

An aerial photograph of the Coburg area in Melbourne, Australia, with the city skyline visible in the background. The image is overlaid with a teal color filter. The text is centered in white.

COBURG PRINCIPAL ACTIVITY CENTRE — COUNCIL URBAN DESIGN EVIDENCE

30 Jun 2014



Moreland City Council

CONTENTS

1. INTRODUCTION.....	5
1.1 Purpose of the report.....	5
2. COBURG ACTIVITY CENTRE.....	7
2.1 EVOLUTION OF COBURG STRUCTURE PLAN.....	10
3. COBURG INITIATIVE MASTERPLAN.....	14
3.1 Background Analysis & Recommendations	14
3.2 Vision.....	20
3.3 Principles.....	20
3.4 Masterplan options.....	21
3.5 Yield calculations.....	26
3.6 Evaluation of options.....	26
3.7 Built form development & testing.....	28
3.7.1 Street character	29
3.7.2 Overshadowing of public realm.....	32
3.7.3 Existing heritage	34
3.7.4 Impact on sensitive interface.....	36
3.7.5 Test Fits	36
3.8 3D built form envelopes	41
4. BUILT FORM DETAIL	42
4.1 Precinct 1 – Coburg Station and Sydney Road	43
4.1.1 Urban context.....	43
4.1.2 Building height.....	44
4.1.3 Podium height & Upper level setbacks	46
4.2 Precinct 2 – Bell Street North.....	46
4.2.1 Urban context.....	47
4.2.2 Building height.....	48
4.2.3 Podium height & Upper level setbacks	50
4.3 Precinct 3 – Church, community and education.....	51
4.3.1 Urban context.....	52
4.3.2 Building height.....	53
4.3.3 Podium height & Upper level setbacks	54
4.4 Precinct 4 – Hudson Street, Russell Street and environs.....	55
4.4.1 Urban context.....	55

4.4.2	Building height.....	56
4.4.3	Podium height & Upper level setbacks.....	58
4.5	Precinct 5 – Civic and community	58
4.5.1	Urban context.....	58
4.5.2	Building height.....	60
4.5.3	Podium height& Upper level setbacks.....	60
4.6	Precinct 6 – Sydney Road southern commercial gateway	60
4.6.1	Urban context.....	61
4.6.2	Building height.....	62
4.6.3	Podium height & Upper level setbacks.....	64
4.7	Precinct 7 – Sydney Road – Moreland Road.....	64
4.7.1	Urban context.....	64
4.7.2	Building height.....	66
4.7.3	Podium height & Upper level setback.....	67
4.8	Precinct 8 – Sydney Road northern commercial gateway.....	67
4.8.1	Urban context.....	67
4.8.2	Building height.....	69
4.8.3	Podium height & Upper level setbacks.....	70
4.9	Precinct 9 – Pentridge Coburg	70
4.10	Precinct 10 – Pentridge Village	71

1. INTRODUCTION

1.1 PURPOSE OF THE REPORT

This report is prepared to provide Council's urban design evidence for the planning scheme amendment C123. It is intended to be read in conjunction with Schedule 1 to the Coburg Principal Activity Centre Zone (ACZ) at Clause 37.08 of the Moreland Planning Scheme and Coburg Principal Activity Centre Built Form Rationale and Building Envelope (October 2013). The purpose of the report is to elaborate on the Coburg Principal Activity Centre Built Form Rationale and Building Envelope (October 2013) document providing a detailed precinct based analysis on the development of the built form controls.

This report also brings together the built form requirements identified throughout various structure plans, strategies and guidelines which apply to the Coburg Principal Activity Centre. The relevant documents used to inform this report include:

- Coburg Initiative Baseline Research (Feb 2008)
- Central Coburg 2020 Structure Plan (August 2006)
- Pentridge Coburg Design Guidelines and Masterplan (August 2009)
- Pentridge Village Design Guidelines and Masterplan (August 2009)
- The Colours of Coburg Place Framework (December 2010)
- The Colours of Coburg – Public Realm and Infrastructure Strategy (December 2010)
- The Colours of Coburg – Built Form and Land use Strategy (December 2010)
- The Colours of Coburg – Economic Development Strategy (December 2010)
- Coburg Principal Activity Centre – Built Form Rationale and Building Envelopes (July 2012)

The Coburg Principal Activity Centre Zone is being applied to the land identified in Central Coburg 2020 structure plan including the Coburg Initiative area (Precincts 1-5) and Pentridge land (Precincts 9-10). The boundaries of the Coburg PAC and the precincts defined by the applicable policies, strategies and plans are identified at Figure 1.

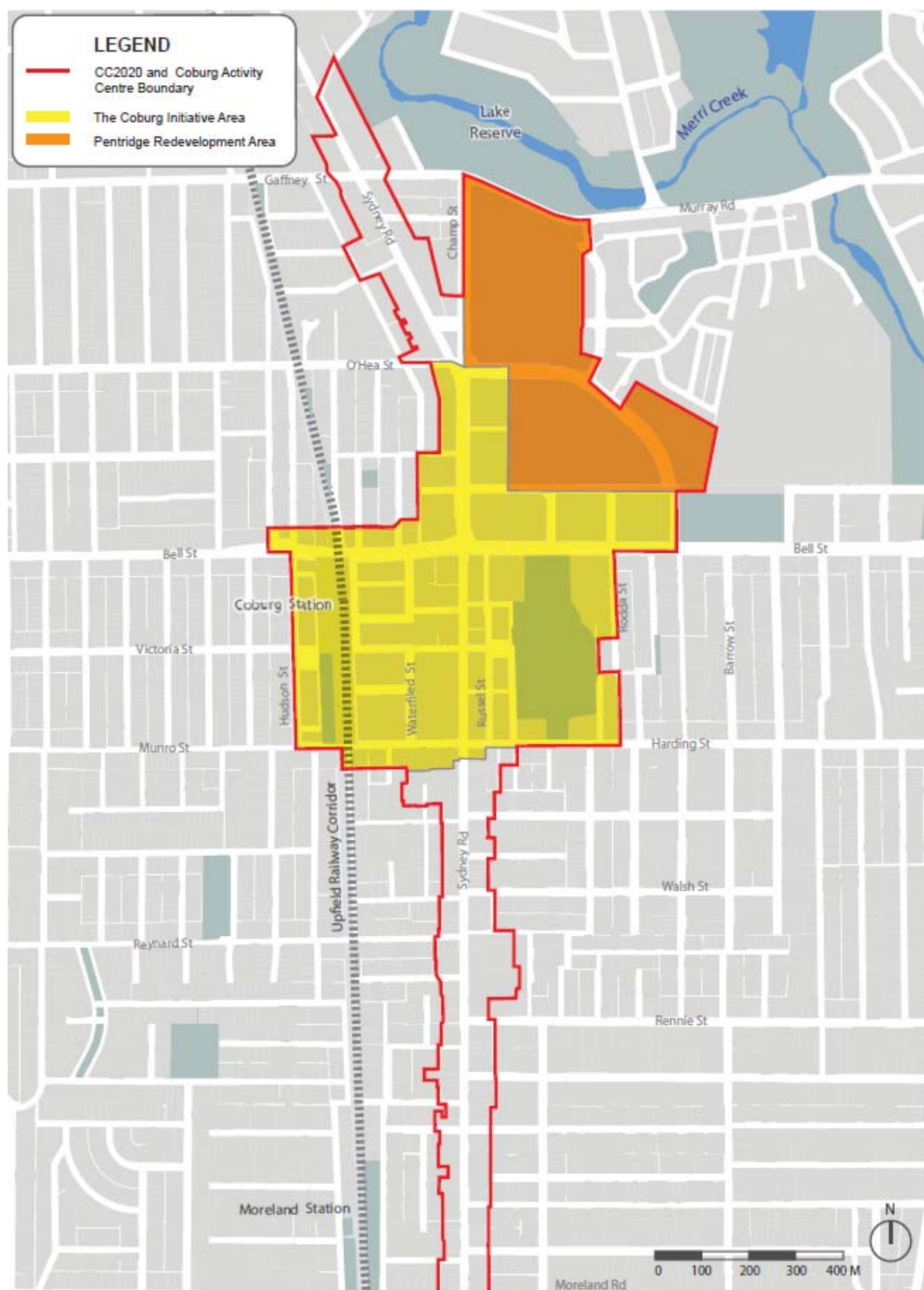


Figure 1 - Coburg Activity Centre boundary

2. COBURG ACTIVITY CENTRE

The suburb of Coburg is approximately 8 kilometres north of the Melbourne Central Activities District on Sydney Road, the historic route from Melbourne to Sydney. Coburg Principal Activity Centre is one of the three activity centres located in City of Moreland along with Brunswick Major Activity Centre and Glenroy Major Activity Centre. The Coburg Principal Activity Centre is an 80-hectare area within the suburb of Coburg. The activity centre is based around the Coburg town centre and the tram corridor along Sydney Road and has views to the Melbourne city skyline.

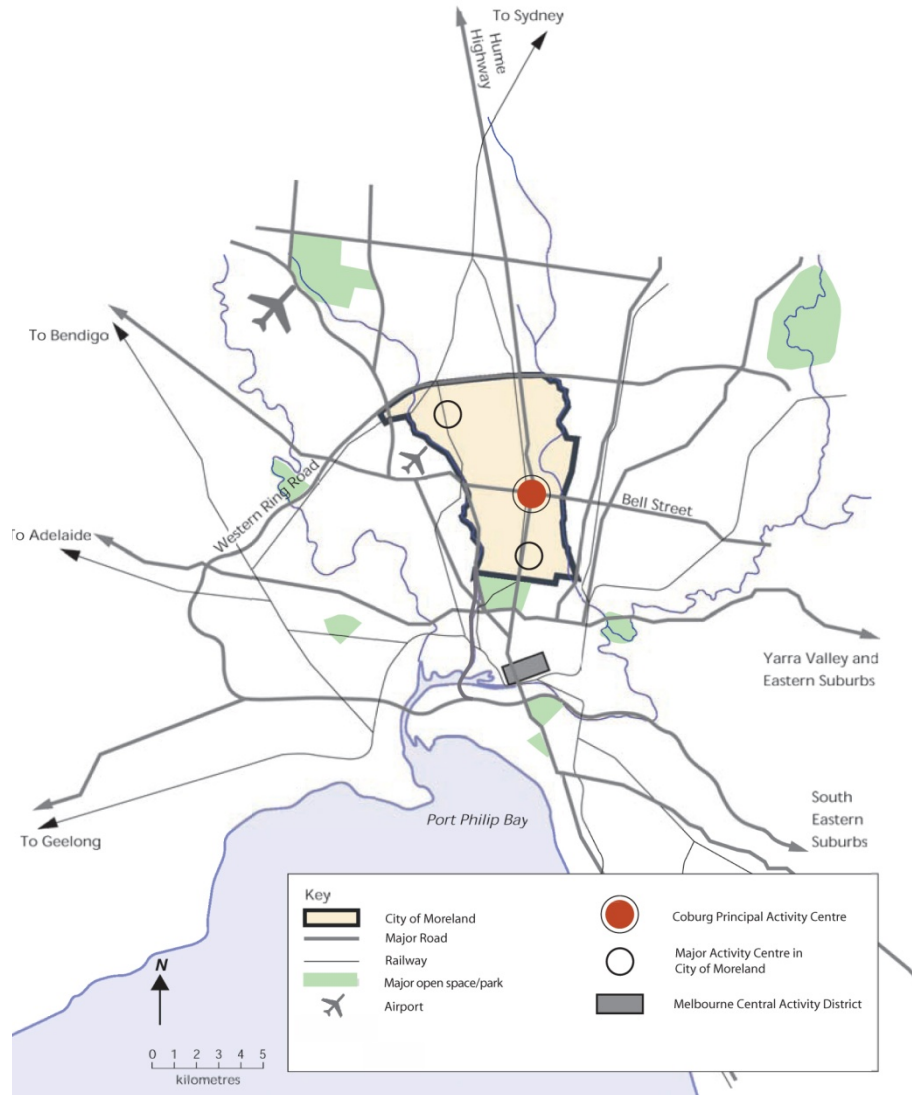


Figure 2 - Coburg location in metropolitan Melbourne

Coburg is regarded as a centre offering many opportunities for consolidation of the activity centre role, based on existing physical and community infrastructure assets that include:

- Sydney Road Coburg Shopping Centre including major supermarket chains like Coles and Woolworths
- Public transport connections including the Coburg train station along the Upfield line, Route 19 tram along Sydney Road and various buses including Smart Bus 903 on Bell Street
- Civic facilities like Moreland City Council Municipal Offices, Coburg Town Hall and Coburg Library

- Educational facilities like Coburg Primary School, St Paul's Catholic Primary School and Coburg Senior High School
- Recreational facilities like Coburg Leisure Centre and Coburg City Oval
- Parks and open space including Victoria Street Mall, Bridges Reserve and McDonald Reserve
- Community facilities like Maternal and Child Health Centre, Childcare Centres and Moreland Community Health Services
- Churches, representing a number of denominations
- The former Pentridge Prison, currently undergoing redevelopment by private developers



Figure 3 - Sydney Road Shopping Strip



Figure 4 - Bell Street



Figure 5 - Coburg Railway Station



Figure 6 - Route 19 Tram



Figure 7 - Coburg Town Hall



Figure 8 - Moreland City Council Offices



Figure 9 - Coburg Library



Figure 10 - Victoria Street Mall



Figure 11 - Coburg Leisure Centre



Figure 12 - City Oval



Figure 13 - Uniting Church



Figure 14 - Greek Orthodox Church



Figure 15 - Pentridge Prison Redevelopment

2.1 EVOLUTION OF COBURG STRUCTURE PLAN

The development of the structure plan for Coburg started almost 14 years ago and is summarised in the timeline below.

2001	Background reasearch & analysis Community Consultation - Issues, needs & visioning
2002	Planning principles workshop Project goal - 4 themes Community Consultation
2003	Development of vision and outcomes Community Consultation Adoption of Central Coburg 2020 Vision
2004	Testing the vision
2005	Development of DRAFT structure plan Adoption of DRAFT for community consultation
2006	Community Consultation Adoption of Central Coburg 2020 structure plan
2007	Coburg Initiative launched
2008	Strategic partnering agreement with Equiset
2009	Benchmarked Coburg against successful PAC's Community Consultation Detailed masterplan for Central Coburg developed
2010	Community Consultation Colours of Coburg - Place Framework adopted
2011	Partnership with Equiset terminated
2013	C123 planning scheme admendment

Figure 16 - Coburg Structure plan evolution timeline

The work on the Coburg Structure Plan began in 2001 with background research and analysis which included analysis of existing demographic, urban design and land use, transport, economic and community facilities. A planning principles workshop was conducted in 2002 which resulted in the development of project goal and four broad areas of work for the project. In 2003 a visioning exercise was undertaken along with the community which resulted in five themes for the centre and a vision that was adopted by Council in June 2003. The work of testing the vision and development of the structure plan

followed after this which resulted in the adoption of Central Coburg 2020 Structure Plan in Aug 2006. A series of community consultations informed the development of the vision and the structure plan.

The Central Coburg Structure Plan includes two volumes, Volume 1 focusing on the policy context and background and Volume 2 focusing on the detailed structure plan and precinct based built form guidelines.



Volume – 1

1. Central Coburg Vision
2. Policy Context and background
3. A sustainable Coburg
4. Background and issue

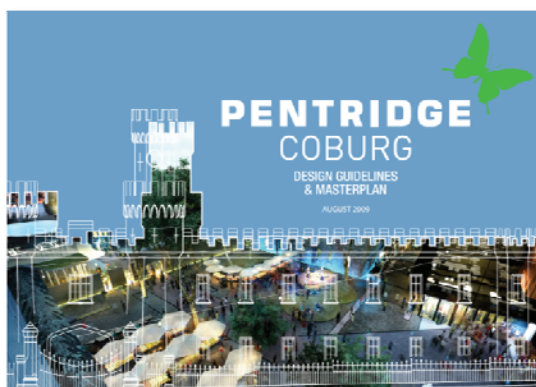
Volume – 2

5. Structure plan and policies
6. Environmentally sustainable development
7. Precinct guidelines
8. Planning scheme requirements
9. Implementation

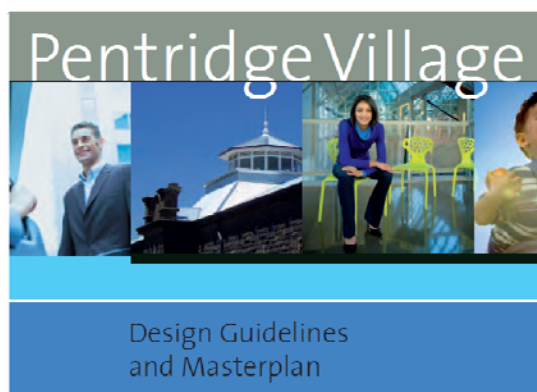
Figure 17 - Coburg Structure plan – Volume 1 and 2

Volume 1 of the structure plan identifies key themes, opportunities and challenges for Central Coburg. Of particular importance is the opportunity for Council to take leadership in implementing demonstration and catalyst projects mainly due to the significant land ownership in the Centre. It also identifies the opportunity for Council to be a proactive partner in the development of the Centre. Further to the two volumes, the structure plan also identified Volume 3 that would include detailed actions, projects priorities, partners and governance arrangements.

Detailed master planning was carried out by the owners of Pentridge from 2007-2009 which resulted in the Pentridge Village Design Guidelines and Masterplan and Pentridge Coburg Design Guidelines and Masterplan which were adopted by the minister Aug 2009. The guidelines were translated to a Comprehensive Development Zone (CDZ) and incorporated in Moreland Planning Scheme in 2009.



Pentridge Coburg Design Guidelines & Masterplan



Pentridge Village Design Guidelines & Masterplan

Figure 18 - Pentridge Coburg and Pentridge Village masterplan

In 2007 Council launched the Coburg Initiative project with the intention of taking leadership in the development of Central Coburg. One of the main drivers for this was the significant amount of land owned by Council in the area. The intention was to work with a developer and develop a detailed masterplan that was grounded in commercial reality.

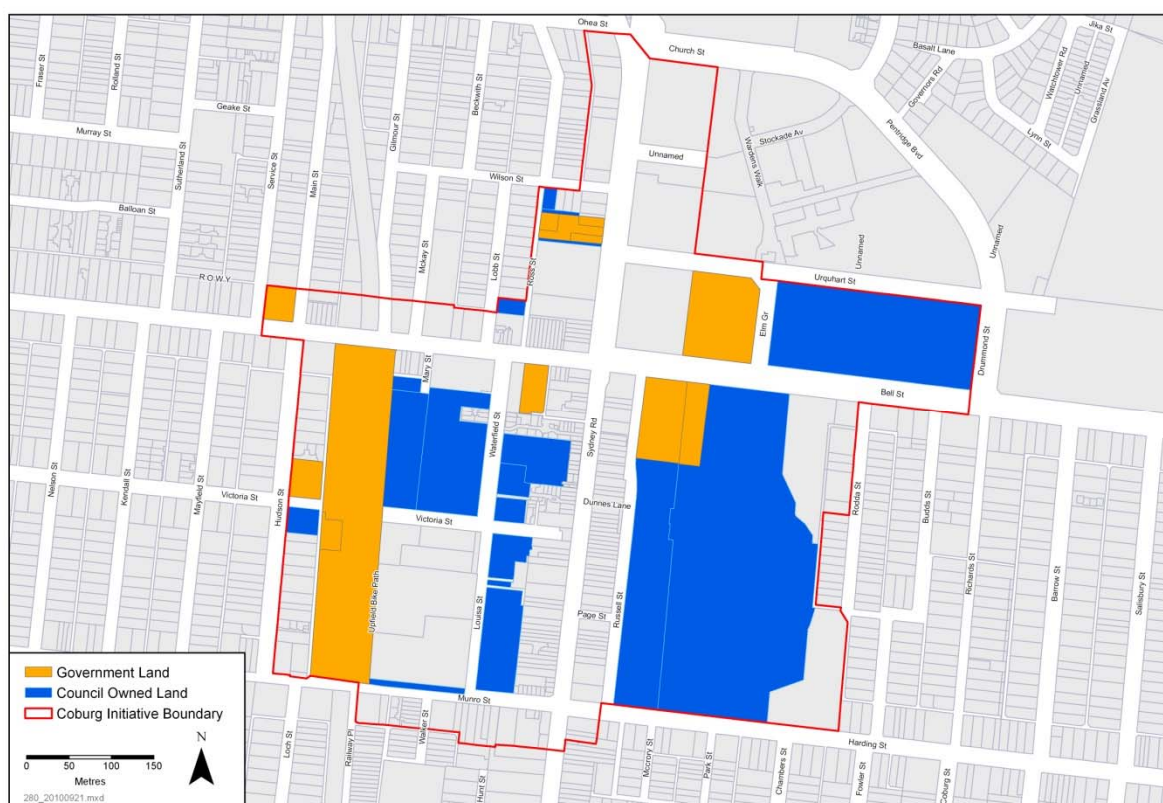


Figure 19 - Council and State government land in Central Coburg

In 2008 a Strategic Partnering Agreement was signed with Equiset with an understanding of developing the combined implementation framework for Coburg. A significant amount of background analysis was conducted as part of the project which has been discussed further Section 3.1 of this report.

In Dec 2010 Council adopted the Coburg Place Framework and the accompanying strategies as the vision for Central Coburg.

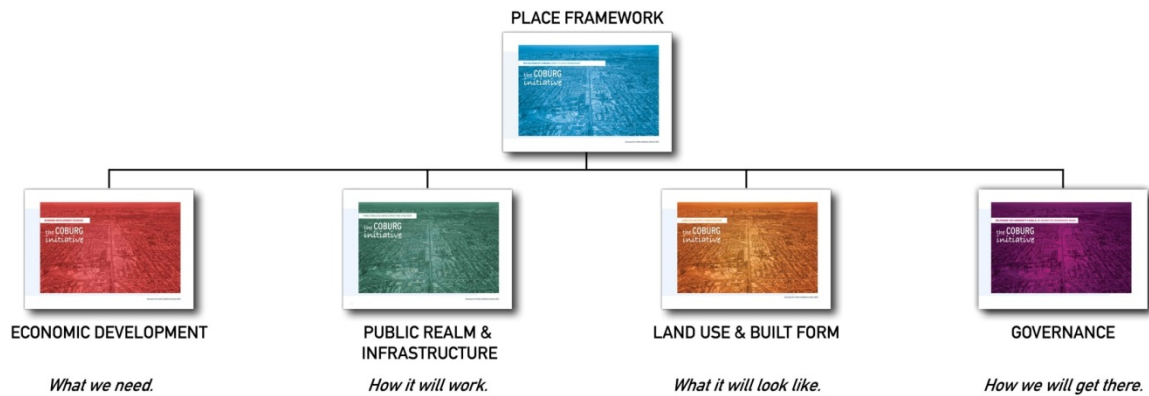


Figure 20 - Colours of Coburg Place Framework and strategies

A detailed process for the development of the masterplan and built form for the Coburg Initiative area is outlined in Section 3. A series of documents have guided the built form identified in the planning scheme amendment for Coburg Activity Centre Zone as illustrated in the map below.

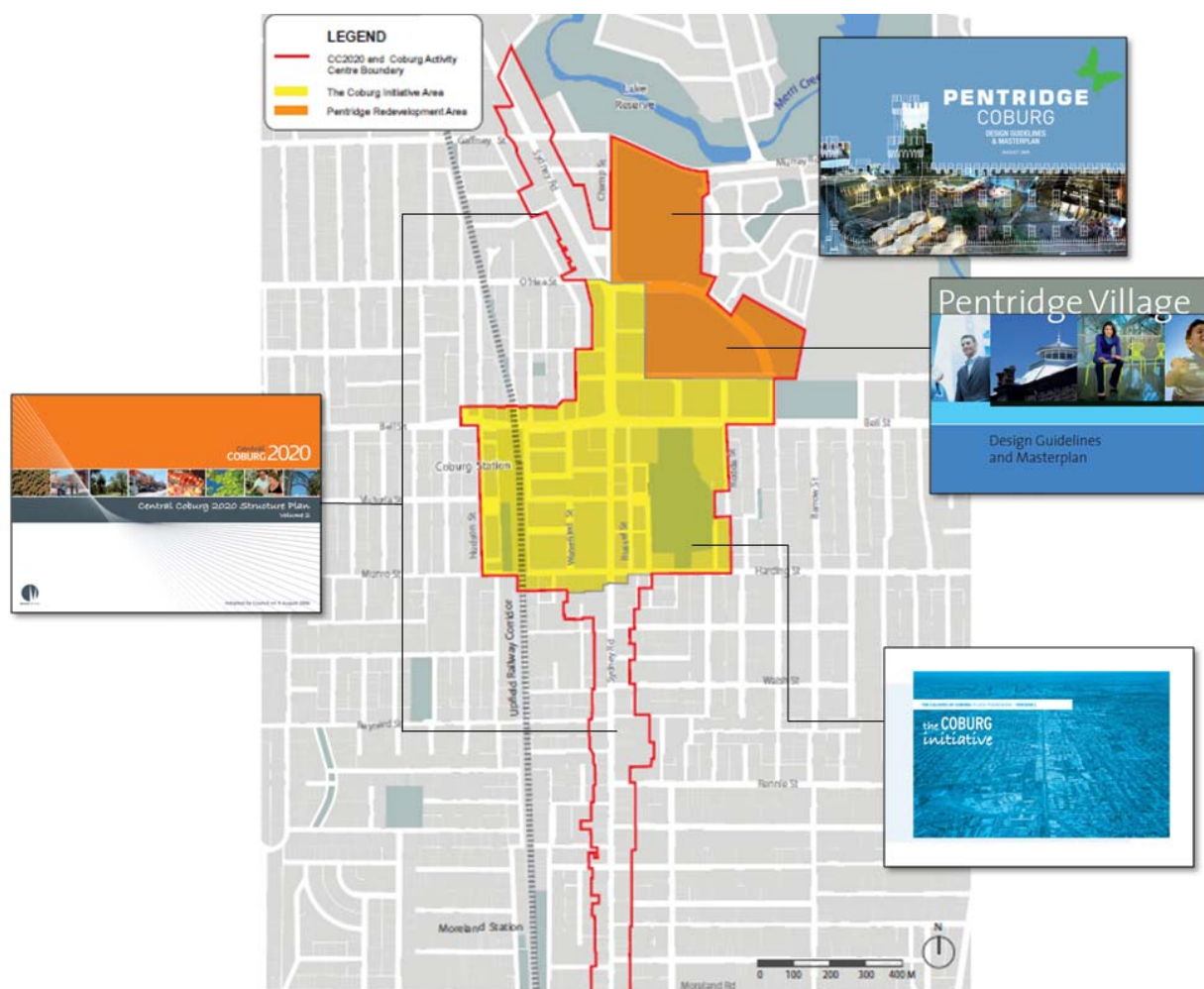


Figure 21 - Strategies providing guidance for Coburg activity centre are

3. COBURG INITIATIVE MASTERPLAN

A masterplan has been developed as an implementation plan to achieve the Vision and Principles outlined in Section 3.2 and 3.3 as part of the Coburg Initiative Colours of Coburg – Place Framework. It will guide how the centre will develop, giving direction to the public realm and built form elements that will combine to ultimately realise the vision and desired sense of place for Coburg. This section explains the process of preparing the masterplan for the Coburg Initiative area including some of the background research that has influenced the outcome.

3.1 BACKGROUND ANALYSIS & RECOMMENDATIONS

A series of background analysis and research was undertaken as part of the Coburg Initiative project. This background work is summarised in the DRAFT Baseline Research Aug 2009 and has influenced the development of the masterplan.

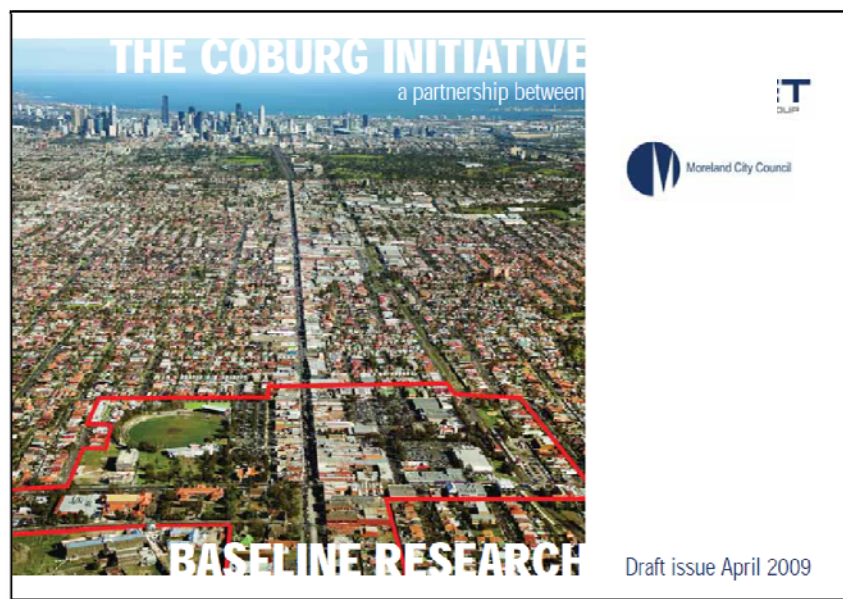


Figure 22 - The Coburg Initiative Baseline Research document

The Baseline Research includes analysis and recommendations in various categories including public realm, civic spaces, transport and movement, ESD and urban ecology, information and learning, health and wellbeing, leisure and recreation, quality diverse housing, retail and commercial and landscape. Of these various sections the most relevant in terms of urban design is Section 6.1 prepared by Gehl Architects in collaboration with Project for Public Spaces (PPS) and Place Partners. The public realm analysis considered-

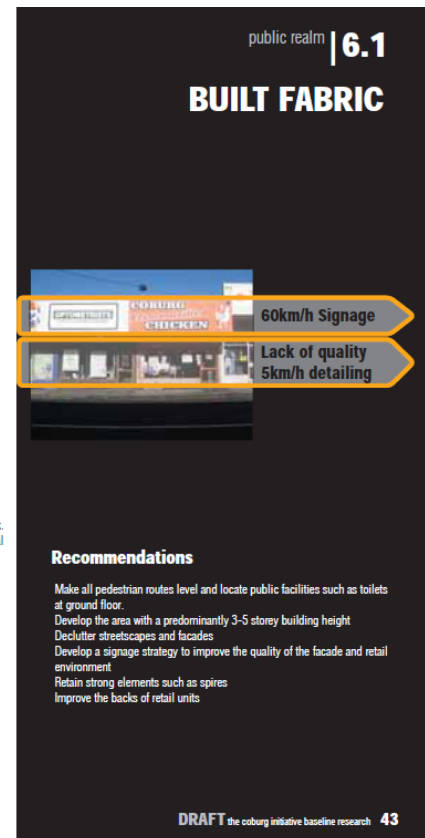
- Proximity/Access
- Built fabric
- Pedestrian counts
- Modal split
- Facade quality
- Land use functions
- Evening activities



Figure 23 - Proximity/Access



Figure 24 - Built fabric





Sydney Road - the backbone of Coburg.



Waterfield Street has high amount of pedestrian traffic at the moment due to its proximity to the car park and some interesting retail opportunities.



Coburg's laneways are an important street typology that create permeability and diversity in the long North-South block structure. Shown here is Dunnes Lane.

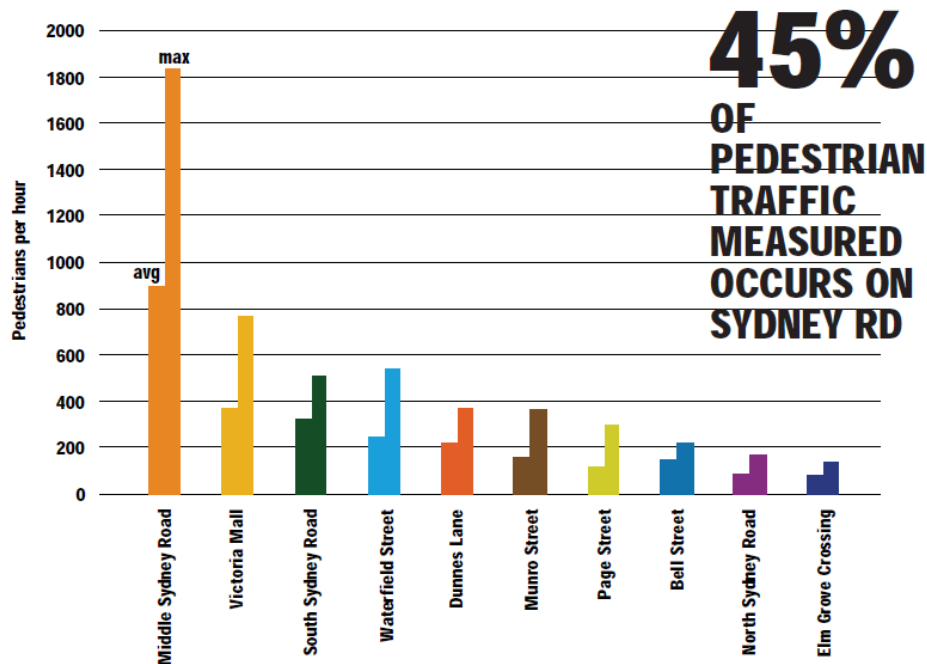


Figure 25 - Pedestrian Counts

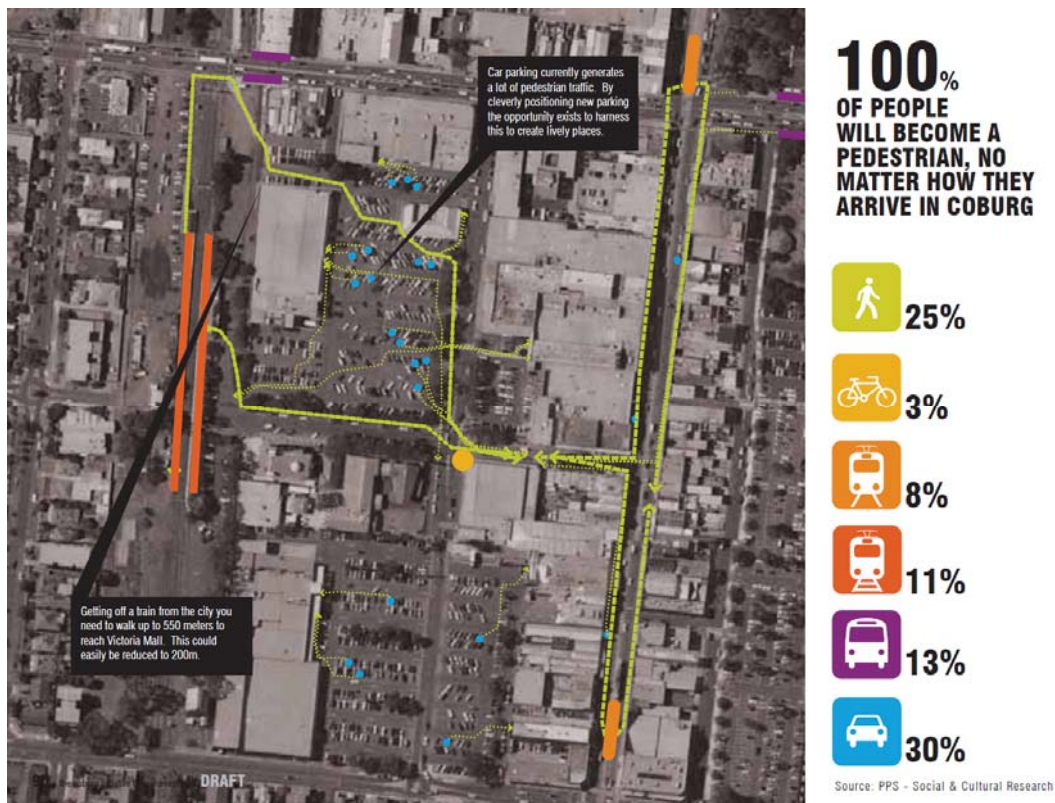


Figure 26 - Modal Split



Figure 27 - Facade Quality



Figure 28 - Land Use



Figure 29 - Evening Activities

In addition to the background analysis the Baseline Research also provided a series of recommendations in the form of urban concepts to guide the development of the masterplan. These concepts are explained in detailed in the Baseline Research Pg 48.

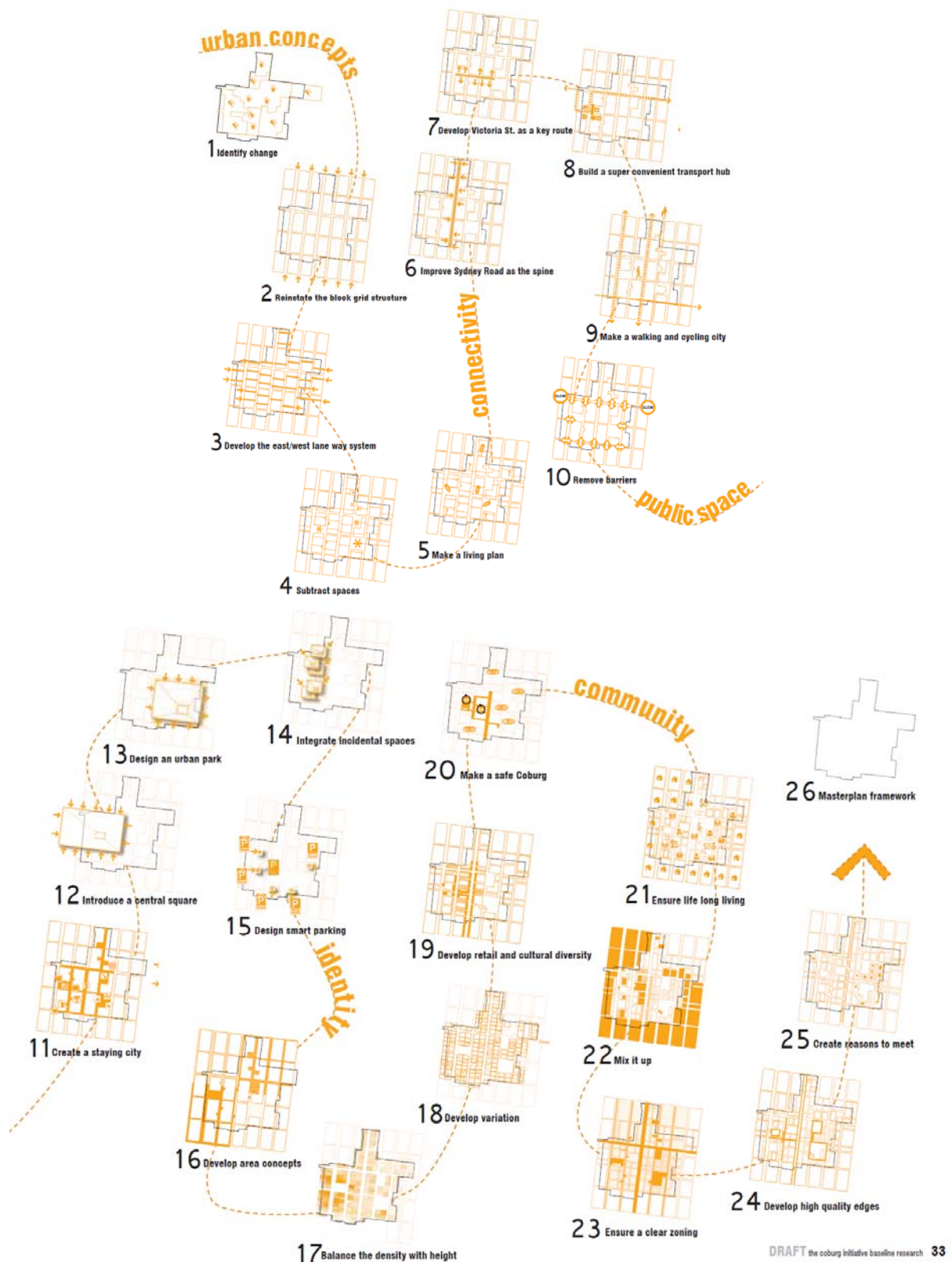


Figure 30 - Masterplan framework recommendations

3.2 VISION

The following vision was developed for Central Coburg through community consultation and adopted by Council in Aug 2003 as part of Central Coburg 2020 Structure Plan. The same vision was carried forward as part of the Coburg Initiative project.

Central Coburg develops as the prime shopping, living, employment and activity precinct in Moreland. The centre is transformed into an attractive system of streets and spaces. Central Coburg becomes a sought-after living environment, offering a range of housing choices, including high density housing. Most people arrive at the centre on foot, by bike or by public transport. The provision of a range of services enables people to conduct a number of different activities based on the one trip. Central Coburg is linked with networks of green space.

3.3 PRINCIPLES

The following principles were developed through extensive community consultation as part of the Coburg Initiative to guide the implementation of the masterplan:

Central Coburg will revive and capitalise on its sense of place by...

1. Recognising its history while building a strong economic future;
2. Connecting all its people and generating visible local pride and ownership of place;
3. Developing its cultural vitality and embracing entrepreneurship, creativity and innovation.

Central Coburg will support a vibrant, safe, diverse, connected and harmonious community by providing ...

4. A place that is economically and environmentally efficient, economically and socially equitable, and socially and environmentally healthy;
5. A pedestrian-oriented environment with all streets, laneways and other public spaces that are attractive, safe, inviting and lively and with a human scale, flavour and feel maintained in Sydney Road;
6. Streets that serve walking, cycling, public transport, delivery vehicles and private vehicles in that order, and easy access to regular and reliable public transport services of all types;
7. In one accessible location, mixed use development throughout that includes a range of services and community and cultural facilities that reflect a growing and diverse community;
8. Residential development that is high density, diverse, accessible and adaptable, includes affordable and social housing, and gives housing opportunities to all people;

9. Both public and private developments and public spaces that are accessible and allow participation by people of all abilities and ages;
10. A feature of high-quality open spaces with more street trees and off-street plantings, landscape features and improved links between places to allow social interaction for all ages and circumstances.

Central Coburg will be an exemplar eco-city of the 21st century by...

11. Harnessing the benefits of its close proximity to the Melbourne CBD and using its significant public transport links to strengthen Coburg's role within the northern region as a Principal Activity Centre and increasing opportunities for people to work, study and play close to home;
12. Contributing to an excellent built environment through quality, sustainable design, development and stewardship and developing a reputation as a smart city.

Of the above, principles 4 to 12 have directly related to the development of the Central Coburg built form with an emphasis on pedestrian-oriented environment, walking, cycling, public transport, high density residential and mixed-use development, high quality open space and more street trees.

3.4 MASTERPLAN OPTIONS

Three concept plan scenarios were prepared as part of The Coburg Initiative (TCI) master planning process. These concept plans are based on various density scenarios and are labelled Concept Plan Low, Concept Plan Medium and Concept Plan High.

These concept plan scenario along with the Central Coburg 2020 Structure are outlined in the next few pages.



Land Use	Floor Area (sqm)
Residential	1486 dwellings
Retail	65424
Hotel	0
Recreation & Leisure	3000
Industrial: Light	0
Office	37445
Community facilities	6274
Education	5338
Health	7500
Utilities and Infrastructure	570+
Transport	200
Open Space	54145

Figure 31 - Central Coburg 2020 Structure Plan – Concept and Floor area



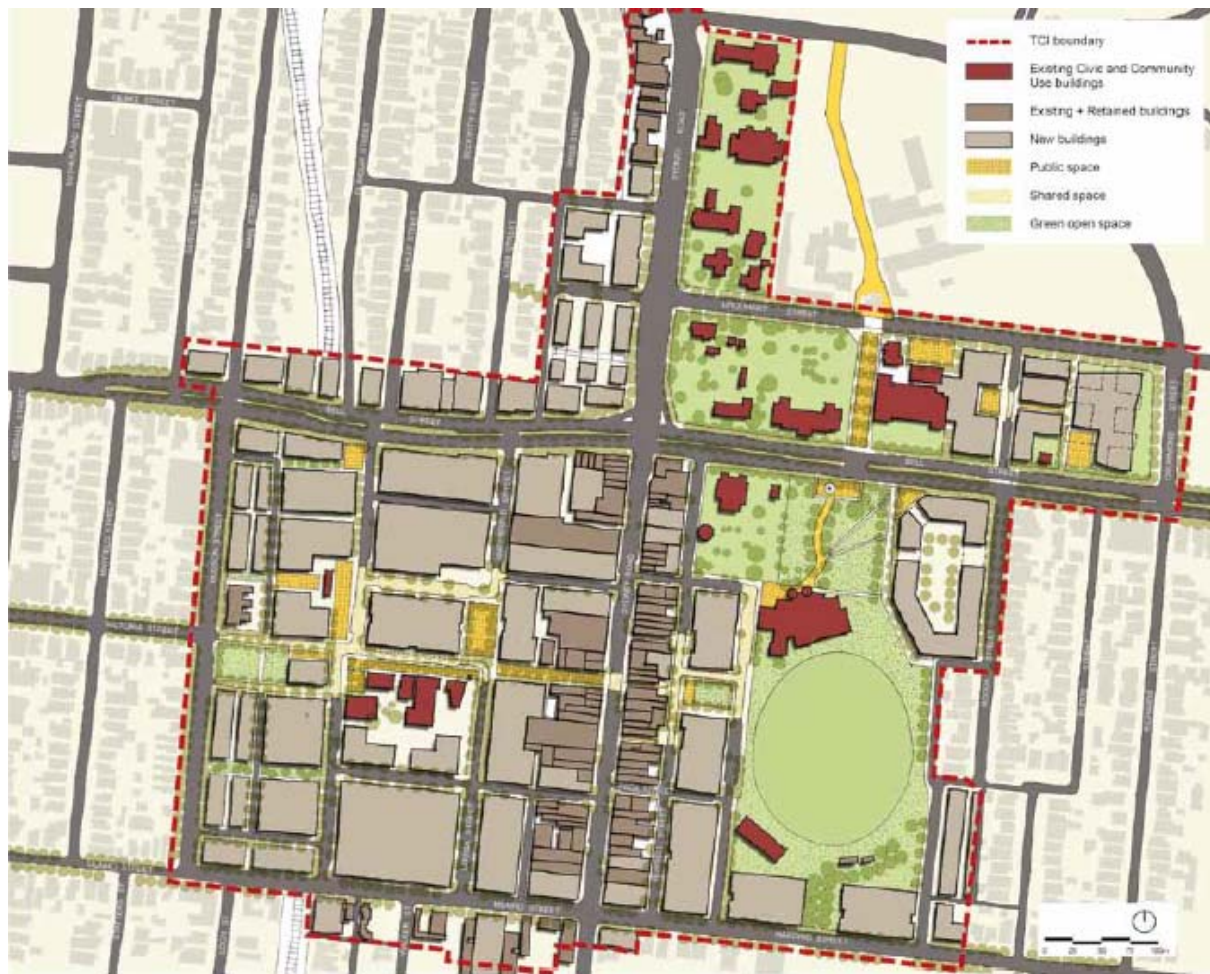
Land Use	Floor Area
Residential	2203 dwellings
Retail	74372
Hotel	10920
Recreation & Leisure	8500
Industrial: Light	0
Office	41086
Community facilities	9356
Education	5338
Health	36392
Utilities and Infrastructure	570+
Transport	200
Open Space	47799

Figure 32 - Concept Plan Low – Concept and Floor area



Land Use	Floor Area
Residential	2403 dwellings
Retail	74372
Hotel	10920
Recreation & Leisure	3000
Industrial: Light	0
Office	40586
Community facilities	9356
Education	5338
Health	36392
Utilities and Infrastructure	570+
Transport	200
Open Space	59849

Figure 33 - Concept Plan Medium – Concept and Floor area



Land Use	Floor Area
Residential	2944 dwellings
Retail	74372
Hotel	10920
Recreation & Leisure	3000
Industrial: Light	0
Office	63436
Community facilities	9356
Education	5338
Health	43282
Utilities and Infrastructure	570+
Transport	200
Open Space	59849

Figure 34 - Concept Plan High – Concept and Floor area

The three concept plan scenarios along with the CC2020 Structure Plan were evaluated to choose a preferred development density for the Coburg PAC. For further information on the development scenarios, refer to the TCI Economic Development Strategy 2010 (Section 2.3.2 Gap Analysis, Pg. 26-34) and Appendix 1 and 2 of the Public Realm and Infrastructure Strategy in the Colours of Coburg Place Framework (2010).

The main factors in the decision making process were the amount of development needed in central Coburg for it to function efficiently as a Principal Activity Centre and the resource consumption of the various development scenarios. A summary of the evaluation is outlined in Section 3.5.

3.5 YIELD CALCULATIONS

The yield or floor space calculations for each of the masterplan options were based on a realistic development scenario over a 20 year period. The floor space outlined in the options is gross floor space for potential buildings. This is different to the building envelopes which are identified in the Coburg Principal Activity Centre – Built Form Rationale and Building Envelopes (October 2013). The difference between building footprint and building envelopes is discussed in Section 3.8.

The key factors influencing the yield calculations are –

- Although detailed upper level setbacks were not developed the yield calculations are based on assumed upper level setbacks reducing the building footprint above the podium.
- Sites unlikely to be developed in the next 20 years or already developed were not included in the calculations. Some examples include heritage listed sites like the Uniting Church and recently developed site like the 5 storey mixed use building at on 136-144 Bell Street at the intersection of McKay Street and 398 Sydney Road at the intersection of Page Street.
- Large sites like the existing Coles and Woolworths site included above ground car parking within the podium levels which were not included in the floor space calculations.
- It was anticipated that development along Sydney Road and Hudson Street will be incremental in nature. The yield calculations only factored in approximately 40% development along Sydney Road.

3.6 EVALUATION OF OPTIONS

The four development scenarios were analysed based on economic and environmental outcomes.

Economic Analysis

The Economic Development Strategy (part of the Colours of Coburg Place Framework and Strategies) was prepared to test whether the economic imperatives sought for Coburg could be delivered by the Central Coburg 2020 Structure Plan (the Structure Plan).

A key question from the outset was whether the Structure Plan could deliver a centre that would fulfil its role as a Principal Activity Centre - a role which is strongly aligned with the Structure Plan's vision that it be the primary place of employment, shopping, living and activity in Moreland.

The original Structure Plan building heights were based on the residential, retail and office demands identified in the Central Coburg Development Options Appraisal, SGS Economics (2005) and the capacity within central Coburg to accommodate these uses based on available land and infrastructure.

The Economic Development Strategy highlighted that to achieve a Principal Activity Centre offer, central Coburg has to provide 4 key things:

- A mix of activities that generate high numbers of trips, including business, retail, services and entertainment;
- Be generally well served by multiple public transport routes and on the Principal Public Transport Network or capable of being linked to that network;
- A very large catchment covering several suburbs, and attracting activities that meet regional needs; and
- The potential to grow and support intensive housing developments without conflicting with surrounding land uses. (source: Melbourne 2030, October 2002)

The Economic Development Strategy identifies that because the centre poorly performs in the first element, it is unable to achieve element three. Consequently the housing, retail, commercial and service targets established under the Central Coburg 2020 Structure Plan fall significantly short from those that are necessary for the centre to become a Principal Activity Centre or perform meaningfully within the Moreland economy.

Through analysing and benchmarking central Coburg against two highly successful Principal Activity Centres as part of the Economic Development Strategy – Box Hill and Subiaco, it has been possible to identify both the quantum of change (total jobs and investment required) and the diversity of uses that could be appropriately located in Coburg to achieve the expectations of a Principal Activity Centre. This has resulted in a need for taller buildings than that identified by the Structure Plan to ensure the area can accommodate the development densities required to adequately provide for the quantum of change and diversity of uses identified as necessary for a Principal Activity Centre. The economic analysis concluded that the Concept Plan High scenario was the preferred scenario to achieve the benchmarks of a Principal Activity Centre for Coburg.

For more information on this analysis, refer to the Economic Development Strategy in the Colours of Coburg Place Framework (2010).

Environmental Analysis

Integrated Resource Modelling (IRM) is a tool that provides performance indicators linking design objectives to sustainability objectives in a common data model. This in turn integrates resource flow parameters with different technical disciplines. It can be applied to the design and development of a plan whether for a region, city or locality to rapidly test different development scenarios and options. IRM uses performance outputs to inform the design process in order to optimise and mitigate the design (design continuous improvement through an iterative process of define, evaluate, refine and optimise).

Within the Public Realm and Infrastructure Strategy (part of the Colours of Coburg Place Framework) the IRM tool has been used to assist in the determining the preferred development density scenario. Aligning the systems of water, energy, waste, transport and carbon, the resource implications of a number of land use scenarios can be explored and the impact of various infrastructure projects on the supply and demand outputs of each resource can be understood at a high level.

The key findings of the IRM model for Coburg include:

- Concept Plan High scenario is the most efficient resource consumer and generator of the options evaluated and is approximately 20-30% more efficient than the Structure Plan.
- Without the introduction of any of the proposed infrastructure projects (business as usual) the total resources consumed and generated increase by approximately 40-60%.
- Introducing a number of the infrastructure projects to the Concept Plan High scenario reduced the total consumption and generation of water and electricity to a lower quantity than that projected under the Structure Plan Scenario.

These results are illustrated below:

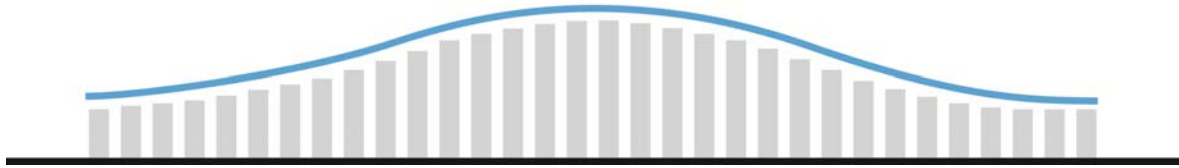


Figure 35 - Coburg Initiative Integrated Resource Modelling results

For more information and detail on the IRM model outputs, refer to the Public Realm and Infrastructure Strategy (Section 6 - Density and the IRM Modelling Results, Pg. 11 and Appendix 3) in the Colours of Coburg Place Framework (2010).

3.7 BUILT FORM DEVELOPMENT & TESTING

The built form in Central Coburg is based on creating a medium rise centre with the highest building heights focuses around the core transitioning to 2-4 storey along the edges. The intention is to create a high density centre close to shopping and public transport that provides a variety in built form and transitions back to the low density area.



The Concept Plan High scenario was further developed by applying a range of built form criteria. This process provided confirmation of building heights and developed ground and upper level setbacks that were included in the Land Use and Built Form Strategy (part of the Colours of Coburg Place Framework).

The key criteria that have influence the development of the built form include –

- Street character
- Overshadowing of public realm
- Existing heritage
- Impact of sensitive interface

A detailed description of how these criteria have shaped the built form is outlined in Section 3.6.1 -3.6.4. A range of test fits were also carried out during the built form development to ensure that the proposed built form controls will result in a viable building and will achieve the floor space targets. This test was primarily carried out for the Council owned land and is discussed in Section 3.6.5.

3.7.1 STREET CHARACTER

The streets within Central Coburg have varied character and widths. Sydney Road has strong building frontages and significant number of pedestrians movements, Waterfield/Louisa street are fronted by car parks and Bell Street is the main arterial dominated by traffic.



Figure 36 - View of Sydney Road between Bell Street & Munro Street



Figure 37 - View of Bell Street



Figure 38 - View of Waterfield Street



Figure 39 - View of Louisa Street

Apart from building heights; street wall height and upper level setbacks are the key controls that shape the future built form. The purpose of the street wall is to create a pedestrian scale and retain existing character. The upper level setbacks are used to help emphasise the street wall and minimise overshadowing whilst achieving the desired building heights.

The street wall height and upper level setbacks have been influenced by the existing and desired future character of the street. The key aspects of the street that has influenced the built form include –

- Street width
- Existing built form character
- Desired future built form character
- Pedestrian scale

A street width to building height ratio of 1:1 is generally considered a good balance between increased density development and pedestrian amenity. In principle this was used to guide the development of upper level setbacks to create a balance of density versus amenity. The built form is generally consistent with this principle apart from some areas where this was modified slightly based on other constraints and to keep to a consistent built form.

The Baseline Research document recommends that the bottom 2-4 storeys have good connection with the pedestrians on the street and assist in creating a pedestrian friendly environment. In general a street wall height of 10.8m (3 storey) to 14.4m (4 storey) is used throughout the centre with some exception like north side of Victoria Street Mall.

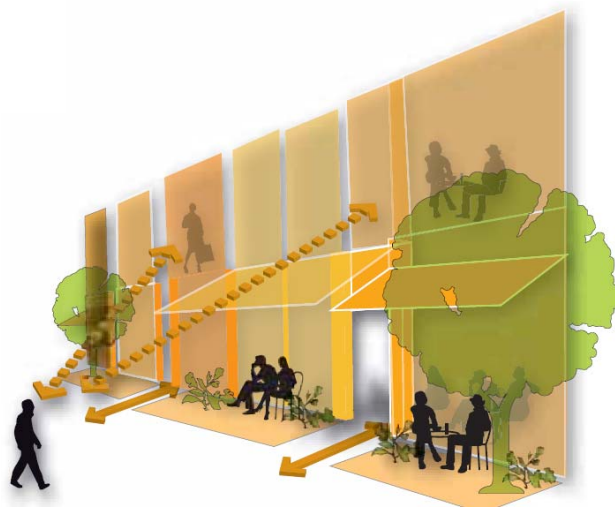


Figure 40 - Pedestrian connection with the street

Generally, upper level setbacks of 2-5m are used with exceptions in areas where overshadowing, existing character or sensitive interface was considered a priority. In such areas varying setbacks are used which are discussed in precinct based assessment. The upper level setbacks are based on overall height, size of the lot and width to ensure a dominant street wall and a developable land parcel.

Sydney Road has a strong existing street character with some heritage listed buildings. A 10.8m (3 storey) street wall height along with a 7m upper level setback is used to retain focus on the existing character.

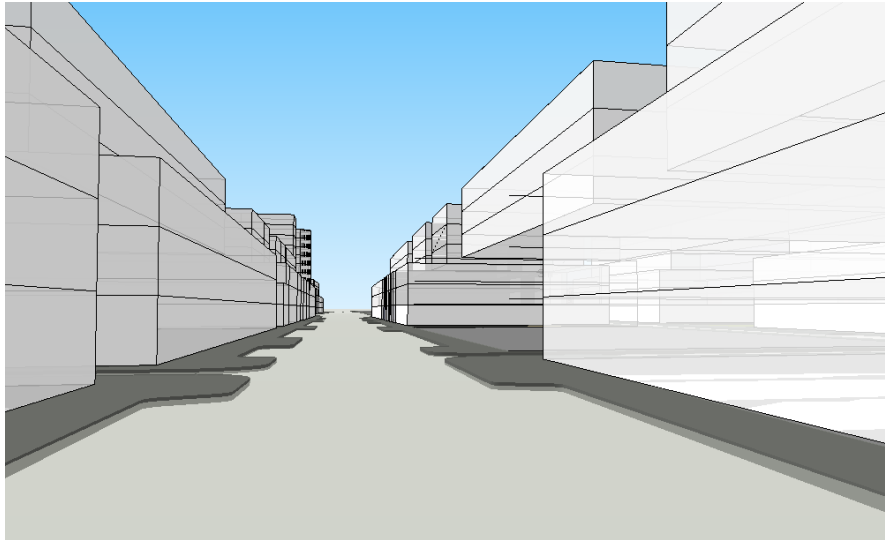


Figure 41 - Building envelopes for Sydney Road

Waterfield/Louisa Street does not have a significant built form character with majority of the frontage dominated by car parking. A 14.4m (4 storey) street wall height is considered appropriate to create a pedestrian scale environment.

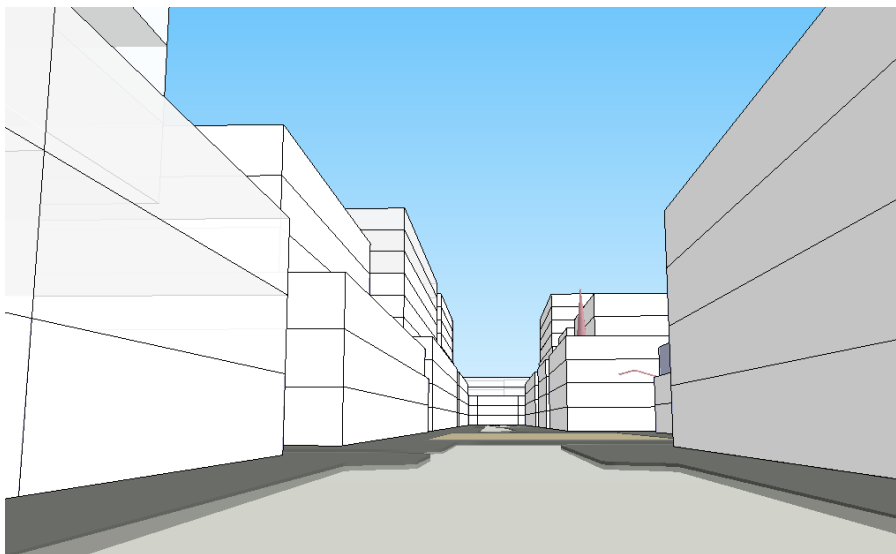


Figure 42 - Building envelopes for Waterfield Street

Bell Street west of Sydney Road has been identified for road widening and currently has a public acquisition overlay. The concept plan envisages Bell Street as a transit boulevard with landscaping and widened footpaths. Traffic will still dominate Bell Street in the future although the new street will be widened to accommodate dedicated bus lanes. A 10 storey building on the edge of property boundary is identified for Bell Street to create a landmark corridor. Instead of having landmark building on either end to mark the Principal Activity Centre the approach has been to create a landmark corridors which marks passing through a principle activity centre.

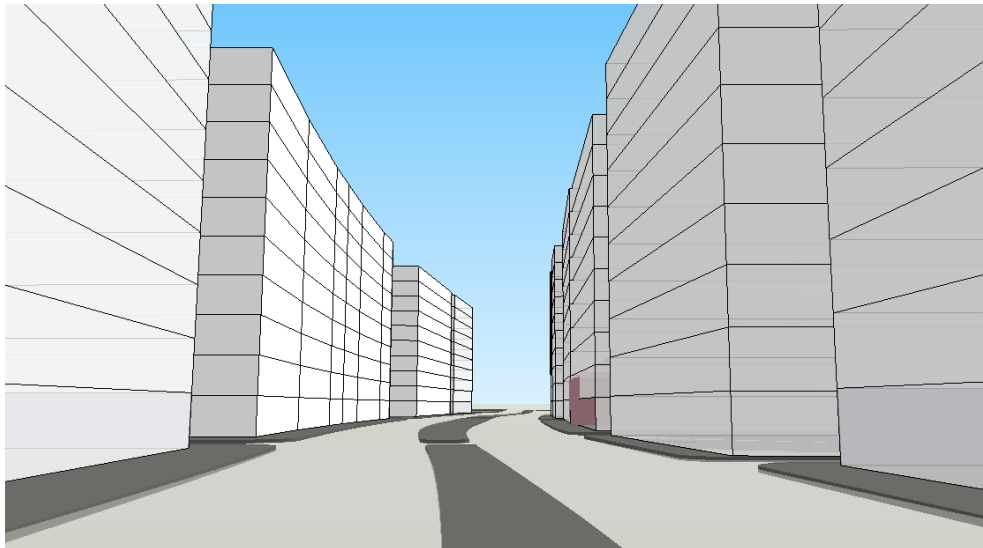


Figure 43 - Building envelopes for Bell Street

A precinct level detailed assessment of street wall height and upper level setback is provided in Section 4.

3.7.2 OVERSHADOWING OF PUBLIC REALM

The master plan for the Coburg Initiative area proposes a series of new public spaces and extension of existing public space. Creating a pedestrian oriented environment is one of the key principles in the development of the masterplan. Hence minimising the overshadowing of these public spaces is critical to the success of the centre.



Figure 44 - Proposed new public realm and civic space

A set of overshadowing criteria were developed for the key public open spaces within the activity centre. These criteria have been designed to maximise solar access to key public spaces, even with an increased development density. A very stringent winter solstice criteria is applied to the Category 1 and 2 public spaces like Market Square, Victoria Street Mall and Bridges Reserve and an equinox criteria has been used for Category 3 public spaces. The criteria have been designed to maximise the solar access to the public whilst still maintaining the development potential of the site to north of the site. A balance of good pedestrian amenity versus development potential was considered while developing the criteria. The building heights and setbacks were further refined to meet the overshadowing criteria and allow adequate solar access in the public spaces. The table below outlines the overshadowing criteria for all the key public spaces.

Public Space	Overshadowing Criteria
Category 1 <ul style="list-style-type: none"> Civic Square Market Site 	No more than ½ the space is shadow at any time between 10:30am and 2:00pm (3.5hrs) on Winter Solstice
Category 1A <ul style="list-style-type: none"> Bridges Reserve 	No more than 1/3 the space is shadow at any time between 10:30am and 2:30pm (4hrs) on Winter Solstice
Category 2 <ul style="list-style-type: none"> Victoria Street Mall 	No overshadowing of the southern footpath (within 3m of property boundary) between 11:00am and 2:00pm (3hrs) on Winter Solstice
Category 3 <ul style="list-style-type: none"> Civic Square Russell Street site Civic Square Bob Hawke Centre site Coburg Station Forecourt 	No more than 1/3 the space is shadow at any time between 10:30am and 2:30pm (4hrs) on Equinox

The Overshadowing of Public Space 3D diagrams at Appendix 1 of Coburg Principal Activity Centre – Built Form Rationale and Building Envelopes (July 2012) best illustrate how the overshadowing standards are met by the defined heights and setbacks.

Although specific overshadowing criteria for streets were not identified during the built form development, testing was carried out to ensure that the streets within the centre are not under shadow majority of the time. Central Coburg has a grid based street network with streets running north-south and east-west. The north-south streets generally have good solar access at midday whereas the east-west streets have good solar access early in the morning and late afternoon. Due to the fine grain street network there is generally good solar access throughout the day. This is illustrated in the Overshadowing of Streets 3D diagrams at Appendix 2 in Coburg Principal Activity Centre – Built Form Rationale and Building Envelopes (July 2012).

Munro Street, Harding Street and Bell Street are the key east-west streets connecting to the centre. In testing the 3D model, there was an emphasis on building heights and setbacks to be designed so not to overshadow the southern footpath at noon on Equinox as shown in Figure 45.



Figure 45 - Overshadowing of east-west streets at noon on Equinox

3.7.3 EXISTING HERITAGE

Areas of Central Coburg have buildings of heritage significance and are covered under a heritage overlay as indicated in the map below. There are a range of churches that are significant landmarks along with Sydney Road corridor with some heritage listed buildings.

Precinct based detail on how the built form is shaped by existing heritage is identified in Section 4.

3.7.4 IMPACT ON SENSITIVE INTERFACE

There are a range of interfaces around Coburg Principal Activity Centre. Majority of the interface is with single density residential area. Resolving the transition between a high density activity centre and suburban housing is key to the successful development of the centre. The built form along the edge of the centre is designed to minimise the impact of increased density in the activity centre.

A building height or rear setbacks of 2-4 storey has been used as a transition from the activity centre to single storey residential based on the level of impact and nature of adjacent uses. Precinct based detail on the specific interface is provided in Section 4.

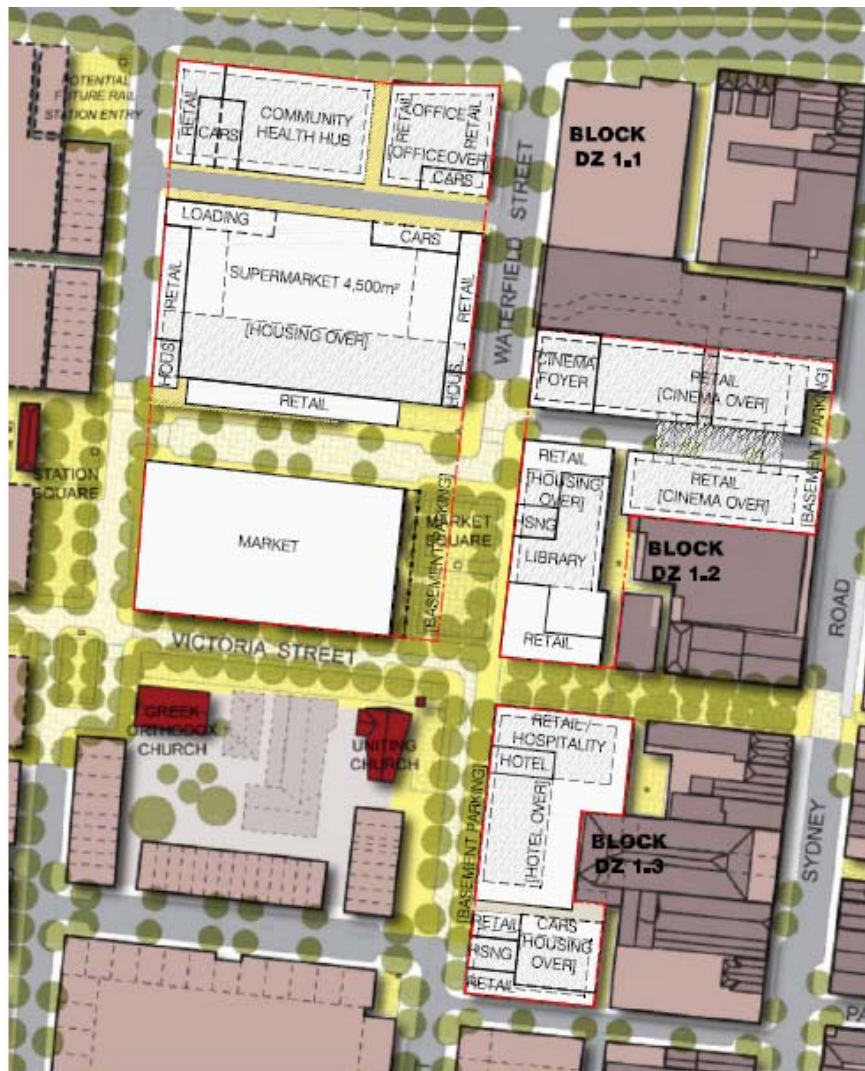
3.7.5 TEST FITS

The Coburg Initiative masterplan proposes a series of new streets, some of them created on Council land to create more permeable urban fabric. During the masterplanning process a series of test fits were carried out for Council owned land to ensure that the resulting development parcel and built form can accommodate intended uses and are commercially feasible. These test fits were carried out by Equiset as part of the Coburg Initiative.

The map below indicates the areas that were included in the test fits.



Figure 47 - Map indicating the sites included in Test Fits



SITE PLAN

BLOCK DZ 1.1 - AREA SCHEDULE

	Bmmt	Gnd	Lvl 1	Lvl 2-3	Lvl 4-6	Lvl 7-10	TOTAL
SUPERMARKET	4,500						4,500m²
MARKET	4,000						4,000m²
RETAIL	2,195						2,195m²
COMM. HEALTH HUB	1,400				1,500 x 3	1,500 x 4	11,900m²
OFFICE	350				815 x 3	815 x 4	6,055m²
HOUSING - AREA	190	1,400	3,000 x 2	1,850 x 3			13,140m²
HOUSING - NUMBER	15	34 x 2		20 x 3			183 apt/m²
CARPARK - AREA	16,800	650	7,650	3,100 x 2			31,900m²
CARPARK - CARS	560	-					560 cars
CARS - COMM. HEALTH			48	60 x 2			168 cars
CARS - OFFICE			33	35 x 2			103 cars
CARS - HOUSING			150				150 cars

BLOCK DZ 1.2 - AREA SCHEDULE

	Bmmt	Gnd	Lvl 1	Lvl 2	Lvl 3-6	Levels 6-7	TOTAL
RETAIL	3,625						3,625m²
CINEMA	560	2,550	1,490				4,600m²
LIBRARY	680	1,800	1,750				4,530m²
HOUSING - AREA	130	130	130	830 x 3			2,880m²
HOUSING - NUMBER				12 x 3			36 apt/m²
CARPARK - AREA	8,800	140					7,020m²
CARPARK - CARS	220						220 cars

BLOCK DZ 1.3 - AREA SCHEDULE

	Bmmt	Gnd	Lvl 1	Lvl 2	Lvl 3-5	Lvl 6-7	TOTAL
RETAIL	2,200						2,200m²
HOTEL - AREA	170	2,200	2,200	1,270 x 3	1,270 x 2		10,920m²
HOTEL - ROOMS	37			31 x 3	31 x 2		192 rooms
HOUSING - AREA	150	400	1,050	620 x 3	620 x 2		4,700m²
HOUSING - NUMBER	4	12	6 x 3	6 x 2			46 apt/m²
CARPARK - AREA	2,895	720	550				8,900m²
CARS - PUBLIC	25						25 cars
CARS - HOTEL	65						65 cars
CARS - HOUSING		20	20				40 cars



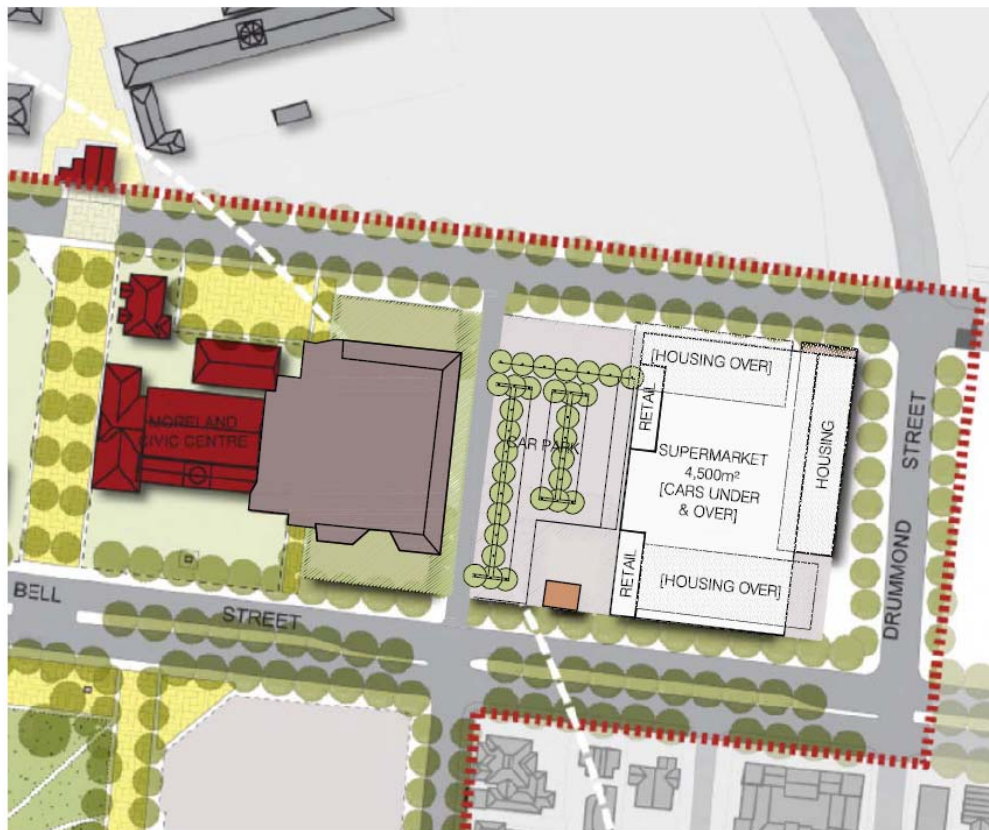
KEY PLAN

NOT TO SCALE

AREA SCHEDULE [GROSS]

	TOTAL
SUPERMARKET	4,500m²
MARKET	4,000m²
CINEMA	4,600m²
RETAIL	8,020m²
OFFICE	6,055m²
HOTEL	10,920m²
HOTEL - ROOMS	176 rooms
LIBRARY	4,530m²
COMMUNITY HEALTH	11,900m²
HOUSING - AREA	20,720m²
HOUSING - NUMBER	225 apt/m²
CARPARK - AREA	47,220m²
CARS - PUBLIC	805 cars
CARS - PRIVATE	504 cars
TOTAL AREA	122,765m²

Figure 48 - Development Parcel DZ-1



SITE PLAN



KEY PLAN

NOT TO SCALE

AREA SCHEDULE [GROSS]

	Low G	Grnd	Lvl 1-2	Lvl 3-5	Lvl 6-11	TOTAL
SUPERMARKET		4,500				4,500m²
RETAIL	290	490				780m²
HOUSING - AREA	900	900	1550x2	3350x3	1150x6	21,850m²
HOUSING - NUMBER	10	10	17 x 2	35 x 3	13 x 6	237 apmts
CARPARK - AREA	8,700	3,000	4400x2			20,500m²
CARS - PUBLIC	290	90				380 cars
CARS - HOUSING			145 x 2			290 cars
TOTAL						47,630m²

Figure 49 - Development Parcel DZ-2



SITE PLAN



KEY PLAN

NOT TO SCALE

AREA SCHEDULE

[GROS]

	TOTAL
RETAIL	1,150m ²
HOUSING - AREA	9,250m ²
HOUSING - NUMBER	92 aptmts
CARPARK - AREA	4,700m ²
CARS - PUBLIC	87 cars
CARS - HOUSING	58 cars

TOTAL AREA 15,100m²

BLOCK DZ 3.1 - AREA SCHEDULE

	Basmt	Grnd	Lvl 1-2	Lvl 3-5	TOTAL
RETAIL		650			650m ²
HOUSING - AREA		100	1,100 x 2	950 x 5	5,050m ²
HOUSING - NUMBER		-	10 x 2	10 x 5	50 aptmts
CARPARK - AREA	1,700	950			2,650m ²
CARS - PUBLIC	45				45 cars
CARS - HOUSING		37			37 cars

BLOCK DZ 3.2 - AREA SCHEDULE

	Basmt	Grnd	Lvl 1-2	Lvl 3-5	TOTAL
RETAIL		500			500m ²
AFF. HOUSING - AREA		100	1,000 x 2	700 x 3	4,200m ²
AFF. HOUSING - NUMBER			9 x 2	8 x 3	42 aptmts
CARPARK - AREA	1,350	700			2,050m ²
CARS - PUBLIC	42				42 cars
CARS - HOUSING		21			21 cars

Figure 50 - Development Parcel DZ-3



BLOCK DZ 4.1 - AREA SCHEDULE

	Bmnt	Gnd	Lvl 1-2	Lvl 3-5	Lvl 6-7	TOTAL
RETAIL		750				750m ²
CARPARK - AREA	3425	1,150	1050x2			6,675m ²
CARPARK - CARS	118	28	28 x 2			202 cars
HOUSING - AREA		600	1500x2	1400x3	1050x2	9,900m ²

BLOCK DZ 4.2 - AREA SCHEDULE

	Bmnt	Gnd	Lvl 1-2	Lvl 3-5	Lvl 6-7	TOTAL
RETAIL		1,120				1,120m ²
CARPARK - AREA	3,525	750	1300x2			6,875m ²
CARPARK - CARS	123	28	40 x 2			231 cars
HOUSING - AREA		650	1300x2	1800x3	1,600x2	11,850m ²

BLOCK DZ 5.1 - AREA SCHEDULE

	Bmnt	Gnd	Lvl 1	Lvl 2	Lvl 3	Lvl 4-6	TOTAL
OFFICE / RETAIL		395	720				1,115m ²
COMMUNITY		360					360m ²
CARPARK - AREA	2,640	1,690	1,440	1,390			7,160m ²
CARPARK - CARS	90	47	45	48			230 cars
HOUSING - AREA		1,115	1,180	1,645	2,155	1,450x2	10,445m ²

BLOCK DZ 5.2 - AREA SCHEDULE

	Bmnt	Gnd	Lvl 1	Lvl 2	Lvl 3-6	TOTAL
COMMUNITY/RETAIL		230	195	280		705m ²
CARPARK - AREA	2,580	1,035	1,080	1,010		5,685m ²
CARPARK - CARS	84	28	22	24		158 cars
HOUSING - AREA		840	980	735	1,120 x 4	7,035m ²

BLOCK DZ 6.1 - AREA SCHEDULE

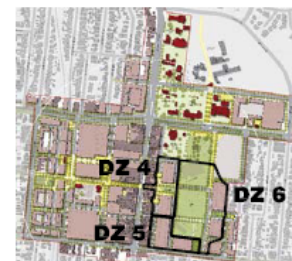
	Bmnt	Gnd	Lvl 1-5	TOTAL
CARPARK - AREA	600	200		800m ²
CARPARK - CARS	20	8		28 cars
HOUSING - AREA		400	500x4	2,400m ²

BLOCK DZ 6.2 - AREA SCHEDULE - N/A

BLOCK DZ 6.3 - AREA SCHEDULE - N/A

BLOCK DZ 6.4 - AREA SCHEDULE

RETAIN EXISTING LEISURE & AQUATIC CENTRE / UPGRADE AS REQUIRED



KEY PLAN
NOT TO SCALE

AREA SCHEDULE [GROSS]

	TOTAL
RETAIL	1,870m ²
OFFICE/RETAIL	1,115m ²
COMMUNITY/RETAIL	1,065m ²
CARPARK - AREA	27,195m ²
CARPARK - CARS	849 cars
HOUSING - AREA	41,630m ²

TOTAL AREA 72,875m²

Figure 51 - Development Parcel DZ- 4,5 & 6

3.8 3D BUILT FORM ENVELOPES

The Built Form and Land Use Strategy developed as part of Coburg Place Framework identified building heights and cross sections providing a basic guidance on upper level setbacks in the form of cross sections. This was limited to only a few streets indicated via long cross sections across the core.

The overshadowing criteria resulted in a series of complex setbacks around public spaces which was difficult to represent in 2-dimensional cross sections. A 3d building envelope model was developed to test the overshadowing criteria for public realm. The 3D envelopes enable visualisation of these preferred upper level setbacks and also provide clarity of preferred upper level setbacks along some of the streets not covered by the cross sections. It should be noted that the 3D envelopes indicated in the Coburg Principle Activity Centre Built Form Rationale & Building Envelopes document are maximum building envelopes and not building footprints. The actual building will be smaller than the envelopes to meet various planning considerations.

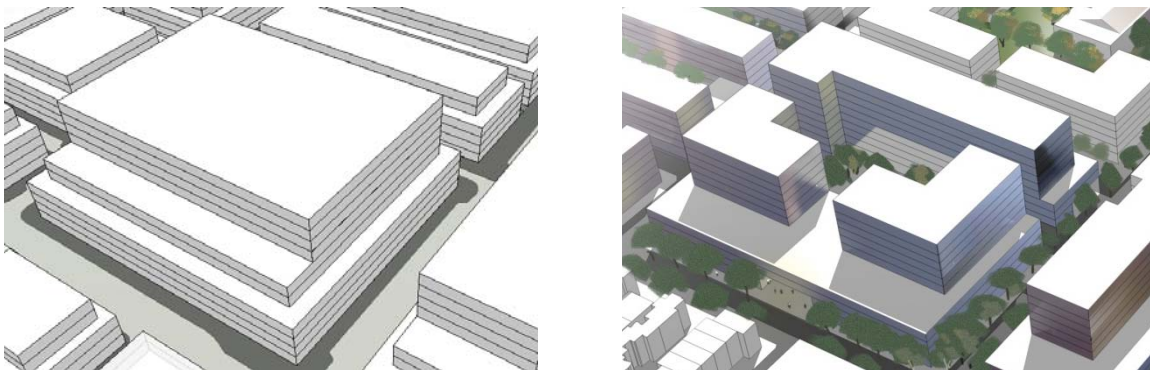


Figure 52 - Comparison between building envelope versus potential building footprint for Sub-precinct 1.5

Further the model also provides the opportunity for planning permit applications to be superimposed onto this system to determine compliance with built form requirements as translated into the ACZ for Coburg, as well as, appropriateness of development in the context of adjoining sites and anticipated building envelopes to inform discretion in the decision making process.

4. BUILT FORM DETAIL

Coburg Principal Activity Centre is divided into 10 precincts and indicated in the map below. This section provides detailed description of each precinct along with a rationale for the proposed built form in the precincts.

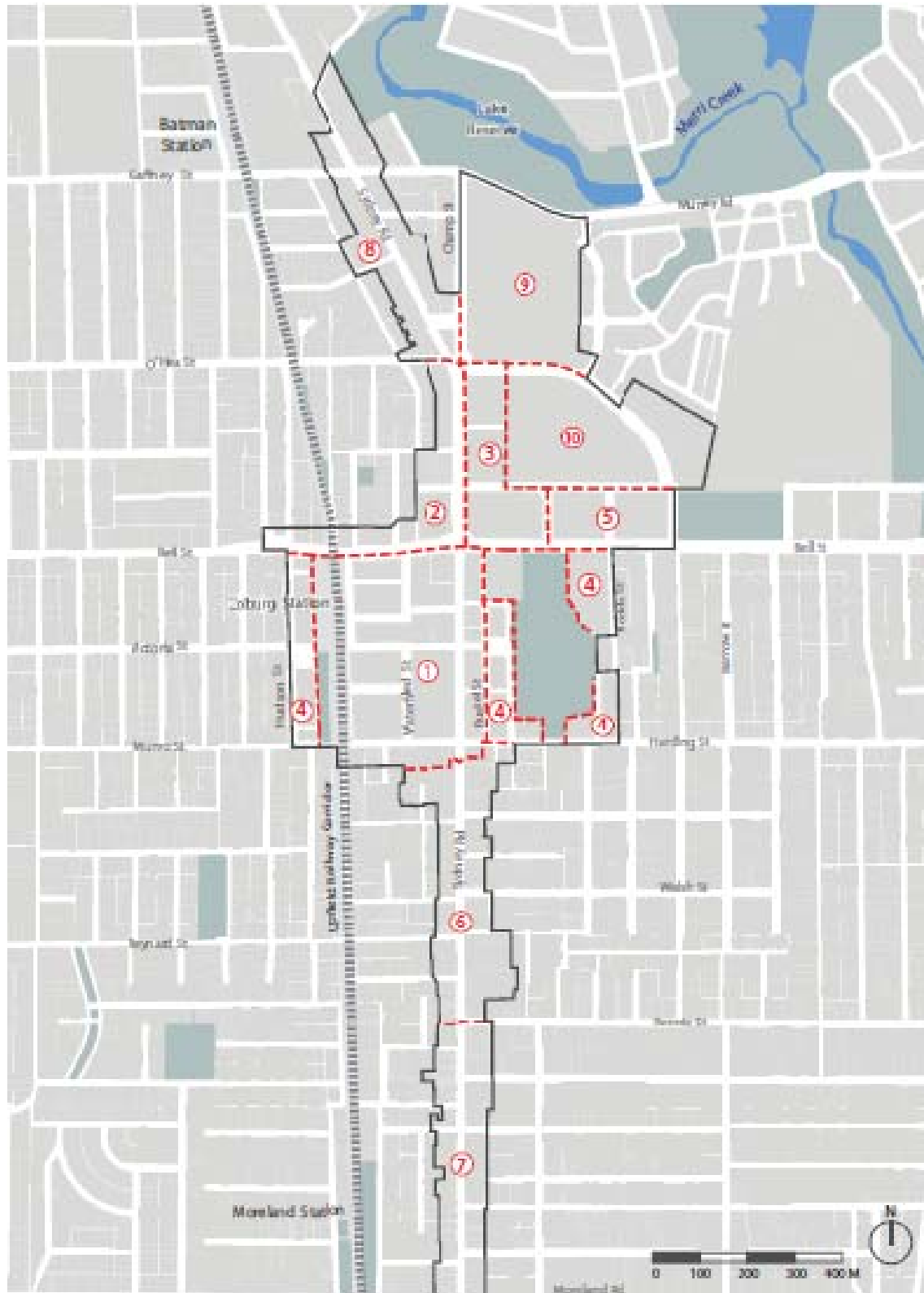


Figure 53 - Map showing precincts for Coburg Activity Centre

4.1 PRECINCT 1 – COBURG STATION AND SYDNEY ROAD

Precinct 1 is the main core of the Coburg Principal Activity Centre with a focus on office, retail and entertainment uses that support an 18 hour economy and provide for daily and weekly shopping needs. The key objectives of the precinct are -

- To maintain existing retail anchors (e.g. supermarkets, Coburg Market) and encourage new anchors to locate within the precinct (e.g. discount department store, cinema).
- To encourage retail uses to locate at ground floor, with entertainment, office, community and residential uses above.
- To enhance the presence of community facilities, including the redevelopment of the library as information and learning hub.
- To enhance and reinforce the character of the Sydney Road corridor
- To establish the Civic Square Market Site as the main meeting and gathering place for the community.
- To connect Coburg Station as a key gateway and attractive entrance to the Centre for train patrons.

4.1.1 URBAN CONTEXT

Precinct 1 is bounded by the railway line to the west, Russell Street to the east, Bell Street to the north and Munro Street to the south.



Figure 54 - Precinct 1 aerial photo



Figure 55 - Uniting Knitting Mills Development



Figure 56 - 5 storey development at the intersection of Sydney Road and Page Street



Figure 57 - Uniting Church on Victoria Street



Figure 58 - Victoria Street Mall

The precinct includes the land around the Upfield railway line, large format retail and supermarket between the railway line and Waterfield/Louisa Street, fine grain retail and shops along Sydney Road and a large portion of at-grade car parking.

It also includes a few heritage features buildings like the Coburg Railway Station, Uniting Church and some shops along Sydney Road. One of the most lively and vibrant public space in Coburg, Victoria Street Mall is located in this precinct between Sydney Road and Waterfield Street.

The built form is generally one to two storeys. Apart from Sydney Road other streets have very poor pedestrian amenity with non-existent building edges and blank facades.

The area south of Munro Street is a mix of retail and residential with a residential interface to the south.

4.1.2 BUILDING HEIGHT

The building heights in Precinct 1 are a combination of 5, 6 and 10 storey. A 10 storey building height is used in the core along Waterfield/Louisa Street due to large land parcels and lack of sensitive interface. The built form north of Victoria Street is limited to 6 storeys to minimise the overshadowing of Victoria Street as per the overshadowing criteria identified in Section 3.6.2. A building height limit of 8 storey is identified for the western end of development parcels 1.12 and 1.13 to minimise the overshadowing on Civic square Market site as per the overshadowing criteria identified in Section 3.6.2.

The building heights in Precinct 1 are indicated in the map below

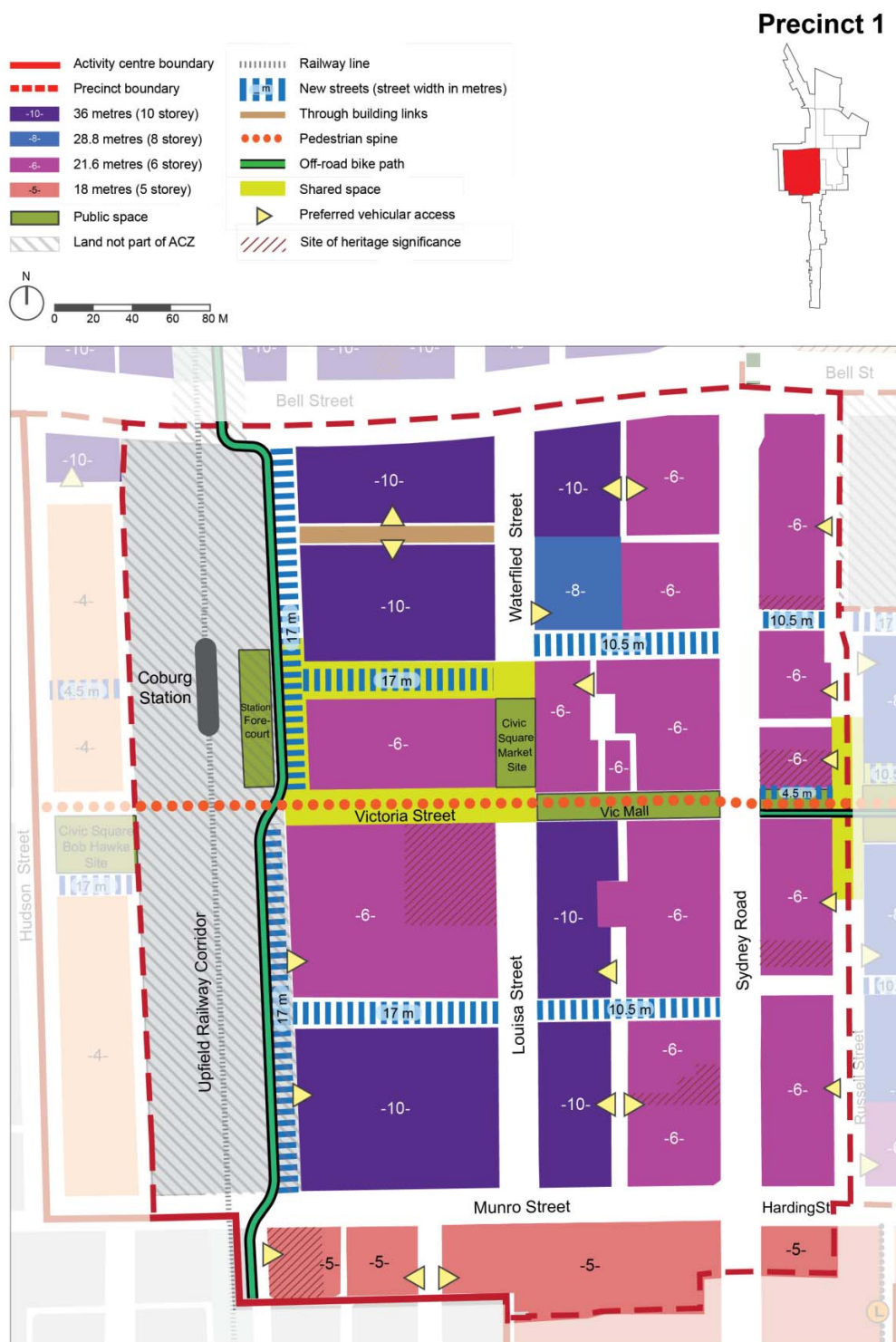


Figure 59 - Precinct 1 building heights map

Sydney Road has 6 storey building height which is 1 storey higher than Precinct 6 due to the proximity to amenities. The existing character of Sydney road is retained by the provision of a 3 storey street wall and upper level setbacks. 6 storey was considered a good balance of between increasing density and retaining existing character.

North side of Munro Street has 10 storey building height for the larger lots and 6 storey for the lots fronting Sydney Road to continue the Sydney Road character. A 10 storey building height also ensures

solar access to the southern footpath along Munro Street. The south side of Munro Street has 5 storeys to minimise the overshadowing impact on the residential areas to the south.

4.1.3 PODIUM HEIGHT & UPPER LEVEL SETBACKS

The street wall heights and upper level setbacks within Precinct 1 are indicated in the map below

Sydney Road has a street wall height of 10.8m (3 storeys) to achieve a consistent street wall. Upper level setback of 7m has been used for Sydney Road to make the upper levels recessive and retain the existing character.

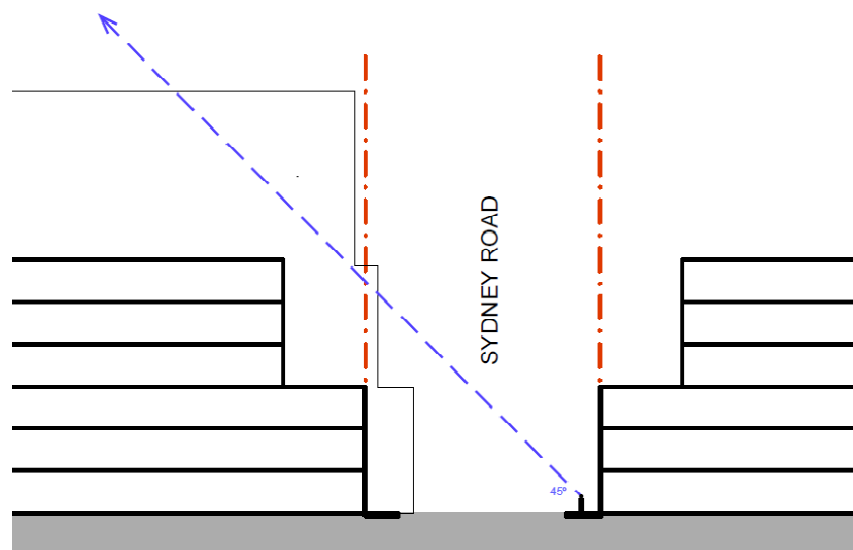


Figure 60 - Sydney Road cross section

Waterfield/Louisa Street has a street wall height of 14.4m (4 storeys) to establish a pedestrian scale to the buildings. Sub-precincts along Waterfield/Louisa Street have upper level setback of 5m with the exception of sub-precincts around the Civic Square Market site and Victoria Street where stepped and larger setbacks are provided to meet the overshadowing criteria.

Victoria Street has a 7.8m (2 storeys) street wall height and stepped upper level setbacks to minimise the overshadowing of Victoria Street.

North side of Munro Street has a 14.4m (4 storeys) street wall due to large lots and higher building heights whereas the southern side of Munro Street has a 10.8m (3 storeys) due to smaller lot sizes and an overall height of 18m (5storeys). On Munro Street the northern side has 5m setbacks due to larger lot sizes and higher building height and the southern side has 3m setbacks due to smaller lots and lower building height.

4.2 PRECINCT 2 – BELL STREET NORTH

Precinct 2 is located on the northern side of Bell Street and encompasses the land on Bell Street and Sydney Road. The main focus of the precinct is to establish as the preferred location for retailing that is 'destination' or single purpose trip in nature, utilising the main road exposure of Bell Street and Sydney Road.

The key objectives of Precinct 2 are –

- To encourage a range of commercial uses that complement the adjacent activity centre core, including medical centres, business services, offices and restricted retail uses with residential at upper levels.
- To improve connections in and around the Centre through new shared spaces and streets as part of an east/west green link through the Precinct.
- To ensure development contributes to the improvement and safety of Ross Street as a pedestrian thoroughfare.
- To develop create a corridor of 10 storey buildings along Bell Street, creating a sense of a high density Principal Activity Centre.

4.2.1 URBAN CONTEXT

Precinct 2 is bounded by Sydney Road to the east and Bell Street to the south. The precinct is only one lot deep and has an interface with single storey residential to the north and west.

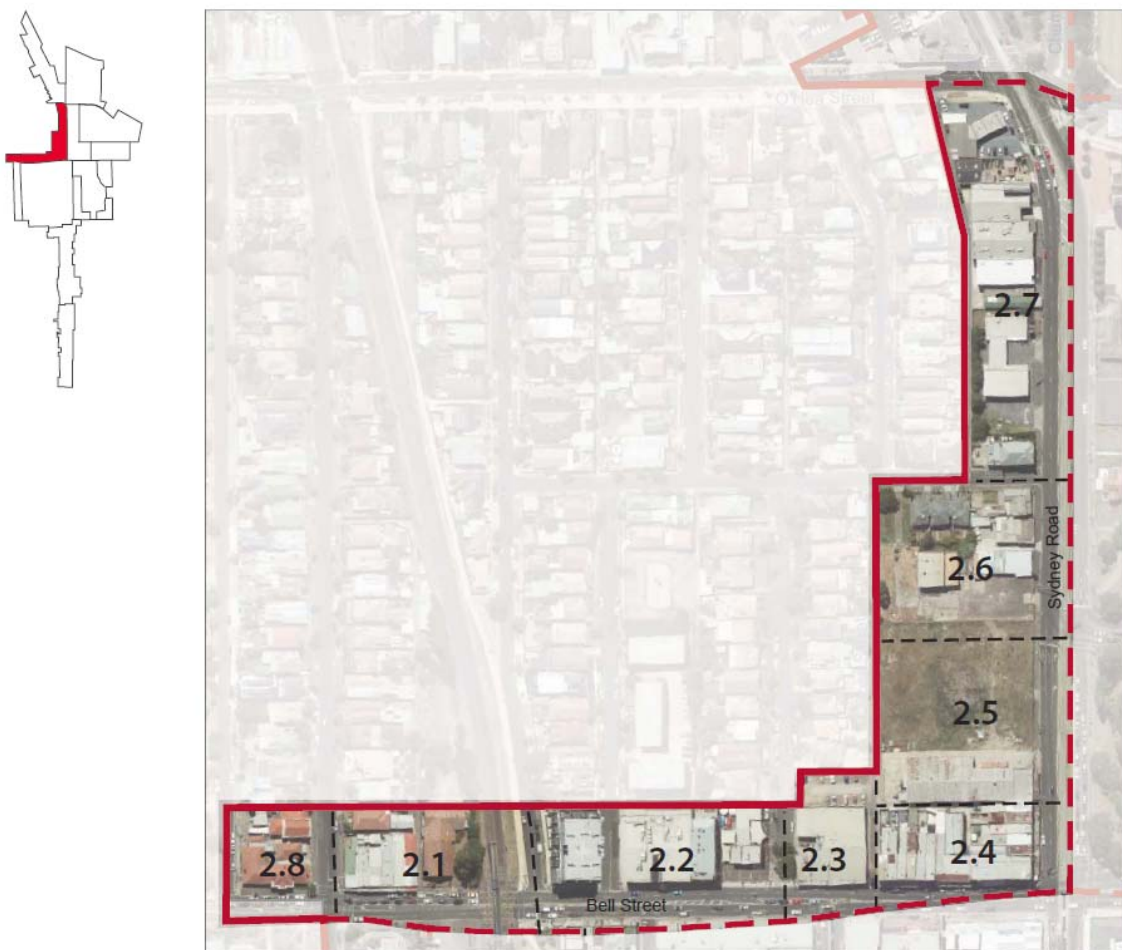


Figure 61 - Precinct 2 aerial photo



Figure 62 - Bell Street view



Figure 63 - Redevelopment site on Sydney Road



Figure 64 - Ross Street



Figure 65 - 5 Storey development along Bell Street



Figure 66 - Interface north of Bell Street



Figure 67 - Apartment block on McKay Street

The character along Bell Street is really mixed with some fine grain retail near Sydney Road and Main Street, some large lots with a car wash, an office building and a church between railway line and Sydney Road. It also includes a 5 storey mixed use development along Bell Street at the intersection of McKay Street. There are a few vacant lots along Sydney Road immediately north of Bell Street.

4.2.2 BUILDING HEIGHT

The building heights in Precinct 2 are indicated in the map below

The building height in Precinct 2 is primarily 10 storey with some 4 and 6 storey areas. The area north of Bell Street is identified for 10 storey development to create a landmark corridor along Bell Street. This part of Bell Street is also affected by the VicRoads public acquisition overlay (PAO) to widen Bell Street. Although the lot size varies significantly along this side of Bell Street the PAO allows opportunity to amalgamate the sites in future to achieve the desired building height. Although Precincts 2.1 to 2.6 are located next to single storey residential they don't have overshadowing impact as they are located to the

south and east of the residential area. Large upper levels setbacks above 4 storey are provided to mitigate overlooking concerns.

A 4 storey building height is used for sub-precinct 2.8 to create a transition along Bell Street between the 10 storey height to the west and existing development to the east.

A 6 storey building height is used for sub-precinct 2.7. This helps the transition from the 10 storey core and also minimises impact for properties along Ross Street.

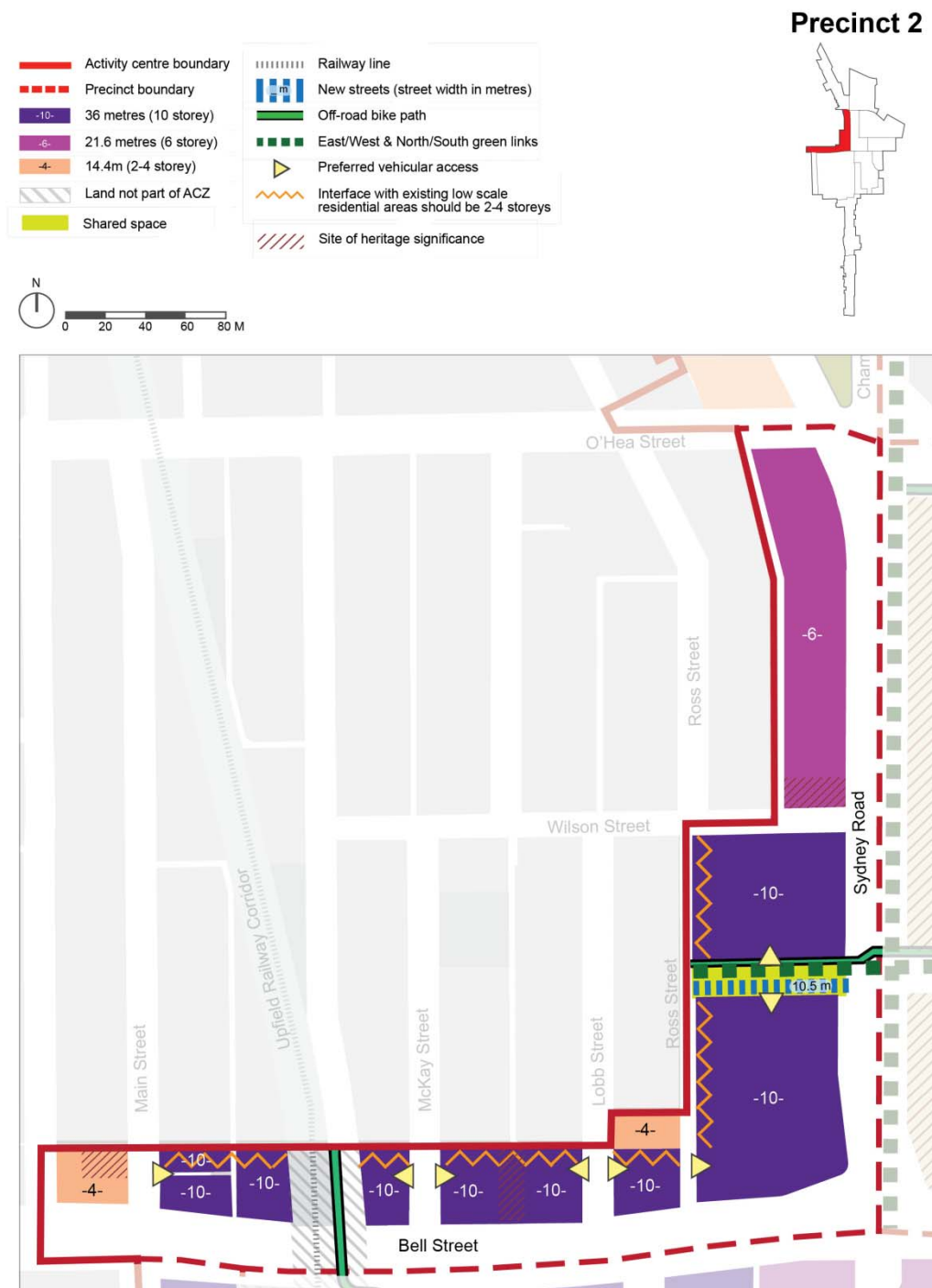


Figure 68 - Precinct 2 building heights map

4.2.3 PODIUM HEIGHT & UPPER LEVEL SETBACKS

Precinct 2 has a sensitive interface to the north and west with low density residential areas. Hence sub-precincts 2.1 to 2.3 have a 4m setback after 2 storey and a further 8m setback after 4 storey to minimise the visual bulk for the residential properties. This would provide a total setback of 12m above 4 storey for the tower component of the building. The dimension is based on the rationale that as per ResCode a minimum setback of 9m is required for overlooking without privacy screens. No setback has been provided along Bell Street to create a landmark corridor and also to maximise the setback distance from the low density residential area.

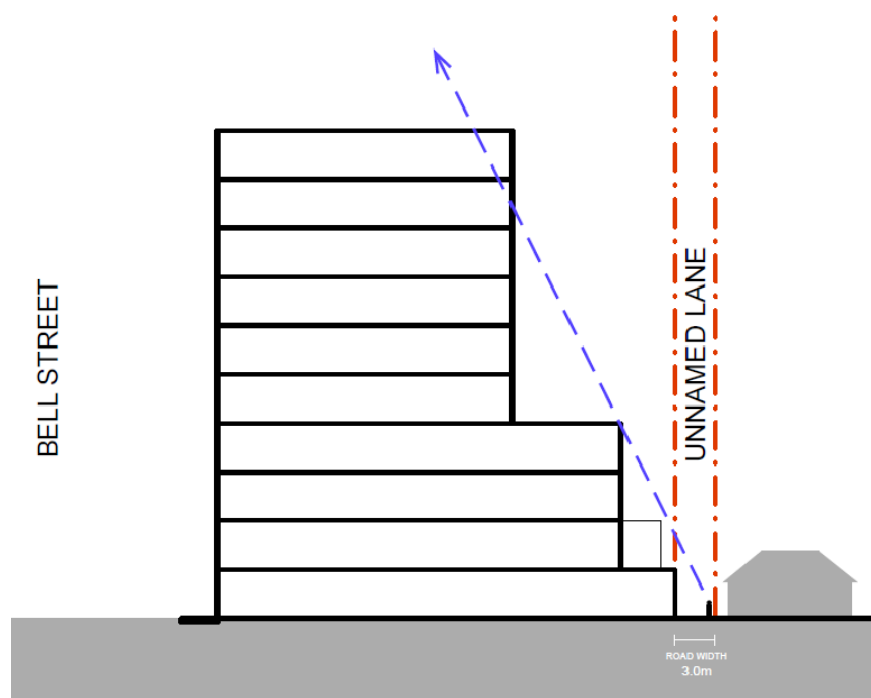


Figure 69 - Cross section showing the interface with north of Bell Street

Sub-precincts 2.5 and 2.6 which are located to the east of the residential area have an interface with Ross Street which has backyards of properties located along Lobb Street. A 4m setback above 2 storey and a further 16m setback above 4 storey has been applied to minimise the overshadowing of the Lobb Street properties in the morning. A street wall height of 4 storey has been applied to retain a pedestrian character of the street. For sub-precinct 2.7 a 2-4 storey setback interface has been used as a transition to the residential area.

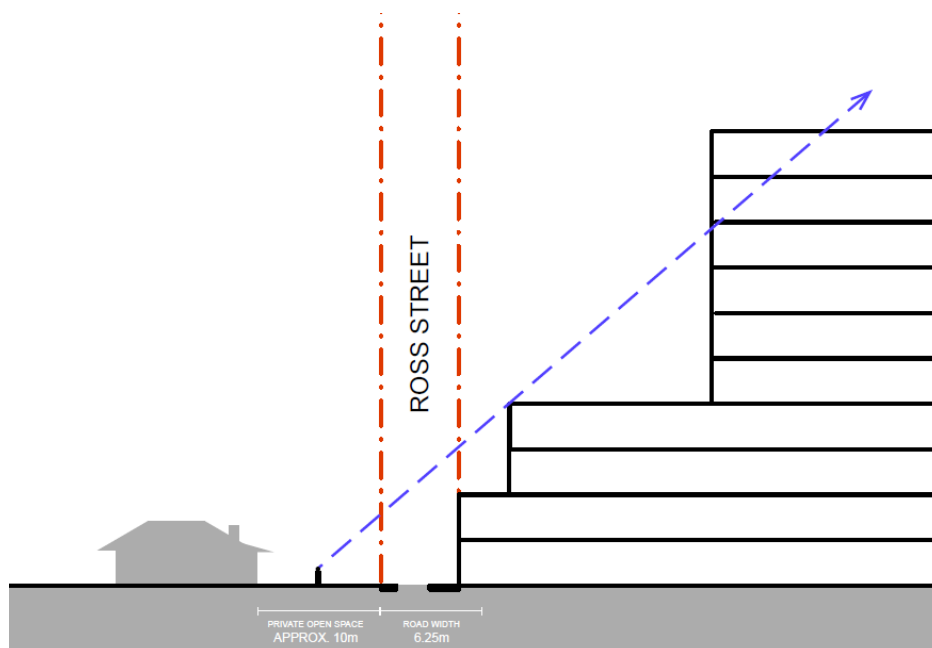


Figure 70 - Cross section showing the Ross Street interface with properties along Sydney Road

The building heights in Precinct 2 have minimal overshadowing impact on the adjoining residential area as most of the development is to the east and south of the area. Large upper level setbacks have been used in Sub-precincts 2.5 and 2.6 to minimise the overshadowing in the morning. As indicated in the shadow diagrams the properties along Ross Street are under shadow at 9am and will have full solar access by 10am on Equinox.



Figure 71 - Precinct 2 overshadowing 9am Equinox



Figure 72 - Precinct 2 overshadowing 10am Equinox

4.3 PRECINCT 3 – CHURCH, COMMUNITY AND EDUCATION

Precinct 3 is the community and education precinct located north of Bell Street. The precinct is mainly comprised of educational institutions and community facilities.

The key objectives of Precinct 3 are –

- To maintain place of worship, community and education uses.
- To maintain and enhance the historical pattern of free-standing buildings in open, landscaped grounds.

4.3.1 URBAN CONTEXT

Precinct 3 is bound by Pentridge Boulevard to the north, Sydney Road to the west and Bell Street to the south.

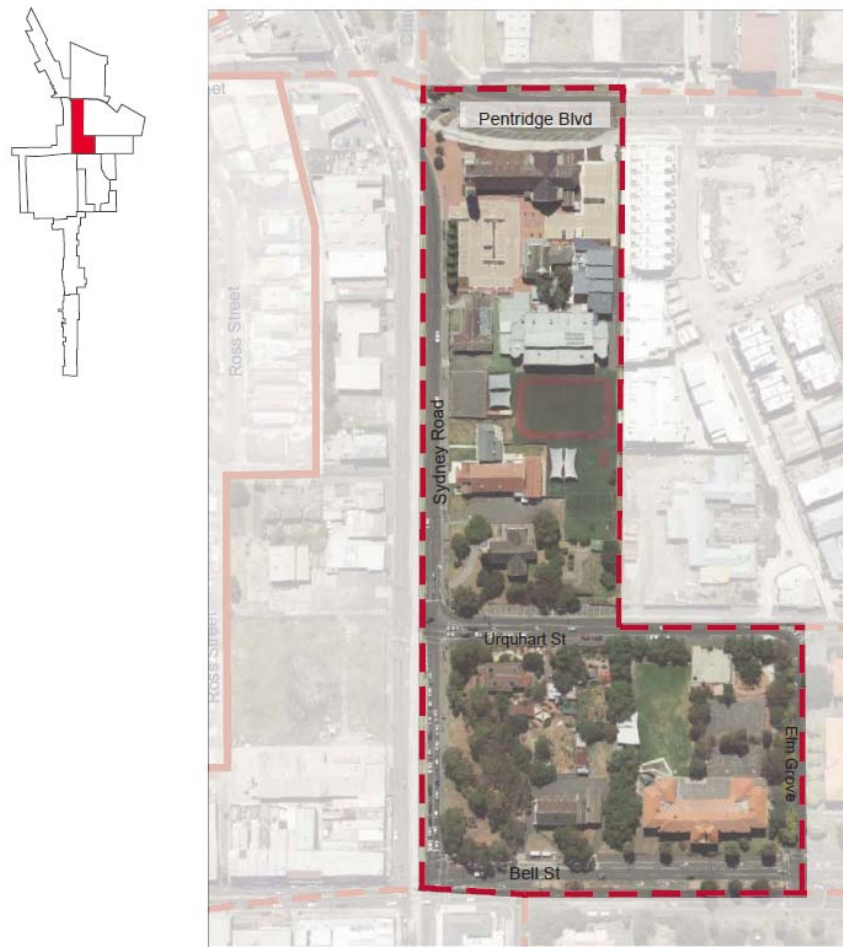


Figure 73 - Precinct 3 aerial photo



Figure 74 - Coburg Primary School



Figure 75 - St. Paul's Primary School



Figure 76 - St. Pauls Church



Figure 77 - Fijian Methodist Church



Figure 78 - Anglican Parish of Coburg



Figure 79 - Peppertree Place



Figure 80 - Sydney Road north of Bell Street

The precinct is mainly comprised of community buildings and educational facilities. The precinct includes two schools and four churches along with some other community facilities. It also includes a community Peppertree Place, a community garden managed by the Kildonen Uniting Church. The majority of the buildings in this precinct are covered by a heritage overlay with minimal development anticipated in the future.

The building between Urquhart Street and Bell Street are located in a landscaped setting with a landscaped edge to Sydney Road and Bell Street.

4.3.2 BUILDING HEIGHT

The building heights in Precinct 3 are indicated in the map below

Precinct 3

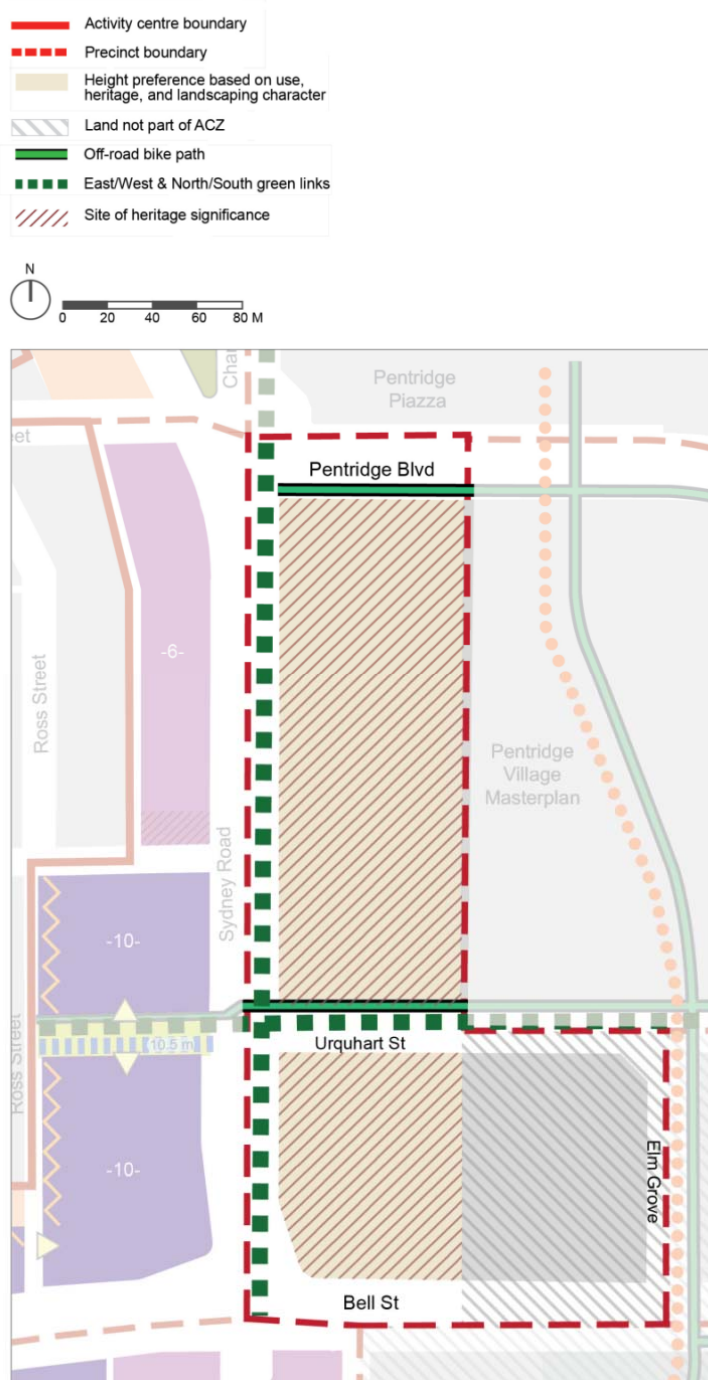


Figure 81 - Precinct 3 building heights map

No preferred building heights have been identified for Precinct 3 as the entire precinct has a heritage overlay and no significant development is anticipated in the precinct. Development applications will be assessed on a case by case basis based on its merit.

4.3.3 PODIUM HEIGHT & UPPER LEVEL SETBACKS

No preferred podium height or upper level setbacks have been identified for Precinct 3 as the entire precinct has a heritage overlay and no significant development is anticipated in the precinct. Development applications will be assessed on a case by case basis based on its merit.

4.4 PRECINCT 4 – HUDSON STREET, RUSSELL STREET AND ENVIRONS

Precinct 4 is a non-contiguous precinct with a primary focus on residential uses and creating an interface between the high density centre and low density suburban area.

The key objectives of Precinct 4 are -

- To establish as the primary location for residential uses, to accommodate a wide range of household sizes and home office activity.
- To allow retail and minor office uses that support residential activity.
- To provide a transitional built form between the high density centre and low density residential area.
- To encourage passive surveillance and increase activity and safety around Bridges Reserve and City Oval.
- To reinforce the existing east-west link between Bridges Reserve and Rodda Street.

4.4.1 URBAN CONTEXT

Precinct 4 is made of various areas that are located in different parts of the centre. It mainly includes the land around the City Oval including the old high school site on Bell Street, Gilgunya Age Care Centre along Harding Street and Council owned car park along Russell Street. It also includes the interface area on the east side of Hudson Street.



Figure 82 - Precinct 4 aerial photo



Figure 83 - Old High School site



Figure 84 - Gilgunya Age Care



Figure 85 - Russell Street



Figure 86 - Hudson Street

4.4.2 BUILDING HEIGHT

The building heights in Precinct 4 are indicated in the map below

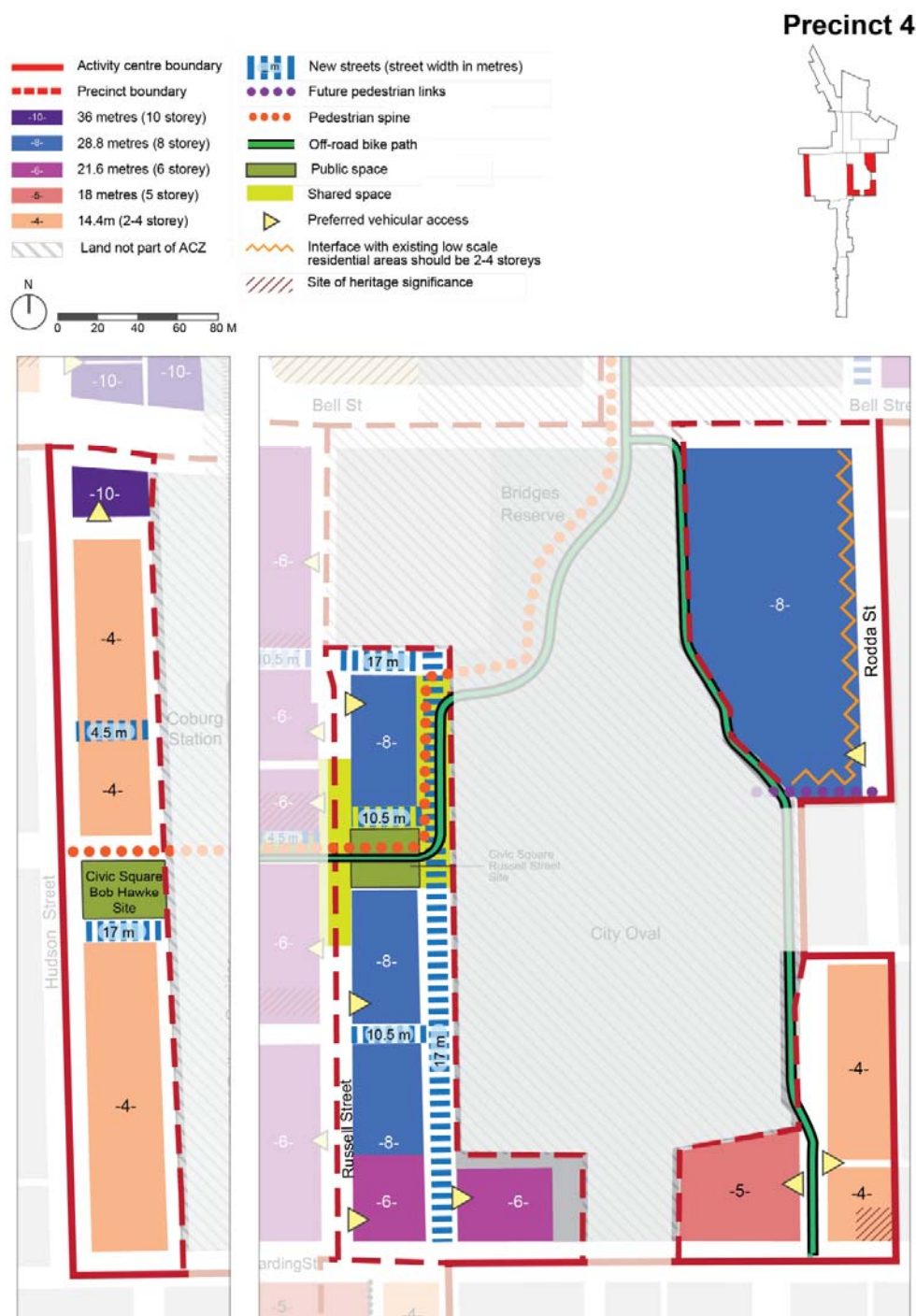


Figure 87 - Precinct 4 building heights map

The building height in Precinct 4 varies from 4 to 8 storeys based on the location and lot sizes.

Around City Oval, a building height of 8 storey is identified for Russell Street carpark due to large lot size and minimal off-site impact. This transitions down to 6 storey along Harding Street in sub-precincts 4.7 and 4.8.

8 storey building height is identified for the old high school site along Bell Street mainly due to the fairly large lot size and Bell Street location where the site marks an entrance to activity centre. The size of the

site allows to minimise the impact on Rodda Street by having a 2-4 storey interface which is further explained in Section 4.4.3 and 4.4.4.

A building height of 3-5 storey is identified for the Gilgunya Age care centre as a transition from the activity centre to the single storey residential.

A 2-4 storey height limit is identified for the east side of Hudson Street as a transition from the high density activity centre to the single storey residential on the west side of Hudson Street. Sub-precinct 4.1 at the intersection of Bell Street has a building height of 10 storey to continue the Bell Street landmark corridor.

4.4.3 PODIUM HEIGHT & UPPER LEVEL SETBACKS

A 3 storey podium height along with an upper level setback of 4m is identified for the Russell Street car park development to create a pedestrian scale. This also keeps the street character consistent with the western side of Sydney Road.

Although the old high school has a 8 storey building height a 2-4 storey transition with 5m upper level setback has been provided to reflect the residential nature of Rodda Street. A 10m front setback has been provided along Bell Street reflect the landscape setting of buildings in this part of Bell Street. This also helps in creating a transition from Bridges Reserve.

The built form along Hudson Street has a 2 storey street wall with the upper two storeys setback by 4m allowing to create a 2 storey street character. This is consistent with the west side of Hudson Street and will help transition to the low density residential.

4.5 PRECINCT 5 – CIVIC AND COMMUNITY

Precinct 5 is the civic precinct with Moreland City Council offices and Coburg Town Hall.

The key objectives of Precinct 5 are –

- To encourage the establishment of institutional uses including hospital or major medical facilities.
- To reinforce the existing local government and community facilities with complimentary services and buildings.
- To create a sense of arrival to central Coburg from the east.

4.5.1 URBAN CONTEXT

Precinct 5 is bounded by Urquhart Street on the north, Elm Grove to the west, Bell Street to the south and Drummond Street to the east.

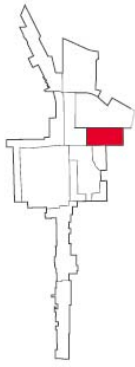


Figure 88 - Precinct 5 aerial photo



Figure 89 - Coburg Town Hall



Figure 90 - Urquhart Street



Figure 91 - Hospital site along Drummond Street

It mainly consists of the Moreland City Council offices, Coburg Town Hall, Coburg Children's Centre and a vacant land along Drummond Street. The precinct also includes a small bluestone cottage that is home of the Coburg Historical society and has a heritage overlay.

The buildings generally have a landscaped setting with generous setbacks along Bell Street which continues from Precinct 3.

4.5.2 BUILDING HEIGHT

The building heights in Precinct 5 are indicated in the map below

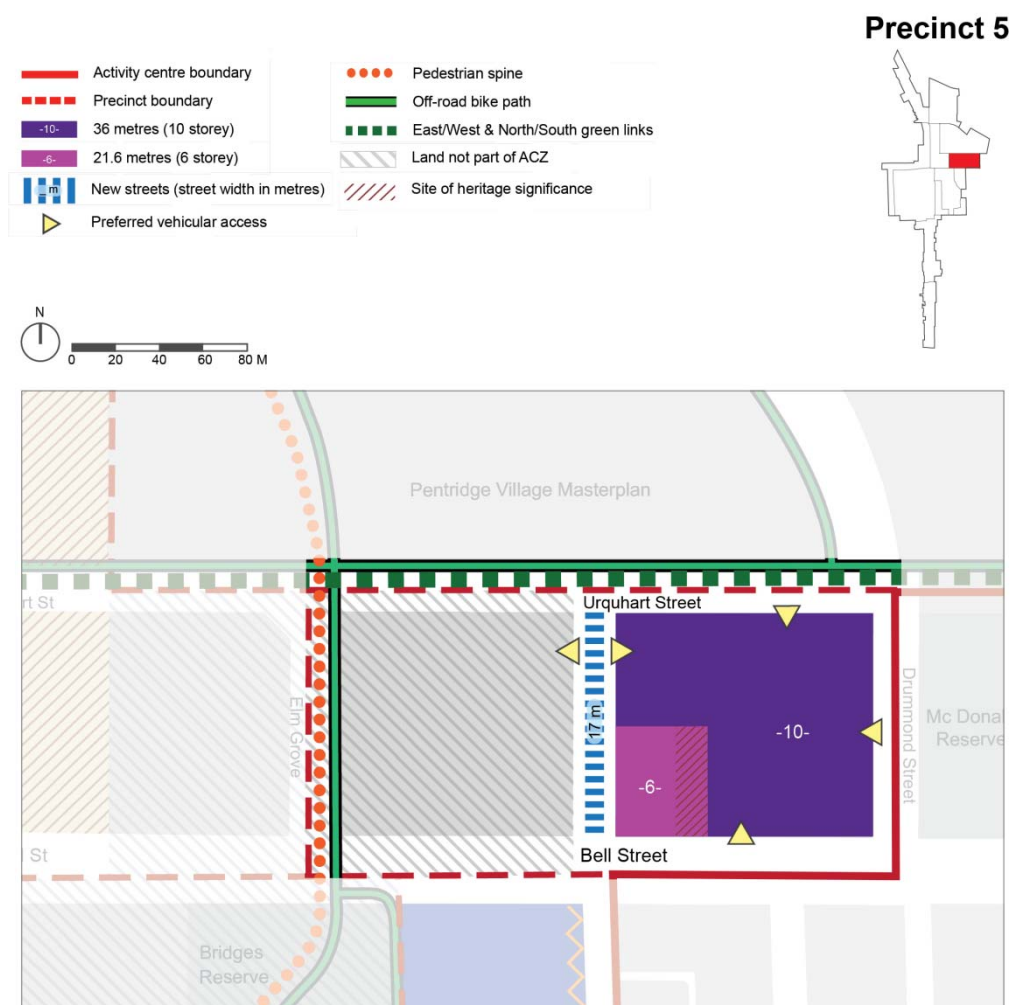


Figure 92 - Precinct 5 building heights

A building height of 10 storey is identified for sub-precinct 5.1 and 5.3 due to the large lot size and minimal off-site impact. The precinct also marks an entry to the activity centre from the east and a taller built form was considered appropriate to mark the entry. A 6 storey building height is identified for sub-precinct 5.2 to minimise the impact on the existing heritage building.

4.5.3 PODIUM HEIGHT& UPPER LEVEL SETBACKS

A ground floor setback of 10m has been provided along Bell Street to retain the landscape setting character in this part of Bell Street. A 4 storey podium and an upper level setback of 5m has been provided around the entire block.

A range of setbacks have been provided round the heritage building to retain the significance of the building and its setting.

4.6 PRECINCT 6 – SYDNEY ROAD SOUTHERN COMMERCIAL GATEWAY

Precinct 6 is located south of the core activity centre and acts as a gateway to the centre.

The key objectives of Precinct 6 are -

- To encourage restricted retailing activity and other commercial activities, including light industrial uses which complement the core of the activity centre.
- To encourage office and residential uses above ground floor, provided they do not impact on the viability of employment generating uses.
- To enhance and reinforce the character of the Sydney Road corridor (horizontal, 2-3 storey Victorian scale) by establishing strong podium forms and setbacks to upper

4.6.1 URBAN CONTEXT

Precinct 6 is located south of the core along Sydney Road. The precinct extends from Harding Street to Rennie Street.

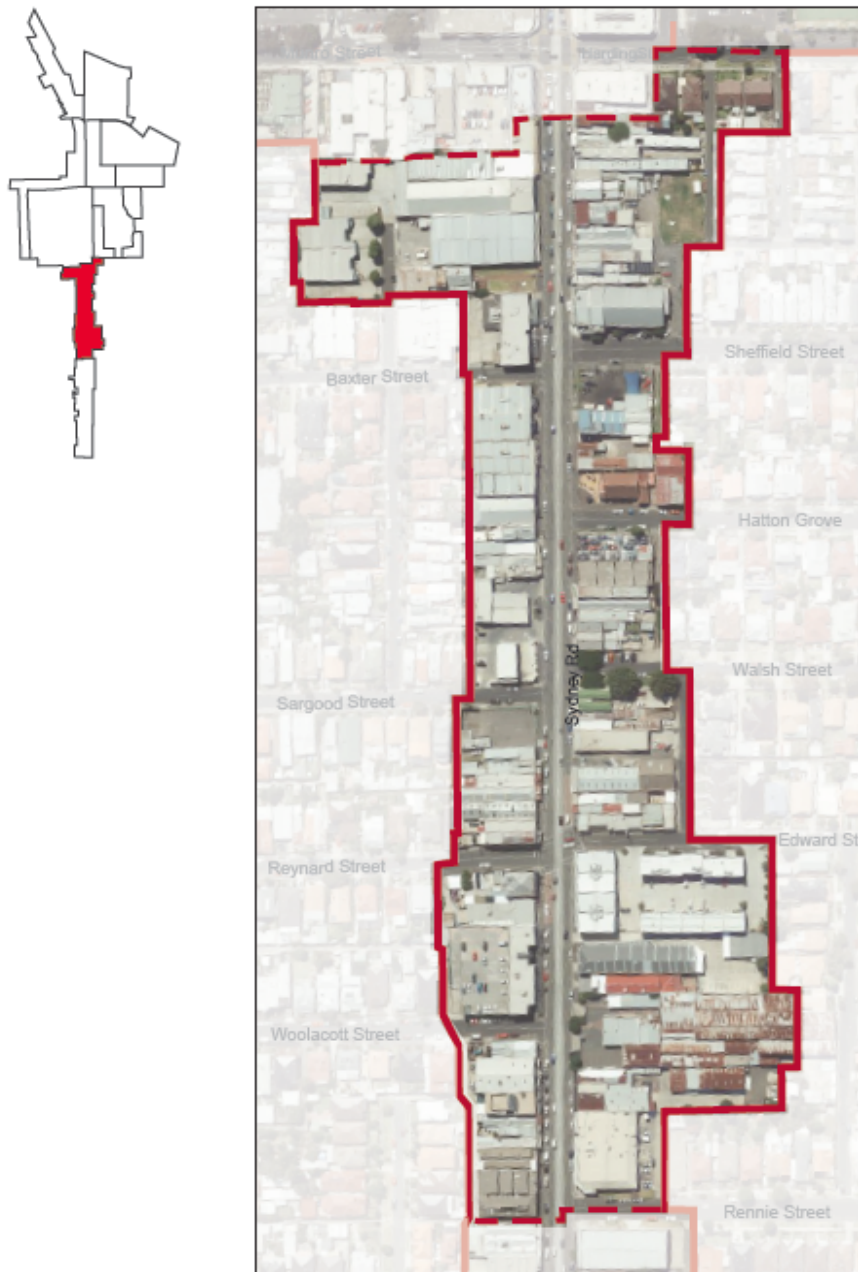


Figure 93 - Precinct 6 aerial photo

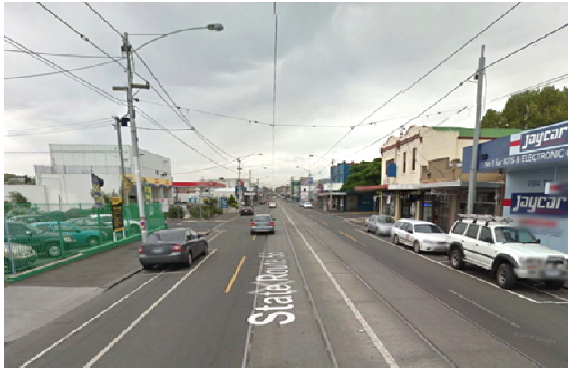


Figure 94 - Sydney Road corridor



Figure 95 - Existing retail shops

This precinct forms the southern entrance or approach to the core of the Coburg Activity Centre. It contains a range of office, showroom and retail activities within a mixed scale of one to three storeys and arrange of ages of built form. The mixed nature of the precinct, with a variety of heights and setbacks, forms a break in the consistency of scale along Sydney Road. A high proportion of Sydney Road properties are separated from existing low density residential areas by laneways.

4.6.2 BUILDING HEIGHT

The building heights in Precinct 6 are indicated in the map below -

Precinct 6

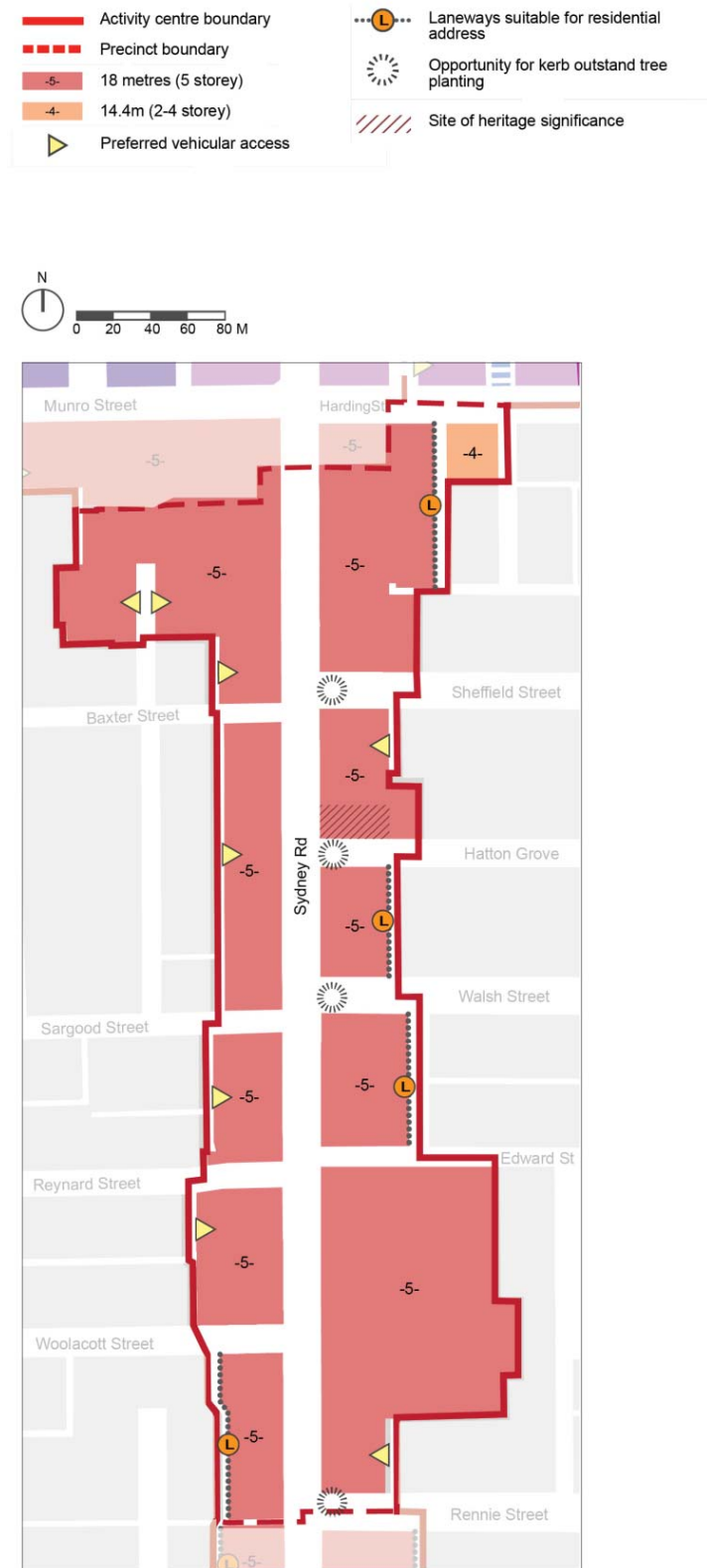


Figure 96 - Precinct 6 building heights

A building height of 5 storey is identified for Precinct 5 to continue the character of Sydney Road. Majority of the lots are narrow and have a single storey residential interface.

4.6.3 PODIUM HEIGHT & UPPER LEVEL SETBACKS

A 3 storey podium is identified for Sydney Road with an upper level setback of 7m to retain the existing character of Sydney Road. The rear interface has a setback of 6 to 18m from the adjacent property boundary to minimise the impact on the adjacent residential area.

4.7 PRECINCT 7 – SYDNEY ROAD – MORELAND ROAD

Precinct 7 is the beginning of the Central Coburg Principal Activity Centre and directly adjacent to the Brunswick Major Activity Centre.

The key objectives of Precinct 7 are –

- To retain and expand on the existing mix of light industrial and commercial uses to support and complement the core of the activity centre.
- To encourage restricted retailing activity and other commercial activities which complement the core of the activity centre
- To provide shop and retailing uses that serve a local convenience role.
- To introduce residential uses into the precinct above ground floor, provided they do not impact on the viability of employment generating uses.
- To ensure new development improves the definition of the Sydney Road streetscape, with buildings built to the front boundary.

4.7.1 URBAN CONTEXT

Precinct 7 is located along Sydney Road between Rennie Street and Moreland Road.

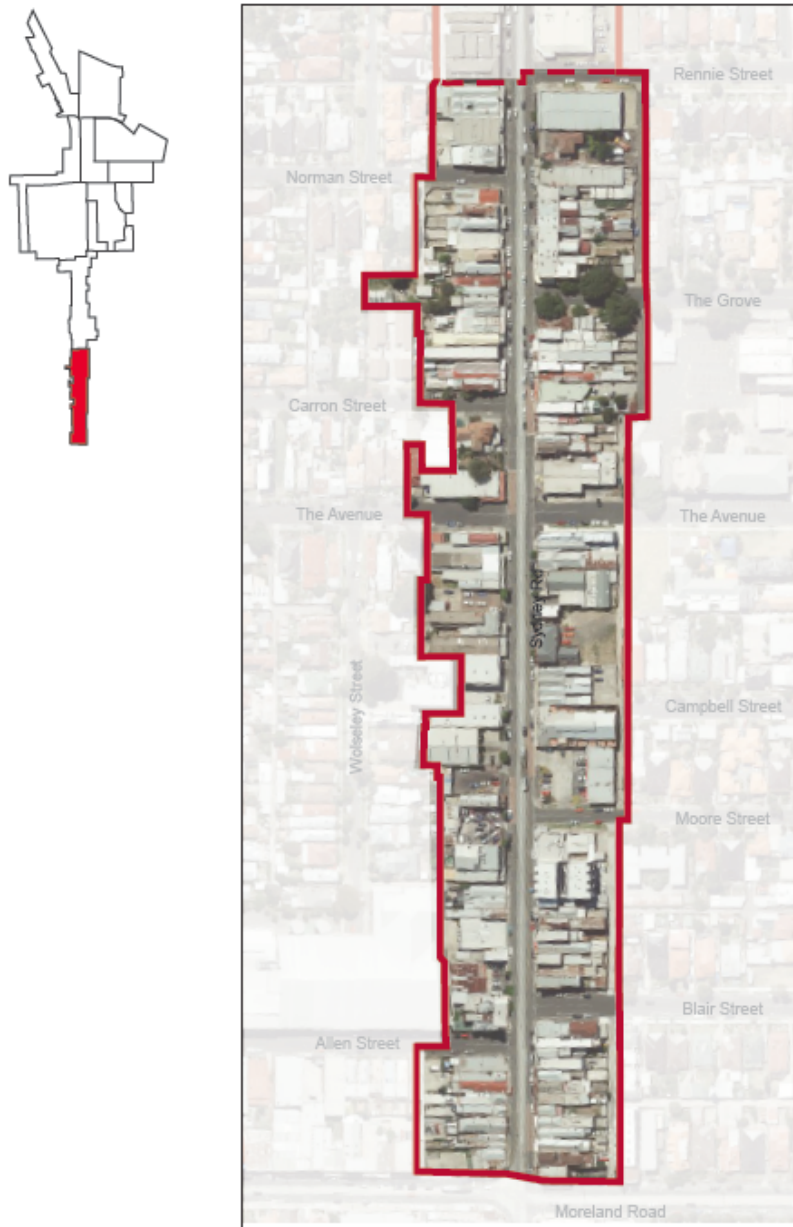


Figure 97 - Precinct 7 aerial photo



Figure 98 - Sydney Road/Moreland Road intersection



Figure 99 - Existing retail shops

This precinct marks the threshold between Brunswick and Coburg. The precinct is linear in nature with a relatively consistent built form of one to two storeys to the street frontage. A number of heritage buildings exist within the precinct which creates visual interest. Sydney Road properties are generally separated from existing low density residential areas by laneways.

4.7.2 BUILDING HEIGHT

The building heights in Precinct 7 are indicated in the map below



Figure 100 - Precinct 7 building heights

A building height of 5 storey is identified for Precinct 5 to continue the character of Sydney Road. Majority of the lots are narrow and have a single storey residential interface.

4.7.3 PODIUM HEIGHT & UPPER LEVEL SETBACK

A 3 storey podium is identified for Sydney Road with an upper level setback of 7m to retain the existing character of Sydney Road. The rear interface has a setback of 6 to 18m from the adjacent property boundary to minimise the impact on the adjacent residential area.

4.8 PRECINCT 8 – SYDNEY ROAD NORTHERN COMMERCIAL GATEWAY

Precinct 8 acts as a commercial gateway for the activity centre from the north and is focused on restricted retail, light industrial and residential uses.

The key objectives of Precinct 8 are –

- To further the mixed-use nature of the precinct and encourage restricted retail premises, commercial or complementary light industrial uses and limited office and residential uses.
- To ensure that proposed residential uses do not impact on the viability of existing or encouraged employment uses.
- To improve the contribution of buildings to the streetscape and amenity of Sydney Road.
- To ensure building design responds to the transitional nature of the precinct from large scale development to the south and lower-scale buildings to the north, west and east.
- To retain and capitalise on views and vistas to the former Pentridge Prison complex.
- To encourage the creation of a new public circulation space at the intersection of Sydney Road and Champ Street, to link the pedestrian piazza entry and the enhanced tram stop at Sydney Road.

4.8.1 URBAN CONTEXT

Precinct 8 extends from slightly north of Gaffney Street to Ohea Street along Sydney Road.

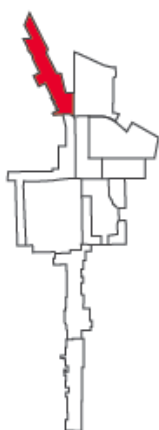


Figure 101 - Precinct 8 aerial photo



Figure 102 - King Kahlid Islamic College



Figure 103 - Sydney Road View

This precinct forms the entrance to the activity centre from the north. Centred on Sydney Road, the area forms a transition between the residential area to the north and the retail and commercial activities to the south. The street is lined with mixed retailing, with a predominance of machinery and motor vehicle sales and services, the King Kahlid Islamic College and pockets of housing. Pedestrian activity in this area is lower than in the core of Coburg, due to the nature of surrounding activity. The intersections of Gaffney Street and Murray Road and O’Hea Street with Sydney Road and Pentridge Boulevard are important for pedestrian access between areas to the east and west. The mixed nature of the precinct has led to a poorly defined and inconsistent streetscape.

4.8.2 BUILDING HEIGHT

The building heights in Precinct 8 are indicated in the map below



Figure 104 - Precinct 8 building heights

A building height of 4 storey is identified for Precinct 8 to create a transition from the activity centre. Majority of the lots are narrow and have a single storey residential interface hence making it difficult to achieve

4.8.3 PODIUM HEIGHT & UPPER LEVEL SETBACKS

A 3 storey podium is identified for Sydney Road with an upper level setback of 2m. This will establish a 3 story character along this part of Sydney Road. The rear interface has a setback of 5 to 13m from the adjacent property boundary to minimise the impact on the adjacent residential area.

4.9 PRECINCT 9 – PENTRIDGE COBURG

Precinct 9 is the northern part of Pentridge development bounded by Pentridge Boulevard, Murray Road and Champ Street. The main focus of the precinct is high density residential and mixed used development.

The key objectives of the precinct are –

- To promote a high density, residential and mixed use district, that encourages both day and evening activity, though the provision of convenience and leisure retail services, together with offices and service uses.
- To create a sustainable, vibrant and integrated mixed use precinct comprising residential, retail, tourist and other commercial activities, within a development composition that complements the heritage significance of the site.
- To promote the former prison parade ground as the public focus of the precinct, and for this space to be supplemented by a range of complementary public realm experiences.
- To provide for a series of key marker buildings within the built form composition that achieves a layered architectural composition when viewed from internally and externally.
- To ensure new building design references the datum of existing bluestone former prison buildings and the bluestone boundary walls.
- To protect and enhance the cultural heritage significance and assist the conservation and enhancement of heritage buildings in Pentridge.



Figure 105 - Precinct 9 masterplan framework

The built form controls in Precinct 9 are a direct translation of the existing planning scheme controls identified in the existing Pentridge Comprehensive Development Zone.

4.10 PRECINCT 10 – PENTRIDGE VILLAGE

Precinct 10 is the southern part of Pentridge development bounded by Pentridge Boulevard and Urquhart Street. The main focus of the precinct is high density residential and mixed used development.

The key objectives of the precinct are –

- To promote a high density, residential and mixed use district, that encourages both day and evening activity, though the provision of convenience and leisure retail services, together with offices and service uses.
- To create a sustainable, vibrant and integrated mixed use precinct comprising residential, retail, tourist and other commercial activities, within a development composition that complements the heritage significance of the site.
- To promote the former prison parade ground as the public focus of the precinct, and for this space to be supplemented by a range of complementary public realm experiences.
- To provide for a series of key marker buildings within the built form composition that achieves a layered architectural composition when viewed from internally and externally.
- To ensure new building design references the datum of existing bluestone former prison buildings and the bluestone boundary walls.
- To protect and enhance the cultural heritage significance and assist the conservation and enhancement of heritage buildings in Pentridge.



Figure 106 - Precinct 10 masterplan framework

The built form controls in Precinct 9 are a direct translation of the existing planning scheme controls identified in the existing Pentridge Comprehensive Development Zone.

5. CONCLUSION

The Central Coburg 2020 structure plan and the Coburg Place Framework were developed with the aim to facilitate the intensification of Coburg so that it can function as the main activity centre in Moreland. The built form controls are designed to create a balance between increased density and amenity with a particular focus on creating a pedestrian friendly centre.

The building heights are based on achieving a realistic built form outcome that is both financially viable and assists in the revitalisation of the centre. Planning scheme amendment C123 translates the objectives and built form controls from the structure plan and place framework to provide a framework for the development of Coburg.



Moreland City Council