THE COBURG INITIATIVE

a partnership between

Moreland City Council

BASELINE RESEARCH

Draft issue April 2009

PREFACE

This Baseline Research Report is a work in progress. The research has been undertaken in order to;

- Promote discussion and debate.
- Provide information to support and inform The Coburg Initiative process.

This document is not council policy and is not intended to be adopted as a policy document by Moreland City Council.

GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

mgs

aurecon

F2
F2 Architecture

ARUP

EQUISET
GROLLO GROUP

Moreland City Council

PLACE PARTNERS
Place Making Consultancy

PPS
PROJECT for
PUBLIC SPACES

Tract

CHARTER | KECK CRAMER
Strategic Property Consulting

WOODS BAGOT.

AUSTRALIA
ASIA
MIDDLE EAST
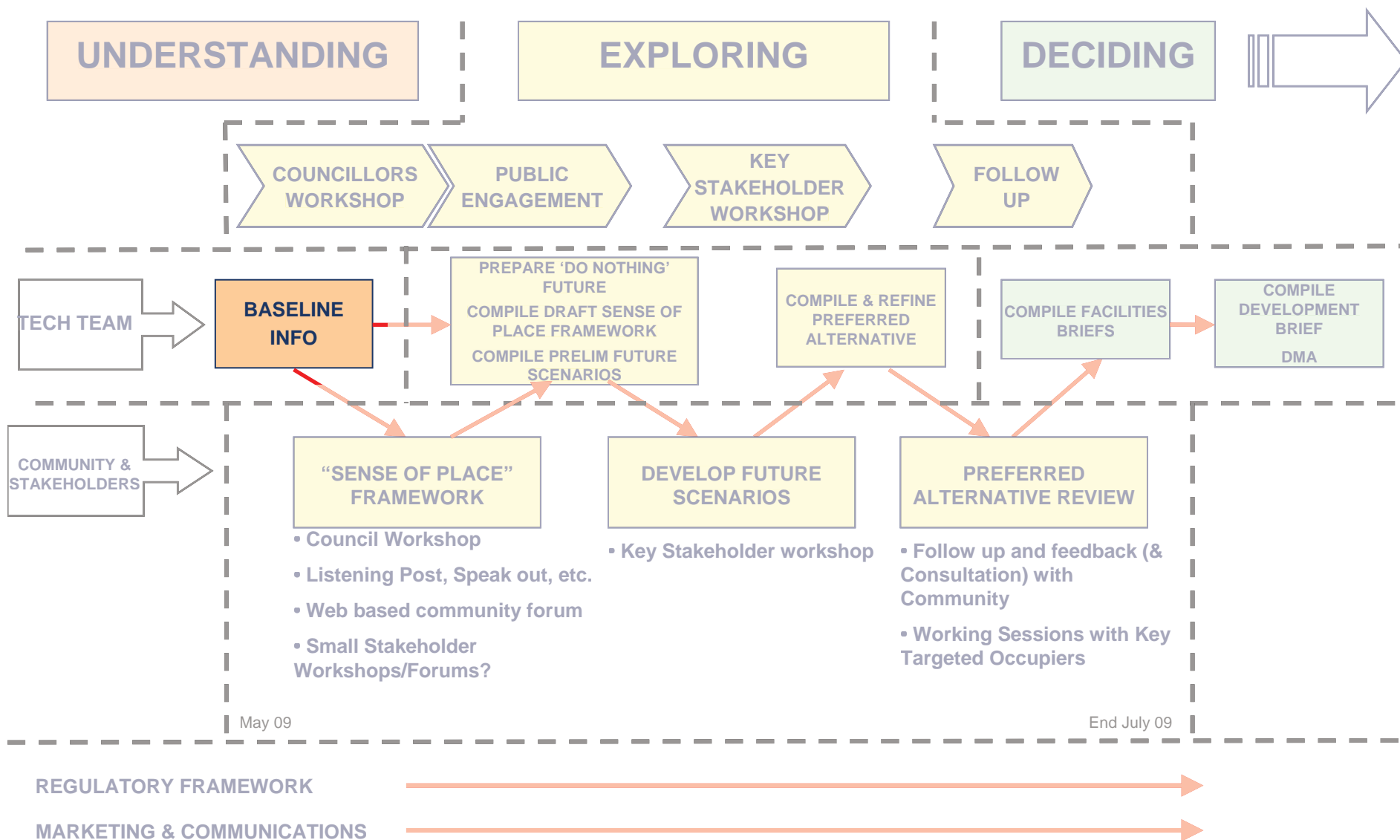EUROPE
NORTH AMERICA

SGL GROUP
SIMPLY GREAT LEISURE

4| CONTRIBUTORS

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PREPARE 'DO NOTHING' FUTURE

COMPILE DRAFT SENSE OF PLACE FRAMEWORK

COMPILE PRELIM FUTURE SCENARIOS

COMPILE & REFINE PREFERRED ALTERNATIVE

COMPILE FACILITIES BRIEFS

COMPILE DEVELOPMENT BRIEF

DMA

COMMUNITY & STAKEHOLDERS

"SENSE OF PLACE" FRAMEWORK

• Council Workshop

• Listening Post, Speak out, etc.

• Web based community forum

• Small Stakeholder Workshops/Forums?

DEVELOP FUTURE SCENARIOS

• Key Stakeholder workshop

PREFERRED ALTERNATIVE REVIEW

• Follow up and feedback (& Consultation) with Community

• Working Sessions with Key Targeted Occupiers

May 09

End July 09

REGULATORY FRAMEWORK

MARKETING & COMMUNICATIONS

1 | INTRODUCTION

In October 2008 a strategic partnering agreement was formed between Moreland City Council and Equiset to develop The Coburg Initiative.

The process undertaken to achieve The Coburg Initiative is outlined in the attached diagram. It describes the process from baseline data research to the development of a Sense of Place Framework to the ultimate implementation of projects.

This document forms a key part of the baseline research for The Coburg Initiative. The research has been carried out by designated thought leaders in each of the following key ILM [Investment Logic Map] categories, as initially defined by Moreland City Council;

- Public Realm
- Civic Spaces
- Transport and Movement
- ESD and Urban Ecology
- Information and Learning
- Health & Wellbeing
- Leisure and Recreation
- Quality Diverse Housing
- Retail and Commercial

In addition, research has been carried out in three additional areas which are not the subject of a specific ILM;

- Landscape
- Infrastructure and Services
- Geotechnical Information

2| PURPOSE OF THE RESEARCH

The purpose of the research has been to enable thought leaders to identify issues and opportunities within their various areas of expertise, focussed specifically on the Central Coburg context. The research is based on key documents which form the basis of The Coburg Initiative;

- Central Coburg 2020 Structure Plan
- Activity Centre Guidelines [DSE 2005]
- Investment Logic Maps [ILM's] outlining community outcomes
- Baseline data specific to each category

In compiling the research, the designated thought leaders engaged with an expert team from Moreland City Council within each research category, and other thought leaders and team members from The Coburg Initiative. This was achieved through workshops and smaller focus groups including representatives from Equiset, Moreland City Council and F2 Architecture.
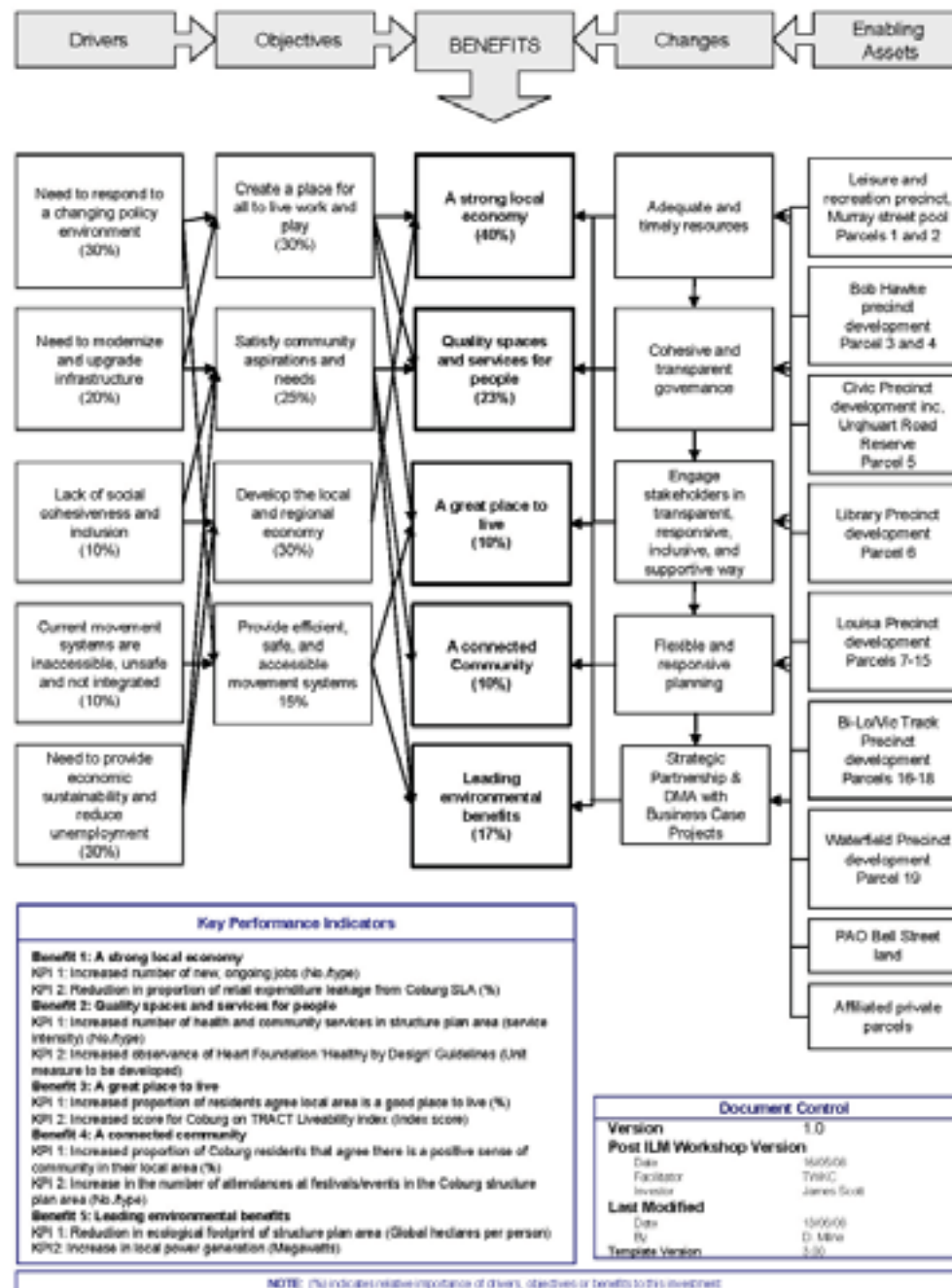
3| OBJECTIVES

The baseline research provides information based on the Central Coburg 2020 Structure Plan and the ILM's.

The research will be used to;

- Inform the development of the 'Sense of Place' Framework.

- Provide information for use in council and stakeholder workshops.

- Inform the development of future 'place' scenarios.

- Identify best practice in the key ILM categories.

- Inform the development of individual facilities briefs.

- Inform the compilation of a development brief and development management agreement [DMA]

Benefits Map

Drivers	➤	Objectives	➤	BENEFITS	◄	Changes	◄	Enabling Assets

Drivers

- Need to respond to a changing policy environment (30%)
- Need to modernize and upgrade infrastructure (20%)
- Lack of social cohesiveness and inclusion (10%)
- Current movement systems are inaccessible, unsafe and not integrated (10%)
- Need to provide economic sustainability and reduce unemployment (30%)

Objectives

- Create a place for all to live work and play (30%)
- Satisfy community aspirations and needs (25%)
- Develop the local and regional economy (30%)
- Provide efficient, safe, and accessible movement systems 15%

Benefits

- A strong local economy (40%)
- Quality spaces and services for people (23%)
- A great place to live (10%)
- A connected Community (10%)
- Leading environmental benefits (17%)

Changes

- Adequate and timely resources
- Cohesive and transparent governance
- Engage stakeholders in transparent, responsive, inclusive, and supportive way
- Flexible and responsive planning
- Strategic Partnership & DMA with Business Case Projects

Enabling Assets

- Leisure and recreation precinct, Murray street pool Parcels 1 and 2
- Bob Hawke precinct development Parcel 3 and 4
- Civic Precinct development inc. Urghuart Road Reserve Parcel 5
- Library Precinct development Parcel 6
- Louisa Precinct development Parcels 7-15
- Bi-Lo/Vic Track Precinct development Parcels 16-18
- Waterfield Precinct development Parcel 19
- PAO Bell Street land
- Affiliated private parcels

Key Performance Indicators

Benefit 1: A strong local economy
KPI 1: Increased number of new, ongoing jobs (No./type)
KPI 2: Reduction in proportion of retail expenditure leakage from Coburg SLA (%)

Benefit 2: Quality spaces and services for people
KPI 1: Increased number of health and community services in structure plan area (service intensity) (No./type)
KPI 2: Increased observance of Heart Foundation 'Healthy by Design' Guidelines (Unit measure to be developed)

Benefit 3: A great place to live
KPI 1: Increased proportion of residents agree local area is a good place to live (%)
KPI 2: Increased score for Coburg on TRACT Liveability Index (Index score)

Benefit 4: A connected community
KPI 1: Increased proportion of Coburg residents that agree there is a positive sense of community in their local area (%)
KPI 2: Increase in the number of attendances at festivals/events in the Coburg structure plan area (No./type)

Benefit 5: Leading environmental benefits
KPI 1: Reduction in ecological footprint of structure plan area (Global hectares per person)
KPI 2: Increase in local power generation (Megawatts)

Document Control

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Post ILM Workshop Version	
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NOTE: (%) indicates relative importance of drivers, objectives or benefits to this investment

4| KEY BENEFITS

The future vision for Coburg will evolve from a range of opportunities and constraints which are balanced, prioritised and tested in order to achieve the optimal outcome.

In order to determine a 'Sense of Place' Framework for Coburg which best services its community into the future, the City of Moreland carried out a process of Investment Logic Mapping for The Coburg Initiative.

This process has identified the 5 key benefits that the Coburg community is seeking from The Coburg Initiative. These are graphically represented in the Investment Logic Map adjacent along with key drivers, objectives, enablers, and Key Performance Indicators [KPI's] by which the sucess of achieving the desired benefits can be measured.

The key benefits identified are;

Benefit 1: A strong local economy [40%]
By:
- Creating 1,400 new jobs within Moreland.
- Increasing retail floor space by $25,000m^2$.
- Increasing commercial floor space by $40,000m^2$.
- Encouraging new retail business to move to Moreland.
- Investing in long-term social and physical infrastructure.

Benefit 2: Quality spaces and services for people [23%]
By:
- Providing quality, safe, welcoming public spaces.
- Providing easily accessible, well-designed, flexible civic facilities.
- Encouraging a diverse retail mix.
- Providing appropriate and easily accessible community services.

Benefit 3: A great place to live [10%]
By:
- Enhancing community participation and engagement in social and cultural activities.
- Encourage the expansion of the supply of appropriate, accessible, diverse, forward looking, flexible and affordable housing within Coburg.
- Providing 3000 new dwellings.

Benefit 4: A connected community [10%]
By:
- Ensuring that residential stock meets regional housing statement targets.
- Creating community spaces and programs which encourage social interaction.
- Designing the Public Realm spaces in a way that encourages social activity within them.

Benefit 5: Leading environmental benefits [17%]
By:
- Managing to, and achieving world's best practice with respect to building, utility infrastructure, transport and carbon emissions.
- Encouraging alternative modes of transport to the car.
- Incorporating specific pathways in and around the Activity Centre for alternative modes of transport.

5

5 | the vision

PREFACE

This chapter has been prepared by Gehl Architects to guide the vision for the Coburg Initiative. The chapter has been prepared in consultation with Moreland City Council (MCC), Equiset Grollo Group, the Moreland City Council expert panel, and The Coburg Initiative thought leadership consultant team.

The feedback and comments from the Moreland City Council expert team relevant to this chapter are included as an appendix to the Public Realm chapter 6.1 as comments relate to both chapters prepared by Gehl Architects - refer 6.1.5.2.

MOSAIC URBAN VILLAGE

A PLACE TO LIVE

LINKING THE COMMUNITY

THE HEART OF MORELAND

NETWORKS OF GREEN

QUALITY SPACES FOR PEOPLE

COBURG

MOSAIC URBAN VILLAGE

Making livable and sustainable habitats for people is one of today's great challenges. New lifestyle trends of the 21st century place new demands on our built environment. The urban quality checklist is a guideline for planning and building an urban precinct that meets these new demands.

The vision is to create a vibrant, sustainable, healthy and unique urban village where the value of all social networks are high and people want and can stay for the duration of their lives. Coburg should be setting the standard for building 21st century communities in Australia.

The colour of Coburg is its people. The masterplan design process needs to start with the life, then the space, then the buildings. A human focus is what will make this development successful. We'll need to get that right before anything else.

A PLACE TO LIVE

LINKING THE COMMUNITY

THE HEART OF MORELAND

NETWORKS OF GREEN

QUALITY SPACES FOR PEOPLE

IMPROVE SYDNEY ROAD AS THE SPINE 6

DEVELOP VICTORIA ST. AS A KEYROUTE 7

STAYING CITY 11

INTRODUCE A CENTRAL SQUARE 12

SUBTRACT SPACES 4

H Health & Wellbeing

E Environmental sustainability

Q Quality housing

C Commercial viability

I Information & Learning

P Public Realm

IDENTIFY CHANGE BUILT ENVIRONMENT 1

REINSTATE THE BLOCK GRID STRUCTURE 2

DEVELOP THE EAST/WEST LANE WAY SYSTEM 3

W Welcoming civic spaces

L Leisure & Recreation

Landscape

T Transport & Movement

URBAN PARK 13

INTEGRATE INCIDENTAL SPACES 14

SMART PARKING 15

BUILD A SUPER CONVENIENT TRANSPORT HUB 8

MAKE A WALKING AND CYCLING CITY 9

REMOVE BARRIERS 10

MAKE A LIVING PLAN 5

COBURG OBJECTIVES

• **Becoming an attractive place for both living and working.**
• **Achieving high density with a sense of community feel**
• **Complementing Sydney road/Victoria Mall food and retail offer**
• **Providing diverse residential typologies to meet different housing needs**
• **Giving people choices so that they can remain in the community as they age**

Feeling proud of my Coburg!

21ST CENTURY DRIVERS

IMMATERIAL VALUES
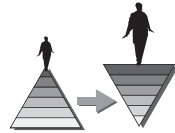
greater focus on
self improvement and identity

globalization
- we have the world in reach

knowledge society
- higher level of knowledge

greater focus on immaterial values
- value based society

INDIVIDUAL LIFE STYLES

demographic changes
- growing number of elderly people

24 h economy
- day and night activity

individuality
- less dependance on others

greater diversity
- lifestyles and cultures

NEW DEMANDS FOR STRONG IDENTITY & DIVERSITY

Waterfield Street - a diverse active space

A PLACE TO LIVE

DIVERSE LIFELONG LIVING VILLAGE

HIGH DENSITY WITH FINE GRAIN

RETAINING HEART & SOUL

The village offers a unique place to live since it is based on small development parcels. It is full of the diversity and fine detailing that often is missing in new developments. Living in this urban village does not mean living in high rise - instead it is the critical mass that has enabled a high density. The new buildings have sustained and enhanced the Coburg character, which we all love.

The streets are human in scale and all residents seems to know their neighbours. I often bump into mine at the local bakery.

The other great thing is that I am close to my family. My grandmother has just relocated to the adjacent block and my parents are still in their villa down the street.

Marion, art student 21 about living in Coburg

COBURG OBJECTIVES

- **Lead the way in terms of creating modal splits for the future**
- **Make the centre more accessible and inter-connected between transport modes**
- **Integrate the railway station with Central Coburg**
- **Improve tram efficiency on Sydney Road**
- **Create an innovative "face" for coburg**
- **Capitalise on retail & housing next to transport**
- **Locate new car parking facilities at edge of site to retain vehicular access to Coburg**

Welcome to Coburg!

21ST CENTURY DRIVERS

NEW MOBILITY PATTERNS

improved (inter)national mobility

increased traffic and movements

need for comfortable commuting

need for local mobility - walking and biking

INCREASED GLOBAL IMPACT

higher energy consumption and technology progress

global warming

higher levels of pollution

production of more waste per person

NEW DEMANDS FOR SUSTAINABLE LIVING

taxi

24hr shop

integrated parking

bike station

Coburg Square - a 24/7 transport and activity hub

LINKING THE COMMUNITY

SOCIAL AND PHYSICAL NETWORKS

GREAT PUBLIC TRANSPORT

CLOSE PROXIMITY

covered bus station

cultural function / bar

mix use building

Mediateque

Supermarket

The central Coburg hub includes both the new interchange station but also the central civic square for Moreland. The square has great functions along the edges and I especially enjoy the flee markets and cultural events. It is an active space most of the day. The space is where many people meet and greet.

It's also very easy to get in contact with the council since they relocated to a building next to the square. They also have a great little communication pod in Vic Mall.

I find it really easy to walk from my home and in to the centre. I have more or less stopped using the car. If I feel a little tired one day, I hop on the smart bus which runs past my front door and then straight to the hub.

Fakhruddin, philanthropist, 77 about Coburg Hub
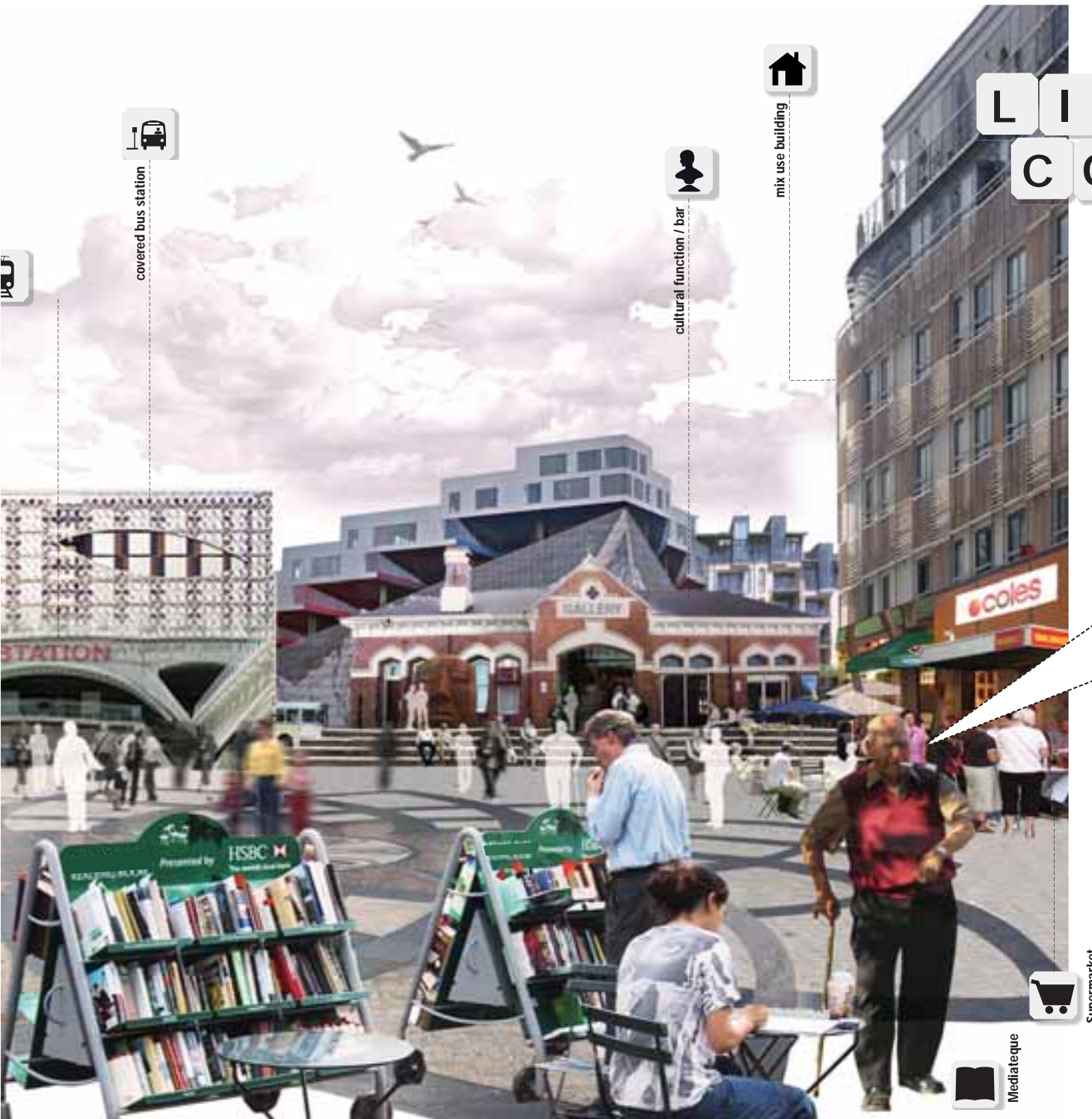
COBURG OBJECTIVES

• **Build urban capital - investing in high quality buildings and the existing fabric**
• **Build social capital - maintaining and celebrating Coburg's diverse, multicultural community**
• **Offer a range of functions and activities in close proximity, available throughout the day and the year**
• **Encourage mix-use development**
• **Attract more people and increase trade**
• **Make people take ownership of their local environment**
• **Ensure future demands can be included within the plan**

Island of specialities in sea of car parking!

DRAFT

21ST CENTURY DRIVERS

SPREADING OF PEOPLE
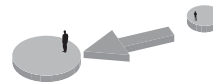
more space per person
- average livingspace 60 m2 per person

smaller average size households
- average 1,8 persons per household

greater segregation in society
- more homogeneous communities

a more privatized life style
- private houses, cars, computers etc

▼

NEW DEMANDS FOR SOCIAL COMMUNITY

pod housing

tram superstop

TSUBAKI

restaurants

THE HEART OF MORELAND

LOCAL RETAIL MIX

COMMUNITY INVOLVEMENT

LIVING PLAN

The masterplan was developed through dialogue, in consultation and partnership with the local community. This helped us maintain the local character while developing Coburg into the modern, vibrant and multicultural activity centre it is today.

Early temporary projects kick-started the process and it is still on going. The greatest success was removing the cars on Sydney Road since the quality of space was dramatically increased. It brought out many new possibilities of using the road which made the streetscape very lively.

More and more visitors from other parts of the City has started to find their way to Coburg and the retailers have never been happier than today.

Steve, council officer, 25, about the development of Coburg

Sydney Road without cars

COBURG OBJECTIVES

•Defeat rising obesity and other health relating issues.
•Emprace a rating system for new developments to increase the environmental sustainability
•Retain existing trees wherever possible and develop planting schemes for the streetscape
• Generally improve the quality of public space
• Use events such as sport or music in public space to unite the community
• Achieve a democratic, inviting public realm for all ages and backgrounds
• Engage the community in local issues

Lots of space for the two of us!

21ST CENTURY DRIVERS

CHANGE OF ACTIVITY PATTERNS

more people are inactive
- sitting at work, in cars, at home

increased use of service, cultural and sport facilities

more free time in the commercial environment

longer holidays and more leisure time

NEW DEMANDS FOR ACTIVE PUBLIC SPACE

music pavilion
public sc...
botanic gardens
outdoor gym
playground

City Oval as Coburg's urban park

N E T W O R K S
O F G R E E N

skate park

dance centre

amphitheatre

aquatics

ACTIVE, HEALTHY COMMUNITY

INCLUSIVE VILLAGE

GREEN URBAN LANDSCAPE

I moved here 2 years ago and was attracted by the cosmopolitan atmosphere in combination with the attractive green parks. It's important for me to be active. My lifestyle involves long working hours so it helps a lot to live close to sport facilities.

My girlfriend and I normally make two laps around the recreation loop and afterwards we stop for a refreshing drink by the garden pavilion. When I feel like re-living my teenage years, I spend some time at the brilliant skate park. It's a fantastic place that attracts so many young people.

When my parents visit we often stroll through the botanic gardens and have a coffee in the nearby cafe.

Jonas, business manager, 39 about green spaces in Coburg

COBURG OBJECTIVES

• **Reduce accidents and improve safety**
• **Introduce more active frontage**
• **Make people feel designed-for**
• **Reduce noise and pollution**
• **Highlight central Coburg for passers-by and invite them in**
• **Make people feel comfortable, welcome and want to return**
• **Create a legible, attractive and convenient pedestrian network**
• **Integrate the area so that it is not divided into four parts by main roads**

There is no space for me!

21ST CENTURY DRIVERS

INCREASED AWARENESS OF DANGERS	CHANGING ROLE FOR OUTDOOR SPACES
increased awareness of frequency and seriousness of crimes	more time spent indoor - working, school, tv, computer etc
less passive surveillance in public space	privatisation - increased use of private outdoor spaces and less use of public space
increased traffic conflicts	use of public space only if the quality is good
monofunctional areas - deserted places part of the day	mainly early evening use of private outdoor spaces
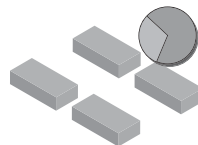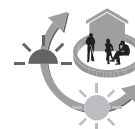
NEW DEMANDS FOR ENJOYABLE SPACE

Bell Street - a slow, safe street with character

QUALITY SPACES FOR PEOPLE

pub / bar

club

BALANCE BETWEEN USERS

NETWORK OF PUBLIC SPACE

EXCELLENT EDGES

I remember how noisy and polluted it used to be in Coburg twenty years ago. I mean, there are still many cars, especially in Bell Street but the improvement to the public spaces is great. It's a pleasure to walk down the centre and into the squares and parks.

It feels a lot safer too. I don't worry when my grandchild goes out to meet her friends. At night the streets have activity spilling out from local restaurants and bars, and the lighting is very good so I tend to walk home when I leave the briscola at the Italian culture club.

On Saturdays I take a big circular walk and tie it in with meeting my friends for a chat, in the small square with the big fig tree and doing my weekly shopping.

Maria, nurse, 62 about public spaces in Coburg

6.1

6.1| public realm

PREFACE

This chapter has been prepared in two parts to guide the development of the master plan of the Coburg Initiative with regard to the public realm aspects as they relate to the Investment Logic Map created by the Moreland City Council and dated 16.05.08. The first part has been prepared by Gehl Architects taking a specific urban design focus [6.1.1 - 6.1.5] whilst the second part has been prepared jointly by Project for Public Spaces and Place Partners taking a specific Placemaking focus [6.1.6 - 6.1.13].

Both parts of the chapter have been prepared in consultation with Moreland City Council (MCC), Equiset Grollo Group, the Moreland City Council expert panel, and The Coburg Initiative thought leadership consultant team.

The feedback and comments from the Moreland City Council expert team are included as an appendix to each report as listed in the chapter contents.

EXECUTIVE SUMMARY

LIFE analysis

In average 900 people walk down Sydney Road/hour but few stay there, instead the staying takes place in Victoria Mall. Women between 30-64 are overrepresented in Coburg public spaces. The whole area shuts down after 5pm and becomes an unsafe place. Coburg is well connected along the linear transport routes but not radially to the still car-dependant suburbs. The transport modes are isolated from each other. Cars are dominating the site.

0-30

30-64

30% women

65+   **30-64**

SPACE analysis

The large retail units and vast areas of car parking create physical and psychological barriers both to the east and west of the site. The pedestrian network is confined to Sydney Road, Victoria Mall and Bridges Reserve. The rest of the streets and spaces are difficult to navigate and feel uncomfortable in terms of footway quality and/or negotiating vehicular traffic. There is hardly any programmed space in Coburg
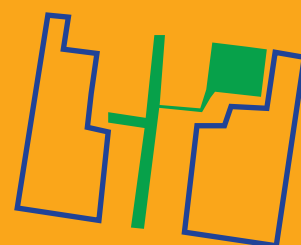
restricted pedestrian network

BUILDINGS analysis

30% of the facades are of low quality, mainly the backsides of Sydney Road and the large retail units. The most striking part is the lack of urban edges.
The general height is 2 storeys but a new 5 storey mix-use building has successfully been implemented along Bell Street. Sydney Road retail units lack activity at the upper floor. The retail offer is mainly local (multicultural) and diverse adding to a cosmopolitan atmosphere

100+   1
mostly underused 2 storey buildings

urban concepts

1 **Identify change**

2 **Reinstate the block grid structure**

3 **Develop the east/west lane way system**

4 **Subtract spaces**

5 **Make a living plan**

6 **Improve Sydney Road as the spine**

7 **Develop Victoria St. as a key route**

8 **Build a super convenient transport hub**

9 **Make a walking and cycling city**

10 **Remove barriers**

connectivity

public space

SLOW   SLOW

RECOMMENDATIONS

community

identity

13 **Design an urban park**

14 **Integrate incidental spaces**

20 **Make a safe Coburg**

26 **Masterplan framework**

12 **Introduce a central square**

15 **Design smart parking**

21 **Ensure life long living**

11 **Create a staying city**

19 **Develop retail and cultural diversity**

25 **Create reasons to meet**

16 **Develop area concepts**

18 **Develop variation**

22 **Mix it up**

24 **Develop high quality edges**

23 **Ensure a clear zoning**

17 **Balance the density with height**

KPI

Benefit 1: Increased investment in Central Coburg

1 Increased number of persons employed in the Coburg structure plan area (employment creation) (No./type)

2 Decreased retail and commercial premises vacancy rates in Coburg structure plan area (vacancy rates) (%)

Benefit 2: Greater patronage and vitality of Central Coburg

1 Decreased percentage of retail expenditure leakage from Coburg SLA (%)

2 Increased pedestrian traffic at strategic entrances of Coburg structure plan area (No./hr)

Benefit 3: Increased sustainability and amenity with a vibrant healthy, safer community

1 Increased proportion of residents and users agree Coburg activity centre is an attractive destination (target %)

2 Increased number of people of diverse age groups in selected locations in the evening (nightlife) (No.)

KPI   ILM

1. Identify Change
2. Reinstate the Block Grid Structure
3. Develop the East-West Laneway System
4. Substract Spaces
5. Make a Living Plan
6. Improve Sydney Road as the City Spine
7. Develop Victoria Street as Key Urban Route
8. Build a Super Convenient Transport Hub
9. Create a Walking and Cycling City
10. Remove Barriers
11. Create a Staying City
12. Introduce a Central Square
13. Design an Urban Park
14. Integrate Incidental Spaces
15. Design Smart Parking
16. Develop Area Concepts
17. Balance Density and Height
18. Develop Variation
19. Develop Retail & Cultural Diversity
20. Make a Safe Coburg
21. Ensure a Clear Zoning Stratagy
22. Mix it Up!
23. Ensure Life-Long Living
24. Develop High-Quality Edges
25. Create Reasons to Meet

ILM

Benefit 1: Increased investment in Central Coburg (20%)

Benefit 2: Greater patronage and vitality of Central Coburg (30%)

Creating a more attractive, safe and welcoming environment.

Designing a layout of public spaces which facilitates access by all.

Designing public spaces which also take account of business needs.

Benefit 3: Increased sustainability and amenity with a vibrant healthy, safer community

Increasing legibility and accessibility for all ages and abilities.

Creating a diversity of close, well-linked, well-designed, inviting community spaces.

Ensuring ongoing maintenance and refurbishment is achieved.

Increasing legibility.

Incorporating environmental sustainability into the design of the public spaces

6.1.2| ILM's & KPI's

Our 'checklist' has been prepared using the KPI/ILM's as a foundation. The chart to the left indicates the 25 points in our checklist and how these relate to both the ILM's and KPI's.

We feel that many of the KPI/ILM points support one another and in that sense a response that systematically addressed each would miss the point that one design response can address many issues at once. We have produced such a response.

This chapter is predominantly concerned with the public realm and so cannot produce strategies for directly dealing with issues such as increased employment and decreased vacancy rates. Likewise this chapter cannot design down to enough detail to comprehensively address issues like environmental sustainability or maintenance. Indeed these issues cannot be solved within the public realm alone.

What we have prepared in this chapter is a checklist that prescribes steps to be taken in formulating a successful masterplan for the public realm. All of the 25 steps relate to most of the KPI/ILM's, and the structure plan.

When a safe, accessible, legible and attractive public realm is created it is invariably occupied by more people. These people bring increasing trade and employment through increased custom. If we encourage these people to walk there are environmental and health benefits. If we introduce mixed use thoughtfully more people will be present around the clock, increasing safety and nightime useage. In the checklist we have outlined strategies to achieve all of these objectives.

In our response to the Public Realm ILM we have directly taken the ILM/KPI's and manoevered them into a checklist for procuring a successful masterplan. We feel that this will produce the most successful uptake of ideas into future planning and development.

PEOPLE IN COBURG

Who are We Planning For?!

In order to design public spaces we need to have a good understanding of who will spend time in Coburg. Below is a list of different usergroups

The every day users:
People that live and work in the area.

The visitors/customers:
People that visit the uses/facilities/amenities in the area.

The passers-by, pedestrians in transit:
People passing through the area.

The recreational visitors:
People that visit the area because the public space is delightful/to use the public space in relation to recreation, pleasure, exercise, play etc.

The visitors to events:
People that visit the public space because of special events.

Our aim is to increase the density of people living in Coburg. At present there is a relative high figure for pers/dwelling, but we need to consider the trends that indicate we will be living fewer people/sqm

2001
• Population: 22,446
• 8,714 Dwellings
• 2.5 persons/dwelling

2011
• Population: 32,736
• 13,614 Dwellings
• 2.1 persons/dwelling

additional 400 dwellings planned

approx 3000 dwellings planned

approx 1500 dwellings planned

How can we attract visitors other than people shopping for food?

Typical New Resident

− 25 - 40 years old
− Affluent & highly educated
− Single households
− Prefer apartment-style living & renting
− Financially independent
− Active lifestyle

info from SDG

The New Everyday Users in Coburg

based on census 2006, predicted number of 4900 dwellings in 2021 and 2,1 pers/ dwelling = 10290 new inhabitants (approx 3150 new inhabitants in the Central Coburg area)

0-4 years	5-14 years	15-24 years	25-54 years	55-64 years	65- years
739 persons	1068 persons	1388 persons	4813 persons	844 persons	1438 persons
7,2 %	10,4 %	13,5 %	46,8 %	8,2 %	14,0 %

6.1.3| BACKGROUND/ISSUES

RECENT URBAN DEVELOPMENTS

Scale 1:10 000

KELVIN GROVE URBAN VILLAGE
Brisbane, Australia

Year	Present
Type	mixed use
Total site area	16 ha
Plot ratio	2.5
Site coverage	XX %
Avg. height	5 stories

SLUSEHOLMEN
Copenhagen, Denmark*

Year	2005-2009
Type	mixed use
Total site area	7,16 ha
Plot ratio	1.89
Site coverage	34 %
Avg. height	5 stories

*See 'Best Practice' page:

BO-01
Malmø, Sweden*

Year	2001
Type	residential
Total site area	22 ha
Plot ratio	1.2
Site coverage	50 %
Avg. height	3 stories

*See 'Best Practice' page:
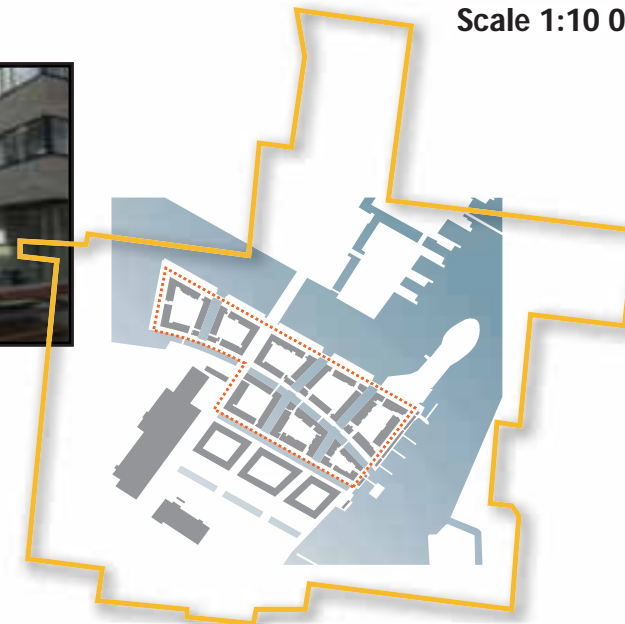
HAFENCITY
Hamburg, Germany

Year	2007-2011
Type	mixed use
Total site area	7,9 ha
Plot ratio	3,48
Site coverage	69 %
Avg. height	7,5 stories

Federation Square, Melbourne

Piazza San Marco, Venice

Temple Bar Square, Dublin

BELL STREET

WATERFIELD

Pentridge Piazza, Colburg

HUDSON STREET

SYDNEY ROAD

RUSSELL STREET

Seven Dials, London

LOUISA

Rockefeller Square, New York

MUNRO STREET

HARDING STREET

Sydney Square, Sydney

DRAFT   50 M   150 METER

Piazza San Marco, Venice - A very large, main civic square with large number of visitors

Temple Bar Square, Dublin - Medium size square with a mix of locals and visitors

Seven Dials, London - Circular nodal point mostly a visitor meeting point

HUMAN SCALE

1 Bo01 and 1 Temple Bar Square fit well into the site!

In order to achieve an understanding of the scale of the site it is very helpful to compare it to well-known public spaces. Coburg has the potential to be more than a local neighbourhood centre if the connectivity and function planning works out well, although it is important not to oversize the public spaces. This may then have the feeling of an empty and inactive space. In contrast if we plan small squares and incidental places they can quickly become attractive and active. When in doubt, leave some space out!

Recommendation

Central Coburg in 2020 with its increased residents, visitors, workers and leisure attractions could support one medium to large square. Additional smaller public spaces could be integrated into the block structure to form "incidental" spaces.

A HUB SQUARE AS A CITY DESTINATION

LARGE
in the region of
100x60m
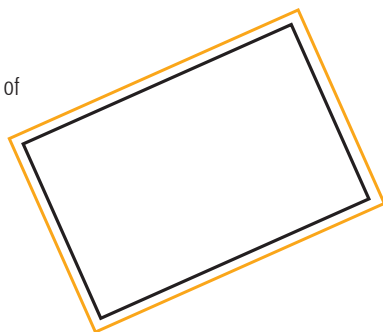
A VILLAGE SQUARE AS A LOCAL DESTINATION

MEDIUM
in the region of
48x30m
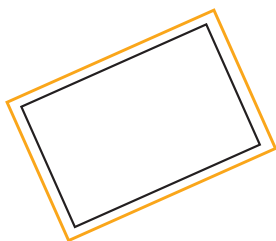
A NEIGHBOURHOOD SQUARE

SMALL
in the region of
12x12m
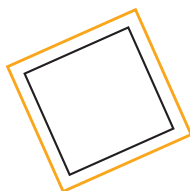
A LOCAL INCIDENTAL MEETING SPACE

X - SMALL
less than12x12m

600

589

300

120

41

6

LARGE Federation Square, Melbourne

MEDIUM Sydney Square, Sydney

SMALL Victoria Mall, Coburg

MEDIUM New Coburg Square

ESTIMATED USE

0

STAYING ACTIVITY BAR
Activity References Amount of Users
Weekdays at 8pm

The perception is that the largest barrier is Bell Street, as there are more pedestrian destinations to the North

Possible to create pedestrian networks to the suburbs, North and N East of the site

The Oval is the largest barrier since it is impossible to cross

The Railway underpass feels like one of the most unsafe spaces in Colburg

Crossings have a high risk of accidents

A popular cycling commute route, yet the above crossing lacks a direct continued route on the opposite side.

Legend

- – – Busy Streets
- ···· Walled-in Sites
- ⟷ Missing Links
- ↕ Link Improvment
- ✴ Difficult Crossings

This is the way to the station. No signage and not a route designed for pedestrians

Wayfinding needs to be greatly improved

420 m

280 m

275 m

210 m

320 m

5min

10min

The Railway Station is in isolation

Bus stop facilities can be greatly improved

PROXIMITY/ACCESS

Well Served but not Good Enough!

32% drive to coburg
27% walk to coburg
only 8% come by tram
and only 3% use bikes

The figures suggest that the catchment area is to a large extent radial rather than linear. There is large potential to develop the liniear movement by improving fast and convinient transport interchanges. Surprisingly many people are walking although the pedestrian walking environment is rather poor with many barriers

Travel time and comfort are valued more than the distance travelled. Improved mobility creates new demands for strategic locations and good physical and digital connections to surroundings. A neighbourhood that can offer walking or biking proximity between work, service and home is highly valued as well as easy accessibility for all user groups.

Recommendation

The large barriers need to be broken down in order to integrate the new activity centre with the exisitng built fabric.
Public transport needs to be brought closer together. Traffic along Louisa and Waterfield Streets needs to be rerouted along the edges of the activity centre.

SAFETY

Even during daytime some areas of Coburg feel unsafe simply because they are in isolation from activity and lack edges providing natural surveillance. At night this perception is increased due to poor lighting. Lighting is generally fixed on high poles with poor colour rendition. This contributes to a lot of dark areas under trees and in peoples faces.

PROHIBITING SOCIAL CONTACT
VS.
ENHANCING SOCIAL CONTACT

SEPARATION			OVERLAP
DISTANCE			CLOSE CONTACT
SPEED			LOW SPEED
MULTIPLE LEVELS			ONE LEVEL
LACK OF ORIENTATION			SENSE OF ORIENTATION

DRAFT

Station area and pedestrian tunnel in an area of no through traffic

Underground toilets in a low activity area - high degree of insecurity

Footpath without passive surveillance and basically no pedestrian movement

No active frontages by this junction. Closed up buildings

Very secluded carpark area, with no passive surveillance

HUDSON STREET

WATERFIELD

SYDNEY ROAD

RUSSELL STREET

LOUISA

MUNRO STREET

"No eyes"

Particularly unsafe spots

BUILT FABRIC

HEIGHT
The newest building in Coburg is a 5 storey residential block including ground floor retail services and office units. It is a comfortable scale in the area

Interesting upper floor facades are not celebrated

FRONTS
Together the electric cables, bollards, signage posts, traffic lights etc. add to create a cluttered streetscape.

60km/h Signage

Lack of quality 5km/h detailing

BACKS
The backs of Sydney Road are a variety of storage, gables and garages. Only a few of the narrow lots have entrances from the back. Signage provides a more personal feel.

Many church spires Aid Legibility

Recommendations

Make all pedestrian routes level and locate public facilities such as toilets at ground floor.
Develop the area with a predominantly 3-5 storey building height
Declutter streetscapes and facades
Develop a signage strategy to improve the quality of the facade and retail environment
Retain strong elements such as spires
Improve the backs of retail units

URBAN CONCEPTS

1. **Identify change - built environment**
2. **Reinstate the block grid structure**
3. **Develop the east/west lane way system**
4. **Subtract spaces**
5. **Make a living plan**

CONNECTIVITY

6. **Improve Sydney road as the spine**
7. **Develop Victoria st. as a key route**
8. **Build a super convenient transport hub**
9. **Make a walking and cycling city**
10. **Remove barriers**
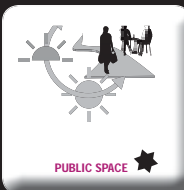
PUBLIC SPACE

11. **Create a staying city**
12. **Introduce a central square**
13. **Design a urban park**
14. **Integrate incidental spaces**
15. **Design smart parking**

IDENTITY

16. **Develop area concepts**
17. **Balance the density with height**
18. **Develop variation**
19. **Develop retail and cultural diversity**
20. **Make a safe Coburg**

COMMUNITY

21. **Ensure a clear zoning**
22. **Mix it up**
23. **Ensure Life long living**
24. **Develop high quality edges**
25. **Create reasons to meet**

6.1.4|MASTER PLAN OPPORTUNITIES & RECOMMENDATIONS

URBAN QUALITY CHECKLIST
25 STEPS TO MOSAIC URBAN VILLAGE

BEST PRACTICE

FROM SHIPYARDS TO MIXED-USE DEVELOPMENT THAT EMBODIES SUSTAINABILITY THROUGH ENVIRONMENTAL INTERVENTIONS AS WELL AS HIGH QUALITY MEETING PLACES AND A WIDE RANGE OF RESIDENTIAL ENVIRONMENTS.

BO01 / MALMÖ / SWEDEN

In 1973 Malmö's economy was based on its capacity for ship building. By the 1980's the biggest shipyard in Scandinavia had closed and 25% of its workforce, 40,000 people had lost their jobs. Faced with this situation Malmö needed to redefine its role. One of the goals for the strategy implemented was to win the rights to the 2000 Swedish Housing Exposition. Not only was this to continue the Swedish tradition, started in the 1920's, for innovative housing solutions but it was also to create the most sustainable city neighborhood in Sweden and possibly western Europe. This became a reality with the Bo01 project.

KEY INTERVENTIONS
1. To build a sustainable neighbourhood that dealt with sustainability holistically from the decontamination of soil, planning, traffic, waste, density, mixed use, water, energy and information dissemination.
2. The area was to be designed to be both an exemplar of urban design as well as sustainability.
3. Overall master plan with defined building envelopes, determined to protect open spaces from the wind.
4. Procured to be through small development parcels so as to ensure a variety of style and product.
5. Different architects to be used for each small parcel.
6. Quality assured through use of quality guidelines administrated by client.

ACHIEVEMENTS
The project was financially successful and achieved its environmental goal of being 100% self sufficient in energy, assisted by the construction of an adjacent windmill. It achieved a density of over 125 units per hectare with a mixture of uses, 45% of its accommodation for students and the remainder are families and empty nesters. It has become

22 DEVELOPER'S PROJECTS
17 DEVELOPERS
21 ARCHITECTS

known as one of the most successful urban developments in the 21st century evidenced by over 200 technical visits and study tours since its completion. The majority of units sold well and resales have continued to receive high prices. The quality of public space is very high.

CONCLUSION
Bo01 illustrates all the characteristics of successful development. It is an exemplar of how the fields of good architecture, urban design and sustainable development are converging. It questions the approach of large scale uniformed development solutions and proves that small scale varied packages are both financially achievable and arguably more profitable in the long run. Its investment in high quality, built to last, public spaces both at its waters edge and internally have added value and liveability to the overall development. Bo01 is arguably one of the most important urban developments in Europe this decade.

Small plot sizes and a large amount of developers have generated a great variety in architecture and residential types.

356 flats
17 developers
21 architects
22 developer's projects
16 dwellings/project

Plan illustration by Klas Tham

URBAN CONCEPTS
THE 5 MAIN STEPS

!

URBAN CONCEPTS
A stronger community and identity in Coburg will be built upon sound urban design. With small changes and modifications to buildings and roads, the Coburg resident and visitor experience will improve substantially. Access and connectability are key challenges to an enriching pedestrian environment with successful public spaces.

1. IDENTIFY CHANGE – BUILT ENVIRONMENT

- Keep heritage, popular community functions and high quality buildings
- Integrate or move dispersed buildings into the urban context
- Break down large buildings and voids

2. REINSTATE THE BLOCK GRID STRUCTURE

- As a standard build to the plot edge to bring back the urban built edge
- For residential typology allow small front gardens at a maximum of two meters deep
- Connect the new streets to the existing surrounding grid

3. DEVELOP THE EAST/WEST LANEWAY SYSTEM

- Develop permeability through a series of lane types

4. SUBTRACTS SPACES

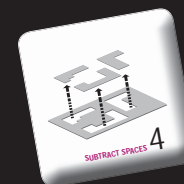- Subtract space for a main civic square
- Create an urban and active park
- Tweak the block structure to integrate incidental space

5. MAKE A LIVING PLAN

- Make space reservations for future use
- Activate empty space with temporary activities like sport,play or recreation to kick start Coburg initiative
- Design buildings that easily accommodate a change of use

IDENTIFY CHANGE
BUILT ENVIRONMENT 1

REINSTATE
THE BLOCK GRID STRUCTURE 2

DEVELOP THE EAST/WEST
LANE WAY SYSTEM 3

SUBTRACT SPACES 4

MAKE A LIVING PLAN 5

CONNECTIVITY
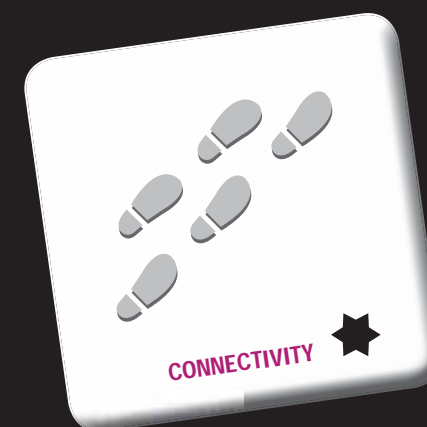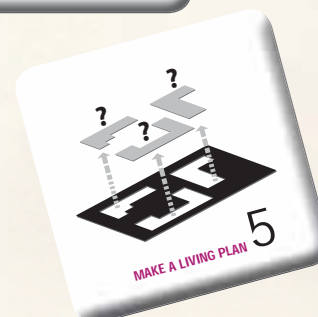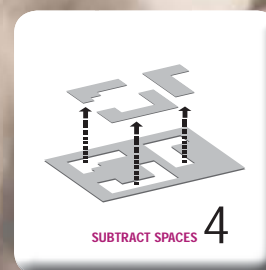
URBAN CONCEPTS
IDENTIFY CHANGE - BUILT ENVIRONMENT

IDENTIFY CHANGE
BUILT ENVIRONMENT 1

- Keep heritage, popular community functions and high quality buildings
- Integrate or move dispersed buildings into the urban context
- Break down large buildings and voids

INDENTIFY CHANGE
Creating a strong identity involves identifying parts of the built environment that enrich the character of the place. Heritage buildings and landscapes should be reprogrammed with new life if their current use is outdated. Where needed the built environment should be modified and changed to promote and enhance the pedestrian experience.
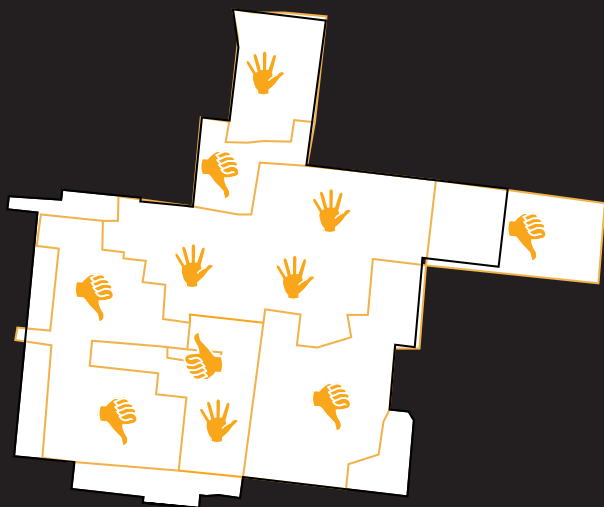
KEEP

CHANGE

BREAKDOWN

LISTED BUILDINGS underused heritage buildings need change in order to contribute to the community. There are plenty of good examples of regenerating the use f.x. churches that become residential or recreation spaces.
Many industrial buildings are enlivened through temporary events, cultural exhibitions or nightclubs.

BIG BOX RETAIL These draw a large number of visitors to the area and provide an essential service however they detract substantially from the public realm. These need to be hidden within new development.

KEEP as many trees as possible as they greatly improve microclimate and scale

Think outside the boundary of the site and connect to the wider surrounding
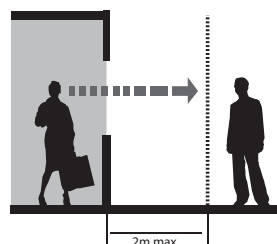
Create an urban edge, with no more than 2m setback

Historic photo from 1951 showing the previous grid structure with approximately 100 homes on the 42.5 ha site.

Barcelona 157 people per ha.
A strong urban grid with high density living

URBAN CONCEPTS
REINSTATE THE BLOCK GRID STRUCTURE

- As a standard build to the plot edge to bring back the urban built edge
- For residential typology allow small front gardens at a maximum of 2 meters
- Connect the new streets to the existing surrounding grid

Coburg needs to re-establish an urban grain. The robustness of the urban fabric has been lost, and the centre is today diffused open space, car parks and ill-defined linkages. The new buildings should respect and enhance the existing typology and weave together the community and the different local neighbourhoods. The Buildings must be of fine grain, be well articulated, contain a variety of functions and have an active ground floor to ensure a liveable and lively urban centre of Coburg in the future.

URBAN CONCEPTS
DEVELOP THE EAST/WEST LANEWAY SYSTEM

DEVELOP THE EAST/WEST LANE WAY SYSTEM 3

- Develop permeability through network of laneways

A hierarchy of East/West Laneways will enhance the built environment by providing new connections and access points for pedestrians. Lanes of various scales can become places for specialty retailers, cafes and restaurants enriching and diversifying the pedestrian experience.
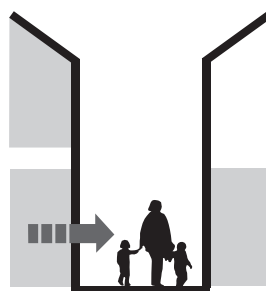
'STUDIO LANE'
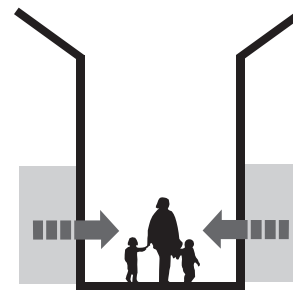
3,5
'CAFE LANE'
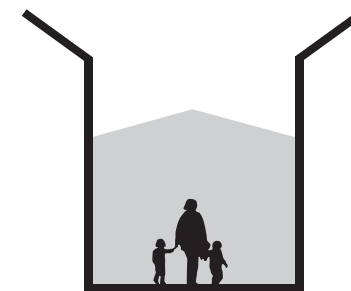
4,5
'ACCESSORY LANE'

Narrow lane system, connecting through several blocks, Paddington London

Cafes, bars and dining lane, Melbourne, Australia

Mainly glass covered shopping lane, Paris

Large Square

Historic Park

Incidental Square

Urban Park
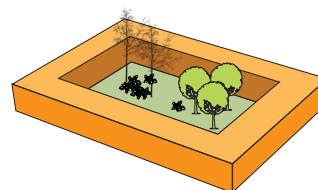
Courtyard Space

URBAN CONCEPTS
SUBTRACT SPACES

SUBTRACT SPACES 4

- Subtract space for a main civic square
- Create an urban and active park
- Tweak the block structure to integrate incidental space

HUMAN SCALE
Human beings are unique creatures with unique dimensional and perceptional qualities. Buildings, streets and squares should always be dimensioned in relation to this: considering human senses, movement and behaviour. We see many environments that are scaled for cars rather than people. The immediate environment around us like the paving, street furniture, planting and the first stories of buildings are most important as this is what we experience walking, sitting and standing. They should be rich in detail, provide shelter from wind and rain, create spaces for staying and be varied with planting and edges to sit on and stand by.
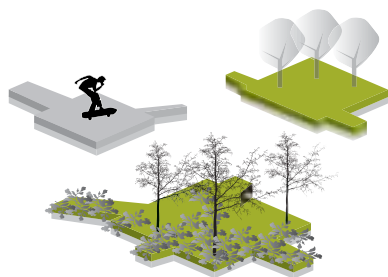
DIVERSITY
A variety of green experiences with different green typologies from natural/wild to more structured urban and private. Trees and plants in the built environment; green courtyards, green streets, green roofs, winter gardens, balconies and green walls.
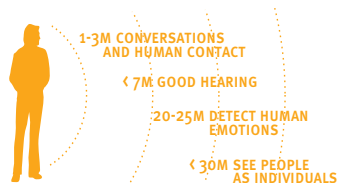
HUMAN DIMENSIONS
Human dimensions should always be considered when designing a space.

1-3M CONVERSATIONS AND HUMAN CONTACT
< 7M GOOD HEARING
20-25M DETECT HUMAN EMOTIONS
< 30M SEE PEOPLE AS INDIVIDUALS
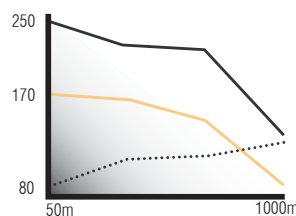
USERS
Number if visits per week decreases with increased distance to green space. This diagram shows the relationship between distance and number of visits to closest green space. *(Source: Stigsdotter + Grahn, 2004 p.5)*

250
170
80
50m   1000m
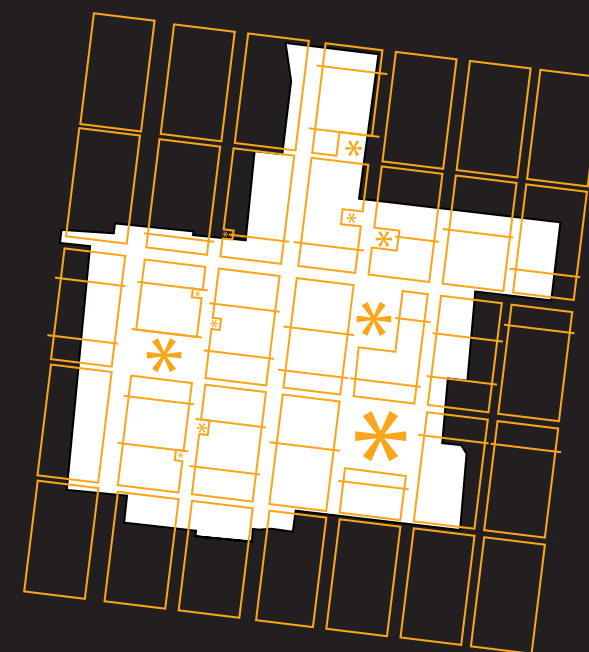
URBAN CONCEPTS

MAKE A LIVING PLAN

- Make space reservations for future use
- Activate empty spaces with temporary activities such as sport, play or recreation to kick start The Coburg Initiative
- Design buildings to easily accomodate changes in use

TEMPORARY USE

Society constantly changes and we need to consider possible future needs that will have an impact on the planning of an area. Sometimes it is necessary to reserve space for future development, space for future light rail, streets, buildings etc. In many areas under development there will also be empty spaces and buildings, waiting to be developed. To plan for temporary use in these areas could be a great asset not only to fill the space but also to activate and kick start a neighbourhood. They can be used for sports, play or recreational use. There are also good examples of temporary pavilions containing cafes, commercial use and exhibitions that have been successful. To save space for residents to decide over can be a way to involve everyone in the development of an area. The living plan becomes a framework allowing for different outcomes, while still guaranteeing quality.
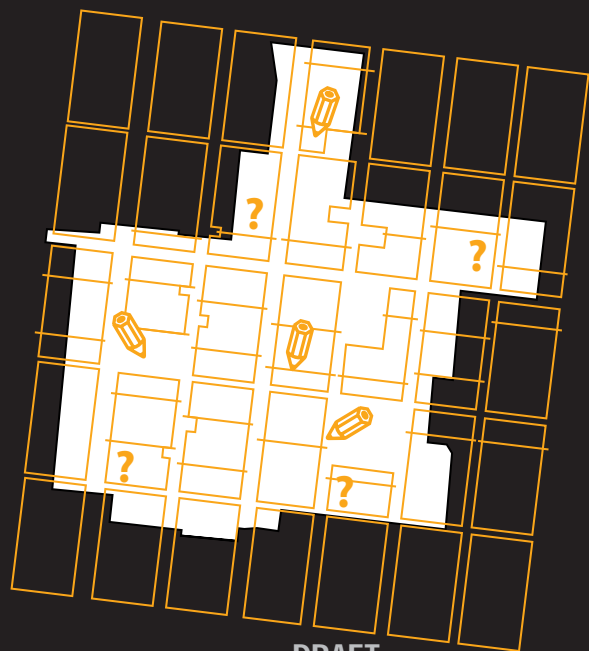
Temporary cultural activities

COMMUNICATION HUB
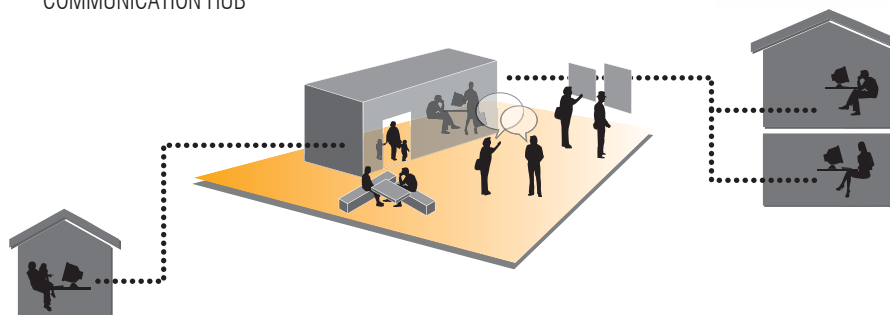
Get locals involved early in the process by inviting them into a centrally located communication pavilion
Use the internet as a instrument to develop a living plan

Temporary cultural activities

Temporary activity park in an area under development, Copenhagen, Denmark.

BEST PRACTICE

THE HEART OF COBURG - A VIBRANT MEETING PLACE WITH A MULTICULTURAL ATMOSPHERE FOR A WIDE RANGE OF USER GROUPS.

VICTORIA ST MALL / COBURG / AUSTRALIA

A study on Coburg's identity, by Place Partners and Project for Public Spaces, shows that the multicultural community and the atmosphere of Coburg is very highly rated. Victoria Street Mall is a vibrant meeting place and the heart of Coburg with a wide range of user groups with varying age, gender and background. As many as 26% of the respondents to the identity survey rated Victoria Mall as their favorite place and 50% ranked the mall as the most visited destination.

DESCRIPTION

text by Place Partners and Project for Public Spaces

This hard paved open space is the largest and most popular urban public space within the boundaries of the site. It consists of a pedestrianised street (Victoria), some public seating, native trees and some small plaques. The area is bounded by small local traders; the most popular being Coburg Coffee and Kitchen Centre, Half Moon Café and Astro Café, as well as the post office, a butcher, shoe store and dried goods market. It is located in the centre of the Sydney Road shopping strip and between the two major supermarkets. The Mall also provides the most clear and legible link between the western retail side of the site and the eastern civic and leisure precinct.

The Mall is not particularly attractive, the cafes not especially appealing nor the customer service exceptional, however, for all this the Mall represents the true heart of Coburg. It is a place where all feel welcome, where there are places to sit and people watch, and to be recognized through smiles or 'hellos' as a member of the local community. There is a strong relationship here between people and their place that was clearly visible through both observation and the survey findings.

It is important that the retention of Victoria Street Mall and its traders be considered as a high priority. The area is valued by both regular and sporadic users as a community hub and there is strong loyalty by the community for the traders and vice versa. It is recommended that future engagement with the community have a focus in this space and that any upgrades are planned in collaboration with traders to minimise impact on their businesses.

#1
DESTINATION IN COBURG

BEST PRACTICE

A LEGIBLE STREETSCAPE THAT PROMOTES PEDESTRIAN ACCESS AND USE THROUGH THE SIMPLIFICATION OF THE STREET LAYOUY AND THE INTRODUCTION OF GOOD LIGHTING, STREET FURNITURE AND HIGH QUALITY MATERIALS.

KENSINGTON HIGH STREET / LONDON / UK

The improvements to this busy west London shopping street followed a 'less is more' approach. The main objective was to create a simple and legible streetscape, which would promote and enhance the pedestrian experience.

This was accomplished through the reduction of sidewalk clutter and the use of a restricted palette of high quality materials, street furniture and lighting to create an elegant and contemporary feel. Particular attention was given to re-arrangement and simplification of street crossings and paving detailing. Railings and several pedestrian crossings were removed enabling pedestrians to cross the street wherever they want.

Due to reduced traffic speeds and better contact between drivers and pedestrians in the street the accident rates of the street fell by 44% compared to a London average of 17% over two years*. The severity of accidents was also reduced.

Source: Simon Jenkins (29 February 2008). "Rip out the traffic lights and railings. Our streets are better without them", The Guardian.

44%
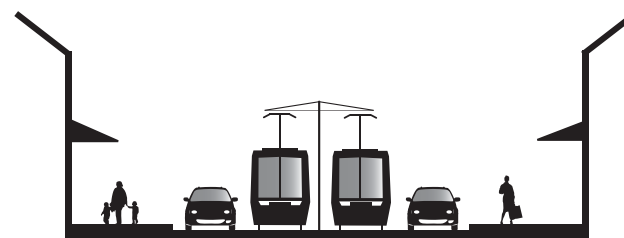## REDUCTION IN ACCIDENT RATES

6. IMPROVE SYDNEY ROAD AS THE SPINE

- Make it more pedestrian friendly by removing the cars
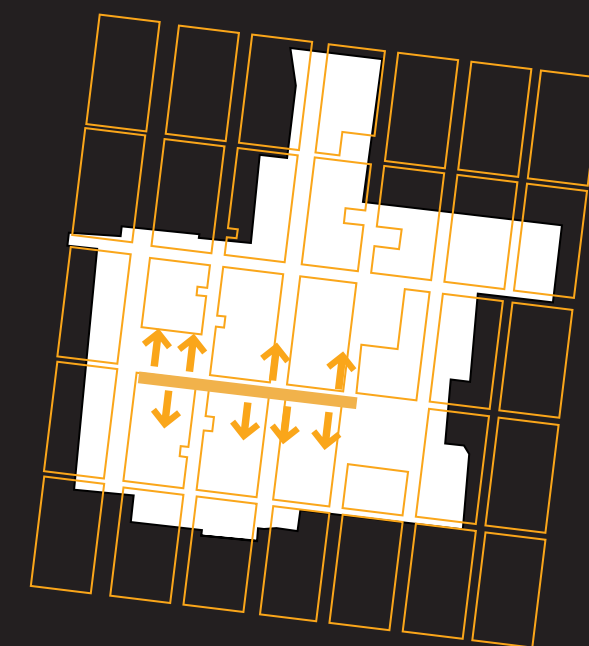- Make the tram accessible and efficient
- Make the stay longer, to benefit the retail

7. DEVELOP VICTORIA ST. AS A KEY ROUTE

- Extend the high quality treatment towards the station
- Develop active and strong edges

8. BUILD A SUPER CONVENIENT TRANSPORT HUB

- Minimise distance and create convenient links between all transport modes
- Create good facilities for parking and service for car and bike users
- Create a high quality pedestrian link between the station and the tram

9. A WALKING AND CYCLING CITY

- Create a safe cycle path along the railway
- Make walking easy
- Develop streets with character to aid legibility

10. REMOVE BARRIERS

- Make Bell Street a slow street
- Make all 3 railway crossings safe
- Make the Oval accessible for the public

IMPROVE SYDNEY ROAD AS THE SPINE 6

DEVELOP VICTORIA ST. AS A KEY ROUTE 7

BUILD A SUPER CONVENIENT TRANSPORT HUB 8

MAKE A WALKING AND CYCLING CITY 9

REMOVE BARRIERS 10
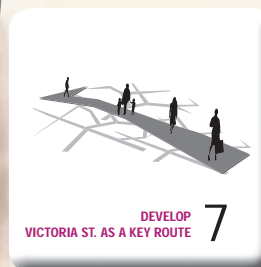
CONNECTIVITY
STREETS MAKE UP 80% OF THE PUBLIC SPACE

!

Areas need to have a hierarchy of streets in order to allow for a variety of street activity and easy orientation. A well arranged area, where it is easy to find one's way around, with centrally located meeting points and clear primary and secondary routes is welcoming for both residents and visitors. A good city should hardly need any signs if the hierarchy is clear and streets are designed for their purpose. The dimensions, materials and layout of a street can show the use of the street. A residential street can be curved and narrow to slow traffic down and create an intimate environment to walk and stay in. The main street with shops has wider footpaths or is pedestrianised and roads allowing high speed are wide and straight. Allow for easy permeability in the area to contribute to a well functioning network.

CONNECTIVITY

CONNECTIVITY
IMPROVE SYDNEY ROAD AS THE SPINE

- Make it more pedestrian friendly by removing the cars
- Make the tram accessible and efficient

IMPROVE SYDNEY ROAD AS THE SPINE 6

If it is deemed feasible to remove the cars off Sydney Road there is great potential in creating an inviting and pleasant street with more staying opportunities.

If the car movement could be rerouted then it would be possible to include cycle lanes in both directions and a central median between the trams. it would also be possible to extend the pavements on both sides to include a wider furniture zone.

We have experienced how property prices have risen following high quality street and space implementation and we believe Sydney Road could be yet another one of these succesful places where pedestrians are prioritised over vehicular use.

Loading Zones

Places for outdoor seating and street furniture

Footpaths carried across side streets
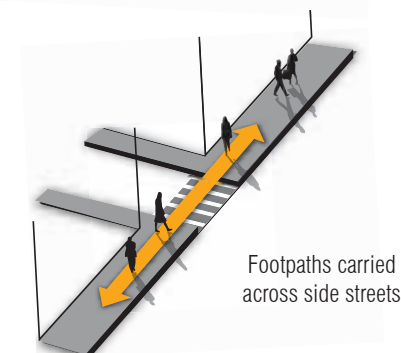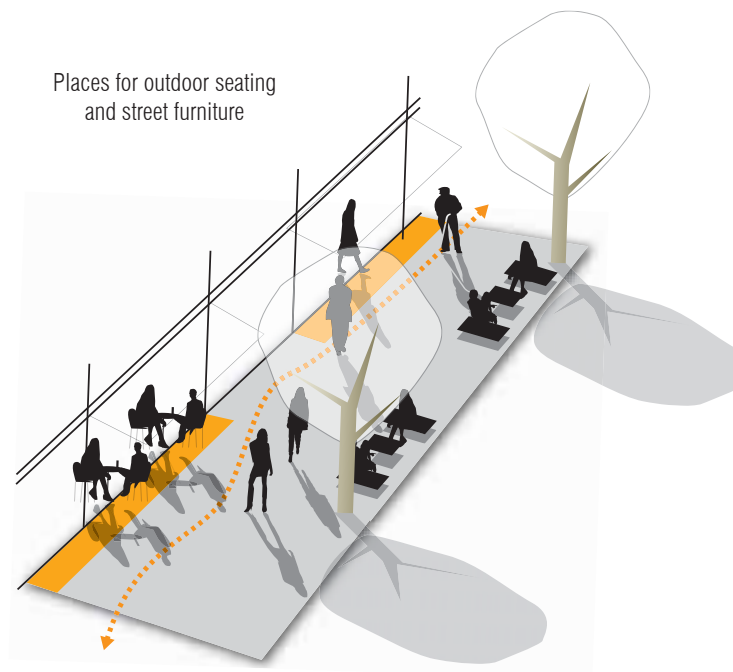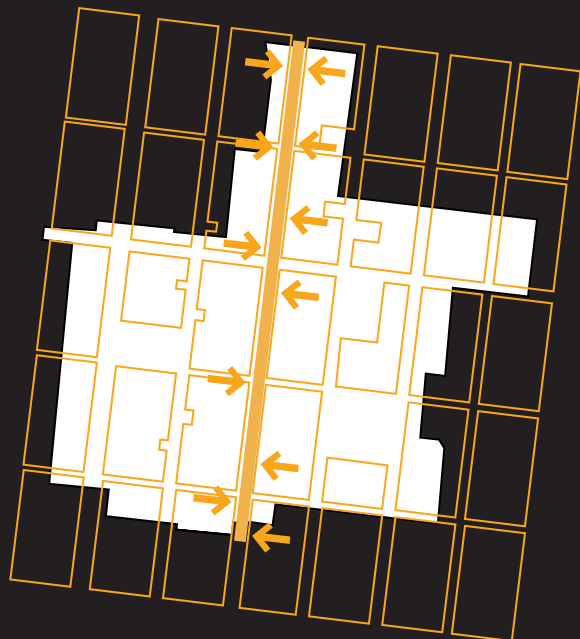
EXISTING SITUATION

PROPOSED SITUATION

Street as a Gallery of Contemporary Art

CONNECTIVITY
DEVELOP VICTORIA ST. AS A KEY ROUTE

DEVELOP
VICTORIA ST. AS A KEY ROUTE 7

- Extend the high quality treatment to the station
- Develop active and strong edges
- Extend the spirit of Victoria Mall

Victoria Street is already a key destination in Coburg. With the development of the new station, Victoria Street will become a vital link between the tram lines and the new station, bringing many more people into the area. Victoria Mall should be developed to enhance the street and public space quality by adding new, attractive and vibrant building frontages, as well as new spaces for events, markets and festivals programming which will provide more invitations to stay.

church
play ground
new station
church
new buildings
new buildings
WATERFIELD ST.
new buildings
existing buildings
VICTORIA MALL
existing buildings

A COMMUNITY STREET

CONNECTIVITY

BUILD A SUPER CONVENIENT TRANSPORT HUB

BUILD A SUPER CONVENIENT TRANSPORT HUB 8

- Minimise distance and create convenient links between all transport modes
- Create good facilities for parking and service for car and bike users
- Create a high quality pedestrian link between the station and the tram

CONNECTIONS
With wider and larger networks of people the need for meeting each other tends to increase both in private and business circles. Families are spreading out, we have friends far away and work is (inter)national. We travel easier around the world and within our region. The demand is high for a home well connected to the surroundings. It is of great value to offer short travel times in a simple and comfortable way. This includes good connections to airports, highways, railroad, bus networks and metro. Access to public transportation is crucial both for environmental reasons but also to offer good connections for all user groups. A good public realm is very important for the functioning of public transport. It should be comfortable and safe to walk and bike at all times of day and night.
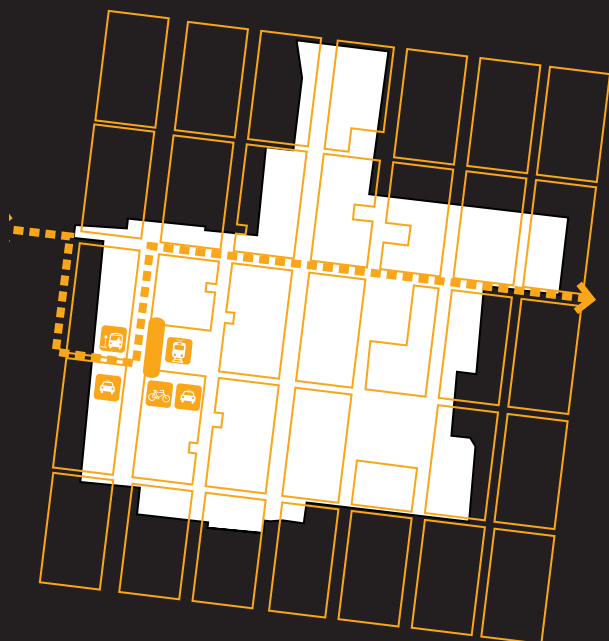
Public transport hubs as Attractive public spaces for everyday activities, Berlin Germany

INTER CONNECTED HUB
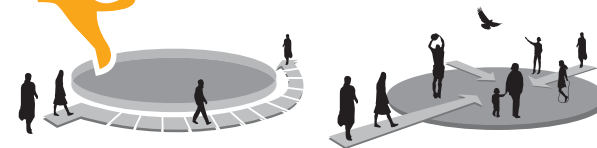
Simple, Comfortable and Easy use of Transportation Modes

Ensure the station has simple, legible signage Real-time travel information greatly assist when travelling

Create good bicycle parking connections to public transport

BUS
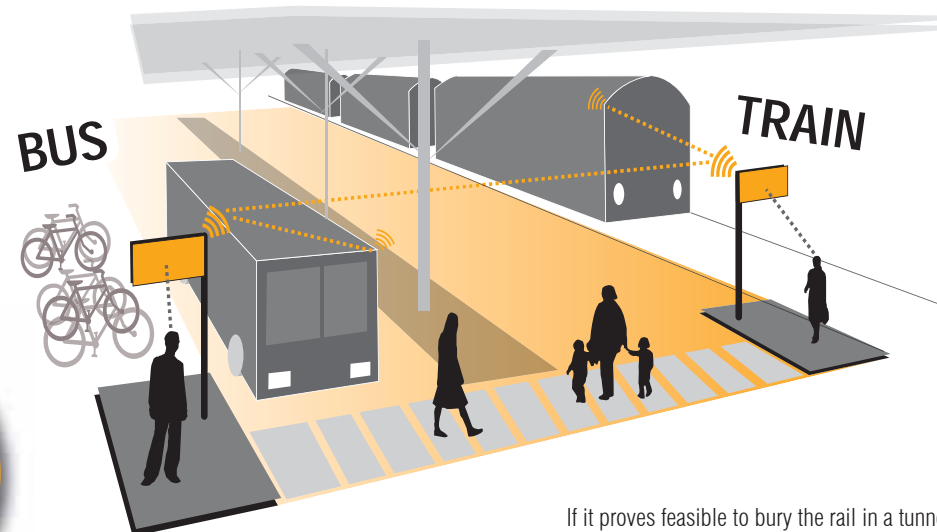
TRAIN

If it proves feasible to bury the rail in a tunnel the area above ground gets freed up and could become a bus priority route connected to the train station. This would make it possible to integrate the bus stops into the railway station so that it could provide a comfortable and protected waiting area
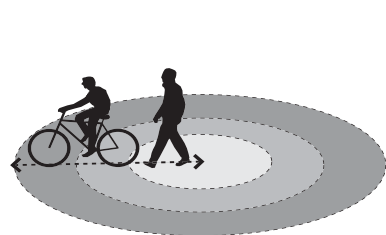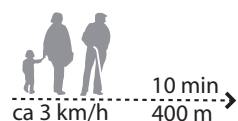
Close proximity between daily activities and functions to make walking attractive.
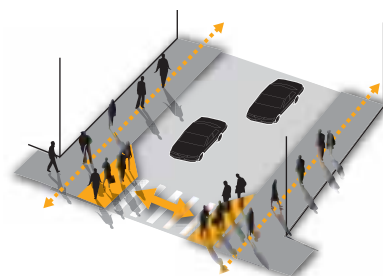
Space to Walk and Space to Cross
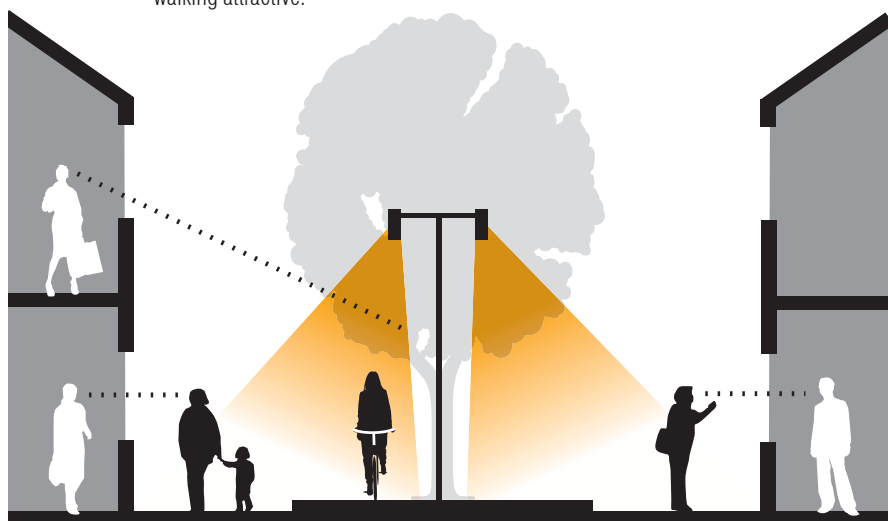
If the cycle path for long distance commuting remains along the railway, it will be necessary to provide a higher degree of natural surveillance and adequate lighting
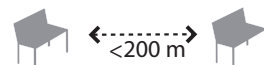
ca 3 km/h   10 min   400 m

Walking distance for young and old

ca 5 km/h   10 min   800m

Walking distance for adults

<300 m

Distance to public transportation

<200 m

Distance between benches

A pedestrian friendly environment that suits the pedestrian's needs with broad and attractive sidewalks and safe crossings.

RIGHT: A wide and well marked crossing point, Oslo, Norway.
LEFT: Separate, well marked bike lanes increase cyclist comfort and safety, Copenhagen

The use of different materials and street layout and dimensions helps to emphasize the hierarchy and use of the streets, Bo01 Malmö

Easy access when change of level.

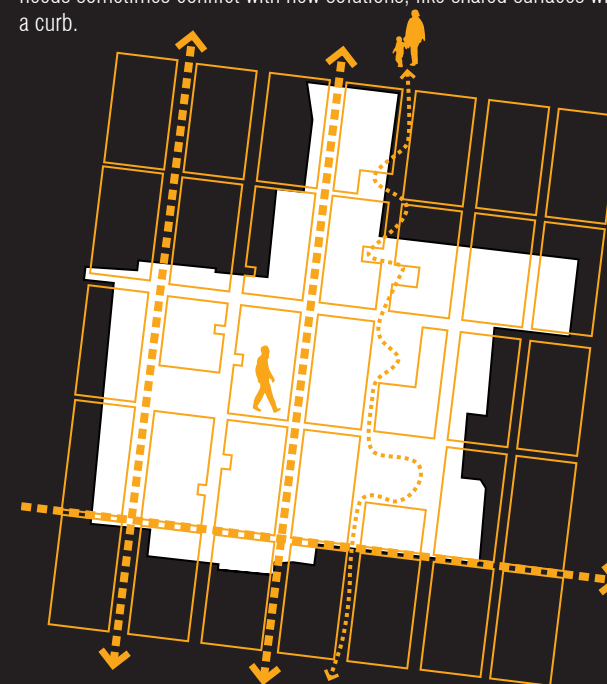# CONNECTIVITY
MAKE A WALKING AND CYCLING CITY

MAKE A WALKING AND CYCLING CITY 9

- Create a safe cycle path along the railway
- Make walking easy
- Develop streets with character to aid legibility

ACCESSIBILITY
A walkable city is also a city that creates good conditions for all user groups to move freely and have access to all functions in society. There are an increasing number of people on wheels today: people in wheelchairs, with prams and children's prams, on skateboards and roller blades and people on bikes. The number of elderly are also increasing. We need to carefully look for solutions that allow for everyone to move without hindrance. Ensure good quality surfaces, well designed curbs, good visibility and enough room for walking without obstacles. Special considerations needs to be made to allow for people with reduced sight or reduced hearing. Their needs sometimes conflict with new solutions, like shared surfaces without a curb.

CONNECTIVITY
REMOVE BARRIERS

10
REMOVE BARRIERS

- Make Bell Street a slow street
- Make all 3 railway crossings safe
- Make the Oval accessible for the public

Coburg needs more 'streets' instead of 'roads'. To encourage a pedestrian culture, through walking and the use of public space, good access is essential. This is accomplished through the removal and limitation of obstacles and barriers that prevent efficient and convenient pedestrian circulation through Coburg. Key areas include street crossings and traffic intersections, as well as railway crossings.
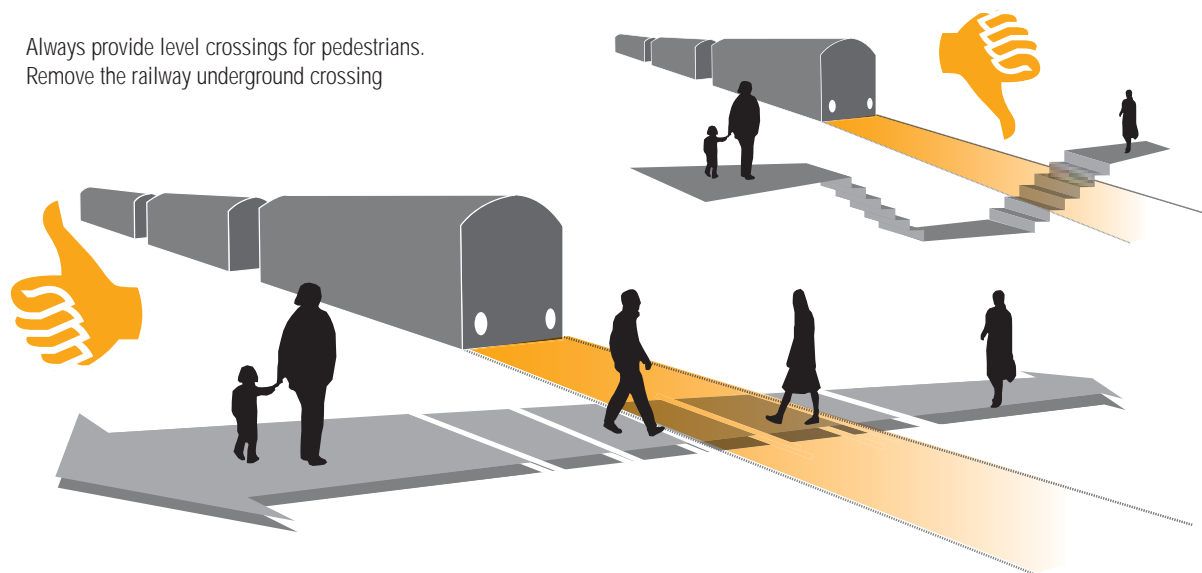

SLOW
SLOW
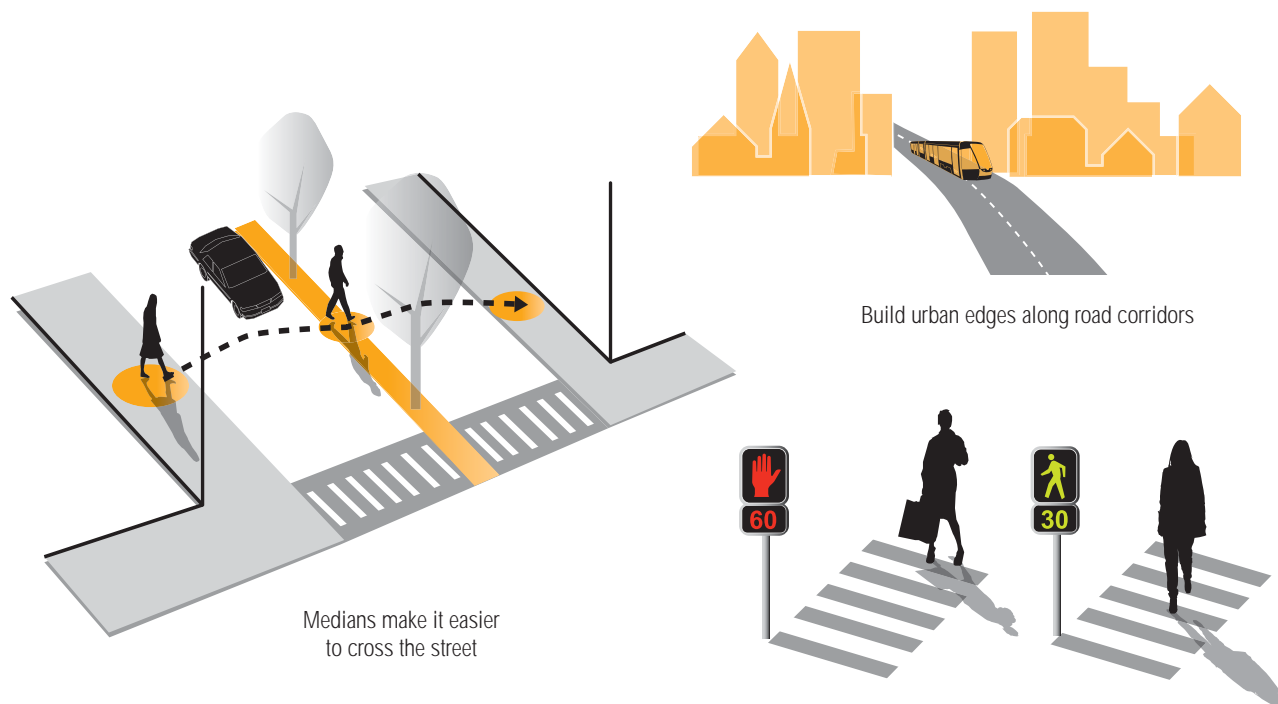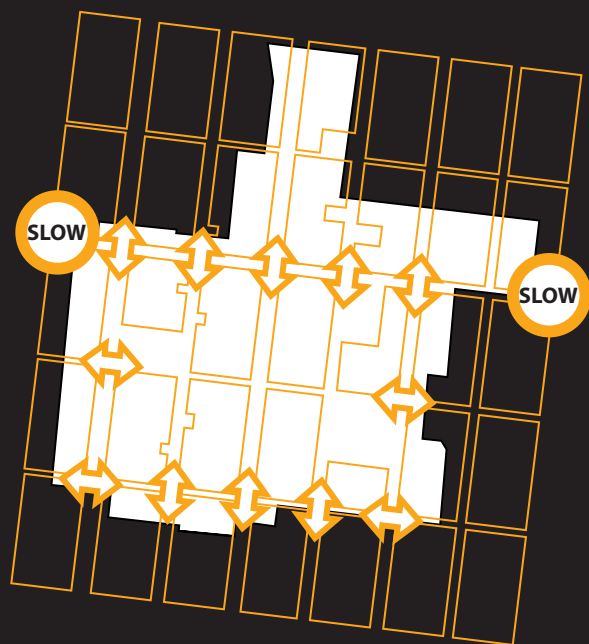
Build urban edges along road corridors

Medians make it easier to cross the street

New improved stoplights for pedestrians

Always provide level crossings for pedestrians. Remove the railway underground crossing

BEST PRACTICE

FROM VEHICULAR DOMINATED STREET TO A PEOPLE FRIENDLY STREET. A STREET WHERE ALL TRANSPORT MODES ARE WELCOME - BUT WHERE THE PEDESTRIAN IS KING.

NEW ROAD / BRIGHTON / UK

The improved New Road, one of Brighton's most important streets, is one of the few shared-surface multi-modal non-residential streets in the United Kingdom. The designs are informed by a detailed understanding of how people use the site and the historically sensitive surroundings of Brighton's Royal Pavilion and its Gardens, where they walk and choose to spend time.

New Road was redesigned as shared space where pedestrian activity is prioritized, and after the renovation of the street it has become one of the most popular places to spend time in Brighton. Since the renovation New Road have seen a 175% increase in pedestrian traffic and a 600% increase in staying activity.

175%
MORE PEDESTRIAN TRAFFIC

600%
MORE STAYING ACTIVITIES

New Road before

BEST PRACTICE

A WELL DEFINED AND PROGRAMMED MULTI-FUNCTIONAL PUBLIC PARK AS AN ATTRACTION AND MEETING PLACE IN A DENSELY POPULATED AREA.

PARC CLICHY-BATIGNOLLES / PARIS / FRANCE

Parc Clichy Batignolles is Paris most recent park and the largest green area in the north west of the city. The first phase of the 10-hectare park has become hugely popular since it opened in 2007.

The park offers a great variety of invitations for both passive and active recreation and includes programmes like playgrounds, sports fields, a skateboard ramp, sculptural benches and water features. The vegetation has been chosen to reflect and animate the seasons of the year and a series of ecological features like a wind turbine that pumps the rainwater collected in sunken channels are included in the design.

A park café is to come as well as a building edge that is to face the entire park. The surrounding housing development is to be completed in 2015.
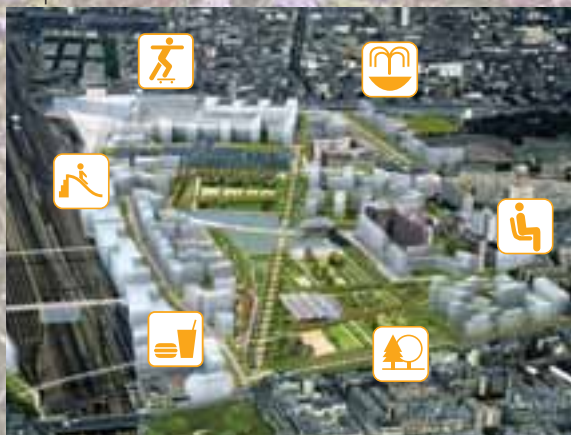
The park includes a variety of programmes and housing is planned to surround the park.

PUBLIC SPACES
ENJOYABLE PLACES FOR ALL
AGES & BACKGROUNDS

!

DESIGNING HIGH QUALITY SPACE
Today we spend time in public space because we choose to, not because we have to. We do not need public space to do our shopping or make a living any more. Instead we use public space in our leisure time to be inspired, entertained and surprised, but only if the quality of the space is high. The demand for high quality-outdoor space is therefore increasing. We need to create enjoyable places that are beautiful with an intimate scale, spaces that stimulate our senses and offer a good micro climate.

PUBLIC SPACE IN COBURG
A network of public spaces should be designed in Coburg. Spaces should provide contrast and have a well defined hierarchy that provides for variation in intensity, from vivid public squares to calm neighborhood places to urban parks. Spaces should be programmed with a variety of activities addressing the needs of all ages and that can be used 24 hours a day, 7 days a week, 365 days a year. A smart parking strategy should be developed to minimize the presence of parked cars on the street as well as near public space.

ENJOYABLE PLACES

11. CREATE A STAYING CITY

- Ensure close proximity to recreational areas
- Create plenty of spaces for recreational activities, such as sports and play
- Create enjoyable and protected human scale spaces

12. INTRODUCE A CENTRAL SQUARE

- Create a lively edge with many functions that are open until late
- Program activities on the square for 24/7/365
- Ensure at least one large community magnet addressing the square

13. DESIGN AN URBAN PARK

- Create a living edge around the park, with many inviting entrances
- Introduce a recreational loop that links the park to Merri Creek
- Intensify the use by integrating several programmed functions

14. INTEGRATE INCIDENTAL SPACES

- Allow the local community to have a strong involvement in the design process
- Include for each incidental space, one three-dimensional object or structure, such as a large tree or canopy
- Ensure a balance of public and private seating

15. DESIGN SMART PARKING

- Maximise on street parking
- Make primarily underground parking, but include a couple of well integrated parking structures at the site's edge
- Allow overflow parking in public space at certain times

STAYING CITY 11

INTRODUCE A CENTRAL SQUARE 12

URBAN PARK 13

INTEGRATE INCIDENTAL SPACES 14

SMART PARKING 15

PUBLIC SPACES

CREATE A STAYING CITY

11 STAYING CITY

- Ensure close proximity to recreational areas
- Create plenty of spaces for recreational activities, such as sports and play
- Create enjoyable and protected human scale spaces

THE IMPORTANCE OF STAYING

Creating invitations for people to stop and stay in the public realm is essential for creating a lively place. Public life can be measured as the amount of people multiplied by the time spent. People are encouraged to stay if the space is lovely, feels safe, provides places to stay and invites activity.

Benches provide places for everybody, old and young, to rest and should be placed with a view of people and activities. Benches should be comfortable with backs and arm rests so that people can rest properly. Wherever possible, benches should be of wood, which looks and feels soft. Metal is hard and stone is cold to sit on even in the summertime. Secondary seating locations, like low walls, wide steps, niches, art and sculptures compliment benches and provide the young and adventurous even more places to sit or play.

A skateboard ramp is frequently used.

Make places to sit for different functions: resting, social meetings, enjoying views, watching sports etc.

Sun and wind protection near the entry of the dwelling. Create attractive and functional edges to give shelter and enjoyment
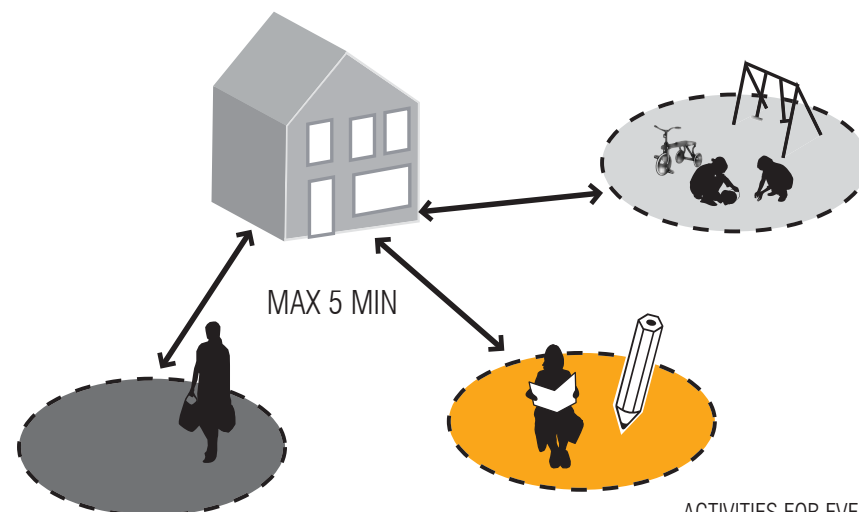
Make objects to lean against or stand next to

Programmed activities

MAX 5 MIN

Outdoor book cafe on a summer day.

ACTIVITIES FOR EVERYONE
Local cultural and commercial activities such as hairdressers, grocery stores, schools, kindergartens, community houses in the residential areas.

Flea market for local residents.

Enjoyable, pleasant means people want to stay
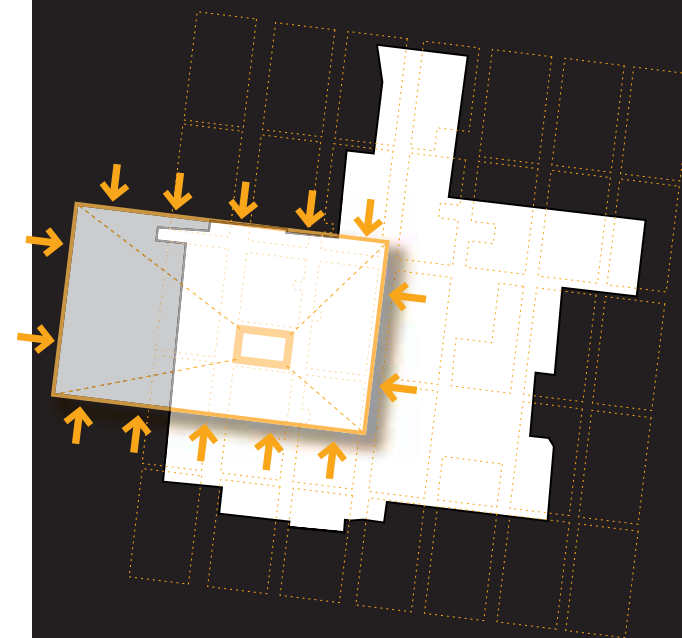
Spaces for rest in sunny and sheltered places

A **neighbourhood community house for cultural** activities, Copenhagen

Seating along edges allows people watching Barcelona, Spain.

Introduce a main civic square for coburg that includes innovative design, markets, and culture & arts programme making the square a people magnet

Dense but low buildings of maximum 4-5 storeys provide a good contact between life inside the buildings and life on the street.

Build excellent, visually compelling community magnets in the heart of Coburg. Using public amenities to help communities become attractive and vibrant. Peckham Library, London

PUBLIC SPACES
INTRODUCE A CENTRAL SQUARE

INTRODUCE A CENTRAL SQUARE   12

- Create a lively edge with many functions that are open until late
- Program activities on the square for 24/7/365
- Ensure at least one large community magnet addressing the square

INTRODUCE A CENTRAL SQUARE
A well designed central square can quickly become the heart of Coburg. Ensure that the square is design to attract users 24 hours a day, everyday of the year. The central square can also function as the main gathering space of the community with the ability to host events and festivals. Building edges should encourage and enhance a lively and vibrant atmosphere in the square, such as cafes and restaurants with outdoor seating. Locating the square adjacent to public transport will benefit both the square and the public transport.
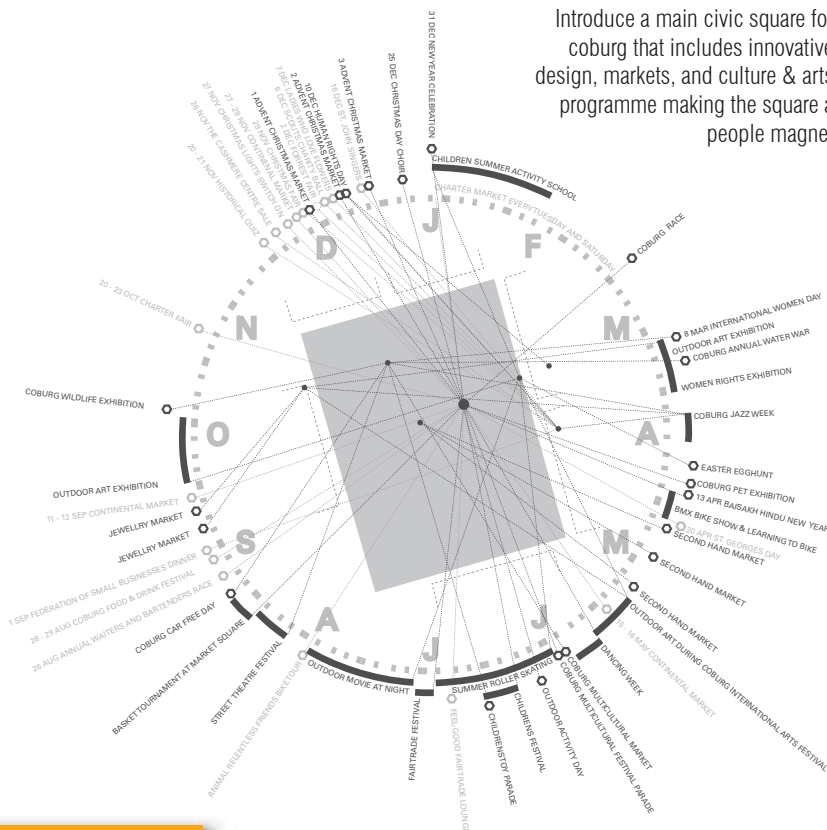
PUBLIC SPACES

DESIGN AN URBAN PARK

URBAN PARK 13

- Create a living edge around the park, with many inviting entrances
- Introduce a recreational loop that links the park to Merri Creek
- Intensify the use by integrating several programmed functions

DESIGN AN URBAN PARK

There is great potential in Coburg for the development of an Urban Park, a place for recreation and leisure. The park should be designed and landscaped to the Australian climate, with a balance of shaded and open areas. Program park space for specific uses, which could include outdoor cafes, picnic areas, children's playgrounds, sporting courts (such as basketball or tennis) or an exercise route with equipment.

The Urban Park could also form part of a 'Recreational Loop', a pathway network for walking and jogging. The Recreational Loop has the ability to link Coburg's outdoor amenities, such as the Cricket Oval and the Merri Creek area.
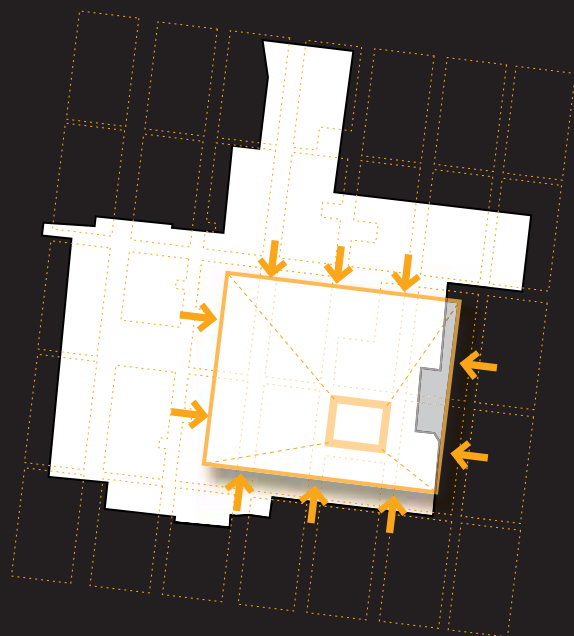
SIZE AND SHAPE

Urban green spaces vary greatly not only in quality, but also in size. Studies show that the two size categories that are most appreciated and that attract most visitors in the city are 1-5 hectares and 10-50 hectares (Berggren-Bärring & Grahn, 1995). If the goal is to create green areas that are experienced more as wilderness, larger areas are required, i.e., around 100 hectares. Even if a green area is less than 1 hectare, it can still be considered a health-promoting environment, though in this case its shape is of greater significance. Looking at city plans, we see that there are green-marked areas of any number of shapes. Characteristics such as serenity, spaciousness and richness in plant and wildlife species are sensitive to the shape of the area. The rule is that the more coherent the shape, the better.

WORST ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⟶ BEST
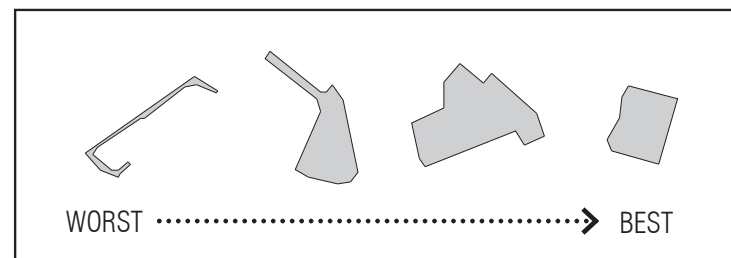
Modified picture from Berggren-Bärring (1995,p.236)
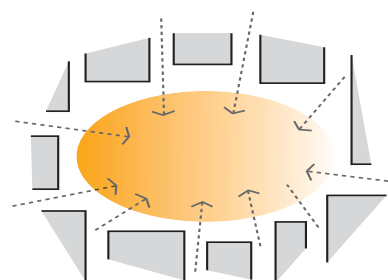
Built edge around the park to increase feeling of safety

Playgrounds located in sunny and protected place where people of all ages can meet.

Transparent Pavilions in the Park
Copenhagen, Denmark

Recreational route for running and walking.

COBURG - A CHARACTER OF SMALLNESS

An intimate square with human dimensions and details makes a pleasant place for people, Copenhagen, Denmark.

Dimension public space considering human senses, movement and behaviour Paley Park, 3 East 53rd Street in Midtown Manhattan, New York

Narrow streets and small squares relate better to human dimensions, Bo 01 - Malmö, Sweden
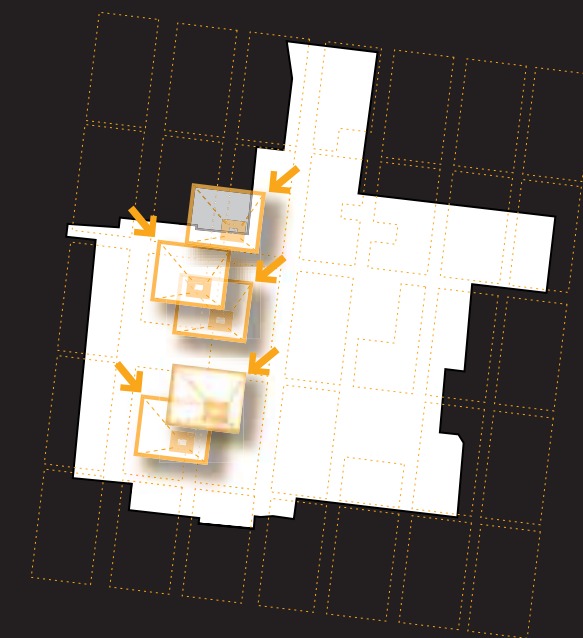
PUBLIC SPACES
INTEGRATE INCIDENTAL SPACES

- Allow the local community to have a strong involvement in the design process
- Include for each incidental space, one three-dimensional object or structure, such as a large tree or canopy
- Ensure a balance of public and private seating

INTEGRATE INCIDENTAL SPACES
Incidental spaces are essential to the composition of an attractive neighbourhood environment. These spaces should be identified and integrated into city plans. They should be furnished and planted to allow comfortable seating and shading. These spaces could also be programmed as gathering spaces and include café seating.
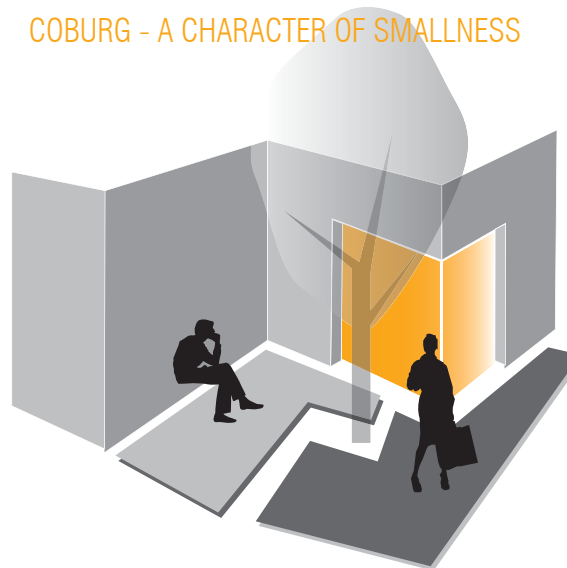
PUBLIC SPACES
## DESIGN SMART PARKING

15
SMART PARKING

- Maximise on street parking
- Make primarily underground parking, but include a couple of well integrated parking structures at the site's edge
- Allow overflow parking in public space at certain times

DESIGN SMART PARKING
Consider parking spaces that are shared by residents. The distance to dwellings should also be considered, with a maximum distance of a 5 minute walk. Parking lots should never dominate nor invade spaces for people. Parking should be designed in clusters of 15-30 cars at a time, where possible.

Lighting and safety is also important to site selection and design. When designing parking structures, it is vital that the ground floor remains active in the public realm, that is, it should not be a closed facade, but programmed with commercial space.
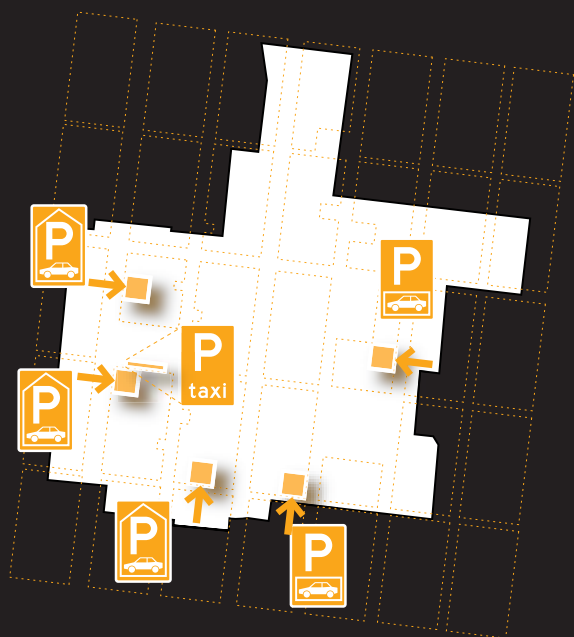
Covered parking with natural daylight and no dark corners

Day time

ground level

underground car park

Night time

ground level

underground car park
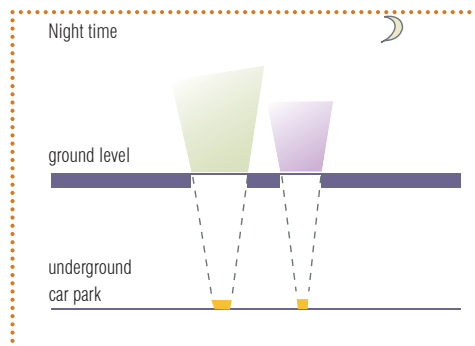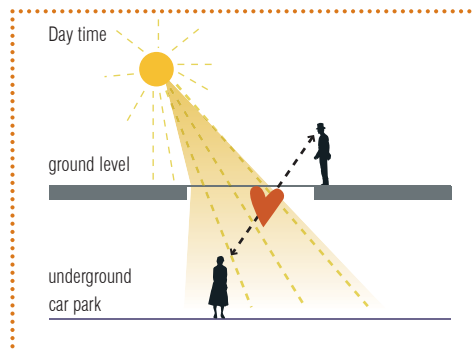
PARKING STRUCTURES
Parking structures have other uses at ground level to ensure active building edges.

GOOD ON STREET PARKING

Back street with possibilities for cars to load and unload.

BEST PRACTICE

ABOVE-GROUND PARKING STRUCTURE
SUCCESSFULLY MERGED WITH SUBURBAN
STYLE APARTMENTS IN URBAN CONTEXT.

VM MOUNTAIN / COPENHAGEN / DENMARK

The VM Mountain project houses a brief of 2/3 parking and 1/3 living. Instead of doing two separate buildings next to each other the two functions have been merged into one single building. The parking area constitutes a base upon which 80 units of terraced housing have been placed. The parking area connects to the street while the dwelling units face the sun providing views, sunlight and fresh air into the apartments. All apartments have individual roof gardens providing a suburban type of living in a dense urban area.

The project offers 480 parking bays. Residents park just outside their door and use a sloping elevator to travel along the mountain wall to reach their apartment. Perforated aluminium plates with a gigantic reproduction of Mount Everest constitute the facade of the parking structure, bringing light and air into the parking facility and lending the project its name.

80 DWELLING UNITS   **480** PARKING BAYS

BEST PRACTICE

EYE-CATCHING LOW-INCOME HOUSING
SUCCESSFULLY INTEGRATED INTO MIXED-USE
DEVELOPMENT.

FLOWER TOWER / PARIS / FRANCE

Flower Tower is an remarkable housing project by the french architect Edouard Francois. The design of the 10 story apartment block was inspired by the Parisians enthusiastic use of balconies for planting and the building has been wrapped in bamboo plants placed in oversized concrete flower pots.

The building is located in a special mixed use development zone in the north western parts of Paris. The development zones includes projects of various architects working together within a strong overall framework. Tower flower is one of several residential buildings located around a green landscaped square.

The building includes 30 units of social housing with flats up to four bedrooms. Living spaces are located along the perimeter of the building to take advantages of views, light and the greenery.

16. DEVELOP AREA CONCEPTS

- Create different local identity
- Celebrate existing amenities like views, trees, plants etc.
- Keep recognisable elements

17. BALANCE THE DENSITY WITH HEIGHT

- Set the standard height to 5 storeys, but allow some variation
- Respect the local heritage
- Focus the density around public transport

18. DEVELOP VARIATION

- Restrict plot size and extent for individual developers
- Each plot owner is obligated to cover the cost of, or develop, their unique set of street scape furniture
- Say yes

19. DEVELOP RETAIL AND CULTURAL DIVERSITY

- Think global, buy local
- Restrict the commercial units to a scale that suits small local traders
- Ensure that all public spaces and activities address people with different cultural backgrounds

20. MAKE A SAFE COBURG

- Develop a lighting strategy
- Maximise natural surveillance
- Overlap functions over time

16 DEVELOP AREA CONCEPTS

17 BALANCE THE DENSITY WITH HEIGHT

18 DEVELOP VARIATION

19 DEVELOP RETAIL AND CULTURAL DIVERSITY

20 MAKE A SAFE COBURG
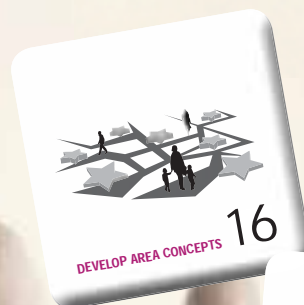
IDENTITY
COBURG AS A UNIQUE DESTINATION

!

CREATING A SENSE OF HOME
Immaterial values have become more and more significant in present day society. The choice of where we live has become part of our own identity and wellbeing. With an increased knowledge of the world the demand for uniqueness is also increasing. We demand something special, a place we can identify with, a place with a strong sense of home.

GENUS LOCI
The spirit of a place or "Genus loci" plays a significant part in finding and developing a unique identity of an area. With increased globalization and more standardized building systems, areas can easily become similar and 'placeless'. People have travelled and seen more today and demand unique places in the world, places that are rooted in the local context and can offer some unique qualities. Celebrate and enhance the existing amenity values like water, views, trees, topography, history - qualities that can give the area a unique and locally rooted identity.

STRONG IDENTITY

IDENTITY
DEVELOP AREA CONCEPTS

DEVELOP AREA CONCEPTS 16

- Create different local identity
- Celebrate existing amenities like views, trees, plants etc.
- Keep recognisable elements

UNIQUE ELEMENTS

Elements in public space or on buildings can be a significant contribution to the identity and enjoyment of a place. We often look for characteristic elements to locate where we are and find our way. Elements of identity can be created in many scale levels; from a large scale landmark that locates an area from afar to a fountain giving character to a square. It could also be a special pattern in the paving or character elements on houses to identify your own street. Elements of identity can also do more than just giving visual character to a place. If sculptures, lighting, paving, art, water and planting are well integrated and carefully placed they also become a functional asset for people to enjoy and interact with. The combination of a useful and characteristic element becomes meaningful and gives an even stronger contribution to the identity of the place.

+

LANDSCAPE CHARACTER

Make useful and meaningful elements like characteristic paving, planting, playgrounds, water elements, lighting

=

NEIGHBOURHOOD IDENTITY

CREATE LOCAL IDENTITY

People feel at home in a certain area and landscape, sometimes even because of memories of their youth. There is a strong need to be able to recognize and feel familiar with a place. Peoples first choice of where to live is often based on the character and atmosphere of the place. The first step is to define the area in the living environment and create key concepts for it; green, urban, garden village, periphery etc. The city planning and landscaping should carefully adopt the design of buildings and environment to support the character. An area with a well defined and understand-able concept creates a good foundation for creating an atmosphere with strong identity.
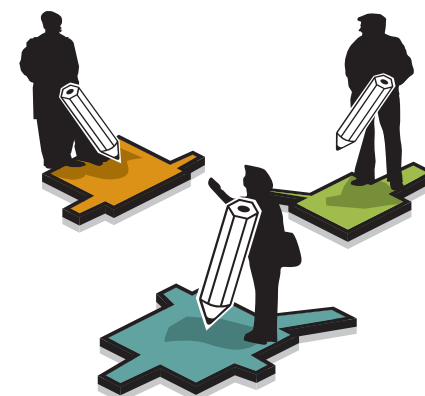
Develop the character of the urban village of Coburg

Develop the character of the Civic precinct of Coburg

It is important to carefully consider the balance between the new unknown and the recognizable familiar architecture, to have a general appreciation of local tradition and characteristics combined with a modern approach looking at the aspects of modern life styles. We all have different references of what we find familiar and pleasant and we have different appreciations of style.

LOWERING PERCEIVED BUILDING HEIGHT

Setbacks and pitched roofs are used to lower perceived building heights. A variation in roof treatments creates a differentiation in building heights and breaks up large blocks and long buildings into smaller individual parts. This will also create a varied roofscape that relates to the existing roof line of the village. The articulation of the roofscape in this development is especially important since it will be visible from the surrounding hills.

ACTUAL HEIGHT

PERCIEVED HEIGHT

ACTUAL HEIGHT

PERCIEVED HEIGHT
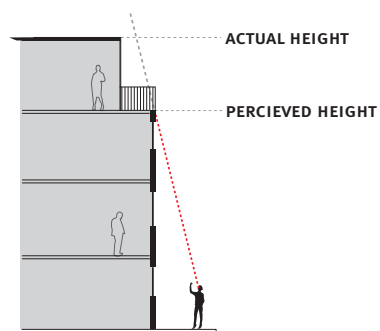
Building set-back on top storey
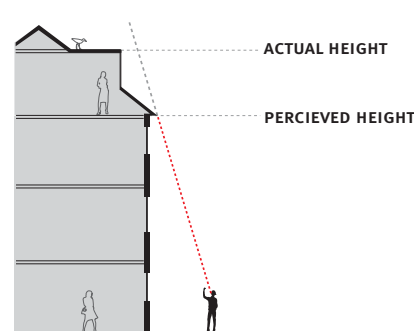
apartment with pitched roof

NUMBER OF OUTDOOR ACTIVITIES

The lower the buildings the more activities pr. household

DISTRIBUTION OF OUTDOOR ACTIVITIES

With low buildings outdoor recreation occurs outdoors.
With tallbuildings outdoor recreation occurs on balconies.

Large outdoor spaces equals long distance

A

B
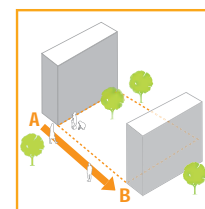
Short outdoor spaces equals short distance

A

B
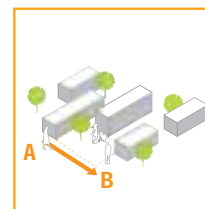
More overshadowing
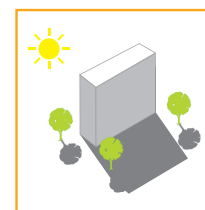
Less overshadowing

IDENTITY
BALANCE THE DENSITY WITH HEIGHT

BALANCE THE DENSITY WITH HEIGHT 17

- Set the standard height to 5 storeys, but allow some variation
- Respect the local heritage
- Focus the density around public transport

BUILDING HEIGHTS

Buildings throughout the development are kept low to medium in height (3-6 storeys) and can thereby be placed closer together without affecting sun conditions in the public realm. The tighter streets and more intimate public spaces make the public realm feel more active since activities are closer together. Lower buildings also contribute to inhabitants' contact with the public realm which increases passive surveillance and interaction between the public and private, as well as the indoor and outdoor activities.

IDENTITY
DEVELOP VARIATION

18
DEVELOP VARIATION

- Restrict plot size and extent for individual developers
- Each plot owner is obligated to cover the cost of, or develop, their unique set of street scape furniture
- Say yes

PEOPLE IDENTITY

To feel at home is also to feel ownership of an area. If people have the possibility to express themselves and feel that they can make a difference, they are more likely to identify and feel ownership of their neighbourhood and their home. They also feel a greater responsibility and generally contribute more and take better care of their home and environment. These neighbourhoods will often be well kept and full of interesting details and surprises to look at. To encourage people and stimulate them to make personal addition to their houses and public space will also naturally contribute to the unique identity of a place. It could be as simple as giving people the possibility to choose the colour of their own door, a private stair to put flowers on or a well sized garden to decorate. The closer to the personal sphere, the more likely people will want to make a difference and feel at home.
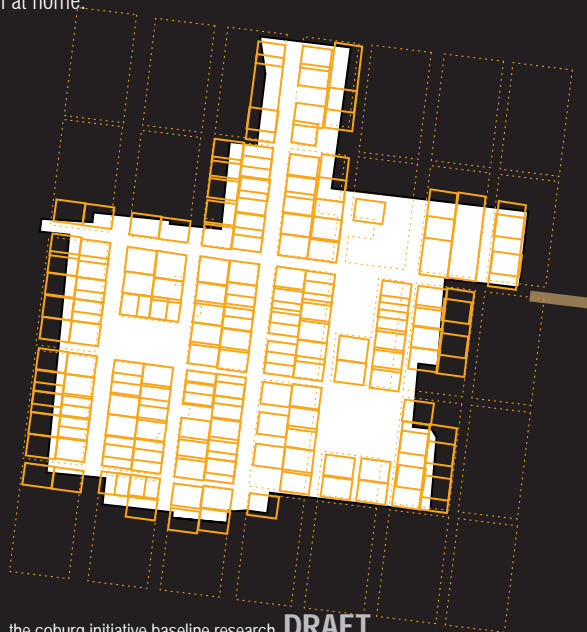
UNIQUE - PERSONAL TOUCH
Create 'ownership' structures that encourage people to make additions in the public and by their personal sphere like entrances, gardens and balconies
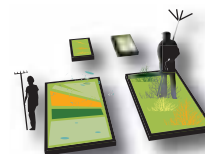
Children painting their street, an organized cultural event enriching the street life.

Choosing your own front door

Row houses at six meters wide allows for a flexible floor plan.
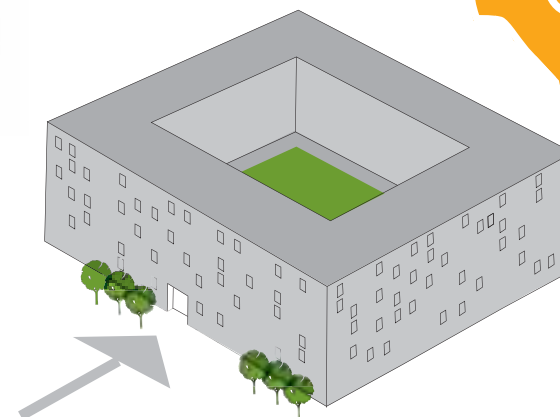
UNIFORM BLOCK= LACK OF INDIVIDUAL IDENTITY
Repetition and lack of architectural hierarchy makes it hard for residents to relate to individual dwellings.

VARIED BLOCK = BOTH INDIVIDUAL & COMMON IDENTITY
Residents have the feeling that they are living in their own houses as part of an urban quarter. Variation and architectural hierarchy create an exciting and sensually rich environment.

ARTICULATED GROUND FLOORS

The physical constraints of the human body, e.g. average height, walking speed, sight angle etc dictate the way we receive information. So it is the design and activity level of the ground floor of buildings that determine how we perceive the built environment. Studies show that the amount of activities in front of attractive and detailed ground floor levels is seven times that in front of closed and boring facades. What happens above ground floor is only vaguely experienced.
Great care must be taken to create variation and detail at ground floor level. Interaction between the activities inside the buildings and the public realm should also be encouraged.

2,4 M
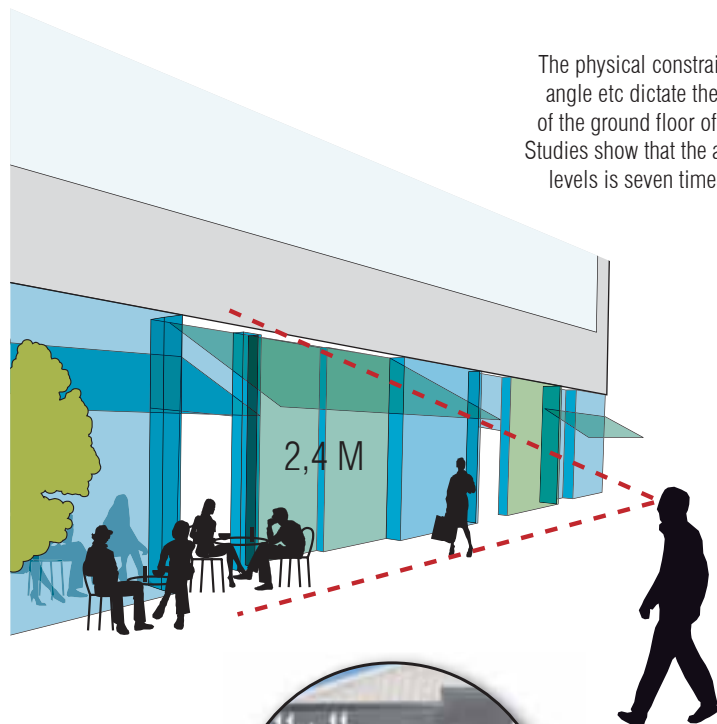
Images indicating the mix of retail with various cultural backgrounds in the area
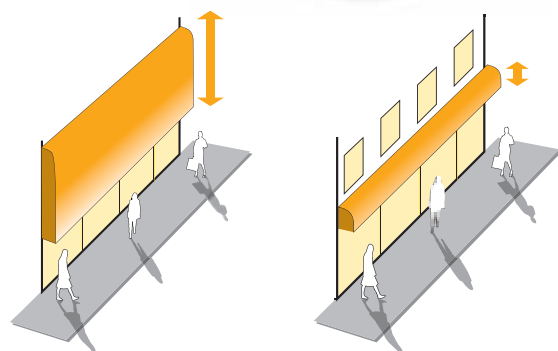
Minimising the sizes of signs will create an interesting walking experience

IDENTITY
DEVELOP RETAIL AND CULTURAL DIVERSITY

DEVELOP RETAIL AND CULTURAL DIVERSITY 19

- Think global, buy local
- Restrict the commercial units to a scale that suits small local traders
- Ensure that all public spaces and activities address people with different cultural backgrounds

SOCIAL BALANCE

We know that people have a natural tendency to choose neighbourhoods populated by people with a common cultural or social background. It feels safer and social contact between neighbours develops easier. The downside of this is the trend in society of greater segregation and exclusion of user groups. A sustainable social environment needs to look for a diversity of residents and find a good balance of similarities and differences between people. If too heterogeneous it may create a sense of insecurity and conflict. If too homogeneous it is vulnerable to changes and creates more fear of the different. Ensuring diversity of users creates the possibility to stay in a neighbourhood throughout ones lifetime and through different phases of life styles.
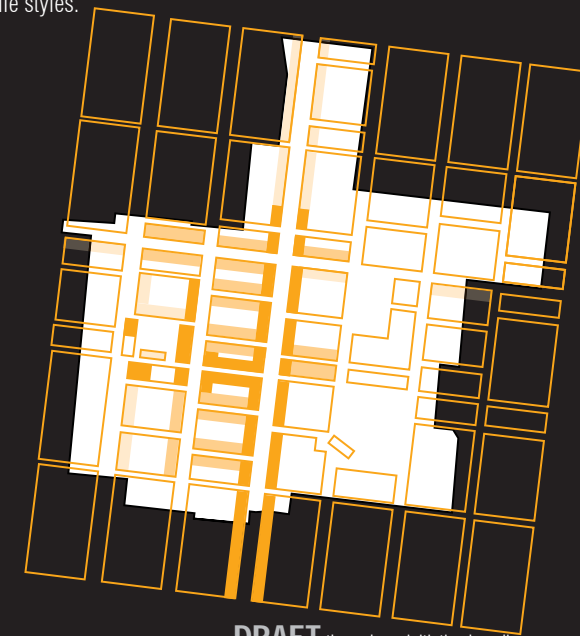
IDENTITY
MAKE A SAFE COBURG

- Develop a lighting strategy
- Maximise natural surveillance
- Overlap functions over time

20
MAKE A SAFE COBURG

More people feel unsafe nowadays. Mono-functional areas and fewer people in the street has led to deserted areas parts of the day. This is combined with an increased awareness of the seriousness and frequency in crime and accidents. This creates a demand for living environments where people can feel safe and protected in their daily lives.
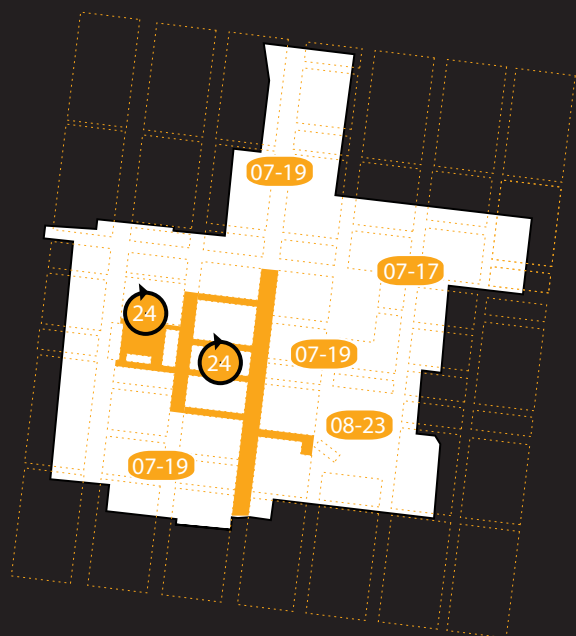
People activity at night time will make the space more safe.

Bay windows overlooking public space.

An otherwise dark street that feels safer due to natural surveillance
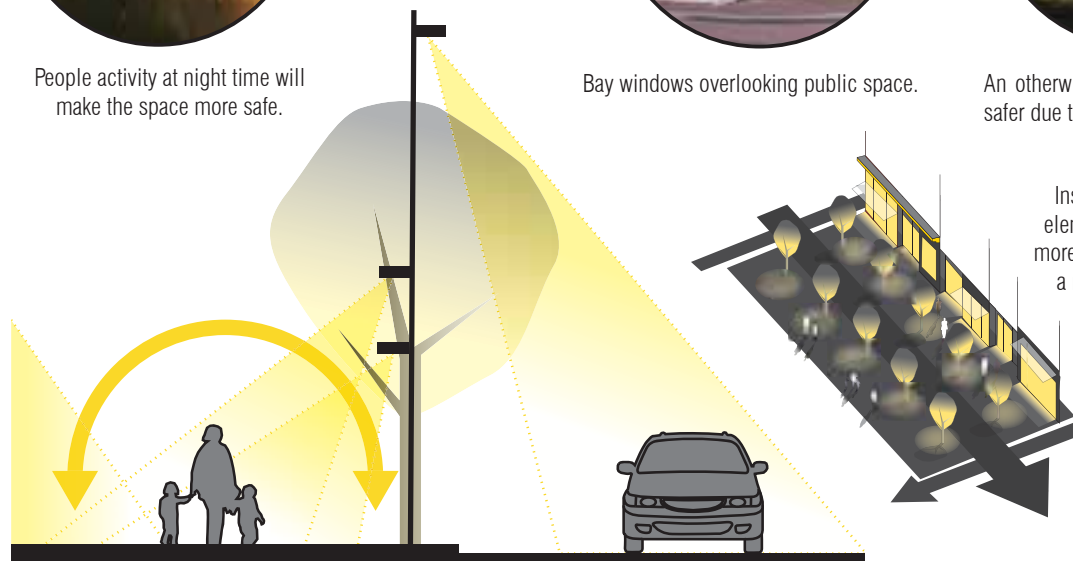
Install lighting as a unifying element at human scale for a more intimate streetscape and a more dignified pedestrian experience.

Well lit entrances and staircases

Transparent facades add light and life to the street

Warm, intimate and human scaled lit path in Copenhagen, Denmark that makes walking and cycling safer and also gives identity to the place.

A well lit, open and populated building edge makes a safe street

Street design must consider safety for all users

5-7
ARCHITECTS
PER BLOCK

BEST PRACTICE

A DIVERSE APPEARANCE THROUGH GUIDELINES AND INVOLVEMENT OF SEVERAL ARCHITECTS.

SLUSEHOLMEN / COPENHAGEN / DENMARK

Sluseholmen is a newly developed area in the former industrial and harbour areas of south Copenhagen. The masterplan by the dutch architect Sjoerd Soeters is inspired by dutch canal communities - so is the appearance of the blocks where each facade is individually designed.

The development consist of continuous blocks surrounding green and protected courtyards used for relaxation and play. The buildings in a block vary in height and type depending on their location and all facades have an individual appearance. Apartment living is offered as well as two story town houses, placed on top of another to create an increased density.

The diversity of the buildings appearance have been achieved through working with a shell structure combined with a set of rules regarding proportions, height and use of materials and colours. The rules have served a starting point for as many as 25 different architects when designing the individual facades. In each block 5-7 different architects have been involved.

BEST PRACTICE

FROM GARRISON TO SUSTAINABLE
NEIGHBOURHOOD THROUGH COOPERATION,
PARTICIPATION AND COMMITMENT.

VAUBAN / FREIBURG / GERMANY

Vauban is a new urban development located in the southern parts of Freiburg, Germany. A former French garrison has been transformed into a lively neighbourhood housing more than 5000 residents and 600 workplaces. The planning of the 38 ha area started in 1993 and after three development phases the area was completed in 2006.

Vauban led the way for the development of a sustainable neighbourhood with a high urban and residential quality through a focus on - traffic and mobility, public spaces, building and social interaction and participation.

One of the main goals was to implement the city district in a cooperative and participatory way. A citizens association with NGO status "Forum Vauban" was established early in the process to involve the future residents of Vauban in the forming of the district. Amongst other things the association arranged workshops, organized events and stood for the communication. "Forum Vauban" became the link between the future residents and the government.

By acquiring the land the City of Freiburg got control over the parcelling and sale of plots and by favouring sales to individual property owners and building cooperatives a variety in the built environment have been achieved. Plots were kept small and height restrictions were introduced to encourage variation and ensure a good climatic performance. and the building cooperatives were supported by the "Forum Vauban" through the process of planning and building their own homes. Inexpensive building for low income groups as well as student housing was part of the scheme aimed at attracting different ages and lifestyles.

The mobility concept that aimed to reduce the use of private cars included measures like not allowing through traffic, speed restrictions and traffic calming. All parking was located at the edge of the district in communal parking garages, car-sharing pools were established and several households agreed on living without a car. The city's public transport network as well as bicycle and pedestrian networks were expanded into the area.

Energy considerations included low-energy standards with a maximum energy use of 65kWh/m^2 energy per annum that was formalized in sales contracts. Both passive and "surplus" energy housing is part of the scheme. The area has its own heating plant.

The proactive role of Freiburg City Council in developing the district of Vauban has led to a sustainable local plan that carefully balances the public and private market investments. The city has tightened building codes and encouraged good design by acting as a leading example in new public building structures.

30
BUILDING
COOPERATIVES

21. ENSURE CLEAR ZONING

- Develop small plot sizes to keep local scale identity
- Make a clearly defined public and private zones
- Hide or improve the back of Sydney Road

22. MIX IT UP

- Mix functions both horizontally and vertically
- Design a maximum of 15-30 dwelling units in one group
- Integrate new with old

23. ENSURE LIFE LONG LIVING

- Make a mix of owner and rental housing
- Offer variation of dwelling size and types
- Integrate housing for students, elderly and social housing

24. DEVELOP HIGH QUALITY EDGES

- Inviting and pleasant ground floor facades
- Ensure fine detailing and high quality materials
- Work with graphic designers to increase the quality of signage

25. CREATE REASONS TO MEET

- Create smallness
- Make visually open residential courtyards
- Create opportunities for living edges

ENSURE
A CLEAR ZONING **21**

MIX IT UP **22**

ENSURE
LIFE LONG LIVING **23**

DEVELOP
HIGH QUALITY EDGES **24**

CREATE
REASONS TO MEET **25**
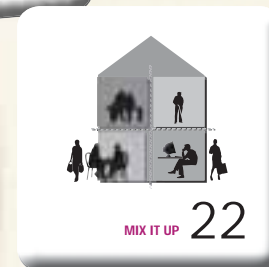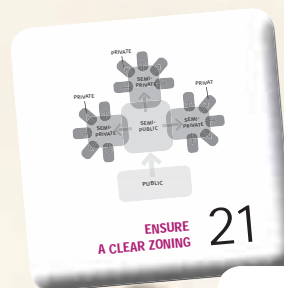
COMMUNITY
MOSAIC URBAN PRECINCT

!

SOCIAL COMMUNITY
Creating lively neighbourhoods is a challenge nowadays. We see a trend of extensive spreading of people with the risk of isolating people both physically and mentally. This combined with a more privatized and segregated lifestyle means new demands rise to create environments that encourage social interaction and give people incidental ways to meet in daily life.

NATURE · HOME · TRANSPORT · FRIENDS AND FAMILY · COMMERCIAL CENTER · SPORTS AND LEISURE · WORK

COMMUNITY

COMMUNITY
ENSURE CLEAR ZONING
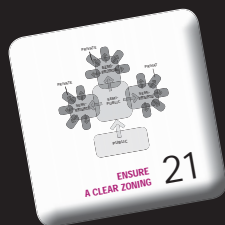
21 ENSURE A CLEAR ZONING

- Develop small plot sizes to keep local scale identity
- Make a clearly defined public and private zones
- Hide or improve the back of Sydney Road

SENSE OF BELONGING

In order to create a strong community and build a good foundation for social contact the subdivision of neighbourhoods in well sized groups of dwellings should be considered carefully. The organization of a residential area consists of a hierarchy from the private dwelling to a small group of housing units sharing a common space like a courtyard or small street to larger groups creating a housing complex sharing common facilities and spaces. Small groups of 15-30 dwelling units have been shown to work well and encourage social contact. This size allows around 50 people to form a group and create a sense of belonging. It is also necessary to create a critical mass in a neighbourhood to be able to establish community functions.

Solar facing private space with sun and climate protection

TODAY

TOMORROW

SYDNEY ROAD BACKSIDES
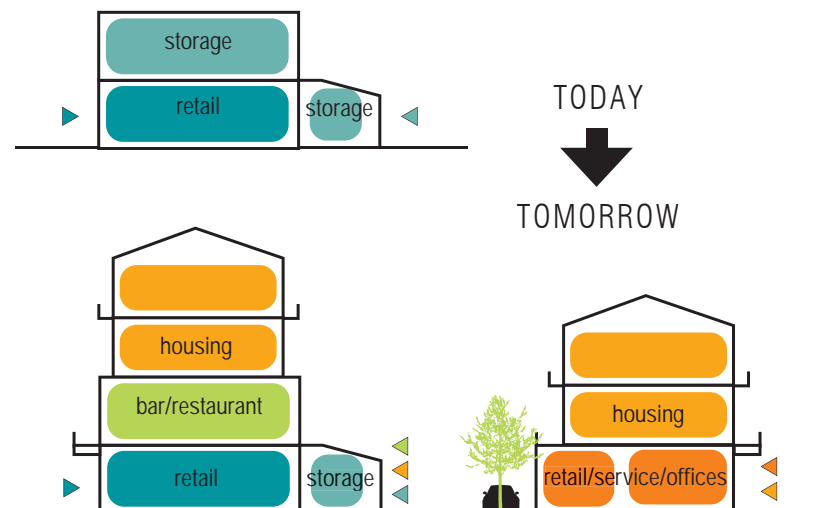
The relationship between different types of outdoor environments accessible at home and number of stress occasions a year. Modified version of table from Stigsdotter & Grahn (2004a, p.4)

Type of outdoor environment accessible at home	Mean number of stress occasions a year
Respondents living in apartments, no balcony or outdoor area	193.00 no.
Respondents living in apartments , with balcony	125.68 no.
Respondents living in apartments with a verdant garden or access to an allotment garden or summerhouse. Or respondents living in a house with a small verdant garden	86.30 no.
Respondents living in a house with a large (>600m^2) and verdant garden	64.96 no.

Private balconies and front yards with high presence of nature.
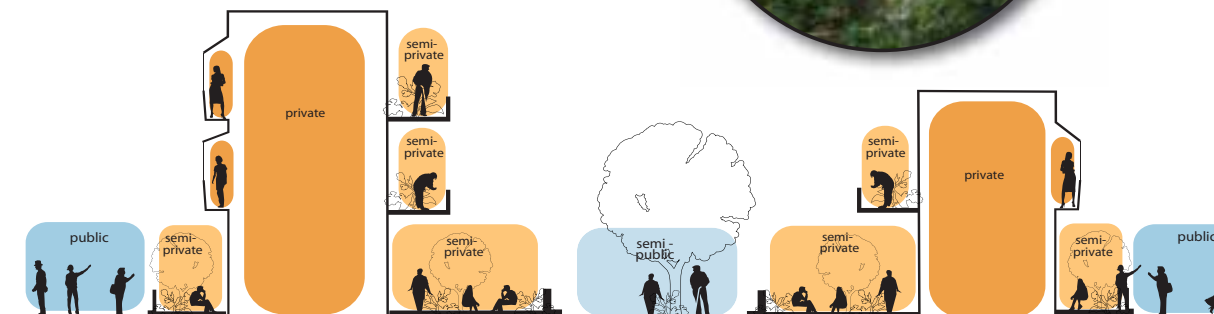
A clear structure of public fronts and closed semi-private back yards facilitates a differentiation between public and private areas. It provides both private and shared private open space for residents and helps create bonds between neighbours as wells as a shared sense of community and identity amongst the block residents. The gradation between public and private areas helps facilitate different types of activities for a larger range of people and increases the amount of outdoor life.

supermarket

entrance to
supermarket

OLD

NEW

entrances to
apartments, offices
and access to yard

entrances to
supermarket,
small groundfloor
shops, apartments
and offices

housing/offices

housing/offices

child care
centre

supermarket

retail

INTEGRATING LARGE RETAIL UNITS

Different uses/functions on top of each other

Different uses/functions side by side

MIXED USE
Different uses in the same block, side by side and/or on top each other promotes various activities taking place in the public realm throughout the day, week and year, creating an attractive and safe atmosphere. This overlapping of activities and user groups in time and space ensures the public realm is inhabited by the coming and goings to and from various buildings and the activities spilling out onto the street (shops, cafés, front gardens, workshops). The activities inside the buildings also activate the public realm visually through the large operable windows and well-placed balconies.

COMMUNITY
MIX IT UP

MIX IT UP 22

- Mix functions both horizontally and vertically
- Design a maximum of 15-30 dwelling units in one group
- Integrate new with old

MIXED USE
Successful city areas have a tradition of mixing functions in a seamless way. Many modern suburban areas lack a mix of functions and become deserted many hours of the day. To create a neighbourhood that lives day and night, in weekend and weekdays, we need to look for other solutions if the traditional mixed-use is not possible. This can include measures like making room for work spaces in or near home with access to the web so people can work and study at home. Combine service functions with commercial functions if there is not enough people to support both. Encourage community involvement. Have a flexible policy to change functions in buildings.

COMMUNITY
ENSURE LIFE LONG LIVING

ENSURE
LIFE LONG LIVING 23

- Make a mix of owner and rental housing
- Offer variation of dwelling size and types
- Integrate housing for students, elderly and social housing

DIVERSITY
We see a greater diversity of family constellations and life styles. Combined with economical changes and longer life expectancy there are many different needs to meet. A variety of house type, sizes and ownership makes it possible to live as well as move within the same neighbourhood. This means integrating units for elderly, students and social housing and encouraging privately built houses. Residents that stay for a long time in the same neighbourhood are often a great asset to the community and well-being of a place. It creates the foundation for a diverse population and thus a robust and sustainable neighbourhood.
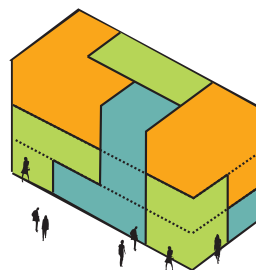
MIXED SIZES
Mix of size in commercial space/ work spaces/ dwellings in all neigh-bourhoods to encourage diversity of business and people.
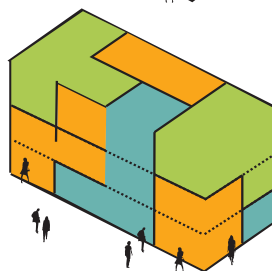
COST AND OWNERSHIP
Mix of costs and ownership forms in commercial space/ work spaces/ dwellings in all neighbourhoods to encourage diversity of business and people.
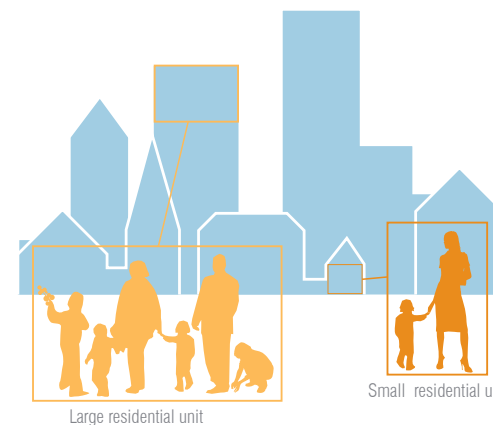
Large residential unit   Small residential unit

VARYING UNIT SIZES AND CHARACTER
A social mix of residents, in terms of family size, age, and economic background contributes to a greater range of activities taking place in the public realm. This mix can be encouraged by offering different residential unit sizes and typology of residential, office and retail units attracting different tenants with different habits. Whenever possible, different ownership structures are offered as well.

3,5 m
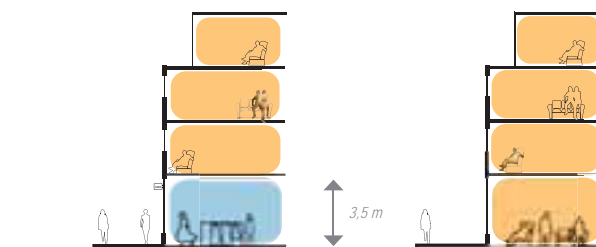
Residential at ground level today

HIGHER CEILING HEIGHTS AT GROUND LEVEL
The ground level units will all have high ceiling heights, creating better light conditions for these units. The higher ceiling heights will also provide a greater flexibility in use, making them suitable for living, working, hospitality and retail. This flexibility will allow the new part of the village to be developed and adjust to future demands and possibilities.

Cafes Create 'Active Edges' creating Lively Streets

Private space lifted slightly from the street to give privacy.

Carefully mix functions and activity to ensure people activity 24 hours and 7 days a week
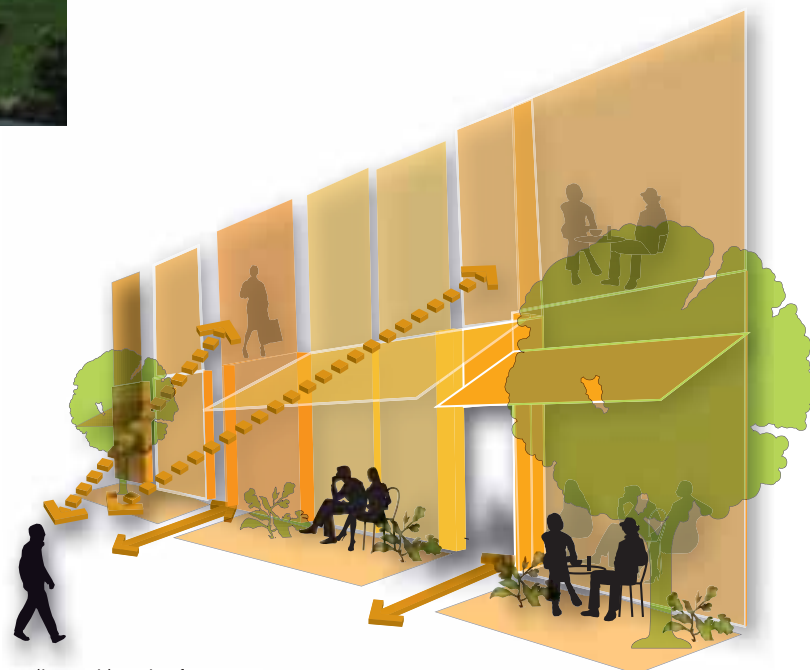
Make all buildings connect at ground level to the surroundings with active frontages.
Storeys/floors higher up also have a connection with the ground level.

COMMUNITY
DEVELOP HIGH QUALITY EDGES

DEVELOP HIGH QUALITY EDGES 24

- Inviting and pleasant ground floor facades
- Ensure fine detailing and high quality materials
- Work with graphic designers to increase the quality of signage

SOFT EDGE
An important factor for building social networks, especially in residential areas, is the soft edge – the semi private zones around buildings. When entrances, verandas, gardens and balconies face the street, people have the possibility to spend time outdoors in their own space at the same time as having the opportunity to see and meet with people and neighbours passing by in the public space. Recent housing studies show that well designed front yards in front of ground floor apartments is the single element having the biggest influence on quality of life in housing areas. Front yards are used twice as much as even the best shaped balconies – and furthermore they are in direct contact with the common spaces.

COMMUNITY
CREATE REASONS TO MEET

CREATE REASONS TO MEET 25

- Create smallness
- Make visually open residential courtyards
- Create opportunities for living edges

MEETING PLACES

The physical arrangement of the environment can prevent or promote contact between people in many ways. Public space should allow visual and verbal contact. There should be good conditions to engage in conversations and to have visual contact with other people. A low ambient noise level, seating arrangements that encourage social contact and small distances between people are factors that contribute to good aural and verbal contact. To further encourage interaction between people meeting places in the area that invite social activities should be provided. We need both places to meet and reasons to meet. Play grounds, organized activities, community houses, letter boxes, services, sports activities and green spaces are examples that will encourage both spontaneous and arranged encounters between people in the neighbourhood.
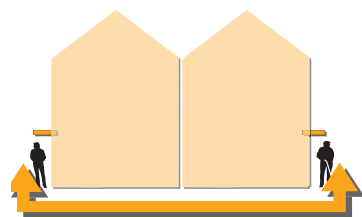
Functional distance > physical distance.
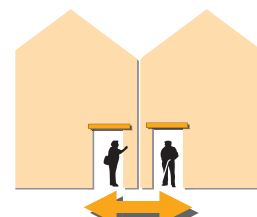
Functional distance < physical distance.
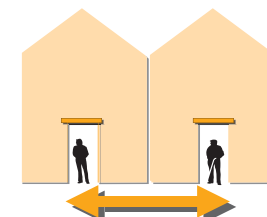
Functional distance (entrances)
Physical distance (houses)
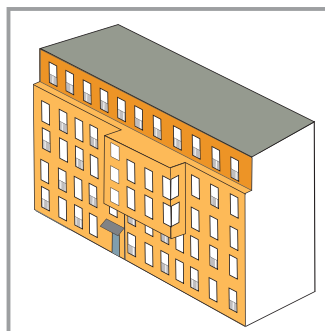
- 15 Apartments
- 0 Duplex units
- 15 Dwellings in total
- Larger community (15 units) around stairwell
- Reduced feeling of community

A community around a local street where you meet your neighbours.
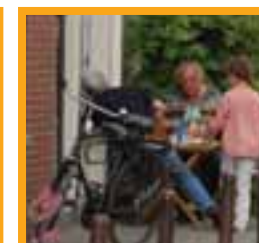
The semi-private space in front of a house is the most used private outdoor space and is a great contributor to public life.

- 9 Apartments
- 5 Duplex units
- 14 Dwellings in total
- Smaller community (9 units) around stairwell
- Stronger sense of community
- Better urban quality

SOCIAL IDENTITY AND QUALITY LIVING WITH FEW UNITS PER CORE

By including duplexes and/or apartments with direct access from the street, the number of households per stair core can be reduced significantly. Fewer households per stair core gives the residents a stronger sense of identity and belonging. The self-policing and sense of responsibility for the stair core is also increased which reduces maintenance costs dramatically. This increase of living quality can be achieved without decreasing the number of residential units in the building.

A GREEN NEIGHBOURHOOD
Visual contact between the streets and back yards of housing blocks is provided to strengthen the green character of the neighbourhood and create interesting experiences and views from the street.

Sydney Road is the backbone of Coburg. However due to poor frontages and the Bell Street barrier amongst other things this part has very low pedestrian traffic.

As more people move into the Pentridge Development the pedestrian crossing at Elm Grove is expected to become increasingly important.

Dunnes Lane has more pedestrian traffic than Monro Street with almost no active frontages. The laneways are important for permeability in Coburg.

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.

6.1.5.1|APPENDIX - PUBLIC LIFE SURVEY DATA

Pedestrians numbers on survey streets

Pedestrians per hour

max

avg

Middle Sydney Road · Victoria Mall · South Sydney Road · Waterfield Street · Dunnes Lane · Munro Street · Page Street · Bell Street · North Sydney Road · Elm Grove Crossing

45%
OF PEDESTRIAN TRAFFIC MEASURED OCCURS ON SYDNEY RD
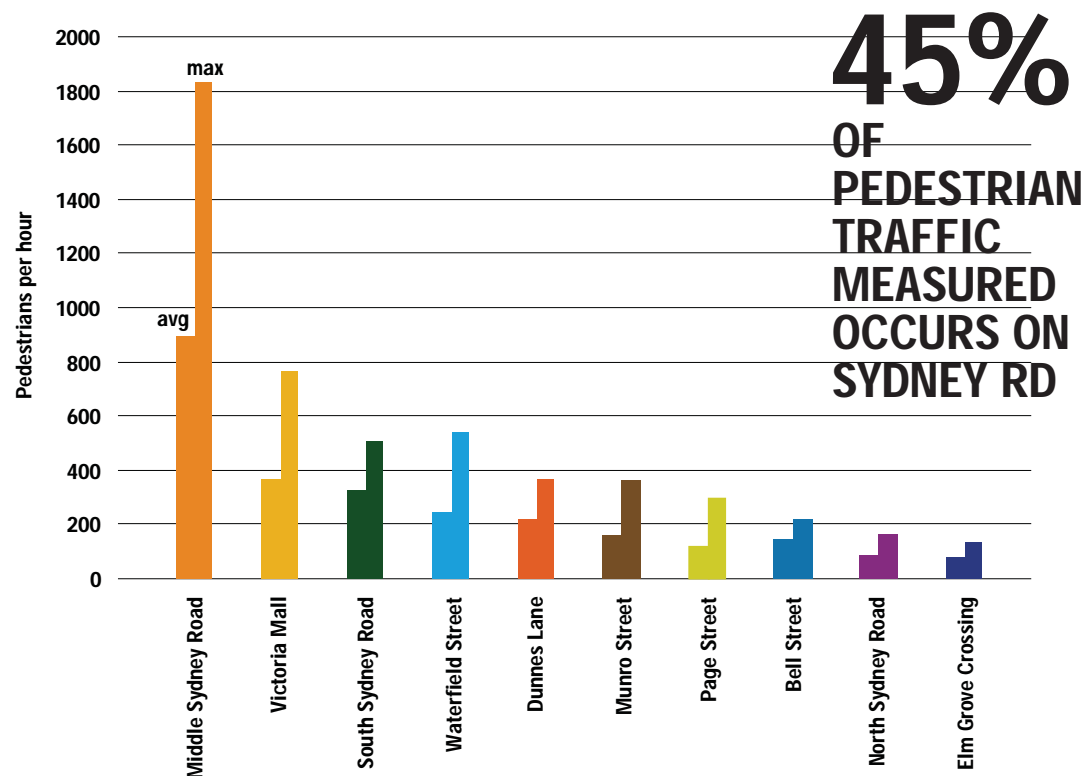
PEDESTRIAN COUNTS

It comes as no surprise that the most intense pedestrian activity occurs on Sydney Rd - 45% of all that was measured. There is a sharp drop-off in activity north of Bell Street that reflects the drop in quality of the public realm there. Indeed this goes some way towards indicating the psychological and physical barrier the Bell Street currently represents. It's pedestrian traffic is accordingly meager - propped up mostly by its role as the sole route from the Upfield-bound train to Sydney Road.

Victoria Mall recorded the second-highest pedestrian activity, as a vital link between the swathes of parking/train station and Sydney Rd.

The pedestrian crossing at Elm Grove has very little activity. This is expected to increase in the future however the question remains as to whether this is the most appropriate route to bring pedestrians from Pentridge to the Sydney Road shopping strip.

RECOMMENDATIONS

1. STRENGTHEN SYDNEY ROAD AS THE BACKBONE OF COBURG.
2. IMPROVE WATERFIELD STREET AS THE 'PARTNER' STREET TO SYDNEY ROAD - A QUIETER RESIDENTIAL VERSION.
3. IMPROVE AND EXPLORE THE COBURG LANEWAY TYPOLOGY.
4. EXTEND VICTORIA MALL TO COBURG STATION.
5. CREATE HIGH QUALITY LINKS ACROSS SYDNEY ROAD.
6. INCREASE THE NUMBER OF EVENING ACTIVITIES IN COBURG - BEGINNING WITH SYDNEY ROAD AND VICTORIA MALL.

A large quantity of fast-moving cars, poor quality paving and mixed quality frontages ensure that Bell Street has low pedestrian traffic. Despite this people arriving from the city by train are channelled here - it is their first impression of Coburg.

Victoria Mall is the heart of Coburg.

Victoria Mall is the centre of staying in Coburg. It is also considered by many to be the heart of Coburg. Making more places that are great to stay will create a stronger feeling of community and place.

Bridges Reserve is a wonderful place to be however there is little activity being generated around it. Bell street creates an unsafe northern boundary and so the park is mostly deserted.

Retailers on Sydney Road take advantage of a high amount of passing trade to attract people to outdoor dining. This is successful despite less-than-ideal conditions. More space for outdoor dining on Sydney Road would improve conditions for staying.

Victoria Mall - the place to be.

Sydney Road - taking an opportunity to stay.

Bridges Reserve - a great place to stay. Sadly under used.

STATIONARY ACTIVITIES

Victoria Mall recorded by far the most staying activities of the three places surveyed. There are a large amount of staying opportunities in Victoria Mall - both public and private, and a relatively high pedestrian flow that provides the opportunity for these to be taken up. Bridges Reserve stands in contrast to this: it's high-quality staying opportunities are not taken up due to a low pedestrian volume and poor natural surveillance. The section of Sydney Road surveyed recorded somewhere in between the extremes of Victoria Mall and Bridges Reserve. It illustrates how attractive the presence of other people are for staying activities. A high pedestrian volume is capitalised upon by some traders who provide outdoor cafes where many people choose to sit and enjoy their view of the passing flow of people - despite less than ideal conditions.

RECOMMENDATIONS

1. CREATE ACTIVE FRONTAGES AROUND BRIDGES RESERVE.
2. LEARN FROM VICTORIA MALL
3. CREATE A NETWORK OF HIGH-QUALITY PLACES TO STAY
4. STAYING IS THE MOST EFFECTIVE WAY TO ACTIVATE A PLACE.
5. IMPROVE THE OPPORTUNITIES FOR OUTDOOR CAFES ON SYDNEY ROAD.

People staying in Coburg

Number of people in place at any one time

Time
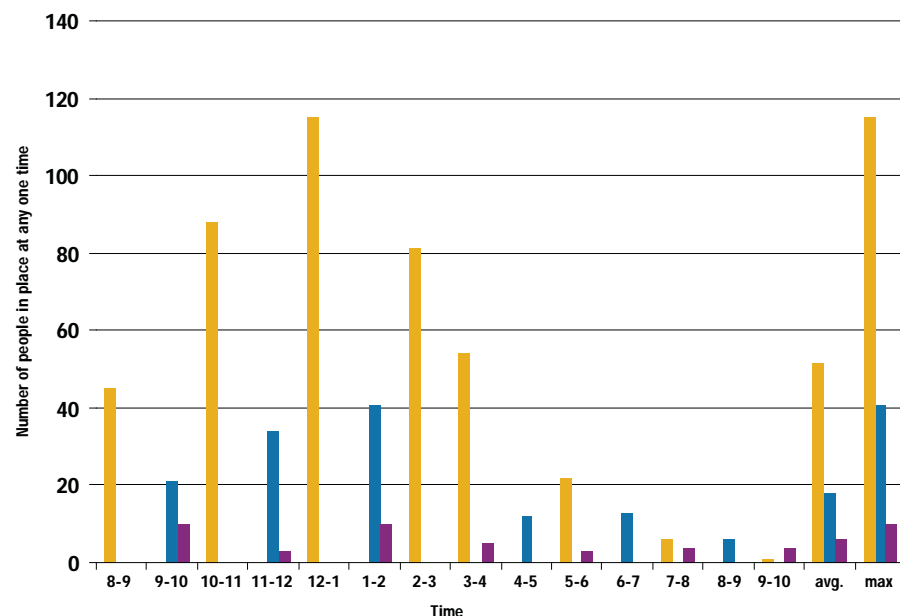
The maths of staying

30 people moving through a space for 2mins each

hi there

1 person staying there for an hour

50 =
1500

50 PPL/HOUR AVERAGE IN VICTORIA MALL IS THE SAME AS 1500 PEOPLE WALKING THROUGH.

Car parking currently generates a lot of pedestrian traffic. By cleverly positioning new parking the opportunity exists to harness this to create lively places.

Getting off a train from the city you need to walk up to 550 meters to reach Victoria Mall. This could easily be reduced to 200m.

100%

OF PEOPLE WILL BECOME A PEDESTRIAN, NO MATTER HOW THEY ARRIVE IN COBURG

25%

3%

8%

11%

13%

30%

Source: PPS - Social & Cultural Research

WALKING

One quarter of people who arrive in Coburg are on foot. This is in part due to the fact that 79% of people surveyed by PPS live locally. Walking has a radial catchment - people come from many different directions. Furthermore, no matter how they arrive, all people become pedestrians after leaving their transport.

CYCLING

There is cycle parking at the end of Victoria Mall but no other parking in the study area was noted. The current cycle path into the city is ad-hoc and feels unsafe, particularly at night. There is a poor cycle network in the local area, discouraging arrival by bike. With most visitors living locally, a modal shift to bike should be encouraged.

TRAM

BUS

Trams account for 8% of arrivals in Coburg, and busses 13%, a figure lower than we expected. These modes, along with the train, are linear whereas foot, cycle and car are radial transport modes - allowing arrival from any direction. There is clearly a preference for this mode of transport in Coburg.

TRAIN

Only 11% of people arrive in Coburg by train. While the train station is close, there can often be long delays between services and the route from the far platform to Sydney Road is unappealing.

CAR

Given the quantity of car parking available and it's poor effect on the public realm, it is surprising that only 30% of people arrive by car to Coburg. This modal split is certainly not represented in the built environment or in the views of many traders who see the car as king. A better location for cars needs to be found.

MODAL SPLIT

70% of people who arrive in Coburg do so without a car, according to the research done by PPS and Place Partners. This is not represented in the built environment - where large swathes of space are made available for on-surface parking. Parking does, however, represent an excellent opportunity for activating public space as car parks are major generators of pedestrian traffic. This should be considered when looking at potential new locations.

Public transport is excellent in Coburg however stops are generally poorly surveilled, dangerous and inconvenient for those on a wheelchair or with a pram. There is no clear connection between public transport modes.

Cycling is poorly represented given that most current visitors consider themselves locals.

The opportunity exists to use the different transport modes in conjunction with a public space program to create a series of lively public spaces within Coburg.

RECOMMENDATIONS

1. CREATE EXCELLENT CONDITIONS FOR WALKING.
2. MAKE IT EASY TO MOVE BETWEEN TRANSPORT MODES.
3. INTRODUCE A NETWORK OF SAFE BIKE PATHS.
4. CREATE THE COBURG LINK OF AN EXCELLENT QUALITY BIKE PATH INTO THE CITY.
5. CREATE A SHORT CONNECTION BETWEEN THE NORTH AND SOUTH-BOUND TRAIN LINES.
6. HARNESS PARKING AS A WAY TO CREATE LIVELY PLACES THROUGH CLEVER DESIGN.

There are two Coles stores in Coburg with vastly different effects on the public realm. This one sits in a carpark sea with few positive effects on the public realm. The other is nestled behind smaller-scale retail in Sydney Road, increasing night-time activity and making arriving by foot an attractive alternative to car.

The recreation centre is well used even at night, however its isolation prevents it from activating any streets. People drive there and away.

Roller shutters give the impression that an area is unsafe. By making them less visually imposing the perceived safety of a street can be greatly improved.

No shops open on Victoria Mall at night means that the street is empty.

CAFE/RESTAURANT

SHOP

PUBLIC BUILDING

RESIDENTIAL

ROLLER SHUTTER

The recreation centre is open at night but its isolation prevents activation of a street..

High-contrast lighting casts long shadows and creates dark-patches that are perceived as dangerous.

The train station is manned at night, however from the outside it reads as empty.

The kebab stores are one of the few evening functions on Sydney Road.

Victoria Mall empties once daytime trading ends. This demonstrates the importance of active frontages.

Many traders leave boxes and rubbish out on the street after hours making Sydney Road feel like the service lane of Coburg.

EVENING ACTIVITIES

The study area today functions as a 9-5 shopping centre, with few retailers remaining open long after the clearway zone takes effect along Sydney Road. Once shops close the area becomes deserted - as recorded in the pedestrian and stationary activity counts. Poor quality lighting, roller shutters and careless waste disposal methods heighten the feeling of desertion.

Major draw cards to Coburg after dark are separated from Sydney Road and Victoria Mall and are accessed mostly by car. This includes the shopping malls and recreation centre. A number of smaller restaurants along Sydney Road and the surrounds are open in the evening and they too rely on cars for their trade.

Residences are limited to the periphery of the study area and mixed use development is almost non-existent.

For the most part Coburg is not seen as a desirable place to stay in or walk at night.

RECOMMENDATIONS

1. MAKE ALL NEW DEVELOPMENT MIXED USE.
2. USE 'MAGNETS' SUCH AS SUPERMARKETS AND THE RECREATION CENTRE TO HELP GENERATE LIFE ON THE STREET.
3. REMOVE ALL EXTERNAL ROLLER SHUTTERS FROM FACADES.
4. USE LOW-CONTRAST, MILD-INTENSITY, MULTIPLE SOURCES OF LIGHT.
5. ENFORCE CLEAR GUIDELINES FOR THE DISPOSAL OF RECYCLING AND WASTE.

3.5KMS
OF MISSING FACADE

Facade Quality by proportion

A
B
C
D
E
?
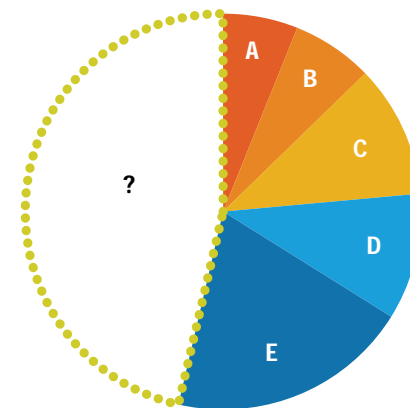
30%
D AND E FACADES

Facade Quality by distance

Meters of facade

4000
3500
3000
2500
2000
1500
1000
500
0

A   B   C   D   E   ?

Facade Quality

A - ACTIVE
• Small units, many doors (15-20 units per 100m)
• Diversity of functions
• No closed or passive units
• Interesting relief in frontages
• Quality materials and refined details

B - PLEASANT
• Relatively small units (10-14 units per 100m)
• Some diversity of functions
• Only a few closed or passive units
• Some relief in frontages
• Relatively good detailing

C - SOMEWHERE IN BETWEEN
• Mixture of smaller and larger units (6-10 units per 100m)
• Some diversity of functions
• Only a few closed or passive units
• Uninteresting design of frontages
• Somewhat poor detailing

D - DULL
• Larger units with few doors (2-5 units per 100m)
• Little diversity of functions
• Many closed units
• Predominantly unattractive frontages
• Few or no details

E - UNATTRACTIVE
• Large units with few or no doors
• No visible variation of functions
• Closed and passive frontages
• Monotonous frontages
• No detail, nothing interesting to look at

? - MISSING
• Areas which lack a frontage

FACADE QUALITY

The majority of active frontages occur along Sydney Road and Victoria Mall - corresponding to the high level of pedestrian activity measured there. While these facades may not always be the most beautiful, their fine grain and lively interior encourage pedestrians to walk by, and often pause in front of them. Outside of Sydney Road and Victoria Mall facade quality drops off significantly - the backsides of Sydney Rd and the big box retail are examples of these.

The largest characterising factor of the study area at the moment is the missing facades. These constitute around 50% of the frontages measured. In small instances this is positive, such as at Bridges Reserve, however mostly this presents a considerable problem to the public realm. Public space is ultimately shaped by the buildings that frame it and without these Coburg becomes undefined and 'placeless'.

RECOMMENDATIONS

1. DRAW A PUBLIC SPACE PROGRAM AND IDENTIFY KEY ROUTES AND SPACES WITHIN THIS.
2. FILL IN THE MISSING FRONTAGES - PARTICULARLY ALONG KEY PUBLIC ROUTES AND SPACES.
3. IDENTIFY SITES WHERE INTERVENTION IS REQUIRED IN FACADE QUALITY AND WORK TOWARDS SOLVING THIS.
4. ENSURE ANY BIG-BOX UNITS HAVE ACTIVE FRONTAGES.
5. DEFINE A CLEAR STRUCTURE SO AS PARKING, DELIVERIES AND BACKSIDES OF SHOPS ARE LOGICALLY AND THOUGHTFULLY LOCATED.

WHO HAS PRIORITY?

In order to create a high quality pedestrian environment we need to indicate that pedestrians have priority over other transport modes. This can be expressed in how the pavement is detailed. Below are examples of the right and wrong ways of going about this.

CARS FIRST!

PEOPLE FIRST - WELCOME TO COBURG

PAVEMENT QUALITY

Pavement quality sends a very clear message about the role of pedestrians in the public realm. The study area is mostly characterised by average quality paving, with some areas where it is quite poor. Notable exceptions include Bridges Reserve, Dunnes Lane and Victoria Mall. Victoria Mall is of particularly high quality. Bluestone is a local material and the level of finish and detail on Victoria Mall sends a very clear message that the pedestrian is welcome. The Sydney Road shopping strip has consistent paving with good edge detail however the paving does not match the high profile of this street.

Crossovers and smaller laneways are treated in a variety of ways. The map indicates where crossovers clearly give vehicular priority - often in areas where pedestrian traffic outnumbers vehicular. If the Coburg Initiative is to put pedestrians first, this needs to be reflected in details such as these.

RECOMMENDATIONS

1. DEVELOP A PUBLIC SPACE PROGRAM AND IDENTIFY THE KEY PUBLIC SPACES ALONG IT. TARGET THESE FOR THE HIGHEST QUALITY PAVING.
2. INTRODUCE A STANDARDISED 'PAVEMENT TOOLKIT'.
3. ENSURE THAT ALL MINOR VEHICULAR CROSSOVERS INDICATE THAT THE PEDESTRIAN HAS PRIORITY.

PAVEMENT PARTY!

There is a large mix of paving types in Coburg. This creates the impression of an ad-hoc approach to the pedestrian realm. Before beginning any new development a standardised set of paving should be agreed upon. Some of the value created in new development needs to be put towards installing this paving throughout Coburg. A 'paving toolkit' should be developed and enforced in all new development.

A - DETAILED, DURABLE

A - DETAILED, DURABLE

A - DETAILED, DURABLE

A - HIGH QUALITY
• Level
• High quality materials
• Attractive detailing
• Comfortable width for function

B - A LITTLE RUN-DOWN

B - TOO LITTLE DETAIL

B - TOO LITTLE DETAIL

B - AVERAGE
• Some bumps and cracks
• Standard materials
• Standard detailing
• Adequate width for function

C - MIX BAG, TRIPPING HAZARD

C - RUN DOWN

C - TOO NARROW

C - POOR QUALITY
• Difficult to negotiate with wheels (prams, scooter etc)
• Poor or run-down materials
• Poor or poorly maintained detailing
• Too narrow

A - HIGH QUALITY
• Comfortable
• Good climate
• Low noise/pollution
• Well placed

B - AVERAGE
• Fairly comfortable
• Reasonable climate
• Moderate noise/pollution
• Adequately placed

C - POOR QUALITY
• Uncomfortable
• Poor climate
• High noise/pollution
• Poorly placed

Seating Quality by district
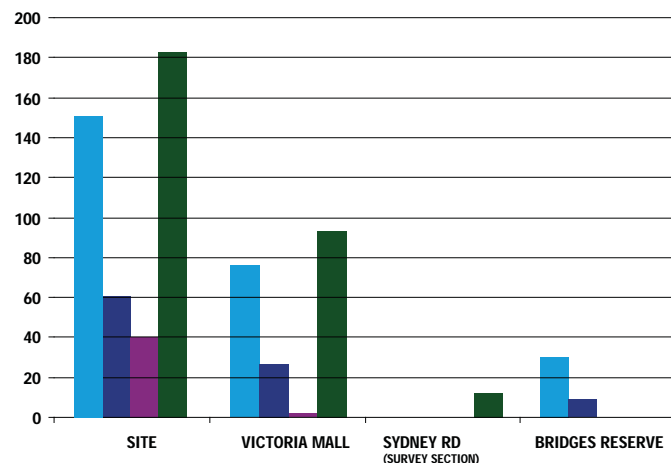
Seating Quality by proportion

SEATING

The invitation to sit and rest has a direct effect on the liveliness of the public realm. When high quality seating opportunities are provided a lively public realm is often the result. Seating also improves accessibility for the elderly - a growing demographic in Coburg.

Victoria Mall once again shows leadership in this instance. It can claim custody over half of the high quality seating and outdoor cafe places. Of particular note is the variety of seating offered, giving people a choice of how they can spend time there.

Bridges Reserve has high quality seating that is sadly under used. This is due to a low pedestrian flow and a lack of active frontages around the park.

The broader study area has fewer high quality opportunities for sitting. This could be partly due to narrow footpaths but also due to busy roads that create low amenity. A city for staying will include many more opportunities to stop, sit and rest.

RECOMMENDATIONS

1. DEVELOP A PUBLIC SPACE PROGRAM AND IDENTIFY THE KEY PUBLIC SPACES ALONG IT. TARGET THESE FOR HIGH QUALITY SEATING.
2. CREATE A NETWORK OF SEATS THROUGHOUT THE SITE.
3. WIDEN FOOTPATHS TO ALLOW BETTER OPPORTUNITIES FOR SITTING.

BEST SEAT AWARD
A full family breakfast with their own table and comfortable chairs on Victoria Mall - where else?

WORST SEAT AWARD
We found this one on Sydney Rd north in a run-down state with a needle sitting in it. It has a view of the traffic accelerating towards the Hume Highway.

The only mixed-use building on site sits on the corner of Bell Street and the railway.

MIXED USE
Mixed use has the potential to create a lively place 24/7.

CAFE/RESTAURANT

RETAIL SERVICES

RETAIL

RESIDENTIAL

OFFICE

PUBLIC

INSTITUTIONAL/RELIGIOUS

LEGIBLE EDGE
Joined-up buildings with a consistent frontage define the street and create a legible urban structure.

PAVILION
Pavilions prioritise the building over the street with often negative effects on the surrounding public space. Illegible urban fabric is often the result of a pavilion typology.

FUNCTIONS

There is a very clear divide between different functions on site as the map opposite indicates. Coburg currently functions as an outdoor shopping mall - lively when retail is open, deserted once the shops close. The large amount of institutional buildings have limited hours and for the large part contribute little to the public realm. The single mixed-use building on site sits on Bell Street - a fairly inhospitable location.

The way the buildings address the street also has an impact on the public realm. There are two predominant types of building in Coburg at the moment - joined-up and pavilion. Pavilions prioritise the building over the street causing an illegible urban fabric. Supermarkets, churches and recreation centre are examples of these. There is little pedestrian activity in these areas. Joined-up buildings, built to the plot boundary create a consistent, legible urban edge and better quality streets and spaces. Sydney Road and Victoria Mall have joined up buildings along them and high pedestrian activity.

RECOMMENDATIONS

1. IDENTIFY KEY PUBLIC SPACES AND ROUTES AND TARGET THESE FOR FINE-GRAIN, MIXED USE DEVELOPMENT WITH JOINED-UP BUILDINGS.
2. MAKE ALL NEW DEVELOPMENT MIXED USE.
3. ENCOURAGE SMALLNESS OF FUNCTIONS - AND EMBED LARGER FUNCTIONS IN A FINE GRAIN.

6.1.5.2| APPENDIX - COMMENTS / FEEDBACK

Feedback from the Activity Centres Team 16 Feb 2009

Introduction
The document is expressing very thorough analysis of the public realm/public life and the opportunities highlighted are visionary. The images, diagrams and graphic representation of the issues and drivers are generally appealing (acknowledging that this is a draft). Please refer to comments below regarding specific suggestions / issues.

A major challenge however is to achieve good long-term outcomes with the community on board. For that reason it is important that the report builds upon already established vision and directions given in the Coburg Structure Plan. The Structure Plan has been through lengthy community consultation and the document establishes a level of directions that has given some certainty for all stakeholders about what kind of environment and community to expect in the future.

The report would benefit from a stronger link to the Central Coburg 2020 Structure Plan. For example when investigating new public space and open space opportunities it is important to bring in the broader context (including Pentridge and Merri Creek Parklands), not just TCI boundary, to understand the future role of public spaces.

Vision
The design brief will benefit from using or linking more directly to the vision established in The Coburg Structure Plan.

The use of 'Coburg Mosaic Urban Village' should be reconsidered. While the term urban village represents many good intentions this term has been used over the past 10 years as a specific term within council policy and carries certain interpretations. As a starting point it would be good if the principles of 'mosaic urban village' could be translated into other words or at least make clear that the wording represents principles to be achieved and not a new name for the centre.

Many strategies go a step further or are described parallel to strategies in the structure plan. This includes the strategy to develop and sell small plot sizes, and to develop more streets than roads. These strategies are important issues to underpin in the future master planning process and are constructive in terms of ensuring that infrastructure and construction investment are guided at a critical early point of the development process. The strategy to provide small plot sizes could be elaborated further to ensure the intensions are clear such as providing a human scale and avoiding monotony. Maybe developing and selling small plots is only one of many ways to ensure these intentions are fulfilled.

Public life survey
Comments to the map showing façade quality: The level of façade quality has been shown on road reserve off Sydney Road between Urquhart Street and Pentridge Boulevard. This road reserve is not publicly accessible and indication of façade quality is irrelevant to show on the map. In addition it might be relevant to indicate the façade quality at the interface to the City Oval Grandstand.

Comments to map showing scale references: It will be beneficial to compare with more local examples that local people can relate to, like Town Hall Square in Melbourne etc. It would also be beneficial to have marked existing public places in Coburg on the map including Victoria Mall and the Northern Forecourt.

Urban Quality Checklist
The recommendations to a central square should also include considerations about it's role in the hierarchy of other existing and planned public spaces in Central Coburg (including anticipated urban renewal in Pentridge) such as Vic Mall, Northern Forecourt, Pentridge Piazza and Village Walk.

The urban quality checklist seems very comprehensive and relevant with its headings and we look forward to reading it when the full text is prepared.

Feedback from the Open Space Team 18 Feb 2009

From the limited text the direction Ghel are heading appears to be ok. I just had a few comments:

- They should try and keep the photos and images, if that is the way they say they get the message across, more meaningful in being local/Melb/Australian examples. Obviously if the only example for cutting edge work is overseas then these examples are fine.
- I'd like to just reiterate that the open space and landscaping is critical in getting the centre to work through providing visual and actual links between spaces, passive and active recreation opportunities and also benefits of visual and mental relief from the urban environment.
- Also that the design of the open space and landscaping should be in conjunction with the built elements, not an afterthought, so that the ESD benefits of the landscape can be utilised as well as the landscaping benefiting from the capture of water for use on the landscape etc..

Feedback from MGS Architects 11 March 2009

I have been wading through the export reports and finding them generally very interesting. There are a few elements of repition particularly in the place making area and I think they could be brought together. In my view the Place partners work is actually invested with a language more particular to Coburg and consistent with our discussions on how we will couch things. Gehls work whilst good is embedded with some assertions that are inconsistent with other expert reports. Some examples include:

1.   Accommodation should be limited to 15-30 units in any block - fails to take in the needs of specialist housing groups and funding models required by the OoH which necessitate low land value components. Student housing, serviced apartments, specialist aged facilities and development over big box are all likely to exceed this measure. That s not to say that there wont be some development of this nature but I would be loathe to effectively set us up to condemn our friends on the high school site before they get off the ground (it clearly will not even be close)

2.   Commercial development should all be small footprint- fails to recognize that for some organizations like local government and as indicated in the workplace report, this is not likely to be the case- similarly it is not in the case of airspace over big box retail and the like.

3.   Height at 5 storeys- I would firstly start talking height rather than storey a 5 level commercial building –supermarket ground (5.5m) and 4 levels of office (4m x 4 + 1m parapet or roof slope) would be the equivalent of a 7-8 level residential building. I would prefer to see a performance basis for this that could be about :-
a.   Reinforcing the role and character of streets and spaces.
b.   Maintaining the amenity of streets and spaces (e.g avoiding overshadowing during key activity periods, managing down draft impacts, ensuring activity at street level and ensuring that there is good informal surveillance and engagement with the street from the majority of levels. (Their indicators for this could be used) we could develop indicative preferred heights for these various areas based on these parameters expressed as an RL

Seems to me that the north side of Bell st for example could take taller form as could the edge of a park- providing more accommodation abutting shared facilities is not an unreasonable approach and well tested in many of the European cities often referenced. With the ground level and sometimes the first level given over to commercial or community uses, the danger is tat we will quickly run out of capacity unnecessarily if a more rigorous rather than generic approach is not applied.

Community values   Genius Loci   Principles

DIVERSITY

COMMUNITY RELATION-

INTIMATE ENVIRONMENT

BEING LOCAL

OPENNESS

DIFFERENCE

Support and enhance the existing cultural identities with new design and development uses

Build the district around a variety of public gathering spaces

Anchor development around existing local economic activity

Preserve and enhance connectivity and openness while increasing density

Development of independent, collaborative management of public realm

Build on and better serve the diversity of users

6.1.6|EXECUTIVE SUMMARY

The Coburg Initiative's integrated approach to urban regeneration offers an unparalleled opportunity to build a strong city centre that truly builds the local community. The broad partnership and team structure create a unique opportunity to build on and draw out the creativity and commitment from the range of partners, particularly those existing in the community already. In fact, for the Initiative to succeed by any measure, a high level of collaboration within the team and with the community is essential.

A Placemaking Approach
A Placemaking approach to planning is particularly compatible with the innovative structure of the Coburg Initiative and will make possible a creative relationship with the community. Focusing the planning and engagement process on making places succeed, whilst giving responsibility to the community to help explain how they work and how they could better serve their needs, will most effectively allow for the necessary collaboration, creativity and partnership.

Building Place Capital
The integrated planning agenda likewise makes possible the opportunity to invest deeply in preserving and improving public spaces, local businesses and local management (what PPS calls "Place Capital") because the benefits of these investments will be directly captured by the council, developer and the local businesses.

The Power of 10
A potential framework for building the community engagement process into a public realm master plan can be structured though what PPS calls "The Power of 10". Project for Public Spaces contends that a great place needs to have at least 10 things to do in it or 10 reasons to be there. These could include for instance a place to sit, art to touch, water to play with, food to purchase, historic information to learn about, library books to read through, etc., but most of the uses and ideas have to come from the people that would use the space and hopefully be special to that place. The principle then follows that a great town centre district has at least 10 great places; places that define people's experience and are dynamic enough to attract a range of user groups, keep people coming back, and keep evolving.

Add this kind of Placemaking effort to the potentially strong public destinations of Victoria St Mall, the train station, places along Sydney Road, the laneways, Bridges Reserve, a new public square, etc., and you have a great town centre. Apply this idea to the districts and neighbourhoods of Moreland, connect them with great streets, and then you have a great city.

About this report

This report, the joint work of Project for Public Spaces and Place Partners, can serve as the basis for a Placemaking approach to building Coburg's centre around its community and public realm assets, needs and opportunities. PPS brought in Place Partners to help set up and carry though the on-the-ground Placemaking process. Place Partners started the process by doing extensive background research, interviewing public space users and business owners and doing the cultural, social and historical context research. Together with Place Partners presenting this research, PPS led a community and a team workshop, the results of which are described in this report.

The goal of the community workshop was to generate ideas and to build a constructive and creative relationship with the community, training them in Placemaking and encouraging them to become partners in the process moving forward. The purpose of the team workshop was to generate Placemaking priorities, grow the vision and develop team capacity to practice placemaking. Both workshops started with a general presentation on placemaking, titled" What If We Built Coburg around Places?". It was followed by a presentation of the research results of Place Partners, including information on the history, context and user survey results. During the community workshop, groups were taken to 7 sites to conduct PPS's Place Game then returned to the room to develop their presentation and report back to the whole group.

At the team workshop the next day, the community Place Game results (included in this report) and reviews of the previous night's workshop were presented. The team was then asked to list the obstacles and opportunities for applying placemaking. The obstacles were listed and then grouped into 5 areas to be explored further. The results of this are also included in this report.

6.1.7 | OBJECTIVES – ILM OBJECTIVES

ILM'S	OBJECTIVES
QUALITY DIVERSE HOUSING	
CIVIC SPACES	
HEALTH & WELLBEING	1. Engage existing traders in the redevelopment, and educate and encourage business improvement
INFORMATION & LEARNING	1. Educate the local traders on business management and marketing, to minimise existing business risk through development transition
LEISURE & RECREATION	
PUBLIC REALM	1. Further research into the cultural requirements of public space is suggested to adequately cater to all residents within the development. Workshops for specific community groups could also target different age groups as well as ethnicities 2. Learn from Victoria St Mall. This is a public space that already works well through the variety of food offerings and services, shaded seating and small town atmosphere. Expand Victoria St Mall through to the train station to create a central retail and service spine to the town centre 3. Avoid the 'big box' effect by minimising heights along key pedestrian paths, prioritising solar access to public spaces and including a variety of building forms, heights and sizes 4. Create inviting and permeable facades that blur the line between inside and outside, public and private, inclusion and exclusion
ESD	1. Add vegetation where possible throughout the retail precincts and main thoroughfare to reconnect with the environment and provide cooling shade
RETAIL & COMMERCIAL	1. Develop a street awning program funded by council whereby a local artist collaborates with shop owners to design a personalised look to their shopfronts and revitalise the street façade 2. Provide opportunities to relocate key local businesses that might be dislocated by the development, e.g. Al Alamy 3. Activate a trader association now that develops along with the project 4. Develop a strategy that identifies the local retailers as a point of difference for Coburg 5. Instigate trader initiatives encouraging local food production, local business owners, local farmers markets etc 6. Allow for strata ownership within the new development to maintain the current entrepreneurial confidence within the local economy
TRANSPORT & MOVEMENT	1. Create a laneway strategy that builds on the existing pathways

The challenges

The inspirations

6.1.8 | BACKGROUND/ISSUES

The Opportunity

The Coburg Initiative offers a unique opportunity to revitalise a town centre using a generative model that values the existing character of the place and balances this with the opportunities for improved lifestyle choices through increased density and economic activity. With an existing vibrant community enthusiastic about their town centre and open to participating in positive change, a team committed to a new and collaborative development process, this project heralds an unprecedented way forward in city revitalisation.

Key Driver

Maintaining and enhancing the variety of social and cultural groups that are physically represented in the landscape, particularly through the various retail businesses, to enhance the feeling that all members of the community are welcome in Coburg.

The Risks

- Losing the inherent uniqueness of Coburg's identity
- Becoming another mall development
- Deleting the history of the place and excluding the very market that contributed to creating the history here.

The Challenge

Every town has its own set of challenges that are both unique to the place as well as common threats to a successful Placemaking process.
In Coburg these challenges can loosely fit into two main categories:

Community	Public Realm
A contented community who are happy with their lot, after all, for many it is much better that the places they left	A disintegrating urban fabric
Accessing the diverse migrant population to get their input into the process	An arterial road dividing the town centre
Accessing the young professionals who currently do not use the town centre	Supporting local traders in the face of increased competition
Changing public opinion that development and change does not benefit the community	Retaining a sense of human scale in the built form
Enlisting the community's enthusiasm for their town and transforming it into a sense of responsibility to participate in the process	Deteriorating retail environment
	Disconnected and poorly managed green spaces
	Segregation of train station away from town centre

6.1.9 | BASELINE DATA & RESEARCH

6.1.9.1 | SOCIAL AND CULTURAL RESEARCH

Place Partners was engaged through Project for Public Spaces, New York, to conduct social, cultural and historic research into the elements that
influence Coburg's identity. This chapter provides a summary of those findings and represents the first stage in the development of the Genius Loci Strategy that focuses on delivering community led activation of key destinations within the site area.

Three research tasks were undertaken:

1. Place Stories - a desktop review of the evolution of Coburg's places and people
2. Community Surveying - intercept interviews with users of Coburg's public spaces
3. Place Audit - an observation based study of the public domain of Coburg, its destinations and amenities

1. Place Stories

Coburg has a rich palette of social, environmental, economic and cultural stories from its indigenous heritage, immigration history and future, evolving industries and natural landscape. Some of these stories are positive, some are part of the town's shadow, all are important in the evolution of the centre as a place that is meaningful to the people who use it, who value it, with its many faults, as the centre of their civic life. It is this relationship between the people of Coburg and the town centre that is the key to its success. It is an authentic community hub where the goals of the Coburg Initiative team can already be seen in action. Our role then is not to 'create a community' but to nurture, support and enhance the community for the period of time that we are its steward.

2. Community Surveying

As part of Place Partners scope of work, an on the ground survey was undertaken to engage with community for the purpose of integrating their comments and ideas into the Master Plan Brief. 93 one-on-one interviews were conducted during 13 x 2hr sessions during the period Wednesday 26th November to Saturday 29th November.

The focus was on finding out what places within the local community were valued and why, what the residents felt needed to change within Coburg and what unique elements should remain unchanged.

The following summary aims to provide both qualitative and quantitative data about community values in Coburg as well as capturing aspirations for the future.

- 93 surveys were undertaken in the Coburg town centre
- 48% of respondents were female, 52% male, 29% CALD
- 80% surveyed lived in the local area, 44% of these had lived in the area for over 20 years
- 28.5% of respondents felt the best thing about Coburg was its multicultural community
- 52% of respondents felt that Coburg was best known for its multicultural community and the diverse cultural shopping
- 50% of respondents listed Victoria St Mall as their number one visited place
- Respondents felt strongly about what should not change. The majority of answers tended toward the emotional and social,
  including the cultural mix of food and shopping (38%), the community atmosphere and the character of the place, its grittiness and
  local-ness (14%)
- The future of Coburg as expressed by the respondents focused on it being vibrant, fresh, family orientated, a melting pot of cultures in a sustainable, green and relaxed environment, essentially an extension of the unique place that it is today.

3. Place Audit

The most significant finding of the place audit was the relationship between the multicultural traders and the sense of welcome for a diverse cross section of the local population. Coburg's current success is bound to the diversity of its people and to the many cultural markers that dot the landscape, making it clear that all groups in the community are welcome. It should also be noted that while these markers are welcoming to many, there is also a lack of representation for higher income earners, people with Anglo-Saxon heritage and youth.

As a general overview the visual experience of Coburg is twofold. The immediate impression is of a declining main street with a variety of interesting multicultural traders and heavy traffic congestion, however there is also a rich patina of micro moments and experiences that make Coburg a preferred day time destination for many locals.

Community Values:

The social and cultural research revealed four key community values that form the foundation of this Genius Loci Strategy:

COMMUNITY RELATIONSHIPS	**INTIMATE ATMOSPHERE**
DIVERSITY	**BEING LOCAL**

The most significant theme that has emerged from the research is the real sense of community in the area and the friendliness and welcome to visitors that is reinforced by the diversity of ages and cultures visible in the public domain.

Diversity is another key theme that has emerged both as a current value and as a desired future. The diversity of cultures and people is valued now and its retention is considered essential by the community. The range of cultural shopping destinations is also a drawcard of the Coburg town centre and a further expansion of range and quality would be appreciated.

The country town atmosphere is reflected in the scale of the built environment. The low rise, village, intimate atmosphere is an important aspect of the main street shopping centre and there is little support for large scale Mall development, big box retail or high rise apartments.

'Keeping it local'. This theme responds to the community's loyalty to the suburb, the local traders, schools and to each other. It also has the potential for a strong environmental component with local resource management, food production, adaptive reuse of existing materials and infrastructure and the creation of a local economy that keeps money in the community and reduces the need for travel.

6.1.9.2|WORKSHOPS

Two workshops were held in February 2009, one with representatives of the community and community organisations and Councillors, and the second with the development team, consultants, government agencies and council officers.

The purpose of these workshops was to develop a community led program of activation and destinations for the public realm and for the project team to identify the challenges and opportunities inherent to delivering the program. Ethan Kent from Project for Public Spaces presented their strategy on developing great people places; The Power of 10. A strategy for building Coburg as a great town can perhaps be shaped around the "Power of 10" principle. Each quadrant of the circle and each street entering the circle can be planned and evolved as a place, where the public process is a challenge to come up with the 10+ permanent and temporary uses to make each space great.

The findings from these workshops have been included in the Master Plan Opportunities section of this report.

6.1.10|KEY PERFORMANCE INDICATORS

The Placemaking Framework is designed as an inter-disciplinary approach to solving the complex challenges of urban revitalisation. As such the
Placemaking principles defined here provide guidance as to how the benefits are to be achieved. While these principles have been applied here to the desired benefits for the public realm, the principles correlate across all ILM's.

PUBLIC REALM BENEFITS	PRINCIPLES
Benefit 1: Increased investment in Central Coburg	Build the district around a variety of public gathering spaces
	Preserve connectivity and openness while increasing density
Benefit 2: Greater patronage and vitality of Central Coburg	Support and enhance the existing cultural welcome through new design and development uses
	Build the district around a variety of public gathering spaces
	Anchor development around existing local economic activity
	Build on, and better serve, the diversity of users and uses
Benefit 3: Increased sustainability and amenity with a vibrant healthy,	Support and enhance the existing cultural welcome through new design and development uses
	Encourage the development of an independent, collaborative management plan for the public realm

6.1.11|MASTER PLAN OPPORTUNITIES

6.1.11.1|THE BENEFITS OF PLACE

Placemaking is often the most effective way of helping communities rise above isolated issues to forge a more compelling, integrated vision. Focusing on creating great places is perhaps the best way to create great communities.

- Places nurture and define community identity through greater community organization, a better sense of dedication and volunteerism,perpetuation of integrity and values, and a common vision.
- Places benefit cities economically by encouraging small-scale entrepreneurship, local ownership, more desirable jobs, higher real estate values, and greater tax revenue.
- Places promote a greater sense of comfort because they are visually pleasing, generally stimulating, environmentally friendly, and promote a sense of belonging.
- Places draw a diverse population, including more women, elderly, and children, as well as a greater ethnic and cultural mix, by supporting a wider range of activities and uses, new service, retail, and customer niches, and encouraging people to get involved and take pride in the area.
- Places create improved accessibility, being more walkable, safer for pedestrians, compatible with public transit, less reliant on cars and parking, more efficient in terms of time and money, and offering better connections between uses.
- Places foster frequent and meaningful contact through improved sociability, cultural exposure and interaction, exchange and preservation of information, wisdom, and values, reduction of race and class barriers, and promotion of feelings of interconnection and community.

What Makes a Place Great?

In studying how public spaces are used, PPS has distilled the qualities that make up a great place into the following four basic ingredients:

Activities and Uses
A good place should be full of homegrown activities that act as the glue of their communities, drawing people to them for companionship and relaxation.
Examples might be a farmers' market, a playground, a corner bar, or a sidewalk café. A healthy variety of such uses will attract a variety of people and keep a neighbourhood lively at all times of day.

Access and Linkages
A good place is visible and easy to get to. People need to see that there is something to do and that others have been enticed to enter. Conversely, if the street is too dangerous for older people and children to cross, the place won't be used.

Linkages are opportunities to connect different elements so that they create a people-friendly environment that encourages strangers to talk to other strangers as if they knew each other. For example, if a children's reading room in a library is located so that it is next to a playground and a food kiosk is added, more activity will occur than if these facilities were located separately.

On the micro-level, if a bench, a wastebasket and a telephone are placed separately, with no connection to each other; each may receive very limited use, or even be abused. However, when they are arranged together along with other amenities such as a coffee cart or newsstand, they will naturally bring people together.

Comfort and Image
Good places entice people through well-designed amenities, such as seating, shade trees, bike racks, and bulletin boards, and also through good management that keeps sidewalks clean, paint from peeling, and neighbourhoods safe. Good details can tantalize – they signal that someone took the time and energy to design amenities that are welcoming and respond to the unique needs of neighbourhood people.

Sociability
A sociable place is one where people want to go to observe the passing scene, meet friends, and interact with a wide range of people that are different from themselves. Farmers' markets are a typical example of a sociable place, and research shows that people have four and a half times more social interactions in a public market versus a supermarket. Sociability is achieved by working together with the unique, local assets that can be found in all communities, and then combining the above ingredients to make a great place.

As more and more Placemaking projects are implemented, more is being learned about what works and what obstacles need to be overcome. The input of those who use and experience a place on a regular basis is essential to the process. Moreover, to address these broader "quality of life" goals, government agencies and communities must work together with an open mind, pool resources, and share responsibility for implementation.

Thus, Coburg's future hinges upon calling into service all of its strengths, local merchants, property owners, developers, town officials and engineers, schools and hospitals, and the community, to fulfill its enormous potential to become a thriving centre that serves local residents and the region.

OPENNESS

DIFFERENCE

6.1.11.2 | GENIUS LOCI

Genius loci is known as the distinctive atmosphere or pervading spirit of a place. It is important to place making as it acknowledges that every place has its own unique qualities, not only in terms of its physical makeup, but also of how it is perceived.

The Coburg Place Framework needs to be sensitive to these unique qualities, to enhance them rather than to destroy them. Coburg's genius loci has been formed from our research into community values and the evolution of Coburg itself as a place. It responds to the complexity of any place that needs to be many things to many people, a situation that is particularly pertinent to a continually changing community and the impacts of assimilation and cultural understanding.

We define Coburg's genius loci as a balance of *openness* and difference. This is not necessarily a dichotomy. This essence of Coburg needs to be open to difference but also different in its openness.

What does this mean for the future Coburg?

Openness can have both physical and cultural implications:

PHYSICAL
- Feeling of space (spaciousness of large block sizes and low building heights)
- View of the sky and permeability of the town centre
- Single level retail/living (people live in single living dwellings with gardens and space to move)

CULTURAL
- Acceptance of newcomers to the community
- Respect of difference
- A place for different people within the landscape
- A feeling of welcome for all, friendly faces

There is also a need to consider the 'shadow' of openness for there is significant evidence to suggest that the current friendliness of Coburg is relatively superficial and there is little mingling between different groups in the community. The Place Framework has the opportunity to provide further depth to these somewhat fragile relationships through the creation of places, such as Victoria St Mall, that provide opportunities for these groups to cohabit space comfortably.

Difference is also a key facet of Coburg's character today, however, in the future there needs to be increased opportunities for a wider diversity of people, places and price points. Difference is also about change and there may be some resistance to Coburg's evolution if it is seen to threaten the current equilibrium that has a strong basis in affordability. Allowing for new residents, retail and businesses that will attract increased dollars is a significant change for this community.

6.1.11.3 | THE FUTURE STARTS HERE

A Vision of Coburg in 2020…

Walking through Coburg in 2020 it is apparent how much has changed since my last visit in 2009. At the same time, it is still the Coburg I love; there is a sense of the old grittiness, my favourite kebab shop, the layers of history seen in the old shopfronts and signs, as well as that great feeling of welcome for all members of the community. Yet now there is also a buzz of excitement, a refreshing atmosphere of enthusiasm that can almost be smelt in the air and definitely appreciated in the revitalised landscape.

Sydney Road, the spine of the retail centre, has become much calmer, less frenetic, and depressed. The footpaths are clean and wide and the avenue of mature, native trees provides cooling shade. There are breakout areas of public seating, intermingling easily with the chairs and umbrellas of the various cafes.

Laneways punctuate the façade line and invite the pedestrian to discover intimate shopping experiences, where controlled rents have encouraged recent migrants and entrepreneurs to open small businesses. Garden courtyards provide rest points and outdoor café seating. New architecture nestles in comfortably with the historic buildings, showcasing a diversity of styles that echoes Coburg's own diverse history and people. And all paths lead to Victoria Street Mall.

I remember Victoria St Mall so fondly and it is great to see that it has remained the central focus of social activity. It is the heart of Coburg and pulses with life. The small locally owned cafes continue to thrive at the Sydney Rd end, but a series of new green spaces and squares leads the visitor to the train station and this new mall area adds a variety of sophisticated cafes, delis, retail and service offerings. The Mall acts as a conduit to all other areas of the retail centre. Tree lined avenues lead to low-rise apartment blocks providing convenient accommodation for the elderly and less mobile members of the community. Young professionals have also moved in realising the exciting new property opportunities close to great public transport. The range of fashion shopping has been expanded to encompass many major known brands and grander entrances open onto large retailers such as Harvey Norman and Myer. There is no longer any need to go into the city for shopping. It's all right here in Coburg.

There also seems like there is much more to see and do. The weekly Friday night markets have grown so popular over the years that themed Saturday markets evolved to cater for specific cultural celebrations. I can't wait to visit these monthly markets. They have become a Melbourne icon event, and this month is focussing on Muslim traditions, music and food. Apparently Sydney Road between Monroe and Bell Streets, as well as the mall, all side streets and laneways, are blocked off to cars and its like a big street party, alive with the true spirit of Coburg.

The new library is also amazing. The scale and facilities offered has made it a place for young and old alike. An open-air reading room and café adjacent to the Mall makes it a relaxing place to be as well as a central destination. Community clubs and an adult education centre operate out of the many available meeting rooms so a steady stream of people flows through its doors at all times. The very popular Palace cinema complex opposite is also constantly abuzz with people; in the cinemas, the bookshop and the music store on the Mall level. Al Alamy cafe relocated to the mall and opened a night-time restaurant and hookah lounge above their café and deli. Music plays here till late at night, mingling with the easy sounds of other outdoor restaurants and wine bars.

Coburg has become a place where the old meets the new in a seamless and cohesive way. A network of pathways all through the commercial centre connects locations with destinations and people with each other. Streets merge with laneways which link to walking and bike paths. Green parks sit next to landscaped public squares showcasing local artists work. The Coburg Coffee and Kitchen Centre on the Victoria St Mall sits easily alongside the new modern Australian diner and relocated Al Alamy restaurant. Local business has been allowed to grow and thrive alongside a thoughtful retail mix that caters for Coburg's residents and visitors, now and in the future.

6.1.11.4|PLACEMAKING PRINCIPLES

Support and enhance the existing cultural identities with new design and development uses

Build the district around a variety of public gathering spaces

Preserve connectivity and openness while increasing density
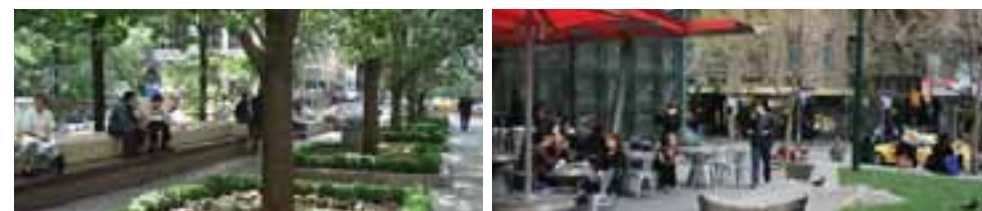
Anchor development around existing local economic activity

Encourage the development of an independent, collaborative management plan for the public realm

Build on, and better serve, the diversity of users and uses

6.1.12 | RECOMMENDATIONS

Support and enhance the existing cultural identities with new design and development uses

Allow for the physical representation of different cultures and social groups within the landscape. Provide tangible evidence of the multiple cultural and social groups in the community through the support of new and existing traders, design, public art, signage, and marketing.

EXAMPLE OF A DETAILED ACTIVATION STRATEGY RECOMMENDATION:

1. Develop a street awning program funded by council whereby a local artist collaborates with shop owners to design a personalised look to their shopfronts and revitalise the street façade:

- An artist and sign writer collaborate with the individual owners to design a concept and scheme that is authentic to the service provided and cultural heritage of its owners
- A small monetary contribution by the shop owner to the revitalisation of their shopfront would ensure their 'ownership' of the look and feel of their business
- The shop owner would then be responsible for following through with the work and ensure ongoing maintenance of their property
- The street would visually reflect the cultural heritage of the business owners, enhancing the authentic atmosphere of cultural variety in Coburg
- The community would collectively own part of the development and be engaged with the process

2. Further research into the cultural requirements of public space is suggested to adequately cater to all residents within the development. Workshops for specific community groups could also target different age groups as well as ethnicities.

Build the district around a variety of public gathering spaces

Access	Cheap
	Easy to get to
	Connected
	Central location
	Intersection of main north south/ east west walking paths
Cultural Welcome	Excellent ethnological representation - Italian, Egyptian, Middle Eastern, India
	Authentic customer service
Community infrastructure	Library
	Public spaces
	Post office
Community representation	Local traders
	Social hub

Provide a variety of centralised and edge public spaces to allow for social gatherings and for the community to engage with one another. Allowing people a place to feel at home within the public realm ensures activity and use of these places, in turn stimulating the atmosphere, identity and economy. Design spaces that are flexible and support the range of uses and activities that emerge from the placemaking process. The public spaces must be allowed to change and be managed to be able to respond to the changing needs of a community.

EXAMPLE OF A DETAILED ACTIVATION STRATEGY RECOMMENDATION

Victoria Mall
Learn from Victoria St Mall. This is a public space that already works well through the variety of food offerings and services, shaded seating and small town atmosphere. Expand Victoria St Mall through to the train station to create a central retail and service spine to the town centre.

Why Victoria Street Mall Works…
The table below highlights the many contributing factors that make the mall a successful people place.

1. Engage existing traders in the redevelopment, and educate and encourage business improvement
2. Provide opportunities to relocate key local businesses that might be dislocated by the development, e.g. Al Alamy
3. Increase the diversity on offer, both with quality and price point
4. Offer evening trading opportunities
5. Ensure access and availability to the Mall at all times, e.g. through pathways and parking facilities

Preserve connectivity and openness while increasing density

Maintain Coburg's sense of spaciousness and permeability in the face of increased density. Spaciousness is about a feeling of connection to the outside environment. Where possible keep passages open to the sky and allow clear pedestrian sight lines from street to street to create a network of paths that lead to the key community destinations – not just retail.

EXAMPLE OF ACTIVATION STRATEGY RECOMMENDATIONS

1. Avoid the 'big box' effect by minimising heights along key pedestrian paths, prioritising solar access to public spaces and including a variety of building forms, heights and sizes
2. Create a laneway strategy that builds on the existing pathways

3. Add vegetation where possible throughout the retail precincts and main thoroughfare to reconnect with the environment and provide cooling shade
4. Create inviting and permeable facades that blur the line between inside and outside, public and private, inclusion and exclusion

Anchor development around existing local economic activity

Nurture the community's ownership of, and engagement with, its local economy with strategies to further develop this as an authentic point of difference. Developing strategies to enhance and expand the existing opportunities within the local economy will bolster community confidence in the available opportunities and its capacity to meet them.

EXAMPLE OF ACTIVATION STRATEGY RECOMMENDATIONS

1. Develop a strategy that identifies the local retailers as a point of difference for Coburg
2. Instigate trader initiatives encouraging local food production, local business owners, local farmers markets etc

3. Allow for a variety of price points and locations within the development to assist original tenant/owners and start up businesses/entrepreneurs
4. Allow for strata ownership within the new development to maintain the current entrepreneurial confidence within the local economy

Encourage the development of an independent, collaborative management of the public realm

Maintain the feel and governance structure of a small town centre through a collaborative approach to Coburg's future management Collaborative governance sees business owners as equals in the management process and encourages confidence in change. Being an active player in the decision making process, having ownership of your business and being responsible for its future are all significant drivers for entrepreneurs, particularly recent migrants.

There needs to be a dedicated exploration of how to build management capacity and what kind of management organization will be most appropriate. PPS has found that 80-90% of the success of a public space is due to management. Accordingly this is where most of the investment should be with any space, particularly with central plazas that are flexible spaces. Unfortunately, public space management is a skill and capacity that most city centre's lack, and many public spaces are designed in a way that is difficult to manage and program. It seems that many of the public space management skills exist among several people and departments but need to be further developed and combined for greater efficacy. It is suggested that an independent non-profit should be created to effectively manage, program, and raise money for the retail centre and to support the outreach, planning and implementation efforts that are envisioned.

EXAMPLE OF ACTIVATION STRATEGY RECOMMENDATIONS

1. Activate a trader association now that develops along with the project
2. Educate the local traders on business management and marketing, to minimise existing business risk through development transition
3. Create core groups to represent the community and the council, to take on the programmatic vision for each location and address cross cutting issues and opportunities. A public workshop should be held to generate ideas and additional partners for short and long-term improvements
4. Initiate ongoing engagement with the community and business owners about the planned change of Coburg's town centre through advertised outdoor presentations and meetings as people walk through the centre after work, or Saturday mornings when the retail district is at its busiest
5. Offer mentoring programs for community members with local businesses to encourage the continued local business ownership of Coburg

A Process for Moving Forward

With the commitment of investment in the Coburg Initiative, the time is perfect to build the heart of this town centre. The effort to build a great heart to the city can be nothing less than a campaign. Such a campaign needs the kind of leadership that draws on many partners and skills within the city, and looks around the world for inspiration. Local civic and cultural institutions are essential to this leadership, as are the adjacent private partners. To continue this process, we recommend the creation of core groups, with representation from inside and outside of council, to take on the programmatic vision for each location and address cross cutting issues and opportunities. After developing a working capacity as well as a general scope for each team, a public workshop should be held to generate ideas and additional partners for short and long-term improvements. The workshop participants would then become part of smaller action teams around key issues like programming, edge uses, management, transportation, civic amenities, etc. There would then be further public participation in follow-up workshops or into some of these action teams.

Build on, and better serve, the diversity of uses and users

Plan to allow for the growth of diversity inherent in Coburg so that all social and cultural groups are catered for. Maintain and enhance the existing diversity of Coburg. This might include: food, retail, price points, architecture, public space, signage, activities and range of services.

EXAMPLE OF ACTIVATION STRATEGY RECOMMENDATIONS

1. Encourage a variety of new building types – housing, community buildings, materials and forms
2. Simplify the process going forward by listing all of the users and map the uses that will attract them over; a day, a week, a year
3. Provide a range of spaces throughout the public realm, both intimate and large, for different cultural and social groups to feel comfortable

4. Avoid overarching 'branding' graphics guidelines. Allow individual businesses to retain management over their marketing and sign writing to maintain uniqueness
5. Provide youth focused and evening activities such as open-air cinema in the mall

6.1.12.1 | COMMUNITY WORKSHOP
DESTINATIONS AND ACTIVITIES

Project for Public Spaces facilitated a workshop for the community on Wednesday 4th February from 6pm-10pm. There was a wide range of community represented within the 35-65 year age group, both males and females (although slightly fewer women), however, there were few representatives from the local migrant population or youth. In total there appeared to be around 85 community participants with an additional 15 participants from Council and Equiset. The Mayor was present providing an encouraging welcome and made himself available to talk to interested community members about their issues.

The Place Game Results

Utilising the PPS Place Game Tool the participants were divided into seven groups and sent to preselected sites determined by the place making team. These sites were selected out of a longer list as representing key opportunities for improving the quality of public spaces in Coburg, increasing partnering opportunities and building a strong physical character for the town centre. It was interesting to note that the selected sites reflected the community's favoured spaces that they had marked n a map of the site.

The workshop sites were:

1. Urquhart Street – Pentridge Entry to Council Entry

2. Uniting Church open space cnr Bell St and Sydney Rd*

3. Train Station and Eastern surrounds to Bell St

4. North West Sydney Road – Bell Street to Victoria St Mall

5. Victoria Street Mall

6. East Sydney Road – Dunne Lane to Page Street

7. Bridges Reserve

Each group was asked to participate in three activities related to their site and were supported by facilitators from Place Partners, Equiset and Moreland City Council.
The first task was a personal assessment of the site "Rate the Place"*, the second was to "Identify Opportunities", and the third was to brainstorm a strategy for the site.
The following pages provide a summary of the results of each group's findings.

*NB Due to the Place Game being conducted in the evening (7pm-7.30pm) it should be noted that all sites faired relatively poorly on sociability ratings. If the Game had been conducted during the day many sites would have vastly improved.

GROUP 1: URQUHART ST, PENTRIDGE ENTRY TO COUNCIL ENTRY

Rate the Place:

COMFORT & IMAGE	Lower than acceptable (mostly 2s)
ACCESS & LINKAGES	Acceptable (mostly 3s)
USES & ACTIVITIES	Poor (Almost all 1s)
SOCIABILITY	Poor (Almost all 1s)

"Create an annual Pentridge Festival with an 'Around the World in Coburg' theme to celebrate diversity in the area."

Identify Opportunities

Focus on the heritage story of Pentridge and the surrounding site. Build a social/community hub around the Council chambers. Partner with local community service providers to provide a centre making the council synonymous with service and community provision.

Short Term Improvements	Long Term Strategies
Improve footpaths	Neighbourhood house/community centre
Add outdoor seating	Create a Pentridge Museum
Install garbage bins	Integration with rest of Coburg – make it easy to get to
Temporary outdoor art gallery in Council courtyard	New high school/day care/adult education
Plant gardens and some big shady trees	Market in the empty lot
Council lunch time bbq's in Council courtyard	Create a centre for services
Grow vines on Pentridge walls	

GROUP 2: UNITING CHURCH OPEN SPACE, CNR. BELL ST AND SYDNEY RD

Rate the Place:	
COMFORT & IMAGE	Acceptable/Good (mostly 3 & 4s)
ACCESS & LINKAGES	Mixed response (1-4s)
USES & ACTIVITIES	Poor (Mostly 1s)
SOCIABILITY	Poor (Mostly 1s)

"As a newer resident, on evening walks the streets are empty and dirty with rubbish, glass, plastic bags, food…"

Identify Opportunities

A social and environmental sustainability hub partnering with the existing users and neighbours to build on its strengths. Partnering with the Church to create a centre for community outreach facilities. Incorporate a market garden and food outlet/café using sustainable practices and up-skilling opportunities and training for the adjacent outreach centre

Short Term Improvements	Long Term Strategies
Engage with stakeholders to involve them	Landscape assessment - heritage trees
Night time lighting of heritage buildings	Heritage interpretative strategy
Bus shelter education program - heritage focus	Artist designed fences/artists spaces
Remove cyclone fencing	Community operated cafe
Open to school garden/playground	Re-integrate heritage buildings into bigger picture
Education/outreach program	Remove carparks
Fijian singing evenings	Increase garden plots
Fairy lights in trees	

GROUP 3: TRAIN STATION AND EASTERN SURROUNDS TO BELL ST

Rate the Place:	
COMFORT & IMAGE	Poor (Mostly 1s)
ACCESS & LINKAGES	Mixed response (1-4s)
USES & ACTIVITIES	Lower than acceptable (Mostly 1-2s)
SOCIABILITY	Lower than acceptable (Mostly 1-2s)

Identify Opportunities

A multi-function transport hub with improved related
services, this space could become a welcoming gateway to Coburg. It could also be a a
gathering space involving such activities as
community gardens, or an open-air cinema.

Short Term Improvements	Long Term Strategies
Cut grass, prune trees, clean up rubbish	Remove Coles – create a 'Coles Square'
Railway café	Create a 'park on top of parks' – green the carpark.
Great lighting	Integrated bus/transport hub
Reflect station architecture in other elements	Reconnect station with Victoria Street - through, over, under
Doing something positive with Coles blank wall - mural wall/welcome sign/movies	Use the carpark for dense development
Community vegetable garden/ guerilla gardening - field of sunflowers	Cinema/night time activity
Welcome to Coburg sign and map	Public housing around station
Utilise water off the Coles roof for surrounding gardens	Move railway undergound
Remove Canary Island date palms	

"Keep the centre low rise, we don't need high-rise everywhere"

GROUP 4: NORTH WEST SYDNEY RD, BELL ST TO VICTORIA ST MALL

Rate the Place:	
COMFORT & IMAGE	Mixed response (1-4s)
ACCESS & LINKAGES	Acceptable/Good (mostly 3s)
USES & ACTIVITIES	Acceptable (mostly 3s) Poor for nighttime
SOCIABILITY	Acceptable (Mostly 2-3s)

"Don't make it all 24 hour cafes and trendy spaces, Sydney Road has an authenticity that needs to be maintained. I like the grittiness and variety of old and new sitting side by side."

Identify Opportunities

A vibrant mix of service and retail that balances the day and night economy with different infrastructure needed for different uses
A showcase of the variety of architectural eras, scale, trader mix and openness that Coburg is known for.
The backbone of Coburg's dense network of lanes and pathways to a wonderland of cultural surprises

Short Term Improvements	Long Term Strategies
Evening destinations and increase retail diversity	Laneways art hub, small theatre, gallery spaces
More lighting for evenings	Car parking management
Maintenance and cleaning	Footpath expansion and contraction for different times of day
Laneway trading	Retail management strategy; rent control to encourage entrepreneurship
Increased street planting	Utilising roof tops; activity, water collection, solar
Bluestone paving	Removing Coles blank face
Bike paths	
Public art	

GROUP 5: VICTORIA ST MALL

Rate the Place:	
COMFORT & IMAGE	Lower than acceptable (Mostly 1-2s)
ACCESS & LINKAGES	Acceptable (Mostly 3s)
USES & ACTIVITIES	Lower than acceptable (Mostly 1-2s)
SOCIABILITY	Acceptable (Mostly 2-3s) but not at night

"Include as much from one culture as another; British, Lebanese, Turkish, Italian…"

Identify Opportunities

A flexible place for community activities anchored by a public market. Focus on night time activities to create a safer environment and activated public centre

Short Term Improvements	Long Term Strategies
Increased shading/ weather protection	Increase integration of library into space
Management of private seating under covered area	Increased residential activity (overlooking) Mall for surveillance
Great lighting	Weekend farmers market
Increased maintenance and cleaning	Night time activation plan – restaurants, cinemas
Make bollards easy to see for poor vision (or remove!)	Moving the Coburg market to mall and make it public
Outdoor Performance space	New square at Louisa St, extend Mall to train station
Improve shop fronts/ visual merchandising	
Increased Police presence	
Steam clean the Mall	
Anti-graffiti treatment of all surfaces	

GROUP 6: EAST SYDNEY RD, DUNNE LANE TO PAGE ST PLAZA

Rate the Place:	
COMFORT & IMAGE	Lower than acceptable (Mostly 2s)
ACCESS & LINKAGES	Acceptable/Good (Mostly 3-4s)
USES & ACTIVITIES	Acceptable (Mostly 2-3s)
SOCIABILITY	Poor (Mostly 1-2s)

"Make sure that buildings are environmentally sustainable, if the population is going to increase then we need to ensure that water recycling, storm water use and energy efficiency are included."

Identify Opportunities

A business development plan that splits tenancies to encourage Russell Street trading.

Short Term Improvements	Long Term Strategies
Maintenance and cleaning	Widen footpaths
Increased vegetation	Remove cars from Sydney Road
Public art	Dedicated bike lane
Better lighting – attractive, quality	Wider retail variety inc food and restaurants
More seating, bins and bike parking	Café/pub culture – no pokies
Drinking fountain	Bookshop and café
Public toilet	Close car parks for temporary community events – open air cinema
Shop visual merchandising and shopfront/back cleanup	

GROUP 7: BRIDGES RESERVE

Rate the Place:	
COMFORT & IMAGE	Lower than acceptable (Mostly 2s)
ACCESS & LINKAGES	Lower than acceptable/Acceptable (Mostly 2-3s)
USES & ACTIVITIES	Poor (Mostly 1-2s)
SOCIABILITY	Poor (Mostly 1-2s)

Identify Opportunities

Create a healthy eco story that is all about wellbeing, providing an alternative within Coburg
An educational centre for environment and sustainable living

Short Term Improvements	Long Term Strategies
Shade shelters (gazebo)	Community committee of management
Bbq and picnic areas	Open leisure Centre to public space, healthy food café
Solar lighting	Environmental education program
Foot and bike linkages and better connections to town centre	Create open space network – linked to community assets (schools etc)
More bike parking and public art	Rainwater collection from Leisure Centre and new development, grey/black water recycling
Drinking fountain and Children's play area	4 way pedestrian crossing at Bell/Sydney
Native plantings (survive drought)	Close car parks for temporary community events – open air cinema
Sensory garden	Signage and heritage interpretive walk
Public toilets	High school developers to provide community benefit; open space link, food garden, water
Volunteer working bee program	

COMMUNITY WORKSHOP FEEDBACK

Participants were invited to complete a post workshop evaluation for at the end of the workshop and there was a high response rate
(in total approximately 45).

General response:

• Better than expected!
• It was well organised and good that everyone got to talk

Future improvements/ recommendations:

• Clear community engagement plan that sets the topic for each workshop in advance to allow community members to participate in the topics that   interest them:
• the high school development site/ the inclusion of a new high school
• building height and bulk
• understanding Council's role in development approvals
• sustainability
• proving that the community's voice counts
• Ensure that the participants know whether Councillors, council staff, consultants or Equiset staff are in the room
– they are eager to know that they are being heard by the decision makers and influencing outcomes
• Set up a short term wins project plan for the project duration that regularly (once a month?) enacts one community idea and share these stories
• Find new ways to integrate a broader cross section of the community in the engagement process
• Educate the community about best practice development outcomes in Australia and overseas; write media stories, put on an exhibition…

6.1.12.2|TEAM WORKSHOP
NEXT STEPS

The purpose of the team workshop was to generate place making priorities, grow the vision and develop capacity to practice Placemaking.
Attendees included: Jenny Murkus Director of Social Development MCC, Rob McGauran Urban Planner, Ian Robertson MCC, Lorenz Grollo Equiset/Grollo and Peter Brown CEO MCC

The training started with a general presentation on Placemaking titled" What If We Built Coburg around Places?"
It was followed by a presentation of the research results of Place Partners, including information on the history, context and user survey results. Lastly, the results and reviews of the previous night's workshop were presented.

The group was then asked to list the obstacles and opportunities for applying Placemaking principles. The obstacles were listed [summarised in the table adjacent] and then grouped into 5 areas to be explored further.

The facilitators then grouped the ideas into five topic areas and the workshop participants were asked to work in teams on the area they felt was most relevant to them.

The five thematic areas were:

Group 1:   Quick wins, community catalyst
Group 2:   Change Management, structuring the process
Group 3:   Transport, Access, Transit
Group 4:   Planning for people
Group 5:   Commercial reality, Landowner engagement, Encouraging Investment economic sustainability

N.B. Poor sound levels experienced within the meeting room mean that the notes taken at the time have been combined here with the table
documentation of the brainstorming session.

Obstacles and Opportunities

The team provided the following list of challenges and opportunities to their ability to deliver the community's desired outcomes:

How do we deliver intense/diverse activities programs for current and future residents?
How do we do this in low scale?
How do we design for people who aren't here yet?
How do we build the community capacity to take responsibility?
We need to organise 'quick wins'
'Institutionalise' place making
Custodians of public space in Coburg are not represented – VicRoads and VicTrack need to be involved at this stage of the process
Commercial reality vs. economic sustainability
Transportation – finding the balance. Primacy of car as the current dominant mode
The seasonality issue of space.
Access – physical, emotional, $
Everyone (big and small landholders) has to be involved and mobilised. It's not about waiting for council to make it happen. The community must catalyse a small investment mobilisation strategy
Lack of imagination & experience of the people and the team. How to draw it out of them? They haven't been asked before so how do we get that information out of them?
Planning for people priority - people not cars and building. Life, space, then buildings
Developing shared understanding of the way things are changing - populations, housing etc – the process of educating everyone for the change. How global trends impact on local development.
How development takes place – educating the people on how this takes place. Change the development model paradigm.
Managing change – it is an issue. How to drive change? Manage expectations? Embrace the process…
Creating a clear timeline and transparent communication strategy. Clear definition of roles for the community; of the council, stakeholders, developers
Harnessing the community energy. – do something soon and make it a positive experience for all. (Obama effect – Yes we can!)
A big challenge is that we are embarking on a process and don't know what the outcomes might be.
We need to stop reinforcing the images from the community structure plan – the drawings etc, within the community mindset. The community needs to know the process.

GROUP 1: QUICK WINS, COMMUNITY CATALYST

The Coburg community has a strong desire to participate in the changes occurring in their area and there is a significant opportunity to catalyse on this energy and in turn build trust in the Council. Harnessing the community's enthusiasm and directing it into projects that are visible and positive to their lives changes the fear of bigger change into excitement about new opportunities. By implementing some of the base line requests of the community; cleaning, bike racks and toilets the Council is letting them know that they are listening and respect these requests.

Cleaning	A better schedule of cleaning, particularly in the Mall, needs to be progressed
	An opportunity for buskers/ street performers to be the cleaners?
Environment	Increased the bollard visibility in Victoria St
	Install a water tank to catch water from train station roof
	Landscaping around station, cleaning it up, fruit trees/native plantings
	Seating and bike racks
	Blank wall of Coles – mural project
	No parking on Sydney Rd at night. Traders organise a fiesta, face painting, extend the seating into the street parking space
	'Welcome to Coburg sign' at station OR on the back of Coles building
	More general public realm lighting (solar powered)
	A themed/decorative public toilet ('Space ship') – fabulous and fun
	Bike paths, cafes, lockers, communication cafes near the station, bike maintenance services
Education	Posters up in shops around Coburg about the Coburg Initiative, DVD, interactive communication, get peoples ideas – get the information out about Coburg Initiative
	Encouraging healthy life styles – increasing health and sustainable practices in community
Culture	Like the Federation Square temporary bar – run a design competition to have a temporary building in Coburg. Demonstrate what we are trying to get in Coburg for the Coburg Initiative
	Short film festival on Coles wall
Collaboration	Build the level of energy
	2 way process – video vox-pop the local community to get information about Coburg. Re-edit the information and feed it back to them so the people know what the community is thinking
	Communications café/bus, partnering with traders in Victoria St Mall (part of communication strategy already). Use this place to communicate with community about Coburg Initiative – temporary structures are very helpful, and low cost A Bus doesn't require a planning! Drives around, provides information about initiative.
Responsibility	There is an opportunity here for a job to be created - Coordinator of Public Space
	There is not a role within council to organise activities but there are roles that can organise e.g. bike racks.
	There is a team and some of these roles can be allocated within the team

GROUP 2: CHANGE MANAGEMENT

Change management is all about creating a collaborative and trusting relationship between the partnership and the community. It is about listening and responding to concerns, working with the energy and enthusiasm of the locals to catalyse opportunities, and being honest about conflict

Issues
Fear, cynicism, and lack of confidence can prevent change
Negative connotations about word 'developer' – maybe use the word builder?
Narrow slice of community was represented last night - how do we access the other people?
Don't collect information if you are not going to use it

Short Term	Long Term
Good and authentic communication	Empowering the community
Partnerships with community	Community pride and ownership – where are these areas and can they be given to the community to build these areas
Clear and consistent with messages that are promoted	Ongoing communications strategy with a multi-pronged approach to include diverse groups (CALD, youth etc)
Use of technology to convey message	Long term view to community stewardship of public spaces
Cultural groups – using community leaders to sell to the community	Feedback to the community the info that is collected
Making people understand why change is necessary E.g. if they want local employment – they have to understand the physical restraints – needs x amount of space to provide x amount of jobs	Message has to be consistent, straight forward and repetitive
	Communications strategy has to sell the story
	Rules of communication – be clear about it - pros and cons
	Proactive about the communication

Responsibility
Networks
All parts of council could have a role?
This is not a part time role. Can a role be created to look after this?

GROUP 3: TRANSPORT ACCESS, TRANSIT

Currently, vehicle traffic and parking dominates Coburg. These streets and parking lots are barriers degrading the downtown's qualities as a destination, in favour of moving people through and out of the city as quickly as possible or storing private cars on valuable city property.

To create a strong heart to the city, traffic will need to be slowed down and streetscape improvements will need to be made that send a clear message that Coburg is first and foremost a pedestrian area. Streets that are not connectors can become more "shared streets" allowing diverse retail and pedestrian uses to have a greater presence.

General notes	Issues
Mode Shift • public transport – increased services/reliability/ speeds -priority? • better interchange • safety • greater walking/bike access	External parties, such as (VicTrack &VicRoads) have a large say in the outcomes. Understanding who is and should be involved in this process needs to be resolved, (for example bus companies).
Increased capacity for development	Regional role vs. local role/needs
Enhanced public realm	There is a high proportion of auto based transport
Improved residential amenity	Amenity – aligned with role
Social • health/walkability • security – safety – use of laneways • economic – access/marketing/identity	A new interchange needs to accommodate all modes of transport
Environmental • Heat island • Pollution	Environmental, social, economic implications for health, amenity etc
Better centre connections	% of transport capacity is dedicated to different modes
Equity • access • Wider footpaths • More apparent pedestrian priority	Land acquisition – built form, reconfigure the opportunities
Decrease cost of development	Managing intensification of land use and access
Leveraging of public transport investment	Grade separation
Better integration with the region	Planning - local law issues
Consolidation/intensification of car parking assets – dispersal/location	Dispersal of car parks + actual methods. Dispersal linked to commercial viability
Travel behaviour	Geo tech, re car parking
New street alignment and roles	
Interface different, e.g. Bell St	

Short term solutions	Long term solutions
Identify priority pedestrian route/st to be upgraded (e.g. Page Plaza) (MCC)	Modal interchange (State)
Feasibility of VicTrack Land (State and MCC)	Grade separation and associated development, real-location of road space (State + Developers)
Identify Coburg's role in Moreland Corridor (e.g. commuter car parking)	Bell St widening and public transport priority (State + Developers)
Alternative use of carparks (markets) (MCC)	Slowing speeds of traffic in central activity area (State +MCC)
Co-location – bike shop (subsidies)/racks/water/lighting/security/ communications café – create an "amenity cluster" (MCC)	Collective Parking Solution – Precinct Plan (MCC)
Resurfacing paths (MCC)	
De-clutter pathways	
Footpath north side of Urquhart St (MCC)	

Responsibility	State, Council and local partnerships

GROUP 4: PLANNING FOR PEOPLE

Although many people care about the Coburg town centre and make significant contributions to its management, upkeep and activation, there is no organised management program or single entity that takes overall responsibility for its day-to-day functioning. A centralized management organisation is required to more easily take responsibility for maintenance, programming and management and implementation of civic amenities. Perhaps even more importantly, the role of management should also support more ongoing informal programming and regular daily activity.

Issues
Build or lose the culture depending on how development done
Diversity of ages, old and young is the expected future demographic
Ethnic backgrounds - multicultural
How can people identify themselves within the built environment - direct relationship between demographics and what Coburg will look like in the future
People need anchors. A skate park could be an anchor for the youth, a coffee shop etc. Anchors also reflect the diversity

Short Term	Long Term
A research and development arm separate to Initiative, 'The Colours of Coburg'. This program can try activities with short term wins, bike pods, info boxes on Sydney Rd, block party, enabling Placemaking without consequences on the Coburg Initiative brand. Objective - empowering the community	Family as key – re-imagination of Australian dream. Make Coburg a "family friendly urban centre".
Public Gardens	Protection: safety in public space. e.g. against crime, traffic, weather
Car 'Parks' (parks instead of cars)	Comfort – need to invite people into the public space and make them feel comfortable
A different 'extraordinary' playground	Delight – in the public realm
Lunch time closure of Sydney Rd	Inclusive – spatial environment as well as social environment

Responsibility
We want them - the community - to do the work and we (team) facilitate it
Its not what Coburg Initiative can do for you – its what you can do for Coburg!! (Kennedy)
Combination of community, council and developers (stakeholders)

GROUP 5: COMMERCIAL REALITY/LANDOWNER ENGAGEMENT/ ECONOMIC SUSTAINABILITY

This group focused on two themes; engaging landowners, businesses and other developers to participate in the process, and working together to
mitigate risks and optimise benefits.

Note	Priority of the car as dominant mode of transport
	Small landowners/other developers
	Getting community to catalyse small investment
Mobilisation strategy	What is it at the moment?
	Property development angle – how attractive is it to invest in Coburg at the moment?
	Commercial reality is reflected in the current retail mix
	Big opportunity to be better with level and intensity of development
Impacts	Risks – deliverability
	Measure? Benefits of space (direct/indirect)
	May limit the degree of investment in public space
	Return on investment – quality of life?
	Funding – public/private
	Lower quality outcomes as a result of current poor commercial reality
	How well the space is maintained – to keep it vibrant?
	Level of reinvestment in the space over time
	Level of refurbishment of the public area
	Business mix outcomes
Benefit	This need to be clearly defined – the benefit of the investment
	Direct financial outcomes
	Increased number of people coming to Coburg

Action	Location benefit mortgages (low investment for low carbon footprint)
	Encourage pioneering developments
	Encourage investing upfront on public infrastructure
	Council and developer co-invest in the public space
	Create a sinking fund for lifecycle replacement/re-investment
	Co-location community infrastructure and commercial development
	Design space/structures for adaptive reuse – low and easy maintenance, materials and surfaces
	Funding opportunities with Federal and State bodies to encourage retail and public space
	Private developer levy – to offset where the public benefit is being obtained
	Co-investment with private sector
	Community infrastructure – capacity to generate revenue in its own right e.g. café community attached to church
	Funding opportunities outside the square
	Make Coburg a sustainable Place
Responsibility	Traders (Current and future)
	TCI Partners

6.1.12.3 | CONCLUSION

There is prime opportunity for Coburg to launch a city-wide conversation about its image and identity, and build a campaign to further express and draw out that identity into the public spaces of Coburg.

A dynamic centre that celebrates the city will be a place that locals will feel drawn to every day; a place that will continually be part of the city's
evolution. The public spaces should showcase the creativity and successes of the city and reflect the best and most interesting things happening in Coburg. This vibrant city centre could easily become one of the most iconic destinations, not only in Melbourne, but also Australia.

Coburg has a strong, vibrant community with many great public spaces and cultural assets on which to build. Now what is needed is a broader, community-wide discussion of how to best leverage and combine existing resources with the community assets of the partners attracted to this
conversation. PPS and Place Partners are very excited to support and participate in this process in any way we can, but the ultimate success will be dependent on the emergence of leadership from all groups within the local Coburg community, and at all levels from within the Coburg Initiative team.

PLACE
PARTNERS
Place Making Consultancy

PPS
PROJECT *for*
PUBLIC SPACES

SOCIAL & CULTURAL RESEARCH

Coburg Master Plan Brief

December 2008

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CONTENTS

INTRODUCTION

Place Partners was engaged through Project for Public Spaces, New York, to conduct social, cultural and historic research into the elements that influence Coburg's identity.

This report provides a summary of findings and is the first stage in the development of a Genius Loci Strategy focusing on key activities and destinations within the site area. This second report will be delivered after two key workshops to be held in January 2009, one with representatives of community organisations and Councillors and the second with the development team, consultants, government agencies and council officers.

The questions that these two reports aim to answer are:

- How can the story of Coburg, its evolution and history inform the master plan?
- How can we engage with the community to include them in the development process?
- How can community values inform the master plan?
- What destinations and pubic spaces are important to the community and how can they be preserved and enhanced?
- What social and commercial activities and programs does the current fabric support and how can those of value be retained?
- How can we identify niche destination traders who represent the identity of Coburg and support them through the development?

The findings from this first stage report and the Genius Loci report are designed to be integrated into the development of the Coburg Master Plan Brief, representing the community, their values and aspiration.

The challenges   **The inspirations**

EXECUTIVE SUMMARY

This report is the first of two stages of research and strategy focussing on revealing the influencing factors contributing to Coburg's identity or character in order to provide clear direction within the Master Plan Brief regarding community values and aspirations.

Place Partners spent 3.5 days on site between 26th and 29th November 2008, between the hours of 8.30am and 7.30pm. Three research tasks were undertaken:

1. Place Stories - a desktop review of the evolution of Coburg's places and people
2. Community Surveying - intercept interviews with users of Coburg's public spaces
3. Place Audit - an observation based study of the public domain of Coburg, its destinations and amenities

Coburg's Character
Coburg's identity and success as a community hub is bound to the diversity of its people and to the cultural markers that dot the landscape, making it clear that all groups in the community are welcome. The visual experience of Coburg is twofold, the stronger impression is of a declining main street with traffic congestion, however there is also a rich patina of micro moments and experiences. The Genius Loci Strategy will highlight the opportunities for the latter.

Coburg's visual identity - which do you see?

Key Themes emerging from the research:

COMMUNITY	VILLAGE SCALE
DIVERSITY	LOCAL

Coburg's character and identity is strongly influenced by its history, people and culture.

The most significant theme that has emerged from the research is the real sense of community in the area and a friendliness and welcome to visitors that is reinforced by the diversity of ages and cultures that are visible in the public domain.

The country town atmosphere is also reflected in the scale of the built environment. The low rise, village scale is an important aspect of the main street shopping centre and there is little support for large scale Mall development, big box retail or high rise apartments.

Diversity is another key theme that is emerging both as a current value and as a desired future. The diversity of cultures and people is valued now and its retention is considered essential by the community. The range of cultural shopping destinations is also a key element of the Coburg town centre and a further expansion of range and quality would be appreciated.

'Keeping it local'. This theme responds to the community's loyalty to the suburb, the local traders, schools and to each other. It also has the potential for a strong environmental component with local resource mangement, food production, adaptive reuse of existing materials and infrastructure and the creation of a local economy that keeps money in the community and reduces the need for travel.

The following summary of key findings across all research modes has been reconfigured to respond to the Coburg Initiative Benefit Management Plan, Community Outcomes:

Affordable Housing

Coburg is known and valued for its large block sizes and family homes
Apartments are not considered by the community to be the appropriate 'fit' for the area
Apartments were in the bottom 4 desirable items to be incorporated into the future plan for Coburg
Coburg residents want the type of evening activity and increased amenity associated with higher density living but do not understand the relationship between these things
There are opportunities to provide housing for ageing in place, located closer to health care and other amenities - Coburg residents are very loyal and have a long term commitment to the suburb
Public housing is considered a negative although affordable housing is highly valued

Civic Precinct

The community has been disappointed by Council in the past
Younger community members do not have faith in the Council's ability to deliver
Civic facilities, other than the library, are disconnected and hard to get to
The Library is well located and well used for this reason, it has high levels of community particpation and ownership
The Oval and Leisure Centre are not seen as civic amenities, they are perceived as private

Health and Wellbeing

There is superficial community cohesion between different cultural groups, however, most still prefer to socialise within their own group
The Mall is the heart of the community and is owned by all cultural and age groups
Coburg is used as a health destination to visit doctors or the mental health clinic
People in the Mall are generally happy looking and communicative, there is strong relationships between the traders and their customers
Affordability is a key consideration for many and development is seen to contribute to higher costs

Information and Learning

The Library's central location and 'openness' to the public realm is key to its popularity
Outside of specific traders there is little evidence in the public domain of the rich cultural tapestry of Coburg's community
A local high school was highly desired by primary school parents
Few cultural or community events take place within the site area, reducing opportunities to interact and learn from each other
Secondary and tertiary education in negatively impacted by racial tensions
Having one or more bookshops in the area rated in the top 10 of desirable future items for Coburg

Leisure and Recreation

Disconnected and dangerous walking and bike paths discourage pedestrians and bicycling
There are no evening activities or destinations other than the kebab shops and local pubs
The Leisure Centre is valued as it is, with little demand for increased services
Children and family activities are lacking with few safe or attractive places in the town centre available
The oval is valued as a venue for VFL as well as for youth sporting clubs (dramatic increase in numbers recently) although it is not open to the public

Public Realm

Public space is highly valued but is in under supply
The diversity of cultural representation (traders) in the public realm is key to Coburg's success as a multicultural community
Key public destinations are poorly connected and rely on existing knowledge to find
Crime, litter, poor lighting and the feeling of insecurity, specifically at night, inhibit users
Meeting, sitting and coffee drinking are the primary activity in public spaces
The Mall is the most used and valued public space within the site area, has excellent connectivity, is a good human scale, has great edge trading and is an authentic community hub

Environmentally Sustainable Development

40% of survey respondents did not know anything about the Council's ESD initiatives and many of those that did were not happy with its progress
Water saving was a primary reason for not wanting to include a water feature in the new development
Public transport is highly valued in the community
Traders are poor champions of waste management and outdoor eating areas are poorly cleaned

Retail and Commercial

The trade area is generally degraded with a propensity of $2 and discount stores
Additional office space has limited desirability
Increased quality of shopping and diversity of offer is desired
Locally owned and managed businesses are highly valued
Big box retail is desired by only one third of survey respondents
The neighbourhood centre 'feel' and scale of the area is valued
Culturally specific traders are a key element in the identity of Coburg as a place

Transport and Movement

Pedestrian connectivity is poor with cars being prioritised
Heavy traffic on Bell Street and Sydney Road limits movement from east to west and north to south
Easy car access and free parking are valued and Public transport is highly valued
Good access and affordable transport positively impact lower income use of public spaces
Poor pedestrian experiences reduce numbers walking from local residential areas

PART A: PLACE STORIES

1.   A Short History of Coburg

Pre1837   Woiworung language group, of the Wurundjeri people occupied the land north of Port Phillip Bay   for 40,000 years, hunting game, gathering murnong root and fresh water mussels from the creeks

1837   Coburg area surveyed by Robert Hoddle

1839   Land sold off in large sections to 10 speculators, who then subdivided the land as small farms

1840   Village reserve is named Pentridge. Land boom follows

1850   Pentridge chosen as site for new penitentiary

1850s   Discovery of gold in NSW and Victoria. Business along Sydney Rd flourished accommodating the   flow of traffic north

1860   Extensive quarrying of local bluestone begun. Area also becomes a centre for dairy farms

1870   Village changed name to Coburg, to honour visiting Duke of Edinburgh (Saxe-Coburg)

1874   Coburg is proclaimed a shire

1880s   Population boom (gold rush born children) increased numbers from 2,659 to 5.794 (116%)

1884   Railway line to Coburg opened (1888 railway station built)

1886   Horse tram service established

1890s   Depression. Land speculation ceases and manufacturing slows dramatically, however, the stockade is still a major source of employment for Coburg

1905   Coburg proclaimed a borough

1912   Coburg proclaimed a town

1915   Coburg Lake was constructed and became a popular recreation area

1916   Electric trams replaced the horse tram service

1919   Lincoln Mills opened, stayed open till 1980. The textile industry in Coburg booms

1922   Coburg proclaimed a city

1947   Boom in migrant population. Proportion of residents born overseas increased from 9% - to 34%

1994   135 year old municipality of Coburg merged with Brunswick to become City of Moreland

Early houses

Pentridge Stockade, 1964

Elm Lane, entry to Oval c1914

Council Memorial Fountain, Bridges Reserve c 1940

1.1   The Evolution of Coburg

From the time the land surrounding Coburg was surveyed in 1837, the original landscape has undergone many changes. What was once a rural outpost and sheep grazing district of Melbourne became its agricultural heartland, providing wheat, market gardens, hay then milk for the local and larger community. The tide of progress and change, and its proximity to the centre of Melbourne, saw industry and finally commercial retail businesses dominate the landscape.

The earliest settlers, also the colony's wealthiest, subdivided and onsold the land to farmers who established the village of Pentridge as the agricultural provider for the region. The rich soil and proximity to Melbourne's markets made the land very desirable. As the land was settled, pockets of commercial activity and small farming communities were established along Sydney Rd.

The discovery of gold in NSW and Victoria started a gold fever that saw hoards of men beat a path along Sydney Rd to the goldfields. Businesses along Sydney Rd sprang up to serve the passing trade. On their return to Melbourne many people settled in the Coburg and Brunswick region. In 1851 the local population of Coburg was 700, 10 years later it had increased to 1700, today it is nearly 24,000.

Houses, public buildings, churches and commercial businesses changed the rural landscape to a noticeably urban environment during this period. Quarrying provided the local bluestone for public buildings including the Pentridge Stockade that was established in 1850, the inmates building many roads and public buildings in the area that are still visible today. The stigma of the stockade to the town of Pentridge led the local population to vote on a name change and the village changed its name to Coburg in 1870.

Another boom in the 1880s saw steam trains arrive in Coburg creating a local surge in property speculation and population. However, by the 1890s Melbourne's worst depression had hit and land speculation and construction industries almost ceased to run. Coburg fared a little better than surrounding industrial suburbs due to the high proportion of the population working for the Stockade.

A new industry emerged in Coburg with the opening of the Lincoln Mills in 1919. Other similar businesses followed and a considerable rag trade was established here. With increased transport to the district and an increasing population, community facilities began to emerge. Land was purchased for a weir, which was constructed in 1915 and became a popular attraction with diving boards, kiosks and gardens. Moving pictures came to the old public hall in 1910 and the Lake Hall Picture Theatre opened in 1912. A free library was housed in the Town Hall complex in 1952.

The migrant population boom to the area began in 1947 after the white Australia policy was revoked and the proportion of Coburg's residents born overseas increased from 9% to 34% over this period. Later immigration in the 1960s and 1970s has seen increasing numbers arrive from Turkey and Lebanon and Coburg now boasts 2 Islamic colleges and a mosque.

With the influx of different cultures to the area, local businesses have grown to reflect the specific needs of each incoming community. As such, the landscape of Sydney Road and Coburg has changed over time with grocers, restaurants, cafes, clothing stores and churches accommodating the needs of the local Italian, Greek, Turkish and Lebanese populations. In the last two decades assisted humanitarian programs have seen the influx of many people from African nations to the area and their presence is slowly becoming apparent.

In providing for their own needs, these many different communities have brought a unique and defining atmosphere to Coburg. As a result of this continual integration of culture, a new, diverse and vibrant community has been created. Many stories have merged to create a continually evolving and unique history for Coburg.

References:

Laura Donati, 'Almost Pretty, A History of Sydney Road'
Richard Broome, 'Coburg, Between Two Creeks'
Coburg Historical Society and Moreland City Council, 'Coburg Chronicles'
www.moreland.vic.gov.au/historyofmoreland
www.wheretostay.com.au

2. The People of Coburg*

2.1 Population snapshot for the suburb of Coburg:

23,733 residents	46% 25-54 years	Median income 16% lower
Majority Christian 8.8% Islamic	33.7% born overseas	66.3% family households
75.6% of private dwellings are detached houses 36.1% of these are fully owned	Employment 27.5% professionals (9% education) 16.2% administration	23.2% lone person households

*Information taken from the Australian Bureau of Statistics Census 2006

2.2 Community Profile**

Sex:
- 47.8% of the Coburg population is male, and 52.2% are female.

Age:
- 18-24 years - 12.8%
- 23-34 years - 23.3%
- 35-44 years - 20.4%
- 45-54 years - 14.0%
- 55-64 years - 10.7%
- 65 + years - 18.8%

Ancestry:
Of the 50 possible ancestries it is interesting to note that only 7 make up 88% of the Coburg population.
- British 24.8% (similar to Moreland average)
- Italian 21.7% (5% higher than Moreland average)
- Lebanese 11.1% (5.5% higher than Moreland average)
- Turkish 9.4% (6% higher than Moreland average)
- Australian 8.7%
- Greek 7.7%
- Indian 4.8%

4 year trends in Moreland
- British ancestry has increased from 11.5% to 25.1%
- Lebanese ancestry has increased from 3.9% to 5.5%
- Turkish ancestry has increased from 1.8% to 3.4%
- Italian and Greek ancestry have decreased

Place of Birth
Over the last 4 years the Moreland migrant population has increased by nearly 5% from 34.6% to 39.2%, Coburg has a slightly higher than average proportion of people born overseas at 40.4%
Of those born overseas living in Coburg, 67% have lived in the area for over 20 years. This significant percentage reveals a strong loyalty to the area and is higher than the Moreland average of 59%.

Occupation
50% of the Coburg population are employed as managers, administrators, professionals or associated professionals (compared to 45% of Moreland population), 6.9% are unemployed and 19% are retired.

N.B. Data sets are for both Moreland City Council area and Coburg suburb as defined by the Council
** Information taken from the Moreland City Council Community Indicators Survey 2008 (n=601)

Community Overview

Coburg appears a diverse and healthy community with high levels of communication and interaction on the streets, generally friendly service, a wide range of ages and cultural backgrounds visible and a high level of perceived ownership of public spaces.

Perhaps most visible are the community's elders who, while they do not represent the largest sector of the local population (at 14%)

and have limited purchasing power, socialise at cafes and on the streets during the days and are integral to the community feeling and essence of Coburg's retail district, particularly the Mall.

Recent booms in property prices in Melbourne, have seen an influx of younger families into Coburg chasing the affordable land prices and cheaper costs of living. This young professional middle class, whilst representing the largest sector of the population still remain an almost invisible presence within the community. Young mothers dropping children to school, doing daily shopping and meeting for coffee are the only signs of this population sector, during the week.

The most significant social issues facing Coburg, as described by surveyed residents, are the lack of youth orientated activities, evening activities and the facilities available to the elderly population.

The crime in the area is seen to be connected with the local youth, who have no specific facilities available to them, feel disconnected from the community as they have had to leave the local area for neighbouring high schools and increasingly turn to drugs for entertainment. Anecdotal evidence listed drag racing, drugs, pick pockets, and pension scams as the major complaint.

Social Organisations and Services in Coburg

The internet lists the many social and community services and organisations currently operating in the Coburg area. The following list is representative only but show the rich network of groups operating in the area.

Coburg Amateur Athletics Ground and Hall
Coburg and Pascoe Vale South Child Care Centre
Coburg Baptist Church
Coburg Basketball Association Inc
Coburg Book Club
Coburg Children's Centre and Kindergarten
Coburg Christian Fellowship
Coburg Community Drop-In Centre
Coburg Community Information Centre Inc
Coburg Cycling Club Inc
Coburg Districts Football Club Inc
Coburg Family Medical Centre
Coburg Harriers Club Inc
Coburg High School Historical Group Inc
Coburg Historical Society Inc
Coburg Home for the Aged Inc (Dorothy Impey Home)
Coburg Inter Church Council
Coburg Islamic Centre
Coburg Legacy Widows Club
Coburg Leisure Centre

Coburg Library
Coburg Little Athletics
Coburg Maternal and Child Health Centre
Coburg Medical Centre
Coburg Moreland Bowls Club Inc
Coburg North Primary School
Coburg Olympic Swimming Pool
Coburg Primary School
Coburg Senior Citizens Centre
Coburg Senior High School
Coburg Special Developmental School
Coburg Sub District Cricket Club
Coburg Table Tennis Club Inc
Coburg Teaching Unit
Coburg Tennis Club
Coburg Tigers Football Club Limited
Coburg Town Hall and Concert Hall
Coburg Traders Association
Coburg Turkish Elderly and Pensioners Club
Coburg Uniting Church
Coburg West Primary School

3. The Culture of Moreland

3.1 Community cultural diversity*:

% born overseas

Italy 8.4%	Greece 4.1%	Lebanon 3.4%
China 1.7%	England 1.6%	Aboriginal/Torres Strait Islander 213 pax

Language spoken at home

English - majority	Italian 13.4%	Arabic 8.6%
Greek 8.3%	Turkish 2.5%	Mandarin 1.8%

*Information taken from the Australian Bureau of Statistics Census 2006
According to the 2008 MCC Community Indicator Survey 54.2% of Coburg residents speak a language different to English when at home.

Indigenous community:
The local Aboriginal inhabitants of the Coburg area were part of the Woiworung language group, occupying the area for some 40,000 years prior to the arrival of Europeans by 1837. By 1850 the Aboriginal population had been significantly reduced, and by the 2006 census only c 200 persons considered themselves of Aboriginal or Torres Strait Islander descent. Shell middens found around Pentridge Gaol would indicate the popularity of the Merri Creek area and given the land's variety of resources; game, fresh water mussels and murnong root, would seem it was a favoured Aboriginal campsite.

White settlement:
Original settlement in the Coburg region was for the sole purpose of grazing sheep and providing food for the growing colony in the fertile plains of Merri Creek.

From the mid-late 1800s English, Scottish and Irish immigrants provided the dominant culture of the area with a small number of people from Germany, Italy and China. The 1901 Immigration Restriction Act was created to keep Australia 'white'. This act had a profound impact on the population of Australia generally, however, the Aboriginals and the small number of Chinese settlers from the 1850s prevented this 'ideal' from ever being realised. Assisted migration from England and Ireland continued during this time, and European immigrants from Greece, Italy, Russia and Poland also began to migrate to Australia, particularly to escape fascist Italy and Hitlers anti-Jewish program.

It was not until the post WW2 period when the nation realised its population crisis was affecting the economic development of the country that Australia looked to immigration to solve some of its population needs. The effects of this change of policy continues to be seen on the ever-changing landscape of Coburg to this day.

Today Coburg still welcomes many new migrants into the area as well as increasing numbers moving from within Melbourne and from the outer rural areas due to the affordable housing prices and large block sizes.

Multiculturalism:
Coburg is well known for its multicultural atmosphere, particularly its food offerings. The early Anglo-Saxon settlement made its mark on the Coburg's physical landscape with the planning and architecture of the area reflecting the dominant culture of the time. However, it is the Italian and Greek migration periods post WW2 that were most important for developing its current image.

In 1933 the Australian born population of Coburg was 86.4% but by 1971 this had reduced to 68.5%. They came from Malta from 1945, Italy and Greece in the 1950s, Turkey and Lebanon in the late 1960s and 1970s, Asia in the 1970s and 1980s and Africa in the last 2 decades.*

Settling into their new environment, the immigrants saw little to remind themselves of home. So began a phase of change in the streetscape that saw butchers, grocers, churches and restaurants appearing along Sydney Rd. Like the Italians before them, the Greeks quickly established commerce and trade to suit their needs, followed by the Turks and Lebanese in the 1960s and 70s. Whilst the most recent wave of migrants from African nations have yet to make their presence fully felt on the landscape of Sydney Rd and Coburg, it is only a matter of time before the full impact of their cultural needs are felt within the local community.

* Laura Donati, 'Almost Pretty, A History of Sydney Road'

Community Cohesion

Tension between the large numbers of cultures co-existing in Moreland has always been present. Original residents were slow to embrace the newcomers to the area, however gradual acceptance of the different cultures, religions and foods has created a seemingly harmonious community within Coburg. There have been times, however, when the process of integration and acceptance has spilled into violence within the local community; between Australians and Italians and between the Muslim population and the suburb's other ethnicities. For instance, during the Gulf War in 1991, many Muslim women were harassed on the street and became too frightened to leave their homes.

According to some surveyed local residents, even though there is friendliness between the different cultures, it is very superficial. Pleasantries are exchanged but the cultures do not mingle and frequent only the cafes and restaurants that are owned by members of their own cultural community. There are also different social networks, such as local mothers groups, that cater specifically for the different cultures.

Meeting in Dunnes Lane*

Crossing Sydney Rd

*Named after Terence Dunne who gave land for the lane in 1890

Community Events in the Moreland area:
The following list of events are taken from the MCC website. It should be noted that many other community events are occurring, from music and talks in the Coburg Library, to sporting competitions on the Oval and cultural activities.

Sydney Road Street Party
Sydney Road, between Victoria and Union Streets, Brunswick

Brunswick Music Festival
At different venues in Brunswick

Pascoe Vale Festival
Hallam Reserve, Boundary Road, Pascoe Vale

Glenroy Festival
Mott Reserve and Glenroy Neighbourhood Learning Centre, Cromwell Street, Glenroy

Dinner Dance for People with disabilities, their families and friends
Coburg Town Hall, 90 Bell Street, Coburg

Anglican Parish of Pascoe Vale Annual Fete
Pleasant Street, Pascoe Vale

Fawkner Community Festival
CB Smith Reserve, Jukes Road, Fawkner

Anatolian Alevvi Multicultural Community Festival
Coburg Lake Reserve, Murray Road, Coburg

Return of the Sacred Kingfisher Festival
CERES Community Environment Park, 8 Lee Street, Brunswick East

Palleconian Festival
Clifton Park Festival Site, Victoria Street, Brunswick

Christmas Party for people with disabilities, their family and friends
Coburg Town Hall, 90 Bell Street, Coburg

Carols by the Lake
Coburg Lake Reserve, Murray Road, Coburg

Information from http://www.moreland.vic.gov.au/arts-and-festivals/community-festivals/festival-calendar.html

Sydney Road Festival

CERES Kingfisher Festival

PART B: COMMUNITY SURVEYING

1. Introduction

As part of Place Partners scope of work, an on the ground survey was undertaken to engage with community for the purpose of integrating their comments and ideas into the Master Plan Brief. 93 one-on-one interviews were conducted during 13 x 2hr sessions during the period Wednesday 26th November to Saturday 29th November.

The focus was on finding out what places within the local community were valued and why, what the residents felt needed to change within Coburg and what unique elements should remain unchanged.

The following summary aims to provide both qualitative and quantitative data about community values in Coburg as well as capturing aspirations for the future.

2. Executive Summary

- 93 surveys were undertaken in the Coburg town centre from 26th - 29th November
- 48% of respondents were female, 52% male, 29% CALD
- 80% surveyed lived in the local area, 44% of these had lived in the area for over 20 years
- 28.5% of respondents felt the best thing about Coburg was its multicultural community
- 52% of respondents felt that Coburg was best known for its multicultural community and the diverse cultural shopping
- 50% of respondents listed Victoria St mall as their number one visited place
- Respondents felt strongly about what should not change. The majority of answers tended toward the emotional and social.
  Including the cultural mix of food and shopping (38%), the community atmosphere and the character of the place; its grittiness and local-ness (14%)
- The future of Coburg as expressed by the respondents focussed on it being vibrant, fresh, family orientated, a melting pot of cultures in a sustainable in a green and relaxed environment. Essentially a unique place.

3. Methodology overview

3.1 General response

The community was generally receptive to the survey and eager to share their views on the future of Coburg. Even those who indicated they had no time to be surveyed became enthusiastic about their visions for the future once they had started.

A very high percentage (approx. 80%) of those surveyed considered that they lived locally and had either walked to the retail centre, or if they were shopping, had driven cars.

3.2 Survey times

Place Partners planned to conduct 10, 2hr survey sessions over a 4 day period, including weekday, Friday late night shopping and weekend sessions.

While these session times were completed, it is estimated that another additional 3 sessions were required. Longer than expected response times, slow morning periods and time between surveys meant that the number of surveys was much lower than expected by Thursday 2.30pm.

Overall the number of surveys taken was less than expected (93), however the interest and time given by the community to answer the questions would indicate their vested interest in the development.

It was found the time of day to be particularly relevant to the response rates of local residents. Early morning sessions were very difficult to engage people's interest. The Sydney Rd retail area was particularly busy during this time. The rate of refusal was approximately 50% during the 8.30am – 10.30am period.

From 10.30am the pace of activity was much reduced and a relaxed atmosphere and peaceful calm came over the retail area. The success rate of people asked to complete the survey rose considerably.

DATE	TIME	SURVEYORS	COMPLETED	WEATHER
26.11.08	4–6pm	2	13	Hot/sunny
27.11.08	8.30–10.30am	2	9	Windy/overcast
	10.30–12.30pm	2	10	Windy/overcast
	12.30–2.30	3	18	Overcast/hot
	3–5pm	3	18	Stormy
28.11.08	4–6pm	2	12	Overcast/cool
29.11.08	11am–1pm	2	13	Overcast

3.3 Survey locations

Surveys were conducted in the following locations:

Victoria St
Outside the Library
Train Station
Bus/tram stops
Behind the Council Chambers
Sydney Road
Outside the public school

Victoria St Mall was the best location to survey people when they seemed at their most relaxed and were happy to engage in conversation. It is estimated that 60% of the surveys were conducted in the Mall area or outside the Library. It was difficult to engage with people on Sydney Rd because of high levels of pedestrian movement, noise and the lack of places to pause. People at bus stops and the train station were quite willing to talk while they waited, however this meant that often surveys were cut short when services arrived.

Many people indicated that the best thing about Coburg was the Victoria St Mall. Whilst the mall was the best location for surveying people, we do not believe their opinions were biased by the fact they were being interviewed in that location. Many respondents whose surveys were taken outside the mall environment also valued it highly.

3.4 Respondents Profile

Surveyors were requested to approach a representative cross section of the community. The breakdown of respondents was:
- 48% female 52% male
- 16-24   31%
- 25-35   19.5%
- 36-50   34.5%
- 50+   15%
- 29% were identified as CALD

Sex:
A total of 45 women and 48 men were surveyed.

Age:
Particular observations were made from the surveyed respondents:
- The +65 yrs age group, whilst representing only 14%* of the local population, had the greatest presence within the community during the daytime.
- The next most visual and present group during daytime survey sessions were the young mothers and children.
 The retail centre of Coburg was used as an 'escape' from the home environment, and mothers with small children would meet for coffee in the mall often having dropped additional children at the nearby public school and done daily food shopping on Sydney Rd or Safeway.

Ancestry:
- The percentage of the local population born overseas in Coburg is high (34%*) and this sector of the community was well represented in the number of people surveyed.
 It should be noted that around 90% of the people who rejected doing the survey did so because they could not speak English.
- People surveyed who were culturally and linguistically diverse (CALD) (29%) indicated that their favourite places in Coburg were the places where their own cultural community congregated, and expressed that Coburg was known for this reason and it was the best thing about Coburg.

*(taken from Australian Bureau of Statistics Census 2006)

4. Survey Findings Summary

4.1 Reason for Visit and Mode of Transport (Q.1 & 2))

The three highest reasons for the respondents' visits to Coburg at the time of the survey were:

Food shopping (18)
Eating/meeting (18)
Work (17)
Services (8)
Library/community facility (7)
Other shopping (3)
School (3)

Other reasons for visit included visiting the library or accessing community services including the banks, schools and post office.

34% of respondents had used their car to access Coburg on the day of survey with a high 27% coming on foot. Tram and bicycle were used the least by respondents.

Car (32)
Walk (25)
Bus (13)
Train (11)
Tram (8)
Bicycle (3)
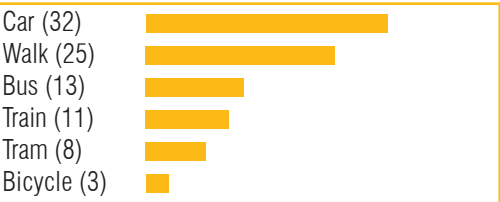
4.2 Respondents' Residence (Q.3 & 4)

79% of respondents considered that they lived nearby, (this could be either local eg walkable through to nearby suburbs such as Fawkner and Brunswick).

NO 21%

YES 79%
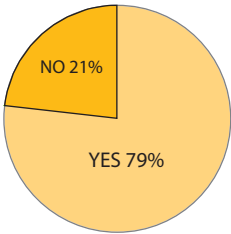
55% of those who lived nearby had lived in the area for less than 10 years and 27% had only moved to the area within the last 2 years. Some of these latter respondents were recent migrants to the country although many stated that they had chosen to move to Coburg because of atmosphere, affordability or community.

4.3 Coburg's Identity (Q.4-6)

Respondents were asked what they personally thought was the best thing about Coburg, what it is best known for outside the area and if there was anything bad about the area.

The best thing about Coburg is…	Coburg is best known for…	The worst thing about Coburg is..
Multicultural community (31)	Multicultural community and cultural destination shops (46)	Traffic (21)
Atmosphere (17)	Pentridge Prison (14)	Crime/graffiti/drugs (15)
Proximity to city/airport (17)	Sydney Rd (11)	Nothing (14)
Multicultural shops (14)	Don't know (5)	Rubbish (9)
Sydney Rd shopping (9)	Working class suburb (4)	$2 shops/lack of variety (9)
Services (8)	Affordable (2)	Don't know (6)
Transport (7)	Transport (1)	Lack of toilets/cleanliness of toilets (3)
Victoria St Mall, Beauty, Parks, history, affordable, other (3)	Victoria St Mall, safe environment, history (1)	Racial tension (2)

Safety (Q.7)

Respondents were asked if there were any places within the town centre that they would not go because they felt unsafe or otherwise uncomfortable. 61% responded that there was not anywhere while the remaining 39% noted the following as being unsafe:
- the train station area including the pedestrian underpass at night
- the Coles parking area at night
- the whole shopping precinct at night

Bell Street and Sydney Road were avoided by some because of high levels of noise and traffic. Other areas that people do not go to are:
- Public toilets
- Pubs/hotels
- Park/leisure centre
- Pentridge area

Valued Places and Most Often Visited (Q.8 & 16)

The Mall and its cafes was rated most highly by the respondents' with 26% voting it their most favourite, Sydney Road being the only other public space with a high rating, Bridges Reserve had only 3 positive responses. Public amenities including the library and leisure centre were also listed, with all other favourite places being specific shops in the area. While outside of the study area, Coburg Lake and Harmony Park were also regarded as favourite places by the community.

Survey responses ranking the most visited places in the Coburg Town Centre have been summarised taking into account only those places that ranked 1st, 2nd or 3rd.

Destinations ranked number 1 by respondents:
- 50% ranked the Mall as number 1
- 26% ranked the train station as number 1
- 24% ranked the library as number 1
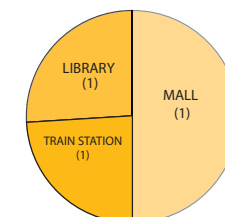
When an aggregate of rankings 1-3 is made:
- Coles/Safeway have the most visits with 28%
- Victoria St Mall has the second most visits with 26%
- The coffee shops (many located in the Mall) has 23% (NB Mall and coffee shops 49%)
- The library has 22%

Retaining the Spirit of Coburg (Q.9 & 10)

Respondents were asked what they would change about Coburg if they could and what they should not be changed.

Desired changes tended to be focussed on physical improvements to the environment or infrastructure. Changes that should be made:

- traffic reduction, tram clearways, public transport efficiency
- public space maintenance and activation through events and more public seating, better public toilets
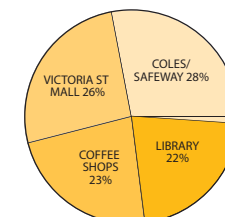- social wellbeing programs through facilities for the elderly and activities for children and youth
- safety through increased policing, night lighting and bike paths
- evening activation, outside dining and increased variety of dining options
- including a high school

Respondents felt equally strongly about what should not change and the majority of answers tended toward the emotional and social.

What should not change:
- the cultural mix of food and shopping
- the community atmosphere
- the character of the place; its grittiness and local-ness
- affordability
- local small traders

The Essence of Future Coburg

Respondents were asked what word would best describe their perfect vision for the future of Coburg. The following table begins to synthesise the unique identity of a future Coburg that builds on the past to guide a new future for Coburg town centre. These clear community desires form the basis of place principles for the project:

VIBRANT	COMMUNITY	FRESH	CHARACTER
Abuzz, Metropolitan residential, one stop shopping, cosmopolitan, moving forward, has everything	Multicultural, village atmosphere, inclusive, open, warm, inviting, accessible, harmonious	Green, fresh & updated, attractive, car-less, peaceful, friendly	Not too much change, not shiny, low key, gritty, diverse, alternative, unique, restored heritage

Respondents were also asked to describe what kind of place the future Coburg would be, the descriptions have been added under each place principle

VIBRANT	COMMUNITY	FRESH	CHARACTER
Have more nightlife, be more youth oriented, have public art, creative, modern, more infrastructure, have tertiary institutions, interesting	Family orientated, be inviting & inclusive, a melting pot of cultures, affordable, user friendly, diverse	Greener, peaceful/ relaxing, happy & fun, clean, environmentally sustainable, pedestrian, maintained	Not sanitised, not like Northwood, sophisticated, unique, be on a human scale, value heritage

Town Centre Activation (Q.13a & b)

Coburg town centre has limited public space or planned activities. Respondents were asked what activities they currently engaged with in the Coburg town centre, many gave multiple answers. The top six activities are shown here:

Shopping for food (41)
Eat/meet with friends (24)
Swimming/Leisure Centre/Gym (14)
Everything, Library, Coffee (9)
Services - PO, banks, paying bills (6)
Oval/other sport (5)

Other activities noted include people watching, socialising, school, hanging out, drive-in, getting public transport and work.

When asked what other activities they would like to be able to do in Coburg in the future respondents listed the following:

Cinema/Movies (10)
More diverse retail offerings (8)
More family entertainments (8)
More restaurants (8)
Local bar with live music (6)
Evening activities (4)
More toilets (2)

Other activities suggested include more open space for sitting and relaxing, weekend market/farmers markets, more cafes and outdoor eating areas, more sport and recreation facilities and safer bike baths.

Festivals and Community Events (Q.14 & 15)

57% of respondents had attended local events or festivals.
Favourite events and festivals included;
- Sydney Road Festival (although many noted it had not been in Coburg for a few years)
- Carols at Coburg Lake
- Moreland Festival
- CERES Kingfisher Festival
- Brunswick Music Festival
- Cultural events (Greek, Turkish, Eid etc)

NB It should be noted that many of these events do not occur in the Coburg town centre but were considered local events by the respondents.
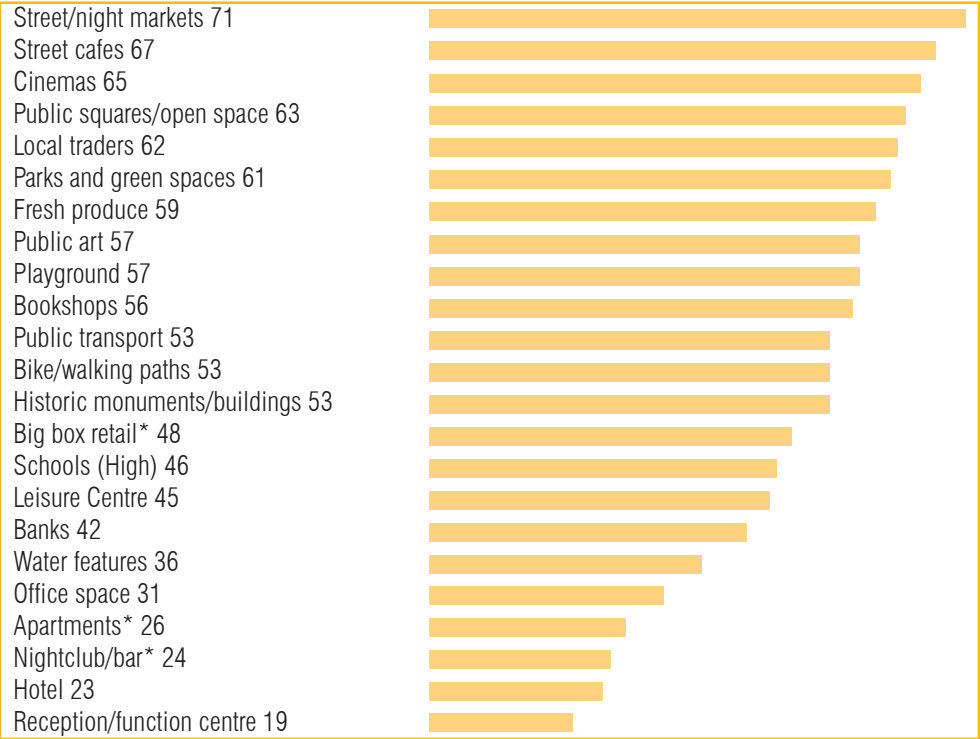
In the future respondents would like the following types of community events:
- Entertainment or music events (18)
- Food festivals or farmers markets (10)
- Art markets or exhibitions (13)
- Ethnic/cultural events (8)
- Market shopping (8)

Other ideas put forth included buskers, child friendly events, car free days and sport.

The Future of Coburg (Q.17)

Respondents were given a list of items and asked which they would like to see in Coburg in the future.
Items with strong responses or other interesting information have notes below.

Street/night markets 71
Street cafes 67
Cinemas 65
Public squares/open space 63
Local traders 62
Parks and green spaces 61
Fresh produce 59
Public art 57
Playground 57
Bookshops 56
Public transport 53
Bike/walking paths 53
Historic monuments/buildings 53
Big box retail* 48
Schools (High) 46
Leisure Centre 45
Banks 42
Water features 36
Office space 31
Apartments* 26
Nightclub/bar* 24
Hotel 23
Reception/function centre 19

(Other destinations that were suggested: pool hall, bowling alley, family activities, roller-skating, child care, caravan park, a video shop, and a music store.)

* Many of those that did not select big box retail, nightclubs and apartments were strongly opposed to their future inclusion as they did not feel that they fit with the identity of Coburg. Many respondents (particularly women) noted that water features were inappropriate in a drought.

Top 3 for women	Bottom 3 for women
Street/night markets (57)	Apartments/Hotel (10)
Cinemas (57)	Nightclub/bar (8)
Street Cafes (53)	Reception/function centre (7)
Top 3 for Locals	Bottom 3 for Locals
Street cafes (53)	Hotel/Nightclub (20)
Local traders (49)	Apartments (19)
Parks/green spaces	Reception/function centre (17)
Top 3 for under 50s	Bottom 3 for under 50s
Street/night markets (62)	Apartments/Nightclub/bar (24)*
Street cafes (60)	Hotel (22)
Cinemas / public square (59)	Reception/function centre (19)

* NB Nightclub/bar received total 24 votes from under 50s

Parks and Open Space (Q.18)

80% of respondents use Coburg's parks and open spaces primarily for:
- Exercise
- Walking the dogs
- Recreation/leisure/picnics
- Meet friends/mothers groups

Sustainable Coburg (Q.19)

As few people had heard of Moreland Council's sustainability initiative surveyors were asked to rephrase this question into two parts;
1. Do you know of the Council's initiatives
2. Do you agree/like the initiatives

40% did not know anything about the initiatives
52% knew and agreed with the initiatives
6% did not agree with the initiatives

Generally those who knew anything about the council's commitment to sustainability felt the council were very slow to initiate practices, did not have the funds available to commit fully, or that they saw very little evidence that anything was being achieved.
"A lot of talk but no action"

Public Transport (Q.20 and 21)

86% of respondents said they used public transport and noted the following changes that could be made to improve service:
- Tram priority on Sydney Rd (take the cars off Sydney Rd) to ensure services run on time
- Increased efficiency and frequency on all modes of transport
- Wheelchair and pram access on "low" trams and buses
- Cleaner train carriages and buses, no graffiti
- Free transport for students
- A bus/train interchange
- An over/underpass at Bell St train intersection to create continual flow of traffic
- Buses on Sundays
- better east/west bus services
- police presence around the station
- revitalise the train station
- Bus services to run longer/later at night
- More appropriate sized buses for the narrow back streets of Coburg
- More bike paths

Public Housing (Q.22)

Very important   57
Not important   5
Don't know/not an issue   10

VERY IMPORTANT
61%

NO ANSWER
23%

NOT IMPORTANT 5.5%

DON'T KNOW
10.5%
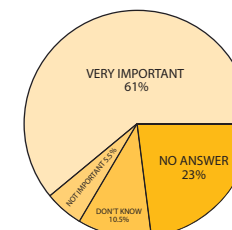
People who indicated it was not important to have affordable housing in the area felt that the current council owned housing was not properly maintained and were ghettos for undesirable and dangerous people. They believed that more affordable housing in the central Coburg district would bring undesirable elements into focus and that there were enough low-income people in the area already.

Those who felt affordable housing was important generally believed it integrated a variety of people and age groups within the local community and were receptive to the idea.

The Last Word (Q.23)

Respondents were invited to share any further ideas or concerns about Coburg generally and its future.

CONCERNS	
	Streets need to be made safer; speed humps might prevent the drag racing
	There is no assistance for the elderly and for those with low income
	There needs to be a high school in the area
	Police presence day and night is required
	Apartments and development will push the land prices up
	Don't want Coburg to become a slum
	Don't encourage chaos with too much development
	There needs to be community buses
	Don't lose the family atmosphere of Coburg
	There should be no hi-rise
IDEAS	
	Coburg does not need to have 'everything"
	A roof over Victoria St Mall
	There needs to be more maintenance and enhancement of the existing rather than a complete upgrade
	Bigger public spaces and more of it
	More nature
	Keep the current grittiness, keep it real
	Accessible diversity
	Solar powered street lights and public buildings
	Manage the density of the apartments
	Involve the community more
	Create free activities
	Underground carparking to get rid of the current carpark eyesore
	More youth oriented activities and place to go
	$2 shops should go
	Low-key family environment
	More lighting
	Keep later trading hours
	More children's play areas
	ESD incorporated into development

PART C: PLACE AUDIT

The public realm within the Coburg Town Centre is generally of a poor quality and unwelcoming. The high levels of vehicular traffic and noise impact the adjacent footpaths, while the Mall is looking aged and overcrowded. Bridges Reserve is somewhat of a haven in this area although under-utilised due to lack of connectivity. Even with these negatives, the public realm is heavily used during trading hours (8am-6pm weekdays) which may be exacerbating the feeling of dirtiness and overcrowding.
The following notes the most significant areas of the public realm and findings from the observational study.

1. Public Realm

1.1 Victoria Street Mall

This hard paved open space is the largest and most popular urban public space within the boundaries of the site. It consists of a pedestrianised street (Victoria), some public seating, native trees and some small plaques. The area is bounded by small local traders; the most popular being Coburg Coffee and Kitchen Centre, Half Moon Café and Astro Café, as well as the post office, a butcher, shoe store and dried goods market. It is located in the centre of the Sydney Road shopping strip and between the two major supermarkets. The Mall also provides the most clear and legible link between the western retail side of the site and the eastern civic and leisure precinct.

The Mall is not particularly attractive, the cafes not especially appealing nor the customer service exceptional, however, for all this the Mall represents the true heart of Coburg. It is a place where all feel welcome, where there are places to sit and people watch, and to be recognised through smiles or 'hellos' as a member of the local community. There is a strong relationship here between people and their place that was clearly visible through both observation and the survey findings.

It is important that the retention of Victoria Street Mall and its traders be considered as a high priority. The area is valued by both regular and sporadic users as a community hub and there is strong loyalty by the community for the traders and vice versa. It is recommended that future engagement with the community have a focus in this space and that any upgrades are planned in collaboration with traders to minimise impact on their businesses.

Sydney Road North of Bell St

1.2 Sydney Road and Bell Street

If the Mall is the heart of Coburg then Sydney Road and Bell Street are the arteries, sometimes driving large numbers of people and cars onto the site while at other times so congested, polluted and noisy that they are best avoided.

The majority of local and small traders are located along Sydney Road with banks and services on the eastern side and fashion, fresh produce and food on the western side. (It would be interesting to understand better the evolution of this east/west precincting, whether afternoon sun, parking, rents or other factors have made a contribution.)

Rear parking area behind Mall

1.3 Laneways and Arcades

There are a number of small laneways and arcades running east west across the site. Generally the laneways on the western side are in a poor state, presenting badly and attracting only rubbish, car parking and graffiti. The eastern Dunne Lane and Page Street Plaza have had streetscape upgrades, and in the case of the latter, does attract some use as a pocket public space.

There are significant opportunities for the integration of these public laneways into the master plan to provide the alternate spaces for evening activities such as dining or bars. Large unused areas for rear parking and rubbish collection could be transformed into outdoor courtyard and second entries for businesses.
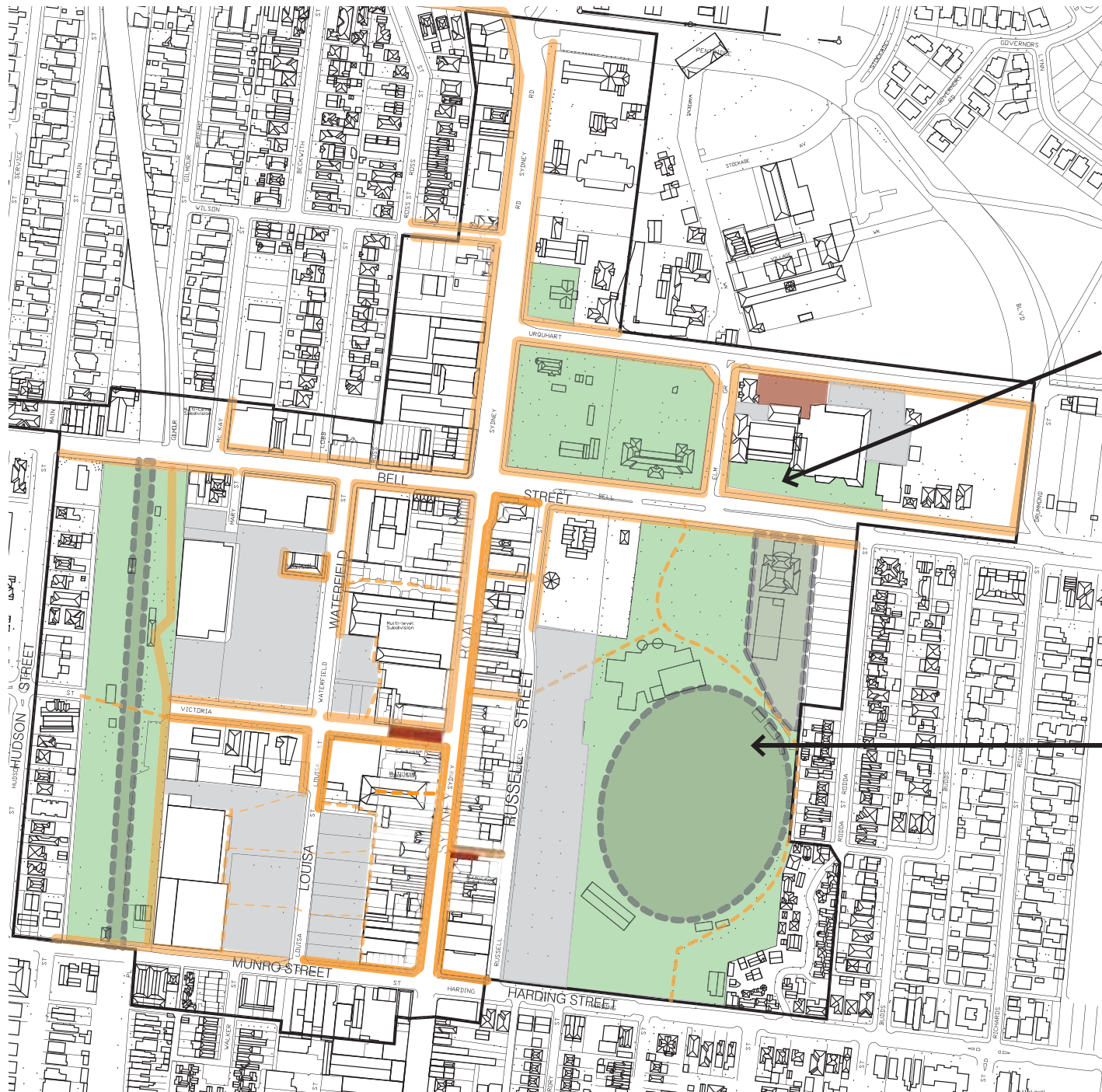
Council Entry

Oval

Coburb Place Audit - Public Space

- privatised green space
- public green space
- carparking
- primary pedestrian paths
- pedestrian desire lines

1.4 Bridges Reserve

This large parkland area, including the fenced off oval, is located to the east of the site and disconnected from the main shopping area by the junior public school, leisure centre and car park. Mature trees have suffered recently from the drought and have had extensive pruning limiting their shade. There are some public seats near Bell Street and three picnic tables closer to the Leisure Centre. Currently, due to renovations at the Leisure Centre the main park area is bounded on three sides by cyclone fencing reducing the perceived amenity of the area. Even though the weather was fine during the site visit, very few (less than 10) people were seen using the area.

Better connections; visual and physical, to the Reserve would increase the feeling of spaciousness in the town centre and increase the usability of this passive recreation space. Play equipment and fewer fences would also improve amenity.

Bridges Reserve

1.5 Various open spaces: Church fronts, council, train station

There are a number of open green spaces scattered across the site, however, they are generally disconnected or isolated from the main activity of the town centre. This isolation has made them a target for graffiti and littering with their perceived amenity reduced accordingly. The only play equipment within the site is located on the western side of the railway tracks and immediately adjacent to them; it is not a welcoming place for parents to take their children. There is also evidence here of an old boules/bowls pit that does not look as if has been used for a long time.

The stand alone churches are also surrounded by large amounts of green open space that were under-utilised due to their appearance as private spaces.
There is an opportunity to provide better linkages to these pocket spaces and to increase their welcome by providing seating, lighting and protected play spaces.

Between Coles and Train Station

Pentridge Avenue Entry

2. Aesthetics

2.1 Cleanliness

The public realm, streets, plaza and green areas in the areas immediately surrounding Sydney Road and the train station are generally littered with significant graffiti tagging. Broken bottles, cigarette butts and food wrapping make up the majority of the litter with the Mall in particular, becoming quite dirty by the end of each day. The rubbish bins in the Mall were overflowing at the end of each day.

2.2 Safety

The large number of community members utilising the public spaces during the day gave a feeling of safety that was born out by the survey respondents who generally stated that there were no places that they would feel uncomfortable during the day. However, many stated that the train station and car parks around the supermarkets were unsafe in the evening and that even the Mall became a potential hazard after dark. Anecdotal reporting's from the surveys noted a recent stabbing near the train station, purse snatching, scams on pension day to relieve the elderly of their pension and a homosexual 'beat' in the toilets under Coles.

2.3 Spaciousness

For the large numbers of people using the public realm during the day, the footpaths and Mall area were overcrowded, particularly where outside trading is occurring. The disconnection of the open space in Bridges Reserve and around the train station and churches means that these areas are not read as part of the public domain. The additional impact of large areas of car parking and the busy traffic along Sydney Road and Bell Street reduces the feeling of safety on the edges of public spaces, again reducing the feeling of spaciousness.

2.4 Sit-ability

The Mall has the highest level of 'sit-ability' within the site area and all seats, both public and private are heavily used at all times during the day (8am-6pm). The seating along the library edge is also highly used and valued as a 'free' place where purchase is not required. Bridges Reserve has three picnic tables that had low usage during the period of the study, and this mostly at lunchtime. There are very few alternative public seats, outside of the bus stops (which are heavily utilised, particularly by the elders in the community).

Pedestrian underpass, train station

2.5 Vegetation

The overall feeling of Coburg town centre is not green, however, there are a number of significant treed areas that should be considered for retention. These are listed as follows:

- Trees in Mall – although not mature, these are growing and providing shade, their informal placement suits the identity of this area
- Trees along Victoria Street to train station – these substantial trees could be the basis for an attractive avenue
- Trees leading to old entry to Oval on Harding Street – these full grown trees are quite beautiful and provide a clear entry avenue
- Trees within Bridges Reserve
- Mature trees within church grounds

3. Community Destinations and Activities

There are a small number of destinations and activities currently taking place in the area. The key destinations are Victoria Street Mall, the schools, Leisure Centre, train station, Library and the Sydney Road shopping strip. Likewise, there are few naturally occurring activities. From observation, shopping, browsing, waiting for public transport, coffee drinking, eating and people watching were the primary activities. The following notes report on the observed activation of the key destinations in the area.

3.1 Victoria St Mall

Between 8am and 6pm on the week days, and 9am and 1.30pm on the Saturday of the site visit, the Mall was in perpetual motion with people coming and going from the cafes and passing through to the adjacent library or shopping areas. Both private café seating and the public seating were in continual use with people meeting friends, having a coffee or small meal or just a rest while people watching. The location of the post office and library, added to the pedestrian connectivity of the Mall itself, ensure that different types of users can be seen throughout the day.

Within minutes of the cafés closing the Mall area takes on a very negative appearance with few visitors (those that were seen were either passing through or apparently homeless/drinking), and a great deal of litter. Anecdotal evidence suggests that later in the evening groups of young males can deter any other users, and that the benches outside the Library are used as a drinking venue.

Oval tree avenue

Seating between Victoria St and carpark, opposite Library

Coburb Place Audit - Destinations

- 🟪 branded retail
- 🟦 cultural/ destination retail/business
- 🟧 religious/ organisational
- 🟩 health
- 🟪 public/civic

1. Leisure Centre

2. Oval

3. Library

4. Train Station Reserve

5. Victoria Street Mall

6. Sydney Road

7. Council

8. Pentridge

3.2 Leisure Centre

The Leisure Centre is open 6am-9.30pm weekdays and 8am-6pm weekends and public holidays. It appears well utilised by a wide range of the community and has just undergone renovations internally with the café expected to re-open by the end of 2008. Classes and amenities are designed to meet the needs of different groups throughout the day; a crèche operates between 9am-12.30pm to provide for mothers and there is 'teen gym' between 3.30-5.30pm. While Brunswick and Fawkner provide women's only classes to provide for their Muslim community, Coburg does not although it has in the past.

The Leisure Centre provides the following facilities:
- Fully equipped health club
- Group fitness classes
- Indoor heated 25m pool, learner pool & toddler pool with water feature
- Spa and steam room
- Childcare
- Massage, nutrition and physiotherapy consultants
- Cafeteria and eating area
- Multi-purpose function rooms
- Access for all abilities

An interview with a staff member and other survey respondents revealed community interest in basketball courts, an outdoor pool and culturally sensitive swimming classes.

3.3 Train Station

The city line train station is located behind the large stand-alone Coles and has low visibility or connectivity with other areas, particularly main pedestrian walkways. The area, while providing significant green space, is a not a place for lingering, and there is no public seating provided. There is some adjacent car parking and bicycle lockers, and the station is on a bike track. The city side station is manned from the first train to the last train 7 days a week and there are security cameras in the waiting room. Many users appear to prefer waiting within the station rather than on the platform or outside.

The Upfield side is not manned and is even further disconnected with a poor path through a car park to get to Bell Street. This area does not feel safe for users returning from the city in the evening.

3.4 Library

The Coburg Library is located on the corner of Victoria and Louisa Streets and appears popular and well used. Its central location, large windows and edge seating all contribute to its valued place in the community. The library provides a wide range of books in different languages and a children's area as well as cultural events such as music performances and talks. During the site visit, two such events were held.

While it is possible that the library services could be improved or extended, it is clear that this facility is valued by the community. Any changes to the library, particularly to a less central location should be considered in this context.

3.5 Sydney Road

Sydney Road is a destination in itself and is well known by the wider Melbourne community. However, there is little to distinguish the Coburg section from any other suburb, unless it was because of the paucity of strong traders and evening activation. While there are a significant number of culturally specific traders, they are not strong destinations, particularly to a regional audience who may have a better offer closer to home.

There is the opportunity here to work with the traders to build a unique retail story for Sydney Road in Coburg. The bakers and patisserie's throughout the area have the best offer and supply a range of goods from a wide variety of cultures including Greek, Italian, Turkish, traditional Australian/British and Vietnamese. Affordable Muslim fashion was also considered as a strong attractor and there are a number of well stocked Arabic food stores with wonderful nuts, herbs and spices. This rich tapestry could provide the cornerstone for the revitalisation of the shopping strip.

In addition any opportunity to widen footpaths, slow traffic and increase the connectivity across Sydney Road and into the areas behind should be considered. Ideally the Sydney Road trading precinct should be considered as one of a number of key destinations within the new development, one that already has a loyal audience and the potential to draw more if supported.

HERITAGE ITEMS

1. Church and Municipal Reserves
2. Coburg Primary (Infant) School
3. Holy Trinity Anglican Church and Sunday School
4. Holy Trinity Parish Hall
5. Pentridge Gaol Entrance Gates Building
6. Pentridge Prison
7. St Pauls Catholic Church Complex
8. Union Knitting Mills Building
9. Uniting Church Group

SOCIAL & CULTURAL ARTEFACTS

1. Public Artwork
2. Council Plaque
3. Heritage Information Sign
4. Memorial
5. Bluestone cobbled areas and/or guttering
6. Graffiti/tagging
7. Fountain (non operational)

Mature tree streetscapes

Original Pentridge Stockade gates

Memorial in front of Council Chambers

Coburb Place Audit - Social, Heritage and Cultural Artefacts

3.6 Public Art and Cultural Artefacts

On first glance Coburg town centre appears to be lacking any artistic or cultural artefacts. However, there are a number of small items scattered across the site; artworks, memorials, and cultural information.

In addition there are many historic buildings that contributed to the cultural identity of the area. Particularly noticeable are the bluestone constructions of Pentridge, various warders cottages, the Wesleyan Church, and cobblestones of some street guttering.

It is interesting to note that there does not appear to be any representation of ethnic or indigenous cultures.

4. Movement

4.1 Public transport

Coburg is well serviced by public transport including train, trams and buses. Public transport is available throughout the site and there is only short walking distances between modes which supports activation of the public realm and retail expenditure. Survey respondents saw public transport as one of the best things about Coburg.

4.2 Private vehicles

The large amount of on grade car parking makes Coburg an easy place to access by car and appears to be the most common transport mode. These large carparks are however, one of the most damaging aspects impacting the amenity of Coburg town centre. These large expanses have minimal lighting, poor markings and create many breaks in the footpaths and in some instances there are no footpaths at all. As many of these shoppers appear to be of the 'in and out' kind, they are looking for a quick park, supermarket shop and quick exit.

4.3 Walkability

The Coburg town centre area has generally poor walkability with footpaths often broken to prioritise car entry into parking lots, poor visible connections between destinations and extensive outside trading blocking paths. The high levels of street parking also impact on the perceived safety of existing footpaths. The safest pedestrian areas are the Mall and Sydney Road footpaths, although overcrowding is common during peak periods and the western edge of the mall is also shared with traffic accessing rear lanes to the mall shops. Many destinations such as the supermarkets and Leisure Centre are primarily accessed across parking lots where high vehicle traffic makes walking unsafe.

4.4 Bicycle

There is a single bike track running parallel with the train tracks that appears to have minimal usage. Survey respondents did note that safer tracks would increase their use of bicycles as well as their children. Bike racks are available outside the Leisure Centre while trees are used to secure bikes in the Mall area. Bike lockers are available at the train station although those were not seen to be used during the site visit.

Victoria St Mall

Leisure Centre

5. Culturally Specific Retail Destinations

Coburg has a tradition as a fresh produce retail centre although unfortunately the quality of product has deteriorated and many locals now prefer to shop at the nearby Preston Markets. While some of the traders still retain a loyal following, many younger residents refuse to shop in these independents and prefer Coles or Safeway. The many bakeries and patisseries still provide high quality product and appear to be regularly attended by locals. The key cultural traders and destinations are listed below:

5.1 Produce

On Sydney Road:
- Ferguson Plarre Bakehouses
- Achillon Cake and Coffee House (Greek)*
- Charkas (Middle Eastern dried goods)
- Coburg Health Shop
- Yiannis Pantheon Cakes (Greek)
- Coburg Market (Greek, Italian and Middle Eastern traders)
- Mondo Fruit (Italian)
- Trivelli Cakes (Italian)
-
In surrounding streets:
- Al-alamy – excellent fresh baked savouries, nuts and dried goods
- Pharaohs Sweets – open but not advertising to general public
- The Pie Place
- Tasty Rooster (specialising in local Italian brand chemical free chickens)
- S&R Selected Meats

5.2 Dining

On Sydney Road:
- Falafel Moudy Restaurant (Lebanese)

- Kebab Station (Lebanese)
- Baladi Lebanese Cuisine (Lebanese)
- Mr Funny Kebab (Lebanese)
- Solazzo Caffe (Italian)
- Zorbas (Greek)
- San Marco (Italian)
- Poplars Café (Health)

In the Mall:
- Café Sarabella (Indian/healthy eating)
- Astro Café (Italian pizzeria)
- Half Moon Café (Egyptian)
- Coburg Coffee and Kitchen Centre (Italian)

5.3 Clothing

- Indian Ash Clothing and Fabrics (Indian)
- Costanzo (Italian linens, baby clothes and under garments)
- Beirut Fashion

5.4 Religion

- St Pauls Catholic Church
- Holy Trinity Parish Hall (Holy Trinity Anglican Church)
- The Anglican Church of St Peter
- Fijian Wesleyan Methodist Church of Melbourne
- Uniting Church
- Greek Orthodox Church

* NB where cultural original is noted it is assumed and not confirmed

6.1.13.2| APPENDIX
COMMENTS / FEEDBACK

The following feedback was provided by F2 Architecture based on the above report draft:

6.1.7 - This chapter should deal specifically with the Public Realm ILM objectives, rather than more broadly about all other ILM categories. The objectives for public realm ILM should be stated with percentage weightings, and commented on if appropriate, ie are the objectives, reasonable, achievable, ridiculous, inappropriate, are there other objectives that should be considered? This chapter aims to focus the report on the aims & objectives specifically set by Council for the specific ILM category.

6.1.10 - This chapter is about reinforcing the Key Performance Indicators that council have identified for the specific ILM category of Public Realm which are proposed to measure the success of the Coburg Initiative in the long term. We feel this chapter should state the KPI's as listed in the council ILM document, then go on to discuss, critique, provide comment or confirm.

6.1.11.2 - Any discussion of Genius Loci should be supported by a rigorous definition of the term. There is much literature on various interpretations and concepts/incarnations of Genius Loci, some more social, physical, urban, experiential and so on. When you go on to define then Coburg's Genius Loci as a balance of openness & difference, we feel it a little vague/unclear as to how these terms relate within the context of your definition of Genius Loci. You go on to ask 'What does this mean for the future of Coburg?' during which you describe both physical & cultural aspects. Are these notes of existing Genius Loci, and if so do we want to perpetuate these as implied by the title of this section? Specifically the physical - openness in its current form in Central Coburg is a result of open car parking & supermarkets, which we certainly don't want to perpetuate in development. Gehl's work talks more about a fine grain mix of small block sizes and mid ranged building heights, rather than what you talk about here such as large block sizes & single living dwellings..? At this stage this chapter seems to be a comparatively loose, unclear and weaker than other sections of your report.

6.1.11.3 - The second last sentence of the fourth paragraph should not make mention of either Harvey Norman or Myer as we are not trying to attract these to central Coburg, and the retail/commercial work is implying we neither want, nor can attract these to Central Coburg. We are looking more at Discount Department Stores such as Target, Big W or the like, but there is much debate within the team & council as to whether we even want them. Council seem to be pushing for less supermarkets & big box retail, and a more varied and vital retail mix of boutique offer such as the Chapel St or Bourke Rd Camberwell examples [no big box retail, but small, medium, large retail tenants & entertainment offerings].

6.1.11.3 - As much as we would like to secure Palace, we aren't sure at this stage if they are willing to invest in Coburg, so feel it is best to leave their name out.

6.2

6.2| civic spaces

DRAFT

PREFACE

This chapter has been prepared by Woods Bagot to guide the development of the master plan of the Coburg Initiative with regard to the civic spaces 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.

The following comments should be considered during review of this chapter:

The focus of this chapter the council office accommodation. The report does not address the following areas which form part of the Investment Logic Map for Civic Spaces:
- Other civic spaces, such as the Town Hall, meeting rooms, Library, Rec/Leisure centre etc.
- Council services delivery model
- Sense of community pride and ownership

As a result, questions that have not been addressed in this chapter include:
- Which civic spaces should be provided by Moreland City Council?
- Should civic spaces be co-located with council offices or separate and what are the implications for services delivery?
- What is the best location for each of the civic spaces provided by Moreland City Council?

6.2.1| EXECUTIVE SUMMARY

The information revolution has only just begun to impact the way we live and work. Like any new technology, legacy systems take time to shrug off. The workplace has been slow to adapt to the impact of the IBM PC of 1984, and has been slow to adapt to the impact of fast mobile technology. The implications for both organisational and physical architecture are profound.

The impact on cities and the way we plan them has only just begun to be thought about. There is no doubt that the change in the way we work and live will be profound, particularly in terms of time and location. Just as the agricultural revolution relied on the sun and the seasons, the industrial revolution relied on the clock and the synchronicity of the workforce. The technology revolution will change the time and location parameters. The process of thinking about how Melbourne and Coburg would look in 20 to 30 years time must plan for these fundamental changes. How quickly these changes will be adopted is the realm of the fortune teller, but there is no doubt that the younger generation will adopt these changes both naturally and quickly, even if the older generations don't.

The Council has the opportunity to create a unique workplace that is part of the fabric of the developing City. The old Silicon Valley model of office buildings being cubicles and glass boxes is as archaic as the Model T Ford. The new workplace is about faster work processes – concurrent rather than sequential engineering. The transfer of tacit knowledge in real time is the key to growing a successful organisation that is fast enough to stay ahead of the competition and operate effectively around the globe. People and organisations will demand a rich menu of workplaces, both inside and outside the buildings. Coburg, with its transport links and amenity, will be a natural workplace hub for the region.

Organisations are already starting to work in this way. We are working on one of the most innovative workplaces on the planet – a major Investment Bank in Sydney where 30,000 sqm of space is allocated according to activity, where no one owns a desk but everyone in the building is working together with one aim – speed to market. The new workstyles require the spaces that support the new technologies such as 4G, where optical fibre like speed is now available on your mobile device. This new workplace is a serious competitive advantage for business, and in turn for Coburg.

The new workplace is the opposite of 9 to 5. Inspiration comes at anytime, and the world is now a 24 hour place. Our work life and other life are now inexplicably intertwined. Creative knowledge workers work in often mysterious ways and need a new menu of spaces to support the way they want to work. The workplace is now a place of creativity, where ideas are captured and turned into business initiatives at a previously unthinkable pace. Artists are already moving to Coburg. The creative knowledge worker is next.

The city, village, building, space, furniture and technology needs to act as a sponge – absorbing change and allowing growth. The ideal city place is intertwined with the people and the individual and collective organisation and becomes part of the DNA – a physical symbol and embodiment of the cultural ideals and a stimulant for behaviours that espouse the new community values.

What does this mean in terms of place making? There will be much more space for knowledge working than old real estate models would predict. There is a need for space for small businesses, as well as for the distributed space required by larger businesses. The urban fabric is a workplace – every chair, table and tree is a place for work in the new workplace. The Council's own workspace, whether a new building or the current facilities have a role to play as a leader, case study, and home for smaller start ups. There is significant overlapping with the Health and Wellbeing, and Education and Learning spaces. We need to anticipate these fundamental WorkLife changes in a sustainable way to properly plan for the future of Coburg.

6.2.2| OBJECTIVES

The objectives (and weighting) of the Coburg Initiative in terms of Civic Spaces are, as outlined in the respective ILM:

- Flexible design of services and facilities (40%)
- Improved Council accommodation (25%)
- Secure, welcoming and enjoyable civic venue (20%)
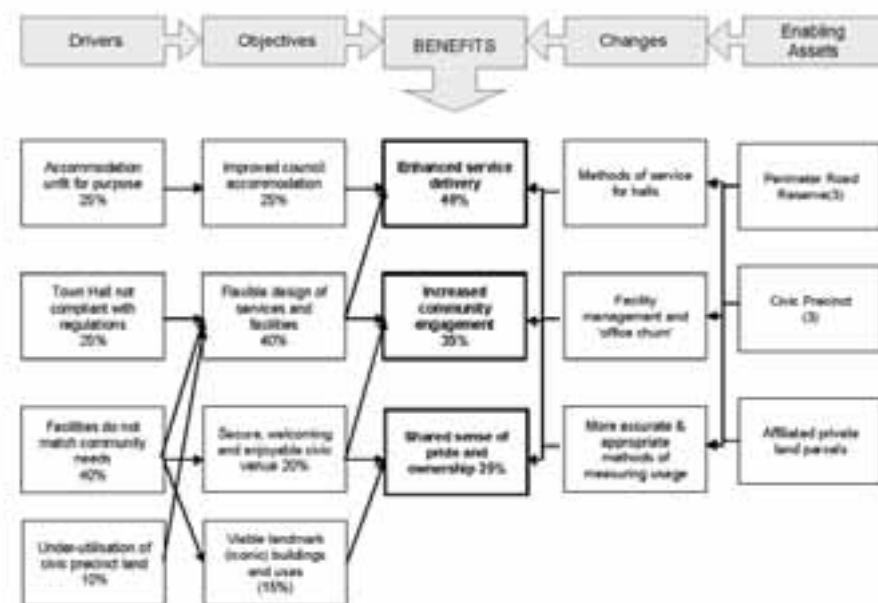- Viable landmark (iconic) buildings and uses (15%)

Figure 1: Investment Logic Map on Civic Spaces

Interpolis office environment, Netherlands

Brisbane Square, Australia

6.2.3| BACKGROUND/ ISSUES

There are four main categories of office space that comprise the workplace aspects of the Civic environment at Coburg:

- The Council's own office space and associated facility requirements
- Other office space users such as Moreland Community Health
- The existing smaller tenancies such as accountants, lawyers, IT and other small businesses that occupy small tenancies
- The residents that work from home either part time or full time

Potentially there are two other emerging tenant types:

- Larger tenancies (say 2-10,000 sqm) such as call centres and distributed public sector facilities
- Distributed touchdown spaces of say 200 to 500 sqm for tenants such as Retail Banks to act as a hub for the region

In addition, the adoption of affordable mobile technology and the increasing speed of wireless broadband make every bench, table and chair a potential workpoint.

The current situation

The Council's existing office accommodation and the current workspace of Moreland Community Health are inappropriate and outdated. The Council building is overcrowded, has a lack of meeting rooms, has poor natural light and is not configured appropriately for modern office work. The Administration building, which was constructed in the 1990s, had already reached its capacity by 2005, with an average spatial allowance of 8 to 9 sqm per person, where 15 sqm is the usual guideline.

Furthermore, the Moreland Civic Precinct Master Plan identified already in October 2005 that the lower floor structure of the Coburg Town Hall and the Elm Grove Office Annex are in a poor structural condition.

The existing situation
A review of the existing situation shows that:
- Coburg currently does not have a business centre (Moreland Retail and Commercial Land Use Study, Maunsell Aecom, 2006)
- Moreland has an increasing number of white collar workers
- The demand for business support services in Coburg (accounting, IT, business consulting and legal services) cannot be met – 30% are being spent outside of Coburg
- Coburg's commercial development has been constrained by the lack of high quality building stock
- An additional 40,000 sqm of commercial office space is being projected for Coburg (Central Coburg 2020 Structure Plan)
- New commercial office buildings are likely to be located near the train station (Central Coburg 2020

Structure Plan)
- Commercial development is a priority two area, after residential development (The Moreland City Council Best Value Survey – Businesses, 2005)
- Only 31% of residents want to see more offices in Coburg – above apartments 26%, hotel 23%, but behind street/night markets 71%, local traders 62%, and even big box retail 48% (Place Partners, 2008)

Creating the right mix of office spaces is a key component for the commercial development and employment in Coburg. With the rapid change in office needs the key issue is how to create the new mix of spaces when the models do not exist locally to build on. The obvious solution is to:

- use the Council and Health requirements to generate the pre-commitment to allow the feasible development of smaller tenancies;
- talk with potential occupants of a regional hub facility;
- strata sales for small tenancies; and
- some start-up or seed space owned and managed by Council.

In addition, the master planning needs to overlay the 'work' aspects with the existing 'life' of the City to create a place for 'worklife'.

6.2.4| BEST PRACTICE MODELS

There are many models of the 4 existing and 2 future components of the office workplace existing in isolated case studies around the world.

Councils locally are beginning to embrace these changes and the briefs currently being written for new council buildings are beginning to incorporate more variety in the workplaces provided and are blurring the use of spaces over time to ensure a greater utilisation of shared amenity by the community. Examples include Brisbane Square where the Brisbane Council Office is part of a larger building with other tenants, with a library, customer service centre, retail and a square that is a place of work for mobile office workers. Meeting spaces, training rooms and interaction spaces can all be used by the community for short and long term use to drive utilisation, service community needs and generate commercial opportunities.

Other organisations such as Macquarie Bank in Sydney and Interpolis in the Netherlands are changing work practices to enable total mobile working within the office buildings. These trends will gradually filter through to the Public sector over time.

A good example of a new commercial building type catering for small and medium tenants can be found at Brookville in Sydney. Called Lifestyle Working, the 10,000 sqm sustainable building caters for small tenants and provides a business community for small businesses to nestle together, with shared meeting facilities, social space and access to board and training facilities.

Many cities around the world are supporting mobile working as a key strategy, with examples such as the internet available at bus stops (Brisbane) and partnering arrangements with 3 and 4G wireless internet providers becoming common.

6.2.5| KEY PERFORMANCE INDICATORS [KPI's]

The ILM on Civic Spaces lists the following benefits and related KPIs as well as how to achieve them. The propositions put forward in this paper address and potentially go much further than achieving these targets by creating a vibrant worklife and creating new employment and economic opportunities.

Benefit 1: Enhanced service delivery (40%)
KPI 1: Reduced ongoing costs associated with civic centre (operating and churn) ($)
KPI 2: Increased overall level of satisfaction with Council services (%)
By:
- Reducing occupancy costs.
- Reducing energy costs.
- Providing well-designed, flexible administrative facilities that respond to community requirements.
- Exploring the commercial use of civic spaces.

Benefit 2: Increased community engagement (35%)
KPI 1: Increased diversity of civic facility users
KPI 2: Increased level of satisfaction/enjoyment of users of civic facilities (%)
By:
- Providing community spaces that are readily accessible by all parts of the community.
- Providing a modern, multi-purpose function space.
- Providing quality experiences which give people a high level of enjoyment from their use of community spaces.

Benefit 3: Shared sense of pride and ownership (25%)
KPI 1: Increased level of satisfaction with civic spaces (%)
KPI 2: Increased score on 'Civic Centre Place Audit' (Index score)
By:
- Determining the meaning and relevance of civic symbolism to the community.
- Incorporating relevant civic symbolism into the Town Hall and other civic facilities.

6.2.6| MASTER PLAN OPPORTUNITIES

The overlaying of 'worklife' over the master plan adds to the vitality and richness of spaces already identified. As mobile and distributed working continues to grow this will become a significant component of the activity of the precinct, both in the 'heart' and in the larger buildings, which are probably best located near the train station.

Engage with the community

The design of the Council offices can help to reinforce Coburg's multicultural diversity and reflect what the community aspires and likes best about Coburg. The Council office is an important interface with the community that could showcase the Council's commitment to efficiency as well as social and environmental sustainability. The shared spaces can evolve as the Council services continue to evolve and drive utilisation.

Flexible, high-performance workspace

The newly designed workplace will be flexible and reduce churn, whilst allowing for the quick creation and dispersal of constantly changing project teams. New workplace space standards need to be used that provide better places to interact, collaborate and share knowledge. The improved sustainability and environmental quality of new or upgraded facilities will significantly improve productivity.

Create quality office space and attract new businesses to Coburg

Moreland City Council has the opportunity to act as a catalyst for the creation of urgently needed quality office space. The Council has a role to drive and develop start-up business ventures and provide spaces that create knowledge and industry clusters. A new office (or mixed use building) could work as a beacon for the development of commercial office space. The good quality contemporary space and design could act as an attractor for well needed business support services (accounting, IT, consulting and legal services) to move to Coburg.

Expand and sub-lease as required

Being located where other businesses are would represent an easy opportunity to sub-let office space should headcount decrease. The flip-side is also true. If the Council needs to expand its offices, comparable office space can be leased close by.

6.2.7| RECOMMENDATIONS

Create a unique story around Coburg as a significant hub for Melbourne for the next generation of mobile and distributed working, with world class telecommunications infrastructure. Overlay the master plan with a rich menu of spaces for 'worklife' activities ranging from conventional office space, to mobile working and working from home.

Use the Council's and Moreland Community Health's emerging office requirements to create a new office model and provide the catalyst to develop a larger Civic precinct that attracts other users.

Develop new building types that attract small and medium tenants.

Develop a brief and vision for this new 'worklife' precinct and investigate the required investment, timing and demand. Begin to engage with existing businesses and potential new occupiers.

6.2.8 | APPENDICIES
6.2.8.1| REFERENCES

'Central Coburg 2020 Structure Plan' Moreland City Council, 2006

Chirico, Danielle, 'Moreland City Council – Best Value Survey – Businesses 2005', Market Solutions, 2005

'Final Report – Moreland Retail and Commercial Land Use Study', Maunsell Aecom, 2006

'Social and Cultural Research: Coburg Master Plan Brief' Place Partners Place Making Consultancy, 2008

6.2.8.2| COMMENTS / FEEDBACK

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

What are we trying to influence?
- Our service delivery model
- Community perception about our service delivery model
- Portrayal of our values / symbolism to the community
- Portrayal of our values to staff

What are the levers of influence?
- Internal configuration of building
- External appearance of building
- Location of building

How does MCC learn? How do we turn tacit knowledge into retained knowledge?
→ Providing space for informal and incidental interactions is an important part of this process.

How does our community interface with us? Will this change in the future (eg paying rate bills). How do they get here? What do they want when they get here? What do they do before and after they come here?

Where does MCC's front line inter-personal service delivery occur? Libraries, MCHC, etc.
→ We need to be cognisant that even though this is a significant site, it is one site of many from where we provide service to the community. Once we investigate where we provide our services from, it might be that this isn't the primary service delivery site.

What sort of corporate image do we want to convey
- Not too institutional
- Not too slick / corporate
- Etc.

Our role is to service the community, not to service ourselves.
→ However, increased moral may contribute to increased service.

Community spaces:
- Poor condition
- Inappropriate size
- Too community focused
  → Some commercial used would contribute to the conviviality of a precinct (eg dance school, karate, yoga, etc)

CMT workshop questions:
What sort of corporate image do we want to convey?
What is our service delivery and where does this occur?

6.3

6.3|transport and movement

DRAFT

PREFACE

This chapter has been prepared by ARUP to guide the development of the master plan of the Coburg Initiative with regard to transport and movement 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.

6.3.1| EXECUTIVE SUMMARY

This report has been prepared by Arup to guide the formulation of the master plan transport and movement response and follows discussions with Coburg Initiative Expert Panel representatives, ongoing discussions with the Urban Designers within the Project team, site visits and surveys and a review of relevant State and Local Strategic Policy documents.

This paper demonstrates an appreciation of the challenge ahead in designing and delivering an effective transport system that responds to demands now and in the future and provides flexibility to accommodate future travel patterns. The key challenges from the transport and movement perspective can be summarized as follows:-

- Balancing the transport needs of the residents, workers and visitors to Coburg through the allocation of sufficient space and priority along the key corridors that serve Coburg;

- Delivering a paradigm shift away from the car dominated environment of Coburg whilst facilitating access and economic certainty to the existing and future commercial activities;

- Redefining Coburg as an attractive, safe and highly accessible centre for pedestrians and cyclists through the delivery of connected public open spaces and road corridors with improved facilities;

- Delivering a public transport system that connects Coburg to the rest of Melbourne via efficient, reliable and convenient services that can offer a real alternative to the private car;

- Reduce the barriers that exist in Coburg including the Bell Street Rail Crossing, the dominance of Bell Street, the expansive at-grade car parking and the lack of safe connections.

THOUGHT LEADERSHIP

Coburg must acknowledge its place within the local, regional, national and even international network. On this same basis, the impacts of travel behaviour generated by the people of Coburg and those who visit it must also be considered in their widest context. The global oil crisis will have an increasing impact on our population and on our ability to travel long distances by private car. Trends are already showing a greater propensity for Melbournians to walk, cycle or use public transport and this is being replicated in Coburg.

The unique approach to master planning this urban area provides an opportunity to achieve a great outcome that will ensure Coburg realises its potential and becomes a vibrant destination in the years to come. Rarely does a development of this size become proposed in partnership between Council and one developer. Advantages exist in the ability to concentrate the proposed development growth in an area where transport improvements can be targeted in order to achieve maximum results.

"Coburg has an opportunity to show leadership to Melbourne on how a sustainable sub-city can be built" - Peter Newman.

Rarely does a coordinated urban regeneration project, supported by Council and a private sector developer, offer such potential for delivering sustainable transport improvements. Add to this Coburg's unique offer of excellent bus, tram and train services and its location only 8kms from the CBD and the opportunities are unrivalled.

The Coburg Initiative aligns with state policy about focusing development in accessible locations with good existing public transport. This project aligns with all major Government policy documents that look to achieve greater density developments in areas that can support the range of services that a population demands. The aspirations for The Coburg Initiative align strongly with the state governments transport vision.

This paper will provide the initial background and analysis required to identify the key issues and opportunities that face Coburg as the master plan is developed. This paper will form the basis of the understanding related to all traffic, transport, walk and cycle issues that influence the movement patterns of Coburg now and in the future.

The development of the master plan will be informed by issues including but not limited to Coburg's Activity Centre status, the required provision of accessible tram, train and bus infrastructure, the global oil crisis, the growing trend of cycle use within Melbourne, peak hour congestion and public transport over-crowding.

An emphasis on the public realm will lead to improvements to the pedestrian, cycling and public transport environment. Active streets, usable open spaces, well lit and observed locations will encourage all types of user and increase the attractiveness of Coburg.

Coburg Initiative
Transport and Movement
Investment Logic Map V 1.0

Drivers	Objectives	BENEFITS	Changes	Enabling Assets

Traffic congestion and associated pedestrian/car safety conflicts (15%)	Improved transport movement (25%)	Improved safety and local economy (12%)	Review of transport act to provide improved public transport integration	Leisure and recreation precinct including Russell Street car park (3)
Poor connectivity discouraging use of public transport (35%)	Well connected user friendly public transport services (30%)	Release of car-park land for higher value community outcomes (15%)	Transport plan to be proposed by developer	Bi-Lo and Vic Track precinct (2)
The increasing demand for parking (10%)	Reduced need for parking (15%)	Efficient use of energy (23%)	Increased council resources due to increase in infrastructure	Bell Street and Sydney Road Public Acquisition Overlay
The need to enhance the public realm environment (30%)	Preferred means of mobility is foot, bicycle and/or public transport (30%)	Less reliance on the use of cars (50%)		Affiliated private parcels
Peak oil/climate change (10%)				

6.3.2 | OBJECTIVES

INVESTMENT LOGIC MAPS

Investment Logic Maps were provided as key inputs to guide the development of The Coburg Initiative master plan. A specific ILM area of focus was 'Transport and Movement'. Consequently, key drivers, objectives, benefits and key performance indicators have been identified within the ILM which form a part of setting the direction of this paper.

The ILM identified 4 weighted Objectives under the Transport and Movement heading:

- Improved Transport Movement (25%)
- Well connected user friendly public transport services (30%)
- Reduced need for parking (15%)
- Preferred means of mobility is foot, bicycle and/or public transport (30%)

IMPROVED TRANSPORT MOVEMENT

This objective refers to the all movement associated with Coburg encompassing walking, cycling, public transport, private vehicles and freight. These elements are all required to enable a centre to function successfully. Improved can take many forms and be different for different people.

WELL CONNECTED USER FRIENDLY PUBLIC TRANSPORT SERVICES

Public transport is one of Coburg's strong assets and this objective seeks to build on that success. This objective provides an emphasis on improving usability and connectivity which can be achieved in many ways. User friendly includes improved facilities, better information and improved service timings or frequency. Connectivity includes improved access to services, better public transport interchange and a better walking environment around public transport nodes.

REDUCED NEED FOR PARKING

This objective aims to achieve a reduced demand for parking within Coburg from the current levels of demand. Parking provision has had a significant effect on Coburg and is now considered an inappropriate use of valuable land in an Activity Centre like Coburg. Reducing parking demand has been successfully implemented in many locations within Melbourne and beyond. In all cases, public transport provision is high and improving pedestrian amenity a key driver.

PREFERRED MEANS OF MOBILITY IS FOOT, BICYCLE AND/OR PUBLIC TRANSPORT

Walking, cycling and public transport all provide a more sustainable way to travel. Additionally, these modes require considerably less space which carries significant cost benefits in an activity centre. By making these modes 'preferred means of mobility' sets a priority for transport users within Coburg and a hierarchy that should influence allocation of space and spend.

SYDNE RD

CHAMP ST

URQUHART STREET

ELM GROVE

DRUMMOND ST

BELL STREET

STREET

VICTORIA STREET

WATERFIELD ST

HUNDSON

LOUISA ST

MUNRO STREET

SYDNEY ROAD

HARDING STREET

LEGEND:

DECLARED STATE HIGHWAY

DECLARED ARTERIAL ROAD

COLLECTOR ROAD

LOCAL ROAD

ARUP

6.3.3 BACKGROUND AND ISSUES

Coburg has the potential to provide an extremely high quality public realm with safe, direct routes between the key destinations. These high quality links to existing and new developments will connect to public transport and encourage people to walk and enjoy the public spaces. Maximising the attractiveness and convenience for pedestrians, cyclists and public transport users will increase activation along the streets and reduce the overall private vehicles and parking demand.

Improving connectivity, ease of movement and integrated accessibility can have a wide range of benefits for the users by contributing to health and wellbeing, economic prosperity and potentially reduced emissions and carbon emissions. Improvements can also lead to an improved sense of place, activity and consequently an improved public realm.

According to the 2006 Census results, the population of Coburg[1] shows a notably higher proportion of residents above the age of 65 whilst also showing a lower number of people aged between 16 and 25 compared with the Melbourne average. Ensuring Coburg remains an accessible and desirable location for all users will be an important part of Coburg's success. Other trends for Coburg show a lower than average household income, a lower rate of car ownership and show a higher level of public transport use than for the Melbourne average. To improve sustainable transport use within Coburg, the barriers to usage need to be mitigated for which includes improving safety, security, directness and convenience. Focusing on the individual user and making walking, cycling and public transport a more usable proposition will help to encourage use.

Compared to overall Metropolitan Melbourne, Coburg residents already show a higher than average propensity to use public transport, walk and cycle over the private car[2]. Coburg's relatively high public transport accessibility means that usage is high when compared with the regional average. Coburg's access to rail, trams and buses allows public transport to be a viable choice for a wide range of trips. The rail service provides good longer distance access into Melbourne's CBD whilst the tram service, that runs largely parallel to the rail line, provides for more local accessibility to other activity centres such as Moreland, Anstey, Brunswick and Jewel. The bus services provide for connections to adjacent surrounding neighbourhoods and to Activity Centres via the proposed SmartBus service with improved services to Preston and Moonee Ponds amongst others.

Coburg is well located on two main arterial routes. Bell Street plays a major east-west function and Sydney Road provides an arterial north-south connection. Within the study area several roads are 'declared arterial roads' and therefore under the management of VicRoads. Figure 1 explains who is responsible for which roads.

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1   Refers to the Coburg SLA district within the Moreland LGA area

2   Source Census 2006 and Moreland Integrated Transport Strategy 2008

6.3.3.1| Policy Summary

A detailed policy review is provided in the Appendix to this report but the key documents are summarised below:

Federal Policy
Infrastructure Australia

State Policy
Melbourne 2030
Melbourne@5million
Victorian Freight Network Strategy

Local Policy
Structure Plan 2020
Parking Strategy
Pedestrian Strategy (under development)

Across federal, state and local policy, there are key directions towards delivering sustainable transport outcomes and aligning transport planning with land use planning. There is recognition for the need to promote increased density of development and locate new development in areas of high public transport accessibility. Understanding and influencing where people live and work whilst facilitating more flexible working can better use our existing transport infrastructure and reduce peak loading. Emphasising sustainable transport and ensuring the pedestrian realm is conducive to safe, efficient and convenient use can help to maximise usage.

6.3.3.2| Transport Patterns

Transport patterns are changing. Factors influencing travel choice and travel patterns can be as global as the oil prices or as local as living locally. Across Melbourne, congestion continues to plague the inner and middle suburbs as the daily commute impacts the neighbourhoods that it passes through. Jobs are also changing. Manufacturing is experiencing decline which has an impact on where jobs are located. Public transport is experiencing increasing patronage to the point of being over-stretched and the 'local living' agenda is increasing the ability for people to live, school, work and shop locally reducing the need for the private car.

6.3.4| BASELINE DATA/RESEARCH

This section collates the research, the policy, the surveys and on site observations as well as the discussions with the Council team to provide a basis for the existing situation. The benchmarking exercise draws on examples from Australian and overseas regarding possible schemes and initiatives that should be considered in Coburg.

6.3.4.1| BEST PRACTICE MODELS

CYCLING

The planning of routes ensuring legibility, continuity and connection with key destinations is a fundamental component of best bicycle planning practice. A cycling network also needs to cater for all level/type of cyclist ensuring equal accessibility that is inclusive of vulnerable or less confident cyclists. Smart infrastructure design involves the integration of a series of measures that provide a safe corridor for cyclists together with trip end facilities such as parking, showers and bicycle pumps.

Examples of international best practice is very notable throughout Scandinavia, the UK and more recently South American cities such as Bogota (Columbia) have developed comprehensive high quality bicycle networks that have delivered notable social and accessibility benefits including crime reduction.

PEDESTRIAN

Creating a comfortable, convenient and safe pedestrian environment extends considerably further than the simple provision of footpaths. Best practice considers the amenity that supports and enables equitable pedestrian movement. Accessibility to all pedestrians, the young and elderly alike together with the mobility impaired delivers both health and social benefits. Amenity can include seating, shade & shelter, bins, telephone boxes, toilets, dropped kerbing, tactile indications, signs & maps, crossing facilities, landmarks and points of interest including street art.

The attractiveness of the pedestrian realm is an integral component of encouraging people to walk. State of the Art examples provide a high quality urban experience and a sense of community. Parks and trees play an important role in providing a more natural environment within urban centres. Green space improves air quality, cools the streets, absorb noise and soften the artificial city environment.

PUBLIC TRANSPORT INTERCHANGE

The best interchange examples provide a seamless journey and a consistent level of service. A transfer between modes that is easy and comfortable also presents greater choice of travel options and a real alternative to private motorised transport. A good interchange seeks to minimise the time and effort involved in transfer.

Information is a keystone of successful interchange and wayfinding can be assisted through clear signage and a legible corridor/streetscape between modes and with key activity destinations. The best examples provide continuity of signage including font, background and pictograms and therefore familiarity. The branding of signage can contribute towards a sense of place.

Urban form is of equal importance and an interchange has the opportunity to provide a dynamic public space. Clear sightlines improve legibility and the feeling of safety; active edges provide a sense of place, services/amenity and casual surveillance; path, lighting and floor finishes can all contribute towards the ease of movement and legibility. Amenity such as seating, shade, bins and drinking fountains improve comfort and facilitate movement. In central London, the city is drawing up plans to install a network of drinking fountains to encourage tourists, workers and shoppers to stop buying bottled drinking water.

High quality cycling corridors in Bogoda.

Counterflow bicycle lane in Boulder Colorado, USA.

Bicycle pubp facility in Malmo, Sweeden

Helsinki Finland - Segregated pedestrian & bicycle with shade and adjacent bicycle parking, park seating and water facility.

New York - Pedestrian and park environment inclusive of shade and seating and small kiosk/coffee shop.

Wayfinding - intuitive signage in Preston, Melbourne.

Barnsley Bus & Rail Interchange

Malmo interchange of all modes; trains, bus, cyclist, pedestrian, car pickup/drop off & taxi.

Nth Manchester Interchange.

BUSES

The South American cities of Bogota, Quito, Curitiba and Sao Paulo have been transformed through the development clearly prioritised bus transit networks. These cities now lead the world in terms of successful bus innovation and implementation. The notable characteristics of the systems include the reallocation of road space providing exclusive bus corridors, weather proof boarding platforms that align with the bus floor, comfortable stops with good amenity, high frequency of services, information systems including real time, intelligent systems that provide priority to buses at intersections, good connections with other transport modes and in particular pedestrian and bicycle connections.

Best practice at conventional kerb side bus stops include the provision of amenity such as shade, shelter, seating, information and bus boarding kerbing that all serve to improve passenger comfort. Kassel kerbing provides a design that allows buses to steer within 50mm of the footpath without damaging tyres; they also align vertically with low floor buses. Where footpath widths are limited, cantilever bus shelters can ensure that suitable bus path widths are retained. Crime prevention through maximising casual surveillance at bus stops can be achieved through locating bus stops adjacent shops (active edges) and providing clear panels that improve visibility.

TRAM

State of the art tram systems allow for priority signalling at intersections. Green extensions and signal cycle adjustments that accommodate approaching trams maximise the benefit of tram infrastructure.

Clear delineation of the tramway reduces the likely hood of conflict with other modes. Notable conflict occurs between tram rails and cyclists, avoiding narrow angled crossing with tram rails is considered best practice.

Melbourne's "super stops" are state of the art. The provision of amenity that improves the comfort of users is similar to that of best practice at bus stop locations. The provision of shade, shelter, seating, information and boarding platforms all serve to improve passenger comfort. Safe crossings to central "super stop" locations are achieved through the narrowing of the carriageway, surface markings and signs.

Bus stop in Melbourne with cantilever shelter, seating, information and clear weather protection panels.

Bus boarding Kassel Kerbing improves the comfort of passengers alighting and boarding buses.

Bus Rapid Transit [BRT] boarding platform in Bogota, Columbia.

level tram boarding platform in Melbourne.

Melbourne University tram stop with boarding kerbs, clear shelters, seating, real time information and DDA compliant.

Croydon Tramlink with at grade platform, shelter and tactile surfacing.

Isolated pockets of seating and trees break up the long lines of kerb side parking in Perth.

Before and after pictures of street parking in Bogota, Columbia. Reallocation of space has greatly greatly improved pedestrian and cycling space and the dangerous reverse parking arrangement long a key arterial route has been removed.

PARKING

Best practice in the provision of parking considers the needs of alternative modes such as walking, cycling and public transport over and above the needs for parking. Urban realm improvements should also be considered before parking is provided.

Retail and business opportunities within a high street environment need to be maximised. Short term parking can encourage greater commercial opportunity through removing medium to long term parking associated with residents/workers/commuters, and providing spaces for customers.

Sharing parking is possible where land use types have different parking demand patterns. For example, parking is used in the daytime by workers and shoppers and thereafter used by restaurants, cinemas or residents in the evening. This shares parking provision costs and reduces the extent of land needed for parking should developments be considered separately. Furthermore, a complimentary mix of activity ensures a more vibrant public space that maximises casual surveillance through continuous use.

Best practice in terms of encouraging alternative travel can also include passing on the real cost of parking rather than free parking that has been subsidised by retailers, developers and the municipality (land and construction costs). This is achieved through the introduction of parking charges.

The cost of parking for residential and commercial property is typically included in the rent or purchase price ("bundled") rather than through a separate charge. "Unbundling" car parking has three key effects:
1) It forces the renter or purchaser to 'value' the provision of car parking by providing a 'with' and a 'without' parking option and price;
2) Developers and the Planning authority need to reconsider parking rates and not simply apply a minimum rate;
3) It encourages cheaper property options and encourages people to consider other transport options;
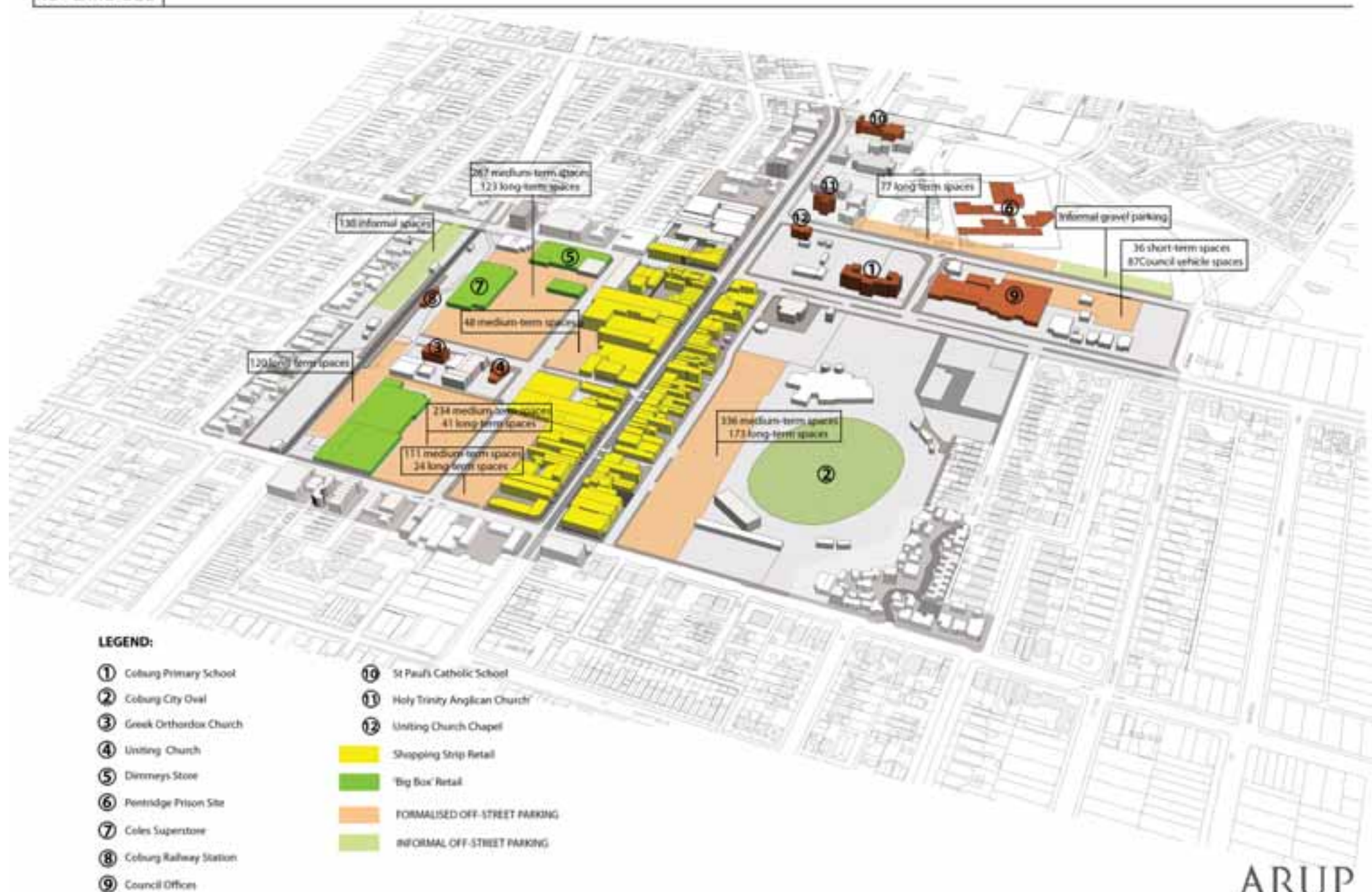
An amenity that greatly improves the comfort of car parking, particularly within the Australian context, is shade. Shade provision through planting trees can deliver additional aesthetic and environmental benefits.

TRAVEL BEHAVIOUR

Behaviour change programs aim to reduce people's dependency on cars, encourage greater personal activity and persuade individuals to choose more sustainable travel alternatives such as travelling by public transport, cycling and walking. Schools, universities, hospitals, local authority offices and other major employers are well suited centres for travel plan development. A travel plan is tailored to the needs of an individual site and provides supporting information, facilities and even economic incentives that encourage a change in travel away from private car travel.

Travel behaviour programs are used around the world with reported success. Melbourne already has a significant travel behaviour program delivered through the Department of Transport which is in its third phase of delivery. Details are provided of some initiatives from around the world and subsequent details can be researched through the websites provided.

- Australia - www.travelsmart.gov.au
- UK – www.sustrans.org.uk/webfiles/travelsmart/behaviour_change_ff36.pdf
- USA – www.saferoutesinfo.org/guide/steps/index.cfm

267 medium-term spaces
123 long-term spaces

130 informal spaces

77 long term spaces

Informal gravel parking

36 short-term spaces
87 Council vehicle spaces

48 medium-term spaces

120 long term spaces

234 medium-term spaces
41 long term spaces

336 medium-term spaces
173 long-term spaces

111 medium-term spaces
34 long-term spaces

LEGEND:

① Coburg Primary School
② Coburg City Oval
③ Greek Orthordox Church
④ Uniting Church
⑤ Dimmeys Store
⑥ Pentridge Prison Site
⑦ Coles Superstore
⑧ Coburg Railway Station
⑨ Council Offices

⑩ St Paul's Catholic School
⑪ Holy Trinity Anglican Church
⑫ Uniting Church Chapel

🟨 Shopping Strip Retail
🟩 'Big Box' Retail
🟧 FORMALISED OFF-STREET PARKING
🟩 INFORMAL OFF-STREET PARKING

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