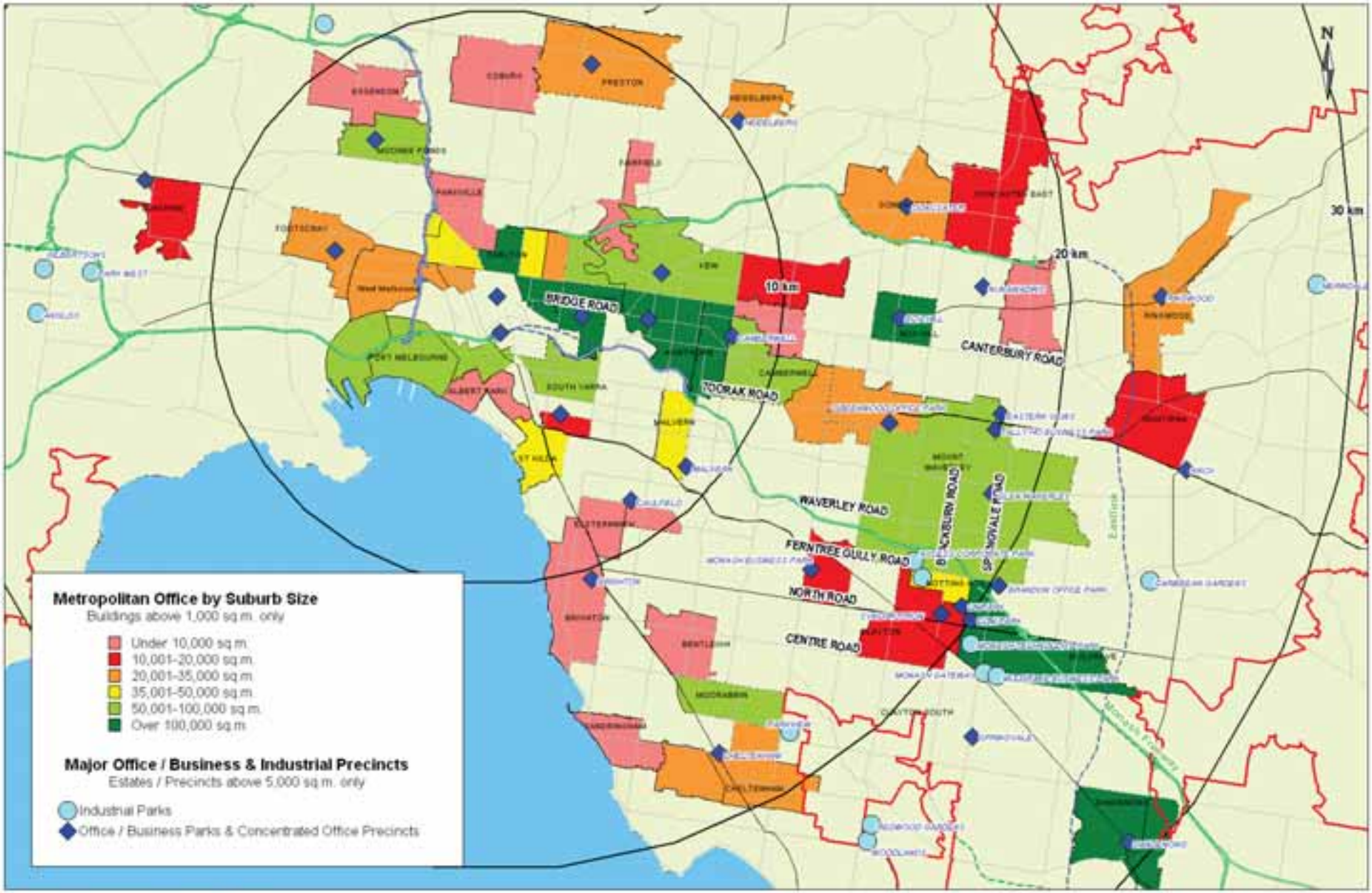
1 Development Economics and Market Positioning

The issues facing commercial and retail development relate to:

- Significant leakage of retail spending to shopping centres outside of Moreland. This leakage is caused by shortages in key retail categories and low levels of profitability and investment in the retail sector within Moreland.
- A mismatch between the quality and type of building stock and contemporary business needs. Coburg has historically not been perceived as a location for large corporate enterprises.
- Commercial development may continue to be constrained by the building stock available as large firms require the availability of high quality floor space before these firms consider relocation.
- Poor quality of much of the interconnection of public transport zones with prospective employment areas resulting in a diminishing of urban quality typically associated with higher intensity commercial competition within Melbourne's inner and middle ring successful commercial districts. e.g. South Yarra, Moonee Ponds, Richmond, Hawthorn, Camberwell, South Melbourne and Box Hill.
- A lack of clusters of business and retail activity in key high-growth industry sectors.
- Substantial vacancy rates in existing commercial premises.
- Significant shortfalls in employment share as compared to population share, in almost all of the sectors where demand for commercial floor space is typically strong.

The opportunities for the development are:

- The area of business support services (including professional support such as accounting, IT, business consulting and legal services) provides opportunities for the development of the commercial sector as business support services in the area are estimated at only 70% of local demand. Australia is becoming a service sector economy with Moreland also moving in this direction.
- There is also further potential to agglomerate existing, and attract new, services (health, municipal, social, community) providers to this local and regional hub in new and better quality accommodation.



CHARTER | KECK CRAMER

METROPOLITAN OFFICES & OFFICE / BUSINESS PARK LOCATIONS

STRATEGIC RESEARCH
COMPILED OCTOBER 2007

2 Retail catchment areas

According to the SGS and Essential Economics reports, the Coburg centre has a relatively contained primary catchment of about a 2km radius. The secondary catchment extends for about 5km and is centred along Sydney Road.

In surveys undertaken of the centre people who use the centre like the variety of shops, proximity to their home, convenience and the cosmopolitan and friendly atmosphere. Where users of the centre express dislike they have cited issues including crowding and a lack of bigger stores. Parking is not cited to any great degree. Previous reports have noted they source a large proportion of their shopping from the Centre with the exception of clothes (City) and homewares (Northland). The Queen Victoria Market is a favoured alternative for food and entertainment is normally pursued elsewhere. The Coburg shopping centre trades strongly as a local centre catering primarily for the food and lower order retail and service demands of the area. Hence its supermarkets trade very well. However, despite its localised catchment there are a high proportion of car trips. The retail industry employs nearly 15% of Moreland's workforce so maintaining a vibrant retail sector is important to Moreland's economic health and the provision of local jobs.

3 Lack of diversity

Whilst there are a number of distinctive shops, Moreland suffers from shortages in key retail categories. According to a number of independently derived expert reports, this leads to significant 'leakage' of spending from the region to external centres that exhibit greater critical mass and gravity of attraction and where the range and depth of merchandise is much greater.

Nevertheless, nearly one third of all local households shopping is satisfied outside the Moreland area. To enhance retail opportunities in Moreland Council works with local traders and their representative groups to strengthen local retail centres through co-operative marketing, local area improvements and enterprise development programs. A Special Charge Scheme is levied in Coburg to raise funds to support promotional and marketing activities for trader groups in this precinct.

The retail floor space analysis indicates that there is a potential future demand for additional floor space, largely as a result of the Pentridge development and proposed population growth in the Central Activity Area. This is also supported by general growth in retail spending and an expected trend to gentrification. Additional community housing and housing with less car dependency will also see development of additional local spending patterns and reliance on proximate services and facilities. Evidence of this can be drawn from the work of SGS in the Chapel Vision project where the presence of a significant affordable housing presence has substantial enhanced retail diversity and turnover and contributed significantly to increased provision of local government services and employment. (SGS Retail Trends Study Chapel Vision 2007) In Coburg, the potential exists for these new housing and consumer sectors to drive demand for more retail diversity.

There is scope for the additional expenditure to be accommodated by increased retail turnover densities in existing floor space and by converting low trading floor spaces to the growth area which is food based. The centre also has an option of attempting to elevate itself in the retail hierarchy by introducing discount department stores but there is stiff competition from other centres in the region. Whilst earlier studies indicated that no apparent community benefit would be derived, there is a case to put that such a change of mix would probably result in a reduction in escape expenditure and less car-based travel to more distant centres by Coburg locals, and more local job creation.

Markets provide the potential for greater flexibility, diversity and renewal in retail contexts of the inner urban area.

The ‘sea’ of car parking around supermarkets diminishes the connections with the Sydney Road shops and undermines the streetscrape wuality of the centre.

Supermarket and related facilities for Shopping Town Doncaster and QV Melbourne are located below-ground areas with street level shopping given over to the street laneway undercover arcade experiences.

Opportunities to develop other points of difference can also be explored that build Coburg's specialist centre credentials. From a retail and commerce perspective, the main issue affecting the centre is the quality of the urban environment provided. The separation of the supermarkets by a 'sea' of car parking makes it attractive to car-based shoppers but cleaves the retail stores into two parts and discourages the growing proportion of non-car based households and local residents from accessing the centre by means other than the motor vehicle. Opportunities for a mix of retail that provides both environmental comfort for customers and a distinctive and local retail experience need to be applied.

In the Station precinct car parking provision associated with the centre has divided supermarket majors from the Sydney Road and Bell Street retail strips. Additionally, the rail reserve and further parking have created large barriers to the residential neighbourhoods west of the reserve.

Market-style retail provides a sense of potential for both a disctinctive local and community flavour with enhanced customer comfort.

Streetscapes demonstrate lack of investment and non-activated edges.

In addition, many of the existing buildings are oriented exclusively to a single street frontage or a carpark.

4 Existing poor quality building stock

The existing building stock is of generally poor quality with the exception of some recent commercial development and some remnant heritage stock. Current office stock in Coburg is ageing, and the vast majority of buildings would be considered under the Property Council of Australia's (PCA) office grading system as C-Grade or below. The grading systems are Premium-Grade, A-Grade, B-Grade, C-Grade (Average quality space) D-Grade. Most new stock coming onto the market in the CBD, Docklands and major suburban markets is A-Grade, as this is the minimum standard that corporate tenants will require to pre-commit to a building. As such, Coburg's office market in its present state will be unable to attract any significant corporate office tenants. (Reference: Central Coburg Activity Centre Retail and Commercial Analysis, Jones Lang LaSalle, February 2009 Draft.) Similarly the retail stock and public realm is of generally poor quality.

The interface stock to a number of the major roads with the exception of Sydney Road is generally poor. This, in some instances, arises from the Public Acquisition overlay that has existed for many years on properties in Bell Street, a measure that has dissuaded land owners and tenants from investment.

On the eastern side of Bell Street, fine grain retail shops address Sydney Road but largely ignore the extensive public open space and recreational infrastructure to their eastern side. Large institutional holdings to the north of Bell St have largely constrained commercial development to the zone between Sydney Road and the rail reserve. Coburg's existing retail and commercial environment has deteriorated since the early 1990s because capital investment bypassed it on its way to surrounding locations (mainly enclosed retail centres) which significantly enhanced their competitive offer. CKC Masterplan Gap Analysis Report 2009

This view is also supported by Maunsell AECOM in their 2006 report when they note:

'The quality and type of the building stock currently available to these activities as the City of Moreland has not undergone significant investment in high quality commercial and retail space. In the past population density supported the local retail infrastructure; the current picture is more complex. Young people, families and working age population are the major contributors in generating retail demand.'

In addition the reports note that the retail sector has not demonstrated a willingness to see Coburg as a location for innovation. It continues to advocate for a focus on resource intensive building models and prioritize arrival by private vehicle:

' *In the new world order of diminishing energy reserves and rising energy and fuel costs, carbon trading regimes and changing household demographics this model's future must be challenged'.*

6.9.3.3| ISSUES

The reports, consultation and physical analysis have identified the following key issues:

Issue 1: Absence of adequate local work opportunities and stock

- Poorly specified existing building stock
- Inadequate supply of sites/buildings for emerging employment sectors
- Poorly located existing employment nodes relative to retail core
- Generally poor quality workplaces and a lack of live/work options

Issue 2: Absence of appropriate workplace environments

- Insufficient white collar employment opportunities for an emerging population of new local residents
- Inadequate support for retail hospitality and services for smaller households, commuters and major workplaces

Issue 3: Lack of vitality and security

- The dispersed arrangement of the retail and commercial land uses and their distance from residential neighbourhoods diminishes opportunities for economic activity
- Inactive streets, substantive setbacks and poorly designed and sited retail anchors diminish street life and vitality
- Insufficient retail mix results in a large retail spending leakage to other centres
- Absence of night economy/after-hour retail activity; operates on a 9am-5pm structure. In particular, there is an absence of cinemas and related night-time neighbourhood friendly offers
- Absence of high quality spaces that can create opportunities for activity and commerce
- Inadequate population and retail activity to sustain desired retail diversity and capacity
- Insufficient regional retail attractors
- Barriers to movement for pedestrians and cyclists
- Poor surveillance of public transport nodes, streets and car parks leading to perceived concerns about safety and security
- Balancing car parking potential and traffic congestion and geotechnical and desired street characteristics will challenge attempts to grow Coburg's retail, commercial and lifestyle market share
- The balance of capacity on road networks is currently promoting a car dominant outcome.
- Noise associated with Bell Street transport movement diminishes Bell Street as a walking and hence commercial environment

Issue 4: Poor sense of place

- Poor quality public space and many poor quality buildings with little consideration given to street address or informal surveillance of street interfaces
- Local office stock rated as C-grade generally is also largely detached from the retail core
- Dominance of at-grade car parking at key locations of potentially higher pedestrian activity in the core of the precinct.
- Lack of good squares and generous pedestrian pavement zones
- Highly varied setbacks, crossovers and exposed service zones result in incoherent streetscapes within much of the retail core
- Many sites are under-utilised
- Lack of use of upper levels of sites diminishes the potential for strong definition of primary public streets and spaces.
- Poorly configured relationship between main street specialties stores and retail anchors in the hinterland near the rail line
- Lack of destinations for visitors and an absence of venues that serve to promote Coburg as a place of choice to live or have a business
- Poorly located civic or municipal facilities relative to the transport and retail core
- Poor quality interfaces and connections with adjacent parks and public transport
- Lack of coherent identity with only sporadic examples of notable buildings retailers and public facilities

6.9.4| BASELINE DATA & RESEARCH

BARRIERS TO CHANGE

The barriers to change are physical, economic, political and tenure based. They require precinct-based responses where the collective overview and Masterplan are given primacy and support from all tiers of Government. Timely funding of key initiatives and circuit breakers is also critical in urban renewal areas where radical change has been successfully implemented. The Coburg Initiative partnership structure goes the first step to reducing barriers by combining private sector and local government into a single purpose partnership entity with agreed performance goals and objectives. Development of an agreed Masterplan to guide this partnership endeavor will be the next important step. Adequately resourcing this partnership and achieving the necessary support from State and Federal Government and their agencies will also be critical given their critical roles in funding major Public transport and infrastructure projects, education renewal, affordable housing and community development, and their ability to provide the necessary 'Blue Chip' tenancy profile necessary to give financial institutions comfort to support commercial development in uncertain economic times

6.9.4.1| BEST PRACTICE MODELS

INTRODUCTION

When compiling the Harvard Design School Guide to shopping (2002), noted international architect Rem Koolhaas described the Twentieth Century City as thus: 'The city used to be something that you get for free. It's been a public space, and it enables the citizens to assemble in a kind of collective sense, but basically through the process, effects of the market economy and through the withdrawal of the public sector and the kind of complimentary invasion of the private sector, which is expressed through shopping, the nature of the city has changed from something that is fundamentally free, to something that you have to pay for, so that even in educational establishments, even in religious establishments and certainly in cultural establishments there is always this kind of commercial presence'

The Coburg Initiative provides an opportunity to rewrite the balance of this relationship between commerce and Civitas. John Montgomery and Helen Gibson have both spoken of the need for this shift. First and foremost Coburg's commercial and retail hub must continue to give primacy to people.

Montgomery defines this emergent vitality as being all about 'transactions.' Places where you can make eye contact, where you can sit and observe, where we have visibility, where we can be amused and entertained and where we can interact. This, he reasons, is behind the successful emergence of a café society characterised by bustling activity precincts centered on hospitality and entertainment, and the small shop front. Central Melbourne's long serving Director of Urban Design, Rob Adams, has described the city's revival as largely interconnected with the recognition that the city's future was dependant on creating a place where people wanted to be on foot. By implementing the aspirations advocated by Gibson and Montgomery we not only achieve our broader liveability goals for the public realm but as Adams and Gehl have shown, we demonstrably enhance the retail prospects for businesses.

6.9.4.2| LOCAL AND INTERNATIONAL REINVENTION INITIATIVES

Examples of recent local and international initiatives and general observations that have had substantial impacts on driving successful reinvention are outlined below.

AUSTRALIAN

- **CAD, Melbourne**

  Residential development initiatives have included PostCode 3000, substantial investment in affordable housing initiatives through the Inner City Housing Trust and partnerships with the State government to make new substantial neighbourhoods available for residential development notably Southbank, Jolimont Railyards and Docklands. These major policy and State/Private initiatives have also been supported by substantive investment in public realm improvements, new community libraries, new parks and public transport upgrades and expansion. e.g. Federation Square, State Library, RMIT, National Gallery, Sydney Myer Music Bowl upgrade, Exhibition Centre, Museum, Central Hospitals, MCG and Telstra Dome and Yarra River environments, Tourist Tram, Collins St and Latrobe St Docklands tram extensions and Southern Cross Station.

- **Carlton, Melbourne city fringe**

  Lygon Street evolved as an ethnically focused centre. This has diluted over time and so become a major attractor. The regeneration of Carlton Postwar has been first stimulated by fostering the area as a strongly ethically varied community meshed with centres of knowledge and research i.e. universities and major hospitals. These strong platforms have continued to underpin the economic growth of the area with continued investment in the educational, health and research centres with resultant demand for office, student housing as well as retail and commercial services. Issues though have emerged with the affordability of Carlton for students with over 25% unable to afford rents near the city campuses. The ability for Coburg to leverage off its ethnicity and high quality transport linkages to provide new neighbourhoods and creative workplace environments built upon the unique attributes of its distinctive Sydney Road main street retail core.

- **Forest Hill, South Yarra, Melbourne city fringe**

  Provided certainty and direction and reduction of risk to developers by supporting a bold vision for transformation has enabled the underlying market demand fundamentals to identify this location as a place of investment choice with sector advantages over competitor locations. The structure plan provides preferred heights and land use goals as well as public realm and walkability enhancements. The plan also outlines government commitments to regional bike, public transport and public space improvements.

- **Caulfield, Melbourne middle suburbs**

  The Caulfield Station precinct is being regenerated through the growing presence of Monash University and the nearby Racecourse precinct - both regional attractors. The need for the university to provide an attractive venue for students has driven change in urban form to embed big box retail below ground, centralize car parking into multi-level structures, utilise above-ground levels for teaching research partner and housing facilities and transformation of street level zones in to shared pedestrian areas of high urban quality.

- **Moonee Ponds, Melbourne middle suburbs**

  At Monee Ponds, change has been facilitated through the provision of major employers ATO offices, the inclusion of a second supermarket to the other side of the Main Street shopping precinct to counterbalance and stimulate pedestrian traffic and the introduction of higher density housing into the environs of the retail core. This has further enabled expansion down Mount Alexander Road of higher density housing and entertainment through rezoning and strategic planning initiatives.

- **Box Hill, Melbourne middle suburbs**

  The Box Hill regeneration project was initiated through strategic planning reform that provided increased certainty about development capacity and facilitated government investment and partnerships. Major early initiatives included the 109 Tram extensions to Box Hill and investment in upgrading and expanding TAFE and Public and Private Hospital facilities and on-going support for State agencies to locate in the Box Hill Activity Centre including DHS and ATO. Public realm improvements were funded by council after sale of the Whitehorse Plaza upon receipt of agreed undertakings for redevelopment and investment. Resultant development has included extensive investment in retail floor space, student housing and with the growth of the centre as a health precinct, major private sector investment in medical facilities.

- **Burwood technology precinct, middle suburbs**

  The expansion of the Burwood Highway tram extension to Vermont South, past Tally Ho and Deakin University, has coincidently seen major expansion in floor space of the Deakin Burwood campus, major investment in both the PLC and Mount Scopus Colleges and major development at both the Greenwood and Tally Ho office parks in addition to a determination by Hewlett Packard to develop new regional headquarters at the eastern end of the precinct. The interface with Springvale Road is now enabling interconnection with the regional north south orbital bus.|

- **Geelong Waterfront**

  The redevelopment of the waterfront has been driven by a series of major initiatives including strategic planning reform, public realm improvements most notably the bold investment in redevelopment of the Geelong foreshore and fast rail improvements. Also the relocation of State agencies, most notably the TAC relocation and the facilitation of the establishment of a campus for Deakin University at the waterfront, with subsequent progressive increases in the range of facilities, faculties and students utilising the campus.

INTERNATIONAL

- **Birmingham, UK**

  The inner city rehabilitation of Birmingham integrates the central southwest New Street railway station with a network of original main shopping streets, institutions such as the art gallery, and areas of local distinctiveness such as the warehouse-lined canal network to new brownfields redevelopment zones at the north east. The plan eliminated major traffic networks that divided the inner core and used these sites as new development zones with the new Bullring Shopping centre sited adjacent to the station, a new convention centre and auditorium linking the famous gallery to the canals district and the brownfields zone regenerated as Brindley Place, now the largest commercial employment regeneration project in Europe.

- **Princesshay Scheme, Exeter, UK**

  Formerly an outdated 1950s shopping precinct, Princesshay is now a focal point for the city, with a mix of residential and retail space and large pedestrianised areas ideal for pavement cafés and sites for many of the city's festival events.

- **Barcelona, Spain**

  The marketplace, a place of enduring tradition in the Catalan Capitol, has become the framework for a series of interlinked pedestrian and activity networks that foster small, innovative, engaged and convenient access where pedestrian rather than access is given primacy. The market place formed the bases of the main attractors of community life with the infill of apartments.

- **Ballston Metro Station, Arlington, Virginia USA**

  Mixed-use development with ground floor retail under apartment building, office buildings, shopping mall, apartment building, office building with ground floor retail, pedestrian oriented facilities with parking in this location is limited, relatively expensive and located underground.

- **Portland, Oregon USA**

  Transit orientated development comprising a main street orientated redevelopment of brownfield areas of the city with expansion via a RT rail system and regional bike network into a series of new high density transit oriented suburbs most notably Orenco. This has facilitated new housing communities with differing attributes and characteristically dramatically higher local employment and bicycle and pedestrian movement patterns. The regeneration has also promoted home/business, buy-local and business innovation in combination with new technology enterprises with Orenco now a regional office for Intel.

- **The Bridges Bridgeland, Calgary USA**

  A very successful Transit Orientated Development (TOD) community comprised of a diverse range of apartments, shops, services and parks.

Observations

Many of the above initiatives are characterised by:

- Mixed use and distinctive character brought about through utilisation of valued buildings and streetscapes as a framework for new development
- Inclusion of public transport as one or more destinational anchors for the neighbourhood
- Inclusion of major new retail, employment and/or entertainment attractors
- Demographic uplift with inclusion of white and open-collar employment opportunities and complimentary open space and hospitality venues for meeting and dining often inclusive of the quirky, fashion boutique areas and cafes
- Co-ordinated capital works actions that have facilitated timely transformative outcomes
- The consolidation of sites and activities and relocation and reconfiguration of activities in Coburg will be difficult and will require the exploration of multiple options, measured against the ILM's to achieve the masterplan vision
- In some cases compulsory acquisition may be required to deliver the community benefit and vision for the project
- Tenure strategies will also need to be aligned with the particular change imperatives of the centre. Financial institutions will be looking to developers to demonstrate longer tenure commitments from secure tenants if capital works projects are to get funding support, and rental levels will need to reflect the construction costs associated with upgrading the quality of building stock in both design and environmental standards to world best practice. The TAC project at Geelong is an example of such a successful outcome that has attracted a new profile of employees to the city centre

6.9.4.3 REINVENTION THEMES

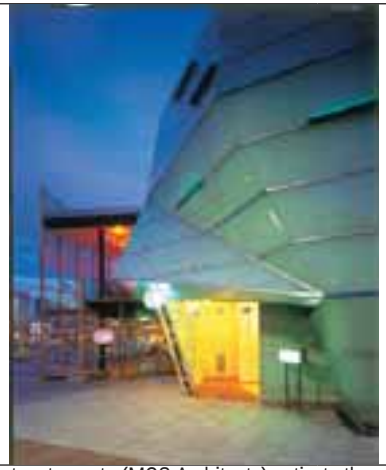
Exemplars of established urban centers that have the following themes relevant to the challenges facing Coburg.

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international	
Lack of lifestyle choice	**1 Regional employment, attractions and services** -Major public institutions - Local and regional service providers -Regional education and training providers	 The Albury Library and Gallery has become a central focus of activity for the community in the central urban area	 High quality open space at the forecourt to the State Library and the QV Mixed Use precinct inclusive of a retail podium and housing and offices over
		 TAC relocation to Geelong Waterfront (MGS architects)	 Kangan Tafe (Lyons Architects) situated in Melbourne's Docklands

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international	
Lack of lifestyle choice - continued	**1 Regional employment, attractions and services cont..** -Markets and fresh food	 Barcelonetta market, Barcelona Spain	 Saint Caterina Market, Barcelona Spain
		 Orenco residents enjoy high quality employment opportunities based around a new town centre served by regional fast rail and bike transit ways	 Toronto market offers seasonal produce utilising public spaces for controlled times of the day

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international		
Lack of lifestyle choice - continued	-Major retail			
		Lygon Street mixes regional entertainment and hospitality nodes in at traditional inner Melbourne Main Street village form	Typical laneway in Melbourne CAA	Chermside, Brisbane offers open naturally ventilated weather protected zones
	-Supermarket and/ or department store			
		Stew Leonards Store USA offers an emphasis on fresh and value for a smaller group of selected products	Safeway at QV is embedded into the below ground retail zone of the centre allowing for activation of upper levels	

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international		
Lack of lifestyle choice - continued	- Big box / warehouse			
		Leichardt, Sydney has introduced formal European-style piazzas as the urban framework for large scale retail and residential development	The Denver Discount Centre wraps big box formats with external specialty shop activities	The LA Commons seeks to utilise landscape elements to create civic park interface areas attractive for hospitality at the perimeter
Car based movement	Transit oriented Development community			
		St Kilda light rail precinct has been reactivated with ground level convenience retail and hospitality and upper level residential development catering to both affordable housing and private apartments	Pyrmont, inner Sydney combines apartment buildings for diverse income groups and employment adjacent to the inner network of ferry based public transport	The Avenue of France in the Rive Gauche project caps the centrally located regional rail line with a new bike way and main street providing an address for new regional office employment

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international	
9-5 economy	**3 Safety and a night economy**	 Docklands waterfront restaurants (MGS Architects) activate the new Quay Plaza with an iconic architectural image	 Roof top cinema Melbourne provides a relatively low cost diversity in entertainment offerings and utilises often undervalued rooftop zones
		 Westgarth cinema provides a local Main Street venue for the community of the inner north	 Designing spaces for night markets and other evening activities that encourage people of all ages to populate areas after dark

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international	
Lack of vitality and diversity	**4 Vitality and diversity**		
		Brindlay Place carpark gym, theatre and office facility, Birmingham	Open spaces have been configured to facilitate events for the broader community
			
		Ideas store, London library, childcare, learning hub, video store, café, information centre and theatrette	Community facilities such as community kitchens provide opportunities for both business incubation and social integration for blended communities

LOCAL ISSUES	REINVENTION THEMES - OBJECTIVES	EXEMPLARS SOLUTIONS Australian and international	
Poor building stock and public realm	**5 Public realm and walkability/ cycling enhancements – Village feel and clear wayfinding**	 Community engagement and street life Lygon St Carlton	 Civic Promenade and events venue South Bank, Melbourne
		 Shared parking eliminates broadacre inefficient open parking zones and enhances safety, efficiency of use and enables collocation of other facilities and amenities. Façade treatment as asset to public realm St Vincents car park and Childcare facility MGS Architects with MSM	 A new housing development for a diverse demographic profile and extended park areas have replaced open parking and a former factory complex in inner London at Coin Street

<table>
<tr><th>LOCAL ISSUES</th><th>REINVENTION THEMES - OBJECTIVES</th><th colspan="3">EXEMPLARS SOLUTIONS Australian and international</th></tr>
<tr><td rowspan="4">Generic</td><td rowspan="2">6 Distinctive
Coburg ‘can and must be different’</td><td>  </td><td colspan="2">  </td></tr>
<tr><td>Richmond Larder and Cafe
has emerged as a local focus for high quality produce</td><td colspan="2">Brunetti’s has become with Tiamo’s, the University café, Jimmy Watsons and Readings, symbols of Carlton’s cuisine, culture and camaraderie, hospitality and enduring community</td></tr>
<tr><td rowspan="2">7 Cultural specific retail response</td><td>  </td><td>  </td><td>  </td></tr>
<tr><td colspan="2">The multi-cultural catchment is also catered for with specialty food outlets catering for various cultures</td><td>The Giant dragon slide in Paris’ science park provides a regional attractor for families</td></tr>
</table>

TOD | Docklands Melbourne is serviced by the new Southern Cross Railway station and tram extensions / servicing.

6.9.4.4| REINVENTION THEMES AND COBURG

Regional Employment & Services| An example of a large format built form along Syndey Road.

TOD| Public Transport creates walkable, affordable communities - USA Transit Oriented Development.

1 REGIONAL EMPLOYMENT AND SERVICES

The placement of major attractors as illustrated above in a manner that is aligned with other proposed and existing attributes of the centre is essential for the establishment of an activity hub. Coburg is a Principal Activity Centre and is also one of the five pilot DACs (Design Assisted Centres), and is located in a targeted employment corridor, transport corridor and one of the 10km radii areas for focusing congestion mitigation (Keeping Melbourne Moving) and as such it is an important transport focus. While Broadmeadows has been designated as a Central Activity District and there will be some regional focus and location of Government services there, this should not limit Coburg's ability to attract Government services in its own right. Examples of regional and employment services include major public institutions such as tertiary education/training, community services and health, cinemas, local government agencies, markets and fresh food, and major retail (mall or main street), supermarket and/ or department store (integrated) and big box / warehouse facilities. Sydney Road and Coburg as a part of this corridor have always incorporated a mix of larger footprint buildings intermingled with finer grain commercial activity. The language of the new centre hence should be able to retain both a local authenticity and accommodate a range of business types and capacities.

2 TRANSIT ORIENTED DEVELOPMENT (TOD)

Commercial development in Coburg should be developed along TOD principles with mixed-use (residential and commercial) areas designed to maximise access and population to public transport and incorporate features to encourage patronage. Many of the new towns created after World War II in Japan, Sweden, and France have many of the characteristics of TOD communities, whilst Victorian inner Melbourne of the 19th century had similar attributes. In a sense, nearly all communities built on reclaimed land in the Netherlands or as exurban developments in Denmark have had the local equivalent of TOD principles integrated in their planning. Examples of these features include mixed-use development that will use transit at all times of day, excellent pedestrian facilities such as high quality pedestrian crossings, narrow streets, and tapering of buildings as they become more distant from the public transport node, another key feature is reduced amounts of parking. A train line and a tram line in close proximity provides Coburg with a very good opportunity to provide real mode choice between all public options and sustainable travel options when well planned and integrated as seamless accessibility networks.

3 SAFETY AND A NIGHT ECONOMY

Opportunities lie in designing for Safety and a Night Economy. To maximise the commercial and retail opportunities for the centre, the diversity and richness of the place, and to enhance the credentials of the city in achieving its core objectives, safety and security and extension of viable trading hours become inextricably linked criteria. A considerable amount of research has been undertaken both locally and internationally in determining how this is best achieved.

Key issues include:

- Increasing the level of pedestrian activity throughout the day and evening
- Improving the level of activation of walking areas throughout the day and evening and the informal surveillance of these areas
- Improving cycling networks and facilities
- Improving the quality of lighting of areas
- Managing the interfaces between areas where people are living and sleeping and where people are engaging in social and/or noisy activity
- Effectively zoning neighbourhoods to cater to groups with differing expectations of amenity, notably the management and location of alcohol sales/venues in planning for noise, waste collection and safety (City of Yarra and Port Phillip are good reference points)
- Effectively managing movement to and from the centre

Successful means of achieving these objectives include:

- Increasing the diversity and intensity of uses to expand the potential for transactions, population and movement
- Increasing resident populations in particular in above ground zones where they can overlook streets and spaces
- Re-configuration of streets and activities in a manner that promotes street commerce and activity
- Specification and design of premises with attention to managing the noise transmission between areas that require low noise levels for amenity and those that produce higher noise levels such as bars, cinema lobbies, public squares and open car parks.
- Specification of spaces in a manner that enables their flexible use and use for business activities including on-line access, outdoor trading, social interaction and events, minimising conflicts between servicing areas of businesses and areas occupied by residents and customers

Smaller scale cineplex and theatre facilities can be embedded successfully into main street based mixed-use centres. Above - Cinmea Nova, Carlton - Below Chapel off Chapel theatre, South Yarra.

Princesshay, Exeter's innovative city centre development of a 1950's shopping precinct has been reinvigorated through upper level development and investment in the quality and land use mix at street level.

4 VITALITY AND DIVERSITY

For many years retail dogma would have scoffed at the potential for activity centres to be successful without majors, but as many of our main street centres have shown, activity centre economies and retail demand are generated from many sources. In Chapel Street and Burke Road a multitude of specialty shops and entertainment offerings in conjunction with centres of governance, and commerce, have provided a strong underlying retail environment. In turn, this has been bolstered by tram and train infrastructure. In Chapel Street retail diversity and government services have been substantially bolstered by higher levels of social housing.

The Sydney Road precinct has similar underlying structures but adds to this a more divergent cultural and underlying retail typology.
In comparison to these centres, however, it lacks the seamless interconnectivity with the retail core that these enjoy along with the substantive numbers of white collar workers and open collar workers present in each of these locations. New retail and commercial spaces can contribute to the quality of these linkages and contribute to their liveability.

The opportunities include land use diversity offering choice and complexity in terms of workplace, residence, lifestyle and recreation. There are also opportunities to intermesh civic and commercial activity to provide potential for both free and subsidised access to a range of high quality facilities and infrastructure for all that foster day and night activity and social interaction and community development. Proximity for both increased visitation and program richness for both retail and civic venues is evident in each of these models and can be applied with great benefit to Coburg.

5 PUBLIC REALM AND WALKABILITY ENHANCEMENTS

Public realm and walkability enhancements including clear way finding and provision for cycling are all directed to create a village feel and are central to successful reinvention. They are dependant on increased densification, 24-houroccupation of neighbourhoods, well configured destination nodes and clearly defined networks of high quality streets lanes and places.

CENTRAL COBURG IDENTITY MARKERS

Victoria St Mall, Coburg; whilst well patronised during parts of the day is not well connected to residential neighbourhoods or the station.

Mediteranean wholesalers is an example of how an outstanding local business has become a regional attractor whilst retaining a distinctive character.

The Coburg Market was once a regional focus for the north but has lost market share as other centres including Preston, Northland and Highpoint have become larger and provide greater retail capacity and diversity.

LOCAL IDENTITY MARKERS

The Mall provides an important focus for pedestrian-based activity within the town centre away from major transport corridors.

Municipal offices precint Bell Street is currently the focus of civic life in the Coburg Precinct.

Hardwicks Building Heritage Department store on Sydney Road.

MELBOURNE & INTERNATIONAL IDENTITY MARKERS

Melbourne's lanes provide for convenient car-free pedestrian connections through the central commercial area and opportunities for street-level commerce and upper-level residential and commercial activity.

The Mediatheque in Rive Gauche, Paris provides occasional child care, a media centre, library, conference, meeting areas and a coffee shop for local businesses and residents.

The Barceloneta Market is a centre for new regeneration of this northern peninshula of the city with surreounding residential, employment and tourism quarters.

6 DISTINCTIVE

A distinctive and particular, rather than generic, response is required. The retail sector has only sporadically demonstrated a willingness to innovate or become multi-dimensional or challenge the shopping mall paradigm. It continues to advocate for a focus on resource-intensive building models and prioritise arrival by private vehicle. In the new world order of diminishing energy reserves and rising energy and fuel costs, carbon trading regimes and changing household demographics this model's future must be challenged. For a community such as Coburg, with a growing older population and growing demand for small households, the relevance of designing exclusively for the big family shop must be questioned.

Melbourne has numerous Main Street examples that suggest other models offer greater diversity, enhanced safety, improved integration with surrounding areas, and greater leverage for other commercial and residential capacity. Chapel Street, Burke Road Camberwell and Bridge Road are obvious examples that challenge this paradigm and Sydney Road is another.

The Coburg Initiative may well accommodate some larger retailers and will most certainly accommodate substantial increases in retail diversity and commercial capacity, but must do so in its own way if it is to achieve more important goals for the area. New retail must be accompanied by a diminished reliance on access by car and greater reliance on proximity and sustainable transport modes. Land use and retail mix needs to acknowledge the road network constraints and be configured to ensure greater intensification and a sustainable future is realisable. To create this sustainable balance it is apparent that more demand must be created locally through a resident household and employment community.

Coburg 'can and must be different' as its retail future lies in both its structural distinctiveness and constraints. Its ownership, urban structures, people and traditions offer a proud history of small business, civic places and events, bartering, buying fresh and authentic produce and cultural expression. It is a place that has survived the competition of the regional shopping malls through its diversity and the valuing of traditions and shared values though its status has been compromised and diminished over time. Nevertheless, it continues to provide a blended centre that speaks of a richer life and community aspiration than that offered in the new homogenous retail environments being developed all over the western world.

Pedestrian activity promotes a prosperous retail core.

Mixed use and shop-top housing - Bay St, Port Melbourne [MGS Architects]

Brindley Pl, Birmingham combines major regional headquarters for employers with a range of supporting recreational cultural and infrastructure nodes including theatres, galleries, gymnasium all located adjacent to residential and distinctive retail and restaurant precincts.

Interconnected streets and spaces ringed community and retail activity and housing above.

The unique basalt-ridge geology and congested street network into which the centre is located requires innovative responses. The centre will not achieve either its urban ambitions nor maintain the quality of pedestrian/cycling environment suited to its fine-grain street and retail network if standard solutions and responses are applied. Projected demand for additional residents, high quality open space, expanded government services and facilities and interconnected activated street networks incorporating additional commercial capacity will each compete for space. With the capacity for basement areas likely to be limited by rock near the surface, car parking will similarly compete for space. Hence there are clear synergies between businesses and households with low car parking demand.

Likewise there is an obvious imperative to deliver at Coburg exemplary standards of amenity for those choosing to walk, ride or use public transport to access the centre. For these new residents and workers there needs to be a network of high quality interconnected public spaces and community meeting and recreational. Fortuitously this additional pedestrian activity and public realm quality is also the basis of a diverse and prosperous retail core. Whilst larger retail can and will be accommodated it will be embedded within network of interconnected streets and spaces ringed by a skin of finer grain community and retail activity and capped with new resident, community and commercial business partners.

7 CULTURAL SPECIFIC RETAIL RESPONSE

In Coburg, there exists a range of venues that simultaneously maintain and nurture both subcultures and the wider community collective. Rob Adams described recently the revolution in changing central Melbourne from a mono-functional place to a multi-functional one. Coburg has attributes of this model that provide a sound basis for its street level activity as described above in Barcelona.

Coburg shares similar characteristics, and with its multicultural demographic and large and a growing smaller household presence, affords an opportunity for expansion of the existing market infrastructure. In addition to obvious alignments with the goals of the Coburg Initiative for demographic diversity, markets engender the potential for seasonal activity, change and diversity, competition, lower cost high quality produce, shared use of spaces and increased vitality in the public realm and both celebrate and expand our cultural awareness.
This continual reinvention and transformation in the retail marketplace is also witnessed through a number of new hybrid retail and services forms that challenge conventional simplistic retail models and support broader community and regional needs e.g. coffee, books, music recreation, gym/wellness/community/health products, childcare, café, beauty therapy, galleries/libraries/cafes are just a few of these emerging transformations.

The opportunity for Coburg's retail future lies in both its structural distinctiveness and constraints. Its ownership, urban structures, people and traditions offer a proud history of small business, civic places and events, bartering, buying fresh and authentic produce and cultural expression. Many of these businesses though have struggled to compete and optimise their economic success though outstanding businesses such as Mediterranean Wholesalers demonstrate in a local context how local businesses can become Melbourne Icons and attract custom broadly whilst remaining locally relevant.

It is a place that has survived the competition of the regional shopping malls through its diversity and the valuing of traditions and shared values. It continues to provide a blended centre that speaks of a richer life and community aspiration than that offered in the new homogenous retail environments being developed all over the western world.

6.9.5| KEY PERFORMANCE INDICATORS

Benefits of Actions
The major benefits of these actions are seen as follows:

Benefit 1: Enhanced local work opportunities, services and economy
KPI 1: Increased proportion of Coburg SLA residents in the workforce that work in Coburg SLA (employment self-containment)
KPI 2: Decreased proportion of businesses that either move out of the Coburg structure plan area or close down altogether in any given year (churn)
KPI 3: Increased number of new, ongoing jobs (No/Type)
KPI 4: Increase in the retail and commercial floor space

Benefit 2: Enhanced quality of life
KPI 1: Increased level of satisfaction/enjoyment among users with living,
working and recreating in the Coburg structure plan area
KPI 2: Increased proportion of retail & professional services available in Coburg
structure plan area (or postcode 3058)

Benefit 3: Sense of vitality and safety
KPI 1: Decreased proportion of retail and commercial premises in the Coburg structure plan area that are vacant (vacancy rate)
KPI 2: Increased proportion of visitors to Coburg structure plan area that feel safe and agree activity centre is vibrant
KPI3: Increased proportion of ground floor frontage in the Coburg structure plan area that is used for retail purposes (active frontage)

Benefit 4: Enhanced sense of place
KPI 1: Increased size of primary and secondary catchment area combined (sq km)
KPI 2: Increased proportion of visitors that agree with the proposition that the Coburg activity centre is a great place to go

6.9.6| MASTER PLAN OPPORTUNITIES

6.9.6.1| VISION

The vision for Central Coburg 2020 Structure Plan is 'Coburg is the vibrant heart of Moreland....it offers something for everyone, with an authentic multicultural character'. This vision has been developed around five key themes with Council responses for each, these themes are as follows:

- Theme 1: The heart of Moreland - Vision: Central Coburg developed as the prime shopping, living and activity precinct in Moreland
- Theme 2: Quality spaces for people - Vision: The centre is transformed into an attractive system of streets and spaces
- Theme 3: A place to live - Vision: Central Coburg becomes a sought-after living environment, offering a range of housing choices
- Theme 4: Linking the community - Vision: most people arrive at the centre on foot, by bike or by public transport
- Theme 5: Networks of green - Vision: Central Coburg is linked with networks of green space

(Reference: Part 1 Central Coburg Vision, Central Coburg Structure Plan 2030 www.moreland.vic.gov.au)

The Coburg Initiative, a Council program is a strategic partnership with Equiset Grollo to develop and co-ordinate the delivery of the Central Coburg 2020 Structure Plan. Moreland City Council seeks to 'create an environmentally sustainable and liveable city, where people can shop, work and socialise locally'. (Reference: The Coburg Initiative, www.thecoburginitiative.com.au)

6.9.6.2| FUTURE ECONOMIC ROLE

WHAT IS COBURG'S REGIONAL ROLE?

SPECIALIST, ENVIRONMENTAL LEADERSHIP, COMMUNITY SERVICES, REGIONAL TRAINING/EDUCATION AND SMALL BUSINESS INNOVATION

Coburg 's future economic role is that of a regional retail and commercial centre thus being aligned with the PAC status. It is to be further refined as a 'specialist centre' rather than just a typical centre. For example, the centre should incorporate an entertainment hub, culturally focused and sustainable retail e.g. '100 mile restaurant', organic grocers, markets and community kitchens aligned with its goal for long-term viability.

> Coburg to endeavour to be as a planned ESD precinct would be a good location to attract ESD businesses, research and retail. It would also be a good location to explore with the tertiary training sector the possibility of training for 'green employment' training. Both the Infrastructure Australia report and DIIRD indicate funding and skills training in areas where manufacturing is declining.

RETAIL AND COMMERCIAL MARKET SECTORS & FUTURE DEMAND

If the centre is to change dramatically then this will be as an 'urban village'. The process of 'gentrification' is inevitable in the area but its effects will not be as profound as they have been in some other areas where there has been a predominantly aged population to be displaced. In addition, this will be mitigated through concerted social inclusion initiatives, most notably through affordable housing and shared community infrastructure. It is likely that the 'in-movers' will be quite supportive of the diversity of the area. The social impact of rising property values affects low income renters in the main. Owners generally benefit from rising values.

INNER CITY TRENDS AND EFFECT ON COBURG - MANUFACTURING/INDUSTRIAL

The market for industrial property in Melbourne and surrounding areas has undergone significant changes over the last decade. Areas close to the CBD have seen the workings of 'highest and best use' in action in the (re) development of industrial land. In particular, there has been a gradual evolution of industrial property to property with a high commercial component. If new manufacturing is to locate in the Central Coburg, it will likely need to be based on high value, advanced technology manufacturing to justify the cost of land. Alternately, it may be offices or other white collar activities, *Soho* style creative businesses or new forms of retail (addressed further below). The approach proposed in the 1994 Industrial and Commercial Land Use Strategy Options Paper of retaining industrial land in the area is inappropriate for Central Coburg.

RETAIL

Retail in Central Coburg primarily serves a local convenience role. Improving the competitive position is dependent upon improving the level of amenity of the centre including presentation, promotion and traffic. Coburg's main competition is from newer, large shopping centres rather than other strip shopping areas within Moreland. To prosper, Coburg needs to expand the product mix to include a broader lifestyle/café-culture offer and destination stores. (*Reference: Coburg Business/ Marketing Plan 2005 – 2008)*

There are several issues and contextual factors that need to be addressed in achieving the desired Retail and Commercial outcomes from the Coburg 2020 Structure Plan and future master plan. These include, amongst others:

- There is a need for the identification of market leaders to drive change in the retail mix and specification provision for commercial space in Coburg
- There is little likelihood that the private sector will fulfil this lessee role for the commercial office market. The financial capacity and political will for Council and other Government departments and authorities to provide pre-construction lease commitments to underpin new office development so as to act as catalysts for new contemporary projects that begin to change the perception of Coburg
- There is some concern that the State Government funding of investments and commitments for Coburg may be limited by the recent designation of Broadmeadows as one of Melbourne's six suburban Central Activities Districts (CADs), which will provide it with elevated priority:
    - Capacity of projects to gain financing in the current economic climate will in due course be resolved although the financial viability underpinning projects (yields, rents, values) will not return to sufficient levels until at least the medium term in Coburg and other suburban Melbourne locations
    - There is potential conflict between achieving 25,000 sq.m. of new additional retail, which, almost by definition, will need to include some 'big box' retail occupied by national tenants so as to underpin financial feasibility, without detrimentally impacting the financial prospects, integrity and uniqueness of existing businesses within the Coburg retail offer;
    - There is the need to address the short-term impact upon existing retailers that will be caused by the regeneration process which will itself provide gains for future (rather than current) tenants by the restructuring of the centre's retail fundamentals by the addition of more floor space of a different nature.


2
3
Bell Street
1a
1
4
Sydney Road

6.9.6.3| THE ROLE OF NEIGHBOURHOODS

Five distinctive precincts emerge for the successful reinvention of Coburg:

PRECINCT 1: STATION PRECINCT AND SYDNEY ROAD
Local relevant examples:
- Forest Hill precinct South Yarra
- Yarra Gardens (north of Victoria Gardens Shopping Centre)
- Bay Street Port Melbourne
- Chapel Street Prahran
- Moonee Ponds

Basements - parking and infrastructure
Street level - specialist walking experience focused retail

Interfaces with public squares and south sides of streets:
- Hospitality, cafes, community facilities, bookshops, market etc
- Specialist facilities such as bicycle hub, organic foods, commuter services etc targeting the needs of office workers, commuters and public transport users, new residents
- Bell Street, larger formats, showrooms and Government services (near transport hub)

Upper Levels - larger sites
- Offices for open collar and white collar sectors near public transport and places for gathering and near cafes and facilities
- Apartment development and visitor accommodation (associated with main road frontage) and low car dependency
- Larger retail tenancies with lower rental profiles e.g. gymnasiums etc and local attractor
- Shared car parking (service street interfaces only)
- Cinemas and entertainment
- Tertiary education and training

Upper Levels - Smaller Sites
- Soho style offices for service professionals etc
- Shop-top housing
- Small bars and clubs e.g. Butterfly Club

PRECINCT 2: WEST OF SYDNEY ROAD
More car-dependant development is appropriate given the easier access available via Pentridge Boulevard, Murray Road and Sydney Road North.
This might include:
- Larger format retail, and offices with greater car dependency
- Larger format housing and home office, showrooms etc

PRECINCT 3: BELL STREET NORTH
Local relevant examples:
- Church Street Richmond
- Bridge Road Richmond East
- Burwood Road West Hawthorn

Adjacent schools and churches - family support facilities including child care, health facilities, community health services, indoor sports facilities, family housing, aged accommodation, civic meeting spaces.

PRECINCT 4: EASTERN END ADJACENT PENTRIDGE BOULEVARD
- Potential uses: precinct parking, office campus, serviced apartments or hotel, larger format showrooms utilising main road exposures

PRECINCT 5: EAST OF SYDNEY ROAD
Relevant Examples
- Lygon Street
- Faraday Street Carlton
- Pelham Street
- Curtain Square

Recreationally-related retail, retail and hospitality that can be leveraged off park interface, specialist retail on Sydney Road and shop-top housing, creative office.

Brunswick Street's unique brands with a focus on creativity, design, alternative and sub-cultural offers retail and hospitality diversity.

Stew Leonards focus is on fresh, seasonal and 'asked for' produce.

6.9.6.4| KEY STRATEGIC AND DESIGN PRINCIPLES

In a cultural sense, key objectives of earlier work have been to align core business objectives with marketing objects. These have been noted as follows:

Principle 1: Protect

To retain and build upon the distinctive strengths and unique character of Coburg

To retain free public space and avoid privately managed public space

To encourage mixed use development to retain a variety of design rather than homogeneity and uniformity

Principle 2: Polish

To clean up, beautify and green the streetscape and public spaces of Coburg

To improve the appearance and cleanliness of traders

To improve the customer service skills of traders

To make Coburg a more accessible, safer place to visit

Principle 3: Prosper

To expand the product mix to include a broader lifestyle/café-culture offer and destination stores

To build loyalty among local residents to increase their support of the local economy

To create an offer that both attracts a younger market and respects the traditional customers/residents.

To explore stepped-back apartment living options

Principle 4: Good Neighbour

To promote synergy, integration and design to minimise loss of amenity

Principle 5: Tone and Character - Retail

To retain the fine grain of shop fronts (avoid bulk) and doorways

To improve the shopfronts and window displays for interest and active street frontages e.g. the renaissance happening in Gertrude Street, Fitzroy and the Leo's supermarket in Heidelberg

To promote Coburg as a multi-cultural, social, unpretentious, neighbourly, warm, vibrant, practical, proud, and colourful future communication materials and briefs to improve streetscape etc.

The above words will set the tone for the tone for future communication materials and briefs to improve streetscape etc. The focus is on the retail character rather than the commercial and residential character of the centre or its overall economic role and goals which might include a greater emphasis on building specification and quality and land use mix and infrastructure servicing both individual development and the public realm.

Principle 6: Commitment to Making Places

To promote mixed-use development that has built in flexibility, safety & vitality and ESD

Principle 7: Environmental Leadership

To encourage commitment to environmental design leadership

6.9.6.5| ASSETS AND STRENGTHS

The major advantages that Coburg enjoys in a commercial sense lies in the combination of:

- A diverse and extensive base of fixed-rail infrastructure linking the centre to a range of other important educational and health institutions, CBD and inner urban employment hubs
- Convenient proximity to the airport and regional freeway networks
- Availability of extensive brown fields sites for intensive new development
- Substantial ownership of Activity Centre core areas by Government
- Heritage buildings of high quality that provide a network of distinctive building icons that provide a basis of distinctive neighbourhoods.

6.9.6.6| OPPORTUNITIES FOR ECONOMIC DEVELOPMENT

Some of the major opportunities to maximise the economic and social benefits of the centre for the local population include:

- Create a stronger more identifiable retail core focusing on the mall and linking in the supermarkets with a high quality urban environment provided
- Enhance the presence of community facilities and particularly the library/learning
- Put in place the potential for the precinct to develop into an 'urban village' with a mixture of uses including a strong residential and student presence
- Ensure that the Pentridge precinct and other commercial areas compliment the retailing function of the centre
- Encourage complimentary uses such as professional services and bulky goods retailing located north of Sydney Road as bulky goods areas are usually separated from residential and more car dependant in their nature
- Ensure new larger format stores such as supermarkets are well integrated into diverse and activated retail strips and foster multi-purpose local trip
- Encourage the inclusion of higher residential numbers and higher local employment within the centre that will support less car dependant living and reduced car trips

6.9.6.7| OVERALL TARGETS FOR GROWTH

TARGET MARKETS AND PRIORITIES

A critical element of future works necessary to help the master plan process will be the:

- Identification of the quantum of floor space existing and forecast by retail sectors and categories based on potential scenarios relating to assumptions about population growth and demographic mix, income growth and market shares, escape expenditure, tenancy mix etc which are all dependent upon the gravity achieved in the centre itself. For example, the more comprehensive Coburg becomes, the more attractive it will be to the local population because of the increased depth and range of merchandise available and the alignment of that choice with the needs of the community
- Understanding the types of services and facilities and the floor space and footprint requirements of institutional local government and community services related commercial and retail space and the community profile necessary to drive the options for development outcome.
- Bridging major gaps that exist in fulfilling its immediate local roles in neighbourhood retail, commuter services and local government services
- Delivering innovative solutions to both the particular geological characteristics which may limit together with the congested local road network limited potential for increased parking opportunities and achieving the community's aspirations for a sustainable future
- Overcoming of any barriers to fulfilling key aims for provision of new sectors such as cinemas and entertainment and options for overcoming these stoppages
- Determining optimal locations for each of these new sectors and categories within the activity centre based on their functional needs and demographic target markets

STRUCTURE PLAN

The Structure Plan below outlines a development yield that makes a number of assumptions that need to be tested to determine if they are achievable, if they optimise land use outcomes and if they collectively achieve the goals sought by the Coburg Initiative and the framework established for its delivery.

Precinct	Precinct Name	Land Area (sqm)	Number of Dwellings	Retail / Office (sqm)	Approx Building Area (sqm)	Approx GFA (sqm)	Approx Underground Carpark Area (sqm)	Comments
1	Railway	44,100	80	500	17,200	47,800	0	- New building fronting Hudson St should not exceed 7m in height (2 storeys) - Development between Victoria & Munro St should not exceed 11m (3 storeys) - New buildings between Bell & Victoria St adjacent to upfield line should not exceed 11m (3 storey
2	Supermarket / Carpark	80,500	850	25,000	67,500	397,550	0	- New buildings on south side of Munro St must not exceed 18m (5 storeys) - All other new buildings should not exceed 21.5m (6 storeys) - The height, built form and set back must 'generally' comply with "Built Form Control Drawings - Precinct 2"
3	Sydney Road Retail	49,400	120	1,000	28,100	168,600	0	- New buildings fronting Sydney Rd should provide a 11m (3 storey) podium and have a max height of 21.5m (6 storeys) - New buildings fronting Harding St should provide for a 11m (3 storey) podium to harding St and have a max height of 14.5m (4 storeys)
4	Bridges Reserve and Environs	82,900	100	n/a	25,100	75,300	0	- New development should have a max height of 11m (3 storeys) - Higher built form will be considered on larger sites were exemplary design is achieved
Sub-		**256,900**	**1150**	**26,500**	**137,900**	**689,250**	**0**	
5	Sydney Road - South Commercial Gateway	90,700	140	1,500				- New buildings fronting Sydney Rd and/or Munro St should provide for a 11m (3 storey) podium - New buildings fronting Sydney Rd and/or Munro St should not exceed 18m (5 storeys) - New buildings fronting Harding St should not exceed 14.5m (4 storeys)
6	Sydney Rd / Bell St Commercial	50,500	240	6,000				- New buildings fronting Bell St should provide for an 11m (3 storeys) podium and have a max height of 21.5m - New buildings fronting Sydney Rd should not exceed 18m (5 storeys) - With exception of a 'landmark' building, built form and set backs must '
7	Sydney Rd - North Commercial Gateway	71,500	50	500				- With the exception of landmark buildings new buildings fronting Sydney Rd should not exceed 14.5m (4 storeys) in height - Buildings fronting other streets should not exceed 11m (3 storeys) - Landmark building should not exceed 21.5m (6 storey) - H
8	Village Reserve	87,300	n/a	10,000				- Development of landmark building should not exceed 35.5m (10 storeys)
9	Pentridge Redevelopment	191,100	1,500	20,000				n/a
10	Sydney Rd - Moreland	90,700	50	500				- New buildings should provide for an 11m (3 storey) podium and have a max height of 18m (five storeys) - Built form and set backs must 'generally' comply with "Built Form Control Drawings - Precinct 10"
Sub-total		**581,800**	**1980**	**38,500**				
Total		**838,700**	**3,130**	**65,000**				

EQUISET OUTCOMES

In its tender submission, the Equiset team identified that optional incremental and significant change options would achieve quite substantively different outcomes for employment, retail role, development character. In turn, the property development viability of each scenario is likely to vary dependant on the land use assumptions and development yield and returns underpinning each option.

It will be an essential part of this next stage to first establish the accuracy of these yields and if not, what further studies/data collection will be required to establish more accurate determinations of development yields in order to develop the master plan

TESTING AGAINST PROJECT GOALS

In each case they will be tested against the broader project goals of:

- Goal 1:To increase local employment
- Goal 2: To ensure services are readily available
- Goal 3: To promote and encourage economic development
- Goal 4: To address issues, opportunities and barriers

They should also be informed by other major considerations that are particular to the place and precinct, these will include:

- The role of anchors/partnering to increase vitality and activity
- The nature of the land use and its underlying requirements for supporting infrastructure such as car parking
- The particular floor area requirements of the user types for example. Local government and State Government office users, major retailers and supermarkets, markets, specialty shops etc.
- The nature of and location of anchors within the town centre and their integration within development.
- The geology of the location and the ability to accommodate below ground aligned uses such as carparking and the potential for centralised car parking to in itself act as an anchor for certain land use configurations
- Ease of access and egress for cars and service vehicles
- Proximity to public transport
- Proximity to open space amenities and supportive outdoor pedestrian areas
- Noise generation and hours of operation and buffer zones to sensitive uses such as residents and schools necessary to maintain harmonious relationships between land users
- Customer base profile - local or regional and if car dependant
- Contribution to the projects social, economic and environmental goals
- Potential for integration with other required land uses
- Accommodation of above-use housing or commercial shared car park
- Community facilities
- Regional or precinct sustainable infrastructure
- Small business opportunities

HOTEL AND SERVICED APARTMENT

6.9.6.8| PARTNERSHIPS OPPORTUNITIES

A number of agencies have key land holdings or roles in a regional context and provide locational opportunities for partnership in achieving the Coburg Initiative goals.

VICTRACK AND DOT

VicTrack and DOT control the important transport corridors and public transport systems that utilize these networks. Opportunities exist to optimise the utilisation of these networks to achieve both regional goals and local needs. Projects might include:

- The redevelopment of the Coburg Station precinct with or without grade separation (though preferably with) to provide for better integration of the town centre with both Public transport and surrounding business and residential areas. The outcome of this partnership might include the mixed-use development on both land to either side of the train corridor and in the air-rights over
- Opportunities for better integration between tram, bus and train networks might also arise
- Integration of commuter parking within a shared common car park in the manner of Box Hill Station to enable optimal use of car parking 24/7. Opportunities for improved ongoing revenues for these State agencies arising from redevelopment as well as increased patronage and better balancing of services arising from the intensification Activity Centre development
- Similarly the reorganisation and widening of Bell Street to provide for dedicated bus lanes and pedestrian refuge areas in conjunction with reduced speed has the potential not only improve capacity and equity of road reserve usage and the safety of the precinct, but also enhance commercial opportunities and certainty along its interfaces and rationalisation of access locations

CITY OF MORELAND

A range of opportunities arise for partnerships between the City of Moreland, Equiset and other agencies for the delivery of new and upgraded local government accommodation and accommodation for other service and employment agencies utilising existing land assets to secure these important new investment partnerships. These facilities might include regional hubs for government services, land uses aligned with adjacent state facility infrastructure, investment in promoting new business innovators and innovations, upgrading of development specifications to achieve broader sustainable goals for the precinct etc.

OTHER STATE AGENCIES

The Department of Education and Early Childhood Development (DEECD) has a significant presence in the activity centre area. Current configuration of the primary schools in particular raises concerns of safety in operation and duplication. Potential would appear to exist for reconfiguration and the introduction of further education, additional aligned community uses such as child care

MAJOR RETAILERS

Coles occupies two key sites in the Activity Centre, neither site offers the tenants optimal configuration consistent with contemporary competitor's standards, scale, layout and appearance. Opportunities exist to partner with the TCI team to better configure both the core facility and integrate other key needs. The potential also exists to utilise whichever site is surplus to future demand, to meet other needs in the Activity Centre.

TARGETED RETAILERS, ENTERTAINMENT & HOSPITALITY

Previous case studies, and indeed other locations within the Sydney Road context, point to the role and value of key retailers in both defining a locations intrinsic values and distinctive points of difference. Icons such as Café Racer, Brunetti's, Glicks, Richmond Larder, Mediterranean Wholesalers, Elsternwick Classic and Leo's to name a few, have become synonymous with a location. Developing and attracting key creative businesses and retailers to Coburg, that share the values established for the TCI, will be an important part of the early phase regeneration and strengthening of the centre.

OTHER LANDOWNERS

The success of the Coburg Initiative will be dependent on the involvement of other landowners who can see the merit and share the investment vision. An important role for the Place Framework will be to build both the business case for change and investment for those within the centre who need to change, enhance and/or intensify their use of the land.

ENTERTAINMENT OPERATORS

Coburg has long been mooted as a venue for entertainment but has been up till the present unsuccessful in attracting the necessary partner. The opportunities for the centre are diverse but could look with confidence at the success of suburban main street cinema complexes as a model appropriate in the context of Coburg. In addition, the emerging creative community of the region and the potential increased singles and younger population envisaged for the centre provides further potential for other forms of entertainment including open air and/or rooftop cinemas, theatre and bars.

Targeted retailers, Entertainment & hospitality opportunities.

6.9.7| RECOMMENDATIONS

6.9.7. 1| EARLY DEVELOPMENT

Key considerations will include the following:

- The potential for relocation of Local Government offices to the proposed upgraded transport interchange as a major component of the creation of a new government services hub and flagship of new environmental design within the town centre
- Redevelopment of the eastern end of the existing council for commercial and mixed use suited to its Bell Street frontage
- Multi-level shared carpark (e.g. Monash Caulfield), in conjunction with new retail, community and shop-top housing
- Redevelopment of VicTrack Land for commercial use and affordable housing
- Redevelopment of the council owned supermarket and car park as the focus for a new walkable mixed use retail core and high quality open space street and public space network
- Development of a new State Government services hub similar to that currently proposed for Dandenong and targeting local community services delivery.
- The development of a hub for Federal Government agencies such as the Tax Office and Immigration (similar again to Dandenong Box Hill and Moonee Ponds) or Environment and Natural Resources given the underlying sustainability targets for the centre
- A well connected central piazza as a focal point for local communities
- Development of commercial gallery infrastructure utilizing secondary surplus shop top areas
- Redevelopment and/or expansion of the recreation hub
- In planning retail and commercial space it is important to retain some of the space (places to sit/pause) as free space that continues to be controlled and clearly managed and defined as public space

Key sites

Key sites for redevelopment include:

- Council-owned land notably the retail buildings, recreational land holdings and municipal facilities and car parks south of Bell Street and the municipal offices zone and related land parcels north of Bell Street
- Land owned by Government agencies most notably the VicTrack land to either side of Coburg Station and the land holdings of the Education Department holdings South of Bell Street
- Duplicated major retail tenancies notably the supermarkets and market Institutional land holdings including churches and clubs
- Major ‘brownfield’ sites including:
  - Land north of Bell Street and West of Sydney Road
  - The former Secondary College site to the east of Bridge Reserve
  - The former Pentridge Prison

6.9.7. 2| ACCOMMODATION REQUIREMENTS

The analysis of a number of retail consultants has indicated that some form of department store retailing will be attracted to Coburg, most likely a discount department store. Big W, for example is not represented within the catchment. The analysis suggests a DDS of 6,800sqm is supportable now. It is noted that there is no DDS within the PTA and only one DDS within the MTA (Kmart at Barkly Square, Brunswick). Centres further afield currently provide this retail category to catchment residents.

Supermarket retailing will continue to be the major component of the Central Coburg PAC. The equivalent of three supermarkets should be supportable now with total floor area supportable for supermarket and grocery store retailing increasing over time from 8,900sqm to 12,700sqm. This may comprise a mix of full-line supermarkets, smaller grocery stores (such as an Aldi supermarket or an IGA such as Fitzroy's Piedemontes) and grocery stores catering for the various ethnic groups within the catchment. There is little merit in retaining two substandard Coles supermarkets within Central Coburg and one is likely to close.

The nature of future accommodation requirements will largely be determined by first deciding what Coburg will be in a commercial and retail sense. This is not simply a designation of the centre but also determining the options available to achieve its goals and the preparedness of stakeholders to both innovate and invest. The options have been presented in a range of reports including early reports by Village Well and more recent Charter Keck and Cramer and JLL reports.

To achieve the ambitions of the proposal commitments to project plans and project visions will be necessary by all levels of Government.

Encouragingly, in addition to the Council's strong resource and land equity commitment, Victrack has indicated a preparedness to redevelop its land holdings for both commercial and community benefit and VicRoads has initiated positive discussions about Road reconfiguration measures that would result in enhanced pedestrian and public transport outcomes.

Other State agencies will also have to consider Coburg a high priority for early investment and cooperative engagement. This might come through:

- Commitments to occupancy at necessary rental levels and terms will be the enabler for new standards of environmental design and architectural quality to be delivered
- Repositioning the quality and status of public transport facilities within the town centre to attract commercial tenants and business to the area will also facilitate transformation
- Investment in new innovation projects such as regional sustainable infrastructure hubs will support the underlying distinctiveness of Coburg within inner Melbourne
- Support for grade separation and land acquisition for road town centre improvements could result in substantially greater development capacity in and around the station and enhanced integration of the substantial development areas north of Bell Street (e.g. Pentridge and Banco Group holdings along with Civic Assets including the Coburg Lake), with the centre.
- Support for affordable housing, business support and community infrastructure where it, can be integrated with commercial development e.g. global learning hubs, affordable housing, community health facilities, childcare, etc will boost retail demand and activity levels
- Support through mechanisms such as the former 'Pride of Place' funding will enable the development of high quality urban places from the projects inception
- Support for new forms of employment and research hubs aligned with the project vision would assist to fast track delivery on project KPI's

In order to develop the Place Framework, we will need to establish a finer grain understanding of the retail segments and office segment that currently underpin the centre and regional demand opportunities for Coburg. These investigations will need to determine how Coburg can be different, sustainable and authentic in its response to the challenges it faces. Much of this will come from dialogue with potential sector innovators to determine both interest and optimal mix and sequencing of work. Similarly in the community and institutional sector, the level of services, current provision, implications of demographic and density shift, future demand and segments of opportunity need to be better understood.

6.9.8| APPENDICES

6.9.8.1| RETAIL / COMMERCIAL MARKET RESEARCH

APPENDIX CONTENTS

6.9.8.1.1| EXECUTIVE SUMMARY

Coburg's existing retail and commercial environment has deteriorated since the early 1990s because capital investment bypassed it on its way to surrounding locations (mainly enclosed retail centres) which significantly enhanced their competitive offer. The "quality" of Coburg's prevailing mix of uses and businesses, loss of major tenants, small scale of businesses and poor financial incentives to deliver new accommodation implies that the potential for positive change is therefore strong, particularly in the context of the impetus created by The Coburg Initiative.

In order for Coburg to move forward it must become more relevant to its users (consumers and businesses alike) by being able to better meet, relative to its competitors, the changing needs of existing and future users who are increasingly different in characteristics than the historic catchment of users. In order to improve its competitive position and to create a distinct point of difference in the broader Melbourne context, Coburg must seek to incorporate unique attributes in its built form, infrastructure (physical and social), mix of uses and composition of users so as to enlarge its potential catchment of users and visitors beyond the local boundaries and capture latent demand from users who have yet to commit to a "place" or location. These points of difference must embrace emerging major themes across society such as the incorporation of principles relating to environmental sustainability, technology, research, education, globalization, culture and well-being that could act as the foundations for capturing demand from the post-industrial growth sectors of the economy given that Coburg has not, and will not be able to compete for conventional corporate office users against established suburban office locations.

In order for Coburg to prosper as a commercial destination, notwithstanding its current lack of recognition as an office location, there must be some form of intervention (eg. capital investment, commitment from a major player in the emerging economic sectors) in order to recalibrate the market's current perceptions about and behavior towards Coburg by building the "Coburg" brand as a unique and interesting place to be. Major commercial space (albeit non-office) users such as universities / education providers, hospitals, research centres (across various industries) should be pursued to consider Coburg as a viable place for their future investment because of their potential to attract related economic activity from service providers as well as their more intensive job-densities which will provide additional customers for the retail sector and encourage renewal of this centre. It would be these types of users that have the power to shift the perceptions of Coburg and without such users it will be a major challenge to make a shift from current conditions. Arguably the best examples in Melbourne of education / health driven commercial opportunities relate to Parkville / Carlton (University of Melbourne / Bio 21 precinct) and more recently Clayton (Monash University / Monash Medical Centre and industrial hinterland)

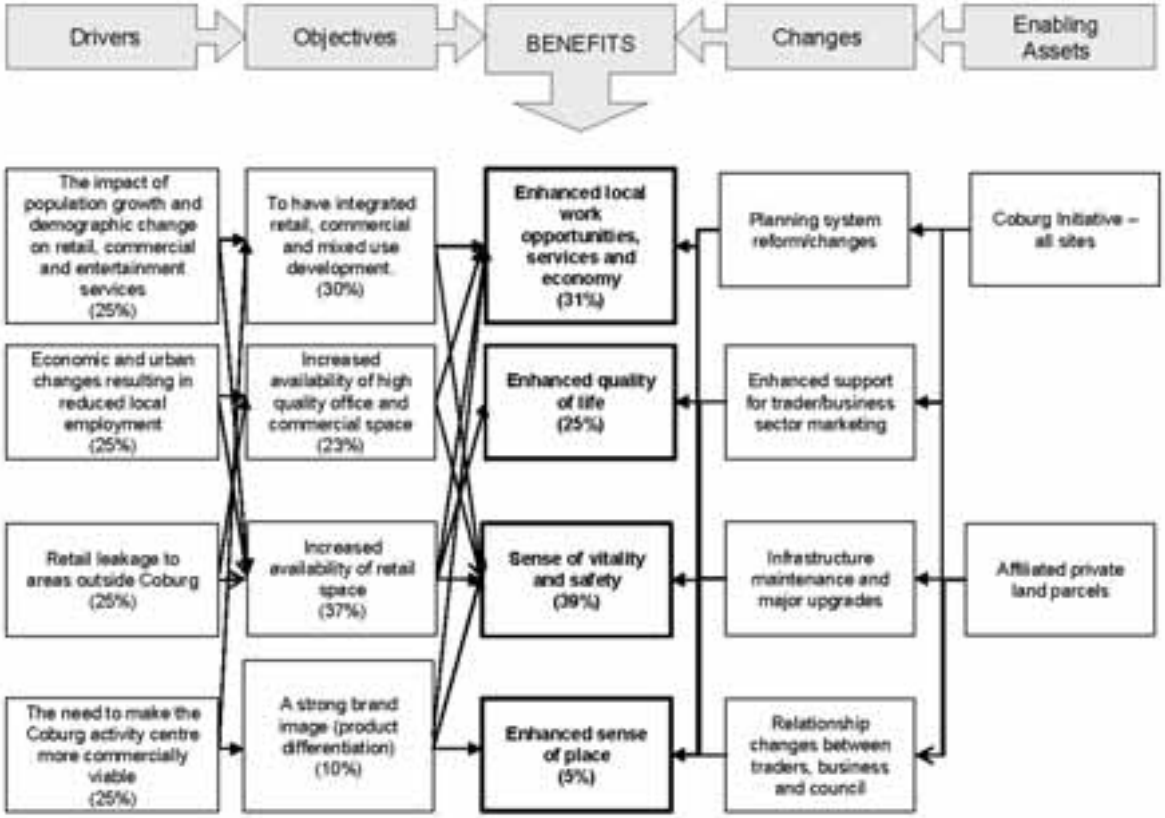
To further assist the potential to attract commercial users willing to pay an appropriate rent for new accommodation, there must also be a higher-order retail amenity to cater for for the needs of existing and future workers, local residents as well as a broader regional catchment. It will be this retail amenity, enhanced by the incorporation of residential uses within the centre to provide additional vitality at different time periods, which will attract other commercial office users to Coburg because of the ability for workers to engage with a range of interesting uses in the centre (including leisure, recreation, etc).

Conventional commercial development, in isolation, will not drive enhanced retail development outcomes so this use must follow the initial round(s) of retail (and residential) development. The types of commercial users must initially focus upon those users serving the needs of the local household community (such as Council itself, personal and health services) with corporate tenants only likely to be attracted upon the success of the first-round of users and achievement of a critical mass of users within the centre.

6.9.8.1.2| OBJECTIVES

The Coburg Initiative – Retail and Commercial Investment Logic Map (CI R&C ILM) V 1.0 has four primary objectives including the achievement of:

- integrated retail, commercial and mixed use development (ILM weighting: 30%)
- increased availability of high quality office and commercial space (23%)
- Increased availability of retail space (37%)
- A strong brand image and point of difference from competing centres (10%).



6.9.8.1.3| BACKGROUND / ISSUES

There are several issues and contextual factors that need to be addressed in achieving the desired Retail and Commercial outcomes from the Coburg 2020 Structure Plan and future master plan. These include, amongst others:

- Financial capacity and political will for Council and other Government departments and authorities to provide pre-construction lease commitments to underpin new office development so as to act as catalysts for new contemporary projects that begin to change the perception of Coburg;
- State Government funding of investments and commitments for Coburg may be limited by the recent designation of Broadmeadows as one of Melbourne's six suburban Central Activities Districts (CADs) which will provide it with elevated priority;
- Capacity of projects to gain financing in the current economic climate will in due course be resolved although the financial viability underpinning projects (yields, rents, values) will not return to sufficient levels until at least the medium term in Coburg and other suburban Melbourne locations;
- Potential conflict between achieving 25,000 sq.m. of new additional retail, which almost by definition will need to include some "big box" retail occupied by national tenants so as to underpin financial feasibility, without detrimentally impacting the financial prospects, integrity and uniqueness of existing (primarily small, low-rent, low-turnover) businesses within the Coburg retail offer;
- Need to address the short-term impact upon existing retailers that will be caused by the regeneration process which will itself provide gains for future (rather than current) tenants by the restructuring of the centre's retail fundamentals by the addition of more floorspace of a different nature;

6.9.8.1.4| BASELINE DATA & RESEARCH

A raft of data and information has been collected over the years through in-house Council and external consultant's analysis, reports, strategies and plans. This information has been utilized, in varying degrees, to inform the Coburg 2020 Structure Plan and The Coburg Initiative and could prove to be of some application in the current masterplanning process. Refer to Appendix for a listing of documents reviewed.

The various documents relating to the Commercial and Retail sectors (as available on (The Coburg Initiative e-room) have been reviewed and considered by the Consultant. The key findings stemming from this review are that:

- The most beneficial data available from any of the documentation is from the 'Moreland CLUE Project 2007' which is of a quantitative basis. It highlights the size, composition, types and structure of buildings, land uses, businesses and employment within Coburg. The pilot study has not addressed other relevant matters such as building quality (including age and condition), nature of occupancy (owner-occupied or rented), lease terms which are relevant considerations in assessment of availability and appropriateness for future development potential. This report's utility and application in the future will be greatly enhanced if further periodic CLUE surveys could be implemented so as to be able to measure change over time. It would also be beneficial to the masterplanning process if details about individual buildings and businesses was also available.
- The economic development assessment reports, whilst providing useful historical context, were based upon high-level assumptions with little understanding of, or regard to, property market fundamentals required to underpin viable and feasible property development that provides financial return for the commensurate risk. Furthermore, a number of modeling techniques used to predict future levels of office demand within the Coburg Principal Activity Centre are considered to be relevant at a macro (regional or metropolitan) level but lack the capacity to account for localised factors and therefore produce optimistic outcomes within unrealistic timeframes that may have led to the creation of false expectations about the timing and extent of development in Coburg. It would be instructive if forecasts from these analyses could be tested against the outcomes from the 2006 Census which are now available to demonstrate the extent of underachievement that has already occurred and therefore the level of substantial overachievement in coming years (notwithstanding the global financial crisis which has intervened and which will stymie development for the 2008 – 2010 at least) that will need to occur in order to catch up the lost ground if the envisaged outcomes are to be ever delivered. Whilst it is fully acknowledged that the inherent nature of structure planning is to establish a vision beyond what is the prevailing reality, it is also incumbent upon the masterplanner to establish the correct balance between the achievement of real and lasting economic development, via property development, that pushes the current boundaries and a vision which has no prospects of being delivered because of unrealistic expectations about economic and property market fundamentals;
- The current 'Retail and Commercial Analysis - Central Coburg' report being prepared by Jones Lang La Salle (JLL) in response to the DPCD's RFP from 2008 has the potential to provide significant and meaningful inputs into the masterplanning process if it successfully delivers upon the objectives and requirements of the brief which are quite prescriptive. It would be of considerable additional benefit if the study was to critically review the appropriate of key assumptions which have underpinned the 2020 Vision about the extent of future demand. In some instances, it is considered by this Consultant that the requirements are too "fine-grain" (in the absence of definitive plans, etc) with a number of almost baseless assumptions necessarily required to provide such detail. In essence, the outputs from this study, at best, are likely to provide outcomes around a potential future prescribed scenario rather than realistic , independent forecasts about likely outcomes which have become clouded in any event by the medium-term uncertainties about market and economic conditions. It will be necessary to undertake a peer review of the outputs from this study, when it is completed, in order to determine the appropriateness for consideration in the masterplanning process;
- Methodology of qualitative research undertaken thus far, such as in the 'Coburg 2020 Survey Report 2007', could be strengthened through better survey question design so as to reduce open ended nature of questions and to introduce more qualifications to questions so that the resultant responses relate more so to actual 'needs' rather simply 'wants';
- Most reports, plans and strategies are now dated and no longer relevant with some lacking relevance to Coburg in the first instance;
- Many reports are overlapping and contain similar information and in some cases, conflicting data. The interpretation of demographic and socio-economic data is quite repetitive at too much at a high-level. Insightful analysis, available for example through customised data extraction from ABS Census data relating specifically to Coburg, is not fully explored and is lacking in most reports;

At this stage, the draft JLL report (Feb 2009) has been provided and it is noted that there are significant portions which are still to be completed. In the interest of review, the following findings and comments about its coverage are made:

- Overall, the report provides a less optimistic (and perhaps more realistic) outlook for Coburg based on current conditions than previous economic assessments as it is more founded upon property market drivers rather than aspirational economic development concepts about changed underlying factors of the local economic structure;
- The report highlights Coburg's comparative poor performance relative to other Principal Activity Centres with respect to quality of existing accommodation (commercial and retail), low office rents, low retail turnover environment, low floorspace provision (commercial and retail), lack of demand depth from typically significant suburban office users, lack of representation from national and brand retailers (as anchors other than supermarkets), lack of new supply and attraction to local rather than regional users;
- Envisaged potential for an additional 17,500 sq.m. of supportable retail floorspace by 2021 which will involve the delivery of new space as well as improved trading performance by existing or new retailers within the existing floorspace provision. It is noted that this floorspace increase is less than identified in Coburg 2020 and may be under-estimated due to low population growth within the primary trade area particularly in light of the envisaged higher densities associated with The Coburg Initiative itself) as well as the assumption of a static rather than growing market share over time despite the potential for improved retention of locally-derived spending and enhanced attractiveness of Coburg as a place to shop due to infrastructure and other improvements driven by The Coburg Initiative. In summary, this floorspace level should be considered as a baseline figure and generally in line with the Coburg 2020 level of an additional 25,000 sq.m. which is based much more so upon the achievement of aspirational objectives for Central Coburg that are consistent with the Coburg Initiative.
- Envisaged potential for an additional 3,000 – 16,000 sq.m. of supportable office floorspace by 2021 under the Low and High development scenarios. These figures are significantly lower than the level of 40,000 sq.m. planned under Coburg 2020 but arguably reflective of the realistic underlying potential of Coburg in the absence of a significant catalyst to change perceptions and user behaviour. Within this forecast range there is potential for demand to require the redevelopment of a significant level of existing office supply to a higher quality which would imply that future gross absorption would be higher than nety absorption because of stock replacement.

It is considered that there is still significant scope for the JLL report to satisfy the objectives of its brief.

6.9.8.1.5| KEY PERFORMANCE INDICATORS

Based upon achieving the objectives outlined in Section 6.9.2, the CI R&C ILM identifies four key benefits:

- Benefit 1: Enhanced local work opportunities, services and economy (31%) by attracting investment into existing retail and commercial businesses and creating an additional 40,000 sq.m. of office floorspace and 25,000 sq.m. of retail floorspace which will result in 1,400 new Annual Full Time Equivalent (AFTE) on-going jobs as well as the equivalent of 10,000 jobs full-time jobs for 1 year over the construction phase
- Benefit 2: Enhanced quality of life (25%) by improving the amenity of the centre and mix of businesses in the centre to better support and reflect the broad socio-economic characteristics of its users
- Benefit 3: Sense of vitality and safety (39%) by increasing the number of users (shoppers, workers, visitors) at all times of the day and night to Coburg
- Benefit 4: Enhanced sense of place (5%) by creating Coburg as a desired destination.

The Key Performance Indicators (KPI) relevant to measuring the achievement of the above benefits include the following:

- Benefit 1: Enhanced local work opportunities, services and economy
  - → KPI 1: Increased proportion of Coburg SLA residents in the workforce that work in Coburg SLA (employment self-containment) (%). This KPI can only be measured every 5 years through data collected as part of the ABS Census of Households and Population with there being a lag of up to 2 years for Place of work information between data collection and data availability. The next Census is scheduled for mid 2011 and data availability then in mid-late 2013. From the 2006 data, this KPI is 13.6%;
  - → KPI 2: Decreased proportion of businesses that either move out of the Coburg structure plan area or close down altogether in any given year (churn) (%/yr). this KPI will only be measured by periodic field surveys such as conducted as part of the valuation and rating regime by Council every 2 years with the most recent valuation date being January 2008;
  - → KPI 3: Increased number of new, ongoing jobs (No./Type). This KPI could be measured by the ABS Census every 5 years (refer to comments under KPI) or alternatively via periodic field surveys such as a Census of Land Use and Employment (CLUE)- analysis (Coburg was recently the subject of a pilot CLUE survey which provides a relevant point in time for future reference in time-series analysis ;
  - → KPI 4: Increase in the retail and commercial floor space (sq.m.). This KPI should be measured via the planning and building units within construction based upon completion of works rather than upon planning applications;
- Benefit 2: Enhanced quality of life (25%)
  - → KPI 1: Increased level of satisfaction/enjoyment among users with living, working and recreating in the Coburg structure plan area (%). This KPI can only be measured by intercept, other forms of in-centre surveys or qualitative market research that builds upon existing surveys such as the 'Coburg 2020 Survey Report 2007' which has already been undertaken albeit with modifications to survey questions that address the relevant KPIs.
  - → KPI 2: Increased proportion of retail & professional services available in Coburg structure plan area (or postcode 3058) (%). This could be measured via a periodic CLUE analysis.
- Benefit 3: Sense of vitality and safety (39%)
  - → KPI 1: Decreased proportion of retail and commercial premises in the Coburg structure plan area that are vacant (vacancy rate) (%). This could be measured via a periodic CLUE analysis.
  - → KPI 2: Increased proportion of visitors to Coburg structure plan area that feel safe and agree activity centre is vibrant (%). This KPI can only be measured by periodic qualitative surveys.
  - → KPI3: Increased proportion of ground floor frontage in the Coburg structure plan area that is used for retail purposes (active frontage) (%). This could be measured via a periodic CLUE analysis.
- Benefit 4: Enhanced sense of place (5%) by creating Coburg as a desired destination.
  - → KPI 1: Increased size of primary and secondary catchment area combined (sq. km). This KPI can only be measured by intercept or other forms of in-centre surveys.
  - → KPI 2: Increased proportion of visitors that agree with the proposition that the Coburg activity centre is a great place to go (%). This KPI can only be measured by periodic qualitative surveys.

6.9.8.1.6| MASTERPLAN OPPORTUNITIES

Opportunity	Rationale
Relocate council offices to an alternative site in the short term	Improve amenity, efficiency and productivity Council offices in a larger, purpose built and contemporary facility. Potential to act as a catalyst for a new civic precinct in line with Structure Plan vision
Build leading-edge Council office facility as a demonstration project for what Coburg could become	Potential to lift the standard of new facilities with respect to ESD principles, workspace standards, integration with surrounding land uses (train, buses, etc) and to create a point of difference for Coburg by providing a project which will deliver awareness of change in Coburg at a metropolitan scale.
Addition of spare floorspace capacity in Council building which may be leased to other prospective users	Council will effectively provide a sufficient pre-commitment to the overall building(s) which will enable developer to respond more quickly to prospective tenants' needs relative to other developers who would 2 -3 years to complete a new facility
Encourage State and Federal Government departments and related authorities to relocate to Coburg	Potential for integration into council building which meets policy directions with regards to ESD, public transport, building efficiency, etc. Recent designation of Broadmeadows as one of six suburban CADs may limit State Government commitment to Coburg
Provide appropriate new accommodation for organisations that deliver community and social services to the local community	To increase the community's interaction with Coburg by the placement of agencies which deliver care, health and support services to the local and regional community. These agencies are currently scattered and in sub-standard accommodation and could gain mutual benefit through co-location. This type of facility could be incorporated with additional office suites that would be available to private users (such as doctors, specialilsts and other related practitioners) who are currently forced to occupy inferior floorspace within Central Coburg
Provide flexibility for advanced education facilities and related activities	Related activities may relate to conference facility, student housing, research centre, student support services (sporting / recreation, retail, etc)
Create enhanced retail amenity to better meet the needs of local residents and to attract new commercial tenancies	Major commercial users will only be attracted if the proposed retail offer and location attributes provide a conducive environment to meet the needs of workers. Retail does not respond to the needs of office users, rather office responds more so to the retail environment
Deliver new DDS-based integrated retail floorspace on a key site	To minimise the extent of retail expenditure leakage
Encourage refurbishment and appropriate redevelopment of existing building stock (above and behind) along Sydney Road	To address "tired" streetscape and create a sense of change in Coburg
Deliver new retail floorspace (including markets) along Victoria Street	To strengthen linkage/ axis between Coburg rail station and Sydney Road and to increase linkages with key facilities such as existing library and market
Provide interim uses of large spaces (such as carparks etc) at period of in-activity	To introduce interim uses to Coburg which alter traditional and new users' interaction with the centre and raise awareness of the possibilities of change.
Highlight retail and commercial development opportunities on 3rd party controlled land	To demonstrate to other stakeholders that there is potential to capitalise upon the existing conditions and proposed improvements around Coburg by collective efforts and appropriate risk sharing so as to leverage underlying land values through more intense and justifiable development.

6.9.8.1.7| RECOMMENDATIONS

- As a means of generating a catalyst project, particularly in the current economic climate, a cost-benefit analysis of the relocation of Council office facilities to an alternative site should be fully explored;
- Planning should commence for the redevelopment of the Council-owned site adjacent to the train station to accommodate a DDS, supermarket, specialty retail and alternative retail forms taking into account the potential needs of a public transport interchange facility and reinvention of Victoria Street;
- Compulsory acquisition process of privately owned properties that fragment existing Council-owned holdings so as to provide greater design and delivery flexibility;
- Commence a program of occasional uses / activities on underutilised sites so as to increase the attractiveness and awareness of Coburg to a wider audience of prospective users.
- Commence the process of informing and attracting non-corporate users of commercial space (such as universities, hospitals, etc) about the merits of Coburg and encourage such users through the appropriate planning for flexible spaces that can accommodate such users.
- Review the output from the final JLL report which is in the process of being completed to distill from it, relevant material to input into the master planning process
- To incorporate realistic assumptions about the extent and timing of commercial and retail redevelopment given the substantive changes that have occurred in the global and national economies over 2008 and wherein challenges are expected to remain until beyond 2010. These assumptions should be incorporated into enhanced flexibility of the masterplan to allow market testing of new concepts to occur on small-scales prior to large scale development being facilitated.

6.9.8.2| COMMENTS / FEEDBACK

The following feedback was provided by the Moreland City Council Expert team on 16.02.09 based on the first draft:

The following comments are made on the draft Retail and Commercial Master plan Brief presented by Rob McGauran and Rob Papaleo on Monday, 9 February 2009.

Section 3.4
Re-write the last dot point under Constraints and Opportunities on Economic Development so that the intent is clear.

Section 4.1
The data referenced in the Employment and Population section relates to the period between 1991 and 2001. It should be updated with more current information.

"Commercial development, in isolation, will not drive enhanced retail development outcomes so this use must follow the initial round(s) of retail (and residential) development." A discussion of the supporting information needs to be included in this section, including full explanation of examples of other relevant centres in Melbourne, eg Moonee Ponds, Box Hill, Burwood, Geelong etc.

The third paragraph refers to a report but the report is not identified.

There needs to be more discussion of the pros and cons of the centre having a DDS as an anchor or whether the heart of the centre can and should be developed with a different focus.

Under Retail, there is a statement that Coburg retailers recognise the need for promotion and maintaining a good mix of businesses. The supporting evidence needs to be referenced.

General
All quotes should be referenced.
Examples of other centres that have been successful and unsuccessful, both here and overseas, need to be included in the report and the factors that contributed to the outcomes discussed.
The draft brief assumes that the supermarkets remain in the town centre. However, there should be a broader discussion of where the anchors for the town should be located and why. Then a more lateral discussion of what the anchors could be (not necessarily supermarkets).
There is some repetition of paragraphs in Section 4.2.

The following feedback was provided by Sally Semmens on behalf of The Coburg Initiative on 17.02.09 based on the first draft:

I don't have many concerns about this one - I think it is shaping up really well. MGS can be relied upon to produce good quality work.

My only comments relate to:

- Strong support for the high quality pedestrian realm and their contribution to a prosperous retail core
- The need to include cycling networks, facilities as well
- Having a train line, a tram line in close proximity provides Coburg with a very good opportunity to provide real mode choice between all p/t options and sustainable travel options if well planned and integrated as seamless accessibility networks
- The need to provide retail variety for younger and older pops
- The need to consider the management and location of alcohol sales/venues in planning for noise, waste collection and safety (Yarra and Port Phillip are good reference points)
- Coburg is a Principal Activity Centre. It is also one of the 5 pilot DACs (Design Assisted Centres), a targeted employment corridor, transport corridor and one of the 10km radii areas for focusing congestion mitigation (Keeping Melbourne Moving) and as such it is an important transport focus. While Broadmeadows has been designated as a CAD and there will be some regional focus and location of Government services there I do not believe it will limit Coburg's ability to attract govt services in its own right. Cursory conversations I have held with DHS and DIIRD indicate that their Regional offices would probably be located at Broadmeadows because 80% of their clients live beyond there. However, they both indicated that some of their other services may be better located at somewhere like Coburg.
- Re the lack of clusters in business and retail high growth areas and the desirability Coburg creating and identity as having "specialist" qualities - Coburg as a planned ESD precinct would be a good location to attract ESD businesses, research, retail. It would also be a good location to explore with the tertiary training sector the possibility of training for "green employment" training. Both the Infrastructure Australia report and DIIRD indicate funding and skills training in areas where manufacturing is declining.
- While some bulky goods type stores may locate north of Bell St I would be cautious about locating supermarkets as car intensive developments there also for fear of encouraging people away from the A/C and the benefits of multipurpose local trips. South Melbourne, Port Melbourne and Johnston St Fitzroy (has no car parking) are good examples of integrated new supermarkets. Higher residential numbers support less car parking and less car travel; bulky goods areas are usually separated from residential.
- In planning retail and commercial space it is important to retain some of the space (places to sit/pause) as free space, not space where people have to buy or consume goods. Also important is the notion of public realm as public not privately managed (eg Southbank and QV). In both Southbank and QV there have been issues about the management plans prohibiting and preventing people from taking photos within the area of management supposedly "in the interests of safety".
- Under the key design principles I would like to recommend the additions of:

- To retain the fine grain of shop fronts (avoid bulk) and doorways

- To improve the shop fronts and window displays for interest and active street frontages eg the renaissance happening in Gertrude St, Fitzroy and the Leo's supermarket in Heidelberg.

- To retain free public space and avoid privately managed public space

- Mixed use development should encourage a variety of design rather than homogeneity and uniformity

6.10

DRAFT

6.10 | landscape

PREFACE

This chapter has been prepared by Tract Consultants to guide the development of the master plan of the Coburg Initiative with regard to Landscape aspects. It has been prepared based on the requirements of the Moreland City Council (MCC), discussions with the Coburg Initiative expert panel, local and state requirements, international and local benchmarks and analysis of the project requirements.

There was no Investment Logic Map [ILM] created for Landscape, and in the early stages of consultation with the Moreland City Council expert team Tract were involved in discussions specific to both the Public Realm and the ESD and Urban Ecology ILM categories. During this process it was determined that a specific chapter devoted to Landscape was required to adequately address concerns held by the expert team that the landscape aspects would be sufficiently considered in The Coburg Initiative.

It is for this reason that no specific feedback or comments from the Moreland City Council expert team are included relevant to this chapter. The landscape specific comments are spread through the above mentioned ILM category chapters.

6.10.1| EXECUTIVE SUMMARY

This report has been prepared by Tract consultants based on a request to provide landscape input to the formulation of the Coburg Initiative master plan brief. In acknowledgment of the urban landscape's inextricable links with a quality public realm and the achievement of a truly sustainable urban environment this report/section endeavors to reinforce these aspects of the proposed Master plan Framework.

The recommendations have been developed in response to the Central Coburg 2020 Structure Plan, Council's Investment Logic Maps and in consultation with the project working group. The aim is to ensure landscape opportunities to deliver the project's expected community benefits are identified, incorporated within and reinforce the core design framework of the project rather than applying landscape as "decoration" at the end of the process.

The contemporary challenges of climate change and designing within a resource and carbon constrained world, have led to increased awareness of our connectedness to nature and natural systems. While the environmental values of landscape and natural processes are generally acknowledged with advancements in areas such as water sensitive urban design, innovation and integrated thinking is required to deliver these outcomes in highly urbanised environments. There are further challenges in ensuring the benefits of landscape are appropriately measured in a holistic model of sustainable development at a precinct scale, to compliment recent measures at the building and site scale. The Coburg Initiative project, by going beyond an individual development site and shifting its focus to the public realm presents a significant opportunity for Moreland and the Coburg Initiative team to show leadership.

At the social level, world wide trends for intensification of activity within our existing urban environments, and social/environmental disconnection reinforced by technological advancement has led to an increasing realisation that landscape plays an important role in "humanising" the built environment. The engagement of people with landscape in an urban setting presents opportunities to elevate levels of health and well being, and strengthen social interaction and the less measureable benefits of connectedness to a place and its history. Put simply, landscape connects us.

Strengthening a precinct's physical form and image through landscape is widely understood as an economical way of catalysing change. The integration of well conceived physical landscape form with a meaningful environmental "green infrastructure" role through its streets and network of open spaces presents the opportunity for Coburg to demonstrate it is the place to do "green" business and live sustainably.

6.10.2| OBJECTIVES

The following section identifies how an appropriate landscape outcome can be achieved through the master planning process by testing the core objectives of Council's Investment Logic maps against the key landscape and sustainability aspects of Central Coburg 2020 vision and objectives.

The Coburg Central 2020 structure plan envisions a community which is linked with *networks of green space* with the aim of achieving the following outcomes:

- Make Coburg a greener, leafier place
- Improve the quality and diversity of open space
- Improve access to open space
- Tree planting will contribute to Moreland's greenhouse gas targets.

To ensure the appropriate investment is made in landscape through the Coburg Initiative, it is assumed the landscape strategy for the Coburg Initiative will be primarily developed with regard to the following ILM key objectives:

Public Realm

- well positioned and designed car parking
- Create diverse close, well linked and inviting community spaces
- Increased priority to the design of the pedestrian environment
- Improved utilization of public land and facilities
- Greater Capital and recurrent investment in Public Realm

Environmentally Sustainable Development

- Best practice ecologically sustainable development
- Zero net carbon emissions
- Community engagement in sustainability
- Leadership in sustainability

In order to demonstrate leadership in sustainability the landscape strategy will also need to address core objectives identified in other ILM categories including:

- Welcoming and secure civic venues (Civic Spaces)
- Quality built environment (Health and Well being)
- Spaces that support the information, cultural, social and artistic needs of the community (Information and Learning)
- Flexible, accessible and integrated spaces and facilities.

As each of these objectives were developed in response to social/cultural/ physical infrastructure needs, it is reasonable to assume these objectives could be met through landscapes (external spaces/facilities) as well as buildings (internal spaces/ facilities):

Cognisant of these measurable objectives established by planning work done to date, the overarching landscape design philosophy proposed for the master plan could be articulated as the following objectives:

- To serve as a subtly cohesive force, seamlessly drawing together various components of the redevelopment into a unified urban precinct, with strong connections to its surrounds and its past.
- To assist in way finding and place making by clearly defining circulation routes, nodal points, public realm hierarchy, in a clear and aesthetically pleasing resonance with Coburg.
- To provide a richness of texture, colour and pattern which will serve as a signature of Coburg's culture, heritage and history, together with optimism for the future.
- To provide active participation and a positive and memorable response to the expectations of all that will live, work and visit the new Coburg.
- To assist catalyse change and distribute the community benefits both within the Coburg Initiative investigation area and beyond.

6.10.3| BACKGROUND/ ISSUES

Key Question: How are the following Coburg 2020 Structure Plan objectives for a Sustainable Coburg going to be delivered?

The objectives for "green" and open space outlined below focus on issues of quality, diversity, accessibility and environmental performance over quantity. Increased densities will require a more strategic use of space and integration of activities. This includes a better utilisation of Council owned land which is currently used primarily for a mix of car parking and green open space.

- Make Coburg a greener, leafier place

Rather than being consolidated in a single location, a sustainable Coburg's "green" is likely to be found in a "finer grain" network of well designed and located green spaces. This network of green will need to be accommodated within both the traditional public realm at ground level while also exploiting opportunities within and on buildings.

- Improve the quality and diversity of open space

The Vision established by Gehl Architects, elaborates on the Coburg 2020 Structure Plan by focusing on achieving a quality public realm. In response to a broad range of opportunities for active and passive participation in public life, a diverse mix of urban and green open spaces is proposed.

A greater diversity of housing types is proposed for central Coburg. Design of these new communities, will also need to identify opportunities for greater diversity of private and potentially communal open spaces to support public realm open spaces.

- Improve access to open space

Existing green open spaces are consolidated to the east of Sydney Road. Bridges Reserve and City Oval together comprise considerable land area but deliver amenity to a relative few compared to areas such as Victoria Street which is easily accessible. Improved access will require a network of spaces connected by a strong pedestrian network and activated by adjacent quality development to ensure safety.

The multiple needs of the community will mean single-use spaces cannot be sustained within the public realm.

- Tree planting will contribute to Moreland's greenhouse gas targets.

A holistic approach to sustainability is required. Tree planting will be required to meet a number of objectives including a reduction in green house gases. Measures for actual contribution of existing and proposed trees will need to be established.

Moreland Open Space and Streetscape Policy: "Sustainable Landscapes"

Council is currently undertaking a review of its streetscape and open space policies. Preliminary discussions with Council officers have indicated a shift toward more "sustainable landscapes" from a previous bias towards native vegetation. This policy will apply to the whole of Moreland rather than specifically to Central Coburg.

Based on preliminary discussions with Council staff, the following begins to articulate an approach to "sustainable landscapes":

- Achieving the right balance between native/ indigenous exotic plantings to address multiple needs inclusive of people and habitat
- Identifying and responding to "cultural" connections to landscape elements including historic landscapes, and those with a strong sense of existing ownership.
- Climate, soil and latest horticultural techniques for sustaining landscape in urban environment.
- Water, harvesting, reuse, drought tolerant plants and passive treatment systems.
- Sourcing of trees and plants including seed collection, growing on, and advanced tree stock.
- Understanding of "on structure" landscapes and gardens (green roofs and walls) including issues of lighting, water proofing, irrigation, drainage, structural loading and water retentive lightweight soil technology.
- Sourcing of trees and plants including seed collection, growing on, and advanced tree stock.
- Landscape/ space management and maintenance including skills, resource and budget.

Central Coburg's existing landscape character

The Central Coburg 2020 Structure Plan highlights that the current poor physical conditions experienced in the centre are largely the result of changes in the second half of the 20th century, which have resulted in the erosion of the centre's identity and attractiveness i.e. its "Sense of Place". The cause of this erosion of fabric has been linked to infrastructure provided for motor vehicles i.e. on grade car parking and a significantly widened Bell Street.

The widening of Bell Street has contributed significantly to a broader disconnection of central Coburg from significant open spaces to the north and east within the Merri Creek corridor.

Although a survey of existing vegetation has not been undertaken, vegetation within the Coburg Initiative area occurs in a number of types of space:

- Public open space such as Bridges Reserve
- Public Streets
- "Civic/Community" land: schools, churches, council grounds;
- Rail corridor land: Victrack land used in some cases temporarily as open space
- Car parking areas: Council owned car parks particularly to the east of Sydney Road contain mature native vegetation.

With the exception of Coburg's civic precinct and Bridges Reserve which have suffered due to the erosion noted above, the centre's green spaces have developed in an adhoc manner. Delivering a sustainable network of green will require a significant restructure of underutilized land containing vegetation. This is likely to result in the redistribution of vegetation within the centre.

Landscape as a means of delivering sustainability

Coburg's high elevation and proximity to the Merri Creek corridor to the north and east allow Coburg & Partners to develop a landscape of delivery that not only provides pedestrian and bicycle links but also treats storm water through the regional reserve corridor linking the mountains to the sea. This regional corridor allows the practice of biodiversity principles and ecology in Coburg. Coburg's geographical position means it can become a great ecological island that will help strengthen Melbourne's overall ecological network. (CPocock, EURP EOI submission)

Landscape outcomes have traditionally been delivered through broad council policies developed under the planning portfolios of open space, recreation, and streetscapes. Delivery is generally incremental based on both resource and budget constraints.

With incremental growth and changing needs over extended timeframes, existing urban areas such as Coburg are rarely afforded the opportunity of a comprehensive review of both the public realm and (potential future) private realms. The Coburg Initiative presents an opportunity for a place based approach to integrated landscape with the built fabric. A landscape delivery strategy will require both renewal and retrofit within the Coburg Initiative area and be developed in the context of key linkages to its surrounds beyond the study area.

Harvesting Water

In the distant past, the area of Coburg would have been 100% permeable and a catchment for the Merri Creek. Through building and car-parking footprints, the land area of Coburg has lost approximately 70% of its permeability. (CPocock)

Management of water is a significant issue for Coburg. Existing storm water infrastructure constraints and topography which sheds water across the investigation area to Merri Creek need to be addressed in the design of the landscape at the precinct scale. Landscape strategies to harvest water for use in green spaces within both the public realm and private (communal) realm of new development will be required to manage water flows and deliver sustainable landscapes.

The Urban Heat Island Effect

The main cause of the urban heat island is modification of the land surface by urban development; waste heat generated by energy usage is a secondary contributor. As population centres grow they tend to modify a greater and greater area of land and have a corresponding increase in average temperature. The urban heat island effect has become more of a concern due to current concerns and awareness of climate change.

Green spaces and tree plantings are considered important in mitigating both the UHI effect and temperature changes associated with Climate change.

Within the Coburg Initiative study area most green space is currently located away from most of the centre's activity. While it may currently provide some refuge from the heat, its cooling benefits do not impact positively the day to day users of the centre.

In order to reduce the impact of increase temperatures, green spaces should be appropriately distributed within the centre in order to have both an accumulative effect on the centre and direct benefits to the microclimates of specific public, communal and private spaces where activity occurs.

Engaging the Coburg Community with their environment.

Harvesting resources from the urban environment and making positive connections with the greater environment are worthwhile endeavors in themselves, but they become more powerful if they are made clear to the Coburg community. If Coburg can see and understand the importance of the urban harvest of rainwater, sunlight and wind to create comfortable places, as well as how such practices link into the greater environment, strengthening the whole, then this is a powerful message, especially to Coburg's future generations, who will be Custodians of the community. . (CPocock, EURP EOI submission)

In response to climate change and broader recognition that we are living in a resource constrained world, there is significant community energy, and interest in their environment. Developing innovative ways to engage the community with their environment through its landscape and the regeneration of Coburg will be important.

6.10.4| BASELINE DATA AND RESEARCH

6.10.4.1 Base line data

The following identifies baseline data that may need to inform master planning for the investigation area:

- Urban Ecology: Moreland Remnant Vegetation survey 2008 is currently being reviewed.
- Urban Ecology: There currently is no comprehensive Flora and Fauna assessment for the investigation area.
- Landscape: No quantitative or qualitative analysis of the landscape has been undertaken/ documented for the investigation area.
- Landscape: There is currently no cultural/ heritage assessment of the landscape.
- Section analysis of key streets to establish spatial parameters for change and landscape potential.

It is recommended that collection of this data be further investigated as the master planning process progresses.

6.10.4.2 Research (Precedent)

The following is a list of terms and issues relevant to the development of a spatial landscape strategy for Coburg. A brief summary is provided with references and links further reading and case studies where possible. It is envisage that these links and resources may be drawn upon and grow as the project progresses. Each of the terms and concepts are aimed at responding to a variety of landscape opportunities discussed or raised in the development of the spatial master plan brief. They have been ordered roughly in terms of scale from broad through to detail to inform the Landscape Strategy. "Best Practice" definitions of terms or ideas are supported by precedents and images to establish both a visual brief and a series of resources which can be drawn upon as the project progresses towards implementation.

Precinct Scale Sustainability

Internationally, a range of initiatives are addressing the challenge of implementing sustainable cities beyond individual buildings:

In the United States the LEED for Neighbourhood Development Rating System is being developed by the USGBC through a number of pilot Projects. Further, the Sustainable Sites Initiative, an interdisciplinary effort by the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Centre and the United States Botanic Garden is developing performance benchmarks for sustainable land design, construction and maintenance practices. The USGB is lending its support to an initiative with the aim of incorporating its metrics into future versions of their rating system.

Nationally, the CSIRO is piloting their Sustainable Communities Initiative in East Lake, ACT. The objectives of this project are:

- integrated urban design and development: developing and implementing an integrated urban development assessment toolkit for green-fields and urban re-fit application that meets set sustainability performance targets - it is envisaged that the toolkit will be applied in near-real-time by local and state governments and property development industry
- transitioning to sustainable and healthier: building integrated models to represent the current urban systems performance (environmental, economic and social) at city and regional scales to assess future transition pathways for more sustainable cities, particularly in the areas of alternative energy, water, materials and built structures.

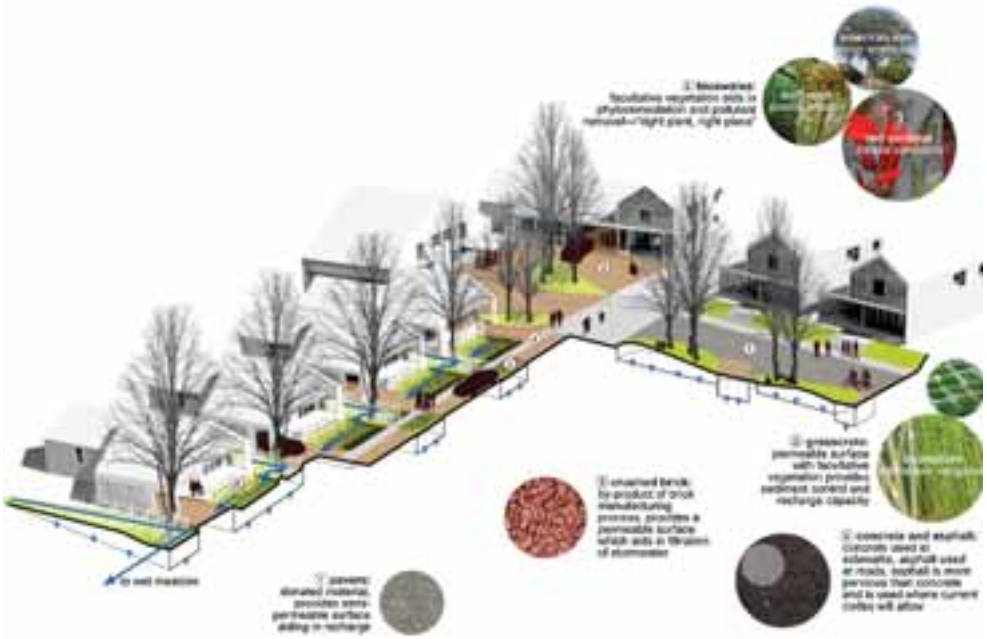
East Lake is a 471 hectare site on the shores of Lake Burley Griffin in inner urban Canberra, Australia. Current plans identify the potential to accommodate approximately 9000 people within a mixed residential, commercial and industrial precinct. CSIRO researchers are developing a software platform to integrate sustainability assessment across urban domains including health, water, transport and energy.

In Victoria, VicUrban's sustainability rating tool is held up as a benchmark. While in its infancy, the tool does endeavour to address social and cultural aspects of sustainability.

References and links:

- LEED for Neighborhood Development: http://www.usgbc.org/DisplayPage.aspx?CMSPageID=148
- Sustainable Sites: http://www.sustainablesites.org/
- CSIRO Sustainable Communities: http://www.csiro.org/science/Integrated-Assessment.html, http://www.csiro.org/partnerships/EastLakeUrbanRenewal.html, http://www.actpla.act.gov.au/topics/significant_projects/planning_studies/eastlake_urban_renewal
- VicUrban Sustainable Community Rating Tool: http://www.sustainablecommunityrating.com

3D development scenario for East Lake



Habitat Trails; an example of *green streets*

Climate Change and Public Space

In the UK, Cabe Space outlines a useful climate change policy for the public realm. Its response favours a holistic approach based on the premise that public space can often knit together several themes to maximise the impact and complement mitigation measures.

Case studies including city wide initiatives in Malmo and Chicago demonstrate a holistic approach to projects combining a number of themes including:

- water resource management
- green roofs
- food growing
- play
- recycling
- biodiversity
- lighting
- heat
- community engagement

References and links:

- Cabe Space Climate Change: www.cabe.org.uk/default.aspx?contentitemid=2976
- Public space lessons Adapting public space to climate change: http://www.cabe.org.uk/AssetLibrary/11637.pdf

Green Infrastructure

Green infrastructure (GI) is a term that can mean different things to different people and there are a number of definitions available. There is a significant amount of common ground within the available definitions:

- that GI involves natural and managed green areas in both urban and rural settings
- is about the strategic connection of open green areas and
- that GI should provide multiple benefits for people including social economic and environmental.

Developed as a planning tool in the United States to assist integration of infrastructure and land use with natural systems, its application has developed to be more comprehensive to include an appreciation of the human use of space. Useful application of green infrastructure principles and case studies can be found in What makes an Ecotown?, CABE Sept 2008.

References and links:

- What Makes and Eco-town?: http://www.cabe.org.uk/default.aspx?contentitemid=2762
- The Essential Role of Green Infrastructure: Eco-towns Green Infrastructure Worksheet www.tcpa.org.uk/press_files/pressreleases_2008/20080912_ET_WS_GI.pdf
- *Habitat Trails* is a green affordable neighborhood development consisting of 17 homes.
- http://uacdc.uark.edu/project.php?project=18

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Green Roofs / Green Walls

In built-up areas where ground level landscape is limited, green roofs and green walls (also known as vertical gardens, living walls) are becoming an integral part of Green Infrastructure strategies. Measurable environmental benefits include:

- reduction in Urban Heat Island effect (external temperature at local and neighborhood scale)
- improved thermal performance of buildings (interior microclimate, reduction in energy use)
- on site storm water management
- air purification - plants are efficient filters of pollution - especially when used indoors
- noise attenuation - quieter buildings and streets
- habitat benefits
- local food production: agriculture, environmental education and community engagement
- positive urban psychology - uplifting effect on those who see it
- positive upgrade (retrofits) to existing urban fabric

Green roofs' incorporating landscaped elements also serve a potential role in the provision of some of the community's open space/ outdoor needs, often creating a blurring of the public and private realms.

classification	Example uses	Case studies
Private open space	entertaining, eating, gardening	- Garden balcony for an older person (1)
Communal open space	entertainment, recreation, growing of food	- Nova residential development in Victoria Park, Sydney. (2) - M central retrofit roof, Ultimo, Sydney (3) - CH2 office communal space, Melbourne (4)
Publicly accessible open space	views, outdoor cinema, smoking, recreation/swimming leisure, child care, commercial ground floor uses on underground car parking.	- Tribeca mixed use ground level thoroughfare. (5) - Roof Top Cinema, Melbourne (6) - Botanic gardens Augustenborg (7)

Traditional green wall, Richmond office building

Planter wall: Osaka residential building.

living wall

Extending the green in a small park - Beare park, Sydney.

At the technical level there are two basic types of green roofs

- intensive: provision of deep soil, usually associated with recreating larger landscapes associated with ground level conditions/ or at ground level.
- extensive: a thinner layer of growing material usually related to providing thermal insulation, visual relief, usually self sustaining (i.e. requiring little regular maintenance/access.
- planters/ mobile greenery: these are a sub-set of intensive green roofs it i.e. using containers rather than pits, they are often used as an after thought or when “deep soil” cannot be provided.

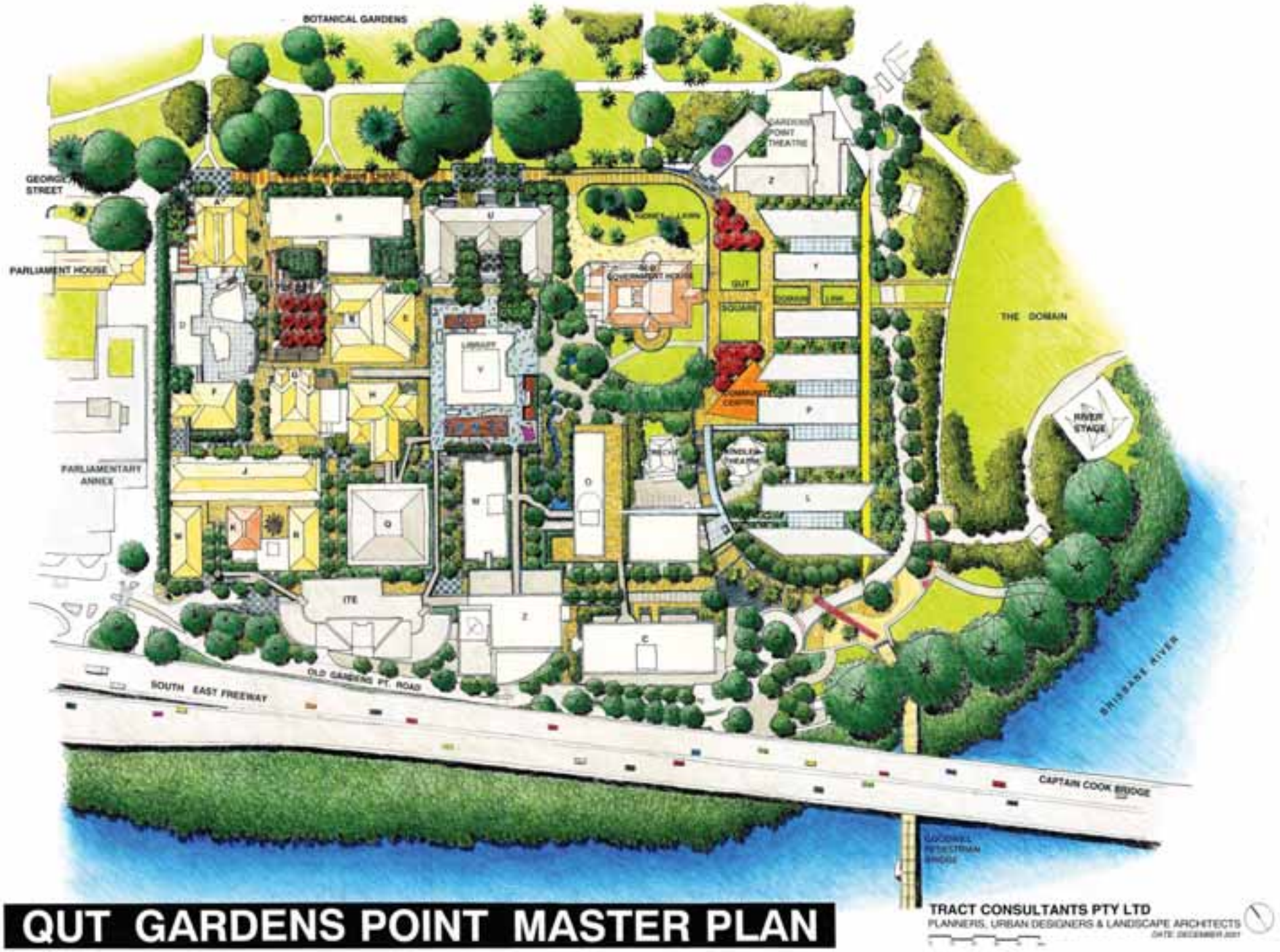
There are numerous examples of green roofs internationally and a growing number locally. Unfortunately there are many poorly conceived and designed examples which have led to the assumption that they are not viable in the local urban environment. Common issues include:

- non-integrated design: they are often an afterthought rather than being fully integrated in the design and feasibility assessment:
- people flows i.e. is it accessible/useable/ owned, water flow…is its location linked to a water supply (preferably harvested/reused)
- management/ maintenance: if not properly constructed or designed with maintenance in mind they do become expensive.
- use of species suitable to local environment: the environmental benefits are often not fully achieved because of poor technical specification
- design with end user in mind: is it accessible adaptable? many, particularly those intended for occupation are not appropriately located in relation to a building’s internal circulation and use.

Like green roofs, green walls also referred to as vertical gardens and living walls are becoming a popular means of greening the urban environment where horizontal space is at a premium and robust hard surfaces are required for activity on horizontal ground.

References and Links:

- A current Melbourne initiative of potential interest to Coburg: www.growingup.org.au
- Green Roofs Australia: www.greenroofs.wordpress.com
- US resource: www.greenroofs.com
- Green Roofs for Healthy Cities: www.greenroofs.org
- Planting Green Roofs and Living Walls, by Nigel Dunnett Noel Kingsbury: link
- example product type: http://www.econoplas.co.uk


BOTANICAL GARDENS
GEORGE STREET
PARLIAMENT HOUSE
PARLIAMENTARY ANNEX
GARDENS POINT THEATRE
OUT SQUARE
THE DOMAIN
RIVER STAGE
ITE
OLD GARDENS PT. ROAD
SOUTH EAST FREEWAY
CAPTAIN COOK BRIDGE
BRISBANE RIVER
QUT GARDENS POINT MASTER PLAN
TRACT CONSULTANTS PTY LTD
PLANNERS, URBAN DESIGNERS & LANDSCAPE ARCHITECTS

Edible Landscapes/ Urban Agriculture/ Community Markets

A number of factors including concept of the Ecological Footprint and health and wellbeing education, has led to a renewed interest in and awareness in the community of our source of daily food. While there is wealth of specialist research into urban agriculture at the subregional scale, ideas and opportunities relevant to Central Coburg are likely to be of a smaller scale such as: farmers markets, food cooperatives, community farms, community gardens, school gardens, home kitchen gardens

Within a spatial master plan or strategy for Coburg there are opportunities to better utilize land both at ground level and in roof gardens as outlined above. There are further opportunities to build on projects and initiatives developed by local community organizations such as the schools and CEREs through programs such as their Urban Orchard Project which organizes local residents with backyards to swap and make available to the public their surplus homegrown food, and the Food Project which focuses on training migrants to cook with local seasonal food.

The benefits of such ideas in Coburg are likely to be social or cultural in nature rather than for example a direct measurable reduction in "food miles". Therefore delivery of such ideas may occur through the "place making" stream of the master plan, or result in the identification of potential uses of communal open space within development blocks, school grounds, or as a short term use of under utilized land.

Economic opportunities may take the form of support for the establishment of "slow food" venues supplied by seasonal and local (beyond the Coburg Initiative boundary) food. A catalyst for such a precinct could be a high profile temporary venue such as the Greenhouse noted in Green Placemaking below.

References and Links:

- CERES is running a number of projects considering the benefits of local food production in terms of social, environmental and economic factors: http://www.ceres.org.au/
- http://www.edibleschoolyard.org/
- The Greenhouse: http://www.greenhousebyjoost.com/design/the-greenhouse/

Retrofitting a network of green spaces: Case Study QUT Campus

While it is difficult to find good examples of precinct scale green retrofits in Australian cities, some lessons regarding an approach to implementing a network of open spaces can be learnt from retrofitting them within urban university campuses. For example at QUT's city campus a landscape strategy was used to regenerate the campus by promoting way finding through a network of activated diverse open spaces.

Reference and links


2 HOUR
PARK(ing)
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5PM THU


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Green Place Making

While the role of landscape in place making is widely understood, there is a growing greater emphasis placed on the direct engagement of the community in the shaping of spaces to ensure ownership, and a sense of custodianship of public land. Rather than being seen as a process of 'design by committee', it is seen as a means of driving positive change in shorter time frames than most conventional design/planning projects require.

There are numerous examples of small and temporary projects used to engage the community with their environment and environmental issues through their own local built environments.

- Park(ing) Day: Is possibly the most well known example. It is a one-day, global event centered in San Francisco where artists, activists, and citizens collaborate to temporarily transform metered parking spots into "PARK(ing)" spaces: temporary public parks. The next event is planned for September 18th 2009. [1]
- The Greenhouse: Is a good Melbourne example of a temporary use of space to engage the local community in creative environmentalism. Its menu was limited to produce that could be grown on the building. [2]
- Guerilla Gardening: Guerrilla gardeners believe in re-considering land ownership in order to reclaim land from perceived neglect or misuse and assign a new purpose to it. This world wide movement has grown significantly and demonstrates a greater (popular) community interest in the use of their various public lands. Its growth is demonstrated in reaching primetime commercial television usually associated with "backyard" renovations. It delivers a "spontaneous" space rather than a planned one. [3]
- Learning Landscape: small spaces such as this outdoor classroom in Uganda provide an example of inexpensive ways of engaging communities with their landscape. [4]

A number of opportunities exist to better engage the community with environmental systems (infrastructure) through both the communal and public realm.

- Communal open spaces within multi unit developments can not only be used to manage water but also engage residents with their environment through education. K2 apartments in Windsor provide a good example of this. [5]
- The Melbourne Zoo Water Recycling plant provides another example of engaging and educating the community in the environmental management of parkland. [6]

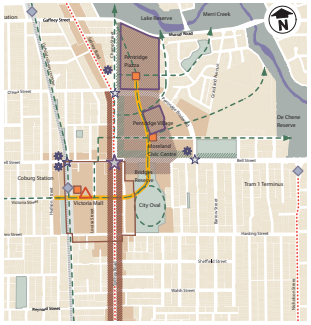

6.

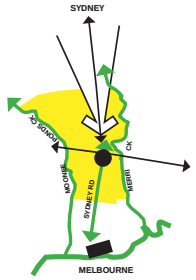
LANDSCAPE STRATEGY

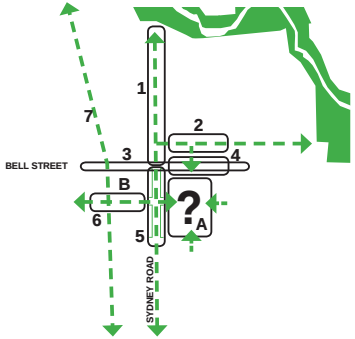
EXISTING KNOWLEDGE

FLAGSHIP PROJECT(S)

STRUCTURE PLAN







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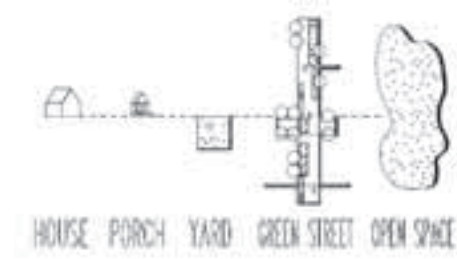
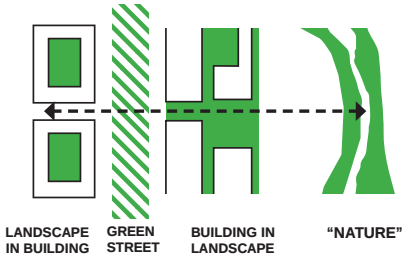


PRIVATE > COMMUNAL > PUBLIC



SYDNEY ROAD PENTRIDGE MERRI CREEK

GREEN REPUTATION

ESD LEADERSHIP - PILOT PROJECT(S)

CONNECTIONS TO CREEK CORRIDORS
RETROFITTING INFRASTRUCTURE CORRIDORS

COBURG: WHERE SYDNEY ROAD MEETS MERRI CREEK

NETWORKS OF GREEN

POTENTIAL FOCUS AREAS

1. NORTHERN LINK (SYDNEY RD / CHAMP ST)
2. BELL STREET (BOULEVARDE)
3. BELL STREET (CIVIC PRECINCT)
4. SYDNEY ROAD
5. URQUART STREET (PENTRIDGE INTERFACE)
6. RAIL CORRIDOR

A. BRIDGES RESERVE PRECINCT -
B. TRANSIT PRECINCT

GREEN INFRASTRUCTURE

INTEGRATION OF SYSTEMS

WATER FLOWS
FAUNA FLOWS
PEOPLE FLOWS
ROOFSCAPES & GROUNDSCAPES

GREEN PLACES

STEWARDSHIP

OWNERSHIP
MANAGEMENT
ENGAGEMENT
SATISFACTION

6.10.5| MASTERPLAN OPPORTUNITIES

6.10.5.1 Public Realm Framework

The following outlines a list of specific landscape opportunities listed in response to the public realm framework established by Gehl Architects:

Urban Concepts

- Reinforce links between Central Coburg and Merri Creek via two major green links across Bell street (champ street, Leisure trail)
- Utilise where possible the permeable street network to manage water flows and harvesting.
- Use landscape elements to reinforce "layers of history" and integration of new development within Civic Precinct, to Pentridge and Merri Creek.
- Identify small short term / temporary landscape projects to assist catalyse change and achieve cohesion earlier in the regeneration process.

Connectivity

- Utilise landscape elements to reinforce the overall legibility of the precinct including any "natural" elements (water/topography) and links beyond precinct edges
- Utilise landscape to reduce dividing effect (perceived) of major barriers such as Bell Street

Public Spaces

- Design to be robust – increased usage
- Designed to create a finer grain of green within the centre.
- Design for shared use of publicly owned land
- Designed optimum water harvesting and reuse
- Designed with green elements to moderate the mircro climate

Identity

- Develop in response to the needs of a diverse number of community groups and activities
- Retaining culturally significant landscape structures and/or elements where appropriate
- Design for custodianship through the engagement of community the design and management of space.
- Design for adaptation over time
- Build on Moreland's ESD leadership/reputation by developing a measurable precinct wide response to ESD as a national/international pilot project. Use this to market Coburg as the place to be to do "green" business and live sustainably.

Community

- Use landscape as a reason to meet: community gardens and landscape focused events.
- Use landscape as a means of engaging community in the regeneration process and reinforce the idea that change can be positive.

Implementation

- Identify barriers to implementation: negotiate street space management and use
- Utlise the principles of "Green Infrastructure" inclusive of the human use of places.
- Utilise placemaking strategies discussed by PPS & Place Partners to harness community energy and engagement in the implementation & management of the new green infrastructure.

6.10.5.2 Landscape Strategy

The key landscape opportunities have been summarized in the following diagram.

The strategy aims to:

- Build on the work undertaken in the Coburg 2020 Structure plan through the concept of Networks of Green
- Use this concept to assist deliver Moreland's ESD aspirations over the longer term by developing a pilot project
- Reinforce this idea through the principles of "Green Infrastructure" and using the concept of GI to position Coburg as a catalyst for changing state/metropolitan infrastructure approaches.
- Reinforce the social/cultural aspects of Green Infrastructure by linking its delivery to place-making approaches and community (political) engagement.

6.10.6| RECOMMENDATIONS

Baseline analysis:

It is recommended that the following additional baseline analysis be undertaken to inform the spatial master plan:

- Urban Ecology: It is recommended that a more detailed Flora and Fauna assessment be undertaken for the investigation area by suitably qualified consultants, to establish a baseline position for ESD measurement and development of the strategy.
- Landscape Character Assessment: it is recommended additional detail mapping be done of the nature and distribution of vegetation with the study area to inform future master planning and decision making.
- Cultural Landscape Assessment: it is recommended that the cultural significance of vegetation largely within the Civic precinct is undertaken by suitably qualified consultants.

ESD Strategy:

Based on emerging methodologies internationally and nationally, it is recommended that the aspiration for "best practice' ESD within Coburg be addressed

- at the precinct scale and include social and cultural measures including community health and wellbeing
- by considering the Coburg Initiative a national pilot in the development of a precinct scale rating system and seeking national assistance/partnership with the Green Building Council and/or a national policy leader such as the Built Environment Industry Innovation Council.
- By working with Council Open Space and Asset management staff to establish landscape specific goals in relation to emerging practice internationally for example: Green Infrastructure guidelines, the Sustainable Sites Initiative in the US, and Cabe Spaces approach to public space design, delivery and management.

Landscape Strategy:

It is recommended that the master plan/ spatial strategy be developed with landscape input at multiple scales:

- Addressing broader issues of catchment and connectivity beyond the Coburg Initiative focus area to achieve both the ESD and place-making objectives.
- Assisting negotiating outcomes and developing design solutions in more detailed focus areas centred on the street network and movement corridors.
- Assisting develop an optimal balance of landscape and building within a restructured Bridges Reserve/ City Oval precinct.
- Assist in identifying shorter term placemaking/ catalyst projects where there are landscape/environmental issues and opportunities to engage with the Coburg community.
- Developing an ongoing resource of "green" technologies that could assist integrate landscape opportunities within buildings.

6.10.7| APPENDIX – STRUCTURE PLAN REVIEW

Central Coburg 2020 Structure Plan Review

The following outlines a brief review and interpretation of the Central Coburg 2020 Structure plan – Vision and Sustainability from a Landscape perspective

Vision: and desired outcome	*Master plan: Landscape response*
" Coburg is linked with networks of green space"	*Many of these links exist beyond the Coburg Initiative investigation area, however they form an important strategic context to the development of local landscape designs*
Make Coburg a greener, leafier place	*This can be achieved my more planting, retaining existing mature vegetation, or making vegetation more visible*
Improve the quality and diversity of open space	*This is distinct from quantity of open space as a measure*
Improve access to open space	*Current access to open space is limited by* - *restriction of use (Coburg City Oval, other publicly owned land is fenced off for specific uses and user groups* - *poor location: "left over space" or temporary use of infrastructure reserves* - *poor interface with surround buildings/activities making them unsafe or undesirable*
Tree planting will contribute to Moreland's greenhouse reduction targets	*This contribution will need to be measured to within the context of a range of GHG reduction initiatives.*
Sense of Place	*Master plan: Landscape response*
Changes in2nd half of 20th Century have resulted in erosion of centres identity and attractiveness as a social and economic hub	*This includes both the built character and landscape* *-expansion of car parking and bitumen surfaces off Sydney Road* *- widening of Bell Street/ erosion of Civic Precinct*
Valued character in remnant boom era shops on Sydney Road and civic and institutional complexes and buildings	*this may include landscape elements of original building settings*
New sense of place to build on and enhance this character	*assessment needs to be made of what landscape elements are considered of value*

Identified Environmental issues/ opportunities:	Master plan: Landscape response
While predominantly a built up urban area, Central Coburg also comprises pockets of natural environment that play a significant role in maintaining human spiritual and physical wellbeing.	recognise and enhance the social "human spiritual and physical well being" role of landscape ("nature")
Green spaces include Coburg City oval and McDonald reserve, along with private gardens, landscaped areas, and planted streetscapes, serve to break up the hard built form, providing increased permeability and natural filters for Moreland's air, land and waterways. They also provide shade and shelter, habitat, and relief from the hustle and bustle of life.	recognise and enhance the environmental role of green spaces within both the public and private realm. Utlise landscapes potential to mediate the micro climate for human inhabitation and provide habitat for fauna
Benefits from proximity to the Merri and Moonee Ponds Creeks which are recognised as regional habitat corridors and as part of the regional open space network for recreation.	Recognise the strategic opportunities provided by Central Coburg's proximity to Merri creek, in terms of "sense of place", recreation, and ecology.
Storm water management is critical: All stormwater in Coburg drains to the Merri Creek via the Harding Street main drain which is operating at capacity.	Exploit landscape opportunities to better manage storm water east west through the site.
Central Coburg has a number of identified areas where soils are eroded and/or land is contaminated.	Need to confirm location of contamination, potential landscape role in mitigation?
Urban Heat Island Effect: enhancing green landscaped areas, consolidating asphalt car parking areas, incorporating WSUD into car park and road network redevelopment, encouraging roof design that minimises heat absorption.	Need to identify best means of suite of techniques to reduce urban heat island effect. Need to recognise that there will be limits to quantity of ground level green open space in the longer term.
Environmental sustainability Objectives	**Master plan: Key landscape opportunities**
- Healthy Waterways and efficient water use - GHG reduction - Clean air - Enhanced biodiversity - Healthy soil - Efficient materials use and waste minimisation	- WSUD - On site stormwater collection, treatment and reuse - Use of alternative water supplies for open space irrigation - Appropriate landscaping to minimise water us and increase permeability - Use of renewable energy sources in public realm - Promoting sustainable transport options through widened footpaths and more permeable network - Increased streetscape planting where appropriate - Improved public/private open space provision and vegetation outcomes - More street trees - Maximising weed management and habitat vegetation
Social sustainability Objectives	**Master plan: Key landscape opportunities**
- optimising the use of public space for informal leisure and social interaction - providing opportunities the expression and integration of cultural heritage and identity - optimising pedestrian and cycling connectivity of the centre with surrounding areas	- open space landscapes to accommodate/ encourage social interaction - design opportunities to express cultural heritage and identity. - Connecting the Coburg Initiative area to its surrounds through landscapes for walking cycling.
Economic Sustainability Objectives	**Master plan: Key landscape opportunities**
- maximise local employment opportunities - attracting "sustainable" businesses - provision of "sustainable" infrastructure	- consideration of the public realm/ landscape as integral part of "sustainable infrastructure" - making "sustainability" initiatives visible with the public realm/landscape as part of Coburg's identity and attractor of business.

7

DRAFT

7 | infrastructure and services

PREFACE

This chapter has been prepared by Aurecon to guide the development of the master plan of the Coburg Initiative with regard to infrastructure and service provision. It has been prepared based on the requirements of the Moreland City Council (MCC), discussions with the Coburg Initiative expert panel, local and state requirements, international and local benchmarks and analysis of the project requirements.

There was no Investment Logic Map [ILM] created for the infrastructure aspects however it was seen as appropriate to review the existing conditions and provide comment on opportunities and constraints with regard to infrastructure aspects to assist in guiding the formulation of The Coburg Initiative. Given the specialized nature of the engineering related to the analysis of existing services and future opportunities, there was no specific feedback or comments from the Moreland City Council expert team.

7.1 | EXISTING CONDITIONS

- Location and supplier of existing services
- Capacity of the existing services
- State/ conditions of the existing services

LEGEND

ITEM	EXISTING
WATER	— — W —
PROJECT BOUNDARY	— — —

PRELIMINARY
NOT FOR CONSTRUCTION

Rev.	Date	Revision Details	Drn	Ver.	App.
01	19.03.09	PRELIMINARY ISSUE	RB		

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Project: COBURG INITIATIVE

Drawn / Signed / Date
Designed / Signed / Date
Verified / Signed / Date
Approved / Signed / Date

Drawing Title: INFRASTRUCTURE SERVICES WATER SUPPLY

Project No. 38580.002

Scale 1:2000@A1 1:4000@A3

Sheet Size A1

Drawing No. SKC 010

Rev. 01

7.1.1| POTABLE WATER SUPPLY

The authority responsible for the water supply is Yarra Valley Water (YVW). The Coburg Initiative area is currently located in the Gaffney Pressure Reduced Water Supply Zone (Top Water Level 112 metre), which is soon to be in the Preston Pressure Main Area (Top Water Level 112 metre), where the principle supplies to the zone are (refer Fig.1 below):

- The M118 (DN 300mm) main, along the north side of Bell St.
- The M5 (DN 750mm) main, fed off a Pressure Reducing Valve at Preston Reservoir,
- The DN 375mm in Cope St is fed off the DN750mm to supply the area to the south,
- A DN 225mm main feeds off the Cope Street DN375 into the Coburg Initiative area. This DN225 also connects back to the M118 at the intersection of Sydney Road and Bell St.

The locations of other existing potable water supply services within the Coburg Initiative are shown in SKC010, and include:

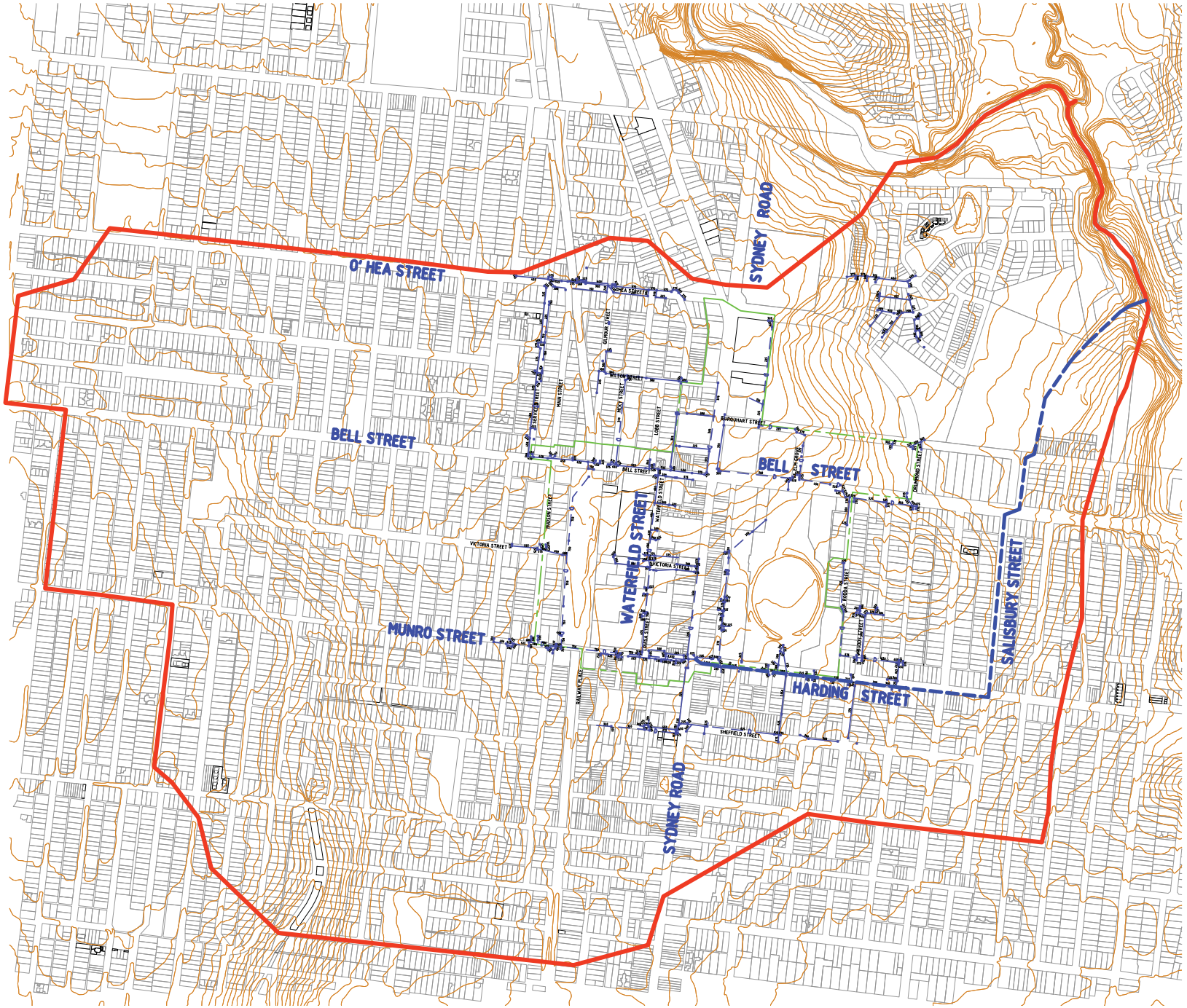
- 100mm dia Cast Iron Cement lined (CICL) pipe along Louisa Street had increased to 150mm dia CICL
- 150mm dia CICL pipe along Munro Street
- 80mm dia Cast iron (CI) pipe along Victoria Street had increased to 150mm dia CICL
- 100mm dia uPVC pipe along Russell Street
- 100mm dia CI pipe along Harding Street (east side of Sydney Road)
- 100mm dia CICL pipe along south side of Bell street (east side of Sydney Road)

Fig. 1 –Water supply Mains.

The details relating to the existing capacity and condition of the existing water supply could not be confirmed by Yarra Valley Water. Discussions have indicated that the water supply is adequate for the existing demand and Yarra Valley Water has engaged a consultant to analyse, evaluate and report on the condition of the existing water supply infrastructure. This report will not be ready till the latter part of April 2009, and will be available to Moreland City Council. For the purpose of this report the findings are not available.

Once indications of future development requirements are established these figures will need to be conveyed to Yarra Valley Water.

Melbourne Water are currently undertaking some works relating to the replacement of the M9 water main which is located north of Gaffney Street and passes under Merri Creek just north of Carr Street. Even though this is outside of the study area, the work is a part of the major upgrade works to the northern Melbourne water supply area.



LEGEND

ITEM	EXISTING
DRAINAGE	
DRAINAGE PIT	
PROJECT BOUNDARY	
CATCHMENT BOUNDARY	

7.1.2| STORMWATER DRAINAGE

The stormwater drainage assets in the area are the responsibility of Moreland City Council. The catchment is mainly residential and commercial, except for the Coburg Cricket Ground and McDonald Reserve. Council owns and maintains approximately 509kms of underground drainage pipes and 17,700 drainage pits, with the average age of these assets around 60 years.

There is a major underground drainage pipe (Harding Street Main drain), which collects runoff from most of the area, and is managed by Melbourne Water. The Harding Street Main Drain catchment covers 175 hectares, starting west of Sydney Road and covers the area between O'Hea Street and Munro Street. Existing drainage pipes are also found in the following locations (shown in SKC020):

1) Bell Street – west of Sydney Road there is drainage on both sides of Bell Street, varying from 375mm dia pipes to 600mm dia pipes which drain to Waterfield Street. East of Sydney Road, the pipes are on the north side of Bell Street varying from a 300mm dia pipes to 525mm dia, draining to the east.

2) Waterfield and Louisa Street – a 600mm dia drain is located on the west side of the road, taking flows from the south of Bell Street and directing these into a 675mm dia drain in Louisa Street. At the intersection of Munro Street, these flows along with flows from the west are directed to a 1050mm dia drain on the south side of Munro Street. These flows ultimately discharge into the 1200mm dia Melbourne Water Harding Street Main Drain.

3) Sydney Road – drainage is located on the west side of the street just north of Victoria Street, utilising a 450mm dia pipe, draining south into the 1050mm dia Munro Street drain. Half of the Victoria Street flows are also collected with the flows into Sydney Road, where the general fall of Sydney Road is north to south. To the east of Sydney Road, the Rodda Street area is drained via 300mm dia pipes grading south into the Harding Street Main Drain.

LEGEND

ITEM	EXISTING
DRAINAGE	
DRAINAGE PIT	
PROJECT BOUNDARY	

Rev.	Date	Revision Details	Drn	Ver.	App.
01	19.03.09	PRELIMINARY ISSUE	RB		

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Client: EQUISET

Project: COBURG INITIATIVE

	Signed	Date
Drawn		
Designed		
Verified		
Approved		

Drawing Title: INFRASTRUCTURE SERVICES STORMWATER DRAINAGE

PRELIMINARY
NOT FOR CONSTRUCTION

Project No. 38580.002

Scale 1:2000@A1, 1:4000@A3

Sheet Size A1

Drawing No. SKC 020

Rev. 01

To the west of the rail line, there is a significant area which drains into the 750mm dia pipe in Hudson Street, and then drains south where together with existing flows this is collected in the 750mm dia drain in Munro Street.

From the study carried out by SKM for Council, being the Waterfield St Drainage Study, the existing drainage system has been identified as being under capacity in the following areas:

- The maximum capacity of nearly all of the pipes is less than the 5 year Average Recurrence Interval (ARI);the capacity in Munro Street is greater than 5 year ARI and in Victoria Street, McKay Street and Service Street drainage systems is less than 1 year ARI. The Sydney Road / Bell Street drainage system has slightly less than 1 year ARI capacity,
- Upstream of the railway on Munro Street there is potential flooding of residential properties,
- Major flows are directed along Waterfield Street and Louisa Street and then along Munro Street,
- Ponding and uncontrolled overland flow across the car park west of Waterfield Street and north of Victoria Street,
- Bell Street railway crossing where there can be uncontrolled flow,
- Downstream of the Melbourne Water Corporation Harding Street Main Drain where storm events of 1 in 100 year capacity may result in nuisance flows and flooding incidents along Bell Street.

Councils Drainage Asset Management Strategy (report 2006), identified a number of issues, including:

- Many assets have reached the end of their expected life and will need replacing over the next 25 years.
- Many areas are high density development making it difficult to create retarding basins and overland flow paths,
- Continued property development has resulted in construction on overland flow paths,
- Not all properties discharge to piped drainage systems,
- Limited capacity of downstream Melbourne Water drains,
- Inconsistent drainage standards throughout municipality,
- A major area subject to overland flooding is along the Harding Street route,

The report also listed strategies and actions for:

- Further refining and improving the maintenance programme,
- Flood mitigation by upgrading 50% of pits within the next 10 years, and upgrading 30% of under capacity pipes with a prioritized timeframe,
- Design standard actions relating to pits, drains, roadways and footpaths to facilitate overland flow and improved water collection,
- Water quality and environmental protection actions by implementation of local laws, pollution trap measures, wetlands, retarding basins and water retention devices
- Implemention of sustainable actions with policies, special charge schemes, grants,
- Land use planning actions such as Development Contributions Plans,
- Education and improved awareness of residents with flood affected areas and minimising pollutants entering waterways,

LEGEND

ITEM	EXISTING
SEWER	S
PROJECT BOUNDARY	

PRELIMINARY
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Drawing Title: INFRASTRUCTURE SERVICES SEWER

Project No. 38580.002

Scale 1:2000@A1, 1:4000@A3

Sheet Size A1

Drawing No. SKC 030

Rev. 01

7.1.3| SEWERAGE RETICULATION

The authority responsible for the sewererage reticulation is Yarra Valley Water (YVW). The Coburg Initiative area is currently located in the Merri Creek - Preston Sewer Catchment Area, which drains to the east and then south through the DN 525mm (nominal diameter) Melbourne Water owned Merri Creek Main Sewer. The principal outlet zones are shown in Fig.2.

Existing sewerage reticulation pipes are found in the following locations (refer also SKC030):

Fig. 2 – Sewer Main flow directions.

Bell Street – to the west of Sydney Road there is a sewer on the north side of Bell Street, being a 225mm diameter vitrified clay (VC) pipe. This sewer main collects sewage from upstream reticulation sewers from the west including Ross Street, Waterfield Street and Lobb Street. This sewer main crosses Bell Street (north side) in the eastly direction. Outside of the study area, the sewer main increases in size from a 300mm diameter pipe to 525mm diameter pipe, connecting to the Merri Creek Main Sewer.

Waterfield and Louisa Street – the 225mm dia VC sewer is located on the east side of the road, taking flows from the south of Bell Street and directing these into a 225mm dia sewer on the west side of Louisa Street, which also collects sewage from the west side of Victoria Street. At the intersection of Munro Street, these flows from Louisa Street along with flows from the west of Munro Street are directed along the 225mm dia VC sewer on the south side of the road. This flow ultimately discharges into the 225mm dia VC sewer draining east on the south side of Harding Street.

To the west of the railway line, the existing 225mm dia sewer in Hudson Street drains south and connects with existing flows from the west, to drain to the 225mm dia VC sewer in Munro Street.

Sydney Road (south of Victoria Street) – utilising a 225mm dia VC pipe, the shopping centre sewage is collected along Victoria Street where flows are directed south. As the general fall of Sydney Road is north to south, the 225mm dia VC sewer in Sydney Road discharges into the Munro Street 225mm dia VC sewer which connects to the 225mm dia VC in Harding Street. North of Victoria Street, the 225mm dia VC sewer is located on the east side of the street and diverts east into Dunns Lane, then on the west side of Russell Street before discharging into the 225mm dia VC sewer in Harding Street and connecting to the Bell Street sewer main via a 300mm sewer in Belgrave Street.

The details relating to the capacity and condition of the existing sewers has not be advised by Yarra Valley Water at this stage, as it has engaged a consultant to analyse, evaluate and report on the condition and capacity of the existing sewer infrastructure. This report is not available till the latter part of April 2009.

The Northern Sewerage Project (NSP previously called Northern Diversion Sewer) is not located within the study area, but is located west, east and north of the study area. This project connects to a number of large sewers including Bell Street West Diversion Sewer which is located along the south end of Bell Street. The completion date for these works is currently listed as June 2012, and has a project value of $650 million.

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Approved	Signed	Date

Drawing Title: INFRASTRUCTURE SERVICES GAS

Project No. 38580.002

Scale 1:2000@A1 1:4000@A3

Sheet Size A1

Drawing No. SKC 040

Rev. 01

Drawing name: F:\multi\38580 Coburg\002\CAD\Drgs\Civil\38580-002-SKC-040-GAS.dwg

7.1.4| WATER SENSITIVE URBAN DESIGN

Moreland City Council has developed an integrated water management action plan under the document title, Watershed. Council has a long-standing commitment to natural resource conservation and environmental protection, including the rehabilitation and maintenance of the local waterways. Water consumption has been identified as being predominantly residential (80%), with both the residential and corporate (Council) use decreasing in the last ten years.

Moreland Council has set up a Storm Water Management Plan (SWMP), which was an initiative of Council to address areas such as sediment and erosion control, gross litter trapping, water sensitive urban design (WSUD), nutrient management and environmental education.

Council implemented its Storm Water Management Plan, and since 2001 the plan has been reviewed every three years with emphasis on the following:

- Sediment and erosion control,
- Gross litter trapping,
- Water sensitive urban design,
- Nutrient management
- Environmental management,

The Watershed targets identified by Council include water conservation by both the community and Council as well as water quality improvement including increased water reuse. At present, a minimal amount of water is re-used within the Council.

The Watershed Action Plan outlines the following parts:

- Corporate Water Conservation – to reduce the total water consumption of Council, increase alternative water sources, increase staff awareness and knowledge of water conservation, reduce open space high water use such as on the City Oval and De Chene Reserve as well as high water use in buildings and recreation centres.

- Community Water Conservation – to reduce water use via changes in behaviour and increased uptake of water efficient goods and services.

- Corporate and Community Water Quality – the quality plan includes sediment and erosion control, gross litter trapping, herbicide pesticide and fertilizer use, water sensitive urban design, nutrient management, environmental management, wastewater use, groundwater management, swimming pools and acid sulfate soils.

7.1.5| GAS

The supplier of gas services to the area is SP Ausnet (refer also SKC040).

The locations of existing services are;

- Bell Street – an existing 63mm dia high pressure (HP) gas main is located between Sydney Road and the raiwayl crossing
- Sydney Road – to both the north and south of Bell Street, both sides of Sydney Road is an existing 63mm dia HP gas main,
- Louisa Street - on the east side there is an existing 63mm dia HP gas main, in Waterfield Street on the west side there is an existing 63mm dia HP gas main,
- Russell Street– east side there is an existing 63mm dia HP gas main,
- Munro Street - north side there is an existing 63mm dia HP gas main,

SP Ausnet has confirmed that the capacity of the existing supply system is adequate for the needs of the current users and that the network can supply approximately 18,000 MJ/h at present. Nearly the entire area is serviced by high pressure 63mm dia gas mains which were grid tested in 2008 and found to be operating satisfactorily with no augmentation required or foreseen in the next five (5) years. Any future impact on the existing network would depend on anticipated growth in users and load demands. The existing gas services in Sydney Road were upgraded less than five (5) years ago. There is a 300mm dia low pressure (LP) gas main in Bell Street along the north side between the railway crossing and Sutherland Street, which is not programmed for augmentation.

Within Sydney Road, the above mentioned HP gas main are offset, but the 'black boxes' within the street which house the meter regulator are installed nearer the property boundary lines.


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7.1.6| ELECTRICITY

- Location and supplier of existing services

Jemena (formerly Alinta) owns the network distribution infrastructure in the Moreland city council area. Any modification or upgrade to the HV (High Voltage) distribution infrastructure is the responsibility of Jemena in conjunction with the developer. Moreland city council may become involved with planning permission for any HV network upgrade works associated with the redevelopment.

- Capacity of the existing services

Coburg South Zone Substation on the corner of Hudson and Victoria Street supplies power to the local distribution network in the immediate area to be redeveloped. The substation currently has 2 x 30MVA transformers with provision for a third transformer.

According to Jemena the existing HV distribution infrastructure currently has no capacity problems. Any planned development will need the involvement of Jemena from an early stage to ensure they take into account any increase in power demand future development of the area to cope with any capacity increases in the area. Jemena will need to be involved from the outset in their network planning role to input data from the expected load growth demand. The expected load growth demand will be the primary driver for Jemena to perform any necessary network upgrades.

- State/ conditions of the existing services

The Coburg South Substation on the corner of Victoria Street and Hudson Street was rebuilt in the recent past, and should be serviceable for many decades to come. The existing pole and underground services are suitable for distributing power to the existing area, and are maintained by Jemena as the asset owner. Jemena has a program of ongoing maintenance and upgrades to ensure their network is serviceable at all times.

In 2000 Connell Wagner was involved in a project to de-clutter the wiring along Sydney road in conjunction with the Moreland city council and AGL. The project was implemented through the Aerial Bundling Cabling (ABC) and was undertaken initially in a small section of Sydney road. This project was subsequently expanded to include large sections of Sydney Road and the works have also encompassed Harding Street to Bell Street. This project removed large amounts of aerial clutter from the area, any further opportunities for the removal of pole mounted cabling from the area are now limited due to the tram overhead infrastructure along Sydney road.

7.1.7| TELECOMMUNICATIONS

- Location and supplier of existing services

The majority of the telecommunications services in the area are provided by Telstra and Optus through a combination of fixed line, cable and wireless technologies.

- Capacity of the existing services

Fixed line Telephones are available from all major carriers, as is ADSL 2+, cable and wireless communication, it is not expected that there will be capacity constraints with the additional housing proposed in the redevelopment study.

- State/ conditions of the existing services

The existing services are suitable for the development being proposed.

7.1.8| ROADS AND FOOTPATHS

Council has provided information relating to the Road Capital Works Programme, where there are programmed works that need to be considered. This information is only in draft form and all works would need to be confirmed prior to adoption or approval. Furthermore, Council undertakes road and footpath condition inspections every 3-4 years and these inspections may result in a change in priorities if original variables change eg. accelerated deterioration of the asset. As proposed development under the Coburg Initiative project becomes defined, Council will be in a better position to coordinate many of these works, which include:

1. Pavement rehabilitation / reconstruction including kerb and channel for Waterfield Road between Bell Street and Victoria Street, programmed for 2011/2012,
2. Resurfacing with a combination of heavy duty regulation and normal asphalt (30mm depth) for Hudson Street between Bell Street and Munro Street, programmed for 2014/2015,
3. Pavement rehabilitation / reconstruction, including kerb and channel for Hudson Street between Bell Street and Victoria Street, programmed for 2024/2025,
4. Asphalt resurfacing for Harding Street between Nicholson Street and Glenora Street and from Chambers Street to Sydney Road, programmed for 2011/2012,
5. Replacement of asphalt footpath on the left side of Louisa Street between Victoria Street and Munro Street, programmed for 2008/2009,
6. Replacement of kerb and channel with asphalt overlay for Louisa Street between Victoria Street and Munro Street, programmed for 2016/2017,
7. Replacement of concrete footpath on both sides of Munro Street between Loch Street and Louisa Street, programmed for 2010/2011,
8. Resurfacing with asphalt to the intersection of Rodda Street and the right of way, programmed for 2008/2009,
9. Resurfacing with asphalt in Russell Street between Harding Street and Bell Street, programmed for 2008/2009,

7.2 | OPPORTUNITIES AND CONSTRAINTS

7.2.1| POTABLE WATER SUPPLY

Details relating to the capacity and condition of the existing water supply has not been advised by Yarra Valley Water. Indications are that the supply is adequate for the existing development, but Yarra Valley Water did not provide more detail as it has engaged a consultant to analyse, evaluate and report on the condition of the existing water supply infrastructure.

Once indications of future development demand are established, these figures will need to be conveyed to Yarra Valley Water for its re-evaluation of supply capacity.

7.2.2| STORM WATER DRAINAGE

The study carried out by SKM for Council (Waterfield Street Drainage Study), indicated where the existing drainage system capacity has shortcomings and suggested augmentation options as identified in section 7.1.2.

Should funding be a constraint on Council to implement the drainage strategies, then suggested works include:

- Pipe augmentation along Munro Street (under railway);
- Retarding storage beneath car park to the north of Victoria Street, potentially reducing flooding in the Coburg Library area, by removing uncontrolled flow and ponding in the car park. Estimated cost of works is $20.4 million.

Should funding not to be a constraint on Council to implement the drainage strategies, then suggested works include:

- Pipe augmentation along Munro Street (under railway) with 1650mm dia drain to the intersection of Waterfield Street,
- Pipe augmentation along Waterfield Street with 1650mm dia drain,
- Pipe augmentation through the car park with 750mm dia drain,

The above proposals would provide a reasonable opportunity for reducing flood levels along Waterfield Street and the general library area, where the estimated costs of works is $4.8 million.

Consideration of litter traps and minimizing blockage to drainage systems was also recommended in the SKM report, as well as investigating developer drainage contribution schemes to implement works in the area.

Some methods of implementing such charges include:

- Initiate a Developer Contributions Plan and incorporating the plan into the Counci's planning scheme,
- Include the necessary charges as a requirement of planning / building permits within the study area,
- Where a development covers a location where drainage works are required, include the actual works as a requirement of building permits with the developer funding a proportion of the works equivalent to the contribution charges,
- prior to upgrading some of the local Council drainage, Melbourne Water would need to be upgrade the capacity of the Harding Street Main Drain,
- Council to encourage use of rain water tanks and WSUD in the flood affected areas,
- Develop guidelines to address on-site storm water management on any building re-development proposals,
- Explore borrowing options for the renewal of the high flood risk areas within the Coburg Initiative project to provide a benefit to the community,
- Lobby Melbourne Water for additional funds to address issues of under capacity for drainage within Harding Street and Munro Street,

As runoff coefficients are unlikely to be reduced by further redevelopment under the Coburg Initiative, utilization of measures identified in the WSUD section will help to decrease total runoff from the area by both detention of flows and retention coupled with re-use under potable water substitution schemes.

7.2.3| SEWERAGE RETICULATION

The construction of the Northern Sewerage Project (NSP) as mentioned in section 7.1.2, will divert flows from the existing Merri Creek Sewer Main and the adjacent Relief Sewer Main constructed to alleviate the Merri Creek Sewer Main. With the construction of the NSP, both of these mains may potentially alleviate capacity issues resulting from increased sewerage loads from development of the Coburg Initiative area (refer Fig.3).

7.2.4| WATER SENSITIVE URBAN DESIGN

Water Sensitive Urban Design provides an alternative to the traditional conveyance approach to storm water management. The concept is based on formulating structural plans for urban development that incorporate multiple objectives for storm water management. WSUD encompasses all aspects of integrated water cycle management, including the harvesting and / or treatment of storm water and wastewater to supplement non-potable water supplies. The aim of WSUD is to minimise the impact urbanisation has on the natural water cycles.

Stormwater management is a subset of WSUD with flood control and water quality objectives. WSUD intrinsically links urban design, landscape architecture and storm water management infrastructure.

WSUD requires the integrated adoption of Best Planning Practices (BPP) and Best Management Practices (BMP). Best Planning Practices (BPP) involve the combination of site analysis, land capacity assessment and development of a land use plan. Once the site layout is set, determination of changes in stormwater runoff and pollutant loads is required to assist with the selection of appropriate structural and non-structural BMPs.

BPP involves consideration of the following land use planning techniques and concepts in order to optimise the opportunity for implementing water sensitive urban design into the development:

- Public open space layout
- Road alignments and streetscape
- Subdivisional lot layouts

For Council to utilise WSUD to its full potential in the development of the Coburg Initiative, the areas highlighted in the Council's Watershed report (as referred in section 7.1.4) should be implemented to maximise the value of the stormwater to the community and to minimise the impact of urbanisation of this area on Merri Creek and the existing environment.

There is a variety of alternatives available for incorporating WSUD into a building project including:

- Bioretention planter boxes
- Bioretention pits
- Roof garden
- Permeable pavements
- Rainwater tanks
- Resurface playing fields (which are still high water consumers) with warm season grasses, including the consideration of appropriate grasses
- Use water sensitive specific planting according to water requirements
- Install rain gardens for retarding water flows and creating opportunity for storage
- Install rainwater tanks for toilet flushing
- Consider the use of grey water for garden irrigation
- Investigate options for alternative water suppliers for all water uses eg. commercial sources, stormwater
- Gross litter trapping

7.2.5| GAS

Even though the gas authority (SP Ausnet) has indicated that additional residential and commercial loads can be supplied by the system, these will be subject to the evaluation of these future connections prior to any development.

There are opportunities for co-generation in the area to produce electricity, whereby the electricity can be used and or returned into the grid system. Advice from SP Ausnet indicates that this depends on the co-generation load and location. This opportunity will require making more information available to SP Ausnet for further evaluation.

In general, the peak daily demands occur in the evening between 6pm and 8pm and in the morning from 6am to 8am on a weekday between June and August. In relation to overall "peak" gas supply, the timeline as to when this is reached cannot be given as there is ongoing research and exploration into potential gas deposits along the south and west coasts of Australia which will determine the continuity of supply in the long term.

There is opportunity for co-generation within the Coburg North area, where SP Ausnet have a capacity of approximate 55,000 Mj/h which can be supplied if connected from large diameter mains in Newlands Rd and Murray Rd.

7.2.6| ELECTRICITY

- Existing capacity / constraints

Opportunities to upgrade the capacity of the HV infrastructure in Coburg will be available during the redevelopment program. Jemena are responsible for ensuring there is sufficient power supply available to the area for all development activity, and as long as they are involved in the planning phases there are few constraints which can be foreseen.

Jemena have stated that there are no capacity constraints in the existing network, which indicates there is a lot of scope to increase the existing local power demand. Initial talks indicate the capacity to double the amount of power into Coburg is possible.

- HV upgrade

Upgrading of any HV infrastructure for the project will be undertaken by Jemena in consultation with Council and the developer. Depending on the type of HV assets to be installed into the development, either as Low Voltage (LV) customers or HV customers, the infrastructure is owned and operated by different companies. As low voltage customers the HV assets are owned and maintained by Jemena, but as a HV customer they will be owned and operated by the asset/building owner.

Becoming a HV customer is desirable if the site load requirements are larger than 3MVA, as the supply cost of power can be cheaper above a certain demand threshold.

- Co-generation

Cogeneration projects are a good means of reducing carbon emissions, and can significantly increase the potential building (Australian Building Greenhouse Rating) ABGR for any development.

There are many available cogeneration technologies which may be employed on the project:

- Solar
- Wind (noting capacity limitations in built up environments)
- Biogas with heat recovery
- Natural gas with heat recovery
- Fuel cells
- Low temperature Geothermal

VARRI (Victorian Advanced Resource Recovery Initiative) project is a State Government initiative to utilise much of the organic waste currently put into landfill in the greater Melbourne area. There may be opportunities for the city of Moreland to house one of these facilities, however there are also going to be constraints for the area with this type of project such a odour, transport congestion, space requirements etc..

On 10th June 2008 Coburg was announced as the 6th City to be involved in the solar cities project by the Federal Government. The intent of this project is outlined in the ESD report .

All cogeneration options should be considered on the basis of environmental factors, capital cost, running cost, community benefit and lifespan. It will be necessary to negotiate any cogeneration with Jemena as they will require modelling to establish that any proposed cogeneration system will not make the entire localised network unstable.

Any cogeneration system greater than 30kVA capacity, requires an embedded generation agreement contract with Jemena prior to connection. The fault level of the network will also need to be considered for any cogeneration connection with an absolute limit of 13.1kA for the 22kV network.

Running a distributed cogeneration network within the municipality is not a feasible option for the project as Jemena owns the distribution network within the area. The distribution licences for the transmission of power into metropolitan areas were purchased by companies when the government sold the SEC. In order to distribute power Moreland would have to set up an additional distribution network within the area which is costly and would duplicate the infrastructure already in place. Transmission of power within one property is possible whereby the council could have a single metering point for external power, and then control the internal metering system. This would involve the setup of a suitable billing system.

External transmission of power should rely on the existing network through agreements with the infrastructure owners and retailers.

- Undergrounding

Jemena have already undertaken substantial works to de-clutter the streetscape of HV cabling in Sydney Road. Initial discussions with them indicate there is no much more which can be achieved along Sydney road as the overhead system is needed for the trams.

Opportunities for the undergrounding of overhead powerlines will be possible during the project. The streets in which the powerlines may be undergrounded are:

- Victoria Street near Safeway
- Louisa Street at the North end
- Waterfield street
- Russell Street
- Hudson Street

Any undergrounding opportunities will need to be discussed with Jemena, the cost to undertake these kinds of works will depend on the level of customer contribution, the age of the asset and the type of undergrounding being undertaken. Forward planning for this work will need to include Jemena following the master planning stage to determine what works are to be included in the final project brief.

7.2.7| TELECOMMUNICATIONS

Technology advancement today is moving at an incredible pace, and the ability to keep up with these changes provides a lot of opportunities. There is an expectation that IPTV (Internet Protocol Television) will become the biggest user of bandwidth on the internet within the next decade. As internet speeds increase there will be a large take up of on line television services which could also be offered in HD (High Definition). Within the Coburg redevelopment zone there is the possibility to deploy the highest data capacity infrastructure available.

- Capacity of existing network (copper / fibre optics)

Capacity is available on both the fixed line copper network as well as the optic fibre Cable network. It is not expected that the proposed redevelopment will require any significant planning with the telecommunications carriers to ensure service availability.

- Upgrade proposals

Telecommunications companies continuously upgrade their equipment as telecommunications is on the cutting edge of technology. In addition the implementation of the proposed federal broadband policy should see dramatic increases in speeds made available over the next few years.

- Particular note should be made that Telstra has announced its intention to roll out high speed (HFC) internet access to Melbourne prior to Christmas 2009 offering speeds of up to 100Mbps. This could be deployed via underground, or above ground cabling.
- In addition, the imminent announcement of the "winning" bid for the Federal Governments "National Broadband Network", is likely to present pressure on local governments to provide access throughout municipalities for new infrastructure, either above, or below ground.

- Data transfer

Data transfer is currently available up to 20 megabit per second is available through both Cable and ADSL2+, with the implementation of the new proposed broadband technology there will be speeds of up to 100 megabit per second.

- The development should look at FTTH / FTTB (Fibre To The Home / Business) to provide higher bandwidth.
- Integration of both fixed line and wireless technologies will provide service redundancy for consumers allowing high levels of availability

- Alternative technologies (wireless)

Wireless technology is already widely available in Coburg and fast data transfer speeds are achievable with a good signal strength.

- WIMAX (Worldwide Interoperability for Microwave Access) will have speeds of up to 70Mbit, and in the near future will be available to most customers.

Councils need to be prepared to work with the incumbent telecommunications suppliers in a constructive manner to ensure that this infrastructure can be deployed in such a way that the impact (visible etc) is acceptable to the community whilst providing state of the art technology delivery.

7.2.8| ROADS AND FOOTPATHS

Once the Coburg Initiative project is defined, Council will be in a better position to coordinate many of the drainage and road works which are required and include pavement rehabilitation / reconstruction, kerb and channel works.

Items that would consequentially also improve drainage include :

- Develop a footpath policy that reduces the width of impervious surfaces where opportunities exist,
- Explore options of increasing permeable surfaces as part of road reconstruction / rehailitation,
- Liaise with VicRoads to ensure that all roads owned and maintained by the road authority meet current criteria to act as overland flow paths during storm events of 1 in 100 years ARI,

8

DRAFT

8 | geotechnical information

PREFACE

This chapter has been prepared by Aurecon to guide the development of the master plan of the Coburg Initiative with regard to geotechnical information. It has been prepared based on the requirements of the Moreland City Council (MCC), discussions with the Coburg Initiative expert panel, local and state requirements, international and local benchmarks and analysis of the project requirements.

There was no Investment Logic Map [ILM] created for the geotechnical aspects however it was seen as appropriate to review the existing conditions and provide comment on opportunities and constraints with regard to the geotechnical make up of the precinct area to assist in guiding the formulation of The Coburg Initiative. Given the specialized nature of the engineering related to this chapter, there was no specific feedback or comments from the Moreland City Council expert team.

Figure 1 Indicative Extent of Geological Units superimposed on Existing Conditions

8.1| BACKGROUND BRIEF

Moreland City Council (MCC) has commissioned an integrated plan for the development of the Central Coburg area to be the shopping, living, employment and activity precinct in Moreland. Concepts include the following:

- Redevelop the existing railway station;
- Develop and upgrade existing roads;
- New station square;
- Build new shops, offices, hotels and restaurants;
- Construct underground parking;
- Construct new pedestrian footpaths and routes;
- Construct new laneways; and
- Construct leisure and recreation facilities.

The study area for the proposed development is located in Coburg, a near rectangular strip along Sydney Road crossing Bell Street as shown in outline on Figure 1.

As part of this initiative, MCC requires a geotechnical desktop study that will provide preliminary information for the feasibility study of the proposed development, outlining any geotechnical constraints on the construction of proposals such as underground car parks.

MCC has indicated that further geotechnical investigation that will include drilling boreholes might be required, but this work has not yet been commissioned.

8.2| GEOLOGY

The Geological Survey Plan of Victoria (Sunbury Sheet 1:63,360 Scale) indicates that two major geological units, Basalt (New Volcanics) and Siltstone (Silurian Age Melbourne Formation), underlie the study area.

The Newer Volcanics consist of Basalt of varying thickness overlying the Siltstone bedrock. Near the ground surface, the Basalt has been weathered by the elements to form a residual clay soil. The soil profile thickness has been found to vary considerably within a relatively short distance but is typically within the range of 1 m to 3 m below ground surface.

The Silurian Siltstone forms the basement rocks of the region with occasional outcrops to the surface. The landscape of the Silurian age was largely buried by the later Basalt, which flowed along and filled the former valleys. These buried valleys are termed palaeovalleys. The bases of the palaeovalleys will contain sands and gravels, which were the beds of the former water courses. However, in this area, these former beds are likely to be more than 50 m below the current surface. The Silurian rock has weathered by the elements to form a silty clay material near the current surface and also along the former surface, now buried beneath the basalt. The weathered zones tend to be deeper than in the Basalt, with a more gradual transition from soil to competent rock.

Other minor geological units in the area are Quaternary Age Alluvial and Colluvial deposits which comprise silt, sand and gravel material that have been deposited in recent geological time in low areas by the action of water and wind.

8.3| DISCUSSION AND CONSTRUCTION CONSIDERATIONS

The surface layer over Basalt rock is usually residual soil, a heavy clay material termed highly plastic, and highly reactive. Although the depth of the soil layer can vary significantly with a short horizontal distance, this clay is usually between 1 m to 3 m thick. Basaltic clay often contains remnants of solid rock in the form of Basalt floaters. The terms highly plastic and reactive describe the consequence its high amount of active clay minerals in the soil. These result in a high potential for shrinking with drying or swelling with wetting. This material can be difficult to handle during construction, particularly if wet. Where structures are founded on this material, either they need to be detailed to accommodate movement of the ground, or measures taken to limit the change in moisture content in the soil.

The Basalt rocks of the Newer Volcanics are generally found to vary from highly weathered rock to fresh rock (not modified by weathering). Vesicular rock is common at the top of each lava flow. This rock contains voids formed by the air in the lava as it solidified. Because of these voids, it is more prone to weathering than more massive rock. The fact that the Basalt is likely to be formed from several lava flows suggests that extremely weathered and residual soil strata might exist between layers of moderately weathered to fresh rock.

Geological mapping of the area, supplemented by recent investigations by Melbourne Water, indicates that the depth of the Basalt increases both towards the north and towards the west of the study area. Generally this depth increases more steeply to the west than the north. It is anticipated that the thickness of the basalt is up to 25 m thick at the western most boundary of the site. At the northern boundaries of the site, the thickness of the Basalt is inferred to be less than about 15 m. Greater depths have been encountered in adjacent areas outside the study area.

Typical foundation types for low level developments in the basaltic materials are pad or strip footings, founded at a minimum depth of 1 m or on rock because of the reactive nature of the clay material. Other footing options, such as concrete slab on ground, can be designed to be founded on the Basaltic clay. Bored piles or the structure extended to socket into rock can be adopted as footing options for heavier foundation loadings.

Roads, drainage and services works require careful planning to ensure satisfactory service performance as they are likely to suffer stress and, potentially, on-going maintenance problems resulting from movement in the basaltic clay, exacerbated if not detailed appropriately.

An important feature of the earthworks in Basalt is the sudden change from easy excavation in the basaltic clay to difficult excavation in variable Basalt rock. Consequently, the total cost of the project can be unpredictable, and high if excavation unexpectedly encounters rock at high level. It can be difficult during field investigations or during construction to determine whether exposed rock is the bed rock or a large floater.

Heavy excavating equipment might be able to excavate the upper levels of the Basalt rock where the rock is jointed sufficiently to allow it to be removed in blocks. However, heavy rock breaking equipment, or blasting if acceptable in the area, will probably be required to excavate the more massive rock material

Basaltic clay material can be reused for controlled filling under building and as backfilling of trenches, although it requires strict attention to the construction processes. The clays will be more difficult to handle and control than granular soils, which would have to be imported. It is useful for backfilling of trenches as the basaltic clay material is highly impermeable. However, the basaltic rock is unusable for site works as excavated, and is normally taken off site for disposal or taken to a crushing plants for reuse as crushed rock material.

It is estimated that approximately a third to a quarter of the study is underlain by the Silurian Melbourne Formation deposit. The rock of Silurian deposits, which forms the basement or the 'bedrock' of the area, consists mainly of interbedded siltstone and sandstone rock varying from fresh to extremely weathered with residual silty clay at the upper levels. The degree of weathering generally decreases gradually with depth from its surface. However, as this material is much older than the basalt, significant weathering can also be found in the rock immediately beneath the newer Basalt flows.

Silurian Siltstone would be expected to provide a suitable and competent foundation for major buildings. Shallow and deep foundations for small and medium sized buildings can be designed after a proper assessment of the strength and deformation of the rock to determine allowable bearing pressures. Spread footings and slabs are suitable for low level developments. Heavier loads might require piled foundations to mobilise the greater strength of the rock at depth.

Standard excavating equipment should be able to excavate extremely weathered to moderately weathered Silurian Siltstone. However, heavy rock breaking equipment, or blasting if acceptable, will probably be required to excavate the fresh rock material. The material is expected to be suitable for reuse as trench backfill, but this will need to be confirmed by sampling and laboratory testing.

Small zones on the eastern side of the study area could be underlain by the Quaternary Age alluvial or colluvial material. Standard excavating equipment should be sufficient to excavate the sand, silt and clay materials. As the alluvium materials might have low strength and be affected by ground water, it is anticipated that support might be required for excavation stability.

It is anticipated that foundation in these materials would need to accommodate lower bearing pressures than elsewhere in the study area and should be checked for the possibility of ground water effects.

The alluvial material would normally be suitable for reuse for fill in landscaping areas. Other uses will need to be investigated..

It is expected that the ground water level through the general area of Coburg is approximately 10 m below the surface. We have no information on the groundwater level in the colluvium. However, dewatering may be required if the groundwater level is near the surface and excavation is to be undertaken below the ground water level.

8.4| SUMMARY AND FURTHER INVESTIGATIONS

8.4.1| SUMMARY

The following points summarise the likely effects that the geological conditions will have on proposed developments in the Coburg Initiative scheme. There are no absolute geotechnical blocks on development, but some types or configurations of construction will encounter more difficult conditions if adopted. The most significant features are expected to be the shallow and varied depth to hard rock in the Basalt area and the reactivity of the basaltic clay.

Basements or excavations in the basaltic area might require excavation into hard rock if deeper than 2 m to 3 m;
Shallow foundations and pavements in the basaltic clays material will be affected by the swelling and shrinking associated with moisture change. However, this can be mitigated by appropriate detailing in the engineering design;
The Silurian surface clay is likely to be more stable under moisture change;
The Silurian Siltstone will grade to higher strength rock gradually and at greater depths than the Basalt. The rock strength is expected to be less than the Basalt rock strength.
Colluvial material is likely to have low bearing capacities, and might have a water table closer to the surface;
No problems are anticipated for the shallow foundations in the colluvial material except the inherent low bearing capacity; and
Attention will be needed in structural detailing should a building straddle the boundary between two geological units.

8.4.2| FURTHER INVESTIGATION

We consider that it is unlikely that any further field work at this stage will add to the general geotechnical model of that area, except at the point of investigation. Therefore, we would recommend that field investigation be deferred until more specific proposals are developed.

An exception to this would be if the feasibility of a proposal was particularly sensitive to the details of the geological strata, for example the depth to rock. In such a case, it would be necessary to instigate field work to determine the conditions that affect the design.

8.5| LIMITATIONS

This desktop study report has been prepared solely for the use in the Coburg Master Plan Initiative project in accordance with the brief as described above. This report has not been prepared for use by parties other than Equiset and its consulting advisers for this project.

The ground condition assessment presented in this report is based on the desk top study. A geotechnical investigation has not been undertaken for this assessment. Furthermore, there are always uncertainties about underground conditions as they vary with time, depth, and across a site. Therefore, the user of this assessment should be aware that the information presented in this assessment is limited, is approximate only and may not represent the actual ground conditions across the project site. This assessment has been prepared with the express intent of providing information as a guide only for the purpose of the feasibility study, and not for detailed design of the project. A geotechnical investigation will be required for the project to confirm and to better understand the ground conditions at the site.

Site investigations for foundation design usually employ both test pits and cored boreholes. Test pits provide greater information on variability, excavation stability, groundwater seepage and consistency. Core boreholes provide information on variability and obtaining samples from which to describe the materials and carry out laboratory tests.

Due to the natural variations in the Newer Volcanics within a small area, the thickness of layers and gradation of weathering could vary significantly. Statistically it is very unlikely that one or two boreholes drilled at the site will allow for accurate description of the subsurface conditions across the whole site to be made.

It is therefore suggested that a more detailed investigation consisting of additional boreholes and tests pits should be carried out across the site to better understand the site conditions and also design the foundations more accurately.

It is not possible for the reader to make a proper assessment of this report without a clear understanding of the terms of engagement under which the report has been prepared, including the scope of the instructions and the directions given to and the assumptions made by those who prepared the report. The report may not address issues that would need to be addressed if the particular intention, environment, circumstances, time requirements and brief are different from those for which this report has been prepared. This report may also make assumptions about matters which a third party may not be aware. It should not be relied upon or used for any other project or in a different set of circumstances and requirements without an independent and detailed review being carried out as to its suitability, relevance and accuracy. Connell Wagner accepts no responsibility or liability for the consequences of the review or the information contained therein being used or relied upon for a purpose other than the purposes for which it was commissioned at the time of being commissioned or for any unauthorised use by its client or any third party.

8.6| REFERENCES

1. Engineering geology of Melbourne: proceedings of the Seminar on Engineering Geology of Melbourne, Melbourne, Victoria, Australia, 16 September 1992 / edited by W.A. Peck ... [et al.]

2. Geology Survey of Victoria.

3. Melbourne Water - Northern Diversion Sewer Project: Geotechnical Investigation - Bore log Information and Sections.

9

DRAFT

9 | baseline data register

AFFORDABLE HOUSING

CIVIC SPACES

ENVIRONMENTAL SUSTAINABLE DEVELOPMENT

HEALTH AND WELLBEING

INFORMATION AND LEARNING

LEISURE AND RECREATION

PUBLIC REALM

RETAIL AND COMMERCIAL

TRANSPORT AND MOVEMENT

INFRASTRUCTURE

GENERAL

PREFACE

The following is a register of the baseline data collated and stored on a web-based data base for use by The Coburg Initiative team in preparing their research contained within this document.

BASELINE DATA FOR CENTRAL COBURG MASTER PLAN
Date: 15 January 2009
Author: Michael Maxwell

DATE	DOCUMENT NAME	AUTHOR	UPLOAD STATUS	KEY DOCUMENT	RELEVANCE / COMMENTS
		Affordable Housing			
2006	Moreland Affordable Housing Strategy	MCC	Complete		Definitions for key terms e.g. affordable housing & useful data
Sep-06	Northern Regional Housing Statement	State and Local Government	Complete		Implementation not funded by DPCD - useful data
Sep-06	Gimme Shelter! Getting Serious about Private Development of Affordable Housing in Australia	urbis JHD	Complete		reference document
2007	An Industry Report into Affordable Home Ownership in Australia	UDIA	Complete		reference document
		Civic Spaces			
Oct-05	Moreland Civic Precinct Masterplan	Carson Group	Complete		possibly
	Needs Analysis Civic Centre and Community Spaces	Resource Architects	Outstanding		Yes
	Conservation Management Plan for Coburg Town Hall	Michael Taylor Architect	Complete		possibly
	Coburg Town Hall Review of Existing Conditions for Potential Redevelopment	Henderson& Lodge Architects	Complete		possibly
	Moreland Civic Offices and Town Hall Needs Analysis		Complete		
		Environtal Sustainable Development			
Mar-08	Sustainability Assessment in the Planning Process	Hansen/Sustainable Built Environments	Complete		Identifies issues relating to current performance standards in planning /building legislation, also assesses effectiveness of STEPS & SDS
2006	Moreland's Integrated Environment Plan 2006-2011	MCC	Complete		Summarises Council's environmentally related strategies, policies and projects. Also sets stretch goals for key themes including: - natural environment; - resources - Reducing environmental impacts; and - an environmentally responsible Council
Apr-07	MCC Climate Action Plan 2007-2012	MCC	Complete		Sets targets for Zero net emissions for Council Emissions by 2020 (and the community by 2030) - useful data
Jul-08	Sustainability Accord Local Environmental Priority Statement		Complete		Highlights agreed MCC priorities for collaborative environmental work between the two MCC and State Government - the Statement is the primary Accord action that facilitates this process

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2001	Moreland City Council Stormwater Management Plan Vols 1 & 2		Complete		**To be moved to Infrastructure**
Oct-05	Moreland City Council Watershed Strategy	MCC	Complete		Sets targets for Council and community water conservation and quality
~~Apr-06~~	~~Coburg Solar Village Submission to Council~~	~~MCC~~	Deleted		*No longer relevant.*
1/07/2008	Coburg Solar Village MOU between Council and MEFL	Council / MEFL	Not Uploaded - Document to be confirmed if relevant	Yes	MOU outlines the respective roles and responsibilities of, and the relationship between, MEFL and Council in connection with the Coburg Solar City Project.
Sep-08	Coburg Solar Village Funding Agreement between MEFL and Commonwealth	MEFL / Commonwealth Government (Council input)	Not Uploaded - Document to be confirmed if relevant		Being finalised in September 2008 - Project Manager from Council is Dan Murphy / ESD Unit
Ongoing	PLANET FootPrint Data (for utilities for Council owned facilities)	MCC	Not Uploaded - Data to be converted		Consumption / trend data for utilities (energy, water) for Council owned assets
	Environmentally Sustainable Design - Guidelines for Council Buildings	MCC	Complete		
		Health and Wellbeing			
Oct-02	CCIP Integration of Social Development Priorities for Coburg	Collaborations	Outstanding		
Jun-03	Health, Safety and Well-being in Moreland 2003 -2012	MCC	Complete		
May-04	Moreland Youth Strategy 2004-2009	MCC	Complete		
Mar-05	Social, Cultural and Leisure Needs Assessment for Central Coburg	Collaborations	Complete	Yes	*Council endorsement of Report, and concept of 5 community hubs (DSD28, 12/07/2006)*
Sep-06	Multicultural Policy and Action Plan 2006-2010	MCC	Complete		
	Early Years Strategic Facilities Plan (Children's Services Facilities Plan)		Complete		
	Later Years Strategy 2007-2012		Complete		
	Early Years 2004 - 2008		Complete		
	Moreland Municipal Public Health Plan 2003-2013		Complete		
	~~City Plan~~		Deleted		*Not yet developed*

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		Information and Learning			
2008	Moreland Library Service User Survey	MCC	Complete		
Feb-06	Community Hubs and the Public Library - Revised Report	Library Consultancy Services P/L	Complete		
2007	Moreland's Library Service Business and Operating Plan 2007/8 - 2009/10		Complete		
2007	Moreland Library Service Strategy 2007/8 - 2012/13		Complete		
	Moreland Library Service Annual Report		Complete		
2005	Libraries Building Communities - Report 2: Logging the Benefits (pp 43-4)	Library Board of Vic	Complete		
Jul-06	Moreland's Library Service: Strategic Review		Complete		
	~~Arts and Culture Annual Report~~		Deleted		*No report done for last 3 years*
2006	Moreland Arts Strategy 2006-10		Complete		
2008	Moreland Public Art Strategy (final draft)	MCC	Complete		
2008	Library Services - Coburg Library User Groups		Complete		
2008	Library Services Business Planning - Target Groups		Complete		
Mar-05	Social, Cultural and Leisure Needs Assessment for Central Coburg	Collaborations	Outstanding		
		Leisure and Recreation			
Jul-07	Coburg Aquatic Leisure Facility Development Options - Draft Report	Stratcorp Consulting	Complete		
Mar-05	Social, Cultural and Leisure Needs Assessment for Central Coburg	Collaborations	Complete	Yes	(Refer to Health and Well-being folder)
Nov-07	Moreland Aquatic Strategic Framework	MCC	Complete		*Adopted by Council Dec 2007*
2001 - 2006	Moreland Leisure Plan	MCC	Complete		
2006	McDonald Reserve Master Plan		Complete		*Following ILM meeting this was deemed an imporant base review documents*

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DATE	DOCUMENT NAME	AUTHOR	UPLOAD STATUS	KEY DOCUMENT	RELEVANCE / COMMENTS
		Public Realm			
Oct-01	Central Coburg Urban Design Analysis	Jones and Whitehead	Complete		**Located in General**
2000-2001	Space Syntax Urban Design Database	Space Syntax	Not Upploaded - to confirm if data can be uploaded		
	Coburg Residents' and Traders' Perceptions Survey		Complete		**This document has been split into two documents that are located in the General Section. These are:** **- Survey of Residnets in Moreland 2005** **- Survey of Business in Morleland 2005**
2004	Moreland Open Space Strategy 2004-09		Complete		
	Certificate of Title & Survey plans for Bridges ST & Russel St		Complete		
	Certificate of Title for Coburg Town Hall		Complete		
	Certificate of Title for Waterfield St Carpar		Complete		
2004	Moreland Street Landscape Strategy 2004-09		Complete		
2006	Victoria Mall Management Strategy Consultation	planisphere	Complete		
2004	Places for People Melbourne	Jan Gehl/Melb City Council	Complete		
		Retail and Commercial			
10/10/2005	Sydney Road Coburg Business/Marketing Plan 2005-2008	Village Well	Complete		
2007	Northern Exposure - an analysis of office and commercial accommodation issues in Melbourne's North - Executive Summary	Northern Melbourne Area Consultative Committee (NORTHLink/NIETL)	Complete	Yes	**To be updated**
May-07	An Analysis of Office and Commercial Accommodation Issues in Melb's North	NORTH Link / NIETL	Complete		**Located in General Docuements - to be moved**
2006	Moreland Economic Development Action Plan 2006-2009	MCC	Complete		
22/03/2007	Drivers of Office Development in Melbourne	SGS Economics and Planning (NORTHLink/NIETL)	Complete		
	Moreland CLUE Project Presentation		Complete		
	CLUE Project Report		Complete		

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1/12/2001	Central Coburg Economic and Analysis Discussion Paper	SGS	Complete		
1/09/2008	Brief - Central Coburg Retail and Commercial Analysis	MCC	Complete		
1/06/2006	Moreland Retail and Commercial Land Use Study Volume 1	Maunsell/AECOM	Complete		
	Moreland Community Survey re Coburg Initiative		Oustanding		
	Strategic Directions for Core Industry and Employment Precincts		Complete		
Feb-06	Central Coburg Development Economic Impact Assessment	SGS Economics and Planning	Complete		
	Moreland Property and Market Research	Landmark & White	Complete		
Sep-05	Survey of Businesses in Moreland	market Solutions P/L	Complete		Located in general
		Transport and Movement			
2/05/2008	Central Coburg 2020 Activity Centre Parking Strategy	GTA Consultants	Complete	Yes	
Oct-01	Central Coburg Integrated Plan Transport Analysis Discussion Paper	TTM Consulting	Not Uploaded - Document to be confirmed if relevant		
Oct-05	Central Coburg 2020 Integrated Transport Plan	GTA Consultants	Oustanding		
12/04/2005	CC2020 Traffic and Transport Assessment Microsimulation Model	GTA Consultants	Complete		
Jul-06	Railway Corridor Strategic Planning Model	Beca for VicTrack	Complete		
8/02/2006	CC2020 Transport Interchange Feasibility Study Stage 1: Existing Conditions and Issues Identification	GTA Consultants	Complete		
8/02/2006	CC2020 Transport Interchange Feasibility Study Stage 2: Development and testing of Options	GTA Consultants	Complete		
8/02/2006	CC2020 Transport Interchange Feasibility Study Stage 3: Recommended	GTA Consultants	Complete	Yes	*Council adoption of report (DCD24, 08-03-2006)*
~~27/06/07~~	~~CC2020 Parking Strategy and Parking Precinct Plan Stage 2: Opportunities and Detailed Development of Preferred Scenario~~	~~GTA Consultants~~	Deleted		*The same as Central Coburg 2020 Activity Centre Parking Strategy above*
14/3/06	CC2020 Structure Plan Integrated Transport Strategy	GTA Consultants	Complete	Yes	*Council resolution (DCD37, 12-04-2006) to note the report as an input to the Coburg Structure Plan, and to write to State Govt seeking support for grade separation of level crossing.*
	Movement and Access Strategy for Elephant and Castle		Complete		Reference
7/1/2003	Integrated Transport Network Drawing - Sydney Road and Bell Street	GTA Consultants	Complete		

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30/07/08	Moreland Integrated Transport Strategy (MITS) Draft	MCC	Complete		
	VicRoads - Bell Street Annual Travel Volumes Statistics		Complete		
2/05/2006	VicRoads Access Management Policies Version 1		Complete		
	Traffic Counts - Coburg Intitiative Area		Complete		
Jan-08	Hume/Moreland Bus review final report	Department of Infrastructure	Complete		
	Coburg Railway Station SAMI uograde works 2008		Complete		
	Super Tuesday Bicycle Counts	Bicycle Victoria	Complete		
2008	Bell Street PAO - Council Submission to Panel	MCC	Complete		
Oct-07	Bell Street PAO - Safety Audit	GTA Consultants	Complete		
		Infrastructure			
Aug-08	Project Brief - Integrated Urban Water Servicing Strategy for the Coburg PAC	Yarra Valley Water	Complete		
	Waterfield Street Drainage Study	SKM	Complete		
	Moreland Drainage Asset Management Strategy		Complete		
2006	Moreland Drainage Capacity Analysis	Hyder	Complete		
	Connell Wagner Coburg Geological Map	Connell Wagner	Complete		
2007	Bell St PAO Service Review	JMPP	Complete		

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		General			
~~Jun-03~~	~~Central Coburg 2020 Background Report and Vision~~	~~MCC~~	Deleted		*Superceded by Coburg Structure Plan*
~~Oct-01~~	~~Central Coburg Integrated Plan Demographic Analysis~~	~~MCC~~	Deleted		
Oct-01	Central Coburg Integrated Plan Planning and Land Use Analysis	MCC	Not Uploaded - Document to be confirmed if relevant		
Oct-01	Central Coburg Urban Design Analysis	Jones and Whitehead	Confirmed		**To be moved to Public Realm**
10/12/04	Central Coburg Development Options Appraisal - Issues Paper - Draft	SGS Econonmics and Planning	Complete		
May-05	Moreland Propert Market Research Report	Landmark White	Complete		(Refer to Civic Spaces folder)
2006	Moreland Trends Report	MCC	Complete		
Jun-06	Consultation Report on Draft CC2020 Structure Plan	MCC	Complete		
Jun-06	CC2020 Hard to Reach Communities Consultation Report	MCC	Complete		
Jun-05	Coburg 2020 Survey Report 2007	MCC	Complete		
~~May-05~~	~~Moreland Research Report~~	~~Landmark White~~	Deleted		*Same as Moreland Civic Precinct and Coburg Property Market Report*
	~~Recent Experiences in Facilitating Urban Change in Victorian Activity Centres~~	Groenhart and McDougall	Deleted		*Not relevant*
2006	Coburg Demographic Characteristics Census Data	ABS	Complete		
22/12/2005	Coburg City Oval Heritage Assessment Report Draft	Haskell Architects	Complete		**To be moved to Rec & Leisure**
Aug-08	Moreland Population and Household Forecasts Development Assumptions Draft	.id consulting	Complete		Reference document
Sep-08	Moreland Population and Households Forecasts Presentation Draft	.id consulting	Complete		Reference document
Nov-08	Moreland Population and Household Forecasts Report	.id consulting			
Aug-04	Moreland Industrial Land Use Strategy	Hansen Partnership/National Economics	Complete		
~~1/09/2008~~	~~Brief - Central Coburg Wayfinding Strategy [DOT funded]~~		Deleted		*No longer relevant*
~~Sep-08~~	~~Urban improvements to Waterfield and Louisa Streets~~		Deleted		*No longer relevant*

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2007	Safer Design Guidelines for Victoria	DSE	Complete		
Jun-05	Moreland Scan	MCC	Complete		
Mar-05	Survey of Residents in Moreland	Market Solutions P/L	Complete		
	Coburg Master Plan Brief - Social & Cultural Research.pdf	PPS / Public Place Partners	Complete		
	F2_080220_coburgi_Moreland Facilities Plan_A1.pdf	Franco Fiorentino (F2)	Complete		
	Activity Centre Design Guidelines - Department of Sustainability and Environment.pdf		Complete		
	Guidelines for Higher Density Residential Development	Department of Sustainability and Development	Complete		**To be moved to Health and Wellbieng**