6.3.4.2| LAND USE

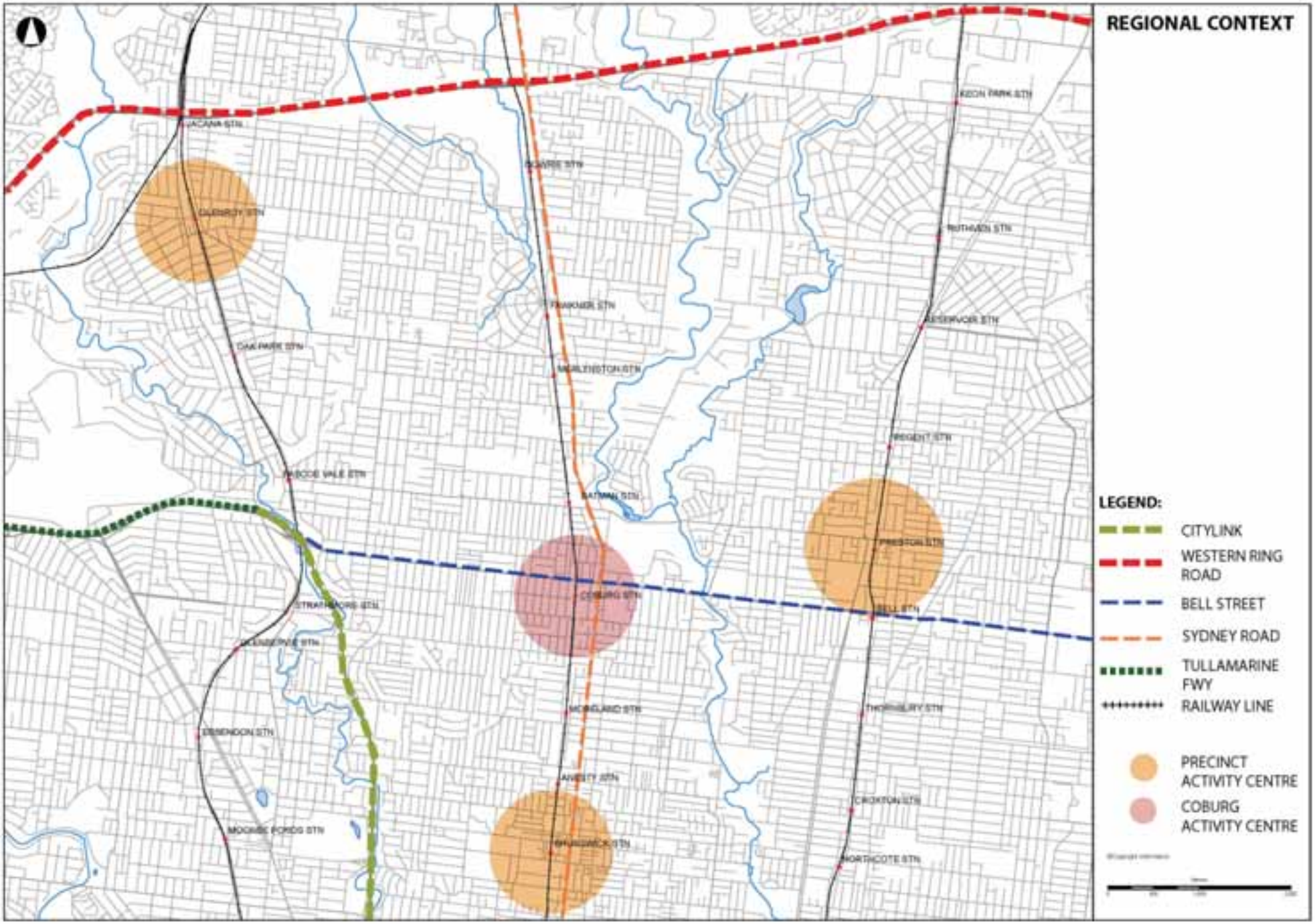
The land uses being proposed for Coburg will potentially introduce a wider range of services whilst looking to maintain the cultural and character defining uses that make Coburg unique. At the heart of the development will be the desire to increase the density of development through the area. Increased density increases travel demands but the master planning process allows an opportunity to propose a mix of uses that generate a mix of transport demands that spread the peak periods and favour a wider range of transport modes. The optimum output is therefore a transport system that provides for demand throughout the day and night maximizing the activity and economic vitality of Coburg.

Coburg currently has a mix of land uses providing a range of services, employment and leisure choices as well as residential use. The Council offices and other civic functions are located within Coburg making it a destination for many residents within the surrounding area and adjacent suburbs, refer to Figure 2.

Coburg is recognised as a shopping and services centre with a range of small privately owned stores mixed with a range of supermarket and large-footprint stores. Central Coburg also has extensive public car parking provision with approximately 16% of the land within the Coburg Initiative boundary provided for at-grade parking. This makes it a dominant feature of the publically accessible areas of Coburg.

The Coburg Initiative will look to increase the density of development across the Coburg Initiative study area which will have the effect of increasing transport and movement demand to, from and within this centre. The advantage of increased density from a transport point-of-view is the number of potential public transport users that will exist close to the existing services that can help to support, and justify, improved services and infrastructure.

The increased population will also have the effect of increasing demand for car parking and road capacity in the immediate area. Whilst it is a key objective of the Coburg Initiative to increase walking, cycling and public transport, demand will increase for private car use and the effects of this growth will need to be considered in the context of the ability for the surrounding network to absorb this growth.


REGIONAL CONTEXT
LEGEND:
CITYLINK
WESTERN RING ROAD
BELL STREET
SYDNEY ROAD
TULLAMARINE FWY
RAILWAY LINE
PRECINCT ACTIVITY CENTRE
COBURG ACTIVITY CENTRE

6.3.4.3| REGIONAL CONTEXT

Coburg is a so-called 'middle suburb' activity centre located adjacent to the intersection of two arterial roads (north-south and east-west) approximately 8km north of Melbourne CBD. Coburg's location within Melbourne makes it a prime location for development. The area has good connections with key activity centres such as Preston to the east, Brunswick to the south and Essendon to the west, refer to Figure 3.

Coburg benefits from a high level of public transport accessibility being located on the Route 19 Tram route, the Upfield Railway line and along existing bus routes that are planned for upgrade to 'SmartBus' status in the first quarter of 2009. The public transport network provides travel times between Coburg and Melbourne CBD of approximately 25 minutes for train and 30 minutes for tram depending on time of day. Off road cycle paths connect Coburg to the Capital City Trail and the Merri Creek Trail and providing 30min travel times to the Melbourne CBD.

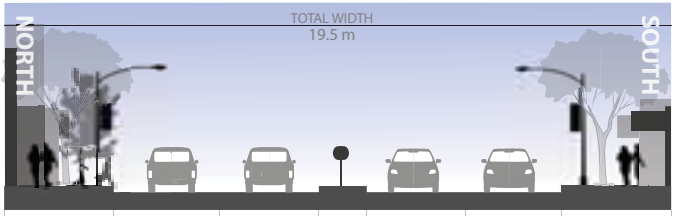
Strategically, Coburg's access to Bell Street and Sydney Road provide excellent road connectivity. Sydney Road and Bell Street are important road links for traffic movement and freight and provide connection to, Hume Highway, CityLink (Calder Freeway and Tullamarine Freeway) and the Western/Metropolitan Ring Road.

The role of both Sydney Road and Bell Street, now and in the future, will influence the way in which people view and use these corridors. These roles currently support the movement, both local and regional, of people and goods. A recent study determined that Sydney Road was used mostly for local access rather than for through-movements. Both Bell Street and Sydney Road play regional roles in the movement of vehicles, including public transport, as well as a local function.

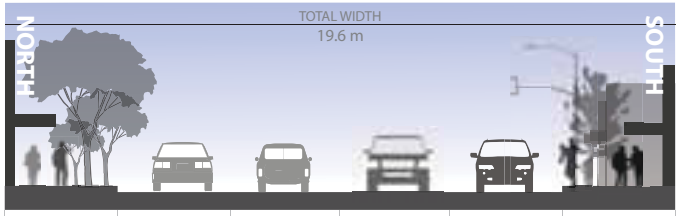
6.3.4.4| STREETSCAPE

With regards to transport, streetscape refers to the physical attributes of the street and its relation to the built form and the character and function of the street. It can be influenced by many factors including road width, building height, function, footpath width and carriageway width. Streetscape can also be influenced be features such as street furniture, lighting, shade, signage and planting.

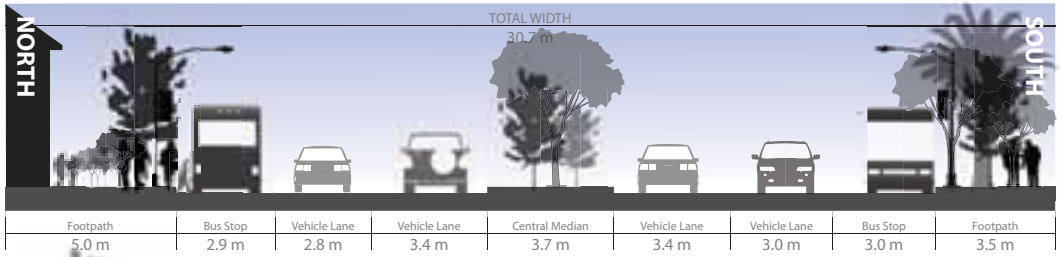
To identify the streetscape features of the roads within Coburg, an analysis of the existing streets is provided. From a transport point of view, streetscape refers to functions of the street in providing for access and movement and physical characteristics such as widths, number of lanes, treatments and facilities for pedestrians, cyclists, vehicles and public transport, refer to Figures 4, 5, 6, 7, 8 and 9. This assessment provides an indication of the 'balance' of roadspace between the different users that is currently provided across the Coburg study area.



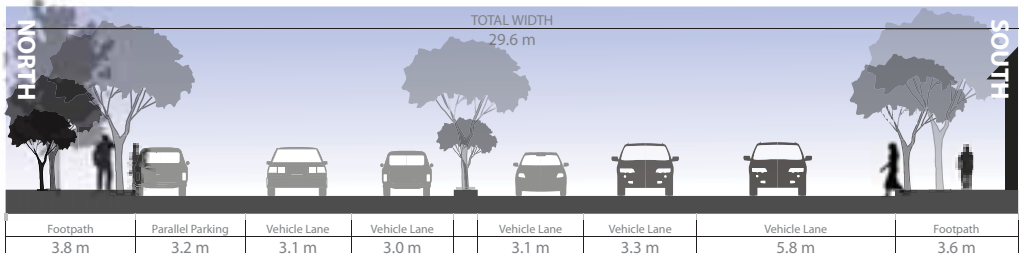
BELL STREET: West of McKay Street



BELL STREET: East of Sydney Road



BELL STREET: West of Sydney Road

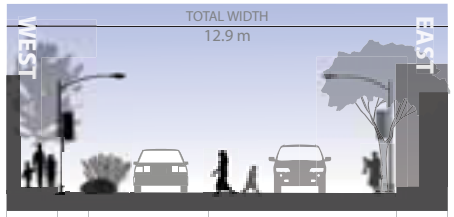


BELL STREET: West of Elm Street

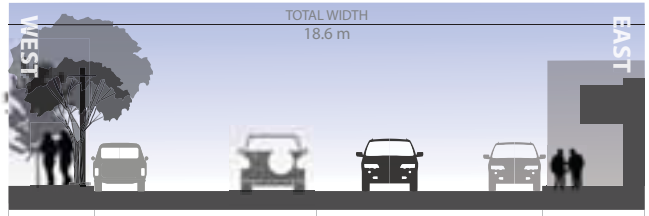
Bell Street Environment

ARUP

Bell Street is the dominant traffic corridor through the area. East of Sydney Road the road reserve is approximately 30m in width and provides four lane, two way traffic movements with a widened kerbside lane to provide on-street car parking outside peak periods and an additional informal traffic lane in the peak periods. West of Sydney Road the road reserve is approximately 20m in width and provides four lane two way traffic movements during the peak period, with the kerbside lane available outside the peak period clearway restrictions. The central median between Drummond Street and the level crossing provides for separated right turn movements and landscaping. Two storeys retail frontages dominate the streetscape in the vicinity of Sydney Road with footpaths extending from the kerb to the building line, shopfront awnings and occasional street furniture. Bus stop infrastructure exists along Bell Street at various locations.



LOUISA STREET: North of Munro Street



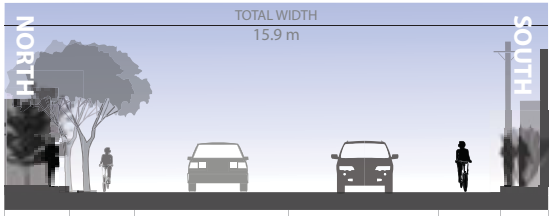
WATERFIELD STREET: North of Victoria Street

Louisa Street & Waterfield Street Environments

ARUP

Waterfield Street and Louisa Street form a north south link between Bell Street and Munro Street. The streetscape is dominated by single storey partly active frontages to the north along Waterfield Street and rear access inactive frontages and large car parks to the south along Louisa Street. While street trees are provided on the west side of the Waterfield Street, only very minimal landscaping is provided along Louisa Street. Overhead power lines are also installed on the west side of Waterfield Street.
The Waterfield Street reserve is approximately 18-19m in width and provides two lane, two way traffic. In addition, parallel car parking is provided on both sides of the road.

Louisa Street connects with Waterfield Street and therefore forms the southern part of the Bell Street to Munro Street link. The streetscape is made up of mostly rear access to the Sydney Road properties and car parking to serve the various retail functions.
The road reserve is approximately 13m in width and provides two lane, two way traffic. In addition, the footpath is level with the carriageway with no traffic calming or pedestrian protection measures.

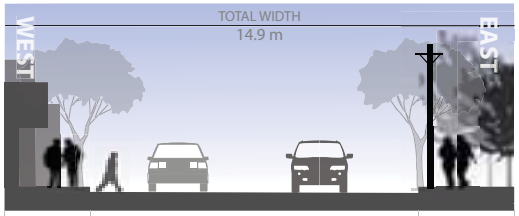


MUNRO STREET: East of Walker Street

Munro Street Environment

ARUP

Munro Street is an east west collector road connecting the intersection with Harding Street and Louisa Street to a level crossing of the Upfield Line and local streets beyond. Providing the southern border to the shopping and parking precinct, Munro Street is lined with established trees on the northern edge. The southern frontage of the road reserve is predominately residential property with medium to high fencing.
The overall reserve is approximately 16m wide and provides two lane two way traffic movements. From Louisa Street dedicated bicycle lanes on both sides of the road stretch to the west. No on road parking is permitted as a result of the bicycle lanes.
Munro Street provides the first point south of the Bell Street at-grade rail crossing for vehicles to cross the rail tracks.

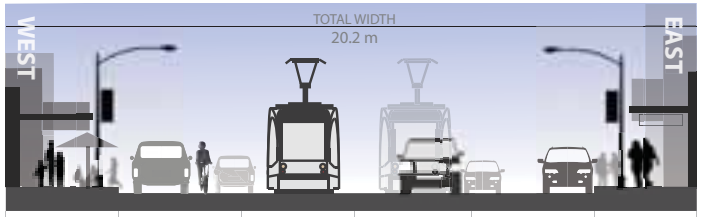


RUSSELL STREET: North of Page Street

Russell Street Environment

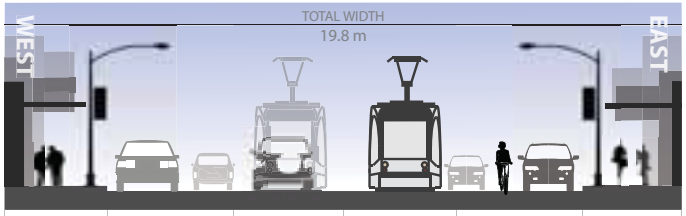
ARUP

Russell Street is the primary road link within the leisure and recreation precinct. On the west side of the road, Russell Street provides rear access to the properties of Sydney Road. This frontage primarily comprises high fencing, rear wall of buildings, and property owner car parking. On the east side of the road, Russell Street is characterised by the access to the car parks adjacent to Bridges Reserve City Oval, overhead power lines and street trees. The road reserve of Russell Street is approximately 15m in width providing for two lane, two way traffic movement. The road reserve is of adequate width to provide parallel car parking on the eastern side of the road.



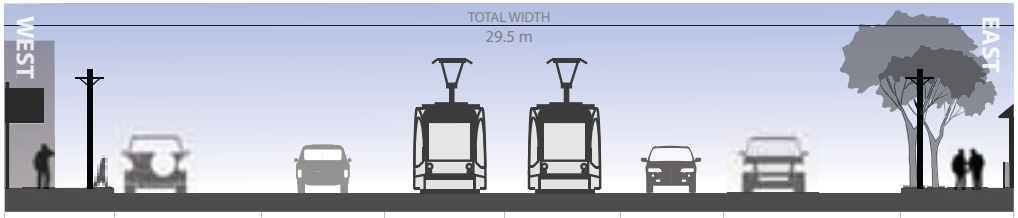
Footpath	Parralell Parking	Vehicle & Tram Lane	Vehicle & Tram Lane	Parralell Parking	Footpath
3.3 m	3.6 m	3.3 m	3.4 m	3.7 m	3.0 m

SYDNEY ROAD: North of Page Street



Footpath	Parallel Parking	Vehicle & Tram Lane	Vehicle & Tram Lane	Parallel Parking	Footpath
3.0 m	3.7 m	3.2 m	3.3 m	3.7 m	2.9 m

SYDNEY ROAD: North of Victoria Street



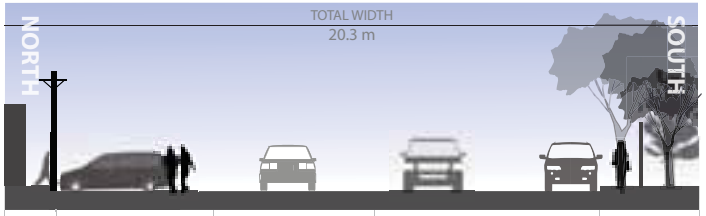
Footpath	Vehicle Lne	Vehicle Lane	Tram Lane	Tram Lane	Vehicle Lane	Vehicle Lane	Footpath
3.2 m	4.3 m	3.6 m	3.5 m	3.5 m	3.0 m	5.2 m	3.3 m

SYDNEY ROAD: North of Urquhart Street

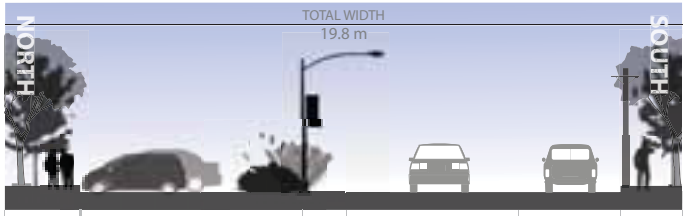
Sydney Road Environment

ARUP

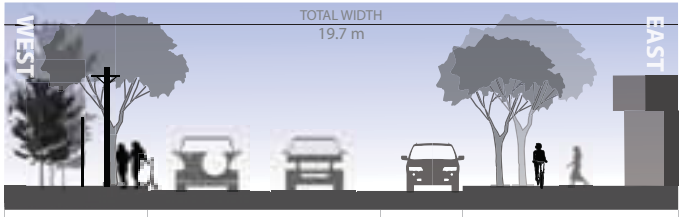
Sydney Road between Bell Street and Munro/Harding Street is the predominant active street within the study area. The streetscape of Sydney Road is typical of a metropolitan strip shopping centre in the middle suburbs of Melbourne, with active frontages, a high demand for on-street car parking (outside clearway times), footpaths that extend from the kerb to the building line, shopfront awnings, street furniture, seating and limited landscaping. The road reserve along Sydney Road, between Bell Street and Harding Street, is generally between 20m and 21m in width with a carriageway width of approximately 14m. The cross section provides four lane, two way traffic movement during the peak periods with a shared tram/traffic right lane and a traffic/parking left lane (outside peak periods).



URQUHART STREET: East of Sydney Road



URQUHART STREET: East of Elm Street



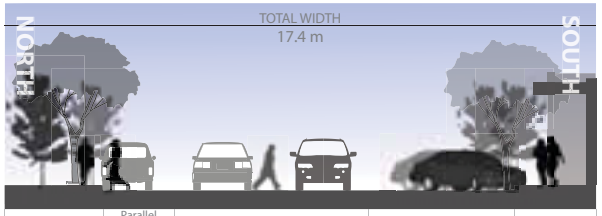
ELM GROVE: North of Bell Street

Urquhart Street & Elm Grove Environments

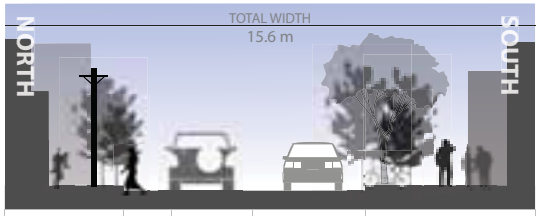
ARUP

Urquhart Street in combination with Elm Grove and Drummond Street (see below), provides a traffic movement function as an alternative to the banned turn movements at the intersection of Sydney Road and Bell Street.
The buildings along the south side of Urquhart Street are generally set back from the road reserve. While very little landscaping is provided within the road reserve, the streetscape does feature street trees and landscaping from the abutting civic centre and Coburg Primary School. The north side of Urquhart Street is dominated by bluestone kerbing and 90 degree car parking on a gravel surface that abuts the buildings of the Pentridge development.
The road reserves of Urquhart Street is approximately 20m in width and provides two lane, two way traffic movement between Bell Street and Elm Grove. East of Elm Grove, Urquhart Street is a one way road. There is no footpath provision on the north side of Urquhart Street and the footpath on the south side of the road is regularly interrupted along it's length by poorly placed signage and overhanging vegetation.

Elm Grove is one way street north bound providing connection from Bell Street (east) to Sydney Road (north). The road has a footpath along both edges and is landscaped with trees either side of the road.



VICTORIA STREET: West of Waterfield Street



VICTORIA STREET: East of Waterfield Street

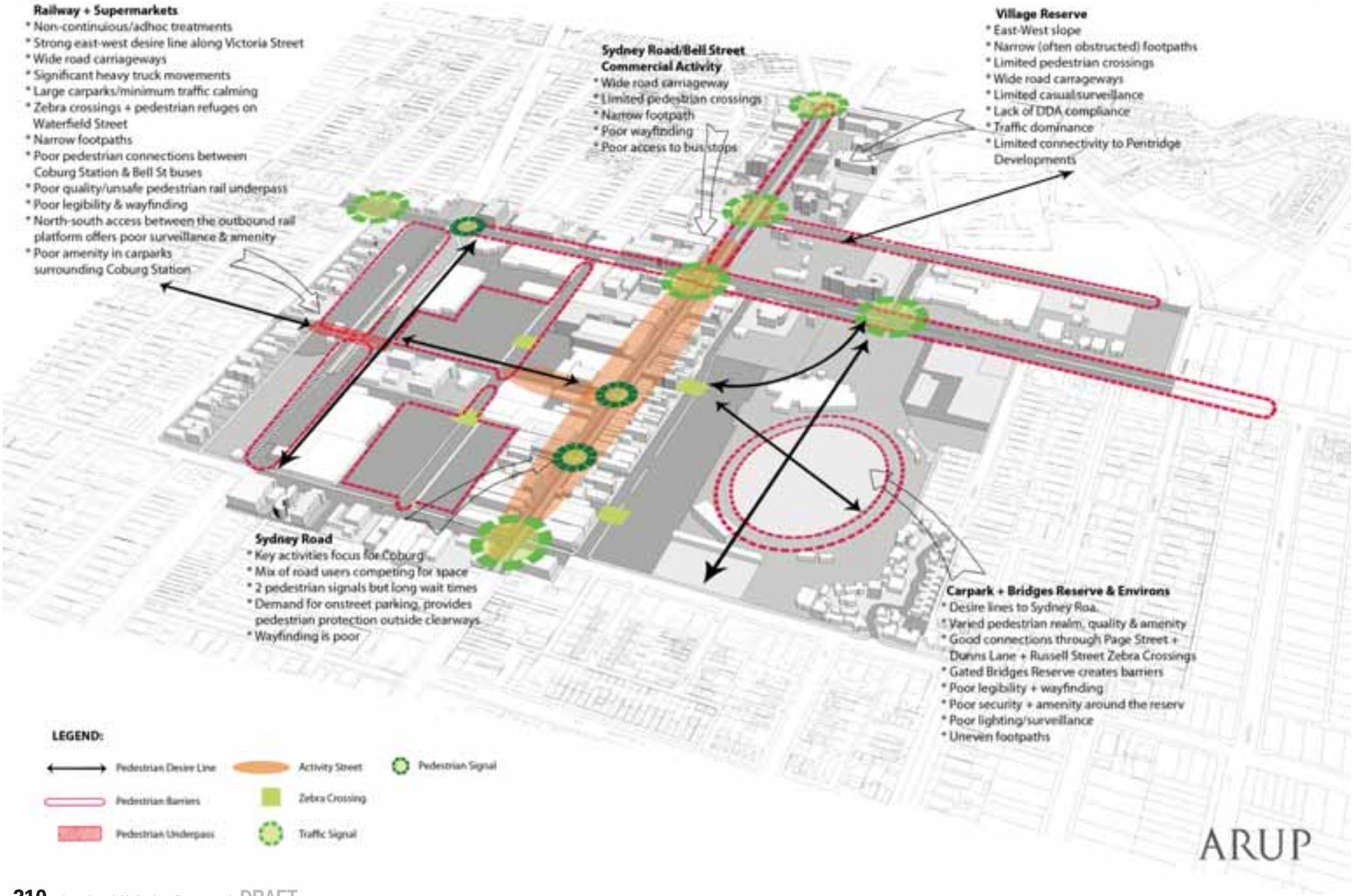
Victoria Street Environment

ARUP

Victoria Street is an east west local access road linking Coburg Station with Victoria Street Mall. Midway between Waterfield Street and Sydney Road, Victoria Street is fully closed to traffic as it becomes Victoria Street Mall. The established street trees on either side of Victoria Street contribute to a corridor view east west.

The road reserve of Victoria Street is approximately 17-18m and provides two lane two way traffic movements. West of Waterfield Street, 45 degree angle car parking is provided on the south side of the road with parallel car parking on the north.

Victoria Street Mall is one of the most pedestrian-activated parts of the Coburg area, west of Sydney Road. The street is fully closed to traffic midway along the street and provides benches, significant landscaping, architectural lighting, outdoor seating for the abutting cafés and a 'meeting point' for the Coburg area.


Railway + Supermarkets
* Non-continuious/adhoc treatments
* Strong east-west desire line along Victoria Street
* Wide road carriageways
* Significant heavy truck movements
* Large carparks/minimum traffic calming
* Zebra crossings + pedestrian refuges on Waterfield Street
* Narrow footpaths
* Poor pedestrian connections between Coburg Station & Bell St buses
* Poor quality/unsafe pedestrian rail underpass
* Poor legibility & wayfinding
* North-south access between the outbound rail platform offers poor surveillance & amenity
* Poor amenity in carparks surrounding Coburg Station
Sydney Road/Bell Street Commercial Activity
* Wide road carriageway
* Limited pedestrian crossings
* Narrow footpath
* Poor wayfinding
* Poor access to bus stops
Village Reserve
* East-West slope
* Narrow (often obstructed) footpaths
* Limited pedestrian crossings
* Wide road carrageways
* Limited casual surveillance
* Lack of DDA compliance
* Traffic dominance
* Limited connectivity to Pentridge Developments
Sydney Road
* Key activities focus for Coburg
* Mix of road users competing for space
* 2 pedestrian signals but long wait times
* Demand for onstreet parking, provides pedestrian protection outside clearways
* Wayfinding is poor
Carpark + Bridges Reserve & Environs
* Desire lines to Sydney Roa.
* Varied pedestrian realm, quality & amenity
* Good connections through Page Street + Dunns Lane + Russell Street Zebra Crossings
* Gated Bridges Reserve creates barriers
* Poor legibility + wayfinding
* Poor security + amenity around the reserv
* Poor lighting/surveillance
* Uneven footpaths
LEGEND:
Pedestrian Desire Line
Activity Street
Pedestrian Signal
Pedestrian Barriers
Zebra Crossing
Pedestrian Underpass
Traffic Signal
ARUP

6.3.4.5| PEDESTRIANS

Moreland residents are nearly 50% more likely to walk or cycle to work than the average Metropolitan Melbournian. Pedestrians represent an important and growing part of the transport patterns for urban areas. From a user point of view, the footpaths, crossings and connectivity are lacking in places with conflict points and pinch points arising in highly trafficked locations. Through the redevelopment of the area, priority given to pedestrians can be reconfigured to provide a location more conducive to walking.

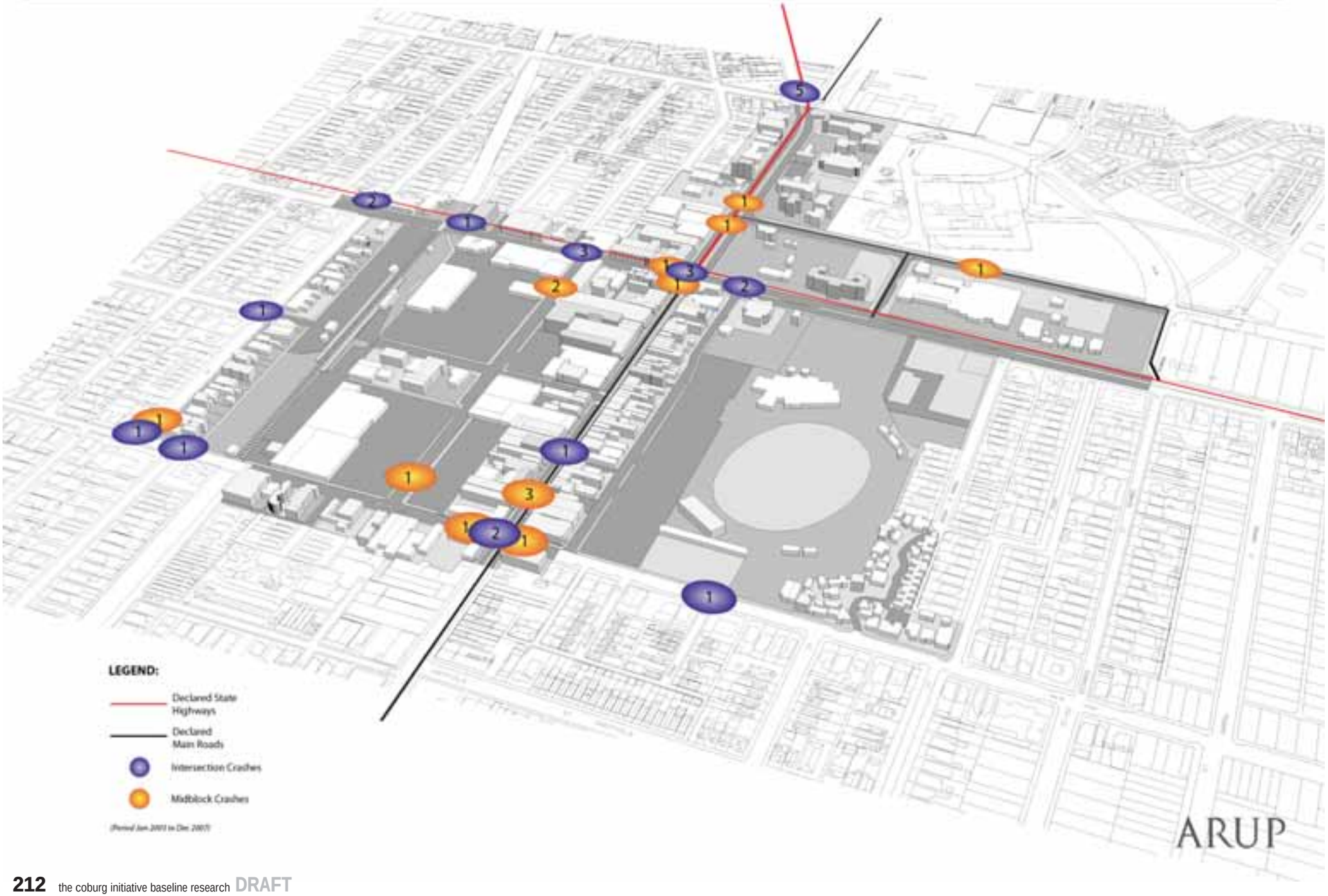
To achieve the objective to increase walking, cycling and public transport within Coburg, the redevelopment must consider providing real priority to pedestrians and reinforcing connections between the key nodes. Key barriers include the main roads and the car parks that provide no pedestrian refuge or wayfinding. Natural legibility, signage, wayfinding and line-of-sight are all tools that should be considered when developing the master plan with a view to improving the pedestrian realm and encourage walking.

There are different types of pedestrians each with potentially different needs or concerns. School children, the elderly, shoppers, visitors, the mobility impaired or people walking alone will have a range of potentially competing needs. Ensuring Coburg is accessible to the widest range of users will encourage diversity and vitality. Surveillance helps to promote personal safety and security which makes an area immediately more attractive, particularly at night.

Encouraging pedestrians to ‘stay’ is an effective way to activate an area. Providing reasons for pedestrians to stop and remain in the public space provides much greater surveillance and activation than a pedestrian that simply passes through an area.

FACILITIES

Pedestrian accessibility, amenity, safety and movement are vital considerations in the development of an activity centre. The current pedestrian facilities, key land uses and pedestrian safety across the study area have been reviewed and are described using the precincts identified in the central Coburg 2020 Structure Plan, refer to Figure 10.


LEGEND:
Declared State Highways
Declared Main Roads
Intersection Crashes
Midblock Crashes
(Period Jan 2003 to Dec 2007)
ARUP

PEDESTRIAN ROAD SAFETY

Pedestrian safety is an important consideration in the movement of pedestrians. A review of pedestrian safety in the study area was undertaken based on the number of reported crashes involving a pedestrian for the period January 2003 to December 2007. The reported pedestrian casualty crashes were identified using the VicRoads CRASHSTATS database, and refer to crashes occurring on roads or pathways that were reported to Victoria Police and resulted in a fatality or injury. The number and location of reported pedestrian crashes in the study area are shown in Figure 11.

As shown, there have been a total of 37 reported casualty crashes involving pedestrians (approximately 25% of total crashes), which highlights the vulnerability of these users. These crashes are generally clustered around the intersections of Sydney Road with Bell Street, Harding Street/Munro Street, Waterfield Street and Ohea/Champ Street.

It is noted that a total of 4 of the 5 crashes at the intersection of Ohea Street/Champ Street have occurred between 8pm and 11pm at night.

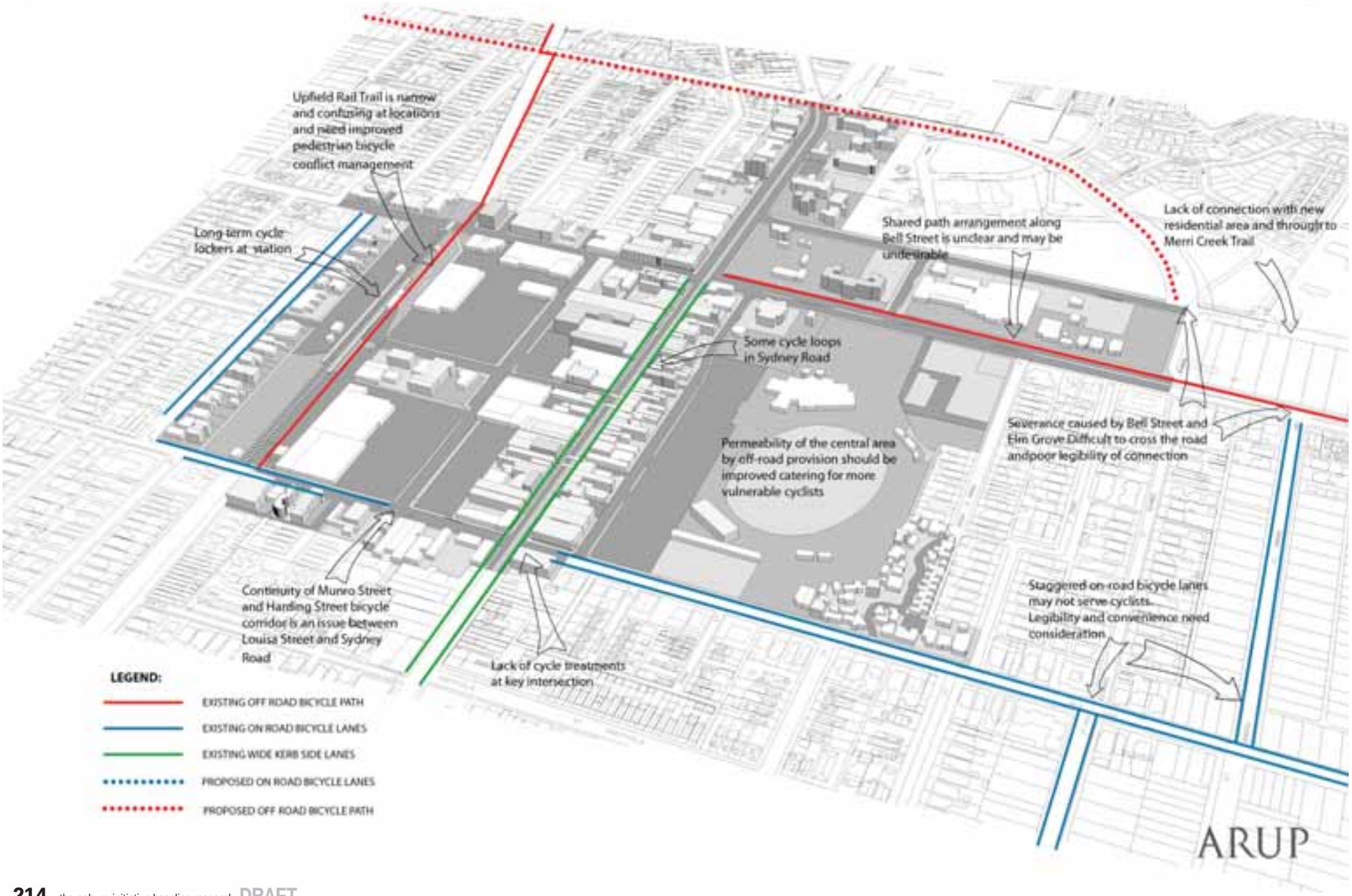
The midblock crashes along Bell Street and particularly near Waterfield Street may be attributed to the lack of formal pedestrian crossing facilities at these locations.

There are also a number of crashes that have occurred at or in the immediate vicinity of pedestrian crossing facilities, which may be attributed to the complex movements at these intersections or the wait times for pedestrians.

KEY ISSUES

In summary, it is considered that there are a number of issues relating to the pedestrian realm in the study area. The key issues are highlighted as follows:

- Poor personal safety, lack of surveillance, and inadequate lighting all lead towards an pedestrian realm that is uninviting particularly at night;
- Lack of legibility and poor wayfinding make movement through the study area confusing;
- Footpaths are generally narrow with poor surfaces and lack DDA compliant crossing points in most locations;
- The pedestrian realm within the car parks is poor with little or no dedicated pedestrian routes and poor wayfinding;
- Connectivity between the key public transport nodes is poorly identified and generally of poor quality;
- Bell Street provides insufficient pedestrian crossing locations and therefore acts as a barrier to movement.


Upfield Rail Trail is narrow and confusing at locations and need improved pedestrian bicycle conflict management
Long-term cycle lockers at station
Shared path arrangement along Bell Street is unclear and may be undesirable
Lack of connection with new residential area and through to Merri Creek Trail
Some cycle loops in Sydney Road
Permeability of the central area by off-road provision should be improved catering for more vulnerable cyclists
Severance caused by Bell Street and Elm Grove Difficult to cross the road andpoor legibility of connection
Continuity of Munro Street and Harding Street bicycle corridor is an issue between Louisa Street and Sydney Road
Lack of cycle treatments at key intersection
Staggered on-road bicycle lanes may not serve cyclists. Legibility and convenience need consideration
LEGEND:
EXISTING OFF ROAD BICYCLE PATH
EXISTING ON ROAD BICYCLE LANES
EXISTING WIDE KERB SIDE LANES
PROPOSED ON ROAD BICYCLE LANES
PROPOSED OFF ROAD BICYCLE PATH
ARUP

6.3.4.6| CYCLISTS

Cycling is one of the key growth areas for transport in Melbourne and counts undertaken within the Coburg area suggest that Moreland is no exception. Cycling provides a cheap, sustainable and effective way for people to travel and this is reflected in its priority in the objectives for the Coburg Initiative.

Provision of cycle facilities is shown to encourage existing and new cyclists. Delivering sufficient priority within the typically confined constraints of a road corridor is a challenge facing many activity centre locations in Melbourne. Added complexities include catering for the wide range of cycle-types and abilities that range from recreational family users to confident commuter cyclists who can often comfortably travel over 20kms making commuting to the CBD very reachable.

Conflicts between cyclists and cars are well documented but additional conflicts between cyclists and pedestrians and even between different cyclists need to be consider and a balanced approach adopted. Cyclists require a range of facilities from dedicated lanes along busy roads and advanced signal priority treatments to secure bicycle parking facilities at key centres. New buildings will be required to provide suitable levels of cycle facilities within each development but Coburg should also be looking to provide public facilities to reinforce cycling as a priority mode of transport.

FACILITIES

The quality and comfort of existing bicycle corridors within the immediate area of the Coburg Initiative vary widely. Travel choice is dependent on the availability of suitable and attractive facilities that accommodate each type of user. Encouraging cycling requires consideration towards all types of users from vulnerable users to the most confident of cyclists. This often results in the parallel provision of both on and off road facilities. Preferred cycling routes are largely dependant on connectivity, directness, space for the cyclists to ride, ability to maintain speed, quality of the riding surface and available information. On-road, a preferred route will also largely depend on the traffic speed, traffic volumes, traffic composition, the standard of bicycle facility and the confidence of the cyclist.

Key existing bicycle corridors that connect with and pass through the Coburg Initiative study area include the Upfield Rail Trail and the wide kerbside arrangement along Sydney Road. Notably, these are the corridors that attract the greatest volume of cyclists and provide a north-south function towards Melbourne CBD.

The study area is also relatively close to a number of key off-road trails including the Merri Creek Trail and the Moonee Ponds Creek Trail. These trails are accessible and attractive for use by cyclists of all levels of confidence. The strategic bicycle network, a review of existing bicycle facilities, cycling movement and safety has been undertaken. The existing facilities and key issues are identified in Figure 12.


1
3
1
1
1
2
1
LEGEND:
Declared State Highways
Declared Main Roads
Intersection Crashes
Midblock Crashes
(Period: Jan 2003 to Dec 2007)
ARUP

Strategic Bicycle Networks

There are a number of existing and proposed bicycle corridors outlined by the VicRoads online maps, Bicycle Victoria maps and the Central Coburg 2020 Structure Plan. These are summarised below:

The Central Coburg 2020 Structure Plan outlines a number of proposed bicycle corridors that connect with and extend along the boundary of the Coburg Initiative. These include Harding Street, Barrow Street Louisa Street and Waterfield Street. It is noted that bicycle lanes are now present along Harding Street and Barrow Street.

VicRoads online maps outline both existing and proposed bicycle infrastructure arrangements which have been included in Figure 12. Immediately within and adjacent the study area VicRoads propose on-road bicycle lanes along Sydney Road north of Bell Street.

Current Project - O'Hea Street

A new initiative that is currently under construction is the O'Hea Street project providing an east-west off-road alternative to Bell Street. The off-road provision will run down the southern side of O'Hea Street with raised and prioritised side road crossings. It is anticipated that the corridor will be completed between Moonee Ponds Creek Trail and Merri Creek Trail by 2009.

ref. (http://www.bv.com.au/change-the-world/41143/).

Bicycle Movement

In order to establish the current bicycle movement patterns through the area, a review was undertaken of the cycling surveys available through Bicycle Victoria as a part of the Super Tuesday bicycle counts. These counts were undertaken on the 4 March 2008 from 7am-9am in the inner suburbs of Melbourne. From the counts it is clear that the Upfield Rail Line Bicycle Path provides for a significant volume of cyclists travelling through the study area. The importance of the Harding Street/Munro Street intersection is also shown with cyclist numbers along the Upfield Line increasing south of Munro Street and a great number continuing to the Merri Creek Trail or the local area of Coburg.

CYCLING ROAD SAFETY

Cyclist safety is an important consideration for current and potential cyclists given their vulnerable nature. A review of cycling safety in the study area was undertaken based on the number of reported bicycle crashes for the period January 2003 to December 2007. The reported cyclist casualty crashes were identified using the VicRoads CRASHSTATS database, and refer to crashes occurring on roads or pathways that were reported to Victoria Police and resulted in a fatality or injury. It is expected that the actual number of minor crashes and near misses is much higher, given that many crashes are not reported. The number and location of reported cyclist crashes in the study area are shown in Figure 13.

As shown, there have been a total of 10 crashes involving a cyclist. Many of these crashes have occurred along the roads with higher traffic volumes such as Sydney Road, Bell Street or Harding Street. There are two clusters of crashes, on Harding Street near Budds Street and in Sydney Road approximately 25m south of Bell Street. While there is no definitive pattern to the crashes, further investigation is recommended of the traffic movements and road space for cyclists on Sydney Road and the turning movements and sight lines cyclists in Harding Street near Budd Street in the development of a bicycle network for the area.

KEY ISSUES

In summary, it is considered that there are a number of issues relating to cycling in the study area. The key issues are highlighted as follows:

- A number of corridors have bicycle infrastructure provision that fail to connect with nearby corridors;
- Bicycle corridors through adjacent new residential areas are not considered;
- Bicycle parking is not consistently available;
- Direction and connection with surrounding bicycle network is unclear;
- Poor management of conflict between bicycle and pedestrian movements;
- High traffic flows can make it difficult for cyclists to make their way into the queue of cars;
- Space for cyclists is sacrificed for capacity at intersections despite corridors being designated as a cycling route;
- Connectivity with key destinations surrounding the study area is poor.


LEGEND:
UPFIELD TRAIN LINE
BUS STOPS
200m WALKABILITY FROM BUS STOP
400m WALKABILITY FROM BUS STOP
ARUP

6.3.4.7| PUBLIC TRANSPORT

A focus on usability is mentioned in the objectives for The Coburg Initiative which means a shift in the way the services are provided. Access, interchange, waiting facilities and intermodal information provision should all look to be improved to encourage additional usage. Moreland residents already show a higher than average propensity to use public transport to work at almost 20% in the 2006 census compared with the metropolitan average of approximately 11%.

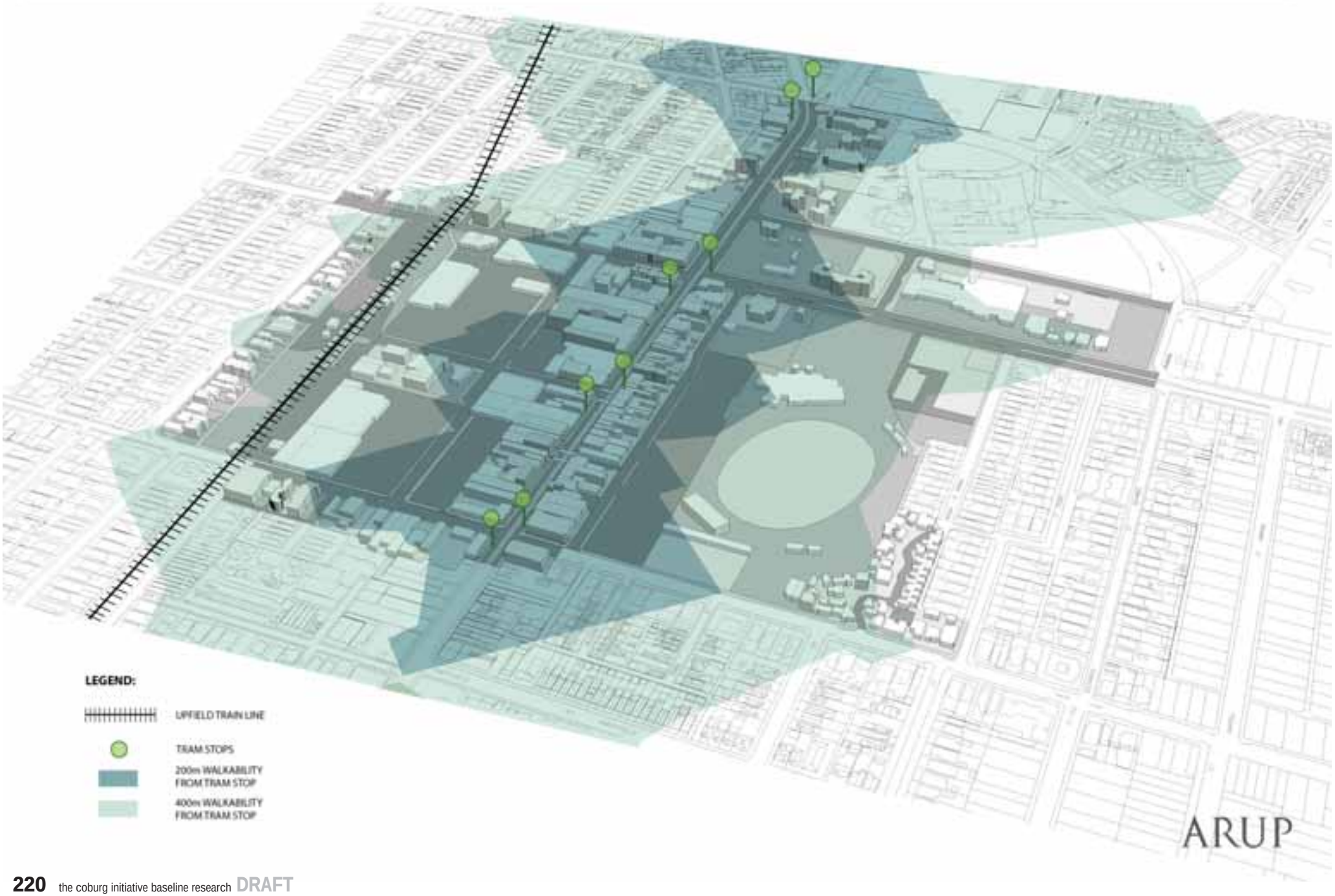
To further encourage use, the barriers must be understood and reduced. Service frequencies of the various services must be considered as an influence on usability. Waiting facilities must be improved to encourage a wider proportion of the community to use the services. Safe, inviting and comfortable spaces must be provided along with real time information about the services.

Real time information must be provided for each of the modes at each of the nodes to encourage interchange. It is important, for example, that someone arriving via a bus at Bell Street has access to the next rail and tram information to inform them of their mode choices.

Understanding public transport trip patterns will inform what interchanges are likely to happen and should therefore be provided for. It is noted that the tram and train services run parallel to each other along Sydney Road replicating the same journey however the train is more suited to longer trips to the city than the shorter trips to adjacent activity centres that tend to be favoured by the tram with its increased frequency. Consequently there tends to be less interchange between these two modes whereas interchange between the bus services is expected with both the tram and train.

Further consideration should be given to a bus interchange to be developed as part of the open spaces within the central area of Coburg. Several local bus services operate within the vicinity of Coburg which could all be accommodated within a new interchange point. The position of this interchange should be centralized providing direct connection and preferably line-of sight to the other major public transport nodes.

Taxis also form an important part of the public transport network that cannot be serviced by the train, tram or bus services. Taxis provide a door-to-door, on demand service that operates 24 hours a day. If Coburg is seeking to attract activity during the evenings then provision for taxi use should be planned into the master plan.


LEGEND:
UPFIELD TRAIN LINE
TRAM STOPS
200m WALKABILITY FROM TRAM STOP
400m WALKABILITY FROM TRAM STOP
ARUP

FACILITIES

The area currently provides a high level of access to public transport with train, tram and bus routes all servicing the area. This high level of accessibility is such that public transport can readily be utilised as an alternative to the car to travel to and from the area. Further, the confluence of train, tram and bus routes provides an opportunity for modal interchange (ie. change from Bus to Tram etc.). .

A good level of public transport accessibility is typically defined as 400m walking distance (~5 minute walk time) for bus and tram stops and 800m walking distance (~10 minute walk time) to train stations. A review of public transport accessibility in the area has identified that the majority of properties within the area are within a 400m/800m walk of a tram stop or the train station and that all properties within the area are within 400m walking distance of a bus stop.

A review of the walk accessibility to public transport is provided in Figures 14, 15 and 16.

However, while the area appears accessible, significant improvements can be made to the overall public transport experience, service frequency and access to properties outside the study area. The additional proposed development and urban renewal that is planned for Coburg is intended to deliver a high quality public realm and will provide an opportunity to showcase national excellence in public transport provision. In order to meet this high level of expectation, public transport will need to be a focus for the development of the area and as such Coburg should utilise this unique opportunity to offer high quality train, tram and bus services connecting the population to the rest of Melbourne.

A summary of the existing public transport routes and facilities in the area is provided in Figure 17.

A summary of public transport operating times and frequencies is provided as appendix (6.3.8.2) to this report.


LEGEND:
UPFIELD TRAIN LINE
TRAIN STATION
200m WALKABILITY FROM TRAIN STN
400m WALKABILITY FROM TRAIN STN
800m WALKABILITY FROM TRAIN STN
ARUP

DDA ACCESSIBILITY

The 1992 Disability Discrimination Act (DDA) and the 2002 Disability Standard for Accessible Public Transport (DSAPT) requires all (new and existing) public transport infrastructure and facilities be upgraded or modified to be fully accessible to all users with specific facilities provided for members of the community with disabilities.

While all new facilities and infrastructure are to be made compliant, the Federal Government has also identified milestones for existing facilities and infrastructure to achieve compliance over the next 15 to 25 years. The progressive milestones for compliance are outlined as follows:

- 25% compliance by 2007;
- 55% compliance by 2012;
- 90% compliance by 2017;
- 100% compliance by 2022, (excluding train and tram rolling stock); and
- 100% compliance by 2032 for trains and trams (conveyances).

Where existing assets can not be retrofitted in accordance with the above milestones, the assets must be replaced with complaint assets.

To address the above milestones, the Victorian State Government released an Accessible Public Transport Action Plan 2006-12 in September 2006 outlining the steps for meeting or exceeding the requirements set out under the DDA and DSAPT. Specific priorities identified in the action plan include:

- Access paths, ramps, Tactile Ground Surface Indicators (TGSIs), waiting areas and stairs across the metropolitan train system;
- Tram platform stops in medians and high use locations, TGSIs at tram stops and improved boarding of Melbourne trams;
- TGSIs and paving at bus stops in metropolitan Melbourne and regional areas;
- Access paths, ramps, TGSIs, lighting, furniture and hearing augmentation across the V/Line network; and
- Improved response times for wheelchair accessible taxis.

An intensification of use in an area such as Coburg warrants investigation into the implementation of DDA compliant public transport facilities as part of the regeneration of the area. Specifically, the provision of such facilities as DDA compliant tram stops, bus interchanges and improved train station facilities will also provide an opportunity to create a gateway entrance for many residents, workers and visitors to the area and as such provide a brand and identity that people can associate with Coburg.

PUBLIC TRANSPORT INTERCHANGE

Although providing access to Train, Tram and Bus, limited connectivity is provided within Coburg to each of these three modes, including: coordination of timetables, connectivity/proximity of public transport stations/stops or signage directing passengers to adjacent facilities. The high provision of public transport is considered to be one of the key strengths of Coburg and the improvement of the inter-modal connectivity should be a key consideration for the area.

TRAIN

The Upfield train line and Coburg Station are located towards the western periphery of the area and forms a major barrier segregating the key activity generators to the east and residential properties to the west. Although a pedestrian underpass is provided in the vicinity of Victoria Street this is not considered to provide a high level of pedestrian amenity or connectivity. The station is covered by a heritage overlay and is included on the Victorian Heritage Register.

Coburg Station is classified as a Premium Station and is staffed from the first train to last Monday to Sunday and provides a total of 120 formalized car spaces and 14 bicycle lockers for use by commuters. As part of the SAMI report, a concept was prepared for the station to upgrade the forecourt and provide DDA compliant ramps to the station from Victoria Street. The concept also included proposals to upgrade the section of the Upfield Bicycle Path between Bell Street and Munro Street and to formalise the gravel parking area to the west of the rail line.

Train services operate from the station between Upfield and the Melbourne CBD via Royal Park and North Melbourne Station. Between Batman Station and Jewell Station, the Upfield Train Line also provides a parallel public transport service to Tram Route 19.

Train services from Coburg Station provide a poor level of service with trains typically operating at 20 minute frequencies Monday to Friday and at 30 minute frequencies in the evening and on weekends. The timetable indicates a journey time of approximately 25 minutes to Flinders Street Station.


PUBLIC TRANSPORT
LEGEND:
BUS ROUTE 512
BUS ROUTE 513
BUS ROUTE 525
BUS ROUTE 526
BUS ROUTE 527
BUS ROUTE 530
BUS ROUTE 534
PROPOSED RED ORBITAL SMART BUS ROUTE
TRAM ROUTE 19
UPFIELD TRAIN LINE
TRAIN STATION
TRAM STOPS
BUS STOPS
TAXI RANK
ARUP

TRAM

Tram route 19 operates along Sydney Road providing a service between the Coburg North Tram Terminus and Flinders Street Station (Elizabeth Street), via Melbourne University and Queen Victoria Market. To the north of Bell Street Tram Route 19 operates along Sydney Road within its own reserve, while to the south of Bell Street Tram Route 19 operates along Sydney Road within a shared lane of traffic. Shared tram/traffic lanes are one of the major contributors to tram delays on Melbourne's tram network, with trams delayed by turning vehicles, parking manoeuvres, traffic signals and general traffic congestion.

Due to the proximity of the adjacent Upfield Train, it is considered that the Route 19 tram would typically not be used for travel into the CBD but rather for more localised trips along Sydney Road and Royal Parade (eg. Brunswick, Melbourne University etc.).

With the exception of the inbound Bell Street stop which is provided as a 'Safety Zone', all remaining tram stops in the area are provided as kerbside stops. Limited passenger facilities are provided at stops in the area with no tram stops provided with DDA compliance, restricting members of the community who are able to use the tram to travel to/from the area.

Tram services from Coburg provide a high level of service with trams typically operating at 5-6 minute frequencies at peak times, 10 minutes outside the peak and 20 minutes in the evening Monday to Friday. On weekends, the service frequencies vary from 6-7 minutes during peak periods to 20-30 minute frequencies during off-peak periods. The timetable indicates a journey time of approximately 28-36 minutes (depending on the time of day) to Flinders Street Station.

BUS

A total of 7 metropolitan bus routes operate within the area. A review of these bus services identifies a relatively poor level of service with regards to frequency (typically 20-30 minutes weekdays and 30-50 minutes weekends) and weekend operation (only 4 of the 7 metropolitan services operate on Sundays). A summary of bus services that operate in the area is provided as appendix (6.3.8.2.) to this report.

Bus Stops within the area are located along Bell Street, Sydney Road (north), Harding Street/Munro Street and McKay Street. The provision of bus stops is such that all properties in the study area are within 400m walking distance of a bus stop. The Bell Street bus stops at Sydney Road and Coburg Station provide DDA facilities, including tactile pavers, clear passing widths and shelters, however the remainder of stops in the area are yet to be upgraded.

SMARTBUS

The recent Victorian Transport Plan proposes to extend the existing Mordialloc to Box Hill SmartBus Route to Altona via Doncaster, Heidelberg, Preston, Coburg, Essendon and Sunshine. The new Red Orbital Smart Bus will operate along Bell Street through the area providing a high quality, high frequency east-west public transport connection through the area.

The provision of the SmartBus service will also provide access to Coburg Station to members of the community who are otherwise considered to be outside acceptable walking distance for the station. Features of the SmartBus services include longer operating hours, higher service frequency, improved information at bus stops, wheelchair accessible services and priority at traffic lights. Typical SmartBus frequencies are outline in appendix (6.3.8.2) to this report.

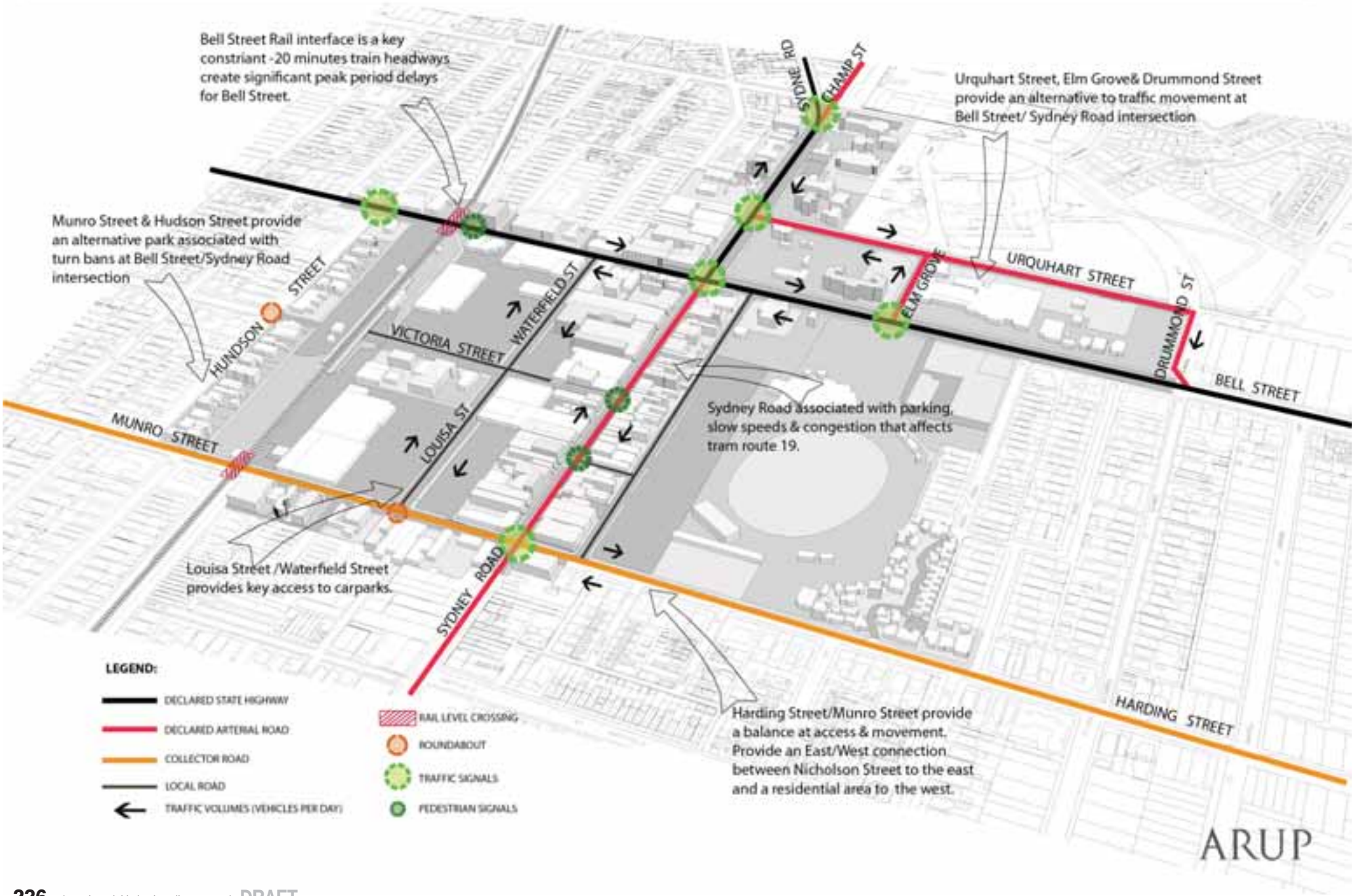
The extension of the Red Orbital SmartBus service through Coburg and the redevelopment/regeneration of the Coburg area provides a key opportunity to introduce an improved public transport interchange connecting Bus Rail and Train services as well.

TAXI

Unlike other modes of public transport, taxis provide door to door service 24 hours a day. Taxis can be popular mode of transport for the mobility impaired as well as patrons of restaurants, bars and late night entertainment venues which serve alcohol. There is a single Taxi Zone provided along Bell Street opposite Council offices. Improved Taxi facilities should be investigated within the area, particularly in association with any increase in night-time activities/ land-uses and close to key transport nodes.

KEY ISSUES

- Frequency of Bus and Train Services
- Limited facilities for the mobility impaired and people with disabilities
- Poor interaction between public transport nodes
- Limited taxi facilities
- Coburg station is hidden and provides poor connections with activity generators
- Reduced bus operation


Bell Street Rail interface is a key constriant -20 minutes train headways create significant peak period delays for Bell Street.
Urquhart Street, Elm Grove& Drummond Street provide an alternative to traffic movement at Bell Street/ Sydney Road intersection
Munro Street & Hudson Street provide an alternative park associated with turn bans at Bell Street/Sydney Road intersection
SYDNEY RD
CHAMP ST
URQUHART STREET
ELM GROVE
DRUMMOND ST
BELL STREET
HUNDSON STREET
WATERFIELD ST
VICTORIA STREET
LOUISA ST
MUNRO STREET
SYDNEY ROAD
Sydney Road associated with parking, slow speeds & congestion that affects tram route 19.
Louisa Street /Waterfield Street provides key access to carparks.
Harding Street/Munro Street provide a balance at access & movement. Provide an East/West connection between Nicholson Street to the east and a residential area to the west.
HARDING STREET
LEGEND:
DECLARED STATE HIGHWAY
DECLARED ARTERIAL ROAD
COLLECTOR ROAD
LOCAL ROAD
TRAFFIC VOLUMES (VEHICLES PER DAY)
RAIL LEVEL CROSSING
ROUNDABOUT
TRAFFIC SIGNALS
PEDESTRIAN SIGNALS
ARUP

6.3.4.8| PRIVATE VEHICLES

Private vehicles continue to be the main mode of transport and provide door to door access in most cases. The objectives of The Coburg Initiative are clear that the dominance of the car within Coburg Activity Centre needs to be reduced however the car continues to play an important part of the movement options for trips that cannot be facilitated by public transport. Agreeing and delivering a balanced approach to private vehicle access and parking will be one of the key issues associated with the transport within Coburg.

The Coburg Initiative has an opportunity to apply an agreed parking policy to the entire development which provides a unique opportunity to implement a combined area-wide public and private approach to parking. Beyond this, a strategy regarding the balance of provision can be achieved between the public and private partners enabling overall road user priority to be redefined. Key stakeholders in this will be VicRoads and Department of Transport who have competing agendas however the opportunity exists to discuss the options that would deliver the objectives of The Coburg Initiative as well as the state policies such as Melbourne 2030.

Various methods exist to provide the flexibility of private vehicle use such as car clubs which are increasingly popular across Melbourne. The car club system claims to reduce car ownership levels by up to 20 cars for every 1 car club vehicle implemented. This approach to shared car use can apply to the general public, large businesses, a collection of smaller business or larger private residential developments. A further variation is the concept of a shared delivery vehicle for the smaller businesses within Coburg.

The varied type of private vehicle user should also be considered. A key area of growth in transport is motorbikes and scooters which need to be catered for within the Master Plan. Motorcycle and scooter use have require less space to park and have a lesser environmental impact than a car.

NETWORK

The road network within the study area provides both access and movement functions within and to the study area. The key issues are identified in Figure 18.

VicRoads use a number of systems for classifying roads within Victoria. The classification adopted within this report is based on the two systems and is outlined as follows:

- Freeway (including Tollways)
- Declared State Highway
- Declared Arterial Road
- Local Roads

In accordance with the Road Management Act, 2004, VicRoads is the responsible authority for freeways, highways and arterial roads with council being the responsible authority local roads. The Moreland Council classification of local roads is outlined within “Moreland Road Assets Management Plan” August 2004. This hierarchy includes:

- Council Secondary Arterials
- Collectors
- Limited Collectors
- Locals
- Rights of Way (RoW) constructed
- Rights of Way (RoW) unconstructed, including unsealed roads
- Car-parks
- Private

PUBLIC ACQUISITION OVERLAY

Within Coburg, VicRoads have proposed a Public Acquisition Overlay (PAO) which was approved by Moreland City Council for land adjacent to the Sydney Road intersection with Bell Street. The current PAO (shown in Figure 19) allows for the construction of new road connections between Bell Street and Sydney Road that avoid the current intersection location and provide for movements to occur via a series of alternative intersection locations.

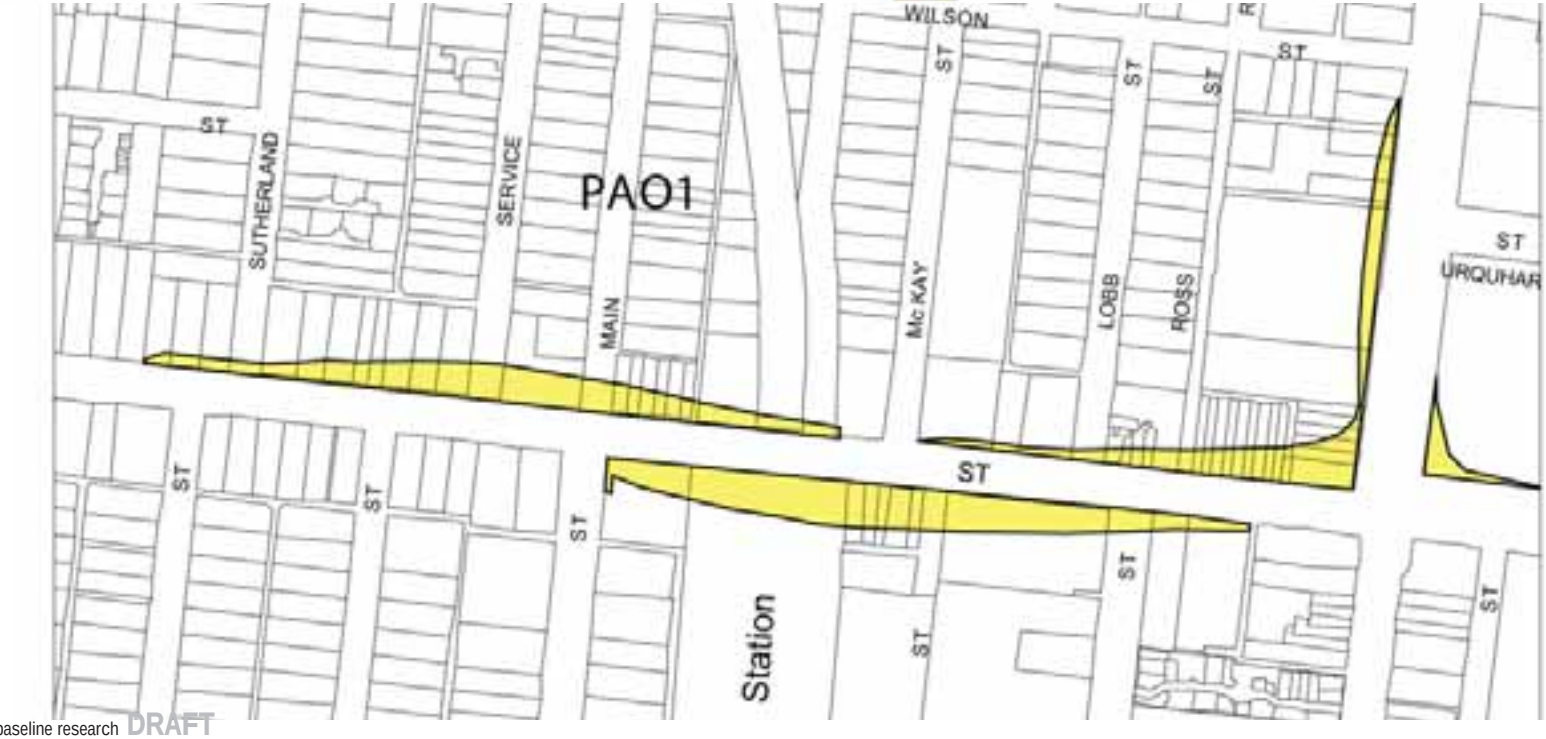
More recently, VicRoads have proposed for an alternative Public Acquisition Overlay (PAO) to replace the existing approved PAO. The new PAO is currently being considered by Moreland City Council and is shown in Figure 20. The new PAO includes various parcels of land largely along Bell Street to the west of Sydney Road. The new PAO allows for road widening of Bell Street to facilitate the implementation of construction of a bus lane in either direction. A further requirement is land along the western edge of Sydney Road to the north of Bell Street which would allow for the construction of a platform stop and two traffic lanes in both directions.

EXISTING PUBLIC ACQUISITION OVERLAY

D-PAO1 AREA TO BE DELETED FROM A PUBLIC ACQUISITION OVERLAY1

PROPOSED PUBLIC ACQUISITION OVERLAY

PAO1 PUBLIC ACQUISITION OVERLAY1



TRAFFIC FLOWS

Traffic survey data was obtained from Moreland City Council and reviewed in order to appreciate traffic movements and flows within the area. The traffic survey data is summarised in the following table.

Road	Location	Date	AWDT	AM Peak	PM Peak
Harding Street	West of Barrow	May-08	10,154	788	935
Louisa Street	B/w Munro & Victoria	Feb-05	10,327	700	837
Waterfield Street	B/w Victoria & Bell	Feb-05	9,599	683	720
Munro Street	B/w Loch and Walker	Aug-07	13,308	940	1176
Elm Grove	B/w Bell and Urquhart	Jul-00	8,274	550	651
Bell Street	West of Hudson	2006	39,337	2,635	2,883
Sydney Road	At Munro Street	Sept-03	22,000*	1,277	1,546

* AWDT traffic volumes for Sydney Road have been estimated using the measured PM peak flows and the Bell Street ratio of PM peak to AWDT.

This development will seek to increase the density of development and therefore the number of people living in and accessing Coburg. The effect of this is likely to be an increase in the number of vehicle trips entering and leaving Coburg and the extent of this growth needs to be understood in the context of existing road network capacity.

Given this intensification of development and unrestrained vehicular demands, access arrangements are expected to create design challenges. The number and configuration of vehicle access points to the sites will influence congestion and queuing for those accessing and egressing the site. Traffic controls will need to be considered at key intersections along Munro Street and Bell Street.

Heavy goods vehicles feature throughout Coburg and regularly deliver to the 'big box' supermarkets with access provided through the car park area. These movements create a conflict with the car and pedestrian movements that also occur through this car park. Both Sydney Road and Bell Street are arterial roads and therefore have a function in the movement of all vehicles including large trucks.

According to various traffic surveys across the study area, heavy vehicle volumes appear to vary between 2% and 4% depending on the road in question which is a fairly typical level.

CAR PARKING

The location, supply and demand for car parking within the area is an important consideration for the future of Coburg. Car parking currently is a dominant feature in the area, with off-street car parking contributing approximately 16% of the possible surface area. The provision of car parking includes both on-street and off-street parking areas, which are described in further detail below.

In 2008, Moreland Council completed the 'Central Coburg 2020 Principal Activity Centre Parking Strategy'. This strategy includes a review of the existing parking conditions within the area. The strategy indicates that the demand for car parking is generally between 9am and 4pm, peaking in the morning to midday.

Unbundling of car parking from any new development should be considered as a potential change to the existing parking provision regime. Unbundling will encourage residents to define their parking provision and enable property renters and purchasers to 'opt out' of the parking provision and therefore reduce the costs associated with property.

Off-street

Off-street car parking is generally located adjacent to Sydney Road, with access provided from Russell Street, Waterfield Street and Louisa Street. The location and supply of off-street car parking, is shown in Figure 2.

The review of existing parking conditions outlined in the strategy establishes that unrestricted car parking is highly utilised and at practical capacity (above 80%) with the exception of the two railway commuter car parks adjacent to Coburg Station (60% occupancy). While heavily utilised, the strategy notes that 40% of vehicles parked in the unrestricted areas of the off-street car parks have a duration of stay of less than 3 hours. The medium term car parking (three hour parking) is also generally highly utilised with the exception of the Russell Street off-street car park (61% peak occupancy).

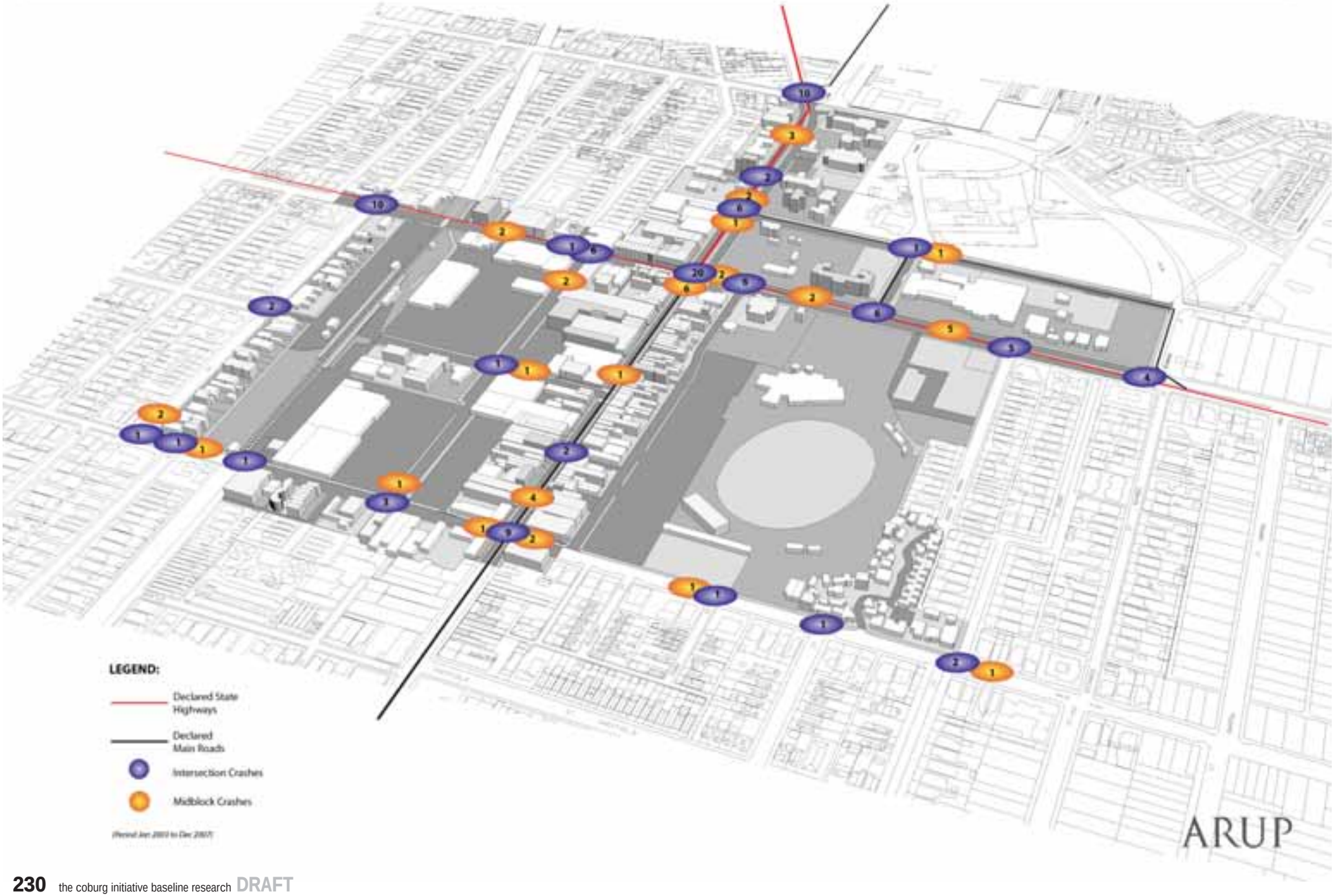
Importantly, it is noted that there is no ticket or meter parking within the off-street car parks in the area. However, there are a number of car parks that were constructed under special charge schemes, which require further investigation as to the current status.

The reduced demand for car parking off Russell Street and the car park adjacent to Coburg Station is partly attributed to the limited options for access and reduced pedestrian connectivity to Sydney Road. In addition, the amenity of the Coburg Station car parks is poor, the car parks have limited casual surveillance, poor integration with the surrounding neighbourhood and low parking turnover. These factors may influence the attractiveness and utilisation of these facilities.

On-street

On-street car parking within the area is generally provided (to varying extents) along most roads within the area. This car parking is a mix of short (less than 2 hours) and medium term (3-4 hour) parking and provided in a parallel configuration, with some examples of angled car parking in Victoria Street and on the north side of Urquhart Street. The short term restrictions generally apply 8am-6pm Monday-Friday and 8am-1pm Saturday. The short term on-street car parking within the area provides increased turnover and to meet the demand for convenient access to land uses which generate a high parking turnover (e.g. convenience stores). It is noted that there is no ticket or meter parking for on-street car parking in the area.

The Central Coburg 2020 Principal Activity Centre Parking Strategy outlines the peak parking occupancy for the majority of roads within the study area with the exception of Bell Street (between Elm Grove and Urquhart Street), Louisa Street and Sydney Road north of Bell Street (check Russell St etc when data arrives). There is a significant provision for car parking along Sydney Road outside peak hour clearway times, which in addition to providing convenient parking opportunities, also provides a barrier to separate traffic movements from activities along the footpath.


LEGEND:
Declared State Highways
Declared Main Roads
Intersection Crashes
Midblock Crashes
(Period Jan 2003 to Dec 2007)
ARUP

ACCESS AND SERVICING

The precinct is accessible by all modes. The western side of the precinct is bound by the Upfield line and station, a parallel tram service to the city extends along Sydney Road, orbital and local bus service run along Bell Street and Munro/Harding Street, cycling lanes and paths are found around the periphery of the precinct and pedestrian footpaths are consistently provided.

Key vehicular corridors adjacent and within the precinct include Bell Street, Sydney Road and to a lesser extent Munro/Harding Street. Louisa/Waterfied Street and Victoria Street provide the main internal access roads between the Station and Sydney Road.

Commercial servicing and delivery arrangements notably occur to the rear of Sydney Road properties/businesses and to the edge of the larger retail developments. With the exception of the rear service lanes to Sydney Road, service access arrangements have been developed in a piece meal fashion with each consecutive development. The service access arrangements along Sydney Road were historically developed for small delivery vehicles; this arrangement may no longer best serve current business needs and should be reviewed.

The core of the Coburg retail precinct is dominated by car parking. The space is unattractive and creates a degree of severance within the precinct. The car park presents a hostile, noisy environment with minimal shade or pedestrian amenity.

The accessibility of commercial vehicles, deliveries and private cars requires review and consolidation based around the proposed development. The strategic positioning of vehicular access points can reduce conflict and provide a improved connectivity. It is envisaged that car and delivery arrangements be located on the periphery of the precinct, adjacent the key traffic corridors, reducing the need for vehicles to unnecessarily enter the central area.

ROAD SAFETY

A review of the reported road crashes in the area for the period January 2003 to December 2007. The reported casualty crashes were identified using the VicRoads CRASHSTATS database, and refer to crashes occurring on roads or pathways that were reported to Victoria Police and resulted in a fatality or injury. The number and location of the reported crashes are shown in Figure 21.

KEY ISSUES

- Road and Rail Interface

  Grade separation needs to be considered but there are significant impacts that will result from the possible configurations. The preferred urban design, open space and pedestrian realm configuration is the undergrounding of the railway line, whilst maintaining legible connections for pedestrians interchanging between modes. The implications will require consideration of other road/rail intersections including Munro Street to the south and O'Hea Street to the north. Depending on detailed design requirements, there may also be a need to consider the configuration of Reynard Street to the south and Gaffney Street and Batman Station to the north.

- The Role of Sydney Road

  A key issue in the delivery of platform stops within Activity Centre locations is the competing objectives of each stakeholder combined with the finite carriageway width. As an overview of the competing objectives and stakeholders are as follows:

Use	Key Stakeholder Proponent	Objective
Pedestrians / cyclists / local vehicles	Council	Improved accessibility and amenity
Public Transport	Department of Transport	Improved journey reliability and reduced journey times
Non-local vehicles	VicRoads	Increased arterial traffic movement

- Clearways

  Clearways temporarily remove the parking along a strip of road to enable the parking lane to operate as a traffic lane and increase the number of vehicles that can travel along that strip of road. This practice is intended to increase the through-movement of vehicles along arterial roads and has been used for some time along Sydney Road during the peak hours.

- Tram Platform Stops

  'Kerbside platform stops' will have the effect of permanently removing clearways because the platforms themselves will be built on the parking lane. The design requires all vehicles to wait behind trams as they stop at the platform. This will reduce the vehicle capacity at this location however other limiting factors such as traffic signals at adjacent intersections will also limit capacity and the overall capacity of the Sydney Road strip needs to be considered. 'Central platform stops' allow at least one traffic lane to continue to operate as a clearway and therefore has less impact on vehicles throughout.

6.3.5| KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) have been suggested as part of the Investment Logic Map (ILM). The following chapter reviews the suitability of these KPIs in terms of their appropriateness, effectiveness and ease of collection. The ILM identified 4 weighted Benefits and related KPIs under the Transport and Movement heading which are summarised below:

Benefit 1. Improved safety and local economy (12%)

- KPI 1 – Increased proportion of visitors who feel safe when moving in structure plan area (%)
- KPI 2 – Increased pedestrian foot traffic at strategic entry points to structure plan area (Number/hour)

Benefit 2. Release of car park land for higher value community outcomes (15%)

- KPI 1 – Reduction in land footprint required for car parking spaces in structure plan area (%)
- KPI 2 – Increased number of multi-purpose trips (%)

Benefit 3. Efficient use of energy (23%)

- KPI 1 – Reduction in energy consumption costs based on travel times through central Coburg ($)
- KPI 2 – Increased proportion of Coburg residents who agree that traffic flows smoothly in their area (%)

Benefit 4. Less reliance on the use of cars (50%)

- KPI 1 – Increase in proportion of visitors arriving by modes other than motorized vehicles (target %)
- KPI 2 – Reduction in proportion of households with vehicle ownership in Coburg (<1 per household)

The table on the following page provides commentary on the proposed KPIs and the advantage or disadvantages associated with each. The review considers the following criteria:

- Easily measurable;
- Directly attributable to the initiative;
- Have minimal external influences;
- Have a mix of quantitative and qualitative responses.

Whilst some of the proposed KPIs will provide useful guidance as to the success of The Coburg Initiative, some proposed KPIs do not provide suitable measures for the objective and benefit that is being sought. Additionally, some indicators are impracticable given the cost and complexity in collecting the data.

Benefit / KPI	Intended Outcome	Positives	Negatives	Recommendation
1.1	A measure for personal safety	Gathers end-users views Gathers visitor views Avoids reliance on recorded crime stats which can under-estimate	Based on subjective perception and therefore can be unreliable Can be influenced by external factors beyond control of the project Difficult to maintain a consistent sample group therefore can lead to variation in results Difficult to collect data particularly during evening periods	Regular 6-month/annual surveys undertaken. Strongly advise evening surveys to pick-up the key personal safety issues
1.2	A measure of pedestrian visitation to Coburg from surrounding area	Simple measure of pedestrian foot traffic Multiple objectives can be measured from this indicator	Does not pick up a direct economic measure Can be influenced by external factors beyond control of the project Does not reflect any overall increase in visitors to Coburg therefore could be misleading as a percentage	Useful if used as part of a wider set of surveys. This information becomes particularly relevant if combined with the number of people travelling to Coburg
2.1	A measure of the land dedicated to car parking within Coburg	Easily measurable Provides a direct link to the benefit	Clarification required about private car parking inclusion and link to Objective. Possible displacement of parking to adjacent areas could still return a 'positive score' under this indicator Lack of direct connection to the objective	A need to consider role of private parking within this indicator. Needs to link to 'objective' not 'benefit' therefore a measure for a reduced need for parking is required
2.2	A measure of the trip purpose(s) for visitors to Coburg	This is a useful measure for a range of objectives	Unclear as to how this directly reflects the benefit of the objective	Reconsider
3.1	A measure of the total energy consumption based on travel times	A useful connective measure between transport and energy	Linking to travel time is possibly simplistic. Needs to consider travel mode, mode shift, journey distance and cost of varying energy sources ie. Electricity vs petrol	A good indicator if it also considers why increases or decreases in travel times have occurred
3.2	Measures perception of congestions within Coburg by local residents	Can act as a proxy for public opinion	Lack of connection to the benefit or the objective Can be subjective and therefore misleading Tendency for 'the public' to exaggerate problems Tendency for 'the public' to recall 'rosier events' from past	Recommend a change in KPI to something based on fact. More emotive views are best applied to other KPIs. Congestion should be measured
4.1	Measures mode share of visitors to Coburg	Good measure and one that can represent real changes in travel patterns	Can be difficult to collect accurate data Can be impacted by other factors such as petrol prices, PT congestion etc.	A good indicator. Suggest a 6month/ annual survey of residents, workers, visitors
4.2	Measures the proportion of households without a car	Good measure that can indicate a change in either existing residents or the effects of new residents on the overall populations travel patterns	Can be influenced by external factors such as petrol prices	Suggest a regular 6month/annual household survey

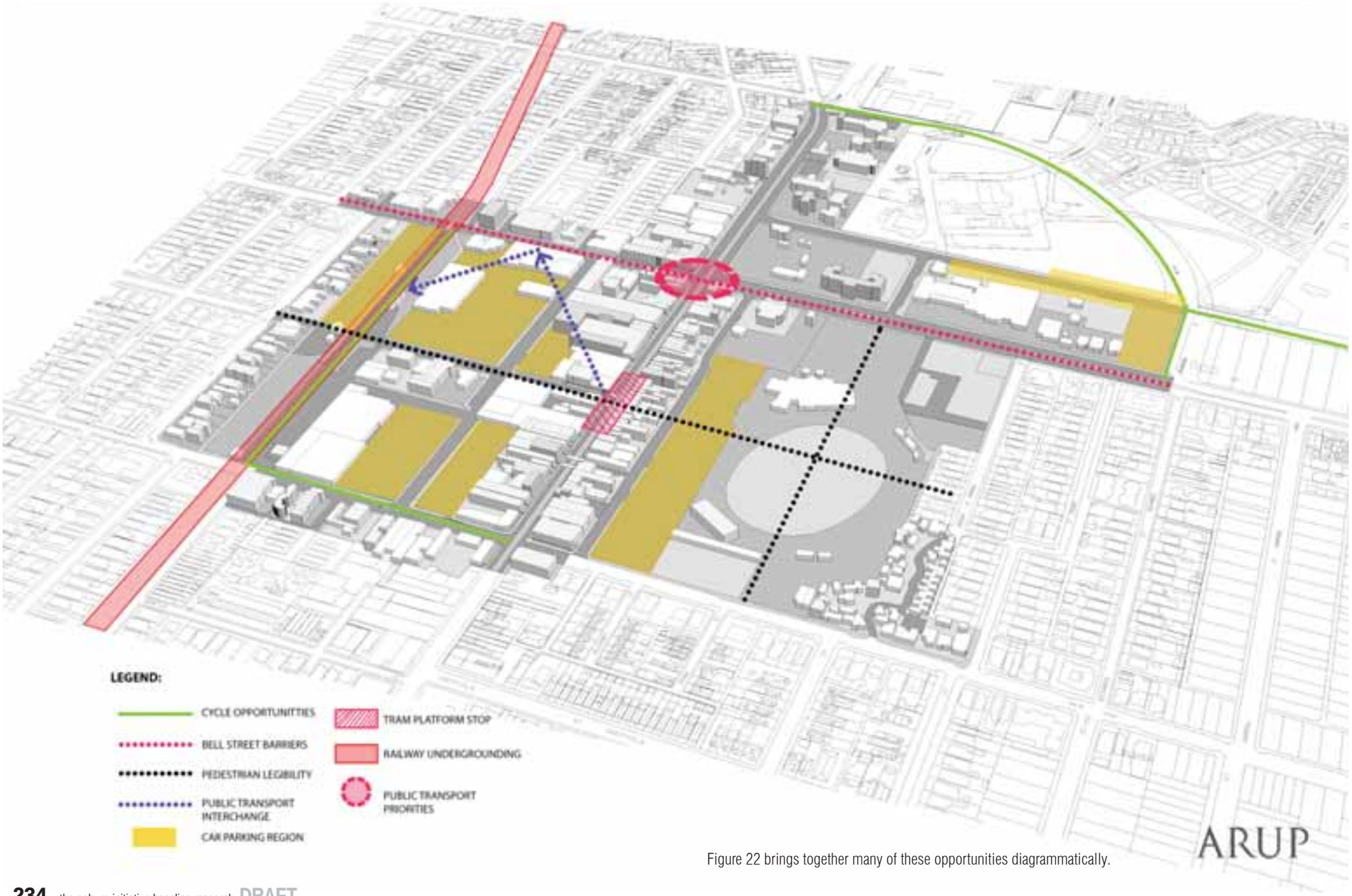


Figure 22 brings together many of these opportunities diagrammatically.

6.3.6 | MASTER PLAN OPPORTUNITIES

DELIVERY MECHANISMS

Coburg has as opportunity to develop a delivery mechanism that can deliver transport improvements. The combination of a single Developer and Council partnership creates an environment where area-wide agreements on policy and approach can be delivered. Additional stakeholders include VicRoads and DoT who will play a key role in the successful delivery of solutions and potential funding opportunities to some of the more complex transport issues that face this activity centre.

State and Local Government transport policy appears aligned sufficiently to enable discussions about transport improvements within the context of the Coburg Activity Centre area. The Coburg Initiative has stated clearly its intention to deliver leading sustainable transport initiatives which will involve delivering a balance of priority to road users with an emphasis on delivering improved sustainable outcomes. To this end, significant walking, cycling and public transport improvements will be proposed across Coburg.

Given the challenges that this is anticipated to raise with VicRoads and DoT, it is suggested that Council is proactive in engaging with key contacts within these agencies who can maintain ongoing involvement in the Coburg Initiative. The challenges faced require early discussion about objectives in order to reach agreement over the delivery mechanisms required to realise this vision.

TRAVEL BEHAVIOUR

As part of the master plan for The Coburg Initiative, it is suggested that the following opportunities warrant further investigation:

- Business incentives for staff (TravelSmart);
- Private car parking tax;
- Free home delivery services for shoppers;
- Private paid parking techniques.
- Car share clubs – flexicar/go-get;
- Real-time information throughout urban area and new development;

With such rapid planned growth, a step-change will arise for those people or businesses that relocate to Coburg which presents an optimum opportunity to influence travel behaviour. The vision for Coburg is one that embraces sustainable practices of which transport is a part. Increased usage of walking, cycling and public transport can be favoured as opposed to a continued reliance on the private car.

PEDESTRIAN

As part of the master plan for The Coburg Initiative, it is suggested that the following opportunities warrant further investigation:

- Improvements to the pedestrian realm through the provision of public squares, wider paths, improved lighting, surveillance, pathig quality and facilities;
- Premium pedestrian crossings – signalized crossings with pedestrian wait times set to maximum of 10 seconds;
- Pedestrianised Sydney Road between Bell Street and Harding Street (tram access continued);
- Minimum 5 metre wide footpaths along main roads (Sydney Road, Bell Street and Waterfield Street);
- 100% DDA compliant Coburg
- Overcoming the Bell Street barrier-effect – improved crossings, underpass/overpass;

Understanding where to go and how to get there does not necessarily require signs. A legible network can provide the pedestrian with an intuitive sense of direction and support this with landmarks or vistas that enable the user to visualise their route.

Establishing a legible network within the existing and future urban form of Coburg is a significant opportunity.

CYCLING

As part of the master plan for The Coburg Initiative, it is suggested that the following opportunities warrant further investigation:

- Provision of a cycle super-station;
- Dedicated bicycle lanes along all main roads (Bell Street and Sydney Road);
- Flexi-cycle scheme;
- Free bicycle hire for Coburg residents;
- Free bicycle maintenance service / courses;
- High profile cycle parking facilities at train, bus and tram stops;
- Wayfinding – Provision of better wayfinding through signage, maps and route delineation.

Improved Connectivity - A key objective for cycle planning is to connect areas to existing facilities to either complete of expand parts of the cycle network. Coburg has potential opportunities to connect to regional network routes such as the Merri Creek trail and the Capital City Trail.

PUBLIC TRANSPORT

There are ongoing improvements planned for the public transport within the Coburg area however the following opportunities may exist for further improvement that require consideration:

- Underground railway line to reduce interaction with Bell Street and therefore enable increased frequency services;
- Provision of a multi-modal public transport interchange facilitating connection between modes;
- Provision of high quality platform tram stop(s) along Sydney Road;
- Provision of a high quality bus interchange along Bell Street to accommodate the proposed SmartBus;
- Provision of a high quality local-bus interchange developed within a future public square centrally located in Coburg;
- Provision of direct pedestrian and cycle connections between public transport nodes;
- Shared real-time facilities at Train, Tram, and Bus interchanges;

A range of opportunities exist to provide improved priority measures for the public transport modes in the area. The benefits of priority are improved journey time and reliability which in turn can lead to increased use.

PRIVATE VEHICLES

As part of the master plan for The Coburg Initiative, it is suggested that the following opportunities warrant further investigation:

- Closure of Sydney Road to private vehicles – Closure would allow pedestrian, cycle and tram access to remain;
- Downgrade of traffic function along Bell Street – Increase in public transport, walking and cycling provision along Bell Street through the removal and reallocation of traffic lanes;
- Coburg-wide service vehicle and delivery hub;
- Unbundling of parking from property;
- Adoption of aggressive new reduced parking supply rates on all new developments within Coburg;
- Reduction in provision of public car parking within the Coburg area;
- Undergrounding of significant amounts of public car parking;
- Parking fees.

Establishing an agreed hierarchy for the road network within and adjacent to Coburg will help to determine the outcomes for the character and function of each road. Competing objectives for the operation of each road can lead to difficulties in determining an appropriate course of action for key initiatives. Understanding and agreeing the function of each road with the State Agencies will help to determine which other opportunities are achievable.

6.3.7| RECOMMENDATIONS

Based on the information considered within this paper, the following recommendations are made. These tasks are recommended as inputs into the master plan process and therefore are proposed within the timeframes of the master plan delivery. Further consideration may also be required as to the responsibilities and funding sources for these tasks:

1. A Transport Working Group is established with representatives from Moreland City Council, Equiset, VicRoads, DOT and the Consultant team to establish a discussion forum for the key transport issues.
2. Transport Working Group to identify expectations in terms of study scope required for Coburg.
3. Key Performance Indicators (KPIs) be reviewed and finalized.
4. Baseline surveys established and undertaken.
5. The Transport Working Group to identify further investigations, timelines and funding sources for the following key transport infrastructure projects relevant to Coburg:
    a. Undergrounding of the railway line which may involve high level discussions as required;
    b. New bus interchange;
    c. Tram platform stop(s);
6. Further investigation by the consultant team into the projected numbers of pedestrians, public transport users and vehicles expected with the development to determine the potential capacity constraints that exist within the immediate and adjacent transport networks. (includes pedestrian and footpath analysis).
7. Further work to be undertaken by the consultant team to understand the car parking expectations and requirements of the stakeholders (Council, existing and future tenants, Traders, Residents etc.).
8. Delivery of a transport plan to support the Master Plan for Coburg.

6.3.8| APPENDICES

Appendix Number	Description
6.3.8.1.	Policy review
6.3.8.2	Public Transport Services Summary
6.3.8.3	Comments provided by Council Expert Groups

6.3.8.1| POLICY REVIEW

CENTRAL COBURG 2020 STRUCTURE PLAN

Coburg is identified as the City of Moreland's Principal Activity Centre (PAC) The Coburg Activity Centre is a 42.5-hectare area within the suburb of Coburg. The activity centre is based around the Coburg town centre and the tram corridor along Sydney Road. Presently the Central Coburg Structure Plan Coburg has a predominantly car based usage profile despite its localised catchment areas. This is due in part to the extensive provision of open lot parking throughout the centre. Bell Street and Munro-Harding Street provide east-west access to the Coburg Activity Centre. Sydney Road provides north-south access. Bell Street and Sydney Road are near saturation at peak times.

In spite of this, the area is extremely well serviced by public transport. A key aim for the transport interchange strategy is to change the perception of the centre to one that is accessible by public transport, walk and cycle for those short trips that serve the majority of regular local visitation.

The overarching aim for transport and movement in the Central Coburg Activity Centre is to link the community. The vision for the Centre is that most people arrive on foot, by bike or by public transport. The provision of a range of services in Central Coburg will enable people to conduct a number of different activities based on the one trip.

The structure plan identifies the following objectives for transport and movement in Central Coburg:

Ensure integrated, equitable, sustainable and efficient transport and movement networks;

- Provide a wide range of transport alternatives enabling ease of access to a range of activities for residents, workers and visitors;
- Reduce reliance on cars for local trips by providing a wide range of transport alternatives including accessible and integrated public transport, cycling and walking networks;
- Provide a well connected road system well served by appropriately located car parks, including parking stations on the periphery of the centre;
- Ensure through traffic (including freight) moves efficiently and effectively; and
- Reduce traffic speeds in shopping centres.

There are 10 precincts of use and associated development guidelines to inform transport and movement networks that are identified in the Structure Plan. Several of these include specific transport and movement initiatives, including:

- A new north south street adjacent to the railway line, and a station and underpass upgrade in the Railway Precinct to develop a high quality sustainable transport hub;
- Development of the transport interchange and open lot car parks in the Supermarket/Car Park Precinct, and the location of car parking below or above ground;
- Upgrade the retail streetscape in Sydney Road Retail Precinct to improve pedestrian amenity, remove clearways and create a new pedestrian link to the City Oval and develop the intersection of Victoria Street and the new extension to City oval as a pedestrian focussed crossing with a super tram stop;
- Create a boulevard to link Sydney Road to Champ Street linear park, and improve the pedestrian environment on Bell Street through streetscape upgrades in the Sydney Road/Bell Street Commercial Precinct;
- Realign the eastern end of Urquhart Street to follow the prison wall and deliver improved safety, pedestrian amenity and connectivity and develop Pentridge Boulevard to provide a clear travel route for all forms of transport in the Pentridge Redevelopment Precinct;
- The development of a transport interchange within the Coburg Activity Centre is identified as a key project in the structure plan, and is integral to linking the community in Moreland.

MELBOURNE 2030

Melbourne 2030 is the Victorian Government's strategy for future growth and development in the Metropolitan area. A key focus of the strategy is the development of activity centres as the focus for high quality development, activity and living across Melbourne.

Coburg is identified in Melbourne 2030 as a Principal Activity Centre, providing retail services, substantial employment, and a wide variety of recreation and community facilities. It provides an important focus for its surrounding community.

Melbourne is based on 9 key directions for the Metropolitan Area, namely

- A more compact city;
- Better management of metropolitan growth;
- A more prosperous city;
- A great place to be;
- A fairer city;
- A greener city;
- Better transport links; and
- Better planning decisions and careful management.

A range of policies in Melbourne 2030 provide specific direction for the transport and movement network in Central Coburg, including:

Policy 8.1 Upgrade and develop the Principal Public Transport Network and local public transport services to connect activity centres and link Melbourne to the regional cities;

Policy 8.2 Improve the operation of the existing public transport network with faster, more reliable and efficient on road and rail public transport;

Policy 8.3 Plan urban development to make jobs and community facilities more accessible;

Policy 8.4 Coordinate development of all transport modes to provide a comprehensive transport system;

Policy 8.5 Manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure;

Policy 8.6 Review transport policies, including design, construction and management, to reduce environmental impacts;

Policy 8.7 Give more priority to cycling and walking in planning urban development and in managing our road system and neighbourhoods; and

Policy 8.8 Promote the use of sustain personal transport options.

ACTIVITY CENTRE DESIGN GUIDELINES

The overarching objective of the Design Guidelines is to create activity centres that reduce the need to travel by concentrating housing, employment and services and community facilities into consolidated centres of activity. Therefore, only one trip is needed to fulfil multiple purposes.

The aims for activity centre design are to:

- Develop a good quality public environment;
- Promote street based patterns of connection;
- Improve community safety;
- Encourage a mix of uses;
- Improve pedestrian and cycling amenity;
- Promote public transport focus;
- Increase accessibility and integration; and
- Encourage environmental sustainability.

Design criteria that address the transport and movement network in the activity centre include:

Objective 1.1 To develop a street layout with a focus on public transport services.

Objective 1.2 To provide a well-connected road network with co-located access for all users.

Objective 1.3 To provide appropriate street widths.

Objective 1.4 To integrate activity centre streets into the local street network.

Objective 1.7 To physically connect surrounding residential neighbourhoods to the uses in the activity centre.

Objective 2.1 To encourage public transport use by providing convenient, prominent and active stations and interchanges.

Objective 2.2 To provide high–quality passenger amenity.

Objective 2.3 To provide safe, attractive and direct pedestrian and cycling access to stations, interchanges and transit stops.

Objective 2.4 To minimise the dividing effect of railway corridors on activity centres.

Objective 3.1 To design streets that comfortably and safely accommodate the pedestrian and cyclist.

Objective 3.2 To ensure vehicle traffic does not compromise a good walking and cycling environment.

Objective 3.3 To design and plan street edges to enhance the pedestrian environment.

Objective 6.1 To improve pedestrian and cycling access and amenity between malls/large stores and the rest of the activity centre and surrounding neighbourhood.

Objective 8.1To maximise on-street parking opportunities.

Objective 8.2 To use on-street parking efficiently.

Objective 8.3 To minimise off-street car parks visually dominating public space.

Objective 8.4 To improve pedestrian and cycling safety and amenity in and around off-street parking.

THE VICTORIAN TRANSPORT PLAN

Victoria has experienced unprecedented population growth in the last few years. This growth has increased the already significant pressure on the transport system in metropolitan Melbourne regional Victoria. The Victorian Transport Plan provides a blueprint for the transformation of the transport system to facilitate current and future growth.

The plan outlines a $38 billion investment program designed to deliver more trains and trams, more train tracks and stations, better roads and more transport choices in Victoria's cities, regional centres and country towns in order to link communities.

The plan has 6 priorities for action, each with a short, medium and long term action plan.

VICROADS PRINCIPAL BICYCLE NETWORK (PBN)

The Principal Bicycle Network (PBN) is a network of arterial cycling routes in metropolitan Melbourne:

- The PBN currently consists of approximately 3500km of existing and proposed on-road and off-road bicycle routes. So far, approximately 1200km of the network has been completed. VicRoads has primary responsibility for managing and funding the development of the PBN.
- Bicycle facilities on the PBN are implemented by VicRoads and local councils depending on whether they are on an arterial or local road.

The PBN in the City of Moreland includes:

- Wide kerbside lanes along Brunswick Road to Sydney Road, along Sydney Road to Bell Street, and along the southern portion of Nicholson Street.
- Shared Bicycle and Parking Lane along Gaffney Street and Murray Street, along Moreland Road and Normanby Avenue, along the balance of Nicholson Street, along Melville Road between Bell Street and Gaffney Street and along Brunswick Road between Sydney Road and Nicholson Street.
- Exclusive bicycle lane on Boundary Road between Rhodes Parade and Sydney Road.
- Shared Footway/bicycle path (off road) on Bell Street between Sydney Road and Nicholson Street.
- A Proposed off road path along Pascoe Vale Road from Bell Street to the Ring Road.
- A proposed on road lane from along Melville Rd from Brunswick Road to Bell Street, along portions of Brunswick Road between Sydney Road and Nicholson Street, along Nicholson Street between Albion Street and Bell Street, between Gaffney Street and Murray Road, along Sydney Road from Bell Street to the Ring Road, along Derby Street between Gaffney Street and Boundary Road and along Rhodes Parade, Plumpton Avenue and Glenroy Road.

MORELANDS INTEGRATED TRANSPORT STRATEGY (2009-2018)

The purpose of this document is to articulate a ten year vision for transport in the City of Moreland and identify implementable and practical actions to realise the vision. The key transport challenges addressed in the report are:

- More transport services and infrastructure for a growing population;
- More accessible transport services for an ageing population;
- Reduce transport disadvantages for low income populations, particularly in the North of the Municipality;
- Continue with the trend in mode shift in Moreland towards sustainable transport modes;
- Manage roads to accommodate increased freight traffic in the metropolitan area;
- Manage through trips (by car and train) caused by growth in neighbouring municipalities;
- Current and future congestion on all roads in the municipality;
- Reduction in greenhouse gas emissions by transport;
- Address peak-oil by reducing dependencies on fossil fuels; and
- Obesity and other health problems caused by physical inactivity.

The vision for transport in the City of Moreland is the municipality will set the outstanding example for the Melbourne metropolitan area by having a transport system that encourages sustainable development. The key components of this transport system are:

- Walking and cycling are the preferred modes;
- Good public transport services in all areas;
- Streets are community spaces; and
- Local access to services, education and employment.

MITS identifies 18 transport goals supported by short and medium term initiatives and targets intended to realise this vision. These include:

1	Pedestrian travel should be the top priority in all transport decision making processes:	Finish the pedestrian strategy including a high density walk/cycle network (1-5 years); Road asset management plan should reflect the top priority given to pedestrians (1-5 years); Develop pedestrian friendly spaces close to shopping centres and public transport hubs (10-15 years);
2	Continue promoting active transport as a mode of transport for all trips:	Support a series of cycling and pedestrian activities in the municipality (including Cyclovias and the walking school bus program) (1-5 years); Develop bike parking at all train stations in the City of Moreland (5-10 years); Develop urban design guidelines encouraging walking for all development types (5-10 years);
3	Pedestrian improvements should have a safety focus:	Conduct a review of greenlight crossing time for pedestrians at 10 key intersections/crossings (1-5 years); Trial raising pedestrian crossings at selected locations to improve safety (1-5 years); Monitor and improve pedestrian areas in business centres throughout Moreland (5-10 years); Raise selected pedestrian road crossings to pavement levels, creating speed humps (5-10 years);
4	Future pedestrian and cycling infrastructure to be developed municipality wide to facilitate 90% of the population located with 400metres of the network;	Investigate the potential to build segregated bicycle lanes on selected roads (1-5 years); Develop an east-west cycling route (1-5 years); Create pedestrian priority zones in and around Sydney Road and train stations (5-10 years);
5	Use a regional approach to actively advocate for improvements to public transport;	Develop strategic partnerships and participate in forums (1-5 years); Reactivate regional transport coalition and support the development of regional integrated transport plan (5-10 years); Advocate for development of transport interchanges across the municipality (5-10 years)
6	Actively promote the extension of the tram network;	Trial feeder bus services linked to routes 19 and 55 and involve neighbouring municipalities in design of service extension(1-5 years)
7	Encourage public transport usage by providing information and priority to public transport:	Provide timetable and a useful, real time information system at bus and tram stops in partnership with relevant agencies (1-5 years); Develop bus priority measures in Moreland and bus and tram priority in congested areas and intersections (5-10 years);

8	Expand the coverage and service level of community transport;	Assess feasibility of a community bus brokerage (1-5 years); Attract partnerships to the community transport service and expand service to all transport disadvantaged residents (5-10 years);
9	Invest in making transport more accessible for people with disabilities;	Review accessibility at tram and train stops in Moreland (1-5 years)
10	Adopt a new road hierarchy that prioritises sustainable transport modes and identifies freight routes that support local productivity;	Review the road hierarchy and the road classification (1-5 years);
11	Improve connectivity for sustainable transport modes by developing green bridges at Gowanbrae and Fawkner and other needed infrastructure (1-5 years):	
12	Continuous review and improvement administrative arrangements of Moreland's road networks;	Review the performance of Council controlled and VicRoads roads every 5 years, and review the asset management strategy to reflect changes in the road hierarchy (1-5 years);
13	Advocate to make roads a community focus by reducing speed limits on local streets to 40km/h and 50km/h on collector and sub arterial roads (1-5 years)	
14	Target congestion on all roads;	Trial banning parking close to schools, improve street amenity and sustainable transport modes by widening streets and creating cycle/ pedestrian network and continue to implement the Moreland Parking Strategy (1-5 years); Implement smart technologies on arterial roads (5-10 years);
15	Become a leading Australian Council in Transit Oriented Development;	Develop procedures ensuring that 10,000m2plus developments conduct an access and mobility plan (1-5 years);
16	Support development in the north by designing and developing a new transport node in Fawkner;	Plan the creation of a new transport node in Fawkner in parallel with the development of tram extensions (1-5 years);
17	Council to show leadership in the community by encouraging and supporting sustainable travel in it's own operations (1-10 years);	
18	Enhance the technical capabilities within Council to achieve the implementation of this strategy.	

INVESTMENT LOGIC MAPS AND BENEFIT SUMMARIES

Investment Logic Maps and Benefit Summaries are a component of the Strategic Assessment stage of the Victorian State Government Investment Lifecycle Evaluation.

The comparative worth of competing investments are decided in part upon these benefit summaries. Furthermore, post implementation evaluations are based on how successfully an investment has actually deliverd these benefits.

The transport and movement benefit summary for the Coburg initiative is as follows:

Benefit 1: Improved safety and local economy;

Benefit 2: Release of car-parking land for other higher value community outcomes;

Benefit 3: Efficient use of energy; and

Benefit 4: Less reliance on the use of cars.

6.3.8.2| PUBLIC TRANSPORT SERVICES SUMMARY

Table 1 Public transport services to Melbourne CBD (Coburg)

Service	Destination	Monday - Friday			Saturday		Sunday	
		Peak Freq (min)	Last Service	Typical Freq (min)	Last Service	Typical Freq (min)	Last Service	Typical Freq (min)
Bus								
512	Strathmore Station	20	18:40	20	12:40	40	No Service	No Service
513	Eltham Station	13	21:17	20	21:31	30	21:31	30
525	West Reservoir	Service During AM and PM Peak Hour Only						
526	West Preston	30	19:30	30	17:30	30	No Service	No Service
527	Northland	15	21:23	20	21:23	20	21:33	50
530	Campbellfield	30	21:20	30	21:00	45	21:00	45
534	Glenroy Station	30	20:30	30	20:50	40	21:10	40
Train								
Upfield Line	City (CBD)	4	23:37	20	23:07	30	23:37	30
Tram								
Tram 19	City (Elizabeth Street)	4	23:46 00:44 Fri	7-11	00:45	6-12	23:21	6-11

Table 2 Public transport services from Melbourne CBD (Coburg)

Service	Destination	Monday - Friday			Saturday		Sunday	
		Peak Freq (min)	Last Service	Typical Freq (min)	Last Service	Typical Freq (min)	Last Service	Typical Freq (min)
Bus								
512	East Coburg	20	18:30	20	12:30	40	No Service	No Service
513	Glenroy Station	10-13	20:12	13-20	21:24	20-30	21:24	30
525	Coburg	Service During AM and PM Peak Hour Only						
526	Coburg	30	19:30	30	17:00	30	No Service	No Service
527	Gowrie Station	15	21:33	20	21:22	20	21:22	50
530	Coburg	30	21:40	30	21:39	45	21:39	45
534	Coburg	30	22:00	30	21:30	40	21:10	40
Train								
Upfield Line	Upfield	20	00:24 01:21 Fri	20	01:21	30	00:23	30
Tram								
Tram 19	North Coburg (Sydney Road)	5	00:45 01:49 Fri	6	01:46	6-13	00:17	6-12

SMARTBUS FREQUENCY TABLE

Day of Operation	Pre Morning Peak	Morning Peak	Day time
Weekdays	30 minute frequencies between 5.00am and 6.30am	15 minute frequencies between 6.30am and 9.00pm	30 minute frequencies between 9.00pm and midnight
Saturday			30 minute frequencies between 6.00am and midnight
Sunday			30 minute frequencies between 7.00am and 9.00pm

BUS ROUTES WITHIN THE STUDY AREA

Route Number/Service	Description
512	Bus Route operates along Harding Street and Munro Street, between Strathmore Station and Coburg East
513	Bus Route operates along Bell Street between Eltham and Glenroy. A bus stop for Route 513 is located in Bell Street directly east of Sydney Road.
525	Bus Route operates along Sydney Road between Bell Street and West Reservoir. A bus stop for Route 525 is located in Bell Street directly east of Sydney Road
526	Bus Route operates along Sydney Road between Coburg Station and West Preston. A bus stop for Route 526 is located in Sydney Road directly north of Bell Street (ie. opposite inbound tram safety zone).
527	Bus Route operates along Bell Street between Gowrie Station and Northland Shopping Centre. A bus stop for Route 527 is located in Bell Street directly east of Sydney Road.
530	Bus Route operates along Bell Street and Sydney Road
534	Bus Route operates along Sydney Road between Coburg and Glenroy Station.
V-Line Coach Services	operate along Sydney Road providing services to Kyabram, Shepparton, Barmah and Griffith. A V-line bus stop is located in Sydney Road directly north of Bell Street (ie. opposite inbound tram safety zone).

6.3.8.3| COUNCIL EXPERTS MEETING SUMMARY

To establish an understanding of the local priorities and issues within the study area, a transport focus group workshop was held with Moreland City Council transport specialists. This workshop was framed by the drivers listed within the transport Investment Logic Maps. A summary of the key discussion points is as follows:

Traffic congestion and pedestrian/ car safety conflicts	Bell Street and Sydney Road and rail line experience congestion issues (e.g. excessive queuing, insufficient capacity, delays etc)
	Sydney Road not a through route. 20% of traffic travelling along Sydney Road from Brunswick reaches Bell Street/Sydney Road intersection
	Harding Street/Munro Street carries 15,000 vehicles per day
	Turn bans at Bell Street/Sydney Road intersection distributes traffic to the surrounding road network
	Truck turning issues at the south western corner of Bell Street/Sydney Road intersection
	Council proposed clearway restrictions along Bell Street that were in addition to that proposed by VicRoads. Council proposal was for clearways to apply for the hours of operation of the SmartBus service (e.g. 5am-11pm). VicRoads did not support this proposal and is only proposing to implement the 'Keeping Melbourne Moving Clearways' 6:30-10am and 3:30-7pm
	Signal coordination of the corridor affects tram performance and operation along and across Sydney Road
	Pentridge Boulevard could provide part function of Urqhart Street though the cross section will not be designed to facilitate this movement
	State ALCAM assessment lists the Bell Street level crossing as the 6th worst intersection in Victoria
	Intersection of Rodda Street and Bell Street is a blackspot
	The proposed changes to the Bell Street public acquisition overlay are currently in the process of planning approval with Council. The changes to the PAO will provide a curvilinear alignment on Bell Street particularly to the west of Sydney Road
	In the past Council (political) has pushed for Sydney Road south of Bell Street to become the jurisdiction of Council. Council (political) sees the function of this road to be more of a local and access nature
	VicRoads Network Operating Plan has been reviewed by Council and is generally supported However there have been a number of queries regarding processes (e.g. if the network operating plan states that a road is a VicRoads road, how easy is it to change this).
	A review of arterial roads in the municipality is being undertaken by VicRoads early next year. Council will have the opportunity to comment but does not expect that this review will include many significant changes to the Sydney Road or Bell Street
	Sydney Road, Coburg was 14th on the list of streets to receive the installation of shopping strip speed limits (only 12 implemented)
Poor connectivity discouraging the use of public transport	Taxi bays will be moved from Bell Street to Waterfield Street as a part of the SmartBus improvements
	Moreland expects interchange to be designed by Coburg Initiative
	Previous GTA feasibility has not been supported by bus operators because of the travel time for buses and Council has changed it's position. Council prefer a small deviation of Bell Street.
	Agree that the movement of buses along Waterfield Street will create a barrier in the central area of the western precinct of Coburg
	Tram reliability and travel times along Sydney Road is poor
	SmartBus installation is scheduled to be completed early (Jan/Feb) 2009
	Bus lane will be provided along Bell Street
The increasing demand for car parking	Car parking strategy was developed in 2005
	New car parking rates expected to apply to Coburg area to be developed as a part of Coburg initiative
	GTA have developed empirical car parking data for the area
	Surveys of Coburg car parks indicate a maximum occupancy of 65% in the activity centre
	Security and theft an issue in railway commuter car parks particularly south of Victoria Street
	No significant resident parking concerns in the streets surrounding the Coburg activity centre
	The yellow 'No Stopping' bays in the off-street car parks allow convenient loading and unloading for businesses
	Council has requested VicRoads to remove counter peak clearways along Sydney Road. This has received objection from Yarra Trams due to a reduction in travel times
	Towing will become a regular occurrence for vehicles parked in clearways as a part of 'Keeping Melbourne Moving'
	Trader contribution for car parking requires further investigation to determine which car parks have been provided by trader funding and will be sensitive for change
The need to enhance the public realm	Security (primarily), wayfinding and legibility are key considerations for the public realm
	Sydney Road experiences long delay time for pedestrians at POS
	The 'local' shopping strip feel of Sydney Road including informal crossing by pedestrians (i.e. away from signals) is a feature of Sydney Road
	The parking provision on Sydney Road protects the road side from passing vehicles and is considered key to the Coburg environment
	The alignment and depth of the Melbourne to Sydney fibre optic cable along Sydney Road creates issues for DDA improvements requirements
Bicycles	Railway Place bicycle concept is currently under development
	Bell Street to Munro Street has been flagged for future upgrade
	SAMI program will include improvements to Coburg Station and investigate relocating the shared path at the forecourt of the station to the eastern boundary of the Victrack land
	As a part of Keeping Melbourne Moving, Council is seeking bicycle lanes along Sydney Road
	O'Shea Street is an important east west bicycle link and a separated off-road bicycle path is currently under construction.
	Harding Street and Munro Street is also a key east-west bicycle link
	More bicycle parking will be installed at Coburg station as a part of the SAMI project

6.3.8.4| COMMENTS / FEEDBACK

The following feedback was provided by the Moreland City Council Expert team on 06.02.09 based on the first draft:

- The context of the project should be broadened to include the Pentridge site and the development of the Coburg High site. Transport does not operate in isolation, and hence these two sites in particular will feed into the Coburg PAC, eg. bicycle and pedestrian links need to operate between these sites, new tram patronage from the Pentridge development may hinder tram access at central Coburg

- Parking provision is covered within the document, and we support the introduction of shared parking as well as parking charges. We would also like to see the introduction of unbundled parking for the development, where the costs of parking are passed onto the user in the form of ongoing charges. This, combined with car sharing opportunities will reduce the need for parking at the site.

- We have concerns about vehicle access to the site, exiting and entering Bell Street and Munro Street from Waterfield/Louisa Streets, particularly at peak times. Significant delays at these intersections could be expected with the density of development proposed unless significant parking reductions are made.

- Further clarification in the future will be needed to determine how the ongoing travel behaviour programs will be administered

Overall, we support the direction of the report in relation to transport and movement, and look forward to the next phase of this exciting development.

The following feedback was provided by Sally Semmens on behalf of The Coburg Initiative on 23.02.09 based on the first draft:

Below I am documenting my comments as discussed in the briefing meeting at Moreland and in our subsequent discussion on Friday 6 February in the city. Rather than go over what was inadequate with the paper I have outlined ideas for inclusion. It is difficult to balance the current status against what TCI could become. But I think it is important to at least indicate the future vision and what is needed to get there. There are so many reports, of varying quality, but mainly dealing with infrastructure delivery options in isolation of a more wholistic and integrated view. Most of them stick to future scenarios around "business case as usual" rather than looking at transforming transport delivery and travel patterns.

The Issues/Thought Leadership paper needs to include the following:

Vision - What sort of place do we want Coburg to be? Set the vision for the future of sustainable transport and movement in the area based on principles and aspirations of the Colours document.

Needs to have a para on the role of connectivity, movement and well integrated accessibility - its contribution to health and wellbeing, economic prosperity and lowering carbon emissions. Relationship to place making and the quality of the public realm.

Needs to have a para on the current situation (local knowledge and understanding of how people live and work here) and what will need to change in order for vision to become reality.

Demographic info - para on current pop (ABS 2006) and future projected pop growth (from Victoria in the Future Dec 2008) including - aging pop, higher than average low socioeconomic. There will be more residents, workers and visitors to the area.

Policy context - list documents and dot points of relevance re how they can/could relate to Coburg:

Federal - Infratructure Australia - Better use of exisiting infrastructure, Climate Change, Supporting our cities, Transforming our cities;

State - M2030, Planning for all of Melbourne, Melbourne@5million <mailto:Melbourne@5million> - strong pop growth, linking transport, jobs and landuse planning, employment corridors, targeted redevelopment along tram corridors, new sustainable communities, including push pull to CAD (Broadmeadows), Inner North Sub Region Pilot in Established suburbs; Victorian Transport Plan (VTP) - Extension of PPTN, Major employment corridors, Growth in established suburbs (protect liveability, locating more housing around activity centres, supporting and extending the PPTN, large sites for economic restructuring), Creating a metro system by making areas which encourage shorter local trips to access jobs, greater potential for walking and cycling, provision of new infrastructure and increased services; Freight Futures - the Victorian Freight Network Strategy (VFN) - Minimising the amenity, environmental and climate change impact of freight transport; (while the development of Freght Centres will not directly relate to Coburg think about downstream impacts);

Local - Structure Plan 2020, draft MITs , Parking Strategy, Pedestrian Strategy (being developed)

Need a summary para analysing what they mean for Coburg and how they could possibly be leveraged for opportunities across integrated tansport nd landuses. How TCI will help to deliver these policies and help shape outcomes for all levels of Govt.

Other factors influencing transport and travel patterns

- increasing congestion within a 10km radius of Melbourne
- changing nature of local employment (eg decline in manufacturing)
- health - link to health and wellbeing and the importance of accessibility to influence health outcomes
- oil crisis - impact on discretionary spending and labour market/geospatial travel demands especially for key workers
- climate change
- positive impacts of densities and walking on local urban renewal and economic vibrancy

Baseline data - current situation (what we know)

- Map of area indicating transport networks (eg State and local roads, train lines, tram stops, bike paths etc)
- Current context and role of Coburg in the surrounding context of Preston, B'meadows, Footscray, CBD etc
- Services and infrastructure
- Vehicular movement - particularly in Sydney Rd in the shopping area and across Bell St
- POA Bell St
- Freight and commercial, service deliveries
- P/T patronage - trains, trams, buses, taxis - and DDA compliance
- Walking figures and quality of networks (VISTA)
- Cycling figures and quality of networks (BV info and route maps)
- any other TDM initiatives
- JTW data
- Parking and vehicular park and ride
- Speed
- Car ownership rates and synergies with proximity to tram routes
- Summary of transport info to date covers .....(All docs listed on eroom covering 1998 to 2009 .....)
- Highlight a few key docs worth noting (eg
- What is missing? VISTA data, destination data.....anything looking at a transformed sustainable transport future - short term, medium term, long term.

Issues for achieving outcomes - (what we need)

- Para re what is needed physicaly, economically and socially to deliver the vision
- Transport and movement networks and travel patterns must be planned with the planning for the public realm and integrated with landuses - should not be left to traffic engineers alone.
- Realistic objectives and timelines for short/med/longterm outcomes - how to move forward
- Major transport issues, integration and service provision - train, trams, bus, vehicles, cycling,walking, ticket zones, commuter parking??
- Future use of Bell St and Sydney Road implementation of PAO
- Speed and road user hierarchy (peds, cyclists, public transport, scooters, freight, commercial and emergency services, private vehicles) - tram priority
- Road and street design for ESD
- The importance of "human scale" of the public realm and the relationship of buildings in defing the edges of the street and the public realm
- On street and off street routes for pedestrians and cyclists
- Design of public realm and health supporting environments
- Universal (inclusive) design of fine grain and seamless accessibility including landscaping, amenity and shade verandahs - the spatial experience
- Legibility and safety
- Parking including growth in motorised travel, scooters, electric vehicles
- End of trip facilities for bicycles and pedestrians
- Free spaces to sit and pause - management of public vs private space
- Employer groups taking responsibility for TDM info to staff and clients
- Mitigation of noise and air pollution
- Changes to relevant regulatory mechanisms, design codes and standards to enable outcomes not act as barriers
- Being able to measure quality of outcomes (eg ABS, VISTA, Victorian Community Indicators Project, People Places and Spaces, Local health and wellbeing measures). Always use sources which are reputable and where the data can be replicated.

Thought leadership opportunities -

- Parking - a chance to unbundle car parking from residential development and look at overall parking strategies, planning regs etc.
- Evan Thornley (ex State MP) is going to work for the French electric car company and is looking for 3 - 4 suburbs wanting to pilot electric car plug in points; where is the French car company going to locate its HQs?
- Business opportunities for new green transport businesses and educational training
- Free bikes
- Car sharing companies
- Bicycle parking and facilities
- Commercial delivery times outside peak pedestrian daytime hours (eg before 8am and after 6pm)
- Establishing a TMA (travel management association) for Coburg
- Best practice examples (eg Elephant Castle UK, CABE UK, Living Streets UK, other)

Contacts and potential funding sources

- Federal - Major Cities Unit, Infrastructure Australia
- State - Department of Transport, Dept of Planning and Community Development, VicTrack, VicRoads, Yarra Trams
- Local - Bus companies
- Metropolitan Transport Forum
- UrbantransNZ

References

- All eroom docs
- All key policy docs
- NHF - Health Supporting Environments
- Other

The following commentary by F2 Architecture on behalf of The Coburg Initiative is based on the above draft:

6.3.4.1 Best practice PARKING could also include information on stacked parking [refer Gehl Architects' Public Realm chapter] and examples of above ground parking [refer MGS Architects' Retail and Commercial report].

6.3.4.7 The first paragraph about TRAIN connectivity does not mention and discuss the discharge of outbound train commuters north and onto Bell Street. This not only lengthens pedestrian / commuter travel to Coburg's heart of Sydney Rd & Victoria Mall, but it also reduces the utilization of the underpass, increasing the safety risk. Discharge of outbound rail commuters should be considered in the Master Plan process.

6.3.4.8 The Bell Street PAO section should comment on the competing interests for road space in Bell Street and how this is affected by the PAO. Consideration and consolidation between VicRoads interests and proposal[s] and The Coburg Initiative's interests should be discussed and needs to inform the Master Plan.

The concept of Bell Street as a Low Speed, High Volume street is discussed in Gehl Architects' Vision chapter. This should also be discussed here from a traffic engineering perspective.

40km/hr speed zones for the schools along Bell Street should be mentioned / discussed – do they exist, their effect and so on.

6.3.4.8 KEY ISSUES summary at the end of this section under Clearways should discuss whether we should support clearways or support their removal. This issue it's implication and The Coburg Initiative's position on this issue should be discussed / proposed and considered in the Master Plan process.

6.3.6 The Master plan Opportunities for PEDESTRIANS should mention potential slowed movement, increased volume with respect to Bell Street if this is a viable traffic engineering option.

6.3.6 The Master plan Opportunities for PRIVATE VEHICLES should mention the possible slowing of traffic speeds if appropriate associated with the possible downgrading of Bell Street.

6.3.7 Recommendation 5. should consider adding to the issues for the Transport Working Group to investigate:

d. Sydney Road road space re-allocation & Streetscape incorporating DDA compliant tram super stop at Victoria Mall

e. Bell Street road space re-allocation & Streetscape with respect to the PAO

6.4

DRAFT

6.4|ESD and urban ecology

PREFACE

This chapter has been prepared by Aurecon to guide the development of the master plan of the Coburg Initiative to be sustainable relative 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 sustainability 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.

6.4.1 EXECUTIVE SUMMARY

This report has been prepared by Connell Wagner to guide the development of the master plan of the Coburg Initiative to be sustainable. This report 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 sustainability benchmarks and analysis of the project requirements.

The overall environmental footprint of the renewal of Coburg Central can be greatly minimised by adopting an integrated development-wide approach to incorporate sustainable design initiatives. The aim is to reduce resource consumption in the short term, whilst laying the foundation to achieve a net zero ecological footprint in the long term.

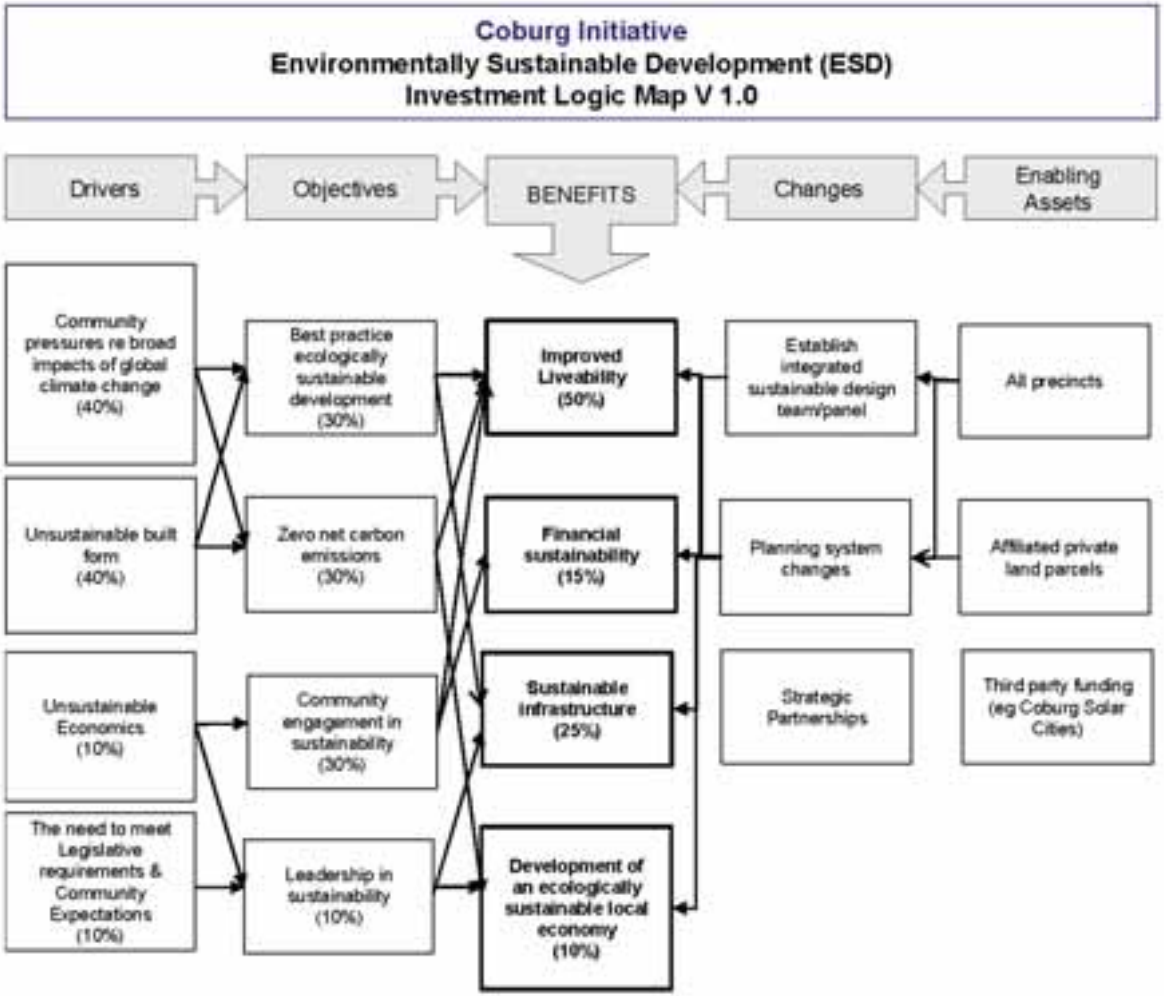
The broader Sustainability or Ecologically Sustainable Design (ESD) aspirations of the project are summarised below;

1. Long term vision – building for the future
2. Carbon neutrality – setting the foundations
3. Reduced ecological footprints – reducing total impacts
4. Places for people – livable city
5. Sustainable and integrated built environments
6. Financial sustainability / Carbon economy
7. Sustainable empowered communities
8. Enhanced biodiversity and healthy ecosystems
9. Recognise achievements – Benchmarking / sustainability assessment
10. Sustainable construction and management of development.

This document presents the broader sustainability principles and aspirations (as above), the specific objectives (main objectives as below), Key Performance Indicators (KPI) for the project and the recommended steps to ensure that the master planning and the redevelopment achieves the sustainability aspirations and objectives.

The main ESD objectives of the project are:

- Positive Energy – setting the foundation for zero net carbon emissions
- Zero waste
- Sustainable water
- Sustainable transport – setting the foundation for car-free zones
- Sustainable materials
- Sustainable ecosystem
- Healthy and safe environments and communities
- Precinct wide, local and individual building level initiatives.


Coburg Initiative
Environmentally Sustainable Development (ESD)
Investment Logic Map V 1.0
Drivers
Objectives
BENEFITS
Changes
Enabling Assets
Community pressures re broad impacts of global climate change (40%)
Unsustainable built form (40%)
Unsustainable Economics (10%)
The need to meet Legislative requirements & Community Expectations (10%)
Best practice ecologically sustainable development (30%)
Zero net carbon emissions (30%)
Community engagement in sustainability (30%)
Leadership in sustainability (10%)
Improved Liveability (50%)
Financial sustainability (15%)
Sustainable infrastructure (25%)
Development of an ecologically sustainable local economy (10%)
Establish integrated sustainable design team/panel
Planning system changes
Strategic Partnerships
All precincts
Affiliated private land parcels
Third party funding (eg Coburg Solar Cities)

6.4.2 OBJECTIVES

The following sections outlines and ESD aspirations and objectives for the Coburg Initiative.

1. Long term vision – building for the future;
   - Consider 100/200/300 year lifespan for buildings/public spaces
   - Adaptability
   - Ability to reuse/recycle/disassemble buildings
   - Meet changing needs over time
   - Reduce embodied energy/embodied water
   - Sustainable infrastructure
   - Ability to allow for technological change (eg. Electric plug in cars)
   - Consider impact of climate change – changing temperature, rainfall variability, increased frequency of natural calamities, loss of biodiversity
   - Continuous improvement over time.
2. Carbon neutrality – setting the foundations;
   - Set the foundation to achieve zero carbon net emissions by 2030 for the Coburg community and by 2020 for Council energy consumption.
3. Reduced ecological footprints;
   - Increased energy efficiency
   - Creation of local energy productions
   - Use of renewable energy
   - Water conservation and sustainable water management
   - Waste reduction
   - Sustainable materials and food
   - No car zones - utilise public transport hubs
4. Places for people - Livable city;
   - Human ecology
   - Walking and cycling city
   - Green spaces
   - Improved community satisfaction.
5. Sustainable built environments;
   - Sustainable urban design – site planning/ urban layouts
   - Sustainable built form
   - Solar access to all buildings and public spaces
   - Access to prevailing winds
   - Reducing Heat Island effect
   - Passive design of buildings
   - Water Sensitive Urban Design
   - Sustainable infrastructures.
6. Financial sustainability / Carbon economy;
   - Consideration for whole of life and Life Cycle costing
   - Sustainable local economy
   - Longevity of assets
   - Efficient use of resources
   - Creation of a local carbon economy
   - Benefiting from National Trading Scheme
   - Creation of ESD enterprises/services.
7. Sustainable empowered communities;
   - Community garden/markets
   - Community hub for sustainability
   - Enhance diversity and culture
   - Empowered communities to achieve continuous improvement.
8. Enhanced biodiversity and healthy ecosystems;
   - Improve the health of air, soil and water
   - Enhance biodiversity
   - Improve health of waterways.
9. Sustainability leadership – Benchmarking / sustainability assessment;
   - Precinct wide ratings – LEED neighborhood rating scheme
   - Individual building ratings – Green Star and NABERS rating schemes
   - New buildings – World Leadership
   - Redevelopment of existing building – Australian Excellence
   - Continuous improvement.
10. Sustainable construction and management of development;
   - Carbon neutral design and construction management
   - Sustainable construction practices
   - Zero accident during construction
   - Paperless project management.

The above objectives will be related to the Benefit and Key Performance Indicators (KPI) set up for the Environmentally Sustainable Development (ESD) Investment Logic Map for the Coburg Initiative as below;

Benefit 1: Improved Liveability

KPI 1: Reduction in ecological footprint of structure plan area (Global Hectares per person)

KPI 2: Increased level of community satisfaction with the environment in structure plan area (%).

Benefit 2: Financial sustainability

KPI 1: Reduction in building annual operating costs and design life ($ per sqm reduction for water and energy consumption)

KPI 2: Reduction in household and business transport costs ($)

KPI 3: Increased occupant productivity and well being and less staff churn (savings per sqm).

Benefit 3: Sustainable infrastructure

KPI 1: Increase in water and waste avoidance, capture, re-use and recycling (%)

KPI 2: Increase in local power generation (Megawatts)

KPI 3: Increased observance of international best practice sustainability standards (best practice metrics using rating tool with international recognition)

KPI 4: Reduce stormwater pollution (based on best practice guidelines).

Benefit 4: Development of an ecologically sustainable local economy

KPI 1: Increase in facilities for ESD/low carbon enterprises (sqm).

KPI 2: Increase in the number/diversity of local services for ESD/ low carbon enterprises (No./type).

KPI 3: Increased local jobs for local residents - Self Containment index (SCI).

6.4.3 | BACKGROUND AND ISSUES

Ecologically Sustainable Development (ESD) has been cited as a solution to combating climate change and is defined in the National Strategy for Ecologically Sustainable Development, 2008 as:

"Development that uses, conserves and enhances the community's resources so that ecological processes, on which life depends, are maintained and the total quality of life now and in the future can be increased."

Sustainability is achieved by finding a balance between environmental, social and economic aspects. The main ESD principles are outlined below;

- Precautionary measures
- Intergenerational and intragenerational equity
- Sustainable use of resources
- Conservation of biodiversity
- Economic and social well-being.

'Green cities' or 'Green urbanism' encapsulates the principles of sustainable development and has been defined as "cities that strive to achieve a circular rather that linear metabolism which nurtures and develops positive symbiotic relationship with and between its hinterlands" (Beatley, 2005). Green cities are also where there is a "quality of life and creation of highly liveable neighborhood and community" (Beatley 2005). They provide connections to nature which assists with improving the health and wellbeing of the people. Many elements of the existing ecological condition of the Coburg Central Area are unsustainable, as discussed in greater detail below;

Existing biodiversity and ecosystems

The project area appears to have little native flora and fauna and biodiversity has been impacted by the urban development in Coburg Central. There are some corridors within the area that have indigenous flora and fauna, for example, along the Merri and Moonee ponds Creeks. The Coburg Initiative is expected to improve the local biodiversity and link to the existing habitat corridors. Even though the council has no specific biodiversity strategy, it has set some goals and targets. The council has set a long term target of Zero habitat destruction which works towards creating and enhancing opportunities for indigenous flora and fauna, in achieving a net gain of indigenous species.

The local air quality is greatly impacted by vehicular emissions and the surrounding industrial areas. The Victorian Environmental Protection Agency (EPA) states that the biggest contributor to urban air pollution is motor vehicles. Various studies have shown the impact of air pollution on the health, wellbeing and mortality of local populations. More information is required on the air quality levels in the Coburg initiative area and reducing vehicles and improved public transport would greatly improve the air quality levels within the project area.

Due to the long history of developments in Coburg, there is potential for land contamination which could have a significant health impact on the community. An assessment of the existing soil condition is required, which will allow for strategies to remediate contaminated land and improve the soil health to be formulated.

6.4.4 | BASELINE DATA & RESEARCH

6.4.4.1 | SUSTAINABILITY FRAMEWORKS

The following section outlines the sustainability and climate change policies and development requirements of the various levels of government. This section also outlines the Moreland City Council's sustainability objectives, policies and requirements for this project.

Australian Federal Government

The Australian Government recently released a white paper called the Carbon Pollution Reduction Scheme (CPRS) with the aim of reducing Australia's carbon emissions and to adapt to the impacts of climate change. The CPRS is a market based system which places a cost on carbon pollution with carbon certificates to be issued by government. This scheme is expected to commence 1st of July 2010 with the aim of reducing Australia's Greenhouse gas emissions by 5% as a minimum, and 15% if there is a global carbon trading scheme, of the 2000 levels by the year 2020. The long term goal is to reduce greenhouse gas emissions by 60% from the 2000 levels by the year 2050. Even though the interim target of 5% has been noted by many environmentalists to be too low, the Australian Government has indicated that the 5% translates to about 34-41% reduction per capita, assuming that the Australian population grows a total of 45% from 1999-2020.

The Australian Government has also set a renewable energy target of 20% by the year 2020 which incorporates various state targets. The Government has also allowed for funding (Green Fund) to assist in improving the existing building stock, research and development into low emission technologies, funding for 'clean' businesses and various financial assistances such as rebates and interest free loans to households.

The national carbon trading scheme will impact on the proposed Coburg redevelopment and its implications need to be considered in the formulation of the redevelopment proposal. Sustainable redevelopment with an aim to achieve net carbon emission in the long term would ensure that the people and businesses of Coburg are not only free from the potential implications from carbon pricing and climate change but able to benefit from this scheme. The sustainability proposal for the Coburg Initiative goes beyond the Government's strategy to abate climate change impacts.

Moreland City Council

Moreland City Council (MCC) has demonstrated its leadership in sustainability and has incorporated sustainability into its policies, majors' speech, strategic plans and council's operations. The following outlines some of the MCC's sustainability actions:

- Part of Cities for Climate Protection and has completed a Climate Action Plan.
- Part of Northern Alliance for Greenhouse Actions (NAGA) – commitment to zero net greenhouse emissions for Community by 2030 and for Council by 2020.
- MCC purchases 100% accredited green power.
- MCC will develop sustainable street lights (streetlight represent 50% of council's energy use).
- MCC has established the Moreland Energy Management Reserve Fund.
- MCC has developed and implements sustainability assessment for developments and administers the rating tools; STEPS for residential buildings and SDS (Sustainable Design Scorecard)for non-residential buildings.
- MCC formed the Moreland Energy Foundation (MEFL) with the mandate of reducing greenhouse gas emissions in the Moreland area.
- MCC has also helped established the CERES Environment Park in Brunswick East which showcases sustainability Initiatives.
- MCC has signed the Victorian Local Sustainability Accord.
- Coburg has been selected by the Australian government to be part of the Solar Cities program.

The council has set various sustainability targets as outlined below:

Energy

- Zero net emissions from council operations by 2020.
- Zero net emissions from community activities by 2030.
- Improve energy efficiency of council operations by 40% per capita (per residential person)of the 1996 levels by 2011.
- Improve energy efficiency of council operations by 50% per capita (per residential person)of the 1996 levels by 2020.
- Improve energy efficiency of community by 20% per capita (per residential person)of the 1996 levels by 2011.
- Improve energy efficiency of community by 35% per capita (per residential person)of the 1996 levels by 2020.

Water

- Reduce council's water consumption by 25% from 2001 levels by 2011 and 50% from 2001 levels by 2021.
- Reduce community water consumption by 20% from 2001 levels by 2011 and 25% from 2001 levels by 2021.
- Reduce community water consumption by 25% from 1996 levels by 2021.
- Increase water reuse to 20% of the total council use by 2021.
- Improved storm water management.

Transport

- Work with the Victorian Government to achieve 20% of all trips to be made through public or active transport by 2020.

Waste

- Reduce waste to landfill by 28% from 2002/03 levels by 2014.

Biodiversity

- Continual improvement of extent and quality of indigenous vegetation and fauna species

Moreland Integrated Environmental Plan (2006) of MCC outlines the following themes with the main action areas;

1. Protecting, maintaining and enhancing the natural environment;
    - Biodiversity
    - Moreland Integrated Transport Strategy (MITS)– Travel Smart
    - Healthy waterways
    - Healthy soil.
2. Efficient Resource Use;
    - Efficient water use
    - Energy efficiency
    - Efficient materials use.
3. Reducing Environmental Impacts;
    - Greenhouse gas emissions
    - Waste
    - Built environment
    - Transport.
4. Creating an environmentally responsible MCC;
    - Corporate planning
    - Decision making and accountability
    - Monitoring and reporting
    - Training and communication
    - Consultation and community development.

6.4.4.2 | ECOLOGICAL FOOTPRINT

The Ecological Footprint of an area has been defined as a "measure of the load on nature imposed by meeting the needs of its population". Ecological footprint is represented as a land area required to sustain current consumption and waste discharged. An understanding of the existing Ecological Footprint is important to achieve the sustainability aims and to ensure set reduction targets are achieved.

A recent study commissioned by the Victorian Government and EPA Victoria determined that Victoria's Ecological Footprint is one of the largest per capita in the world (6.83 gha/capita compared to 2.2 gha/capita). Moreland City's footprint was calculated to be 6.9 gha/capita (it was the top 4th of the statistical subdivision in Victoria). The highly polluting brown coal used to general electricity in Victoria is a large contributor to its Ecological Footprint. Reducing the demand and usage of grid connected electricity will play a significant part in reducing the Ecological Footprint of Coburg area. There is currently no specific information on the existing Ecological Footprint of the Coburg Initiative area and this information is expected to be determined during the master plan phase of the project.

National

The following table indicates the absolute and per capita Ecological Footprint (EF) for different councils in Victoria:

City/ Location	Total EF (gha)	EF (gha) / capita
Victoria	4,871,300	6.83
Melbourne	24,440,000	6.89
Moreland City	**95,000**	**6.9**
Hume City	84,000	6.06

Information based on the ECOLOGICAL FOOTPRINT OF CONSUMPTION IN VICTORIA prepared by STOCKHOLM ENVIRONMENT INSTITUTE AT THE UNIVERSITY OF YORK (UK) AND CENTRE FOR INTEGRATED SUSTAINABILITY ANALYSIS AT THE UNIVERSITY OF SYDNEY (December 2008)

International

The following table indicates the absolute and per capita Ecological Footprint (EF) for different countries in the World:

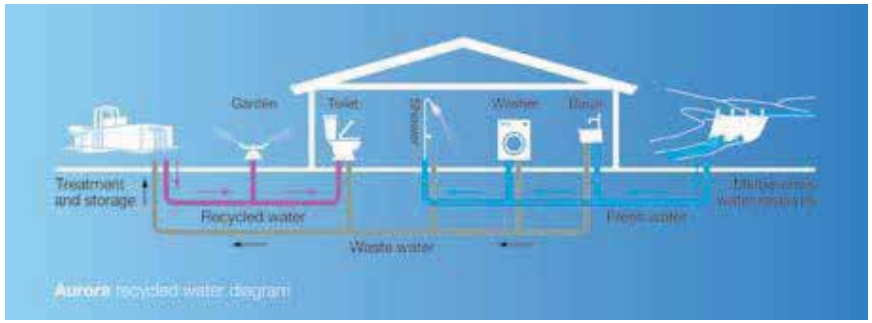
Country	Total EF (gha)	EF (gha) / capita
World	17444	2.7
Afghanistan	14	0.5
India	986	0.9
South Africa	99	2.1
China	2787	2.1
Germany	349	4.2
France	298	4.9
United Kingdom	298	4.9
Switzerland	414	5.0
Sweden	28	5.2
Spain	9	6.4
Canada	142	7.1
New Zealand	31	7.7
Australia	**208**	**7.8**
United States of America	2810	9.4
United Arab Emirates	43	9.5

Information based on the Global Footprint Network (2008 data)

Targets

Eco towns, an initiative of the British government, are proposed developments of up to 20,000 homes which will seek to significantly reduce carbon emissions within individual communities and provide most sustainable living using best new building and architectural design practice. The developments themselves aim to have a zero net emissions, and are an example of how an urban development can seek to set a precedent for sustainability, and provide an opportunity for the Coburg Initiative to benchmark against.

Eco towns intend to offer sustainable infrastructure and choices that will allow residents to reduce the CO2 emissions of their homes, home energy use, transport, food and consumer goods by 80 per cent from 9 tCO2pa to 1.8 tCO2pa., and enable residents to reduce their personal Ecological footprint by two thirds from 4.3gha to 1.4gha/person/year.


Garden
Toilet
Washer
Basin
Treatment and storage
Recycled water
Waste water
Aurora recycled water diagram

6.4.4.3| CASE STUDIES

Details of the outcomes of two case studies (a national and an international example) are presented in the section below. A list of additional inspirational models has also been included.

- **Australian (Victorian)**

Star power at Aurora

Where?	1 Crimson Crescent, Epping, Victoria, 3076, Australia
When?	The project was commenced in 2002 and residents began living in the development from October 2006.
Type of development?	Victoria's first 6-star energy designed housing development community for 8,000 homes

Sustainability initiatives	Savings
Site ecology: Preserve & enhance ecological values of natural waterways and drainage paths through continuous reaches of riparian vegetation using 100% native plantings. 50% of total plants used are indigenous to Victoria. Waterway rehabilitation plan for catchments 60 hectares to address urban impacts on stream ecology, geomorphology and vegetation. Protection of Flora and Fauna significant to project site was demonstrated as per outcomes of biodiversity features survey and wildlife corridors were provided. Parks, reserves and waterways are planned to maintain habitat for rare and endangered species such as the Matted Flax-lily, Golden Sun Moth and Growling Grass Frog. Bird and insect disturbance was minimised by preventing light spill onto adjacent sites and the night sky.	48 hectares of open space for conservation areas. Supporting more than 130 species of indigenous plants.
Social sustainability: Community consultations were undertaken and found that connections with open spaces, rural lifestyles and local history were important values to people living in Melbourne's north. Reflecting this, Creeds Farm Village has been planned around the historic Creeds Farm. Preserving and restoring the bluestone buildings, dry stone walls, mature peppercorn trees and stockyard of Creeds Farm captures and retains some of the original character of the area and harnesses the idea that places and communities evolve with reference to their past while providing an educational and community hub for the future. Extensive market engagement, education and demonstration of green initiatives.	
Estate design: Housing Footprint achieves 53% reduction	
Access and transport: Pedestrian and bicycle friendly design combined with greater housing densities.	11% reduction in Transport Footprint
Materials and recycling: EcoSelector provides suggestions of alternative products which meet both the necessary design and structural requirements. The tool covers all stages of building including floor structure, framing, wall cladding, roofing, fittings, finishes and landscaping.	Achieve a benchmark rating of more than 80 points
Waste: Through site management and control and separation of materials so that they can be more easily recycled offsite	80% of construction and demolition waste was recycled and or reused
Water management: Third pipe providing recycled water treated to Class A to all homes for toilet flushing, garden watering and car washing once operational and inclusion of water efficient fixtures. The use of drought tolerant plants, turf species and materials as well as raingardens (planted bio-retention basins) help to contribute to the health of downstream waterways, and ultimately the plants and animals that rely on them. Provide flow retardation for ecological & flood protection of public & private assets through achieving: pre development peak flow rates for a 1.5 year ARI storm event; and pre development peak flow rates for a 100 year ARI storm event following development.	Water consumption reduced by 45% (equivalent of 400 Olympic-size swimming pools of drinking water per year)
Energy management and greenhouse • Mandatory 6-Star energy rated homes • Evaporative cooling with gas heating • 80% of dwellings living areas to be dual-aspect • All provided within 1.5 stars of best available Australian Gas Association Energy Star • Gas boosted solar hot water systems mandatory • Windows of 1200mm in height facing North to have 600mm deep fixed eaves for each storey and vertical shading to primary windows facing east or west	50% less energy to run 40,000 tCO2/ resident/ year

- **International**

Beddington Zero Energy Development (BedZED)

Where?	In Wallington, a suburb to the south of London. The site was selected because it was a brownfield site with good transport links.
When?	The project was commenced in 1998, completed in 2001 and residents began living in the development from March 2002.
Type of development?	Mixed development of 100 homes, community facilities and workspaces for 100 people.

Sustainability initiatives	Savings
Site ecology: Biodiversity was enhanced by incorporating: roof gardens; communal open spaces; and planting.	
Social sustainability: By incorporating a green lifestyle officer to help encourage residents to live a healthy lifestyle; developing a community forum to deal with issues and incorporate new ideas; providing information about reducing energy, water use and environmental impacts; providing community facilities (ie. cafes, shops) and allowing residents to have locally sourced organic food delivered in bulk.	0.48 tCO2/ resident/ year Saved for Food (assuming increase in local and organic produce and 10% lower animal protein diet)

Estate design: Adopted a medium density development model to reduce paving, roads and infrastructure, while benefiting from closer amenities; located roads around the site exterior to allow for a car free and people friendly interior; took advantage of existing features of the site; and implemented biodiversity measures throughout.	
Access and transport: Selection of a site with good public transport links; establishment of a green transport strategy plan and on-site car club to reduce individual transport use; incorporation of workspaces within the development to reduce the need to travel; provision of community facilities opportunities within the development to reduce the need to travel; location of roads around the site exterior to allow for a car free and people friendly interior.	The residents' car mileage has been reduced by 65% resulting in a saving of 1.30 tCO2 /resident/ year
Materials and recycling: Selecting materials that could be sourced within a 60km radius; incorporating natural, recycled or reclaimed materials; using low embodied energy materials that were not associated with habitat destruction; and using low allergy materials.	52% of construction materials sourced from within a 56 km radius. Timber window frames instead of uPVC offset 800 tCO2, 12.5% of the total embodied CO2.
Waste: Reduced by including a sewage treatment plant on site; providing recycling bins to all households; and monitoring construction waste.	15% (3,404 tonnes) of the construction materials used were reclaimed or recycled. 0.32 tCO2/ resident/ year saved (assuming 30% increase in recycling)
Water management: Inclusion of low flush toilets and efficient appliances and fixtures in the buildings; water use metering; porous paving under carparks to allow water to soak away into the ground; collecting rainwater for re-use in the toilets; and using green roofs to soak-up rainwater and help to reduce flooding.	0.17 tCO2/ resident/ year saved by water efficient appliances reducing hot water use. Mains water consumption has been reduced by 50%,
Energy management: • Designing and constructing buildings for maximum energy efficiency: orientating the buildings to capture the sun during winter and keep the sun out during summer; super insulating to reduce heat loss and heat gain; using thermal mass construction to moderate the internal temperatures by capturing the heat from the sun and re-radiating it into the interior; effective natural ventilation; using high performance glazing; selecting efficient appliances; and using timber windows to reduce cold bridging. • Incorporating renewable energy technologies to produce power on site. This included: a biomass CHP (combined heat and power) system; and photovoltaic (PV) panels to provide zero fossil fuel energy.	Space heating requirements are 88% less. Hot water consumption was down by 57%. The electrical power used (at 3kWh/ person/ day) is 25% less than the UK average. PVs supply 11% of the site's electricity. The site was carbon-neutral when CHP was operational during 2002-2005 which saved 1.94 tCO2/ resident/ year


The New Rouse Hill


Newcastle


Westwyck


Christie Walk


K2 Apartments


Subi Centro

References:

- Decentralised Energy –in the Victorian Context Prepared by Bruce Thompson (2007-08 Report)
- What makes an eco-town? A report from BioRegional Development Group and the Commission for Architecture and the Built Environment (CABE), 2008.
- http://yourdevelopment.org/: Australia's online resource providing practical information on how to create sustainable urban residential developments

Other inspirational models:

- **Australian**

- **The New Rouse Hill development** located in the north west area of Sydney within the Baulkham Hills Shire Council includes a cosmopolitan town centre, up to 1,800 modern homes, over 34 hectares of parks and open space and extensive community facilities.

- **Christie Walk** is located in 101 Sturt Street, Adelaide, built on only 2000m2, it demonstrates all aspects of urban sustainability in a highly compact space. The development was completed in December 2006.

- **Subi Centro** located in Subiaco, Western Australia, Subi Centro is transforming under-utilised, derelict land into a vibrant and sustainable inner-city community that seamlessly blends the rich heritage and unique character of Subiaco with contemporary development. It is now in its final phase, with 86 percent of the redevelopment area normalised.

- **K2 Apartments** located in Windsor, Victoria, consists of 96 residential apartments in 4 buildings. The design brief required that the building would have a 200 year life span, generate renewable energy on site, consume no non-renewable energy and halve town-water use.

- **Westwyck Community,** located in Moreland City: case study on Sustainable Housing.

- **Newcastle CBD** on the northern coast of New South Wales involves the rejuvenation of the Newcastle city centre, incorporating mixed use in the form of entertainment, commercial and residential components to create part of a rich, new fabric.

- **International**

- **The MASDAR Initiative** located in Abu Dhabi, UAE, and occupying approximately six million square metres within seven square kilometres of property will become an international benchmark of sustainable urban community development showcasing state of the art energy and waste efficiency, sustainable living and working, leading edge research and commercial development in renewable energy and technologies, and also functioning as a centre of academic excellence. MASDAR is committed to the highest standards of sustainable development and has set metrics for the project that will include: Zero Emissions, Zero Waste, 100% Power through Renewable Energy Sources, Zero Accidents (Health and Safety Protocols), Zero Claims (Effective Project Management Systems, consultation and communications), Paperless document management system, Energy saving and efficiency.
- **Växjö,** a provincial city situated in the south of Sweden takes claim to the title of 'Europe's Greenest City'. Växjö is internationally recognised for its extensive environmental program and ambitious challenge to be a fossil fuel free city. Växjö has a population of 79,301 and lies in Scandinavia's leading entrepreneurial region. The city has built key policy and programs across three key areas: consumption and refuse; water and natural resources and; energy and transport. Most prominent has been the city's program to shift from fossil fuels. By 2005 the city had shifted 51% of total energy consumption to renewable energy sources (Växjö kommun 2007).**The Portvakten Söder** project is a unique development of energy efficient medium density residential blocks within the city of Växjö. The buildings will be five to eight storeys built in accordance with passive house technology. A passive house is built without a traditional heating system by completely sealing the building from the external environment. The heat that is produced by the residents domestic appliances and lighting provides enough energy to maintain a comfortable ambient temperature even during Swedish winters of -15 ^{0} C. A ventilation system incorporating a high efficiency heat exchanger allows fresh air circulation with the incoming cold air heated by the outgoing warm air allowing the internal ambient temperature to be maintained. Passive house design aims to reduce space heating requirements by 70 – 90%.
- **Freiburg im Breisgau** is situated in the upper Rhine region of southwest Germany and is considered Europe's most prominent Solar City. Building on a strong history of environmental awareness among its citizens, the municipal council has forged a forward thinking sustainable energy policy, which has created benefits for both the environment and the local economy. SolarRegion Freiburg is a long term development vision for the city that takes an integrated approach to environment protection, industry development, financial investment and community participation. The Vauban and Rieselfeld housing developments in Freiburg have integrated sustainability with community functions such as public transport, car free zones and public services. The areas have created greater social cohesion and improved services for children and the elderly.
- **Woking** is located 40km south west of London in the UK, with a population of 90,500 in urban and semi rural settlements. Over a period of 15 years the Woking Borough Council has developed effective environmental strategies with a key focus on energy management and greenhouse reduction. By 2006, the combined efforts had resulted in the council reducing its own emissions by 82% and community wide emissions by 21%. The municipality developed a cohesive policy to drive its practical achievements and in 2002 became the first UK authority to adopt a comprehensive Climate Change Strategy, setting targets of 60% reduction of CO2 equivalent emissions by 2050 and 80% by 2100.
- **Dockside Green is a mixed-use development** on a 15 acre Brownfield site on the Victoria waterfront in British Columbia, Canada. The Dockside Green development has a strong focus on environmental, social and economic sustainability. The development is aiming for platinum certification under the US Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Building Rating Scheme. In doing so, Dockside Green would become the first residential development in the world to achieve platinum certification, an equivalent of the Green Building Council of Australia's 6 Star Green Star Certification Rating. Features of the development include integrated energy efficiency, biomass gasification plant for heating and hot water, district heating, renewable energy generation via solar PV and micro-wind turbines, smart metering, green roofs and on-site sewage treatment, aiming to deliver carbon neutrality for energy.
- **Re:Vision DALLAS** is a project to develop the first sustainable urban block in the USA. Stemming from a series of competitions run by Urban Re:Vision – a group of individuals focussed on re-imagining urban landscapes – Re:Vision DALLAS aims to combine on-site electricity generation, food production and energy efficiency with affordable housing and sustainable transport, commerce and community. Announced towards the end of 2008, Re:Vision DALLAS is set to be the first implementation project of Urban Re:Vision. The competition phase of Re:Vision DALLAS commences in 2009 with the invitation of architects and urban planners from around the world to present their visions of sustainability for a city block. These visions will then be incorporated into the design of a down-town block in central Dallas, the final design of which will be implemented by the Dallas Development Corporation on a site across from the Dallas City Hall, presenting a vision for urban renewal of major cities and a model of sustainable practices.

6.4.5 Key Performance Indicators [KPI's]

The following details some of the key sustainability initiatives including suggested KPIs. These initiatives are to be further developed.

6.4.5.1 | CONSTRUCTION AND TECHNOLOGY

No	Objective	KPI	Comment
1. LOCATION OF FACILITIES			
1.1	Heat Island Reduction: Reduce heat islands to minimise impact on microclimate and human and wildlife habitat	% of the non-roof impervious site landscape reducing heat islands (green spaces) % of Green roofs and % of Low-Sloped Roofs with SRI≥80 and Steep-Sloped Roof with SRI≥30	For non-roof impervious site landscape (including roads, sidewalks, courtyards, parking lots, and driveways): Provide any combination of Shade, Paving materials with a Solar Reflectance Index (SRI) of at least 29 OR Open grid pavement system. Water Sensitive Urban Design principles are be utilised in all landscaped areas. Areas with roof: Use roofing materials that have a Solar Reflectance Index (SRI) equal to or greater than 80 for Low-Sloped Roof (≤ 2:12) or equal to or greater than 30 for Steep-Sloped Roof (≥ 2:12) OR install a "green" (vegetated) roof. Green roofs can incorporate indigenous flora and fauna, and can provide a potential habitat for local species, as well as a visual buffer for residents in an urban landscape.
1.2	Solar Orientation: Achieve enhanced energy efficiency by balancing optimum conditions for the use of passive and active solar strategies, with functional urban design	% axis of each block is within 15 degrees of geographical east/west East/west length and north/south length of the block. % of buildings and public spaces that have access to daylight % of north-facing roof and façade with unhindered solar access	BLOCK DESIGN: If new blocks are to be designed, these should be located on existing blocks, or designed and oriented, such that one axis of each block is within 15 degrees of geographical east/west, and the east/west length of each block is at least as long, or longer, as the north/south length of the block. BUILDING DESIGN: Design and orientate such that one axis of each building is at least 1.5 times longer than the other, and such that the longer axis is within 15 degrees of the geographical east/west axis. Allow for passive lighting of buildings through daylight access to buildings and public spaces, reducing daytime active lighting energy demand. Allow for active solar heat capture and electricity generation by ensuring there is sufficient north-facing roof space and façade and these spaces are free of overshadowing during sunlight hours and across seasons.
1.3	Light Pollution Reduction Minimise light trespass from site, reduce sky-glow to increase night sky access, improve nighttime visibility through glare reduction, and reduce development impact on nocturnal environments.	Lighting power densities for exterior areas, building facades and landscape features	For exterior lighting in shared portions of the project, only provide light to areas as required for safety and comfort, this should not exceed 80% of the lighting power densities for exterior areas and 50% for building facades and landscape features as defined in ASHRAE/IESNA Standard 90.1-2004, Exterior Lighting Section.

2. ENERGY			
2.1	Energy Efficiency in Buildings: Encourage the design and construction of energy efficient buildings to reduce air, water, land pollution and environmental impacts from energy production and consumption.	Reduction in building annual operating energy and costs (kWh/sqm and $/sqm) and design life (for new buildings) % of buildings with GreenStar or NABERS certification	Existing Buildings: The potential for improving the energy performance of existing buildings is to be determined. Existing building which are redeveloped are expected to achieve a minimum 5 star Green Star rating. New Buildings: New buildings are to achieve a 6 star Green Star rating.
2.2	On-Site Energy Generation: Increase the efficiency of the power delivery system and increase the reliability of power.	% of the project's annual electrical and thermal energy consumption provided by on-site energy generation system(s)	Develop on-site energy generation system(s) plan for the estimate of the total existing and proposed electrical service load and energy uses including future site or buildings development (space should be made for future energy use). A precinct wide on-site energy generation is to be considered.
2.3	On-Site Renewable Energy Sources Encourage on-site renewable energy electricity generation and thermal energy capture and use	% of the project's annual electrical and thermal energy consumption provided by renewable energy	Design and incorporate the use of shared on-site non polluting renewable energy generation technologies such as solar, wind, geothermal, small scale/micro hydroelectric, and biomass. Incorporate and expand on the initiatives of the Coburg Solar Cities program.
2.4	District Heating & Cooling Employing energy efficient district technologies.	% of the project total square footage and % of the project total peak heating or cooling load connected to district heating and/or cooling system	Design and incorporate into the project a district heating and/or cooling system for space conditioning of the buildings in the project. The efficiency of each component of the system which is regulated by ASHRAE / IESNA 90.1-2004 must have an overall efficiency performance at least 10% better than specified by the ASHRAE 90.1. Additionally, pumping power must not exceed 2.5% of the thermal energy output. Combined Heat and Power (CHP) district systems can achieve this credit by demonstrating equivalency relative to the above criteria.
2.5	Infrastructure Energy Efficiency Reduce infrastructure energy consumption	Reduction in annual operating energy and costs (kWh/sqm and $/sqm)	Design or purchase any traffic lights, street lights, water and wastewater pumps and treatment systems that are included as part of the project to reduce annual energy use for this infrastructure. If any traffic lights are installed as part of the project, use lightemitting diode (LED) technology. Consider renewable energy sources (for example solar) for street lights.
3. WATER			
3.1	Water Efficiency and Reuse in Buildings: Minimise water use in buildings and for landscape irrigation to reduce the impact to natural water resources and reduce the burden on municipal water supply and wastewater systems	Reduction in water consumption in litres/day/occupant for irrigation, water features, and building systems	• Water efficient fixtures: specify high water efficient fixtures and fittings and replaced the existing when possible. • Establishment of a Water efficient appliances policy • Provision of water sub-metering • Rainwater harvesting for re-use in toilet flushing and landscape irrigation: Collection from buildings roofs, pumping and treatment systems. Preferably plant located in central utility areas for each building. • Greywater and blackwater system: collection and treatment of greywater from showers, wash hand basins and blackwater from toilets and urinals to be reused for flushing toilets and irrigation.

3.2	Stormwater Management Reduce pollutant loadings from stormwater discharges, reduce peak flow rates to minimise stream channel erosion, and maintain or restore chemical, physical, and biological integrity of downstream waterways.	% gross pollutants (>5mm), % sediments > 0.2mm, % fine sediments > 0.075mm, % heavy metals, %hydrocarbons, oils and grease, % total suspended solids,% total phosphorous,% nitrates	Implement a comprehensive stormwater management plan for the project that infiltrates, reuses, or evapotranspirates the rainfall from the project's so it complies with the following: • The development does not increase peak stormwater flows for rainfall events of up to a 1-in 2 year storm; • All stormwater leaving the site, at any time up to a 1-in-20 year storm event, is treated or filtered in accordance with either CSIRO Urban Stormwater: Best Practice Environmental Management Guidelines or Australian and New Zealand Environment Conservation Council (ANZECC)'s Guidelines for Urban Stormwater Management. • Creating a riparian buffer zone that has three separate zones of pollution buffering is installed within 9 metres of a waterway or natural watercourse and the development.
3.3	Wastewater Management Reduce pollution from wastewater and encourage water reuse.	L/day of wastewater generated by the project which is reused	Design and construct the project to divert the wastewater generated by the project, and reuse wastewater to replace the use of potable water. Provide for on-site wastewater treatment to a quality defined by EPA Victoria.
4. MATERIALS			
4.1	Building Reuse and Adaptive Reuse Extend the life cycle of existing building stock, conserve resources, reduce waste, and reduce environmental impacts of new buildings as they relate to materials manufacturing and transport.	% of buildings reused % existing facades reused % existing structures reused Number of Historic Buildings reused	Reuse existing building structure (including structural floor and roof decking) and envelope (including exterior skin and framing, and excluding window assemblies and non-structural roofing material) where possible. Encourage use of historic buildings in a manner that preserves their historic materials and character. If required the building(s) should be rehabilitated in accordance with local or federal standards for rehabilitation.
4.2	Recycled Content in Infrastructure Use recycled materials to reduce the environmental impact of extraction and processing of virgin materials.	% by volume recycled aggregate % by volume recycled asphalt pavement % of the steel which has a post-consumer recycled content greater than 50% or is reused % of façades designed for disassembly	• Reduce the absolute quantity of Portland cement, as an average across all concrete mixes, by substituting it with industrial waste product(s) or oversized aggregate. • 20% of all aggregate used for structural purposes is recycled (Class 1 RCA in accordance with HB155-2002) or slag aggregate • No natural aggregates are used in non-structural uses (e.g. building base course, sub-grade to any car parks and footpaths, backfilling to service trenches, kerb and gutter). • Most of the steel, by mass, in the project either has a post-consumer recycled content greater than 50%, or is reused. • Reduction of PVC content through replacement with alternative materials. • New structural framing, roofing, and façade cladding systems should be designed for disassembly.

4.3	<u>Dematerialisation</u> Reduce the total amount of material used.	% reduction of steel framing % reduction of ductwork Building Efficiency % area with finish % of roof cladding and façade cladding which have a dual function % of mass piping reduction	For new buildings, the following should be achieved: • Integrity should be achieved using less steel than in a structure with conventional steel framing, without changing the load path to other structural components. • The building should be fully naturally ventilated where possible otherwise, strategies should be in place to reduce the amount of ductwork. • Building Efficiency, defined as the ratio of the total NLA over the total GFA, should be at least 85%. • As-installed final design must require no finish. Base building floor material could be exposed structure with no covering (e.g. exposed sealed concrete floor); ceiling could be exposed structure (and services, where relevant) with no cladding (e.g. exposed concrete ceiling). • The roof cladding area should have a dual function (e.g. roof garden substrate or photovoltaic shingles serve as cladding). • The façade cladding area has a dual function • Mass of underground piping should be reduced for the same functional requirement and material
4.3	<u>Environmental Management Plan (EMP) and Construction Waste Management</u> Divert construction and demolition debris from disposal in landfills and incinerators. Redirect recyclable recovered resources back to the manufacturing process.	% of companies involved with an ISO 14001 % of all demolition and construction waste that is reused or recycled	The contractor should implement a comprehensive, project-specific Environmental Management Plan (EMP) for the works in accordance with Section 4 of the NSW Environmental Management System guidelines 1998 or 2007. The Contractors should have valid ISO14001 Environmental Management System (EMS) accreditation prior to and throughout the project. The contractor should develop and implement a construction waste management plan that, at a minimum, identifies the materials to be diverted from disposal and whether the materials will be stored on-site or commingled. The contractor should retain waste records and quarterly reports to the building owner and demonstrate the % of all demolition and construction waste that is reused or recycled.
4.4	<u>Ongoing Comprehensive Waste Management</u> Reduce the waste hauled to and disposed of in landfills. Promote proper disposal of office and household hazardous waste streams.	No of recycling bins/ capita % waste by type recycled	Provide facilities dedicated to the separation, collection, and storage of materials for recycling for occupants of all type of buildings: • Potentially hazardous wastes such as paints, solvents, oil, batteries; • Include recycling or reuse stations as part of the project; • Provide facilities for recycling waste at a minimum, paper, corrugated cardboard, glass, plastics and metals. • Include compost stations available to all project occupants dedicated to the collection and composting of food wastes.

4.5	<u>Minimise Site Disturbance During Construction</u> Conserve existing natural areas and protect trees to provide habitat and promote biodiversity.	No of Heritage or heritage Trees preserved No of non-invasive trees preserved	For portions of the site that are not previously developed: identify limits of disturbance through the creation of construction impact zones; and limit all site disturbance to the building perimeter; beyond surface walkways, patios, surface parking; beyond primary roadway curbs and main utility branch trenches; beyond constructed areas with permeable surfaces (such as pervious paving areas, stormwater detention facilities and playing fields) that require additional staging areas in order to limit compaction in the constructed area. For portions of the site *with trees only,* survey the site to identify: • trees in good or excellent condition as determined by a certified arborist, • any Heritage or Champion trees of special importance to the community as defined by the Council Arborist because of their age, size, type, historical association or horticultural value, • any invasive species of tree present on the site, and whether those species threaten the health of other trees to be preserved on the site, as determined by a certified arborist. Develop a plan, in consultation with, and approved by a certified arborist, for the health of the trees, including fertilization and pruning, and construction tree protection plans and specifications which are to include protection fencing located at the drip line of each tree, and specifying that if trenching or other disturbance is necessary within the drip line, this work must be done by hand. If a certified arborist has determined that the health of the trees to be preserved is threatened by invasive vegetation, develop a plan for invasive vegetation removal and restoration.

6.4.5.2 | NEIGHBOURHOOD PATTERN

No	Objective	KPI	Comment
1	Diversity of Uses: Promote community liveability, transportation efficiency, and walkability.	% residential component of the project's total building square footage % dwelling units are within 1km walk distance of a number of diverse uses.	Verify that a pedestrian can reach the uses via routes that do not necessitate crossing any streets that have speed limits of greater than 30km per hour, unless those crossings have vehicle traffic controls such as signals and stop signs with crosswalks. Examples of diverse uses are: banks, child care facility, community/civic centre, convenience store, hair care, hardware store, health club or outdoor recreation facility, laundry/dry cleaner, library, medical/dental office, pharmacy, place of worship, police/fire station, post office, restaurant, school, senior care facility, supermarket, theatre.
2	Diversity of Housing Types : To enable citizens from a wide range of economic levels and age groups to live within a community.	% of housing types % of housing sizes	Include a sufficient variety of housing sizes and types in the project such as: • Multifamily dwelling in a building with no elevator • Multifamily dwelling in a building with elevator more than four stories and fewer than nine stories • Live/work large • Accessory Unit
3	Walking city: Provide comfortable pedestrian street environments in order to promote physical activity.	% of all street frontages located within the project Maximum speed in km/h Maximum length of blank walls	A principal functional entry of each building has a front façade that faces a public space such as a street, square, park or plaza. Continuous sidewalks or equivalent provisions for walking should be provided along both sides of all streets within the project. New sidewalks must be at least 1.5m wide and all for high-level pedestrian traffic, in line with best practice urban design principles. Street frontages located *within* the project, if any, are planned for development that complies with the minimum building-height-to-street-width proportions of 1:3. All streets along exclusively residential blocks within the project, whether new or existing, are to be designed for a maximum speed of 25 km/h. Avoid long sections of blank (without doors or windows) occurring along sidewalks except those with public art installations such as murals. Any ground-level storefront windows must be kept open and visible (unshuttered) at night, and this must be stipulated to future owners in any binding documents.
4	Connectivity Provide internal connectivity and location to conserve land and promote multimodal transportation	Street grid density: centreline metres per square metre	Locate the project such that the street grid density within a certain distance from the center of the project (this could be approximately 30 metres per square metre). New cul-de-sacs should be avoided where possible, however if included within the street grid should include pedestrian and bicycle through-connections.
5	Reduced Parking Footprint, Transit Facilities, Transportation Demand Management and Bicycle Network: Design parking to increase the pedestrian orientation of projects and to minimise the adverse environmental effects of parking facilities.	Distance from the carpark entrance to the building entrance (for each building) Street Level lighting Levels % reduction of weekday peak period trips compared to forecast trip generation	For any non-residential buildings and multifamily residential buildings that are part of the project, locate all off-street surface parking lots at the side or rear of buildings, leaving building frontages and streetscapes free of surface parking lots. Provide covered and at least partially enclosed shelters, adequate to buffer wind and rain, with at least one bench at each transit stop within the project boundaries. Shelters shall be adequately illuminated. Existing external lighting can contribute to light levels, but any new lighting shall meet light pollution requirements and shall be designed so as not to directly illuminate any windows of residential properties.

5	Encourage transit use and reduce driving by creating safe and comfortable transit facilities, reducing energy consumption and pollution.	No of bicycle facilities/capita	Create and implement a comprehensive transportation demand management (TDM) program for the project aimed at reducing weekday peak period trips by a certain percentage compared to the forecasted trip generation for the project without the TDM strategies; and fund for a minimum of two years following build out of the project. Complete and/or update the existing bicycle network and provide bicycle parking spaces and facilities in all and off-street parking space
6	Access to Surrounding Vicinity, Access to Public Spaces, Access to Active Spaces and Universal Accessibility: To provide a variety of open spaces close to work and home to encourage walking, physical activity and time spent outdoors. Enable the widest spectrum of people, regardless of age or ability, to more easily participate in their community life.	No. of through-streets every 300m Number and size parks and green plazas Area of open space Walking distance from the open space facility to buildings entrances. No of pedestrian and cyclist connections	Design and build projects such that there is at least one through-street at the project boundary every 300m, or at existing abutting street intervals. Locate and/or design project so that a park, green plaza or square lies within 200m walk distance of the 90% of the dwelling units and business entrances in the project. Parks less than 4,000m2 must also have a proportion no narrower than 1 unit of width to 4 units of length. Design the project so that an active open space facility (e.g., general playfields, soccer, baseball, basketball and other sports fields) of at least 4,000m2 lies within a certain walk distance of 90% of the dwelling units and business entrances. Provide direct and safe connections, for pedestrians and cyclists as well as drivers, to local destinations and neighborhood centres. Promote public health by facilitating walking and bicycling.
7	Community Outreach and Involvement : To encourage community participation in the project design and planning and involve the people who live in a community in deciding how it should be improved or change over time.	No of workshops or public consultation meetings No of communications between the developer and the community Number of users at Sustainability hub	Host an open community meeting during conceptual design phase to solicit input on the proposed project, Modify the project design as a direct result of community input, or if modifications are not made, explain why community input did not generate design improvements. Establish ongoing means for communication between the developer and the community throughout the design, construction, and in cases where the developer maintains control of part or the entire project, post construction. Creation of a sustainability hub as a means to communicate project progress and to educate community on sustainability. The existing CERES project and other community organization can be involved in empowering the community to increase sustainability action
8	Local Food Production : Promote community-based and local food production to minimise the environmental impacts from transporting food long distances and increase direct access to fresh foods.	Area of growing produce No. of producer vendors	Establish forms of deed restrictions that do not prohibit areas for growing produce, including greenhouses, on any portion or area of residential front yards, rear yards, side yards, balconies, patios or rooftops. Upgrade and/or establish a farmer's market with at least three producer vendors that operate at least once a week for at least 5 months of the year. Encourage and promote food sourced from within the local area, or fallback as a compromise from adjacent areas.

6.4.6 MASTER PLAN OPPORTUNITIES

The precinct wide and the holistic redevelopment of the Coburg Initiative area provides a great opportunity to achieve sustainable outcomes and to ensure that Coburg Central is best placed to deal with the impacts of climate change and be able to adapt to future changes. The master plan for the Coburg Initiative is to be developed as a team, integrating environmental, economic and social requirements to achieve optimal outcomes. It is also essential to establish baseline data of existing conditions in order to set realistic targets, track achievements and to ensure the sustainability aspirations are met at the end of the project. The precinct wide redevelopment provides greater opportunities to achieve sustainability outcomes as outlined below.

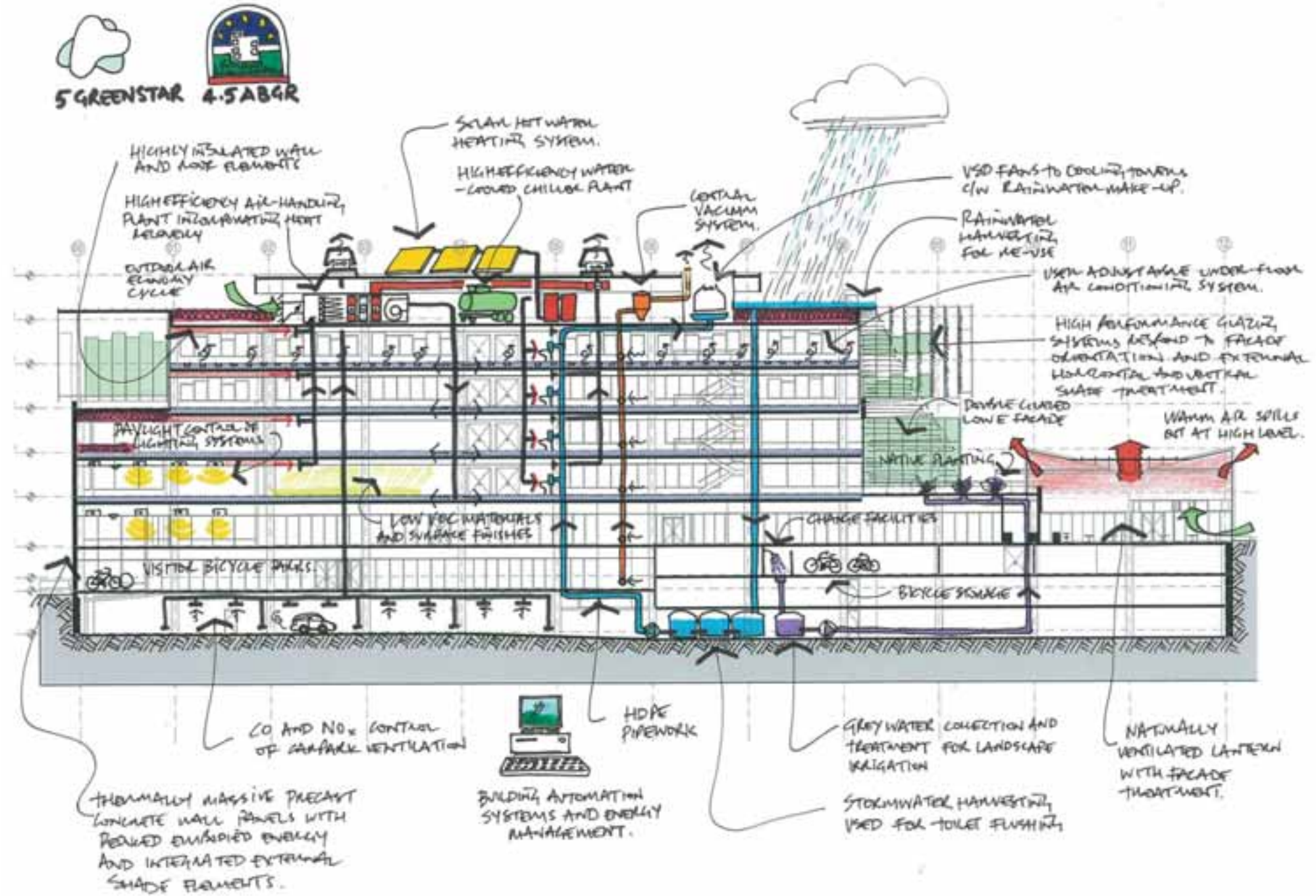
Whole precinct-wide - Coburg Central

The development of a whole precinct enables the Coburg Initiative to achieve enhanced environmental outcomes over and above what would be possible for the development of individual buildings. Some of the proposed environmental initiatives include:

- Install a site-wide local renewable energy scheme to reduce carbon emissions from electricity generation, while providing the opportunity for heating and cooling to be provided to the whole development via a cogeneration system.
- Aim to achieve a water balance within each building, area and whole precinct by harvesting rainwater and stormwater and recycling greywater and blackwater where possible.
- Incorporate water-sensitive urban design in all developments.
- Implement a comprehensive site-wide waste recycling system with the aim of achieving zero waste by end of redevelopment.
- Provide extensive facilities for cyclists and design to encourage sustainable transport.
- Use of fit-for-purpose, low impact technologies where possible e.g. solar street lights.
- Use of renewable (photovoltaic) energy on all new buildings.
- Promote alternative transport to public transport nodes, public spaces and along Sydney Road, and provide no private car parking facilities in the vicinity of these spaces.
- Install green displays ('Green Spires') throughout the precinct and use as a facility to showcase some of the sustainability features of Coburg, for example, the mounting of photovoltaic panels or collected rainwater delivery.
- Integrate transport initiatives to move towards a car free Coburg.
- Export electricity generated by solar panels to the grid during the day time and import cheap electricity at night for lighting. This has the ability to achieve zero emissions and can be done in conjunction with an efficient lighting system.
- Incorporate ecological considerations into the design of the urban environment to enhance habitat for flora and fauna and to help sustain natural ecological processes across the broader landscape.

The following assessment tools are able to be used for the precinct wide development:

- LEED (Leadership in Energy and Environmental Design) for Neighbourhood Development (US) and/or Sustainable Community Rating - urban renewal (VicUrban) could be used.
- CEEQUAL (Civil Engineering Environmental Quality Assessment and Award) to encourage the attainment of environmental excellence in civil engineering projects.



Example of a 5 star Green Star Office building (TAC Geelong)

Local area level

Greater efficiencies can be achieved by combining environmental initiatives on a local area basis than is possible on an individual basis. The greater scale provided by combining the energy and water requirements of a number of buildings, with complementary requirements, can make some larger scale energy and water saving initiatives viable. Below are some examples of local area sustainability initiatives that can be considered.

Achieve Water balance for Leisure and Recreational areas through the:

- Use of rainwater and treated water from adjacent buildings for swimming pool water makeup.
- Reuse pool backwash water to irrigate surrounding parks and sporting fields.
- Incorporate water features as part of natural water treatment systems.
- Incorporate Water Sensitive Urban Design.

Achieve energy balance with community facilities:

- The passive design aspects of all buildings will be optimised to maximise daylight, thermal comfort and ventilation for schools, community centres and healthcare facilities
- Small scale cogeneration plants can provide the opportunity to generate electricity using gas, for buildings adjacent to the leisure centre, with the waste heat being used to heat a swimming pool.
- The larger projects created by combining the buying power of a number of building owners can make the installation of grid-connected renewable energy viable (the recent successes of the solar neighbourhood schemes in a growing number of Melbourne suburbs is a good example of successful local area sustainability initiatives).

Sustainable transport initiatives

- All buildings near main public transport hubs (such as train station) are to have no personal car parking spaces.
- Affordable housing is to be located near public transport mode with access to various alternative modes of travel such as bicycle hire, efficient car hire, community buses and pedestrian friendly spaces.
- Create attractive interconnected areas with shade and shelter using native plants, vertical gardens and permeable paving.

Individual building level

The redevelopment of Coburg provides a unique opportunity to greatly improve the environmental performance of the buildings in the area. Existing buildings which are to be retained are proposed to be upgraded to achieve as a minimum a 5 Star Green Star rating ("Australian Excellence") in sustainable development.

All new buildings will set a new benchmark by achieving as a minimum a 6 Star Green Star rating ("World Leadership") using the Green Star assessment rating tools for different building types. The current environmental performance of each of the existing buildings to be redeveloped will be assessed and benchmarked. An environmental redevelopment plan will be prepared outlining the options, costs and benefits of incorporating a range of environmental upgrades.

The assessment tools are able to be used include the following:

- LCADesign – Life Cycle Analysis of Design
- NABERS Energy – Water–Indoor Environment – Waste could be used for existing buildings
- Residential Buildings - Ratings such as FirstRate (House Energy rating software) and Green Star are able to be used
- Non- Residential Buildings - Green Star assessment tools could be used for new offices, existing offices, office tenancy fitouts, shopping centres, health care facilities and schools

6.4.7 RECOMMENDATIONS

Determine existing conditions

The design of Coburg Central is required to take a long term view of the development. The redevelopment needs to be considered in light of potential future changes with the following considerations:

- A Sustainability site analysis is required to ensure that conditions of the existing urban forms are understood to allow a sustainable approach to be taken to the redevelopment of the site.
  - Determine local environmental conditions – Existing Site Modelling.
  - Winds – study of local air movement patterns, existing patterns, constraints and opportunities.
  - Solar access – existing and potential constraints and opportunities.
  - Cooling breezes – ensure that access to cooling breezes is available as required in hotter periods, in both external public spaces and internal spaces. Also consider buffer zones to reduce unwanted wind effects. Planting, building and other structures can be used to access required wind while blocking unwanted winds.
  - Shade and shelter – use of natural and artificial shade, considering solar access in winter is available and access to daylight. Measure temperature in open and shaded areas, and review how landscape and structures affect temperature variation.
  - Access to views.
  - Reduce noise.
  - Site linkages – link to existing habitat corridors.
- Carry out a sustainability building/built form assessment and determine using simple sustainability matrix, the facilities to be retained, preserved, improved, adapted for reuse, recycled or demolished. Some of the considerations are;
  - Existing condition of the building – structural integrity, meets legal requirements.
  - Capacity for improving the sustainability performance.
  - Existing embodied energy.
  - Cultural /heritage value.
  - Nearby infrastructure implications.
  - Opportunity to reduce consumption / ecological footprint.
  - Potential for the adaptive reuse of the building.
- Determine the existing consumption patterns;
  - Baseline energy, water, waste data.
- Existing community satisfaction.

Sustainability scenario modelling

The above baseline information can be used to model various redevelopment scenarios to determine the best sustainability outcome.

Sustainability Master Plan Option for the Project

Develop detailed sustainability options using the baseline data and the results of the scenario modelling to guide the project team to achieve the sustainability aspirations of the project.

6.4.8.1| APPENDIX - COMMENTS / FEEDBACK

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

Various comments made via a digital edit of the first draft Word Document. The majority was included, the following were additional comments:

6.4.5 Key Performance Indicators [KPI's]

The following details some of the key sustainability initiatives including suggested KPIs. These initiatives are to be further developed.

6.4.5.1|CONSTRUCTION AND TECHNOLOGY

No	Objective	KPI	Comment
1. LOCATION OF FACILITIES			
1.1	Heat Island Reduction: Reduce heat islands to minimise impact on microclimate and human and wildlife habitat	% of the non-roof impervious site landscape reducing heat islands (green spaces) % of Greenroofs and % of Low-Sloped Roofs with SRI≥80 and Steep-Sloped Roof with SRI≥30	For non-roof impervious site landscape (including roads, sidewalks, courtyards, parking lots, and driveways): Provide any combination of Shade, Paving materials with a Solar Reflectance Index (SRI) of at least 29 OR Open grid pavement system. Water Sensitive Urban Design principles are be utilised in Areas with roof: Use roofing materials that have a Solar Reflectance Index (SRI) equa to or greater than 80 for Low-Sloped Roof (≤ 2:12) or equal to or greater than 30 for Steep-Sloped Roof (≥ 2:12) OR install a "green" (vegetated) roof
1.2	Solar Orientation: Achieve enhanced energy efficiency by creating the optimum conditions for the use of passive and active solar strategies.	% axis of each block is within 15 degrees of geographical east/west East/west length and north/south length of the block. % of buildings and public spaces have access to daylight % of buildings with north-facing roof and façade. % of north-facing roof and façade with unhindered solar access	BLOCK DESIGN: If new blocks are to be designed, these should be located on existin blocks, or designed and oriented, such that one axis of each block is within 15 degrees of geographical east/west, and the east/west length of each block is at least long, or longer, as the north/south length of the block. BUILDING DESIGN: Design and orient such that one axis of each building is at least 1.5 times longer than the other, and such that the longer axis is within 15 degrees of the geographical east/west axis. Allow for passive lighting of buildings through daylight access to buildings and public spaces, reducing daytime active lighting energy demand Allow for active solar heat capture and electricity generation by ensuring there is sufficient north-facing roof space and façade and these spaces are free of overshadowing during sunlight hours and across seasons.
1.3	Light Pollution Reduction	Lighting power densities for exterior areas, building facades and landscape features	Minimize light trespass from site, reduce sky-glow to increase night sky access, improve nighttime visibility through glare reduction, and reduce development impact on nocturnal environments. For exterior lighting in shared portions of the project, only light areas as required for safety and comfort, this should not exceed 80% of the lighting power densities for exterior areas and 50% for building facades and landscape features as defined in ASHRAE/IESNA Standard 90.1-2004, Exterior Lighting Section.
2. ENERGY			
2.1	Energy Efficiency in Buildings: Encourage the design and construction of energy efficient buildings to reduce air, water, land pollution and environmental impacts from energy production and consumption.	Reduction in building annual operating energy and costs (kWh/sqm and $/sqm) and design life (for new buildings) % of buildings with GreenStar or NABERS certification	Existing Buildings: The potential for improving the energy performance of existing buildings is to be determined. Existing building which are redeveloped are expected to achieve minimum 5 stars Green Star. New Buildings: New buildings are to achieve 6 star Green Star.
2.2	On-Site Energy Generation:	% of the project's	Develop on-site energy generation system(s) plan for the estimate of the total existing

Comment [b1]: Needs something about broader design for passive micro-climate, rather than just relying on green spaces – utilising shade, trees, airflow and courtyards, micro-climates can provide passive cooling.

Comment [b2]: Interaction with potential for use of solar collectors. If solar collectors are above the roof, they will provide shading, however building integrated PV (BIPV) may limit the ability to achieve these goals.

The following feedback was provided by the Moreland City Council Expert team [Activity Centre Team] on 06.02.09 based on the first draft:

OVERVIEW:

The report is aware of linkages and overlaps with other disciplines. This is important to the success of the project in terms of creating an integrated and sustainable city. However some of the suggestions are too prescriptive and are anticipating specific solutions. Some of these solutions need to be concluded in collaboration with other consultants and tested during the master plan process.

6.4.3 BACKGROUND/ISSUE:

The report should make reference to Council policy for Upfield Railway Habitat Landscape Concept Plan.

6.4.5.1 CONSTRUCTION AND TECHNOLOGY:

1.2 Solar Orientation.

Solar orientation is one of many key factors in achieving good ESD outcomes. However in a built up context this should not nessesary compromise the creation of good urban design outcomes including streetscapes and built form that relate to preferred character of the place. The objective statement must be balanced with opportunities for creating satisfactory urban design outcomes.

6.4.5.2 NEIGHBOURHOOD PATTERN:

This section deals with core urban design issues. If the detailed information is kept in its current form it is important that the following is rectified or added to the text:

2.0 Diversity in housing types: It is irrelevant to mention detached and duplex housing types within the defined TCI area.

3.0 Walking city

- The text should clarify that all ground floor uses/units/apartments etc. must have direct entry from the street level. Small lot patterns will reinforce the sense of activity and provide may entry points along the street.
- 1.5metres footpath as a minimum is not satisfactory in this potential high profile built up area. It is suggested that the text talk about generous sidewalks that are designed for high-level pedestrian traffic in line with best practice urban design.
- The description of building-height-to-street width is to prescriptive and should be deleted and are anticipating core urban design outcomes.
- It is OK to mention that blank walls should be avoided. But a maximum width is anticipating core urban design outcomes.
- Instead of taking about if cul-de-sacs are created, it is better to say that: Cul-de-sacs should be avoided or at least have pedestrian and bicycle through-connections. (50% is unsatisfactory)

6.4.6 MASTER PLAN OPPORTUNITIES:

The text is ambiguous. The heading anticipates opportunities while the text later mention proposed initiatives. It is not benefiting the master plan process that these initiatives (even though they in principle are good ideas) are locked in at this stage.

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

Consultants:

- Consider engaging ecology consultant with expertise in the Melbourne context to assess existing flora and fauna and advise on best practice design and management to meet needs of local biodiversity;

Overall design of open space areas:

- Include area target (% of total development)
- Explore opportunities to link with other open space areas – Merri Creek, Coburg Lake (via Pentridge redevelopment);
- Retain existing mature landscapes (particularly trees);
- Where possible protect and retain existing native vegetation;

Use of indigenous plants:

- Include target - use 50% + indigenous species
- Use local provenance plants – sourced from seed/cuttings collected from Melbourne region (Victorian Volcanic Plains bio-region) and grown by reputable indigenous nurseries eg. Western Plains Flora;
- Use species compatible with the landscape (relates back to indigenous and local provenance) – eg. climate, topography, drainage, geology, soils. The Coburg Initiative site according to state government mapping was Plains Grassy Woodland – EVC 55;
- Use highly diverse range (100+) of indigenous species but not necessarily in each revegetation bed – (ie. cluster species);
- Use threatened species with propagation and establishment credentials – eg. Matted Flax Lily (*Dianella amoena*);
- Investigate the use of indigenous grass species (eg. Weeping Grass *Microlaena stipoides* , Wallaby grasses *Austrodanthonia species*) or substitute groundcover (eg. Kidney Weed *Dichondra repens*) as opposed to Kikuyu and other exotic grasses;

Creating habitat for indigenous fauna:

- Seek information and advice from Melbourne Water, Department of Sustainability and Environment (DSE) – Atlas of Victorian Wildlife, Victoria Flora Site database, Merri Creek Management Committee (MCMC), Australian Research Centre For Urban Ecology (ARCUE);
- In landscape design consider connectivity of vegetation, size and shape of habitat areas, and edge effects;
- Consider targeting significant species known to occur along creek corridors, *particularly Merri Creek and Edgars Creek*, and aim to provide additional habitat and resources for those species;
- Incorporate other non- vegetation habitat elements to landscaping – basalt rocks, logs, nestboxes;
- Encourage diversity of bird species by meeting specific habitat requirements – diversity of habitat will help address dominance of few native and exotic species;
- Consider control program relating to foxes and restrictions relating to domestic animals (dogs, cats);

Maintenance:

- Consider technical expertise and cost of ongoing maintenance of indigenous vegetation landscapes (eg. weed control);
- Identify and address training / capacity gaps in Council to manage indigenous landscapes;

Fire (ecological / risk):

- Consider the ongoing management of vegetation with the absence of fire;
- Consider the potential fire risk in vegetation landscape design (eg. connectivity);

Wetlands/ Ephemeral Ponds / other waterbodies:

- Consider implementing ephemeral ponds for habitat creation and potential greywater/ stormwater treatment (eg. frog bogs);

Weeds:

- Avoid including listed noxious weeds and other noted environmental weeds or "potential" weeds in landscaping – open space and development areas (seek advice from Moreland City Council and Department of Primary Industries);
- Raise community/ resident awareness regarding impacts of "garden escapee" weeds on open space areas and biodiversity;
- Prevent spread of weed species through strong vehicle hygiene and other measures during construction and landscaping works;

Reference documents to consider:

- Moreland Open Space Strategy (2004), Moreland City Council (being reviewed in 2009)
- Moreland City Council's Landscape design guidelines (being reviewed in 2009);
- Street Landscape Guidelines (1997) (being reviewed in 2009)
- Moreland Remnant Vegetation Assessment (1998), Moreland City Council and Merri Creek Management Committee);
- Merri Creek and Environs Strategy 2009-14 DRAFT (Merri Creek Management Committee)
- Merri Creek Concept Plan
- Plants of the Merri Merri (1994) Merri Creek Management Committee & Friends of Merri Creek
- Gardening with Indigenous Plants in Moreland (2005), Moreland City Council with Merri Creek Management Committee
- Development Guidelines for the Merri Creek (1999), Merri Creek Management Committee

The following feedback was provided by the Moreland City Council Expert team [Open Space] on 06.02.09 based on the first draft:

In the background issues 6.4.3 it should be noted that although there is not much indigenous flora, that there is approx. 30+ birds that exist around Coburg, and a couple of lizards and bats, so the fauna is a reasonable for an urban environment. Also we are going to be doing a flora/fauna survey of Moreland this year which will be followed up by a biodiversity strategy in the next couple of years.

The statement of Zero habitat destruction and achieving a net gain of indigenous species is a little hollow. The habitat destruction should also inc. loss of non indigenous species, as they are often habitat for indigenous fauna. It is important to protect existin vegetation where possible, particularly trees. A net gain in indigenous species could be achieved by planting two species, which is not really what we're after. We need to work towards creating and enhancing the habitat opportunities for indigenous flora/fauna.

KPI's - 6.4.5
1.1 Heat Island reduction - the green roof can also provide potential habitat or visual buffer to urban environment, and can also be seen as a moveable/temporary structure.
4.5 sites with trees - this might have come from America, but we don't have foresters - we could say that trees that have been determined by a council arborist as being important should be retained? - something along those lines...Also can we include habitat value of a tree/vegetation in this section as a reason to retain tree.
6.4.5.2 Neighbourhood pattern - just a comment that research that I have read over recent years suggests that cul-de-sacs are not an ideal way to develop a neighbourhood as they often make it very difficult to navigate, as well as provide barriers for permiability of the neighbourhood.
8. Local food production - focus of the farmers market should be to provide access to as local as possible producers (not sure where the closest market gardens are!)

6.4.6
Whole precinct approach.
Not sure what Green Spires is referring to?

Can we add a dot point here about urban ecology.

- Incorporate ecological considerations into the design of the urban environment to enhance habitat for flora and fauna and to help sustain natural ecological processes across the broader landscape.

Recommendations
under Sustainability - inc. measure of temperature variation - ie measure shade and open areas and how landscape or structures can be used to reduce temperature.

WSUD - include in 7.4.1 link WSUD with landscape design (which I think is picked up later)
- also inc underground water tanks or underbuilding water storage in 7.2.4

The following commentary by F2 Architecture on behalf of The Coburg Initiative is based on the above draft:

6.4.5.2 Neighbourhood Patterns – 3. Walking City; the middle comment about building-height-to-street-width may be in contradiction to the more tight knit urban street structure envisaged as a part of chapter 6.1 Public Realm. This may be more appropriate for more low density residential precincts, such as to the West of Hudson Street and East of Rodda Street.

6.4.6 Master Plan Opportunities should touch on the opportunity to develop The Coburg Initiative as a pilot program for developing a precinct wide rating scheme for Sustainability development across a precint. Investigation into potential funding for the development of such a pilot program and partnering bodies should be investigates as a part of development of the Master Plan and determining the extent to sustainable thinking throughout the precinct.

6.5

DRAFT

6.5 | information and learning

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 information and learning 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.

6.5.1| EXECUTIVE SUMMARY

Although termed Information & Learning, this community outcome section predominantly focuses on the library as a learning centre. Nevertheless, linkages are being explored to public arts, education providers, community events and spiritual places.

Coburg is a very diverse suburb with a range of different user groups and varying support needs. Council research shows that Coburg Library is the most successful community space in terms of accessibility and usage by a large and diverse group of the population. However, the library is not located in a purpose built facility and requires refurbishment and better IT facilities. The Coburg Initiative is a unique opportunity to create a purpose built facility that builds on the current success and offers more community-friendly services.

The objectives of the Coburg initiative with regard to Information & Learning are

- to enable and encourage broad participation in lifelong learning and literacy,
- to create spaces that support the information, cultural, social and artistic needs of the community, and
- to create flexible, accessible and integrated spaces and facilities.

It is being suggested that Coburg creates a Library & Cultural Hub that will be located in the activity centre in a prominent location that includes facilities that are regularly being used by people at different hours of the day and evening. The Hub will have close linkages to all types of educational institutions from childcare to adult learning centres as well as community support and counselling services. The Hub will also be linked to local arts and crafts, parks, civic squares and other public spaces as well as recreation options and spiritual places. The design needs to enable the integration of services and functions. The new facility will be located in close proximity to Coburg's transport hub and represent a one-stop-shop for goods, services and knowledge.

6.5.2| OBJECTIVES

The objectives (and weighting) of the Coburg Initiative in terms of Information and Learning are, as outlined in the respective ILM:

- to enable and encourage broad participation in lifelong learning and literacy (40%),
- to create spaces that support the information, cultural, social and artistic needs of the community (35%), and
- to create flexible, accessible and integrated spaces and facilities (25%).

Aspirations that relate to the Coburg Initiative and Information & Learning aspects have been outlined in the 2020 Structure Plan but are also captured in various other related Council documents. This section lists the key aspirations and objectives with respect to Information & Learning, which the Master Plan needs to respond to.

The Vision (Central Coburg 2020 Structure Plan):

"Central Coburg develops as the prime shopping, living, employment and activity precinct"

Selected desired outcomes (Central Coburg 2020 Structure Plan):

- People & community
  - Just and equitable social outcomes now and in the future
  - Established communities within Coburg must not be disadvantaged or displaced by the development of the centre.
  - Increase the number of people using the centre
  - Increase the worker and visitor population
  - Celebrate Coburg's diverse multicultural community
  - Enable people to remain in the community as they age and their housing and support needs change
- Place
  - A desirable place to live
  - Mixed-use environment – work, live and play
  - Sustainable urban village, including access to jobs and social infrastructure
  - Physically suitable and socially welcoming to all people; minimal barriers to all
  - A greener, leafier place and improved access to open space
  - Prioritising pedestrian, cycling and public transport facilities
- Services & facilities
  - To develop Central Coburg as the location for key community services and facilities in Moreland (serving local, municipal, regional and sub-regional community needs)
  - To develop multi-purpose facilities in appropriate locations, clustered with complementary services and facilities
  - Equity of access – physical, psychological and economically
  - Improved community facilities and spaces for community activities – adaptable multi-purpose facilities or 'hubs'
  - Support service integration of key life stages
  - Offer a range of services and facilities that address different support needs in one accessible location, including community facilities and cultural activities, as well as a wide range of shops

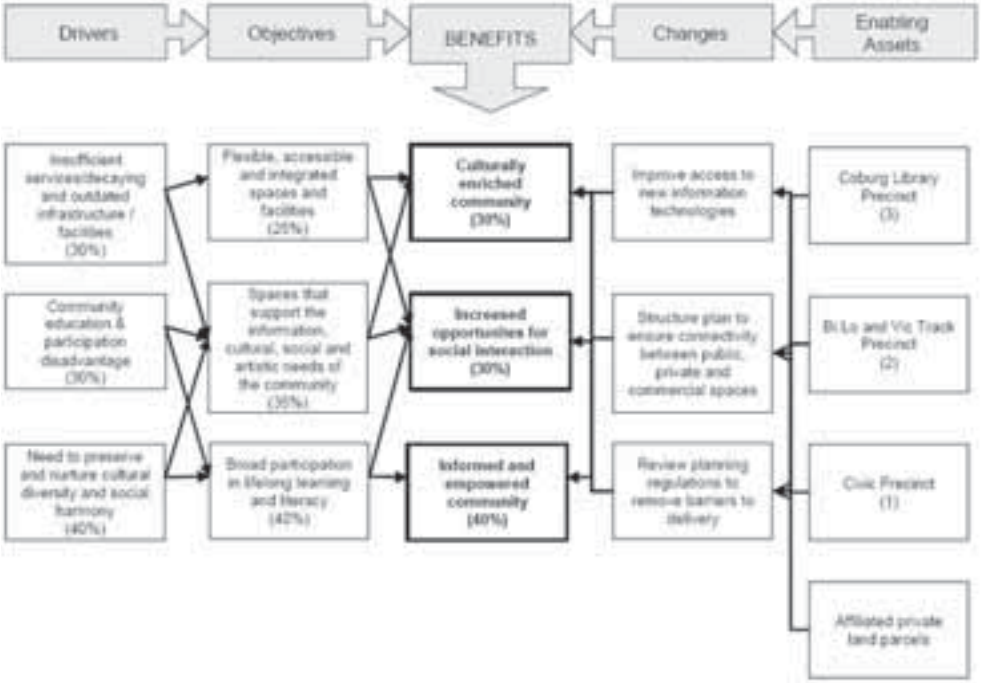
Information & Learning related aspirations

The Moreland Municipal Public Health Plan 2003 acknowledges that a key determinant to Health is access to knowledge.

- All people can access information and life-long learning opportunities easily
- People have access to a wide range of quality leisure and arts experiences and opportunities
- Adequate prosperity and worthwhile employment
- A vibrant and sustainable local economy

In terms of developing the role of the centre the following information and learning related aspirations can be noted:

- Build community capacity and creativity through access to space, resources, knowledge and learning
- Provide training and education opportunities within the centre



Moreland's library service vision, strategic objective, roles and priorities (Moreland's Library Service, Annual Report 2007/08)

Vision

A library service that fosters life-long learning, literacy, knowledge, culture and community connectedness.

Strategic objective

To contribute to community development by providing extensive free access to information, knowledge, thought and culture by:

- providing access to information for the community
- providing equal access to independent life-long learning for all members of the community
- encouraging children to develop literacy skills and to seek out information
- providing a community cultural centre to facilitate and enhance community building
- providing resources, facilities and technology for communication, relaxation and pleasure
- assisting students of all ages by providing supplementary resources and facilities.

Roles of the library in order of priority

1. Information provision
2. Life-long learning
3. Reader development
4. Resources for pleasure and enjoyment
5. Social connectedness
6. eAccessibility
7. Preservation of Moreland's heritage
8. Education support

Arts and culture

Selected cultural principles of the Moreland Arts Strategy 2006 – 2010

- Active participation and representation by the City's diverse community in the City's cultural life is an important ingredient in developing and promoting wellbeing, a sense of place and belonging for all citizens.
- Arts and cultural expression have the potential to engage, to educate and to challenge, and therefore to strengthen and contribute to the development of individual and community identity as well as to a shared culture across the municipality.
- Artists and arts organisations producing and presenting quality work within the City play an important role in contributing to Moreland's economic and social vitality.

Public art as recognised by the Council should: (Art in Public Spaces, Draft Public Art Strategy, 2008-2012, City of Moreland)

- Interpret and define the character and cultural identity of the city
- Acknowledge and celebrate Moreland's cultural heritage and traditions
- Encourage a sense of pride and ownership of art and public spaces
- Provide positive practical interaction between people and public spaces
- Challenge perceptions and prejudices
- Reflect contemporary ideas and approaches to public art
- Promote a sense of wellbeing by enhancing enjoyment of public spaces
- Express the principles of sustainability and accessibility

Public Art Strategies outlined in the 2020 Structure Plan:

- Initiate public artworks of a very high standard in contemporary arts practice that greatly enhance or improve public spaces
- Develop artworks that are celebrated as landmarks and local icons and contribute to place making
- Ensure that planning for all major capital works projects includes consideration of public art components and opportunities and includes appropriate processes for community involvement and evaluation
- Work with developers of sites with cultural or heritage significance to explore potential for inclusion of public art to celebrate the site significance
- Encourage and support community and business initiatives that increase opportunities for art in public places. These initiatives may include such projects as art displayed in shop windows or performances in shopping areas or on public transport
- Explore options, including through a developer contribution scheme, to contribute towards the creation and maintenance of public art on or around a development site
- Explore opportunities to create a 'public art trail' from Coburg Lake through to Champ Street and Sydney Road to Central Coburg, to assist in improving links between these areas

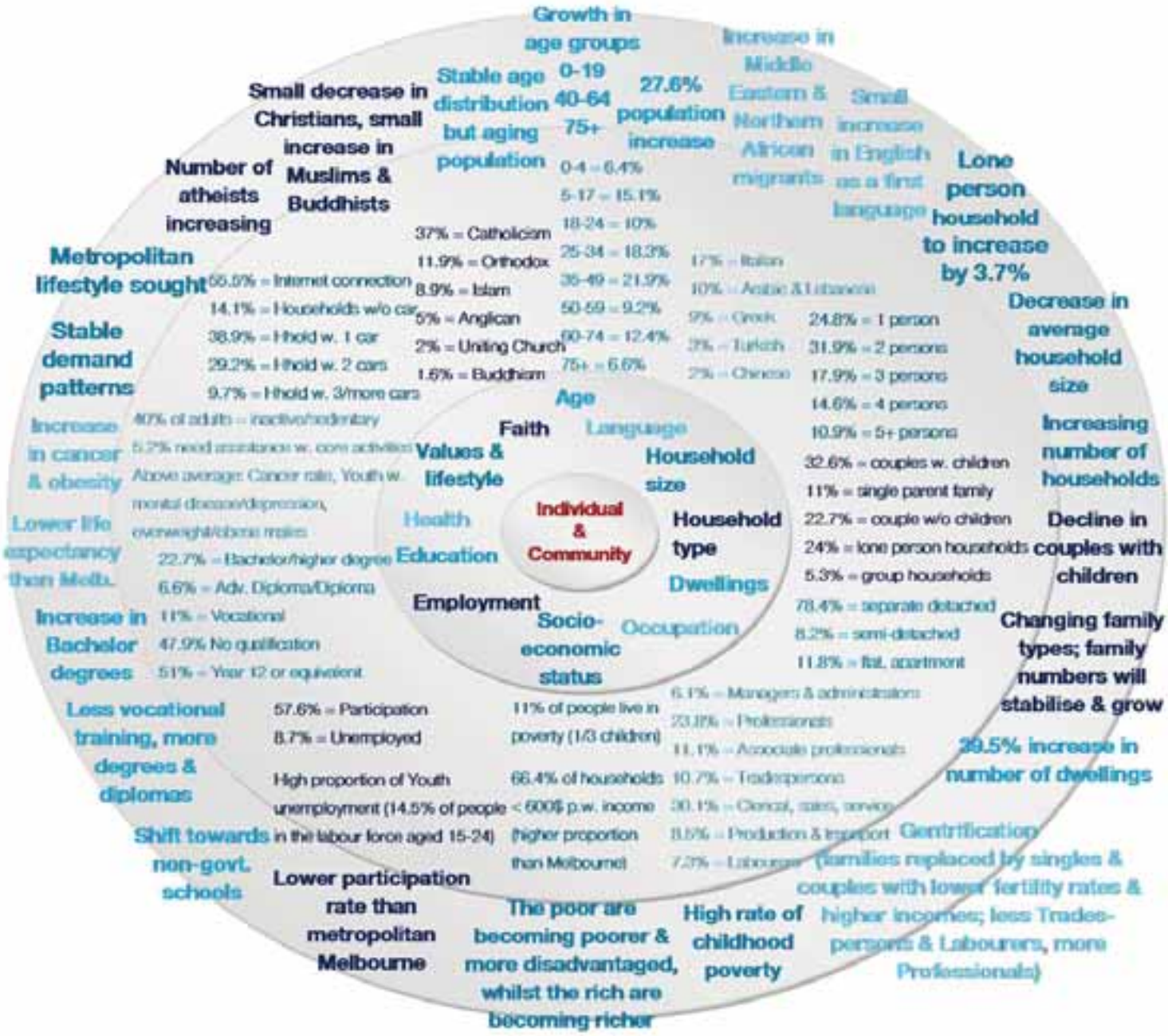
Mission of the Council Youth Services Unit

"To empower and improve the quality of life for young people in our community. To celebrate the transition from adolescence to adulthood and enable young people to participate in their community by providing support, participation and advocacy. Youth Services staff endeavour to improve the community understanding and respect for young people and to recognise and value the diversity in the community."

Young families

Preferred facility model for young families by the Council (Moreland Early Years Facilities Strategic Planning Framework and Implementation Plan, June 2007, p.4):

A multi-functional, co-located facility, which fosters integrated approaches to service provision, maximises the efficient use of valuable resources, and provides opportunities for linkages between families, community activities and a wider range of service providers, whilst offering a safe environment for the community.


Growth in age groups
0-19
40-64
75+
27.6% population increase
Stable age distribution but aging population
Small decrease in Christians, small increase in Muslims & Buddhists
Number of atheists increasing
Increase in Middle Eastern & Northern African migrants
Small increase in English as a first language
Lone person household to increase by 3.7%
Decrease in average household size
Increasing number of households
Decline in couples with children
Changing family types; family numbers will stabilise & grow
39.5% increase in number of dwellings
Gentrification (families replaced by singles & couples with lower fertility rates & higher incomes; less Trades-persons & Labourers, more Professionals)
Metropolitan lifestyle sought
Stable demand patterns
55.5% = Internet connection
14.1% = Households w/o car
38.9% = Hhold w. 1 car
29.2% = Hhold w. 2 cars
9.7% = Hhold w. 3/more cars
37% = Catholicism
11.9% = Orthodox
8.9% = Islam
5% = Anglican
2% = Uniting Church
1.6% = Buddhism
0-4 = 6.4%
5-17 = 15.1%
18-24 = 10%
25-34 = 18.3%
35-49 = 21.9%
50-59 = 9.2%
60-74 = 12.4%
75+ = 6.6%
17% = Italian
10% = Arabic & Lebanese
9% = Greek
3% = Turkish
2% = Chinese
24.8% = 1 person
31.9% = 2 persons
17.9% = 3 persons
14.6% = 4 persons
10.9% = 5+ persons
32.6% = couples w. children
11% = single parent family
22.7% = couple w/o children
24% = lone person households
5.3% = group households
78.4% = separate detached
8.2% = semi-detached
11.8% = flat, apartment
Age
Faith
Language
Values & lifestyle
Household size
Health
Household type
Education
Dwellings
Employment
Socio-economic status
Occupation
Individual & Community
Increase in cancer & obesity
40% of adults = inactive/sedentary
5.2% need assistance w. core activities
Above average: Cancer rate, Youth w. mental disease/depression, overweight/obese males
Lower life expectancy than Melb.
22.7% = Bachelor/higher degree
6.6% = Adv. Diploma/Diploma
11% = Vocational
47.9% No qualification
51% = Year 12 or equivalent
Increase in Bachelor degrees
Less vocational training, more degrees & diplomas
57.6% = Participation
8.7% = Unemployed
High proportion of Youth unemployment (14.5% of people in the labour force aged 15-24)
11% of people live in poverty (1/3 children)
66.4% of households < 600$ p.w. income (higher proportion than Melbourne)
6.1% = Managers & administrators
23.8% = Professionals
11.1% = Associate professionals
10.7% = Tradespersons
30.1% = Clerical, sales, service
8.6% = Production & transport
7.2% = Labourers
Shift towards non-govt. schools
Lower participation rate than metropolitan Melbourne
The poor are becoming poorer & more disadvantaged, whilst the rich are becoming richer
High rate of childhood poverty

6.5.3| BACKGROUND/ ISSUES

6.5.3.1| DEMOGRAPHICS & TRENDS

In line with social sustainability requirements for Coburg, foresight is required to ensure that the planning and investments facilitate just and equitable social outcomes now and into the future for both established communities and new residents. Therefore, major demographic trends among Coburg's population of about 22,500 people have been analysed to later derive key user groups and their specific needs[1].

Coburg is a relatively disadvantaged area; about 22% of Centrelink payments in Moreland are made to citizens living in Coburg and Coburg North. The outlined statistics, trends and projections are based on ABS and id data as well as information from the 2020 Structure Plan. The Coburg redevelopment aims at supporting the positive

1 Demographic statistics listed here only serve to provide general insights into Coburg's population and should not be used for the detailed planning of programs and facilities.


User groups
Specific needs
Alignment & Gaps
Existing facilities
Youth
- 11 – 25 years
- Mixed backgrounds & diff. languages, e.g. India, China, Lebanon, NZ, UK
- Diff. levels of education
- Some at school, some work, some unemployed
- No or low income
Family
- Different age groups
- 1-3 children
- Both or single parents
- Time-poor
- Mixed backgrounds
- Often owning their homes
- Some financially stable
Aging population
- 65+ age group
- More female than male
- 33% living alone
- Italian, Greek & Australian born (65+); Chinese, Indian, Iraqi, Lebanese, Filipino, Croatian, Turkish, Sri Lankan (younger)
Migrants
- 4+ persons household
- No English at home
- Poor education
- Religious
- Often refugees
- Health issues
- Financially unstable
New residents
- 25 - 40 years old
- Affluent & highly educated
- Single households
- Prefer apartment-style living & renting
- Financially independent
- Active lifestyle
Support services & facilities
- Accessible & safe library precinct integrated w. schools, arts, events & training opportunities (incl. English)
- Own space to be creative and learn
- Programs that promote tolerance
- Increase secondary school retention
- Increase community participation
Support for children
- Childcare, preschool, nearby primary school and school holiday programs to integrate private & work life and to enable parents to return to work
- Library facility that caters for children and parents alike
- Safety and accessibility
Integration and access
- Inclusive, low cost community facilities catering for different language groups
- Easy & safe access to public facilities
- Library as place to socialise that also offers entertainment (media, arts) and life-long learning options
- Accessible cultural & spiritual places
High need for support services
- Need to increase level of education, esp. English literacy, numeracy & computer skills to be able to find work and be financially stable
- Need easily accessible, inclusive and culturally sensitive programs and facilities that encourage participation
Be part of community
- View themselves as part of local neighbourhood, plan to stay
- Opportunities to shape their community and participate in local arts, events & maybe learning options
- Learning and recreation opportunities for possible future children
Library/literacy
- No purpose built facility, needs upgrade, esp. better internet access & more meeting rooms
- Lack of space to grow to better adapt to changing community expectations
- Scope to integrate more community activities
- Lack of space to create and display art
- No contemplative spaces
- No linked book store
Public art
- Only limited public art available in the centre
- Lack of public art in draft structure plan was criticised by community
Schools
- Sufficient childcare places
- Under provision of preschool facilities
- A number of Moreland's children services facilities are stand-alone, ageing and not fit for purpose
- Local high school highly desired by primary school parents
- Community consultation suggested to integrate Coburg Primary School in the vision
Generally
- Council programs and services need to reflect Coburg's cultural composition
- Only few cultural & community events
- Many facilities need better access to open space
- Lack of flexible community meeting space
Schools
- 7 childcare centres (75% collocated w other facilities) & 4 preschools
- Coburg Primary School
- St Paul's Catholic Primary School
- Newlands Primary School
- St Fidelis' Primary School
- Coburg West Primary School
- Coburg Senior High School (years 10- 12)
  - "workplace of learning" adult learning environment, cutting-edge technology, and personalised attention from teachers
- Kangan Batman Tafe, Coburg Campus
  - Primarily automotive training
Coburg library
- Well located, accessible, destination for commun.
- High levels of community participation & ownership
- An inclusive community space used by different groups and esp. valued by special needs groups
Other
- Moreland Adult Education Association, Inc, based at Coburg Library
- Churches of different denominations, e.g. Greek Orthodox & Catholic
- Neighbourhood Houses (Newlands Community Centre & Nicholson Street Community House)
- Classes/activities: Arts, crafts, cooking, walking, computer & internet, English, literacy & numeracy, yoga, and social support groups
- Youth programs (arts, homework)

trends, whilst improving the overall situation. The next section identifies major user groups and their specific support needs.

6.5.3.2| USER GROUPS AND THEIR NEEDS

Strategic urban planning requires good insights into the different user groups, their specific life stages, lifestyles and requirements that need to be planned for. Based on the demographic analysis five major user groups have been defined[2]. Comparing their needs to the services and facilities Coburg currently provides, a number of gaps and key requirements have been identified that the Master Plan needs to address.

Social inequality impacts on a number of aspects, such as education, income, housing, access to services, transport, communications, and social inclusions.

Educational and employment success is especially important for the integration of youth into society and their ability to live an independent life and contribute. In the North-West, 46% of boys drop out of school before finishing year 12. This is the highest rate in the state, which has an average of 26%. Moreland's Equivalent National Tertiary Entrance Rank (ENTER) is the lowest in Victoria. The youth unemployment rate is extremely high, as many young people are not job-ready. They often lack basic literacy, numeracy or vocational skills and are not prepared or able to successfully master job interviews. On top of that, Moreland's availability of vocational education options is lower than the state average. Planning and initiatives need to focus on improving the level of education and job readiness of young people.

Knowledge, skills and expertise tend to determine the level of employment, income and quality of life. The labour market will remain competitive despite the prevailing skills shortage. Moreland's degree of employment self-containment is extremely low; only 20%, which reflects a major gap between local employment opportunities and the skills of its local workforce.

2 In the absence of real data about future user groups or population segments, the here outlined user groups and their needs have purely been derived on the basis of existing documents and demographic assumptions. The existing user groups, as defined by the Library staff can be found in the Appendix. It is being suggested to develop specific future user groups together with the Council that could be based on Personas, similar to the approach the State Library of Victoria took.

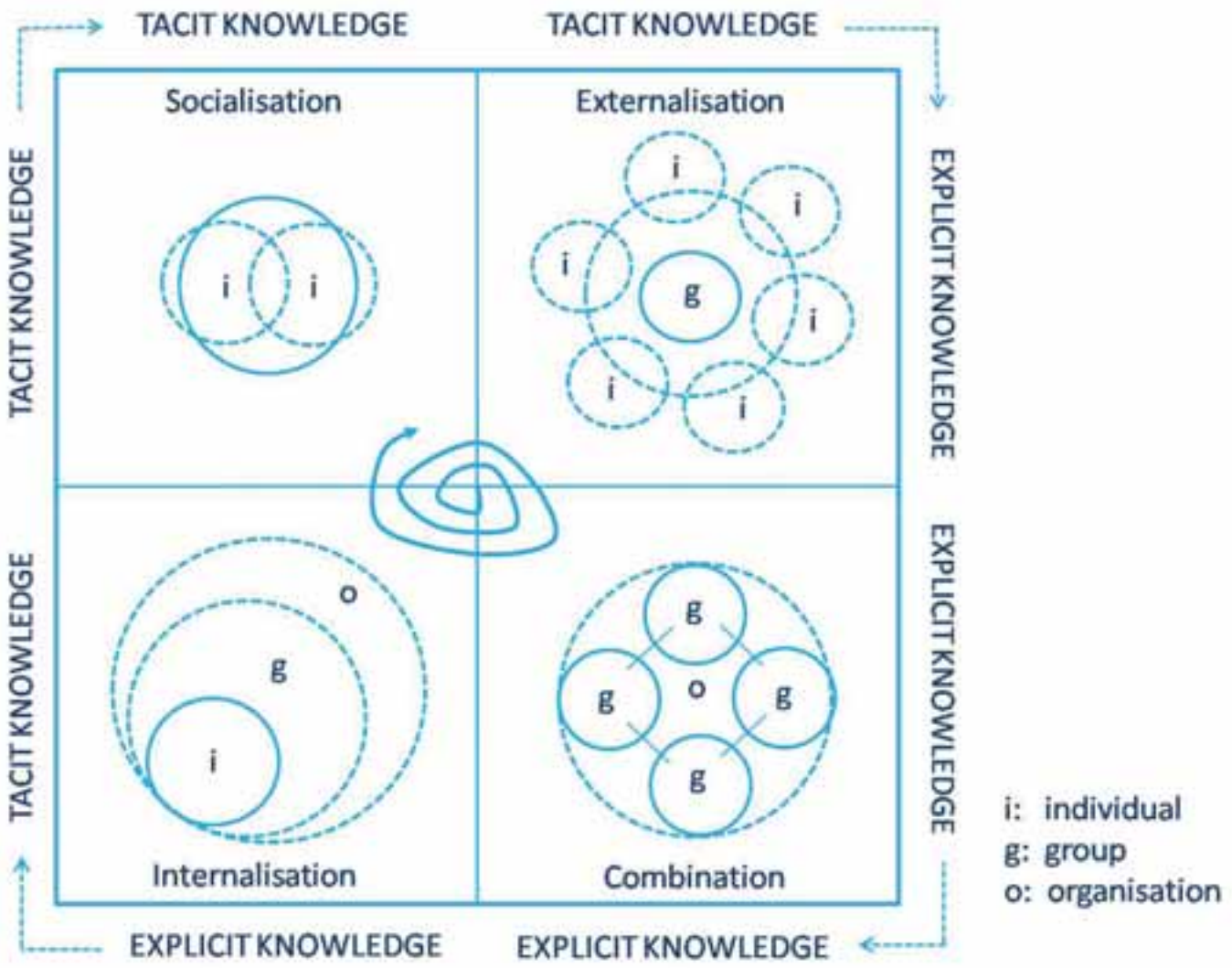
Knowledge-based industries are on the rise, whilst the number of unskilled jobs is decreasing steadily. People with a low level of knowledge and skill are likely to be unemployed or have an extremely low income. The number of residents with non-school qualifications is increasing. Nevertheless, the new HECS fee structure, changing payment terms and rising costs for higher education may reverse that trend.

Indigenous residents account for 0.37% of the population in Moreland. Although being only a small group of people, this minority user group requires an especially high level of support due to disadvantages in health, education, income and employment.

The Coburg Library can contribute significantly in accelerating the acquisition of information and knowledge of its users, and ultimately raise the knowledge and skill profile of Coburg as a whole.

Coburg library has segmented its market as follows: (Moreland's Library Service, Business and Operating Plan 2008/09-2010/11, Moreland City Council)

- Recreational and information readers
- Students
- Babies and parents
- Pre-school children
- Youth
- CALD groups
- Housebound people
- The aged
- The unemployed
- People with a physical disability
- People with low literacy levels
- Council workers and councillors


TACIT KNOWLEDGE
TACIT KNOWLEDGE
Socialisation
Externalisation
TACIT KNOWLEDGE
EXPLICIT KNOWLEDGE
i
i
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g
i
i
i
TACIT KNOWLEDGE
EXPLICIT KNOWLEDGE
o
g
i
g
g
o
g
g
g
Internalisation
Combination
EXPLICIT KNOWLEDGE
EXPLICIT KNOWLEDGE
i: individual
g: group
o: organisation

6.5.4| BASELINE DATA & RESEARCH

6.5.4.1| KNOWLEDGE

When we speak of ‘knowledge’ most people assume that we refer to knowledge that is written in books and discussed in classrooms or at conferences; but this is only one form of knowledge, called ‘explicit’ knowledge. Explicit knowledge is articulated, codified, stored in media and easy to transmit. We find it in the form of manuals, documents, procedures, art work, etc. But the knowledge that exists in people’s minds, even if it is unstructured, is equally important. That form of knowledge is called ‘tacit’ knowledge and it represents insights, intuition, values, approaches, scenarios, images, metaphors, analogies, etc. The big challenge is to make tacit knowledge explicit, to share it and to develop it further.

Japanese professors Ikujiro Nonaka and Hirotaka Takeuchi developed a matrix that describes the transitions between tacit and explicit forms of knowledge.

The importance of information and knowledge to lead successful lives nowadays cannot be stressed enough. Libraries are often referred to as knowledge cathedrals, a place that summarises the knowledge available and that helps people to develop their knowledge. But ideally it is also the place for people to get together to share their knowledge. Taking it a step further, libraries are ideally placed to also be the place to create new knowledge and to transform it from tacit into explicit and shareable knowledge.

Sello Library in Finland

Peckham Library

6.5.4.2| LIBRARY TRENDS

The biggest change in how residents access information and learning is that they find answers to their questions online rather than visiting their local library or information point. This has already occurred to a large degree for libraries in organisations and universities, whose main users are researchers. But this does not work for local libraries, whose main users are often after something very different, than specific texts on a topic. Such libraries offer the opportunity to browse for entertainment, connect with the community, look at or put up a public notice or use the internet; they simply are a haven from commerce. Additionally, the rise of information technology has also been recognised as the saviour of the public library by providing computer terminals, technology suites, seminar rooms and hot email stations.

Looking at what libraries in Australia and overseas are doing can be informative as to the possibilities open to Coburg to ensure that its library can activate the centre to its maximum potential. This potential can only be met when all citizens have access to healthcare, housing, education, meaningful work and open space. The library then functions as a cultural gatekeeper for the community. Libraries have had their roles revived as beacons for civic pride, social and economic regeneration.

Library as Spectacle

New urban showcase libraries have been seen by many as the future for the library and as a vehicle for revitalising central areas. Sometimes their effect on users can be more to awe and confuse rather than function smoothly as a house of knowledge. Brash impressive libraries however have often resulted from reduced number of outlying libraries in favour of one central library. The library as spectacle is often produced with the blessing of residents. It is what they often want, even if it means less number of branch libraries.

The Sello Library in the Leppavaara District in Finland aims to be a Cultural Department store with a range of functions under one roof. It is adjacent to the second largest shopping centre in Scandinavia. Developers in Scandinavia encourage libraries in shopping centres and recognise them as significant attractors to the shopping centres. Sello's foyer contains a large exhibition space which hosts temporary installations aimed at attracting different community groups.

There are a number of examples of multi-level libraries/cultural centres that operate very successfully in Scandinavia and other European and Asian libraries. Attractive and visible ground floor entry and connectedness between the levels are essential elements to the success of such libraries.

Peckham library, Southwark, London, was designed to facilitate the regeneration of a multi-cultural area. The statement library is one element of the new public community facilities on the new Peckham Square. The brief called for a building that would give the area a much-needed psychological boost.

The key terms/concepts for Peckham Library are:

- Relevance for a community
  - Program and activity
  - Create shared spaces and fostering collaboration
  - Social and creative places
  - Structure consisting of a series of large pods
- Five themes emerge as drivers: planning, partnerships, design, marketing and social capital for the effectiveness of a new library building and the role that it plays in the wider community.
- The project (which was constructed on the site of a former canal basin) was completed in 1999 and has at its heart the new community library. The project combined the public space and public art elements of the Square and Arch, the Library, Adult Learning and Training Facility, Council One Stop Shop, the Peckham Pulse Healthy Living Centre and a low rise housing scheme.
- Over 500,000 visits per year, mostly local.
- Emphasizes the 'living room at your library' model rather than the 'library in your living room' model.
- The key user groups typically consist of youth, seniors, business leaders, people with a disability, minorities and refugees, library and local authority staff and councillors.
- Peckham Square was envisaged as a setting for a number of community buildings including a "healthy living" leisure centre - the Peckham Pulse.
- Originally conceived as a 'Mediateque' with arts groups and studios as well as library facilities, the purpose of the new library building was then distilled due to financial constraints following estimates for the original design.
- The underlying philosophy was to produce "a dynamic building whose services people wanted to use"; it was to be attractive to all age groups, and to make a major contribution to the regeneration of Peckham.
- Architects describe an approach of 'civism' where civic space is defined as a place where you meet someone outside, name the place and know where to go. Both the library and the centre of Peckham have become more "civic" in relation to this definition.

The variety of spaces within the library - the main desks, children's area, pods, tables by windows – and the very long opening hours help to balance different user groups and noise levels within the main space.

Library Partnerships

Creative ways to fund new libraries have been identified by forming partnerships with coffee chains and fast food outlets. This business model approach may also be embraced by residents, but concerns need to be raised on whether a library that is closer in spirit to an amusement park is the right approach for the local area. Retail developers use libraries to add staying power and cultural weight to the town centre retail experience.

Pathways Library, Moreton Bay, promote their library as a 'cool' place to be for 12-17 year olds through the initiative 'loud@pathways'. Once a month the library has free internet access, foxtel, music, pizza, softdrink and networked games. The nights are used to 'help' staff purchase music, movies and books. While this has demonstrably increased youth visiting numbers questions can be raised over the ultimate benefit this approach has to the community in the long term.

Library 10 in Helsinki - library staff are skilled specific to the library programs and of the demographic it aims to attract.

Experimedia at the State Library of Victoria

The Culture House [Kultuhuset]

City Library, Melbourne

Infotainment

In an effort to make libraries attractive to young people, they are increasingly being designed in line with the services young people want. This includes more unconventional services such as gaming, movies and music.

Visitors to Experimedia for example can interact with the latest technology and digital information on funky designer furniture. The space includes a games pod, a creative pod with 8 eMacs, a play pod for children, and a media wall that dominates the room with a 6 x 4.5m screen. The space can also be hired for a fee.

The model of Library 10 in Helsinki includes spaces for recording and mixing music, as well as jam sessions. Demo tapes are made available at music listening posts within the library. This theme links in well with the Moreland's library service innovative "Made in Moreland" music program that has been copied by other public library services.

The Camden Library in NSW has incorporated successful youth spaces that were designed in collaboration with young people from a variety of backgrounds ranging from high risk youth to "young nerds". These spaces include large screen TVs, books, DVDs and gaming consoles and the library provides program activities such as DJ workshops.

The Culture House (Kulturhuset) in Stockholm, housing a number of services and functions including a library, has a youth space in the same building that is not part of the library. It is staffed by young people and activities including art, fashion design and staging are carried out in the centre.

Dot Medis in Stockholm is a successful dedicated youth library where youth ambassadors worked with the architect to design the space.

Learning Centres

Serving mainly stay at home people, mostly child-carers, home-workers and retired people, such libraries work as drop in facilities. People may be accessing a community meeting room, club, photocopier or computer terminal rather than the bookshelves.

Themed Library

Libraries can be targeted at a particular social or demographic group whose needs are not currently being met. Such libraries might be in partnership with arts and museum services, health services, social services or religious organisations. The design then reflects the theme concept and the facilities they wish to provide.

The City Library in Melbourne for example was designed as a community hub for young adults working in the city. Its edgy architecture and signage reflect this ethos.


Library
Arts &
Innovation
Centre
Supermarket
Retail
Gym
Town Square
ROCKVILLE
METRO PLAZA


Kids Area


Circulation Desk


Reading Room


Light and views of the park from within

Case study: Rockville Town Square Library

The Rockville Town Square Library, which opened in 2006, is located at the heart of a civic square and has a significant physical link to the Rockville Arts and Innovation Centre, whilst being surrounded by restaurants, retail outlets, residential developments, a supermarket and a gymnasium.

Urban design principles for the Rockville development include:

- The community comes together in the town centre
- A pedestrian-oriented, mixed-use community hub created on solid principles of urban design
- Close to stylish residences, exciting shops and restaurants
- Providing cultural resources and holiday celebrations
- At the heart of it all is the kind of neighbourhood where people naturally gather: a beautiful town square inspired by a sense of space and appreciation of the outdoors
- Mature trees and a centre-piece fountain, benches for people watching, artwork for discussion, Wi-Fi enabled and offering community events throughout the year for bringing everyone together
- The library operates as a 'compelling visual and functional anchor' and its large windows overlook the Town Square and let natural light permeate reading areas

The library's features are:

- Children's room, teen area, popular materials centre, world languages (Chinese, Korean, Spanish, Russian and Vietnamese), circulation functions, and a staff work room on the first floor
- An adult and reference areas, a disability resource collection, two quiet study rooms, group study rooms, tutor rooms, a computer lab, a public meeting room, and Ask-A-Librarian Services on the second floor

Conclusion

The above shows a general trend towards new libraries offering a more diverse visiting experience. Adding in new platforms (such as music, movies and gaming) and facilities (seminar rooms, coffee shops, fast food, wireless) wrapped up in contemporary architecture appear to be attracting a greater number of patrons. Care must be taken that this 'living room in the city' is imbued with the lifelong learning ethos. More than ever, residents will always need a refuge from commercial space and a venue with high intellectual and cultural standards.

6.5.5| KEY PERFORMANCE INDICATORS

The ILM on Information & Learning lists the following benefits and related KPIs as well as how to achieve them. Section 6.5.6 on Master Plan Opportunities will outline further how to meet these KPIs.

Benefit 1: Culturally enriched community

KPI 1: Increased proportion of Coburg residents agree there is good access to cultural and arts opportunities in their local community (%)

KPI 2: Increased number and variety of cultural events/activities in Coburg 2020 area (No./type)

By:

- Developing an integrated information and learning facility.
- Designing spaces that reflect the cultural and spiritual needs of a diverse community.
- Providing easy access to the library and associated facilities.
- Providing a greater number of diverse cultural events and activities.

Benefit 2: Social connectedness

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)

KPI 3: Increase in proportion of Coburg residents who have attended a local community event in the past 6 months such as a fete, festival or school concert (%)

By:

- Developing an integrated information and learning facility.
- Developing spaces that allow a variety of uses throughout the day and night.
- Providing welcoming spaces and programs that provide for social interaction.
- Incorporating leisure opportunities at the information and learning facility

Benefit 3: Informed and empowered community

KPI 1: Increased proportion of Coburg residents that agree there are opportunities for learning and development for people of all ages (%)

KPI 2: Increase in number of attendances at e.g. targeted life-long learning program and library programs for babies and children (No./type)

By:

- Developing an integrated information and learning facility.
- Encouraging and expanding opportunities for training and for participation in lifelong learning.
- Providing opportunities and support for equitable access to information and knowledge.

6.5.6| MASTER PLAN OPPORTUNITIES

6.5.6.1| THE LIBRARY & CULTURAL HUB

A new multi-purpose information, learning and recreation facility will be created – the Library & Cultural Hub of Coburg that will act as:

- The community's living space - a welcoming, comfortable and readily accessible place that reflects Coburg's diverse culture, that fosters a sense of belonging and promotes tolerance and respect for each other
- A social and community hub – a free, safe and open place for the community to meet and gather, for the generations to mix and to interact, enquire, discuss, reflect and learn from each other
- A showroom of knowledge – a place where people can cultivate their interest in reading, writing and research, whilst accessing information and technology and developing and pursuing recreation interests and hobbies
- A community learning centre – providing continuous learning opportunities for the entire community
- A kids hub – a place for children to visit and experience a range of media to stimulate and satisfy their curiosity and meet learning and recreational needs
- A spiritual hub – an inclusive space for the community to reflect, contemplate and think
- A cultural hub – a space for people to meet, nurture, exhibit and showcase their ideas, knowledge, talents and interests, including enclosed areas to create and make art as well as rehearsal, workshop, exhibition and performance space
- A community participation hub – a place that equips people with knowledge and empowers them to interact and participate in shaping their community

Space plays a crucial role in the generation and dissemination of knowledge. In times where people can easily use the internet to obtain information, the Library & Cultural Hub will become even more important as a place to socialise, share knowledge and build relationships across the community. Figure 15 outlines what types of spaces would be required within or in close proximity to the hub to facilitate interaction and exchange.

Using space to create and share explicit & tacit knowledge

Create spaces for storytelling

Support socialisation, enable collaboration & relationship-building

Cafés, restaurants, bars, lounges and other third places, waiting areas, chance encounters, interaction nodes, streets, crossings

Spaces that stimulate conversations, create discussions, exchange of ideas and sharing of stories and experiences

tacit

socialisation

externalisation

Space to meet people, talk and build relationships, spaces for audiences and presentations to articulate knowledge through dialogue & reflection

Range of different meeting spaces, internet and cultural spaces as links to the word, event, presentation, forum and display space, civic squares, open areas, markets, entertainment areas, spaces that encourage noise and expression

tacit

internalisation

Space for direct experience and space that supports interaction to share and create tacit knowledge

explicit

combination

explicit

Space for reflection, contemplation, concentration and quiet work; space to articulate knowledge through dialogue & reflection

Classrooms and other learning spaces, kids areas, teen lounges, galleries, exhibitions, arts and cultural spaces, museums, offices, work space

Quiet study and thinking spaces, reading areas, gardens, parks and other green areas, terraces, outdoor areas, spiritual places

The new Library & Cultural Hub will be located in the activity centre in a prominent location that includes facilities that are regularly being used by people at different hours of the day and evening, such as retail options (including a bookshop), cafes, learning centres or childcare. This will ensure clear visibility and easy community accessibility, whilst increasing perceived safety, which will help to attract a large and diverse group of users from a wide catchment area. The Hub will essentially become a one-stop-shop for goods, services and knowledge. The area will be heavily serviced by public transport but also offer car parking.

The Hub will have close linkages to all types of educational institutions from childcare to adult learning centres as well as community support and counselling services. The Hub will also be linked to local arts and crafts, parks, civic squares and other public spaces as well as recreation options and spiritual places. The design needs to enable the integration of services and functions.

Due to the increased variety of spaces the Library & Cultural Hub will be larger than the existing library building. However, the hub will be divided into different areas serving different functions and providing a neighbourhood feel to maintain the personalised nature of services, which is being highly valued by hard to reach groups, such as the aged, disabled, young families and cultural groups.

The Library & Cultural Hub will be vibrant, bright, enticing and inviting from the outside. Inside will be a friendly and open community space with a well lit and clean interior, intuitive circulation and layouts, wide aisles, comfortable seating and attractive fixtures to enhance the user experience and increase returns and usage. The Hub will also include outdoor areas, such as terraces and gardens with comfortable seating. A café will provide indoor and outdoor service. Wireless internet will be available throughout the Hub including outdoor areas.

Apart from the usual library spaces, the Hub will also include a number of flexible and multifunctional spaces that can easily respond to changing community needs, such as a mix of quiet and active areas for reading, meeting, discussing, learning, being connected to the information superhighway, etc. Vibrant community programs will refresh, enhance and compliment the library's services.

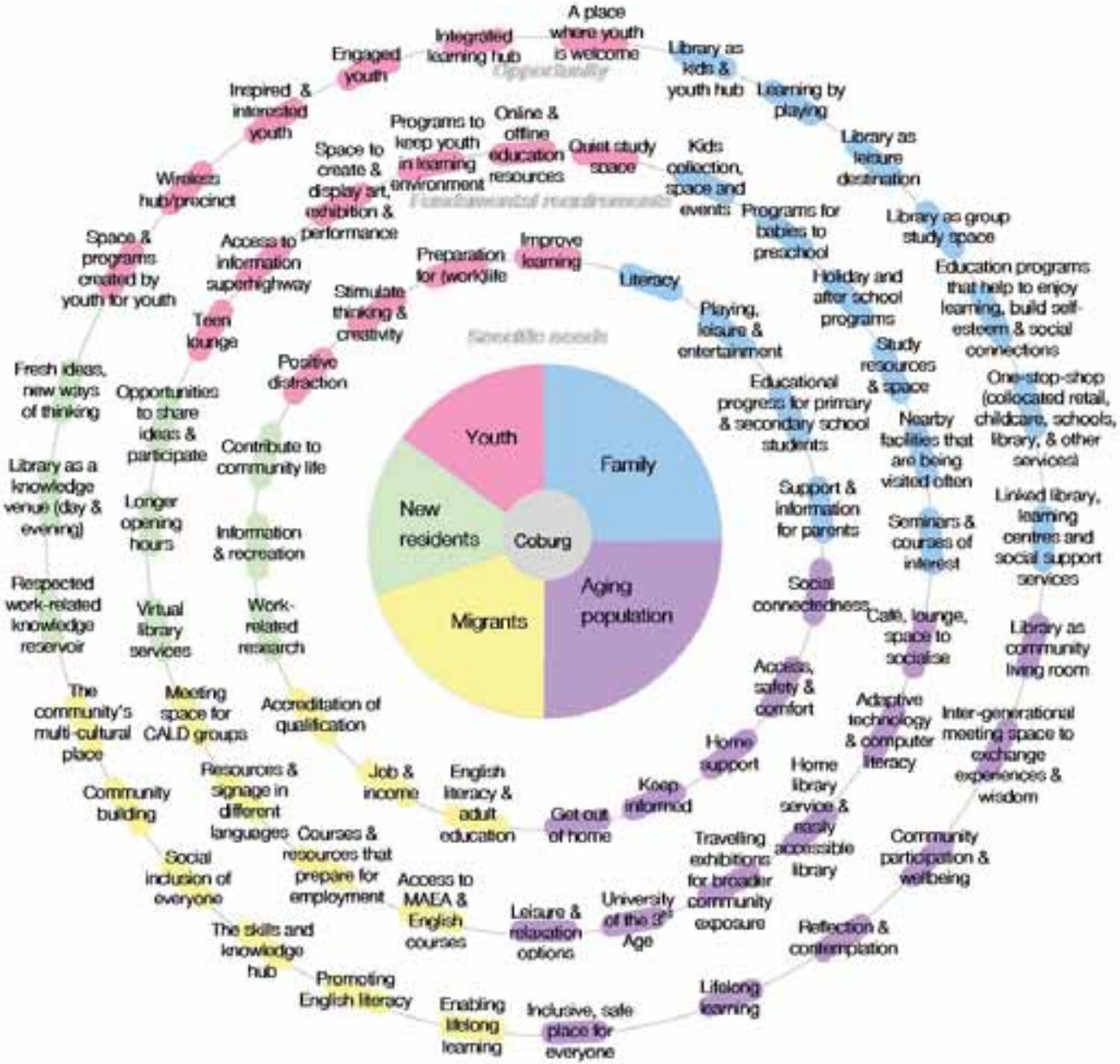
Public art will be integrated wherever possible to improve the public realm, streetscape, open space and character of existing areas and built forms. Public art will make public places more user-friendly, engaging, enjoyable and attractive.

Coburg Library also serves as the headquarter for all of Moreland's library services. The new facility needs to ensure that enough office space is being provided to centralise all back-office functions, technical services and acquisition functions.

No other public institution in Moreland attracts such a large and diverse group of people on a daily basis. The current success needs to be replicated and where possible enhanced to reach an even larger proportion of the population. Coburg Library significantly contributes to enhancing the wellbeing of Coburg's residents by:

- Providing equal access for all to its resources and facilities, including disabled access and resources in different languages
- Assisting people seeking employment, self-development or education
- Promoting environmental sustainability
- Promoting literacy and an interest in books and information to all age groups, from babies to seniors
- Promoting tolerance, personal wellbeing and safety through healthy lifestyles, recreation, entertainment and socialisation
- Promoting social inclusion, participation and support
- Encouraging informed decision making, participation and political participation
- Offering recreation options
- Providing free access to information

The services Coburg Library is currently providing as well as existing linkages, like with the Moreland Adult Education Association (MAEA), Inc, therefore need to be kept and maintained.


Coburg
Youth
Family
New residents
Migrants
Aging population
A place where youth is welcome
Integrated learning hub
Engaged youth
Inspired & interested youth
Wireless hub/precinct
Space & programs created by youth for youth
Teen lounge
Fresh ideas, new ways of thinking
Library as a knowledge venue (day & evening)
Respected work-related knowledge reservoir
The community's multi-cultural place
Community building
Social inclusion of everyone
The skills and knowledge hub
Promoting English literacy
Enabling lifelong learning
Inclusive, safe place for everyone
Lifelong learning
Reflection & contemplation
Community participation & wellbeing
Inter-generational meeting space to exchange experiences & wisdom
Library as community living room
Linked library, learning centres and social support services
One-stop-shop (collocated retail, childcare, schools, library, & other services)
Education programs that help to enjoy learning, build self-esteem & social connections
Library as group study space
Library as leisure destination
Learning by playing
Library as kids & youth hub
Programs for babies to preschool
Holiday and after school programs
Study resources & space
Nearby facilities that are being visited often
Seminars & courses of interest
Café, lounge, space to socialise
Adaptive technology & computer literacy
Home library service & easily accessible library
Travelling exhibitions for broader community exposure
University of the 3rd Age
Leisure & relaxation options
Access to MAEA & English courses
Courses & resources that prepare for employment
Job & income
English literacy & adult education
Get out of home
Keep informed
Home support
Access, safety & comfort
Social connectedness
Support & information for parents
Educational progress for primary & secondary school students
Playing, leisure & entertainment
Literacy
Improve learning
Preparation for (work)life
Stimulate thinking & creativity
Positive distraction
Contribute to community life
Information & recreation
Work-related research
Accreditation of qualification
Meeting space for CALD groups
Resources & signage in different languages
Virtual library services
Longer opening hours
Opportunities to share ideas & participate
Access to information superhighway
Space to create & display art, exhibition & performance
Programs to keep youth in learning environment
Online & offline education resources
Quiet study space
Kids collection, space and events

6.5.6.2| NEEDS, REQUIREMENTS AND OPPORTUNITIES

The number and type of facilities and services need to reflect the changing demographics and needs and be located where the services are being sought after by the community. Figure 16 outlines specific needs of each user group, their fundamental requirements and the opportunities for the Coburg redevelopment. This list is not exhaustive and everyone should generally be able to access and benefit from every service. None of the aspects listed in the diagram are exclusive, they should rather be combined in a way that best employs synergies for everyone.

The importance of accessibility

Accessibility for everyone is the key. Sharing space, being in contact with others and having equal access to information and learning opportunities promotes understanding, whilst raising the overall level of knowledge and participation. Accessibility is especially important to user groups that feel generally less included, whilst having higher demand for support, such as children, youth, the elderly, indigenous people, culturally and linguistically diverse groups, low income groups as well as people with disabilities. Due to an aging population, more people will have a form of disability, which will affect their ability to access community spaces or services; the same applies to parents with prams and young children. The Coburg Initiative needs to ensure physical and psychological accessibility for all.

The importance of flexibility

Due to the rapid changes in the needs of the community and in technology, the spaces within the library and cultural centre need to be flexible in terms of design, layout and usage. Some of this can be achieved through the use of furniture on castors rather than by fixed walls/dividers.

A number of libraries in Scandinavia include flexible themed spaces to create particular moods and atmospheres that complement the collection or service housed in the area, e.g. furniture, lighting and colour that enhances music collections.

Library 10 in Helsinki includes a service area on the ground floor designed to be closed off to the rest of the library as required so that it can be open for longer hours with minimal staff outside of normal library service hours. The space includes a café, magazine section, lounge seating, reading area, self-service issues desk and reservations pick up.

6.5.7| RECOMMENDATIONS

Create a Library & Cultural Hub for Coburg that:

- Nurtures and inspires people to learn and gain more knowledge no matter how young or old they are
- Equips the community with information and skills required for the 21st century
- Instils a sense of belonging and facilitates community engagement and participation
- Promotes interaction, communication and collaboration
- Cultivates tolerance and mutual respect
- Celebrates cultures and diversity
- De-stigmatises and facilitates intergenerational exchange

Design considerations:

- Design a quality state-of-the-art library that meets all functional requirements and follows the library's design guidelines
- Clearly visible and inviting entrances
- Integrate multi-purpose facilities that can be shared and changed over time
- Seamless connection of programs and facilities
- Incorporate flexible, multi-purpose meeting spaces to enable the provision of a range of learning, cultural and social programs
- Capacity to scale up and down in line with changing community demand
- Design allows for flexibility and preferably absorbs change

6.5.8| APPENDICIES

6.5.8.1| MAIN USER GROUPS OF COBURG LIBRARY

The following Coburg Library user groups were identified by a library staff group comprising Tim Bruwer, Genimaree Panozzo, Paul Turner, Michael Marsh and Barbara Johnson:

User Group	Types of library use	Comments
Parents and carers with babies and small children	• Use the Children's Section and materials on parenting in the library • Attend rhyme time sessions for babies and children's storytimes • Read children's books to children in the library • Borrow children's books from the library • Borrow books for themselves • Talk to other mothers at children's programs • After rhyme time sessions and storytimes, groups of mothers sit in the Coburg Mall having coffee and a chat • Use the baby change facilities • The children often use the public toilets located within the library • Seek advice from children's librarians for recommended reading materials for children	• Most people in this group are mothers • Enjoy opportunities for social connectedness • They bring their prams to rhyme time sessions, resulting in congestion. Sometimes up to 160 people (parents plus babies) - attend one of these sessions.
Families (parents with young children)	• Borrow range of library materials	Mostly weekend library users
Primary school students accompanied by parent	• Borrow books for school work • Parents borrow books for own use • Use Internet for research • Use reference services for homework help	Teachers sometimes specify that students must use books for specific school projects, and not the Internet
Secondary and tertiary students	• Individual or group study • Use study carrels • Work on group projects • Use Internet for study • Use Internet for recreation and email • Socialise	• Require some quiet study spaces • Require facilities for group project work • Students spread out and become noisy at times
International tertiary students (e.g. Nepalese, Indian, etc)	• Heavy users of public access PCs and public access Internet facilities • Sometimes socialise with other international students • Intensive borrowers of Hindi DVDs • Use library resources to study for the standard English language test for international students	• Rarely borrow library materials apart from materials to improve English • Rarely use the study carrels
Lunchtime library users	• Borrow books • Use the public photocopiers • Use seating areas in library	Mostly young people who work nearby as well as some Council staff
Elderly library users	• Borrow Large Print and Talking Books • Talk to library staff	• Many are socially isolated and like to talk to staff • Some have physical health problems
Elderly men from a CALD background	• Read newspapers/magazines in community languages • Socialise with others from CALD background	Also spend time in coffee shops in the mall
Elderly Italian women	• Borrow Italian library materials • Socialise with others from same background in the Italian section of the library	Usually use the library before lunchtime (11 am – 1 pm)

People with mental health issues and "eccentrics"	• Spend time sitting in the library • Read in the library • Some enjoy opportunities for social interaction	• Many are socially isolated and like to talk to staff • They like the safety and security of the library • Many develop friendly relationships with library staff and some also with each other
Independent teenage library users (13 – 19yo)	• Use fiction and graphic novels • Some stay in the library to read • Some appear to be truants from school • Some are "loners" • Some have indicated that they want music listening posts within the library	• Mixture of males and females • Not accompanied by a parent
Working couples	• Borrow range of library materials • Combine library visit with supermarket shopping	Visit library after work
People using library as a lounge area	• Use lounge areas • Read magazines and newspapers in the library • Some use the library while partner is shopping nearby • Some socialising occurs	Adults from various age groups
Attendees of library programs	• Use library meeting room to attend author talks, etc • Use library space for "Read Rap" and teen book chat groups	• Includes many non-residents • Many attendees like socialisation aspect of programs and opportunities for general discussion on topics presented.
Community groups	Use library meeting room	
Internet users	Use public access Internet facilities	Includes people from diverse age groups and backgrounds
Youngish professionals	Use library materials for research purposes	Real estate agents, Graphic designers using art books, etc.
Local history/genealogy researchers	Use specialist library materials for research purposes, e.g. family history, or history of their house	Small group Varied ages (20s to aged) Includes some secondary students
Moreland Adult Education Association students and teachers	• Use library materials for study/teaching/literacy/learning English purposes • Use study carrels • Use office space • Use classrooms	Office space and two classrooms of the Moreland Adult Education Association are currently located within the Coburg Library
Carers of intellectually/physically disabled people and their clients	• Spend time in the library • Browsing library materials • Borrow some library materials	• Appreciate opportunities for social connectedness • Libraries are one of very few free and accessible places to visit

6.5.8.2| REFERENCES

Picture of Experimedia, http://flickr.com/photos/statelibraryofvictoria/3026255844/sizes/o/.

Picture of Peckham Library, http://flickr.com/photos/sunstarrr/688247570/sizes/l/.

Picture of Rockville Town Square Library (Figure 8), http://www.cnudc.org/features2007.html.

Picture of Rockville Town Square Library (Figure 9), http://www.rockvillemd.gov/towncenter/

Picture of Rockville Town Square Library (Figure 10), http://www.montgomerycountymd.gov/content/libraries/images/rockvillelib/front_lrg.jpg.

Pictures of Rockville Town Square Library (Figures 11-14), uploaded by Montgomery County Public Libraries, MD, http://www.flickr.com/photos/montgomerycountypubliclibrariesmd/1411826225/.

Picture of Seattle Public Library, http://flickr.com/photos/honedesign/329803553/sizes/l/.

Picture of Sello Library, http://www.libraries.vic.gov.au/downloads/2008_Viclink_Great_Public_Libraries_of_the_World_Tour/finland2008publiclibtouralbum.pdf.

Seattle Public Library, http://lisnews.org/node/922.

6.5.8.3| COMMENTS / FEEDBACK

The following feedback was provided by the Moreland City Council Expert team on 06.02.09 based on the first draft:

6.5.2.2 Under the section Information and Learning related aspirations, where the Moreland Municipal Public Health Plan 2003 is referred to, there are other goals in the plan that should be noted - these are:

Goal 3 - All can access life-long learning opportunities easily

Goal 12 - People have access to a wide range of quality leisure and arts experiences and opportunities

Goal 14 - Information

It should be noted that the Health Plan acknowledges that a key determinant to Health is **access to knowledge**

6.5.2.2 Referring to the section titled Public Art

The title for this section should be 'Arts and Culture" rather than specifically Public Art - Public Art is only one component of broader Arts and Cultural activity required

It should be noted that the Moreland Arts Strategy referred to is now outdated - the link to the Strategy is

http://www.moreland.vic.gov.au/mccwr/publications/policies-strategies-plans/moreland-arts-strategy-2006-2010.doc

Some of its Principles are:

- Active participation and representation by the City's diverse community in the City's cultural life is an important ingredient in developing and promoting wellbeing, a sense of place and belonging for all citizens
- Arts and cultural expression have the potential to engage, to educate and to challenge, and therefore to strengthen and contribute to the development of individual and community identity as well as to a shared culture across the municipality
- Artists and arts organisations producing and presenting quality work within the City play an important role in contributing to Moreland's economic and social vitality

6.5.6.1 - The Library and Cultural Hub

In the Central Coburg 2020 Structure Plan Volume 2, on page 40, reference is made to both an Information and Learning Hub as well as a Cultural and Spiritual Hub - it notes that the Cultural and Spiritual Hub will focus on spaces for reflection, exhibition space, large events area (200 or more people) meeting spaces, performance spaces, spaces that respect cultural and spiritual diversity.

In the dot points or in the body of the text of this component reference to areas that reflect the above items should be noted.

Spaces for making and creating art (whether they be part of a multi-functional space or independent) should be incorporated and these spaces need to be enclosed (i..e. not only open) - making and creating art would also be spaces where workshops, rehearsals etc.. could be conducted.

As discussed in the meeting, Figure 3: Gap analysis: Major user groups & their needs VS. existing facilities, in the Alignment and Gaps section refers to "Lack of space for art" this should be further clarified to state "Lack of space to making and displaying art"

The following feedback was provided by the Moreland City Council Expert team on 24.02.09 based on additional info presented by the State Library of Victoria:

Under 6.5.6.2 / Specific needs, fundamental requirements and opportunities

Include another heading (The importance of flexibility) under The importance of accessibility

The importance of flexibility

Due to the rapid changes in the needs of the community and in technology, the spaces within the library and cultural centre need to be flexibility in terms of design, layout and useage. Some of this can be achieved through the use of furniture on castors rather than by fixed walls/dividers.

A number of libraries in Scandinavia include flexible themed spaces to create particular moods and atmospheres that complement the collection or service housed in the area, eg. furniture, lighting and colour that enhances music collections.

Library 10 in Helsinki includes a service area on the ground floor designed to be closed off to the rest of the library as required so that it can be open for longer hours with minimal staff outside of normal library service hours. The space includes a café, magazine section, lounge seating reading area, self-service issues desk and reservations pick up.

Under 6.5.4.2 / Library Trends

Additions under headings in the library trends section based on examples from Alix Massina's presentation

Library as Spectacle

The Sello Library in the Leppavaara District in Finland aims to be a Cultural Department store with a range of functions under the under the one roof. It is adjacent to the second largest shopping centre in Scandinavia. Developers in Scandinavia encourage libraries in shopping centres and recognise them as significant attractors to the shopping centres. Sello's foyer contains a large exhibition space which hosts temporary installations aimed at attracting different community groups.

There are a number of examples of multi-level libraries/cultural centres that operate very successfully in Scandinavia and other European and Asian libraries. Attractive and visible ground floor entry and connectedness between the levels are essential elements to the success of such libraries.

Infotainment

The model of Library 10 in Helsinki includes spaces for recording and mixing music, as well as jam sessions. Demo tapes are made available at music listening posts within the library. This theme links in well with the Moreland's library service innovative "Made in Moreland" music program that has been copied by other public library services.

The Camden Library in NSW has incorporated successful youth spaces that were designed in collaboration with young people from a variety of backgrounds ranging from high risk youth to "young nerds". These spaces include large screen TVs, books, DVDs and gaming consoles and the library provides program activities such as DJ workshops.

The Culture House (Kulturhuset) in Stockholm, housing a number of services and functions including a library, has a youth space in the same building that is not part of the library. It is staffed by young people and activities including art, fashion design and staging are carried out in the centre.

Dot Medis in Stockholm is a successful dedicated youth library where youth ambassadors worked with the architect to design the space.

The following feedback was provided by the Moreland City Council Expert team on 30.03.09 based on the above draft:

(a) Title (6.5 in the report) needs to be changed to Information, Culture and Learning.

(b) 6.5.2.1 (Objectives defined in the ILM): The wording and % weightings of the objectives need to be amended to match those in the revised ILM that I emailed to you earlier.

(c) Throughout the Woods Bagot report the references to Information & Learning need to be replaced by Information, Culture and Learning.

The following commentary by F2 Architecture on behalf of The Coburg Initiative is based on the above draft:

6.5.6.1 The concept of a youth hub as distinct to a kid's hub should be considered in the Master Plan. Some of the case study examples should be considered specifically some of the 'infotainment' library models for engagement of youth into the hub. Inclusion of music store, computing including web design, program design & access, performance studios, recording studios, comic library and other models of engaging the youth.

6.5.6.2 The importance of accessibility should also consider the number and types of entry to the hub. It is noted that some members of the community will desire a main entry off a large public square for example, others will require DDA approved entry with ramp, tactile indicators and so on, where as youth groups may prefer more discreet or grungy entry / exit / building address. Multiple entries should be considered in the design of the hub.

6.5.8.1 It should be noted that the Moreland City Council Library staff and Expert Team are in the process of refining their specific Library user groups using the State Library of Victoria model for identifying 'personas' which characterise each user group. These user groups and personas should inform the specifics of the hubs with respect to information and learning in the Master Plan.

6.6

DRAFT

6.6 | health and wellbeing

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 provision of Health & wellbeing related aspects, both in terms of physical facilities and the concept of an overall 'healthy city' concept for Coburg 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.

6.6.1| EXECUTIVE SUMMARY

Key learnings

Coburg is a very diverse suburb with a range of different user groups and varying support needs. Council research shows that most healthcare and social support related facilities are at capacity and outdated. On top of that, satisfaction with the access to community information, local open space, playgrounds, health and social support services or youth services is generally low. Extensive refurbishment, redesign and rethinking of the way services are being provided is required to cope with changing demographics and associated needs.

The Moreland Municipal Public Health Plan 2003 outlines the following vision: *"Moreland seeks to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally. A city where a car and high income are not necessary for a rich and rewarding quality of life. A city which will continue to provide a range of opportunities and choices for a diverse and prosperous community."* Council will achieve this vision by fostering healthy social and physical environments, a healthy economy, and healthy leadership and processes.

Key recommendations

The aim is for Coburg to become a healthy and active city that encourages participation, physical activity and social interaction. Health and wellbeing will be achieved by focusing on creating a healthy environment, a healthy economy, and a healthy community. These three areas need to be integrated tightly to achieve equity, liveability and sustainability and therefore maximise people's health and wellbeing.

Design considerations:

- Ensure access for all, especially disadvantaged population groups, to a variety of places that encourage healthy lifestyles, such as safe streets, sidewalks, playgrounds, sporting facilities, parks, trails and community gardens
- Improve connectivity of welcoming and appealing destinations (shops, schools, community services and recreation facilities) by locating them close by and connecting them with pedestrian and cycle friendly streets
- Improve public transport connectivity, plan for prams and electric mobility scooters, and implement TAPS (Transport Access Points) for safe pick-up/drop-off of people using community buses to access the Coburg Precinct
- Develop a network of green and open spaces to increase access and mobility across Coburg
- Provide convenient and visible connections and way finding for public spaces and streets
- Include design elements in the built environment (street layout, land use, transport system, location of destinations such as public buildings, retail options, parks and recreation facilities, such as pools and sports centres) that encourage active and healthy lifestyles
- Aim for mixed use developments (residential, retail, workplace, community spaces , learning and wellbeing enhancing facilities) that attract a wide range of the population in order to improve community cohesion and perceived personal security
- Establish a multidisciplinary and integrated Community Health and Wellbeing Precinct including the following services and facilities:
  - Traditional GP facilities (merger of 2 – 3 practices)
  - 16 to 24 hour medical/nursing cover (first response)
  - Crèche and maternal health services
  - Men's and Women's Health
  - Diagnostics (path, imaging, stress test)
  - Chronic Disease Management
  - Dental suite
  - Mental Health
  - Consulting rooms (including podiatry, speech path, OT and physio)
  - Counselling rooms
  - Meeting spaces (pre and post)
  - Library and education/knowledge centre
  - Pharmacy
  - Outreach teams/home support teams
  - Lounge/café/info pods
  - Alternative therapies
  - Car parking

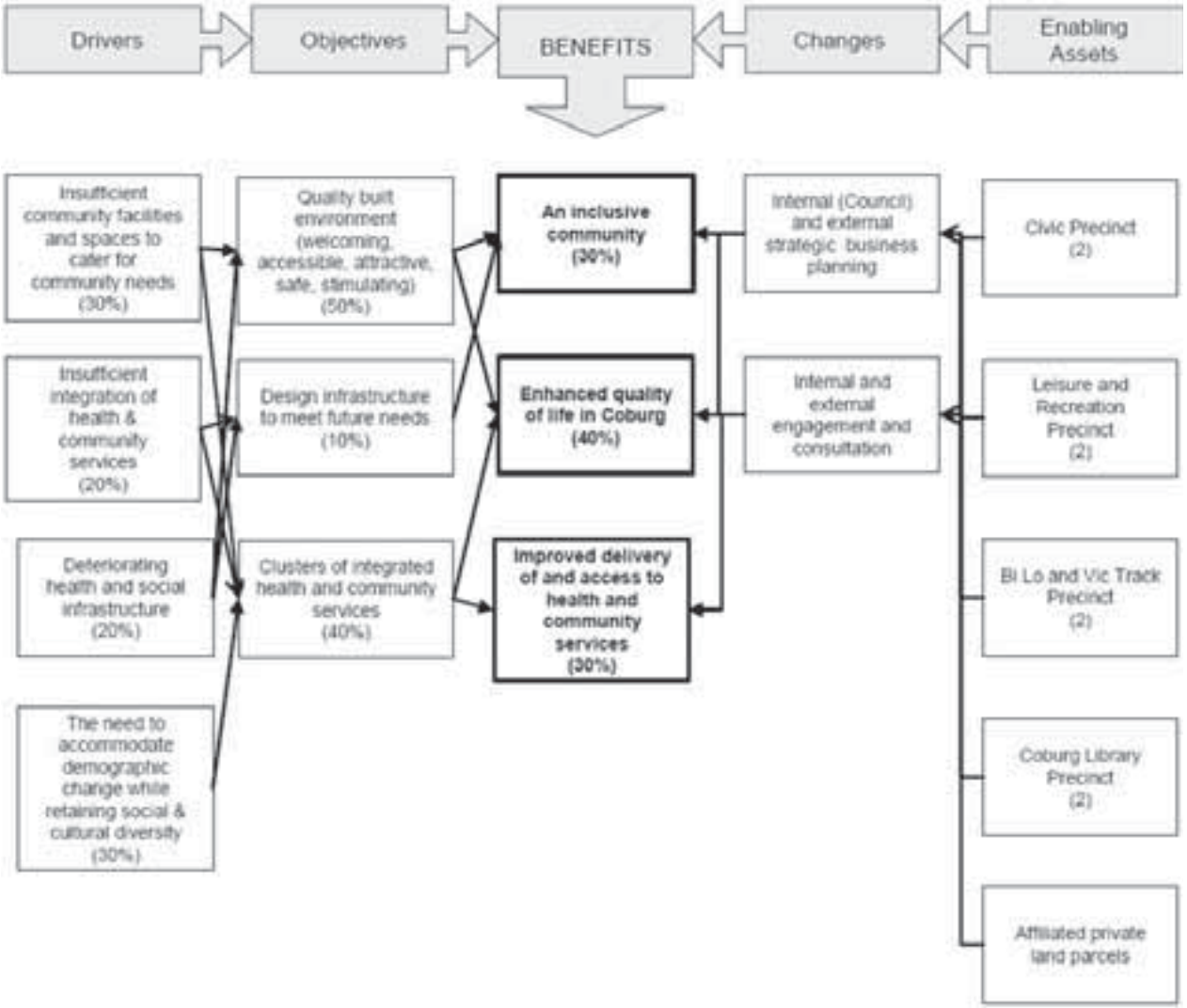
Key challenges

The following tasks were out of scope for this report but need to be completed in the future:

- Collaborate across the different health and wellbeing areas and overcome the strong demarcations within the health system to achieve the best outcome for the community and implement the vision
- Clearly understand what population groups need to be served in the future and what their requirements and needs are to lead healthy and successful lives
- Map the existing services within the development zone as well as the services in neighbouring suburbs that are being enjoyed by Coburg's residents, and conduct a detailed gap analysis - integrate findings into the planning
- Adjust projections over time and feed changes into the planning (maintain high level of flexibility)

Key opportunities

The Coburg Initiative is a unique opportunity to lift Coburg into the next century in terms of health and wellbeing of its community. A purpose built Coburg Community Health and Wellbeing Precinct will enable the four key requirements of health service delivery: access, equity, quality and safety. Coburg's residents will benefit from an integrated facility that provides healthcare services in a holistic way, ranging from primary care to community and associated health services, but also including links to specialised care, preventative measures and recreation opportunities. A new facility could be located in close proximity to Coburg's transport Precinct and represent a one-stop-shop with collocated or nearby cafes, shopping and entertainment options as well as community spaces and services.


Drivers
Objectives
BENEFITS
Changes
Enabling Assets
Insufficient community facilities and spaces to cater for community needs (30%)
Insufficient integration of health & community services (20%)
Deteriorating health and social infrastructure (20%)
The need to accommodate demographic change while retaining social & cultural diversity (30%)
Quality built environment (welcoming, accessible, attractive, safe, stimulating) (50%)
Design infrastructure to meet future needs (10%)
Clusters of integrated health and community services (40%)
An inclusive community (30%)
Enhanced quality of life in Coburg (40%)
Improved delivery of and access to health and community services (30%)
Internal (Council) and external strategic business planning
Internal and external engagement and consultation
Civic Precinct (2)
Leisure and Recreation Precinct (2)
Bi Lo and Vic Track Precinct (2)
Coburg Library Precinct (2)
Affiliated private land parcels

6.6.2| OBJECTIVES

Health is a positive concept emphasising social and personal resources as well as physical capacities. Therefore health promotion is not just the responsibility of the health sector, but goes beyond healthy lifestyles to wellbeing.

This report looks at the required attributes and potential opportunities in terms of the Master Plan to support the health and wellbeing of Coburg's community but does not include a comprehensive analysis of Coburg's demographics, resources, facilities or service provision. These tasks need to be completed separately and combined with the Master Plan opportunities and recommendations identified in this report.

The objectives (and weighting) of the Coburg Initiative in terms of Health and Wellbeing are, as outlined in the respective ILM:

- to create a quality built environment that is welcoming, accessible, attractive, safe and stimulating (50%),
- to cluster integrated health and community services (40%), and
- to ensure that the infrastructure meets future needs (10%).

The Moreland Municipal Public Health Plan 2003 (p.25) outlines the following vision:

Moreland seeks to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally. A city where a car and high income are not necessary for a rich and rewarding quality of life. A city which will continue to provide a range of opportunities and choices for a diverse and prosperous community.

The vision and purpose will be achieved by striving for integrated social, economic and physical objectives in Moreland, specifically:

- A Healthy Social Environment – People living healthy lifestyles; easy access to appropriate services when needed; a well –connected, equitable and democratic society; convivial and harmonious community life.
- A Healthy Physical Environment – Clean food, water and air; liveable and safe built environments and open space; affordable housing; viable and sustainable systems.
- A Healthy Economy – Adequate prosperity and worthwhile employment; a vibrant and sustainable local economy; access to lifelong learning.
- Healthy Leadership and Processes – Integrated whole-of-Council, whole-of-Government and whole-of-community approaches; enhanced personal and organisational capability to strengthen factors that support health and reduce factors that harm health; trustworthy and viable organisations; equity and democratic processes for decision making.

6.6.3| BACKGROUND/ ISSUES

6.6.3.1| MOREAND'S HEALTH

For detailed demographic data, please refer to the latest 'Health Status of Moreland' report by Moreland City Council.

Moreland's health priorities are as follows:

Disease	Total number	Male DALY rates per 1,000			Female DALY rates per 1,000		
	Moreland	All of Victoria	Moreland	Significant difference*	All of Victoria	Moreland	Significant difference*
Arthritis and Musculo-skeletal diseases	4,128	3.4	3.9	□	5.1	5.4	□
Asthma	9,535	3.3	2.9		3.7	4.2	□
Cancer	1,790	30.1	29.5	□	26.2	24.4	□
Cardiovascular diseases	2,970	25.5	26.1	□	22.4	21.2	□
Diabetes mellitus	8,818	6.5	5.7	□	5.7	7.8	□
Injuries	10,484	12.6	12.0	□	5.0	4.6	
Mental disorders	19,393	19.6	21.2	□	19.7	20.8	□

Moreland's health priorities ("Health Status of Moreland", Moreland City Council, p.4)

6.6.3.2| IMPLICATIONS FOR USER GROUPS

Strategic urban planning requires good insights into the different user groups, their specific life stages, lifestyles and requirements that need to be planned for. Based on the demographic analysis five major user groups have been defined. Comparing their needs to the services and facilities Coburg currently provides, a number of gaps and key requirements have been identified, which the Master Plan needs to address.

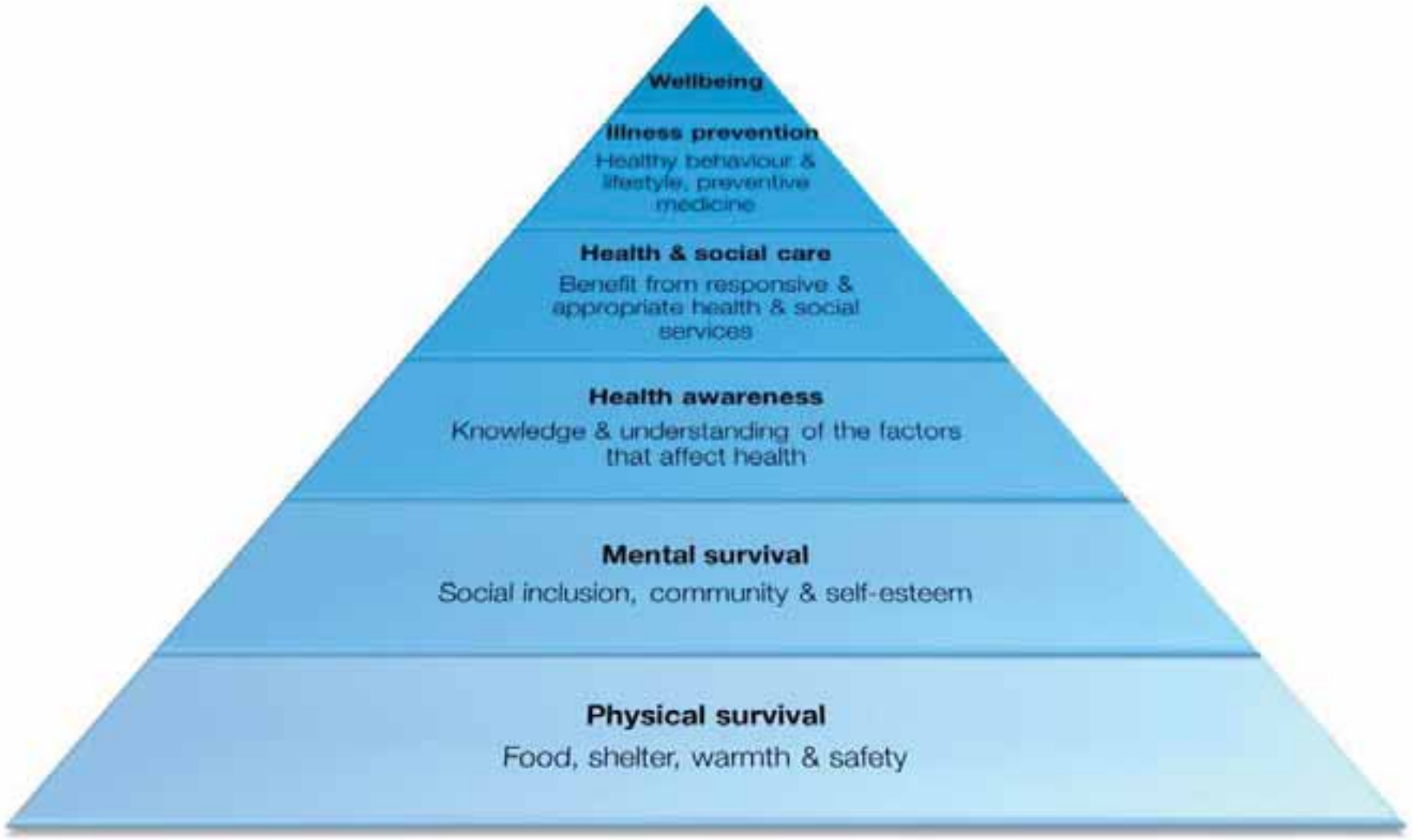
Gap analysis: Major user groups & their needs vs. existing facilities

6.6.3.3| GOVERNMENT'S RESPONSE

The Government's response (National Health & Hospitals Reform Commission) to achieve 'A Healthier Future for All Australians' is:

1. Taking responsibility
    - Health literacy (knowledge & skills to self help)
    - Communication (nationally and locally)
2. Connecting care
    - Right care, right place, right time – over time
    - Strong primary care
    - Nurturing a healthy start to life
    - Restoring people to better / independent health
    - Increase in choice for aged care
    - Caring for people at the end of life
    - Establishment of comprehensive primary healthcare centres
    - Personalised electronic health records
    - Childhood and family focus facilities
    - Gate keeping access into the acute healthcare system
    - Sub-acute care expansion
    - Increased supply of high quality, efficiently delivered aged care (prevention, primary, hospital, residential)
    - Palliative care to the primary care setting, home, greater education and support for all
    - Indigenous health, remote and rural health reforms
    - Community based programs for adolescents and young adults, rapid response outreach teams, early psychosis prevention and intervention centres
    - Oral health (access and funding)
3. Facing inequities
    - Closing health gaps
    - Supporting people with mental illness
4. Driving quality performance
    - Sustainable workforce, funding, performance

[2] In the absence of real data about future user groups or population segments, the here outlined user groups and their needs have purely been derived on the basis of existing documents and demographic assumptions.



Reaching wellbeing (Source: City planning for health and sustainable development)

6.6.4| BASELINE DATA & RESEARCH

6.6.4.1| HEALTHY CITIES

Similar to Maslow's hierarchy of needs, health is an outcome of the aspects outlined in Figure 4, with wellbeing as the ultimate state to aspire.

Healthy cities

The WHO Regional Office for Europe outlines what healthy cities provide:

- A clean, safe physical environment of high quality (including housing quality)
- An ecosystem that is stable now and sustainable in the long term
- A strong, mutually supportive and non-exploitive community
- A high degree of participation and control by the public over the decisions affecting their lives, health and wellbeing
- The meeting of basic needs (for food, water, shelter, income, safety and work) for all the city's people
- Access to a wide variety of experiences and resources, with the chance for a wide variety of contacts, interactions and communication
- A diverse, vital and innovative city economy
- The encouragement of connectedness with the past, with the cultural and biological heritage of city dwellers and with other groups and individuals
- A form that is compatible with and enhances the preceding characteristics
- An optimum level of appropriate public healthcare services accessible to all
- High health status (high levels of positive health and low levels of disease)

Active cities

Physical inactivity increases the risk of many chronic diseases, which in turn has economic consequences with respect to healthcare costs but also lost economic output. A healthy city is therefore also an active city. A healthy, active city is a city that has high health awareness and is constantly trying to improve it by aligning its structures and processes to that goal, by creating and enhancing opportunities in the social and built environments, and by enabling everyone to be physically and socially active every day.

Case study – Reclaiming a deprived area in Barcelona (Dr Casas, 1996)

Barcelona has about 1.6 million inhabitants; 100,000 of them live in the old district called Ciutat Vella, which after years of deterioration became the most deprived area in Barcelona, strongly reflected in higher mortality, tuberculosis and AIDS rates.

The Barcelona City Council adopted a long- term strategic plan to change the environment of the district and align it with the WHO Healthy Cities requirements. Urban policies targeted the rehabilitation of households, the solution of sanitation deficiencies, the opening of squares and green spaces, and the construction of cultural amenities.

The Council aimed at:

- reducing health inequalities;
- reducing avoidable causes of morbidity, disability and premature mortality; and
- improving satisfaction and quality of life as well as personal relations.

This was achieved by:

- renewing the urban context;
- incorporating different urban uses in a confined place;
- making health a factor in all municipal activities;
- enabling healthier environments and behaviours;
- promoting community participation;
- collaborating across different sectors;
- improving general living conditions;
- combating the deterioration of dwellings;
- restoring old buildings;
- support the development of new buildings;
- decreasing the extremely high population density;
- providing more facilities for social use;
- improving safety and hygiene of public spaces;
- rebalancing the mobility of people;
- improving infrastructure, services and car parks;
- attracting new residents, especially young people; but also by
- re-installing people affected by the expropriations in the same district.

The Council also acted as a motor of this comprehensive rehabilitation process by supporting different new developments:

- Promoting the reactivation of economic activity through the modernisation of buildings
- Creating new spaces for the population but also visitors
- Emphasising the districts centrality and heritage

The rehabilitation of the social and urban context has resulted in new public spaces with some pedestrianised streets as well as in the generation of green spaces that are located strategically. These measures have reduced the population density and permitted the creation of dwellings and mixed use developments. Ciutat Vella is now being used by a diverse group of people with different socioeconomic statuses.

6.6.4.2| TRENDS & DRIVERS

The role of community care is to fill the gap between the hospitals and the individual. The overall goal is hereby to manage the patient's conditions away from the tertiary services. Hospitals are a last resort. The provision of adequate and appropriate community care is fundamental to achieving this goal.

Current trends and drivers in changes to healthcare provision in communities:

1. Mainstreaming of care – creating community based care settings
    - The provision of some acute care is changing from occurring only in large tertiary hospitals, to being provided within communities. This is due to procedures becoming safer and cheaper and therefore financially accessible. They can also be delivered by less specialised staff (such as nurses) and in some cases by the patients themselves. Technological changes have also enabled this change to occur. The impact of this is increased equity, access and affordability.
    - Space implication – communities need to provide spaces for a broader range of services including acute care services such as cancer therapy and minor operations. They need to be accessible and affordable. And they may not be provided by tertiary institutions and could be in fact in competition to them. These services can be provided in a hub or may be spread across a community and linked to other services where appropriate. Workers as well as residents need to be taken into account in terms of accessibility.
2. Move from cure to prevention strategies.
    - Theoretically supporting prevention strategies (such as improving general wellbeing, early screening, etc.) should decrease the long term needs for cure services (such as acute care) which are generally expensive. These prevention strategies come from private, public and non-profit organisations. They range from pure information push initiatives to face to face programs within communities and Australia wide.
    - Prevention includes self managed care as well as workplace safety.
    - Space implication – communities need to provide spaces and services that attract these smaller organisations into their communities. These organisations can also bring other government funding.
3. Change in workforce structure
    - An emerging trend is that healthcare workers prefer to work within their own communities, rather than large centralised hospitals. This would result in a ready and willing workforce able to service more healthcare needs.
    - Space implication – Limited. Communities will need to provide challenging enough roles to attract and retain these staff, which could mean diversity (breadth) or specialisation (depth). This could impact whether a hub is being created and what support services and spaces would be provided for the healthcare workers.

The service providers' response is:

- Bigger and more specialised acute facilities
- Specialist (disease based) facilities (diabetes, cancer, cardiac, mental health, aged care and rehab)
- Polyclinics, GP Centres, Super Clinics, First Response Centres
- Community health centres (expanded role and integration)
- First response centres (medical, nursing, diagnostics, pharmaceutical, etc.)
- Home support services
- Self help/personal care (online care and support)

For more information on healthcare provision, please refer to Section 6.6.8.1 in the Appendix.

6.6.5| KEY PERFORMANCE INDICATORS

The ILM on Health & Wellbeing lists the following benefits and related KPIs as well as how to achieve them. Section 6.6.6. on Master Plan Opportunities will outline further how to meet these KPIs.

Benefit 1: An inclusive community

KPI 1: Increased proportion of Coburg residents agree that there is a positive sense of community in their local area (target %)

KPI 2: Increased observance of 'Principles of Universal Design' (Unit measure to be developed)

By:

- Increasing the worker and visitor population
- Offering a range of services and outdoor spaces that are accessible and meet the cultural needs of the community
- Creating safe, attractive and accessible environments that promote social interaction
- Providing strong leadership to promote integrated and democratic decision making
- Developing the role of Central Coburg to build community capacity and creativity

Benefit 2: Enhanced quality of life in Coburg

KPI 1: Increased proportion of Coburg residents agree that the local area is a good place to live (target %)

KPI 2: Increased observance of Heart Foundation 'Healthy by Design' Guidelines (Unit measure to be developed)

By:

- Developing an integrated health and wellbeing facility close to public transport.
- Designing quality neighbourhoods which are attractive, walkable and promote interactivity
- Improving walking and cycling options
- Providing clean air, water and fresh food within liveable and safe built environments
- Providing service integration to support whole-of-life needs
- Protecting and enhancing natural and environmental heritage

Benefit 3: Improved delivery of and access to health and community services

KPI 1: Increased number of health and community services in structure plan area (service intensity) (No./type)

KPI 2: Increased proportion of Coburg residents agree that their local community has good health and community services

By:

- Making available more affordable and accessible primary health and community care services
- Integrating primary health and community care services
- Providing programs to reduce drug abuse and harm
- Link and invest in services for mothers and children
- Ensuring that there are adequate services to tackle health issues linked to inequality including mental and dental health


Healthy
Community
Equity
Liveability
Health &
Wellbeing
Healthy
Economy
Sustainability
Healthy
Environment

6.6.6| MASTER PLAN OPPORTUNITIES

6.6.6.1| COBURG AS A HEALTHY CITY

Coburg as a healthy city

Healthy Community

A welcoming place and equity of access to quality spaces in Coburg, such as safe public areas and transport, recreational and cultural programs, clean green spaces, good housing but also democratic decision-making will support the health of residents and ultimately lead to a strong, connected and healthy community.

Healthy Economy

Employment contributes significantly to welfare, whilst unemployment leads to social disadvantage. Ensuring that Coburg's residents are skilled and employed is therefore equally important to the community's wellbeing as the provision of the right facilities and public amenities. A diversified local economy and competitive companies will provide jobs to the community. Coburg's attractive workspace that is being designed according to tenants' needs will become a viable alternative to offices in the CBD or other suburbs.

Healthy Environment

Coburg will be a city that is inclusive, caring, sensitive and responsive to the diverse needs and expectations of its residents. The redevelopment will enhance both, the natural and the built environment, and provide opportunities that encourage, enable and support healthy lifestyles and social interaction. Viable, liveable and sustainable natural and cultural developments that inspire a sense of pride and cultural identity will improve Coburg's quality of life.

All three aspects are closely linked and supported by Coburg's urban environment and design. The greater the overlap of the three areas the healthier Coburg will be as a city. A prosperous economy and more jobs mean more disposable income and therefore an increased ability to look after the environment but also after one another.

Coburg as an active city

Coburg will be a healthy and active city. Wide involvement in sports, recreation and general physical activity will increase the community's ownership and care of local facilities. It will also build capacity, skills and confidence in the community and allow for the tackling of other community issues. Physical activity will help reduce antisocial behaviour and crime.

Coburg's residents will be more physically active, which will reduce the community's direct healthcare costs. Moreover, Coburg's employers will benefit from a healthier workforce with less absenteeism and higher productivity.

Coburg's new urban design will support active living in the city. Active transport will be facilitated by appealing, accessible and safe sidewalks, cycling tracks, parklands and trails but also by suitable public transport, controlled road traffic and reduced car reliance and use. Local destinations of interest, especially sport and recreational facilities but also cultural or social spaces will be well connected and in easy reach. Coburg's recreation Precinct will further enhance the physical activity by offering a range of affordable indoor and outdoor sporting opportunities for all age.

6.6.6.2| THE HEALTH & WELLBEING PRECINCT

There is no one model for healthcare facilities or polyclinics. Coburg and its surrounding healthcare needs and services provision need to be analysed in great detail to determine the exact requirements on a Community Health Precinct in Coburg as well as its integration with other regional facilities.

The Coburg Community Health and Wellbeing Precinct will:

- Be a welcoming and safe place that is easily accessible for everyone
- Be an inclusive place providing confidential and non-stigmatising services that are respectful of diversity (culture, religion, age, etc.)
- Be well integrated into the network of community based facilities
- Ensure equity by providing the same services to everyone and also by providing the same type and quantity of services that other communities should receive
- Be a state-of-the-art facility with excellent working conditions that attract quality staff
- Be a facility where GPs and other health and social care professionals can easily collaborate
- Take pressure off hospitals and provide more services in the community - closer to home and at more convenient times
- Integrate as much as possible the public and private sectors to minimise the dividing line
- Provide a fine balance between general and specialist services
- Provide holistic healthcare including primary and secondary health services as well as health promotion, education, prevention and social support programs
- Support healthier children, young people and families
- Promote mental health
- Support healthier aging
- Provide outpatient services and follow up care
- Deliver better care for patients with chronic or complex conditions
- Have extended opening hours and provide after hours care
- Promote general community activities and wellbeing

Service mix

Moreland City Council envisages the following service mix for Coburg's Community Health & Wellbeing Precinct:

- Primary healthcare services including Community Health services, allied health services, medical practitioners, dental services, Maternal and Child Health Services, aged and disability support services, drug and alcohol services, mental health services
- Community services with a focus on personal support/referral such as family/personal counselling services, family support services, community legal and financial services
- Associated health support and wellbeing programs such as health promotion education, yoga, relaxation courses, alternative therapies
- Community development programs supporting such things as social groups, self–help support groups, playgroups, volunteer development/support, community action and leisure

Health & wellbeing services that could be offered in the Community Health & Wellbeing Precinct

- Community Health Service
- Podiatry
- Physiotherapy
- Occupational Therapy
- Speech Therapy
- Dental Services
- General Practitioners
- Community Nursing
- Paediatrics
- Family Support Services
- Counselling
- Psychologist services
- Aged and Disability services – HACC
- Health promotion practitioners
- Youth Support Services
- Maternal and Child Health
- Immunisation
- Drug and Alcohol Services
- Mental Health Services
- Complimentary Therapies
- Chiropractic
- Pharmacy
- Pathology
- Yoga, Relaxation classes, exercise classes

Facilities included in the Community Health & Wellbeing Precinct:

- General practice (with privately practising GPs)
- Facilities for regular services provided by allied health professionals, such as physiotherapists, dieticians, podiatrists, occupational therapists, and specialist care for seniors
- Consulting rooms for visiting medical specialists and access to physicians and paediatricians
- Facilities for practice nurses to provide comprehensive primary healthcare (as part of a multidisciplinary team) including early identification and intervention for chronic disease, risk modification counselling, self-management support, care planning and coordination
- Acute services including renal dialysis and some cancer services such as chemotherapy
- Facilities for running regular chronic disease management programs and community education (including diabetes, obesity, asthma and smoking cessation programs)
- Collocated diagnostic services
- Space for affordable services that promote wellbeing by preventing diseases or improving general conditions, such as meditation or yoga
- Preferably a multi-storey building that can be mixed use; apart from an inviting shopfront, the health and wellbeing services do not need to be located at the ground floor but disabled access to all areas needs to be ensured

Linkages of the Community Health & Wellbeing Precinct

- Strong linkages with Children's Services, Maternal and Child Health Services, and Home and Community Care Services
- Strong linkages with key components of the local health system such as hospitals, community health services, other allied and primary healthcare services, health interpreting services, telephone triage services, and other established telephone help and counselling lines
- Linkages with community support services, such as counselling, financial and legal services and community information services
- Ensure information and total patient care by integrating education and prevention programs in collaboration with the community, schools and workplaces

Location and access of the Community Health & Wellbeing Precinct

- Located in an activity centre
- Well serviced by public transport
- Clear signage and pedestrian links
- Nearby parking
- Collocation with a pharmacy
- Collocation or nearby other destinations, such as cafes, shopping and entertainment options, civic squares, learning centres, community meeting and event space, childcare centre and preschool
- Collocation with other community support services and programs
- Nearby CentreLink, DHS, Medicare, etc.
- Design, collocation and service mix ensures de-stigmatising and discreet access

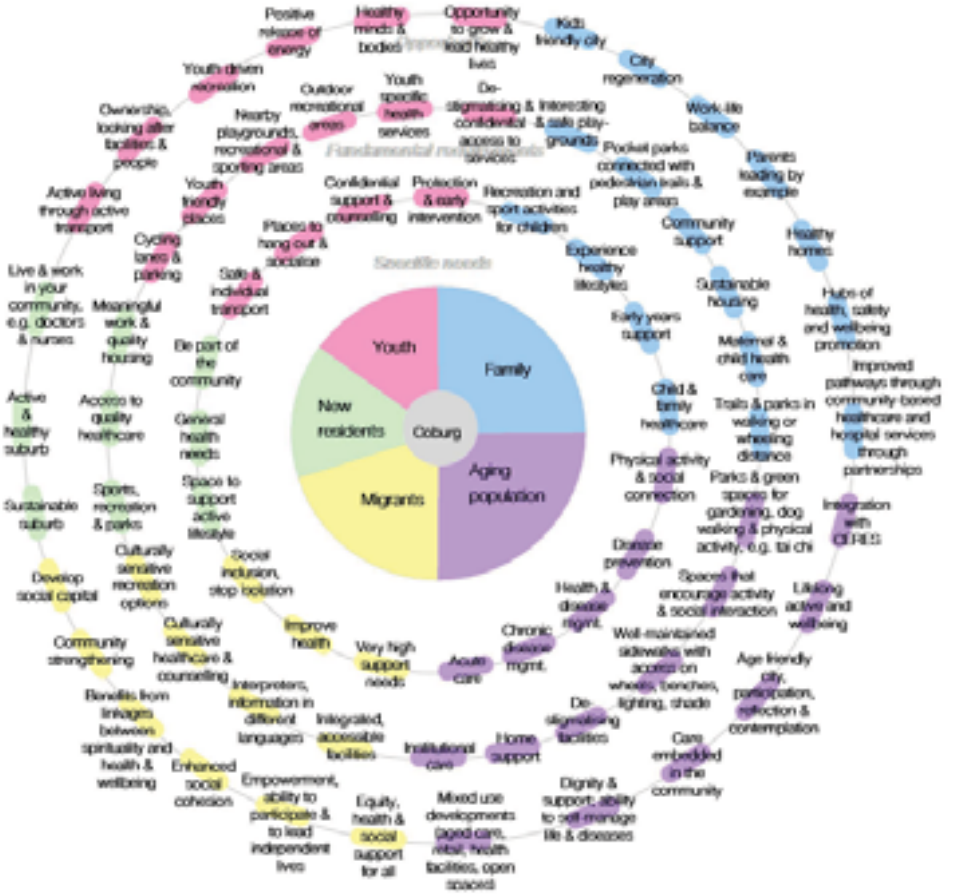
The importance of accessibility and inclusion

Accessibility for everyone is the key. Sharing space and being in contact with others promotes tolerance but also impacts positively on health and wellbeing. Accessibility is especially important to user groups that feel generally less included, whilst having higher demand for support, such as children, youth, the elderly, indigenous people, culturally and linguistically diverse (CALD) groups, low income groups as well as people with disabilities. Due to an aging population, more people will have a form of disability, which will affect their ability to access community spaces or services; the same applies to parents with prams and young children. The Coburg redevelopment needs to ensure physical and psychological accessibility for all.

Inclusion and protection of certain demographic groups is extremely important for the community's health and wellbeing.

6.6.6.3| NEEDS, REQUIREMENTS AND OPPORTUNITIES

The number and type of facilities and services need to reflect the changing demographics and needs and be located where the services are being sought after by the community. Figure 6 outlines specific needs of each user group, their fundamental requirements and the opportunities for the Coburg redevelopment. This list is not exhaustive and everyone should generally be able to access and benefit from every service. None of the aspects listed in the diagram are exclusive, they should rather be combined in a way that best employs synergies for everyone.



Specific needs, fundamental requirements and opportunities

6.6.7| RECOMMENDATIONS

The aim is for Coburg to become a healthy and active city that encourages participation, physical activity and social interaction. Health and wellbeing will be achieved by focusing on creating a healthy environment, a healthy economy, and a healthy community. These three areas need to be integrated tightly to achieve equity, liveability and sustainability and therefore maximise people's health and wellbeing.

Design considerations:

- Ensure access for all, especially disadvantaged population groups, to a variety of places that encourage healthy lifestyles, such as safe streets, sidewalks, playgrounds, sporting facilities, parks, trails and community gardens
- Improve connectivity of welcoming and appealing destinations (shops, schools, community services and recreation facilities) by locating them close by and connecting them with pedestrian and cycle friendly streets
- Improve public transport connectivity, plan for prams and electric mobility scooters, and implement TAPS (Transport Access Points) for safe pick-up/drop-off of people using community buses to access the Coburg Precinct
- Develop a network of green and open spaces to increase access and mobility across Coburg
- Provide convenient and visible connections and way finding for public spaces and streets
- Include design elements in the built environment (street layout, land use, transport system, location of destinations such as public buildings, retail options, parks and recreation facilities, such as pools and sports centres) that encourage active and healthy lifestyles
- Aim for mixed use developments (residential, retail, workplace, community spaces , learning and wellbeing enhancing facilities) that attract a wide range of the population in order to improve community cohesion and perceived personal security
- Establish a multidisciplinary and integrated Community Health and Wellbeing Precinct including the following services and facilities:
    - Traditional GP facilities (merger of 2 – 3 practices)
    - 16 to 24 hour medical/nursing cover (first response)
    - Crèche and maternal health services
    - Men's and Women's Health
    - Diagnostics (path, imaging, stress test)
    - Chronic Disease Management
    - Dental suite
    - Mental Health
    - Consulting rooms (including podiatry, speech path, OT and physio)
    - Counselling rooms
    - Meeting spaces (pre and post)
    - Library and education/knowledge centre
    - Pharmacy
    - Outreach teams/home support teams
    - Lounge/café/info pods
    - Alternative therapies
    - Car parking

Next steps

The following tasks were out of scope for Woods Bagot's report but need to be completed in the future:

- Clearly understand what population groups need to be served in the future and what their requirements and needs are to lead healthy and successful lives
- Undertake a mapping of existing services (including public/NGOs, government and private providers) that are based in Central Coburg
- List the services that are not being provided in Coburg but that Coburg and surrounding residents are using
- Review relevant Government policies and planned initiatives and assess their impact on the Coburg Initiative and the health and wellbeing related objectives
- Engage and consult all relevant stakeholders to confirm the vision, identify services and/or infrastructure gaps and identify opportunities for collocation, development, etc.
- Integrate the adopted vision and strategy with the other ILM areas
- Identify an effective service mix for the community, including catalyst support and ongoing support services and appropriate partners to deliver them

6.6.8 APPENDICIES

6.6.8.1| MORE INFORMATION ON HEALTHCARE PROVISION

Prevention and wellness at all life stages and not just disease and cure need to be emphasised more in healthcare. Furthermore, the healthcare system needs to become community- or patient centred and not doctors-centred by being more personal, responsive, affordable and integrated and by offering quality, timely and accessible advice and treatment.

Another key principle is to localise where possible and centralise where necessary, which means moving routine healthcare away from acute hospitals into community-based one-stop-shop healthcare centres, whilst continuing to centralise more complex care.

Multidisciplinary and holistic primary community healthcare centres can do just that and act as avenues for care rather than the hospital, especially if they provide sub-acute care facilities in the community with linked accommodation. They can become one-stop-shops that provide professional, reliable, accessible and affordable health related services. Partnerships across the health sector, integrated service delivery and multidisciplinary teams improve the continuity of care for the patient who does not necessarily have to visit a hospital but can instead access different services and treatments from one place.

Day hospitals or polyclinics

A similar approach is the concept of a day hospital or polyclinic, which allows for easier movement of patients between different healthcare providers (doctors and allied professionals, such as physiotherapists and psychologists) and more communication between services. These centres provide a broad range of diagnostics and healthcare services as well as some acute care in an ambulatory or outpatient type of setting. They have general medical practitioners such as doctors and nurses and not the extensive surgical and pre-/post operative care facilities of hospitals. Instead, day hospitals or polyclinics may offer additional services associated with healthy living, community mental health and social care.

The underlying rationale for polyclinics is:

- to put more health professionals into a well organised and carefully designed system,
- to support them with diagnostics and access to specialist advice and services, and preferably
- to group them together in purpose-built clinics.

The benefits are:

- Provision of a better range of services over longer periods
- Integrated care
- Realisation of scale economies
- Sharing of best practice between practitioners
- Better access to services
- Less travelling to hospitals
- Better integration of primary and secondary care

Such generalised health centres have existed in England for many decades. They are typically purpose-built facilities providing specialist care such as ophthalmology, podiatry, dentistry and minor injuries nursing or services that fall between those of the GP and those of the hospital. Attempts are being made to also collocate services such as GPs, labs and pharmacies.

6.6.8.2| EXTERNAL REFERENCES

City planning for health and sustainable development, European Sustainable Development and Health Series: 2, p.24, http://www.euro.who.int/document/wa38097ci.pdf.

Dahlgren G, Whitehead M (1993). Tackling inequalities in health: what can we learn from what has been tried? Working paper prepared for the King's Fund International Seminar on Tackling Inequalities in Health, September 1993, Ditchley Park, Oxfordshire. London, King's Fund (mimeo).

Dr Casas, X 1996 , "Reclaiming a deprived area in Barcelona – The case of Ciutat Vella", Barcelona, Spain, in 'Our Cities, Our Future: Policies and Action Plans for Health and Sustainable Development, WHO Healthy Cities Project Office, Copenhagen, p.141-148.

WHO Regional Office for Europe 1997, "Twenty steps for developing a Healthy Cities project", 3rd ed, p.9.

6.6.8.3| COMMENTS / FEEDBACK

The following feedback was provided by the Moreland City Council Expert team on 06.02.09 based on the first draft:

Proposed Structure:

Executive Summary

ILM's

Council's Objectives and Aspirations for Central Coburg

-Vision

-Summary of outcomes sought

(with reference to relevant documents – eg early years, youth aged and MPHP, but in summary form)

Background

- Implications for Major User Groups
- Demographics and Health Status Profile *(Moreland Social Profile is available on the public website and the Health Status of Moreland report has been forwarded to Andrea Egert.)*
- Best Practice Models

Of the models proposed in the draft the only one which may be relevant is case study 2. If so it should be summarised in narrative form with the existing notes as an appendix.

The Healthy Cities Illawarra (Case Study 1) is simply an example of one approach to achieving population health outcomes (based on the WHO Healthy Cities Charter). In Moreland the Hume Moreland Primary Care Partnership works with key organisations such as Council (through our MPHP) and Moreland Community Health Service and numerous other locally based organisations to achieve a range of population health outcomes – all of which are informed by conceptual frameworks such as healthy cities, environments for health, social determinants of health and the Department of Human Services Health Promotion Plan.

Tokyo Healthy City (Case Study 3) adds no value (in its current form) and should be removed.

- The section on Super Clinics is not relevant. This model was developed by the Federal Government with a particular emphasis on meeting demand for services (predominatley in growth corridors) and/or to address the GP shortage in these (and some other rural areas).

The key policy framework that should inform service planning/integration for Central Coburg is Care in Your Community (Vic Government) as this builds on what we have now (Moreland Community Health Service) and also provides a platform for engagement with the acute sector – need to engage with Melbourne Health and Northern Health about possibilities for devolution of some sub-acute/ambulatory care services (rehab, specialist consulting/ clinics, chronic disease outpatient care etc) to community based setting – such as Moreland Community Health – in Central Coburg.

Case Study 5 – Melton Community Health – this is a super clinic model and is not relevant.

We already have Moreland Community Health and a different health services landscape due to our geographic location in terms of access to Melb and Northern Health and other acute facilities (St Vincents/Womens and Children's Hospitals) – therefore different opportunities for service development. We also have bulk billing GPs – both private (Cnr of Bell and Sydney Rds – plus others) and public (co-located with Moreland Community Health Service – through an arrangement with St Vincents Hospital)

Policy Context

Councils approach:

-social model of health

-healthy cities

State and Fed Govt policy priorities:

-Care in Your Community (state), Community Health Policy and Health Promotion Plan *(see DHS website)*

-Active Service Model (HACC - Federal)

Planning Context

Universal design (including multiple use spaces)

Social health issues – alcohol, safety etc

Public realm & open space– that encourages social interaction, walkability, water fountains, public toilets etc….. and accommodate all ages.

The Community Health and Wellbeing Hub

Intro - The paper needs to clearly express the outcomes sought

- Fundamental Requirements and Opportunities
- Health and Community Services

Need to list the type of services (maybe this could be in summary form?) and the facilities required. However it needs to be made clear that the masterplan brief must make accommodation for a mix of services and a range of providers – both public and private.

For example:
Private service providers (GPs, alternative therapies, allied health, pharmacies, gyms, weight loss centres, etc…)

Additionally, Moreland Community Health will offer a broad range of allied health, health promotion, rehab and other community support services including some mental health/D &A etc, however provision needs to be made for a similar mix of services to be provided by a range of smaller private providers – ie the full range of allied health services but also pharmacy, GPs, complimentary therapies etc etc.

Public service providers (Moreland Community Health Service, Salvation Army, Melbourne City Mission, Anglicare, Uniting Care, Citizen Information Centres, etc… all of these organisations provide services in Moreland.)

At some point (soon) there is a need to undertake a mapping of existing services (public/NGOs, govt and private providers) that are based in Central Coburg, together with a list of services which are not based there but provide services to residents of Central Coburg (and surrounds). This process should be coupled with a briefing to all such stakeholders to: confirm the vision, identify service and/or infrastructure gaps and identify opportunities for co-location etc. (refer to previous comments about dialogue with the major acute hospitals)

Recommendations

Appendices

References

The following feedback was provided by Sally Semmens on behalf of The Coburg Initiative on 12.02.09 based on the first draft:

The paper was very weak in the following areas:

- setting the vision for the future
- its conceptual and strategic understanding of the discipline area and industry and how it fits into a broader international context
- a lack of sourced, evidenced based data either national or local
- there was no attempt to identify the evidenced based links between planning and health
- didn't tell a story about the current health and wellbeing status in Moreland, or
- how this was likely to change with the projected pop growth and changes in demographic
- didn't identify the basic service providers - State, Local, NGOs
- best practice needs a context - either burden of disease, ESD design of facilities, health supporting environments which enhance opportunities for physical activity and social connection (chronic disease prevention), the importance of accessibility and universal design, the contribution of urban renewal strategies etc
- didn't identify opportunities which might be explored - funding or co-location
- didn't list important contacts

The notes I provided to Barry Hahn included the suggestions outlined below. Most of these have been included in the revised document. Although I would emphasise that the demographic section and the policy context could still be strengthened. It is important that data is sourced from credible, reliable and accepted sources which can be reproduced and measured against accepted benchmarks.

The H&W Paper needs:

- **A Vision** for the future health and wellbeing of Coburg residents and workers (given the large numbers of workers who will be here as a designated Principal Activity Centre and employment corridor within the State policy context) where the built environment and the public realm support their physical and social health.

- **Integration of the vision with local planning policies,** Structure Plan, MSS, Municipal Public Health Plans etc

- **Demographics and changing demographics** - A para on the current population growth (sourced from the 2006 ABS data) and the anticipated growth (sourced from Victoria in the Future Dec 2008). This should be compared with Moreland's own projected data. A para describing the changing demographics and the implications for Coburg (eg pop growth, increased numbers of workers, changing employment, increasing and proportion of aged pop, proportion of low socio economic households, changing employment, increasing no's of visitors etc). Again these should be sourced from 2006 ABS and VIF 2008.

- **Current health status and likely changes** - key BOD (Burden of Disease) for men and women, other possible sources could include the SEIFA index, the Vampire index, the Victorian Community Indicators project. These sources outline impacts and influences of social disadvantage, future influence of increasing petrol costs on accessibility and employment opportunities, measuring community wellbeing status by LGA.

- **Policy context** - Federal including WHO and NHMRC priorities, State including DHS and chronic disease prevention strategies, Planning for Melbourne and Melbourne @ 5 million as they relate to health aspects of pop growth and employment changes, The Victorian Transport Plan and the need to reduce carbon emissions from transport (the role of walking and cycling, reduced car dependency etc) and Local including Structure Plan, MPHP, draft MITS, Pedestrian Plan (being developed), open space, affordable housing etc

- **Relationship of planning to health** - the social (determinants) influences on health. Health supporting environments influence the accessibility, physical activity and social opportunities for communities. The relate to the following areas: the design of buildings and housing types, the urban design of the public realm, high quality and integrated movement networks and fine grain accessibility, safety of people as pedestrians, access to services and fresh food (food security), universal design for the inclusivity of all people, access to free public spaces as well as commercial spaces, high quality lighting, seating, shading and amenity, clear signage and way finding, art and sculpture, local markers and active street frontages, noise mitigation and so on.

- **Service provision** and key contacts - State, Regional (eg hospitals), Local, NGOs

- **Opportunities for TCI to explore** (including possible funding sources) - eg State - DHS, DIIRD, DOJ, DEET, co-location of services with existing service providers

- **Best practice** - what the benefits are and what strategies were deployed and how they relate to health outcomes

- **Reference list** - should list all key documents referred to throughout the paper

The following feedback was provided by the Moreland City Council Expert team on 19.03.09 based on the above report:

P 3 first sentence needs changing - the WHO definition of health is clearer. See below:

Health promotion is the process of enabling people to increase control over, and to improve, their health. To reach a state of complete physical mental and social wellbeing, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource fo everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy lifestyles to wellbeing. (Ottowa Charter 1986 World Health Organisation)

p 4 (6.6.3.1) This heading (and intro statement) needs to changed - the table is not a statement of health priorities but rather is a profile of burden of disease data. Perhaps it should be called Incidence of disease and injury. The following is the most current priorities.

The 2003 Moreland Municipal Public Health Plan comprises a range of broad strategies and actions addressing fourteen areas: social and economic circumstances; employment; education; housing; built and natural environment; early years; personal well-being and safety; access and availability of services; social inclusion and support; social participation; political participation; recreation, arts and leisure; transport and information.

6.6.3.3 This section could be deleted - it adds little if anything and if we want to include this it should at least identify that its the Fed Govts agenda but include under 6.6.42 rather than a stand alone section. Also the heading may be somewhat misleading/confusing?

6.6.4 Not sure about using the heading baseline data ? - there is no data as such in this section -it contains some conceptual info and a case study.

Just have the heading **Best Practice Models**

6.6.4.2 I think this section could include reference to health promotion and the implications for planning . It should also include the relevant design considerations as we are at the early planning stages. **The reference "Healthy by Design: a planners guide to environments for active living" by the Heart Foundation would be a source to find this information.**

As discussed in this group we are talking about the broader determinants of health not just a building or hub that delivers health services. Good health planning means people are prevented from getting sick in the first place and therefore less need for medical interventions. (eg. making Coburg shopping area a completely smoke free precinct, having places to gather for social interaction, etc)

6.6.6.2 This section is repetitive - overall it needs to be shorter and simply state that what the precinct will be (a few of those dot points in the first section but delete all specific services as these are listed in the sections following.

There are also some points that are confusing - given that we use the term precinct we should perhaps not use the terms facility (dot points 5 and 6) as this implies one single building. Similarly on page 12 the last dot point under Facilities refers to a multi story building - may be a bit premature to suggest that the range of services required will be located in a single building? As discussed in this group - there needs to be discussions with many other organisations before we make any decisions regarding buildings.

6.6.7 I think we should be consistent here and use the same list of services - maybe just refer to the list on the previous page as the list is similar but not the same which is confusing and overly repetitive - lets agree on one list of possible services and one statement about facilities.

6.7

DRAFT

6.7 | leisure and recreation

PREFACE

This chapter has been prepared by SGL Group to guide the development of the master plan of the Coburg Initiative with regard to the leisure & recreation aspects as they relate to the Investment Logic Map created by the Moreland City Council 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 comment should be considered during review of this chapter:

The exiting aquatic centre, football oval and bowling club usage, location and footprint/size need to be balanced against the opportunity for new facilities, open space which is accessible to a larger proportion of the community and development benefits which may help rejuvenate the commercial / retail mix and ultimate viability of Central Coburg.

6.7.1| EXECUTIVE SUMMARY

KEY LEARNINGS

This report reviews relevant research, community consultation and Council strategy plans and service policies to assist in determining a range of future leisure and recreation initiatives to meet the ILMS four key objectives of:

1. Better utilization of City Oval: 30%
2. A high quality leisure and aquatic facility: 21%
3. Community health fitness and meeting hub: 21%
4. Increased community involvement in sporting activities: 28%

KEY CHALLENGES

Based on these findings the project team has identified the key development challenges are:

- Determining the best location for a future integrated aquatic leisure, fitness and health and wellness centre
- Re-positioning use of the City Oval back to a more local community use and local training area by relocating summer and winter club competition activities to alternative and more suitable locations.
- Consolidating and improving the City Oval and surrounding parkland open space areas to provide a central green space that encourages community use and provides an improved open space experience for Coburg residents and visitors to the area
- Encouraging greater community participation in active and healthy lifestyles by supporting the above initiatives

KEY OPPORTUNITIES

The key opportunities identified in this study are to consolidate development of a high quality aquatic and leisure facility that incorporates health, fitness and wellness facilities that is designed to enhance community participation and involvement so as to become a new community hub for all sections of the Coburg community.

Centralizing such a facility with other community activities such as Libraries, multi-purpose function space and civic spaces is the key opportunity for this project as is the re-positioning of the City Oval and surrounding park land to become a truly integrated open space feature of the precinct. There are also significant synergies with co-location of such facilities in retail and allied health areas close to transport hubs. In today's busy world where people come to such facilities from home, work or school it is essential that appropriate car parking be added to such a high use community facility as well as locating it on high profile sites, with significant passing traffic and close to main public transport routes.

The leisure and recreation opportunities and associated options (see section 6.7.5 for more detail) to meet the nominated leisure and recreation objectives that require further investigation and review include:

a) Aquatic, Leisure, Health, Fitness and Wellness Facilities

- Complete investigations on the life and capital value of the Coburg Leisure Centre as a base for determining if the facility is to remain on site and be extended without open space site impact(by way of demolition of some spaces and multi storey replacement to incorporate required health and fitness and social spaces etc) or:
- Demolish the Coburg Leisure Centre and build a new Aquatic Leisure Health and Wellness Centre at a new site (to be determined from feasibility and site review). Investigations should include reviews of the Coburg Olympic Pool site which has considerable land area but may also have poor soil and ground foundation issues.

b) Coburg City Oval Precinct

- Redevelop City Oval as a local outdoor sports training and local play facility and improve surrounding open space and parkland through demolition of agreed spectator facilities. Possible retention and redevelopment of grandstand as a community activity and meeting space to increase parkland, open space areas and health and fitness and community facilities should be considered. This will open up the open space for greater informal and recreation use and encourage more casual use. There has been significant support for redevelopment of this site as well as integration into a new central parkland zone
- To achieve this redevelopment a review needs to be completed on relocating summer and winter competition activities which may be at separate new facilities (whilst retaining training activities at the existing site) to new sites such as De Chene Reserve, McDonald Reserve or others close by that meet cricket or football requirements.
- Relocate Coburg Bowling Club to a new site or redevelop the club and site based on a resurgence of younger members joining up and looking for a social space as well as bowls area. This could see new meeting and community spaces developed as part of the improvement program at this site or be included in a renovation of the grandstand.
- The City Oval area could also be partly developed as parkland & open space areas, and partly as new development - housing, retail, new recreation facility etc. It has been noted by Gehl Architects that the new open space 'urban park' could include a range of mixed development.

c) Open Space Linkages

- Ensuring any redevelopment of open space areas takes into account the opportunity to maximize linkages to other nearby spaces such as walking and bike trails, resting spaces, play and relaxation and informal recreation spaces. Consideration could also be given to casual spaces such as tennis, play grounds and hard court activities.
- If there is increased housing density around the open space it is important to improve the quality and access to the open space to ensure the large area provides maximum opportunities. The quality of the built edges that frame the open space, the linkages into and out of, and the quality and not quantity of active and passive spaces provided are vital to the success of a new community urban park.
- Developing the combined open space area as a park close to home so more people will be encouraged to use it.

KEY RECOMMENDATIONS

Each of the identified options are aimed to increase peoples participation in sporting and recreation activities which is a key project objective but the various proposed options will be impacted by a range of opportunities and constraints including high capital cost for facility replacement as well as capacity to relocate active sports and aquatic facilities to other locations. Change to historical provision of facilities particularly for traditional sporting clubs can be politically challenging as can closing down aquatic and leisure facilities such as the Coburg Leisure Centre or Coburg Olympic Pool.

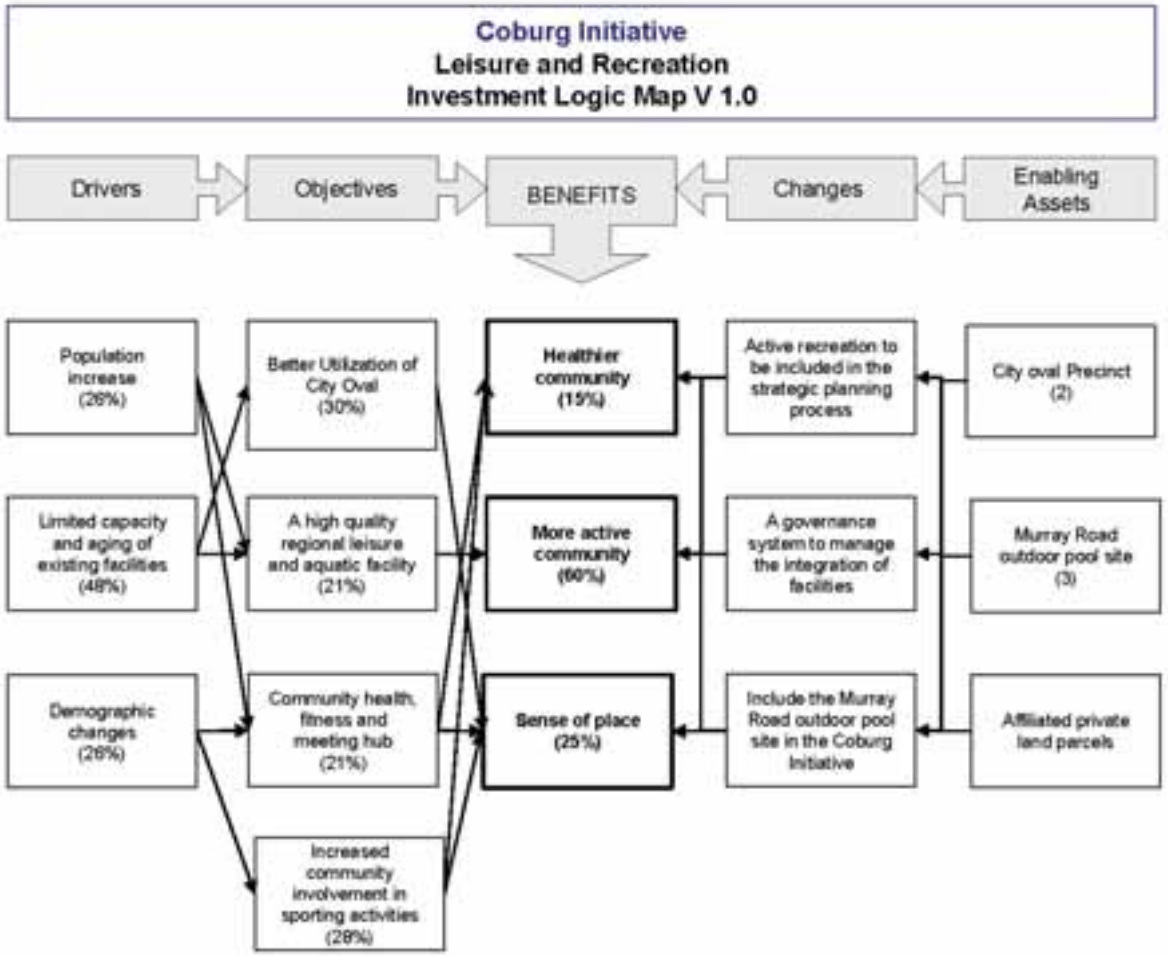
It is therefore essential that such change is backed up by well researched needs and demands, feasibility and cost benefit analysis otherwise the status quo will remain and change will be hard to implement.

Therefore no one option is able to be recommended at this preliminary stage of the study until further review and analysis is completed in association with Council representatives as listed in section 6.7.6. It is also obvious that areas outside the Coburg Initiative Area need to be considered in this review to enable relocation of active sports and aquatic facilities to enable freeing up of open space areas as well as providing improved linkages to high use areas such as the Merri Creek Trails etc.

6.7.2| OBJECTIVES

The Coburg Initiative – Leisure and Recreation Investment Logic Map V 1.0 four key objectives for this project are:

1. Better utilization of City Oval: 30%
2. A high quality leisure and aquatic facility: 21%
3. Community health fitness and meeting hub: 21%
4. Increased community involvement in sporting activities: 28%



6.7.3| BACKGROUND ISSUES

The background issues can be covered under three distinct headings being:

- Aquatic leisure facilities in the project area
- Coburg City Oval and adjoining outdoor sports facilities (City Oval Precinct)
- Open Space Redevelopment – (total linked area and close by open space areas)

6.7.3.1| AQUATIC LEISURE FACILITIES IN THE PROJECT AREA

The Coburg Leisure Centre is the only aquatic leisure facility located in the project area but the Coburg Olympic Swimming Pool is located adjacent to the project area so needs to be considered as part of any strategy. Both facilities have been under review by Council over the past few years.

The Coburg Leisure Centre is located in Bridges Reserve Coburg off Bell Street and was built in 1993. The centre, which is now 16 years old, has a total indoor floor area of approximately 3,145m2. The reviews of this facility indicate:

- Attendances have fluctuated between 2002/03 and 2005/06 from 408,000 visits through to a high of 480,000 visits and then dropping back to 408,000 visits.
- Annual operating surpluses were recorded in 2003/04 of around $80,000 but by 2005/06 the centre was operating at an annual deficit of $7,000.
- Management and community needs analysis indicates the centre is not large enough nor has enough activity components to meet the needs of people in the area. Specific improvements sought include more leisure water, gym and dry program space and improved service areas.

The Coburg Olympic Pool is located off Murray Road and was opened in 1967 but due to significant water leakage issues was closed in the 2006/07-summer season. The facility is now 42 years old and was eventually repaired and reopened for the 2008/09 season. The centre has low usage that has fluctuated between 6,000 and 13,000 visits in the 26-week operating season.

Annual operating deficits have also increased from $60,000 (02/03) to $76,000 (05/06) during this review period. The outdoor pool is located approximately 1km from the Coburg Leisure Centre.

6.7.3.2| COBURG CITY OVAL AND SURROUNDING OUTDOOR SPORTS AREAS

The Coburg City Oval has a significant history being home to the Coburg Football and Cricket Clubs for more than 70 years. The facilities are now used as a VFL playing venue in the winter for the Coburg Tigers and Coburg Cricket Club in the summer.

The Coburg Bowling Club grounds adjoin the city oval to the south and the Coburg Leisure Centre and Bridges Reserve adjoin the oval to the north. Combined the oval and bowling club provide a large open space area in the Coburg Central Activities District.

The Coburg City Oval was once a significant spectator facility hosting major VFA games throughout the heydays of this competition in the 1960s to the 1980s. Today the grandstand and spectator mounds and amenities are in significant disrepair and unsuitable to host major events. The VFL also have concerns with the quality and size of the oval playing surface.

The spectator area of the grandstand is now boarded up and unsafe for use but needs to be noted as having heritage interest. The upstairs function area has been updated and currently used for offices and meeting spaces (senior citizens use this space as well). The facility could be retained and improved to enable greater activity and community use.

The Coburg Bowling Club has two greens and a clubhouse. The facilities are located to the south of the City Oval behind the grandstand. Club membership has been fluctuating and facilities are aging. These combined areas are referred to as the City Oval Precinct.

6.7.4| BASELINE DATA AND RESEARCH

Moreland City Council has completed a range of market research and consultation processes over the past years to review aquatic, leisure and recreation needs. These reviews include:

1. Aquatic Leisure Facility Reports

- Coburg Aquatic Leisure Centre Development Options (July 2007)
- Moreland Aquatic Strategy Framework – Market Research and Consultation (September 2007)
- Moreland Aquatic Strategy Framework (November 2007)

2. Recreation and Leisure Reports

- Moreland Leisure Plan and Policy 2001 to 2006

3. Open Space Reports

- Moreland Open Space Strategy 2004 to 2009

The project team has reviewed these documents and has summarized key issues relevant to this study and the key ILMS under the headings of:

- Aquatic Leisure Centre's
- Coburg City Oval and Surrounding Areas
- Open Space Areas

6.7.4.1| AQUATIC LEISURE CENTRE'S

The following summaries cover the research documents relevant to this project.

a) Coburg Leisure Centre Development Options – Stratcorp Consulting July 2007

Stratcorp Consulting was commissioned to complete a review of the Coburg Leisure Centre in 2007. Consulting was retained to complete the study. They concluded that the Coburg Leisure Centre was undersize and aging and presented an opportunity to be redeveloped as an Aquatic Leisure Centre.

They presented two options that would add new components to existing facilities (approx 3,800m2 of indoor development). The two options are listed as follows:

Option One

- An indoor 25m x 10 lane pool used for recreation, lap swimming, aquaerobics and swim lessons plus be suitable for minor swim carnivals.
- Large program pool with a moveable floor used for swim lessons, hydrotherapy and recreational programs.
- Large aquatic leisure area for children and families.
- Steam sauna, spa area for adult relaxation.
- Aquatic change rooms, family change and group change
- Moderate size gymnasium to cater for electronic equipment, weights, aerobic and group classes and personal training services.
- Moderate size social areas including café and open space

Option Two

- Outdoor 25m pool
- Outdoor splash park
- Larger gymnasium and dry program areas.
- Consulting suites for medical and therapy purposes
- Meeting room
- Retail shop space
- Health and wellness clinic and reception area.
- Larger plant and service areas and amenities and reception.

b) Draft Moreland Aquatic Strategy Community Consultation – SGL Group Sept 2007

As part of the process of reviewing all of Councils Aquatic Facilities, Council in mid 2007 made a commitment to undertake community consultation in order to determine community response to the Draft Moreland Aquatic Strategic Framework.

This framework recommended that Council provided a suite of aquatic facilities where a range of aquatic, health and

fitness and recreation opportunities may be experienced by all Moreland residents within a reasonable distance of their homes, and that specialist service provision is more strategically located at fewer sites in the municipality.

SGL Group was retained to complete user surveys and conduct public forums on the proposed development direction at each of the six aquatic facilities located within the municipality.

The following table summarizes the consultation findings for the Coburg Leisure Centre and Coburg Outdoor Pool, which are the two aquatic facilities within or close to the project area:

CENTRE NAME	RECOMMENDED STRATEGIC DIRECTIONS	COMMUNITY CONSULTATION FINDINGS	CHANGE TO DOCUMENT
Coburg Leisure Centre	▪ That this facility is investigated as part of a current feasibility study relating to the Coburg area and that the outcomes of that study guide the future development in line with a flagship future Coburg Leisure Centre Complex.	▪ 56.3% of User Survey respondent's agree/agree strongly with the recommendations within the draft Strategy. ▪ 11.8% disagree/disagree strongly with the recommendations. ▪ Facilities that would encourage future use include cleaner more hygienic facilities, improved gym and weight facilities and membership packages/discounts. ▪ Facility seen as overcrowded. ▪ Municipal catchments. ▪ Strong support for development of "flag ship" facility. ▪ Number of operational issues identified i.e. cleanliness and program timetables ▪ Opportunity to consider warm water program pool to service entire municipality. ▪ Total attendances for 2006/2007 season were approximately 273,273 visits. A review of usage indicates that attendances have declined by approximately (33%) over the past 5 years. ▪ Participants at the focus group identified the primary users of the facility are families, young people and older adults due to the water temperature of the pool. ▪ The learn to swim program is at capacity with limited opportunities to cater for future demand.	No change – the opportunity to develop a new flagship Aquatic Leisure Centre is consistent with the community consultation findings. Although the facility is highly valued attendance figures have continued to decline. This decline could be attributed to the quality of the facility with residents traveling to newer more up to date facilities. Due to the duplication of aquatic facilities at the lower end i.e. outdoor cold water pool there is an opportunity to develop a facility with a range of components that meet the current trends in aquatic/leisure facility provision
Coburg Olympic Swimming Pool	▪ That this facility be investigated as part of a current feasibility study relating to the Coburg area and that the outcomes of that study guide the future development in line with a flagship Coburg Leisure Centre Complex	▪ Highly valued community facility in unique location. ▪ Concern over pool being closed as facility not considered within the mix. ▪ Opportunity to consolidate facility when new facility developed. ▪ Total attendances for 2005/2006 seasons were approximately 11,358 visits. Due to the drought condition and the pool shell leakage the facility was closed for the 2006/2007 summer season. A review of usage indicates that attendances have declined by approximately (13%) over the previous 4 years. ▪ Participants at the focus group identified that the Coburg Outdoor Olympic Pool provides a very important gathering and social focus for the teenage population within the area. ▪ Access to the facility needs to be maintained by way of low fees and charges.	No change – Due to the site being highly valued (pool in the park) it could be considered as a potential site for the development of the new flag ship facility

This information was reviewed by Council Officers and used as part of the finalisation of the Moreland Aquatic Strategy Framework Report (see below).

c) Moreland Aquatic Strategy Framework – Council Report November 2007

There is a need to ascertain what services should be provided at what current aquatic facility locations throughout the municipality. In reviewing current service provision, it is important to have a clear purpose and principles that guide the evaluation and development of aquatic services for Moreland.

The 2001 strategy outlines the following goal for Council's role in aquatics:

"To identify and provide for the social, recreational, cultural and health needs of our residents and to facilitate ongoing community development."

By adopting this goal as a basis for service provision, Council is recognising and understanding its responsibility to ensure residents have the opportunity to participate in aquatic based activities of their choice despite, financial, social, cultural, geographic, physical and psychological barriers.

However, this needs to be understood in the context of providing facilities that are safe, and meet all necessary guidelines and legislation for operation, to minimise risk exposure to Council and the community while ensuring positive outcomes for citizens are achieved on the basis of ongoing sustainability.

There are difficulties in meeting such a commitment as infrastructure is aging, resulting in a requirement for a high level of operational and capital expenditure to ensure user and staff safety in the context of increasingly difficulties undertaking capital renewal (due to parts availability), resource inefficiency associated with aging facilities and the likelihood that all facilities may not meet current Royal Life Saving Society Australia (RLSSA), Work Safe, Occupational Health and Safety (OHS), Disability Discrimination Act (DDA) and other relevant legislation.

The guiding principles recommended for the future aquatic strategy included:

- Facilities should be responsive to community and user needs.
- Facilities should be brought up to comply with all relevant standards within 5 to 10years (majority of issues)
- Facilities should be maintained at a safe level, ensuring that the public and staff are not placed at unnecessary risk of injury
- Standards for facility capital renewal and maintenance should be kept at a predetermined level through capital renewal allocation and maintenance service level agreements
- Water and energy saving technology be a key part of the capital renewal, expansion and upgrade programs with of aim of reducing Council's consumption of both by 50% after the completion of all renewal works.

The Moreland Aquatic Strategic Framework recommended that Council provide a suite of aquatic facilities where a range of aquatic heath and fitness and recreation (core) opportunities may be experienced by all Moreland residents within a reasonable distance of their homes, and that specialist service provision be more strategically located at fewer sites in the municipality. The recommended strategy for the two project facilities were:

Coburg Leisure Centre

The Coburg Leisure Centre will be a flagship facility at district level with high quality facilities to meet the needs of not only the local area, but given its geographical placement in close proximity to the Coburg Activity Centre, broader needs of the recreation, leisure and health markets.

Development of this type of facility would require an increase in water play areas, a hydrotherapy pool, access to improved learn to swim facilities, while still providing generic services such as access to health and fitness and general aquatics.

Coburg Outdoor Olympic Pool

The Coburg Olympic Outdoor Pool would be incorporated into any further district level facility for the Coburg area.

Key factors that need to underpin all capital and operation of aquatic and leisure facilities are environmental and economic sustainability; issues that are key considerations in the strategy.

Council adopted the following detailed future strategy actions in relation to the two facilities that are being considered in the Coburg Initiative project area.

Coburg Leisure Centre:

1. *That Council develop a Coburg Leisure Centre as the municipal district flagship aquatic leisure centre for the municipality, incorporating a range of recreation, leisure and health aquatics, aquatic education facilities and associated dry program areas.*

2. *That Council develops the mix of facilities to better cater for simultaneous family use (casual/recreation swimming), swim education and health & fitness.*
3. *That Council complete the current feasibility and master planning study into redeveloping a flagship Coburg Leisure Centre to incorporate all necessary components of both indoor and outdoor pool provision, and ensure appropriate community consultation and engagement is undertaken as a part of the finalisation of this plan.*

4. *That Council undertake the redevelopment of such a facility (as recommended from the Coburg Leisure Feasibility Study and Master Plan) in line with timing of the Coburg 2020 implementation plan ensuring appropriate developer involvement and contributions are made to such a project.*

5. *That the development of a flagship Coburg Leisure Centre be achieved within the next 8 years.*

Coburg Olympic Swimming Pool:

1. *That this facility be investigated as a part of the current feasibility study relating to the Coburg area and that the outcome of that study guide future development in line with a flagship Coburg Leisure Centre complex.*

6.7.4.2| COBURG CITY OVAL AND SURROUNDING AREAS

The project team has not sited any specific reports or reviews of the Coburg City Oval and surrounding outdoor sports areas (Lawn Bowls Club) to provide future strategy directions. The open space strategy indicates the need to prepare and implement redevelopment plans for the City Oval and Bridges Reserve and to include a review of facilities and opportunities to improve the open space areas.

The 2001 to 2006 Moreland Leisure Plan document provides some guidance to future strategy directions in relation to redevelopment or relocation of major sport and recreation infrastructure such as the Coburg City Oval.

Objectives

The Mission will be achieved through the following four objectives outlined in the 2000-2003 Council Plan.

- To enable and support equity of access to all Council leisure, community recreation and sporting resources across the municipality.
- To support and strengthen the capacity of local community groups to improve the quality of life of the Moreland community.
- To be a leader in identifying and assessing needs and developing recreational opportunities through a program of continuing community development and best value.
- To adopt an integrated approach to recreational planning by linking with other social, environmental and economic planning activities.

Key Themes And Priority Areas

The key themes and priority areas that have emerged through the review of the Moreland Leisure Plan are:

- Adopting a Social Development Department "whole of Council'' approach to dealing with the breath of leisure issues in the community.
- Improving information dissemination and communication.
- Improving strategies that focus on access for people and groups with special needs.
- Adopting, where at all times possible, a strategic, influencing, value adding service delivery role.
- Providing a coordinated approach to developing, supporting and improving organisations in the community.
- Providing a coordinated approach to the allocation of grounds, pavilions and clubhouses/facilities and addressing tenancy arrangements with all sport and recreation organisations.
- Developing an integrated planning approach to the implementation of capital works projects, master planning projects and the operation of leisure and aquatics facilities, ensuring that social, environmental and economic factors are taken into consideration.

Key Future Strategies

It has been determined that, in the first instance, Council should focus on its core planning, promotion, coordination and facilitation functions to ensure maximum use of current facilities and resources.

It should redirect its attention to services that focus on supporting and developing community organisations to become strong, visible, vibrant, sustainable, responsible, and reflective of the diverse needs of the Moreland community. Council should also encourage community organisations to work together to better utilise and share existing resources. In relation to outdoor sporting facilities the Moreland Leisure Plan notes:

Moreland is also the proprietor of a large number and range of sport and recreation resources. There tends to be an oversupply of resources in some areas, and an under supply in others.

The middle and northern parts of the municipality have larger housing allotments and much higher level of public open space devoted to active sporting pursuits (ranging from Australian football and cricket to a mix of soccer and other codes. The north also has a lesser number of community facilities than the south. The south has less open space, smaller scale housing, more public type buildings ranging from churches to community centre's.

There are around 50 playing fields and ovals within the municipality, ranging in standard from poor to very high. Wide ranges of activities are carried out on these playing fields, but traditionally their major function has been for weekend sport. Some playing fields, such as Dunstan Reserve, have been designed to include passive and active recreation components.

Greater consideration needs to be given to encouraging other smaller sports to base themselves in Moreland and working with them to ensure they remain strong and survive into the future. This in turn will address the provision of a range of opportunities to meet the needs of a diverse community.

The allocation of sporting grounds, pavilions, clubrooms and other sporting facilities to organisations in the community is generally governed by a number of arrangements and policies that are in place and administered by the Youth and Recreation Branch. Use of Council facilities is governed by Council policy, lease agreements, seasonal and annual allocations and the Sporting Ground Fees and Charges Policy.

6.7.4.3| OPEN SPACE AREAS

The Moreland Open Space Strategy 2004 to 2009 indicates a significant need to improve open space in the project area so that the combined area becomes a large green space and park for residents and visitors to the area. It indicates there is significant opportunity to improve the quality of open space by investigating options such as relocating the Coburg Leisure Centre and down grading the Coburg City Oval from a sport event facility to local training and playing area.

Linking redevelopment of these two areas to provide a large park that has opportunities for greater linkages to the Merri Creek Trails as well as surrounding open spaces surround the Coburg Initiative project area. Key priorities in the open space strategy include:

- Improving access to open space for informal recreation by providing more parks close to home
- Having the right mix and appropriate range of open space types for users
- Involving the community in open space design and use
- Making places for nature
- Looking after the open space with improved management and maintenance
- New funding and development contributions strategies
- Monitoring, reporting and evaluation of improvements.

6.7.5| KEY PERFORMANCE INDICATORS

The key performance indicators set at the commencement of this project include:

Benefit 1:	Healthier Community (15%)
KPI: 1	Increase number of fitness centre memberships (No.)
KPI: 2	Increased aquatic education enrolments (learn to swim) (No.)
Benefit 2	**More Active Community (60%)**
KPI: 1	Increased number of annual visits to indoor/outdoor facility (No/yr)
KPI: 2	Increased attendance at health and leisure events/spaces (No/yr)
Benefit 3	**Sense of Place (15%)**
KPI: 1	Increased level of satisfaction with leisure facilities in Coburg structure plan area (CERM Index score %)
KPI: 2	Increased proportion of users that would recommend the leisure centre to others (%)

The benefit summary for the three key benefits are listed as follows:

Healthier Community (15%)
• Increasing the availability of leisure and recreation opportunities • Increasing the opportunity for integration with allied health services such as physiotherapy and sports medicine • Developing facilities for all ages • Implementing programs to improve public health • Monitoring health trends and developing programs to counteract negative trends
More Active Community (60%)
• Increasing the availability and accessibility to an upgraded sporting facility. • Increased access to water play and learn to swim facilities. • Providing access to a large warm water program pool. • Providing spaces for passive recreation
Sense of Place (15%)
• Developing a community health, fitness and meeting hub. • Developing open spaces that are widely used for recreation. • Developing a regional indoor/outdoor leisure facility which builds on the best features of the two current facilities

6.7.6| MASTER PLAN OPPORTUNITIES

The master plan options/opportunities for leisure and recreation are summarized in the following table with associated opportunities and constraint comments:

Activity Area	Development Opportunity	Details	Opportunities	Constraints
Aquatic and Leisure Facilities	Extend the Coburg Leisure Centre (As per components listed in section 6.7.4)	• New water play/LTS pool • New warm water program pool • New health and fitness facilities • Outdoor pool area and splash park • New amenities and service areas • Total new indoor area of 3,000m2 • Total new outdoor area of 1,500m2 • Total new area required dependant on layout plan and options for multiple storey layout development that could see less land take up.	• Builds off a centre with 400,000 plus users. • High profile location off Bell Street • Provides health and fitness facilities that can also be linked to high performance area at City Oval • Combined indoor and outdoor facilities at one site allows closedown of Coburg Olympic Pool. • Improved financial viability at one site	• Requires take up of approximately 4,500m2 more of parkland surrounding the centre. • Need to close down Coburg Olympic Pool if outdoor pool built • Unlikely to get access to anymore open space at Bridges Reserve so option will not receive support
	Build new Aquatic Leisure Centre to replace Coburg Leisure Centre at existing site (As per components listed in section 6.7.4)	• New 7,500m2 indoor and 1,500m2 outdoor aquatic leisure centre. • Total land area required approximately 9,000m2 plus car parking and service areas.	• New facility that will allow more modern and functional design • Still at High profile location off Bell Street • Provides health and fitness facilities that can also be linked to high performance area at City Oval • Combined indoor and outdoor facilities at one site so can consider closedown of the Olympic Pool. • Improved financial viability at one site • 40 Year plus investment in new facilities	• Major capital cost to build new centre ($30M plus). • Demolishing 16 year old facilities that still may have some life. • Requires take up of approximately 4,500m2 more of parkland surrounding the centre. • Need to close down Coburg Olympic Pool • Unlikely to get access to anymore open space at Bridges Reserve so option will not receive support • Need more car parking space and service areas which further impacts on open space take up.
	Build new Aquatic Leisure Centre to replace Coburg Leisure Centre at new site (to be determined) (As per components listed in section 6.7.4)	• New 7,500m2 indoor and 1,500m2 outdoor aquatic leisure centre. • Total land area required approximately 9,000m2 plus car parking and service areas.	• New facility that will allow more modern and functional design features • Opportunity to link to other community and commercial activity areas • Combined indoor and outdoor facilities at one site so can closedown of Coburg Olympic Pool. • Improved financial viability at one site • 40 Year plus investment as all facilities new.	• Major capital cost to build new centre ($30M plus). • Need to close down Coburg Olympic Pool • Site availability

Activity Area	Development Opportunity	Details	Opportunities	Constraints
Coburg City Oval Redevelopment	Redevelop as a local sporting reserve and open up area	• Redevelop the Coburg City Oval as a local sports facility by demolishing or redeveloping the grandstand as a community space and spectator mounds demolished to open up the site and provide more passive park land and open space. • Develop as a local training facility for football and play competition games at either upgraded De Chene Reserve, McDonald Reserve or (football) Craigieburn site. • Cricket can remain on site or be relocated to another close by ground	• Provides opportunity to open up the site and link to adjoining parkland. • Opportunity to provide more open space linking both areas (subject to decision on leisure centre extension or relocation) • Grandstand could be upgraded to provide new community activity areas and meeting spaces	• Removal of some spectator facilities will require relocation of winter VFL games • No major spectator events in future
	Redevelop as a major spectator regional outdoor sporting reserve	• Redevelop the Coburg City Oval as a regional events sports facility by improving the grandstand and spectator mounds to meet event requirements.	• Provides opportunity to improve existing run down facilities to provide regional sports event facility. • Opportunity to provide new meeting and community facilities in upgraded spaces.	• Significant capital cost to redevelop facilities. • No replacement open space provided in this option. • Not likely to receive support
	Close down City Oval and relocate to another site	• Relocate facilities to a new site and redevelop as a regional outdoor sports event facility (site to be determined)	• Allows for total redevelopment on a new site. • Frees up site for leisure centre or redevelopment of open space.	• Major capital cost project • Moves clubs from historical location to new sites.

Activity Area	Development Opportunity	Details	Opportunities	Constraints
Coburg Bowling Club	Relocate Bowling Club to another existing club site	• Relocate the Bowling club to another club site to improve club viability through membership amalgamation. • Demolish club facilities and return to parkland and open space areas.	• Provides opportunity to open up the site and link to adjoining parkland. • Provides more open space to replace any loss of open space.	• Relocation of club from its historical home.
	Redevelop the Bowling Club as a local social facility	• Redevelop club facilities as a social space for residents and increase community meeting and activity spaces • Improve landscape areas as part of precinct open space redevelopment	• Provides an upgraded facility for local residents • Assists in ensuring meeting and community spaces are kept on site	• Capital cost to complete improvements
Open Space Improvements	Redevelop combined site for more informal use and linked spaces	• Through relocation of the Leisure Centre and redeveloping City Oval back to a local training facility more open space will be provided and made available for informal recreation and passive use	• Provides opportunity to develop a large park in the Coburg initiative area • Provides for opportunity for greater population and housing density by reusing open space for passive and informal use	• Significant capital cost to relocate facilities • Significant redevelopment of areas outside the project area to meet redevelopment requirements

6.7.7| RECOMMENDATIONS

The key opportunities identified in this study are to consolidate development of a high quality aquatic and leisure facility that incorporates health, fitness and wellness facilities that is designed to enhance community participation and involvement so as to become a new community hub for all sections of the Coburg community.

Centralizing such a facility with other community activities such as Libraries, multi-purpose function space and civic spaces is the key opportunity for this project as is the re-positioning of the City Oval and surrounding park land to become a truly integrated open space feature of the precinct. Such a new facility should be located in a high profile location, with significant passing traffic, on main public transport routes and have significant onsite car parking as up to 85% of users tend to come by car (even with inner city public transport as they are usually coming from home, work or school).

Centralizing such a facility with other community activities such as Libraries, multi-purpose function space and civic spaces is the key opportunity for this project as is the re-positioning of the City Oval and surrounding park land to become a truly integrated open space feature of the precinct. There are also significant synergies with co-location of such facilities in retail and allied health areas close to transport hubs. In today's busy world where people come to such facilities from home, work or school it is essential that appropriate car parking be added to such a high use community facility as well as locating it on high profile sites, with significant passing traffic and close to main public transport routes.

At this very early stage of the project it is difficult to recommend one specific development opportunity, as there is need for a range of specific investigations and reviews to consolidate the best opportunities as well as consider implications of other project service areas and also other aspects such as recommendations in the Public Realm, Health and Wellbeing and Transport and Movement.

Though it is clear that redevelopment and extending the current Coburg Leisure Centre is likely to be the lowest capital cost aquatic leisure centre option as this option builds off an existing centre that already attracts 400,000 plus visits and is located on a high visitation site (adjoins Bell Street) there is limited support for such an option that further encroaches on public open space and does not have capacity to expand use and provide more car parking.

This option requires take up of adjoining parkland that would see a loss of open space. This option could receive some support if the City Oval was redeveloped as a local sports training and play facility and opened up to provide more parkland/open space or if the Bowling Club was relocated and the area returned to parkland/open space.

Once again such an option for retaining the leisure centre at its existing site appears to have little support as the need to provide an improved park land and open space area central to Coburg has higher support.

Development of new aquatic leisure centre or outdoor sports event facilities at new sites would require significant capital funding as well as significant available open space areas. Feed back from officers is that the leisure centre could be redeveloped with new required areas (60% plus more activity space) at the Coburg Olympic Pool site whilst football competition activities could be relocated to De Chene Reserve (and or Craigieburn) and local training remain at city oval.

Redevelopment of the Central Activities District could also provide an opportunity for a new combined community and commercial development for the proposed new aquatic leisure centre i.e. Greensborough Place Aquatic Centre where a new leisure centre and council offices are being developed in association with shopping centre redevelopment.

The final strategy option chosen may also rely on initiatives (currently being identified) from other key areas such as:

- Public realm,
- Civic spaces,
- Health and wellbeing,
- Retail and commercial,
- Infrastructure (services)

Based on these issues the project team recommends the following key project directions for further investigation:

a) Aquatic and Leisure Facilities

- Complete investigations on the life and capital value of the Coburg Leisure Centre as a base for determining if the facility is to remain on site and be extended without open space site impact(by way of demolition of some spaces and multi storey replacement to incorporate required health and fitness and social spaces etc) or:
- Demolish the Coburg Leisure Centre and build a new aquatic leisure centre at a new site (to be determined from feasibility and site review). Investigations should include reviews of the Coburg Olympic Pool site which has considerable land area but may also have poor soil and ground foundation issues.

b) Coburg City Oval Precinct

- Redevelop City Oval as a local outdoor sports facility and improve surrounding open space and parkland through demolition of agreed spectator facilities (possible retention and redevelopment of grandstand as a community activity and meeting space to increase parkland, open space areas and health and fitness and community facilities. This will open up the open space for greater informal and recreation use and encourage more casual use. There has been significant support for redevelopment of this site as well as integration into a new central parkland zone
- To achieve this redevelopment a review needs to be completed on relocating summer and winter competition activities which may be at separate new facilities (whilst retaining training activities at the existing site) to new sites such as De Chene Reserve, McDonald Reserve or others close by that meet cricket or football requirements.
- Relocate Coburg Bowling Club to a new site or redevelop the club and site based on a resurgence of younger members joining up and looking for a social space as well as bowls area. This could see new meeting and community spaces developed as part of the improvement program at this site or be included in a renovation of the grandstand.
- The City Oval area could also be partly developed as parkland & open space areas, and partly as new development - housing, retail, new recreation facility etc. It has been noted by Gehl Architects that the new open space 'urban park' could include a range of mixed development.

c) Open Space Linkages

- Ensuring any redevelopment of open space areas takes into account the opportunity to maximize linkages to other nearby spaces such as walking and bike trails, resting spaces, play and relaxation and informal recreation spaces. Consideration could also be given to casual spaces such as tennis, play grounds and hard court activities.
- If there is increased housing density around the open space it is important to improve the quality and access to the open space to ensure the large area provides maximum opportunities. 'The quality of the built edges that frame the open space, the linkages into and out of, and the quality and not quantity of active and passive spaces provided are vital to the success of a new community urban park.'
- Developing the combined open space area as a park close to home so more people will be encouraged to use it.

Each of the identified options are aimed to increase peoples participation in sporting and recreation activities which is a key project objective but the various proposed options will be impacted by a range of opportunities and constraints including high capital cost for facility replacement as well as capacity to relocate active sports and aquatic facilities to other locations.

Change to historical provision of facilities particularly for traditional sporting clubs can be politically challenging as can closing down aquatic and leisure facilities such as the Coburg Leisure Centre or Coburg Olympic Pool.

It is therefore essential that such change is backed up by well researched needs and demands, feasibility and cost benefit analysis otherwise the status quo will remain and change will be hard to implement.

Therefore no one option is able to be recommended at this preliminary stage of the study until further review and analysis is completed in association with Council representatives as listed in section 6.7.6. It is also obvious that areas outside the Coburg Initiative Area need to be considered in this review to enable relocation of active sports and aquatic facilities to enable freeing up of open space areas as well as providing improved linkages to high use areas such as the Merri Creek Trails etc.

6.7.8.1| APPENDIX - AQUATIC LEISURE CENTRE TRENDS REVIEW

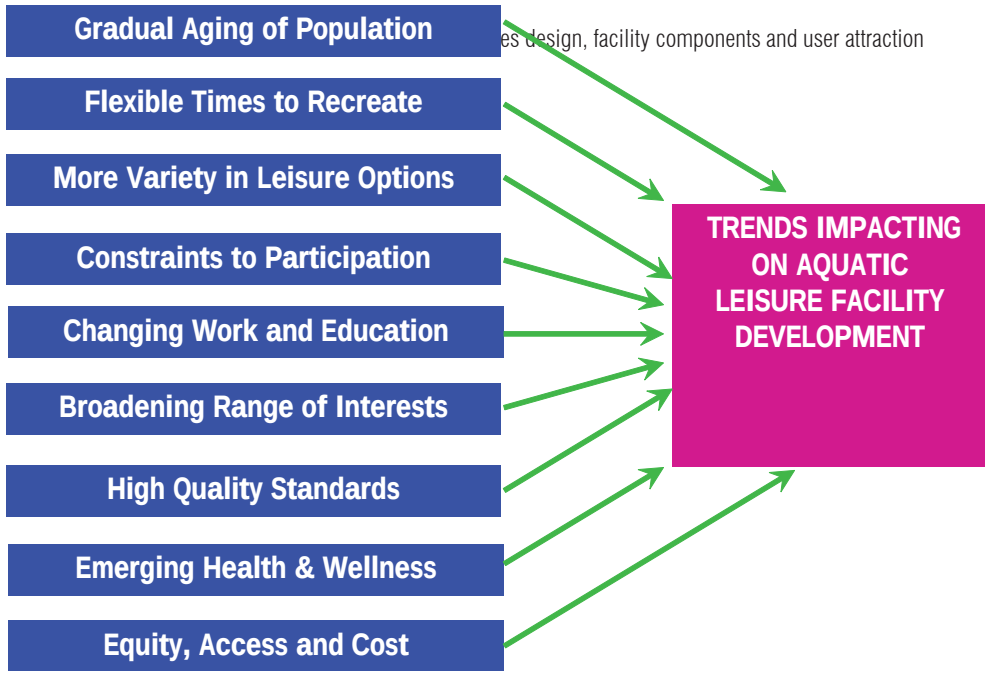
The information draws from a review of a large sample of industry market research projects that have been carried out over the past five years to assist in defining aquatic facility and related leisure trends in Australasian Communities.
SGLs extensive experience in the development of aquatic and leisure facilities knows they usually become a highly emotive and public interest debate and usually organised formal groups (specialist users of pools) may dominate consultation processes whilst the general resident/casual and recreation user (highest user of pools) sometimes is not involved or heard.
In many cases when a Council is faced with developing a new aquatic facility the debate about the right components for the community it is to serve may at times be dominated by:

- The priority for long course competition, lap swimming and training facilities (50m or 25m lap pools) sometimes at the expense of not including or building multi-use high use viable water areas as well.
- The need for deep water to meet specialist sport needs which adds operating cost and also restrictions to who can use the water. Selection of these areas must be done with financial and user impacts clearly highlighted.
- Lack of a co-coordinated strategy for other existing pools in the project area and user catchment zones so there is not duplication of the same thing in the same user zones.
- Lack of knowledge on local competitor facilities and user markets of why and how people use pools and what they pay for the different user categories. Participation trends usually show only a small user market use pools for swimming up and down in whilst people usually come more often to pools for recreation, fun, enjoyment, socialization, education and therapy.
- Not learning from other facilities built that have only developed limited water areas.
- Not ensuring all user markets is a priority so that a mix of water areas become an essential part of a successful aquatic leisure centre design brief.
-

To assist in setting some of the more evident aquatic facility and leisure trends that are impacting on local communities we have also added to our company's knowledge by also reviewing a range of study references from the many specialist companies who supply aquatic facility development feasibility and development services across Australasia.

This process does allow us to highlight many of the aquatic facility and related leisure trends that impact on the people in Australia and can be used as a useful guide to selecting priority components for successful high use and viable aquatic leisure centres.

Leisure and Aquatic Trends that Impact on Leisure Facilities
The following summary of general leisure trends impacting on people and their demand for recreation, sport and leisure activities and in particular aquatic facilities has been developed using a range of aquatic facility feasibility documents
The following graphic highlights the range of general leisure trends that are likely to impact on aquatic leisure facilities in the future.



Successful Facilities Model

include:

- ***A gradual aging of the population.*** As life expectancy increases, birth rates stay low and the "baby boomers" of the 1950s and 1960s grow older. This is placing a new demand on providing programmed hotter water areas as well as pools suitable for therapy and older adult exercises. It also means it is essential to have a range of pools with different water depths and temperatures.

- ***Flexibility in the times when people recreate.*** As demands on people's time increases and work practices change people are seeking to take their recreation at different times, over a broad spread of hours and at facilities that offer a lot of activities under the one roof. Indoor pools and health and fitness facilities are particularly attractive and getting easier to use as many are open 12 to 16 hours, 7 days a week.

- ***Increased variety in recreation and leisure options.*** People's leisure and recreation options are changing towards newer more varied activities offered over a greater range of timeframes compared to previous decades where limited variety in activities and scheduling occurred. This has supported the trend to more multi-use facilities to attract a broader range of users as well as multiple water areas to meet different needs at the one centre.

- ***Constraints to recreation and leisure participation.*** Lack of time, lack of facilities close by, family and work constraints, health problems and cost of service or use of facilities are the main constraints to many people's recreation and leisure participation. The development of targeted markets of users, programs and services at aquatic and health and fitness centres has assisted in reducing some of these participation constraints

- ***Changing employment structures, trading and work hours.*** These trends often makes participation in traditional sports difficult and therefore people are looking for facilities that are open longer hours and have a lot of activity options at the one site. This makes opportunities such as indoor pools attractive as their long opening hours and days open means usage can be made in a wide range of social, training, competition, educational settings.

- ***Different people want different activities.*** The broadening different cultural, age, gender of the population sees the need for facilities to offer potential users a much more varied range of programs and services than previously offered. All year round indoor aquatic facilities also provide the greatest diversity of activities throughout the different seasons impacted by an areas local weather.

- ***Provision of high standards and quality of facilities and services.*** People are more and more looking for high standard, high quality facilities and services to meet their recreation and leisure needs. This has also seen the trend for indoor facilities becoming very popular as they allow activity in safe and secure spaces in all weather and environmental conditions. This leads to indicating that building low standard, low cost facilities will not attract the maximum user market.

- ***Desire for activities to be affordable.*** The development of multi-purpose aquatic leisure centres has enabled the high operating cost activity of aquatics (in many cases) to be cross subsidised by more profitable activity areas such as health and fitness, food and beverage and entertainment areas. This has enabled many facilities to keep general entry fees low to encourage use whilst seeking users who want special services to contribute at a greater level to the cost of such activities.

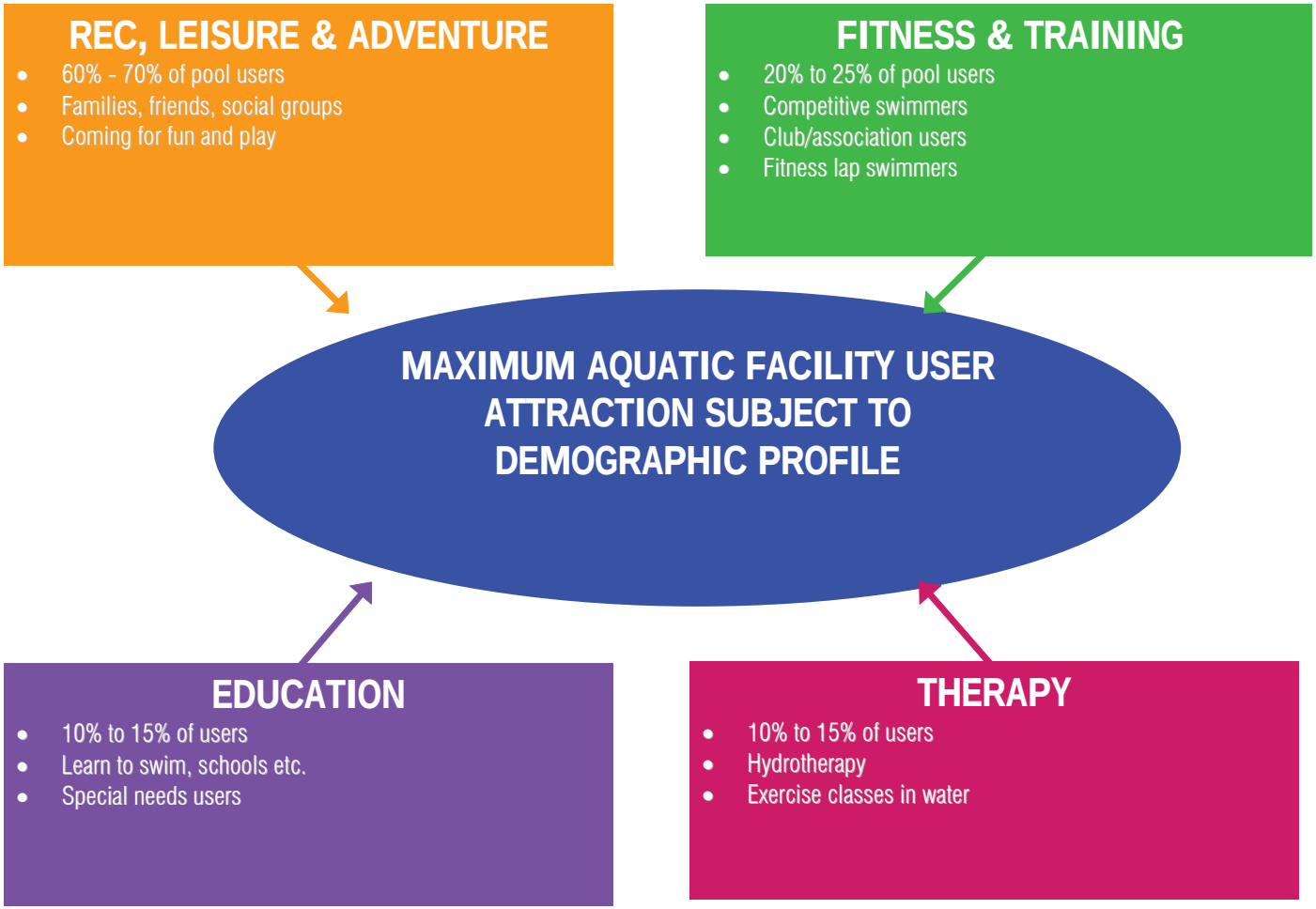
- ***Recognition of strong links between physical activity and health.*** Preventative health care and active lifestyles are very important to many peoples aquatic and health and fitness activities are becoming a large part of people's activity choices.

- ***Expectations of equity and access.*** Today's society expects people with special needs to be catered for in public aquatic and leisure facilities. This has seen improved design features to increase accessibility to and within such facilities. Added to this is the growing array of programs and activities offered to people of all different abilities, physical condition and skill levels.

General Aquatic Facility Trends

The main general aquatic facility trends that can impact on selection of high use activity components are detailed in the following graphic.

Main Aquatic User Markets



Specific Aquatic Facility Trends
Specific Aquatic Facility Trends that are impacting on people in the 21st Century include:

(a) Aquatic Facility Trends and Main User Markets
Traditionally many local authority aquatic leisure facilities were built for specialist or limited market users (i.e. competitive swimmers or high level sport participants). Detailed planning and comprehensive feasibility studies now are able to show more targeted user profiles.
Such studies usually identify the demographic profile of residents in the project area, their current aquatic and leisure participation patterns and use of surrounding aquatic facilities that provide a sound base for more user-friendly facilities.
The majority of aquatic facility market research indicates future complexes must equally cater for four distinct aquatic user markets being:

- **Recreation and Leisure Market** - usually made up of families, people coming with friends and groups for fun, relaxation, social activity and low level competition/participation.
- **Competitive/Training/Fitness Market** - usually made up of people predominantly attending facilities alone for structured fitness or competition activities.
- **Education Market** - usually made up of children and adults wishing to increase water safety and survival skills. Includes Learn to swim classes, school and club use and individuals improving their skills and techniques. They require hot water pools and water depths with some straight edges and easy water access etc.
- **Health and Therapy Market** - usually made up of children, adults and older adults wanting to relax or exercise in hot water. This market also includes specialist health condition groups such as arthritis, asthma suffers, etc. They require hot water pools and associated health relaxation areas, i.e. Spa/saunas.

Research throughout Australasia indicates that the recreation and leisure market will be the largest as it contains people of all ages, ability, types, interest and gender. The competitive/ training/fitness market is a more specialist market as it usually contains younger, fitter and more active people who have made time to train and compete.

Previous research conducted by SGL Leisure Planning Team into the Australasian recreation and leisure markets, indicates that in many cases 60% to 70% of facility users come from the recreation/leisure sector with 20% to 30% coming from the competitive/training/fitness markets. The health and therapy and education markets can range from 10% to 20% of the market subject to the age and health profile of the community in which the facility is located.

The most successful centre's attract all user markets and should be set up to allow people to participate in a range of activities at the one site. The further addition of health and fitness facilities, spas and saunas and social areas have been very successful at many aquatic facilities, as they add to the user experience and contribute to people being attracted to attend these facilities more often.

(i) Aquatic Facilities Activity Areas
Industry trends indicate that the majority of current indoor stand alone aquatic facilities revenue does not meet annual operating costs. Average losses range from $200,000 to $500,000 plus per annum. The limited numbers of Centre's that are raising their operating costs show minimal return on capital investment.

A review of the successful Centre's' business indicates that these Centre's record:
- High visits per meter
- High expense recovery ability including capital repayment
- High operating profits per visit
- Excellent program range returns and attendances
- High secondary spend returns
- Excellent range of attendance types (adult/child ratio)
- Draws users from a large catchment area
- High revenue returns from health and fitness

To ensure financial viability and attract potential interest from capital investors, any future facility development must be designed with the above business aims in mind. This supports activity area components that can:
- Provide a mix of shallow leisure/recreation water with programmable water areas.
- Provide high revenue generating complementary service areas such as spas, saunas, and food and beverage services.
- Are located in a high traffic/visitation area.
- Are located as part of other leisure facility development.

Traditionally, commercial investment in aquatic facilities has been in specialist pools such as learn-to-swim or as additions to health and fitness clubs. The high capital cost and limited financial returns have contributed to this situation. Recent projects do see an increase in the number of management groups prepared to invest capital funds in return for longer-term agreements.

(ii) Health and Fitness Activity Areas
Industry trends indicate that users of aquatic facilities are also significant users of health and fitness facilities. Location of each of these activity components at the one site improves financial viability.

Health and fitness has the capacity to record high expense recovery returns, with many centre's returning 125% to 180% of expenditure. Traditionally these returns can also attract commercial investors and operators to health and fitness facilities. Locating these facilities at aquatic centre's increases the potential of cross selling and spin-off use. It also improves the membership/program user and casual user ratio.

(iii) Ancillary Services and Activity Areas

In recent years, there has been a trend to develop a range of complementary businesses in conjunction with aquatic leisure facilities. These include:

- **Wellness Day/Day Spas:** There is an emerging trend of adding in an area for specialist wellness activities, services and merchandising. The key services found at successful wellness centre's include massage, beauty therapy treatments, gentle exercise classes and relaxation and time out activities.
- Inclusion of such facilities offers a broader range of activities to a larger age profile of people. The massage and beauty therapy are high yield sales activities and also can have high linked merchandising product sales.

  It is essential in developing such areas that they are located with good views, away from general public noise and viewing areas and have very good finishes and fittings. There needs to be a close by lounge for relaxation after treatment or classes.
- **Sports Medicine:** Development of consulting rooms, with patient access to health and fitness and pools have been excellent revenue generators.
- **Health and Therapeutic Services:** Health consultancies, weight loss and therapeutic services linking in worker and accident rehabilitation patients to use the range of facilities with centre memberships paid by relevant authorities.
- **Health and Beauty Services:** Leased areas to services such as beauticians, hair salons and body toning

(b) Multi-use Compared with Specialist Use

The aquatic facility development trend that is most prevalent in Australia is the development of larger more multi-use indoor/outdoor facilities than the 1960s to 1990s where there was strong pressure to build limited 50 Metre competition and training facilities.

In the past five to six years there have been a limited number of 50 metre pools (indoor or outdoor) built and these are usually in areas of 100,000 plus population or significant regional areas with no similar facilities.

This is principally due to:

- High capital cost of large water area and building
- Limited use and flexibility of this large activity space due to depth and long course (use of booms and 25m wide pools have added flexibility to use)
- High cost of operations and maintenance
- Limited market of fitness and competition swimmers
- Ability of short course pools to meet many of the specialist needs traditionally met by 50 metre pools.

Design flexibility and new features that allows for moveable floors and changing lane widths and moveable booms to maximise use of water areas.

Potential Future Aquatic Facility Trends

Aquatic Facility reviews completed in New Zealand, North America, Canada, the Middle East and China during the past two years by SGL provides a guide to likely new aquatic facility innovations and trends.

Key features that should be considered when redeveloping or retrofitting high use aquatic facilities are:

(i) Leisure Play Equipment

Changing static shallow water areas into water play and fun zones is one of the most popular renovations. This can be done by adding simple play equipment, water sprays and interactive equipment to existing pools. Added to this is the option to introduce inflatable play equipment to allow the area to be changeable.

Many such outdoor pools that have been retrofitted have been linked to high use indoor pools.

(ii) Major Attraction Leisure Features

Water slides and similar challenge and adventure type activities have remained popular as long as the venue has a range of slides/rides to keep peoples interest. Single ride facilities struggle to keep interest due to the lack of variety. Multi ride areas allow users to try different length and configuration rides.

There are also a range of new water rides that have a slide component leading to another ride experience such as dropping into a bowl and then water, or onto a ramp and then into a splash pool.

A key design trend is to link all slides to a common entry platform to ensure one staff person can supervise the area. A common splash down zone also allows one lifeguard to control a range of ride water entry points.

(iii) Special Effects

A range of North American Indoor leisure parks have added computerised light shows and sound systems to allow night time areas to be changed. The use of lights and sound provided users with new indoor facility experiences at night-time.

Some centre's have gone further by adding projection walls to incorporate movies and short video clips with their new light and sound effects.

(iv) Leisure Furniture

Many centres aimed to keep parents and children at centres longer (to encourage greater secondary spending on food/beverage/merchandising) by providing quality furniture. The use of poolside lounges, tables, chairs, umbrellas, has allowed families to stay close to the water areas in relative comfort.

(v) Food/Beverage/Merchandising

This area has seen some major changes through development of pool side and dry area multi serving zones. Linked to these are high quality wet and dry lounge zones where people are encouraged to sit down and relax.

A number of innovative centres provide extensive lounge areas as well as pool side furniture. These centres use mobile food and beverage carts to sell items directly to centre users (i.e. they take the product to the customer). A number of other centres visited have used merchandising innovations, such as all exiting customers having to go through the sales area. Other innovations included:

- Multi-media video screens through the centre reminding customers about programs, special promotions, and food/beverage and merchandising specials.
- Providing customers with discount vouchers (at entry to centre) to spend in food/ beverage and merchandising outlets or on their next visit.
- Offering combination sales specials to attract a higher spend per person.

6.7.8.2| COMMENTS / FEEDBACK

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

It is obviously very difficult to give specific comments about location when we do not know what land opportunities there are. eg, if a new transport interchange is designed with an open space element, how does that impact Bridges Reserve. In any event, I do not support any option that detracts from or reduces the available open space, and as such, do not agree with any option to expand the existing leisure centre into Bridges Reserve or City Oval space.

Specifically, Coburg Leisure

I believe we have an unprecedented opportunity to develop the Coburg Lake, Merri & Edgars Creek precinct into something very special. It has unparalleled linkages and access and is well located in between 2 large housing developments. I also disagree with the view that the Current Leisure centre has a high profile due to its location as it is literally hidden at the back of a park without any clear means of access. It is also well known that a very high percentage of leisure centre patrons attend by car, especially in winter with children, and as such, its location & success will require good vehicular access. I'm not sure that is what we want for the very heart of Coburg?

In this regard, my overwhelming view is that we should attempt to drive the location of the existing leisure centre which is only 38% of the required size to Coburg Outdoor Pool site which already has a very large building envelope that could be redeveloped.

City Oval

There is universal support for the improvement of this site and integration into the central parkland. There are many redundant structures and terracing that currently prevent fences from being simply removed. Council could force the issue with the VFL to remove the scheduling of VFL games (with the advent of Craigieburn), which would still allow both Coburg and Cannons to train and play TAC Cup competition at the site without any perimeter fencing.

Council could also agree to re-locate the CFC and Cannons to De Chene which both clubs support, providing they get an appropriate surface and facilities.

Council could also decide to no longer support VFL or TAC cup competition.

These are all political decisions that require Council direction.

Similarly, the activities of the Coburg Cricket Club could be simply accommodated at McDonald Reserve which needs an oval / wicket consolidation to occur anyway, especially if we fail to convince the East Coburg Tennis Club to relocate to Bush Reserve and they demand their "promised" facility on McDonald Reserve.

Bowling Club Site

There is relatively very little demand for this facility, which replicates the services of the West Coburg Bowling Club just 2ks away. The club has only survived through its amalgamation with the Moreland Bowling Club from the Grove who's members bought "members equity" from the sale of the privately owned Grove Facility. Co-incidentally, this Council has a history of supporting failed clubs, including the Grove who's building roof we replaced about 5 years ago despite it being privately owned. We also completely refurbished the Brunswick Bowling club after a wall collapsed despite it being virtually extinct. Refurbishment has subsequently allowed it to continue to survive off the sales of alcohol from hall bookings; therefore I support the proposal to relocate the existing club members to Bush Reserve which has an active bowling membership.

The following feedback was provided by the Moreland City Council Expert team [Open Space] on 06.02.09 based on the first draft:

Just wanted to add a few comments re the presentation the other day. Although the key focus is on the active rec space within the immediate vicinity of TCI - there are a few issues regarding active & passive recreation I wanted to mention:

1) The mix and range of active rec types within the immediate vicinity and how these might be accommodated into the future with an increase in high density dwellings and competition both for open space and activity types. We need to look to the development of these activity types beyond TCI boundary as some will necessarily need to be met beyond this hub

Apart from the Leisure Centre and the City Oval oval which currently accommodates AFL & sub district cricket the other key active recreation types are bowls (Harding Street frontage) tennis (McDonald Reserve - also incorporates cricket at this site as well.) & Soccer (De'Chene?or am I making that up Tony?) I don't know if this occurs in Coburg but from memory there are a number of martial arts groups quite often making use of second storey accommodation on Sydney Road frontage. There is also the Table tennis facility which is an adjunct to the Olympic pool facility in Murray Road.

No mention was made regarding connection to the shared trail network along the Merri Creek, which can be accessed with clear directional/way finding signage from Harding Street east, Bell Street east or via good directional signage down Champ Street or through the Pentridge development (a bit of a challenge I know!) -The trail is highly utilised and is a well used alternative route into the CBD for workers.

2) The increased housing density beyond TCI cannot be ignored particularly with the potential to create a significant recreation precinct with both a range of active & passive activity types. The completion of Pentridge & the Kodak development need to be considered and perhaps throw another perspective on the location and redevelopment of the Leisure facility. I know Ian mentioned central location as preferable in terms of attracting both users and potential for commercial initiatives - However, if we have high density development occurring to the south and north east of the Murray Road site and consider the open space net work with Coburg Lake Reserve, the shared trail, parklands leading straight into the Athletics precinct & indoor basket ball facility -it al sounds and seems pretty good.

Significant upgrade to Coburg Lake Reserve as a prime piece of passive open space is a reality and Council has leveraged funding through Melbourne Water to undertake this development. Also ,as mentioned the redevelopment of De Chene Reserve will also receive funds and will come on line in the next 2 to 3 years.

I'll also throw in a cheer for the old Trugo courts (covered over) & building, Harding Street frontage for unique Melbourne sports history and maybe we'll get a lot of trendy 30+ people moving in wanting a social sporting challenge.

The following feedback was provided by the Moreland City Council Expert team [Open Space] on 06.02.09 based on the first draft:

Was a little disappointed that this component seems to be focusing on where the leisure centre and oval will be located. There are other leisure/rec opportunities could be catered for throughout the development. Will should also be looking at what other leisure/rec pursuits could utilise this area, or provide links to other nearby opportunities? Thinking of things such as bike riding links, tennis, and passive leisure opportunities, like tai-chi for example.

A key thing in the leisure centre/oval precinct is that the structures alienate the open space, and make it difficult to utilise the open space effectively at all. Bridges Reserve, being a historic reserve should never have had the leisure centre built on it as it has really had a negative impact. By the potential removing the leisure centre and the removal of the fencing around the oval would reconnect central Coburg with the open space.

Re the bowls, there has been a resurgence with some bowls clubs when the 40 somethings have moved into an area and looking for a cheap place to drink and have a bit of leisurely pursuit with mates. The bowls club, and potentially the trugo court/clubrooms, could be revitalised to support this kind of activity. I think we need to think a bit laterally of what the demographic changes will be and what potentially they may be interested in. This site could be revamped and made more inviting if it was opened up a bit. In terms of the club, I'm not sure how this would sit, and recreation could advise you on this, but it's a thought.

It will be important that if there is increased housing density that the quality of the open space is improved and that access to it is paramount. This should not just be small green spaces but access to large areas of open space is important for people to have the ability to escape the urban environment, particularly for walking, inc. dog walking, sport and unstructured play.

The key thing for any open space is how the built environment will be placed around the open space and how it links to the open space. It is important for passive surveillance to be encouraged through good urban design for open space to feel safe and limit unwanted activities. Providing opportunities for active and passive recreation/ leisure opportunities will enliven this somewhat dead space.

I know the structure plan took into account the Council's Open Space Strategy which notes to: Prepare and implement redevelopment plans for City Oval and Bridges Reserve, to include a review of facilities required, increased informal recreation opportunities, and planting.

I had one slightly obscure thought, and this may fit into another component of TCI but if the library has an open space area developed nearby you could formalise an outdoor area for having the library spill outdoors, ie chairs for reading in the park, could be a great way to engage the community in a more passive leisure pursuit whilst utilising the outdoor space (have seen this done really well in New York).

6.8

DRAFT

6.8 | quality diverse housing

PREFACE

This chapter has been prepared by MGS Architects with the market and private residential input from Charter Keck Cramer to guide the development of the master plan of the Coburg Initiative with regard to providing quality diverse housing as it relates 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.

6.8.1| EXECUTIVE SUMMARY

This report has been prepared by MGS to guide the formulation of the Masterplan housing response following discussions with key housing providers and the Coburg Initiative Expert Panel representatives, site visits and a review of relevant State and Local Strategic Policy documents, demographic analysis and the analysis of other recent relevant briefing papers. Ultimately, more than 2,000 households may be accommodated within the Coburg initiative area of which up to 400 may be Community Housing. Community Housing is expected to be focused on State and Local Government controlled land parcels. There are lessons to be learnt from recent development that has already occurred in Coburg and along the Bell Street corridor. This market testing phase is still occurring through the release of new major projects in the locale. The ultimate acceptability of these projects will set a standard for private sector multi-unit development and establish a foundation for the delivery of all other future releases in Coburg. Changing real estate and educational markets are also raising the viability of Coburg as an address for student colleges and specialist housing where these forms can utilize Coburg's unique mix of sustainable transport, character and a multi-cultural & diverse community. Place planning needs to ensure that there is an opportunity for the provision of housing across the spectrum with respect to affordability, inclusion of social / community occupants, form of tenure, dwelling types and configurations.

IMPORTANT ISSUES

Issue 1: Central Coburg is not currently configured in a manner that provides for sustainable residential urban development.

Issue 2: Gentrification and limited residential stock are likely to diminish community diversity and housing affordability without considered intervention.

Issue 3: The prevailing retail and parking focus of the town centre, combined with an absence of upper level development, has resulted in a dormitory configured suburb around a retail core lacking in vitality, safe and attractive pedestrian networks and choice.

Issue 4: The existing town centre does not provide the level of convenience, proximity, amenity and vitality associated with high standards of liveability.

Issue 5: New development will need to progressively 'complete' the town centre providing at each stage a well connected set of buildings, infrastructure and activities.

Issue 6: The nexus between carparking provision and individual households needs to be broken, with an emphasis instead on centralized shared carparking nodes (below and above street level activity) and shared cars (through organised carpool systems) and a prioritization of central areas for sustainable transport movement modes.

Issue 7: The program for funding of affordable housing has been brought forward as part of the National Stimulus package to a June deadline, necessitating decisions on affordable housing projects by early June 2009.

KEY LEARNINGS / RECOMMENDATIONS

It is recommended that the following private residential accommodation, amongst others, should be contemplated:

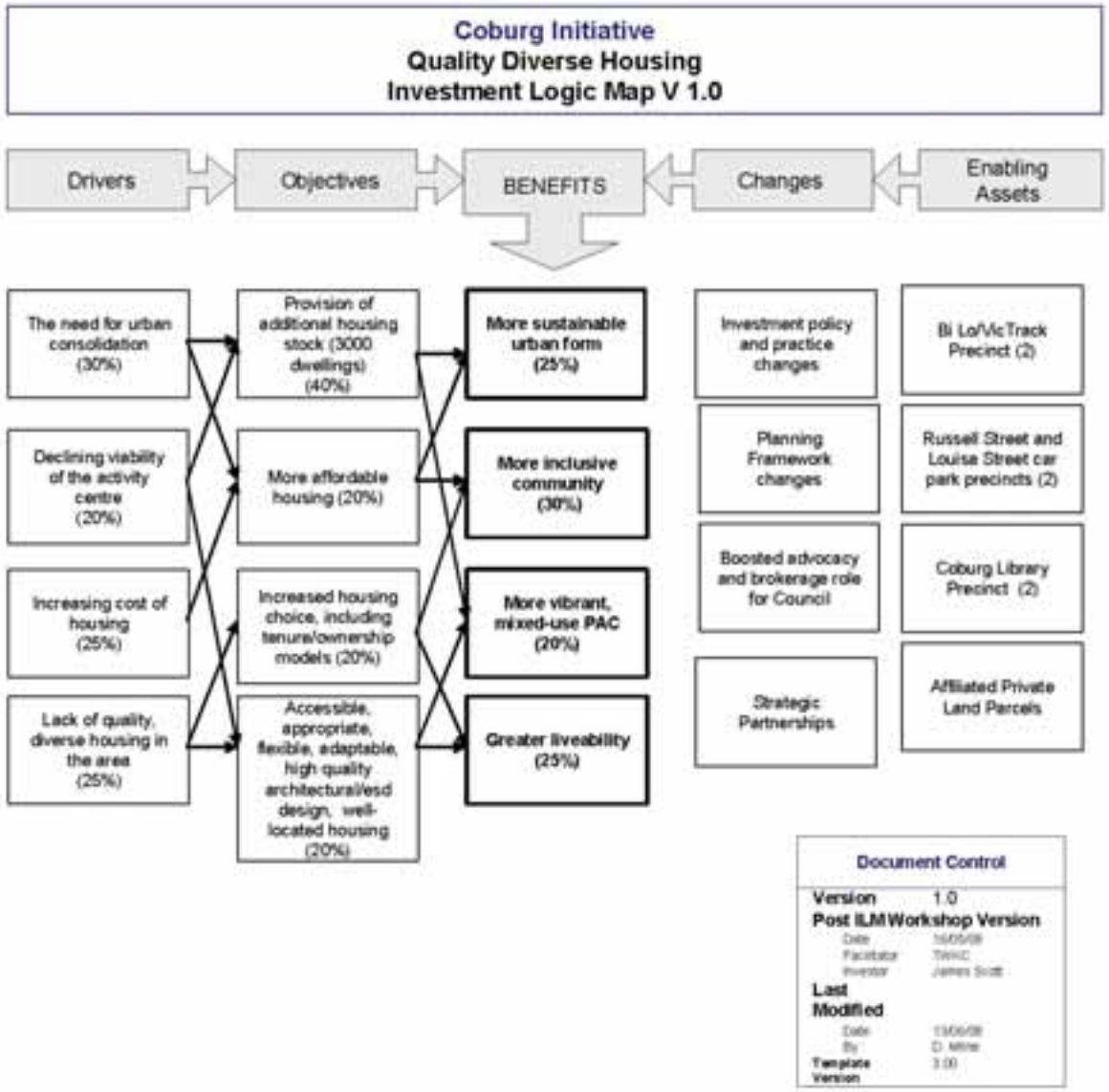
- Conventional Own-Your-Own (OYO) apartments that target diverse market of all age groups segments including singles, couples and families which will necessitate various built forms and building heights (lifted and walk-ups) and various unit mixes incorporating studios, 1, 2 and 3 bedroom apartments although the latter configuration would be limited; The siting choices should be informed by the proximity of synergistic abutting land uses e.g. family housing near schools and car-free smaller dwellings near public transport.

- Affordable / entry level OYO apartments for First Home Buyers and Key Workers that emphasise smaller and lower-specified accommodation with high standard of accessibility and ESD (lower longer term living and management costs).
- Public and community rental apartments (developed by Housing Associations) that target single and couple households of a range of physical abilities.
- Independent Living Apartments (ILAs)
- Low-care aged accommodation that could provide a managed environment for older residents, particularly singles, to remain in their community when their personal circumstances change. Given the ageing ethnic communities associated with Coburg, there are opportunities to meet particular cultural needs of such long-term residents.
- Student and youth apartments and colleges aligned with Universities that benefit from Coburg's public transport connectivity to the CBD and university sector in the northern City Fringe (i.e. University of Melbourne, RMIT, Monash University – School of Pharmacy) and outer northern Melbourne (La Trobe and RMIT Universities in Bundoora). The attraction of younger people (under 25) would boost the vitality and activity of street life and enhance opportunities for education related services in and around Coburg as this new population facilitates a range of new and innovative retail and service offerings.
- Serviced apartments to allow for visitors (leisure, business) to stay in central Coburg as it becomes a more vibrant retail and commercial hub offering excellent accessibility to the City and Airport. Ideally such a building should be located with a Bell Street exposure.
- Home-offices with links to a small business support services: This concept is well suited to an Activity Centre location given that it provides a suitable interface between commercial and residential users, and also support the emerging apparent attractiveness of this area for professional and creative arts sectors.
- Lessons learnt from the residential components of leading edge international, mixed use developments should be applied where appropriate in the Coburg context.
- It is envisaged that of all the new housing stock within the activity centre, 20% will target affordable housing through Community Housing Agencies and related entities and 80% will be developed by the private sector(some of this will also target affordable products). It is anticipated that 2,000 dwellings be provided within the TCI area. This equates to over 400 community housing units within the town centre area where high needs and synergies with key place attributes exist for:
    - Young singles
    - Older persons
    - Householders with disabilities
    - Small families
    - Group accommodation
    - Large family accommodation
- Melbourne Affordable Housing (MAH) and Port Phillip Housing Association (PPHA) are the chosen specialist community housing partners with Council, VicTrack and institutions, all of whom will have an important role in Coburg's revitalisation. MAH has a strong association also with Housing Choices Australia in providing housing for people with a more diverse profile of physical abilities. Housing will be predominantly focused on the needs of smaller households with a particular focus on:
    - Older persons housing.
    - Housing for people with disabilities.
    - Housing for single persons.
    - Households with low car usage. The transit nature of the Coburg Activity Centre and the ambition of the Coburg Initiative team to deliver a new less car-dependant paradigm and the competing demands between traders and some household types for car-parking also establish opportunities for household types with lower or no car-parking needs. Household profiles which fit this category include older persons, student accommodation (particularly those from lower income families) and smaller households.
    - Those eligible for OOH waiting list for Public Housing.
    - Households of high need with long local associations.
    - Some opportunities for larger households, family housing and Households for extended families also exist, most notably in the areas near schools north of Bell Street.
- Work with Community Housing Providers and Institutions to develop design propositions for key affordable housing initiatives before the June 2009 deadline.

CHALLENGES / OPPORTUNITIES

The key challenges and opportunities from a housing perspective can be summarized as follows:

- Providing appropriate and timely supply of diverse housing stock with an emphasis on providing for smaller households in a form and configuration that is appropriate and accessible, economically viable and environmentally responsible and that meets the future needs for both the changing demographic profile of existing Moreland residents and those new residents of the municipality drawn by its unique qualities.
- Developing housing models that enable the timely realization of the Coburg Initiative vision of ensuring that at least 20% of all housing stock will be affordable housing as defined by Office of Housing guidelines. This might mean taking advantage of current State and Federal Government residential funding opportunities to underpin affordable housing construction and management.
- Ensuring this new affordable housing is well managed and configured so that it is physically well integrated and the occupants are socially integrated and engaged with the Coburg Community.
- Providing the housing in a form that underpins the vitality, diversity and authenticity sought by the community in a new higher density form that is broadly acceptable. (Inevitably the central activity area will require multi-unit models and shop-top forms of higher density in a context where the existing community is somewhat nervous about the form and appropriateness of apartment development).
- Formulating new housing typologies that introduce the necessary new models of partnerships, co-locations of land use, sharing of facilities and infrastructure necessary to deliver the vision established for the Coburg Initiative.
- Optimising opportunities for inclusion of residential habitation to new construction of commercial and community services and hubs.



Diverse Quality housing Investment Logic Map (Source: Coburg Initiative)

6.8.2| OBJECTIVES

This body of work, namely Diverse Quality housing, has responded directly to Investment logic map objectives prepared by the Council. The drivers, objectives, changes, enabling assets and subsequent benefits that will underpin the housing investment plan are also shown above.

The Investment LMS for the project have identified the following key drivers for change:

- The need for urban consolidation (30%)
- Declining viability of the activity centre (20%)
- Increasing cost of housing (25%)
- Lack of quality, diverse housing in the area (25%)

The diverse quality housing logic map identifies the following objectives in promoting change and redevelopment:

- Provision of additional housing stock (3,000 dwellings) (40%)
- More affordable housing (20%)
- Increased housing choice, including tenure/ownership models (20%)
- Accessible, appropriate, flexible, adaptable, high quality architectural/ESD design, well-located housing (20%)

The enablers for these transformations are seen to be the utilisation of State, Council and private land assets.

6.8.3| BACKGROUND / ISSUES

QM Project, Pentridge

IMPORTANT ISSUES

Issue 1: Central Coburg is not currently configured in a manner that provides for sustainable residential urban development.

Issue 2: Gentrification and limited residential stock are likely to diminish community diversity and housing affordability without considered intervention.

Issue 3: The prevailing retail and parking focus of the town centre, combined with an absence of upper level development, has resulted in a dormitory configured suburb around a retail core lacking in vitality, safe and attractive pedestrian networks and choice.

Issue 4: The existing town centre does not provide the level of convenience, proximity, amenity and vitality associated with high standards of liveability.

Issue 5: New development will need to progressively 'complete' the town centre providing at each stage a well connected set of buildings, infrastructure and activities.

Issue 6: The nexus between carparking provision and individual households needs to be broken, with an emphasis instead on centralized shared carparking nodes (below and above street level activity) and shared cars (through organised carpool systems) and a prioritization of central areas for sustainable transport movement modes.

Issue 7: The program for funding of affordable housing has been brought forward as part of the National Stimulus package to a June deadline, necessitating decisions on affordable housing projects by early June 2009.

6.8.4| BASELINE DATA & RESEARCH

6.8.4.1| THE NATURE AND QUALITY OF EXISTING HOUSING STOCK

1 HOUSING STATEMENT

Northern Regional Housing Statement 2006 notes that:

'The age structure of the Northern Region is projected to change significantly over the next 25 years with a large number of the existing population born in the post World War Two period and declining birth rates since the 1970s, it is projected the proportion of those aged 60 years and over within the region will increase from 15.7 % of the total population in 2001 to 26.2% by 2031. As a proportion of the population, this group will be most significant in the municipalities of Nillumbik, Banyule and Hume. A significant increase in the proportion of people aged 40-60 years will also occur, particularly in Darebin and Moreland. The decline of household sizes across the Northern Region means the level of household growth is projected to be higher than population growth to 2031. The projected population growth of 159,073 equates to an additional 99,472 households within the region by 2031.'

Recent increase in Melbourne's growth is likely to see this prediction reassessed upwards with an expectation that Activity Centres such as Coburg will deliver more of this accommodation. The report goes on to note that much of this growth will be generated from within the region as its population ages and existing households are reformed (through children leaving home, partnering later, delaying or not having children, divorce or separation). Household sizes in Darebin and Moreland are projected to average 2.0 persons by 2031. From 1991 to 2001, the largest increases were in smaller households including lone person households and couples without children households. Increases in these household types were greater than metropolitan Melbourne as a whole. In particular, Darebin, Moreland and Banyule showed significant increases in lone person households and in the proportion of young couples without children households. Yet the report noted that over 70% of housing stock in Moreland is detached or attached dwellings. This segment of the market continued to exceed higher density forms in overall numbers constructed in the measured period from 1995 to 2005, despite shifts in need.

In Moreland and Darebin, 25% of households were renting privately compared with 19% for metropolitan Melbourne as a whole. From 1991 to 2001, an overall increase of approximately 6,000 households renting occurred within the region, with increases particularly in the municipalities of Moreland and Whittlesea.

The declining availability of well-located affordable housing is an issue for the Northern Region. A shortage of both public and private rental accommodation has been identified by all municipalities within the region. In addition, an increase in the need for student housing continues to place pressure on the rental market in certain areas, particularly those close to universities. Public and community housing stock is not increasing at the same level as demand and public housing is increasingly targeted to households with multiple needs. This has contributed to an increase in demand for lower-priced private rental housing.

It further notes that:

"The City of Moreland has identified significant opportunities for additional housing in its strategic redevelopment sites. One site is the Coburg Activity Centre, which includes the established Coburg retail area as well as the Pentridge Village and Pentridge Piazza developments. The Coburg Activity Centre is likely to include a higher percentage of apartments than the surrounding Coburg area. Appropriate dwelling forms for smaller and ageing households will be explored, based on demographic projections. Potential sites include under-utilised land (open lots), car parks and shop-top housing."
(Reference: Northern Regional Housing Statement, Northern Regional Housing Working Group, September 2006)

Pentridge Piazza warehouse precinct

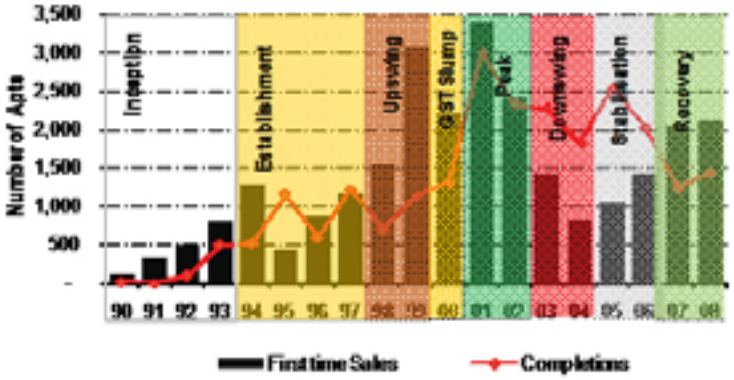
2 INNER CITY LIVING AS A HOUSING CHOICE

An indication of the popularity of inner city living was provided by the results of the City of Melbourne's City Living Survey: Phase 2, which was undertaken in June 1996. It was found that 83% of respondents felt their lifestyle had improved since moving to the city with the major reasons being the reduced travel-to-work times and greater proximity to work, recreation and leisure activities. It also found that 97% of residents surveyed agreed with the statement that, '*the City is a good [residential] environment to be in*'. The promotion of such research assisted in the changing of perceptions about living in apartments and in the CCR. The redirection of housing demand into apartments in the CCR during the 1990s also occurred against a backdrop of strong and increased demand for housing in the central suburbs over the prior decades (as evidenced by the gentrification of surrounding suburbs and strong capital growth commencing in Carlton during the 1970s) but decreased supply of new development sites due to land scarcity and heritage protection constraining the form and size of new projects. Demand in the central suburbs was fundamentally driven by Melbourne's very strong central focus with its all main arterials (road and public transport) converging to the CBD and the historical pattern of development that placed social and community facilities within easy reach of the CBD.

3 EVOLUTIONARY PHASES

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

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



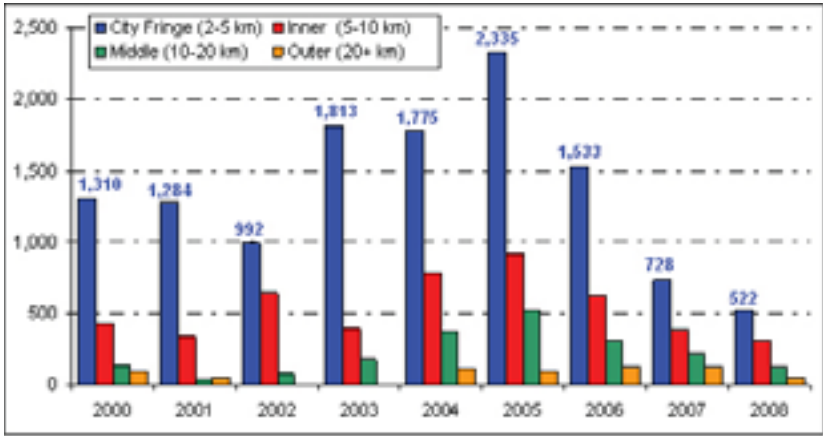
Volume of First Time Residential Apartment Sales 1994 - 2008
[Source - Charter Keck Cramer 2009]

4 POLICY AND REGULATORY INITIATIVES

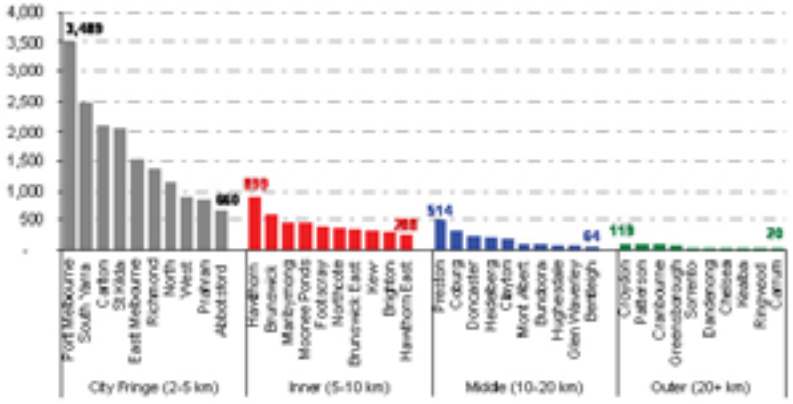
Demand Drivers

Future demand for residential apartments, particularly in central and inner / middle suburban locations, and to a lesser extent in the outer suburbs, will be underpinned by:

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



Post - 2000 Annual Apartment Completions by Subregion
[Source - Charter Keck Cramer 2009]



Completed Contemporary Residential Apartment Stock by Subregion
[Source - Charter Keck Cramer 2009]

Supply Considerations

- Central City Region: Within the Central City Region (CCR), which encompasses the continuous precincts of the CBD, St Kilda Road, Southbank and Docklands, there was an existing stock of 1,260 apartments that were completed prior to 1990 and ranged from small 1930s, 1950s walk-up blocks along Queens Road through to lifted multi-storey projects in the CBD from the 1970s as well as apartments along St Kilda Road from the 1980s. These projects were delivered as one-off opportunistic developments within primarily commercial locations rather than due to the underlying factors which underpinned the commencement of the contemporary apartment concept post-1990. The stock of contemporary apartments (excluding serviced apartments and managed-student apartments) across the CCR has grown from 15 apartments in 1990 to 7,230 apartments in 2000, and is estimated to now stand at 23,920 apartments with further forecast growth to 27,930 apartments by the end of this decade. This increase in stock represents significant growth averaging completion of around 660 apartments per annum through the 1990s and 2,070 apartments per annum in the 2000s. It is interesting to further consider the Docklands as a stand-alone precinct that has undergone significant Government intervention to create it as a new place. The current stock (end 2008) is around 3,500 apartments, which will further increase to 4,000 apartments by the end of this decade and which suggests an average completion of around 400 apartments per annum.
- Suburban Submarkets: There is a clear distinction between the sizes of the contemporary residential apartment markets between the regions of Melbourne with the CCR clearly being the primary market. Analysis has also been undertaken to consider the development of apartment submarkets across suburban Melbourne with consideration for the size of these markets according to the following regions:
    - City Fringe (2-5 km from CBD),
    - Inner (5-10 km) suburbs,
    - Middle (5-10 km) which includes Coburg, and
    - Outer (20+ km).
- More specifically, Charter Keck Cramer 2009 estimates that there have been 26,500 contemporary residential apartments completed in the City Fringe / Inner suburbs (in projects of 10 or more dwellings) since 1990, compared to around 2,300 in the Melbourne's middle / Outer suburbs and almost 24,000 alone in the CCR.

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

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

5 MELBOURNE - CURRENT APARTMENT MARKET CONDITIONS AND OUTLOOK

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

- Economic conditions in Australia have moderated over the course of 2008, although it has not been as pronounced as the slowdown in the international economy.
- In order to stabilise the volatility in financial markets and to minimise potential downside risks to the Australian economy, the Federal Government and the Reserve Bank of Australia (RBA) have taken unprecedented actions to provide greater confidence to consumers and businesses alike. Notwithstanding the significance of a reduction in the RBA cash rate by 2.0% since September 2008, the Federal Government has also brought forward a range of initiatives including a $52 billion package of investment, expenditure and additional allowances to engineer a soft-landing for the Australian economy.
- In relation to the housing markets, this package includes a tripling of the First Homeowners Grant (FHOG) for eligible purchasers of new dwellings (including apartments) contracted by 30 June 2009 to $21,000. In Victoria, the FHOG is further complimented by the State Government First Home Bonus of $5,000 for new dwellings as well as the stamp duty savings for off-the-plan purchases.
- The negative external economic context has had a detrimental impact upon consumer sentiment and the Melbourne housing market has suffered as a consequence. In contrast to the strong upswing in prices that was experienced in late 2007, prices in 2008 have thus far stabilised with some downward-corrections in prices evident particularly at the highest and lowest priced submarkets. The established housing market is not expected to re-enter a period of price growth until at least 2010.
- Conditions in 2009 will be influenced by contrasting fundamental factors such as weaker labour market conditions and restricted credit versus falling interest rates, enhanced first home buyer grant schemes, improved affordability, strong population growth, extremely tight rental markets and housing undersupply. On balance, and assuming a soft economic landing, house prices are expected to be generally maintained in 2009 although some segments will experience weakness. New housing supply will continue to be subdued in 2009, because of limited land availability on the urban fringe and difficulty of accessing finance for construction of large apartment buildings and medium-density projects, which must be delivered in one-line rather than as staged projects.
- Despite the unsupportive context provided by the economy, market dynamics in Melbourne's residential apartment market proved to be resilient through the first half of 2008, with underlying support from demand fundamentals (population growth, rental housing shortage, affordability crisis driving long-term renting). These conditions continued the upswing in circumstances, which improved dramatically throughout 2007 (and particularly in the second half of the year) after a three-year flat period (between 2003 and 2006).
- In response to tighter financier requirements, the pipeline of new apartment project releases in 2008 – 2009 will be subdued despite the presence of strong underlying demand which is indicated by vacancy rates remaining near 1% through 2008. The expected contraction in supply will lead to a further exacerbation in the shortage of rental accommodation supply until at least 2012, which will continue to drive strong growth in rents. The downward pressure on supply will have the effect of drawing out the period required to restore equilibrium in the rental market, which is already in crisis due to supply being unable to meet underlying demand.
- Another implication of the impending supply hiatus is that the next recovery in purchaser demand (following the clearing of current economic and financial market uncertainty) is likely to be strong given the strength of recovery in 2007 following the 2003- 2005 hiatus of new releases. Furthermore, the recovery will not be constrained by the need to clear a high level of stock overhang (particularly in completed projects) as was the case in 2007.
- Overall, the apartment and broader housing market in Melbourne is considered to be underpinned by an imbalance between strong demand and weak supply which is becoming manifested in below-average vacancy rates, accelerating rental growth and stable prices despite the external economic uncertainty.

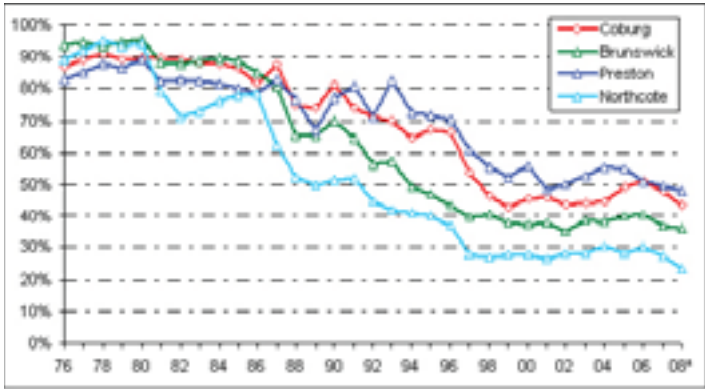
6 COBURG'S ESTABLISHED HOUSING MARKET

(Reference: OVG Charter Keck Cramer 2009)

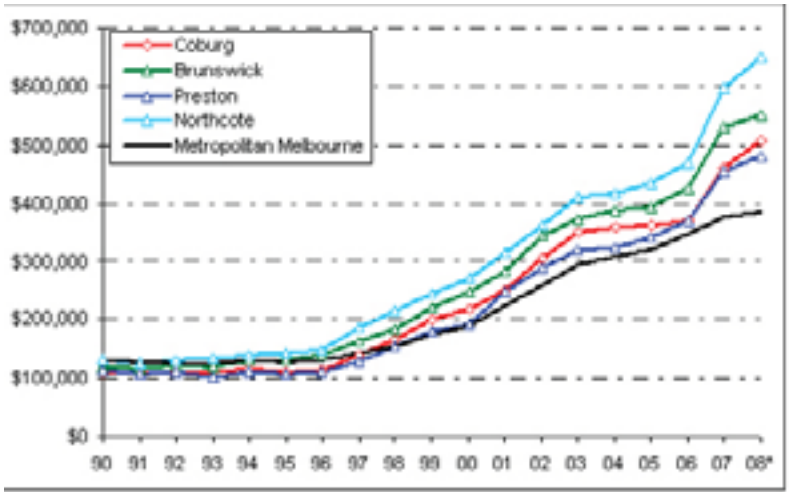
1 House Price Rankings

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

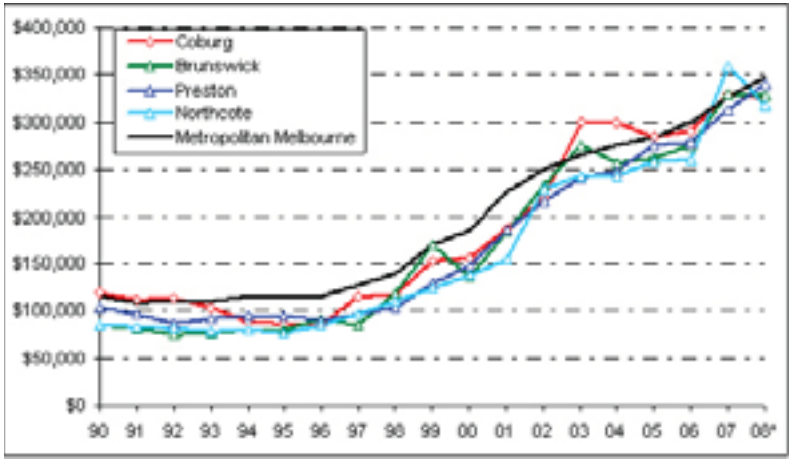
It is apparent, however, that Coburg is becoming an increasingly sought after residential address, contributing to gentrification and increased housing prices throughout the suburb. This increased attractiveness is reflected in Coburg being positively re-rated since the mid 1970s (as represented by a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



Percentage Ranking of Coburg and Comparable Locations by Median House Price 1976-2008*
*2008 data is preliminary [Source - OVG Charter Keck Cramer 2009]



Median House Prices - Coburg & Comparable City Fringe / Inner Suburbs 1990-2008*
*2008 data is preliminary [Source - OVG Charter Keck Cramer 2009]



Median Unit Prices - Coburg & Comparable City Fringe / Inner Suburbs 1990-2008*
*2008 data is preliminary [Source - OVG Charter Keck Cramer 2009]

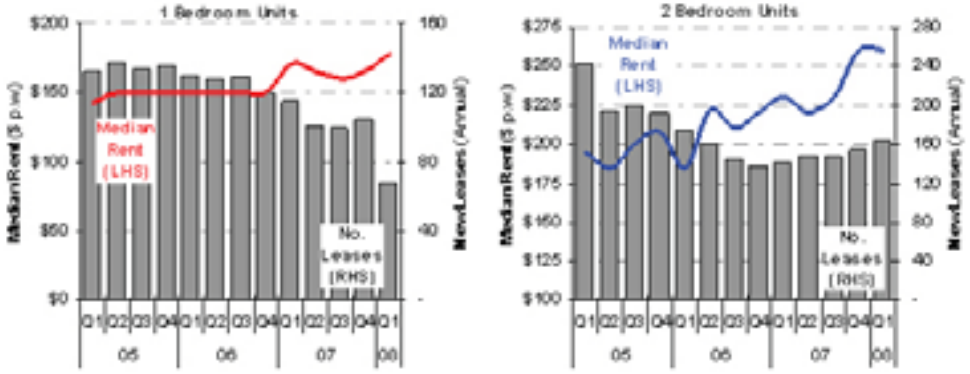
2 Median House & Unit Prices

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

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

3 Rental Prices

Data from the OoH indicates that since 2000 there has been a general upward trend in rental rates for 1-bedroom units (including flats, units and apartments) throughout the Coburg-Pascoe Vale South sub-region (as defined by the OoH). The median rental rate as at March 2008 ($177 per week) represented a considerable improvement from December 2007 figures ($169 per week). Nevertheless, the median weekly rent in the sub-region remained well below that recorded across metropolitan Melbourne ($235 per week), which may be attributed to the typically older-style rental stock throughout the Coburg-Pascoe Vale South sub-region. Data from the OoH also indicates that there has been a general upward trend in rental rates for 2-bedroom units in the Coburg-Pascoe Vale South sub-region since 2005. The median weekly rental rate as at March 2008 was $260, which was -12% lower than that recorded throughout metropolitan Melbourne ($295 per week). Again, this is considered to reflect the relatively older style of rental stock throughout the sub-region.



Median Weekly Rents & LEases - Coburg-Pascoe Vale South 2005-2008
[Source - OoH Charter Keck Cramer 2009]

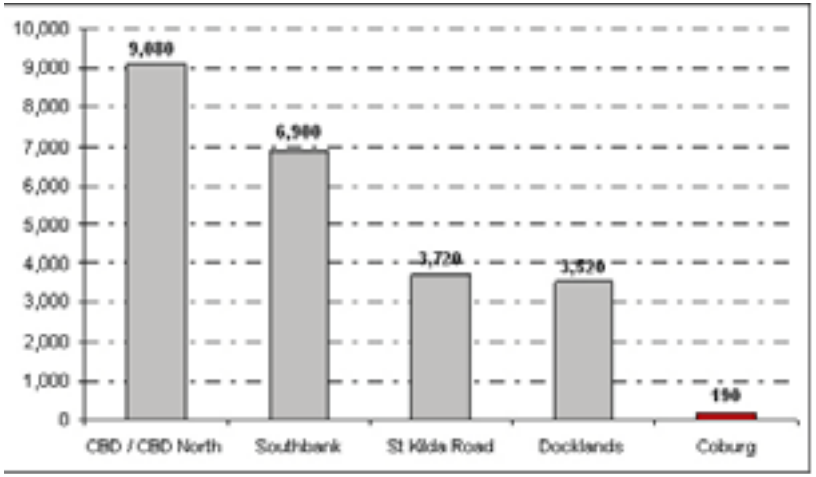
4 Coburg's Apartment Market

Throughout Coburg there are still relatively few examples of completed contemporary residential apartment projects with greater levels of competing supply located in adjoining suburbs, particularly Brunswick. With regard to projects that are currently being developed or are proposed in Coburg, the greatest competition for any new residential development is likely to emanate from the Pentridge Village and Pentridge Piazza developments. The relatively low levels of completed apartment stock in Coburg and throughout many of the adjoining Inner / Middle suburbs reflects a scarcity of appropriate development sites in these locations, rather than any lack of market acceptance for residential apartment living.

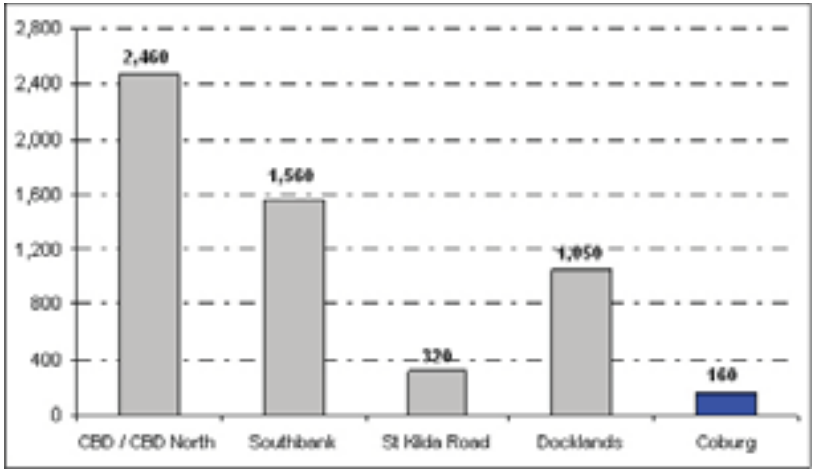
Apartment stock that is currently under construction or marketed (and has not yet proceeded to construction) and expected to be delivered in the 2009-2010 period is predominantly located in the Central City Region, particularly in the CBD Grid / CBD North precinct. By comparison, Charter Keck Cramer estimates that there are currently 160 apartments under construction or marketed in Coburg. It is further noted that there are a further 240 apartments in the proposed Air Apartments (within Pentridge Piazza precinct), which are being offered by the developers despite not yet having secured the necessary planning approvals. This proposed development incorporates a number of ESD initiatives as well as a high proportion of its unit mix as small apartments (including studios). Given that this project has not yet received approval, it is not considered in the following charts.

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

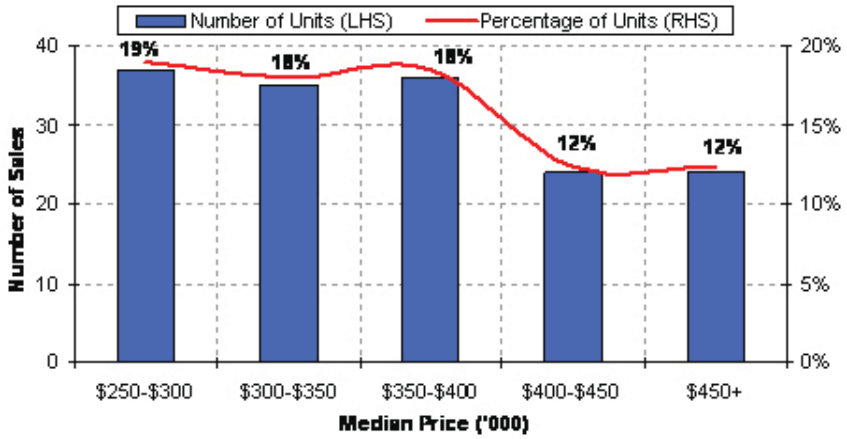
One of the largest planned apartment projects in Melbourne relates to the redevelopment of the former Coburg High School site. An application has been lodged for this project to seek a change in the existing approval so as to allow up to 500 apartments (over several stages) across the site in several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



Completed Apartment Stock [within projects of 10 or more apartments] - as at February 2009
[Source - Charter Keck Cramer 2009]



Future Under Construction / Marketed Apartments
[within projects of 10 or more apartments] - as at February 2009
[Source - Charter Keck Cramer 2009]



Unit Sales [including Flats, Units, Apartments & Townhouses] - Coburg 2007-08
[Source - OVG (PRISM) Charter Keck Cramer 2009]

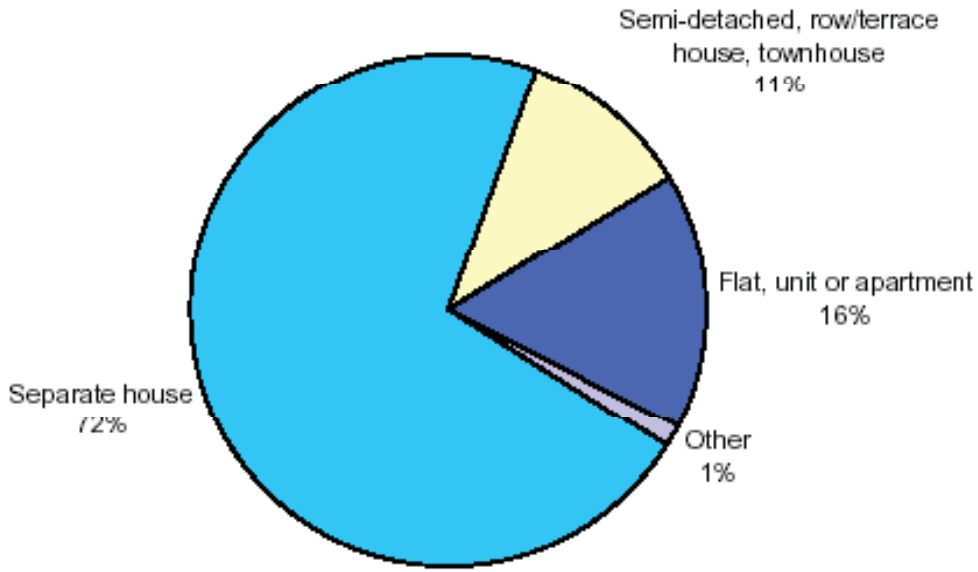
5 Price Analysis

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

6 Affordable Apartments

The greatest challenge faced by the private sector in providing Affordable Housing is that the viability of the private sector enterprise in the housing market is currently under severe strain, given the economic downturn and credit crisis. Other factors such as planning and approval processes, design standards and some aspects of tax and superannuation regimes also create difficulties in the delivery of the Affordable Housing product. The possibility that Affordable Housing can be provided by the private sector in the context of mainly Private Housing developments is, to be realistic, unlikely if it is anticipated to simply be a case of straight subsidy through the discounting of pricing. It may, however, be possible if it were directly offset by benefits or allowances to the developer that would compensate for such discounts or subsidies.

It is always the case in any private sector development that two one-bedroom apartments of the same exact size, say 50 sq m, can be of significantly different values according to their position and aspect within the development, and as well as other factors such as quality of fit-out and specification. It has now become widely accepted in Australia, in line with overseas examples, that smaller apartments can be enjoyable and acceptable living spaces and provide an effective means in improving affordability. Indeed, over the last 12 months there has been a noticeable trend towards the development of smaller apartments in Melbourne, with many apartments now being released in the size range of 30-40 sq m. Smaller apartments are increasingly being viewed as the key to improving affordability, while also increasing the housing stock, particularly in desirable inner city locations.



Proportion of Types of Dwelling in Moreland 2001
[Source - ABS Census of Population and Housing 2001]

6.8.4.2| EXISTING HOUSEHOLDS BY TYPE AND TENURE

1 Dwelling Types

In 2001, Moreland had 56,491 private dwellings (not all currently occupied) for 53,723 households and a population of 136,894 (Source: id consulting). Over 70% of housing in Moreland is detached and suburban in character. New residential developments in Moreland show that the number of detached and semi-detached dwellings constructed in the past 16 years has exceeded the number of new flats and units.

(Reference: Moreland Affordable Housing Strategy of 2007)

2 Tenure

Moreland has the tenure distribution of an ageing population: high home ownership including a high proportion of outright homeowners and a low proportion of home purchasers. Overall there has been a slight decrease in ownership (it is now at its lowest level since 1989) and private rental has been gradually increasing.

The Moreland Affordable Housing Strategy of 2007 notes the following relevant matters:

- Moreland's housing market is characterised by high and increasing prices with significant numbers of households in housing stress.
- Moreland has a comparatively small supply of public housing (compared to Darebin and Moonee Valley), a small supply of affordable rental properties and significant levels of rent assistance. This housing market structure means that vulnerable and marginal households have limited access to appropriate and secure housing.
- Those households with the greatest levels of disadvantage in Moreland include households on low incomes, unemployed people and those on statutory benefits, single-parent households, asset rich and income-poor elderly, youth, people from culturally and linguistically-diverse backgrounds (especially those who live in large or extended families), households with physical and social support needs and new arrivals with limited English language skills.
- The Commonwealth shift towards assistance for those in the private sector in Moreland can be seen in:
    - Moreland's high level of rent assistance with 8,157 individual recipients (2004) compared with approximately 2,000 units of public housing.
    - In summary, it is reasonable to conclude that the earlier roles of public housing – particularly its capacity to provide housing for the working poor and low income earners – have been considerably reduced.
- All levels of government are now looking towards an increased partnership role with the private sector to deliver more affordable housing stock with social mix and tenure diversification.
- Incomes significantly affect housing choices and provide a barrier to tenure and location aspirations for most disadvantaged groups in Moreland.
- The median individual income of people in Moreland of $331 per week in 2001 is significantly lower than the Melbourne-wide figure of $405 per week.
- The most recent median gross household annual income for Moreland is $46,956 in 2005.
- A high proportion of older residents in Moreland live on low incomes, with 40% of people aged 65 and over having a weekly individual income of less than $199. Yet a high proportion of people aged 65 years own their own home. These elderly can be classified as asset rich and income poor.
- Most of Moreland's 65+ population live in couple households in housing that is fully owned. A significant number of people aged 65+ are lone parents or extended families (adults living with their mother/father) living in housing that is rented. 30% of people aged 75 and over are lone persons living in housing that is fully owned.

3 Gender and Income

While Moreland's population as a whole reflects lower income levels than the MSD, women in Moreland have significantly lower incomes than men. Of all people employed in 2001, 44% of women earned less than $500 per week compared to 30% of men. Consequently, female-headed households and sole females are more likely to experience affordability problems.

4 Cultural Diversity

Moreland has a culturally diverse population and is a key destination for new arrivals, many of them refugees. In 2001, just over one third of Moreland residents were born overseas. In 2001-2002, 635 immigrants initially settled in Moreland, the majority (60%) arrived under the family visa category and 15% under the humanitarian program. The main languages spoken by new arrivals include Arabic 20%, English 12%, Turkish 7%, Mandarin 5%, Chinese 4% and Sinhalese (Sri Lankan) 4%. This represents a significant change from twentieth century patterns of migration in which Italian and Greek families favoured Moreland as their new home. Overall, Italian residents represent 9% of the total Moreland population; Greek residents 3%, Lebanese 2% and English residents 2% of Moreland's population. Moreland ranks equal fifth with Darebin for population born outside English-speaking countries.

This cultural diversity also has implications for the planning and design of housing to address in particular the customs and needs of specific ethnic groups. Additional issues that might need to be considered include more generously scaled arrival thresholds, dining areas that can accommodate larger groups, prayer rooms etc. Household changes anticipated to 2021, emphasise the growth of single (lone) person households.

Woodstock Rooming House Balaclava [MGS Architects]

6.8.4.3| HOUSING AFFORDABILITY AND TRENDS

The Moreland Affordable Housing Strategy 2007 and the Northern Regional Housing Statement of 2006 note the following housing affordability, trends and issues for Coburg:

1 Housing Profile

Moreland is experiencing significant changes in its housing market with increased housing prices, low levels of public and community housing and significant numbers of households reliant on the under-supplied private rental market.

2 Affordability Issues and Housing Diversity

Across the northern housing region, Moreland and Darebin have experienced the greatest rises in both median house and apartment prices. The attractiveness of these areas includes their proximity to central Melbourne and the major health and tertiary institutions. In addition, the emerging employment zones for both the manufacturing and service sectors, when combined with the high quality public transport infrastructure, parks and heritage character, and sense of community are all noted as justifications for this change make them desirable areas. The challenge for managing this change is to ensure that with this increased spending power and prosperity brought by higher income households is an acknowledgement that existing social and community diversity attributes must not be lost. Increasing density goes part of the way to addressing this demand in Activity Centres with the potential to provide for increased demand for housing from new entrants to local markets as well as provide for the needs of the incumbent community. Large land ownerships in public hands can underpin this planned social diversity further and many international models have successfully been undertaken on this basis.

The major concern arising from the overview of Moreland's population and housing profile undertaken in the Moreland Affordable Housing Statement was, 'the general mismatch between income and affordable housing options for both tenants and aspiring home owners'. The prognosis arising from this was:

- Tenants on lower incomes are likely to be displaced to cheaper housing beyond Moreland and the inner city.
- Tenants, who aspire to purchase houses or apartments in Moreland, will require above-median incomes (currently household incomes beyond $70,000 per annum).
- Lower income households may no longer to able to live in close proximity to other family members and social networks.
- Current home owners may make windfall profits, which allow them to 'trade up' in the municipality'.

One of the more complex issues is the plight of older and independent asset-rich, income-poor households, who would prefer to remain in their own dwellings, but lack:

- Resources to modify and maintain their housing to facilitate 'ageing in place', or
- Expertise with real estate and financial transactions to relocate to other independent (and/or supported) housing options.

The Affordable Housing Strategy concludes that, 'the lack of affordability is of a scale well beyond the capacity of the Council to address, and will require 'considerable market intervention and the introduction of relevant State and Commonwealth Government reforms, or affordability problems will worsen'. Other urban renewal projects, both locally and overseas, demonstrate that in areas of high appeal such as Coburg, market forces will drive gentrification and will not provide for the social and housing diversity.

Worth noting is that subsequent to this strategy being released, demonstrable new initiatives have been developed at both a State and Federal level aligned with addressing these concerns.

3 Gender Specific Issues

Women: Specific affordability issues relate to the housing consequences of limited incomes for households that are headed by women. To address this situation, the strategy identified the need for different forms of low cost/flexible loans for women-headed households, given the high percentage of women in part-time and less secure work.

Men: The Men's Health and Housing Project, funded through the Northern Central Metropolitan Primary Care partnership in 2004, noted a range of housing problems for single men:

- Whose families had broken down and/or could no longer maintain mortgages.
- Who were placed on long public housing waiting lists for single men, because of a lack of affordable rental housing for private tenants
- Who may prefer to live in a group-style household but not a nuclear-family house.
- Who suffer loss of continuity of support.

The interconnectedness of appropriate housing, health, mental health and separate service provision are critical to successful outcomes for housing of single men.

4 Youth and Student Housing

Youth refuges, such as Hope Street Youth and Family Services Inc, have noted that they are operating to capacity, while:

- 85% of requests for accommodation were unmet.
- There is a 12-month wait for a young person seeking public housing whose situation has been graded as 'priority'.
- There is a lack of affordable private rental accommodation.
- There is a lack of specialist support programs such as mental health support services to assist young people to sustain independent living without relapsing.
- Many youth clients reappear to seek services and accommodation within six months of support. (Reference: Hope Street Youth and Family Services Inc 2004/2005 annual report).
- The short supply of affordable housing and/or refuges in Moreland sometimes causes young people to be sent quite a distance from their locality and familiar surroundings.
- Younger people frequently spend more than 50% of their incomes on housing if they live independently. Many issues limit housing options for young students, both international and local.

Anecdotally, Brunswick is a significant location for students; while some other parts of Moreland that have Islamic facilities are a focus for Middle Eastern students. The 2001 Census indicated that 340 international students arrived in that year and found accommodation in Moreland for tertiary study, a number which fluctuates. These students have the further disadvantage of limited earning capacity which further limits their rental options. Affordable rental accommodation for students is in short supply. City Universities have recently acknowledged this emerging reporting that up to 25% of students seeking housing cannot afford the specialist student housing product on offer. The Federal Minister for housing has recently confirmed that Student Housing will qualify for National Rental Affordability Scheme (NRAS) support. There are a number of examples of youth housing associated with support services that have had outstanding results for integration of young people into communities and advancement of their long-term prospects, such as the Lion Garden partnership between Melbourne Affordable Housing (MAH), City Mission and Department of Human Services (DHS). There is significant scope for similar programs in Coburg.

Shop-top housing Port Melbourne

6.8.4.4| BEST PRACTICE MODELS

The following understanding of world best practice housing trends relevant to accommodating future housing needs in central Coburg are:

1 The Impact of Changing Demographics

The aging of Moreland's population, delays in marriage and family formulation, increased employment mobility and higher levels of family separation, have combined with the increasing number of people either living alone or as part of a couple to increase the demand for dwellings suitable for small households. Whilst the acceleration in apartment development and housing for older communities is evidence of the market responding to these opportunities, there remains a mismatch in Melbourne between this emerging need and available stock. Replacement housing remains in the middle ring which is largely characterised by larger scale town housing with new development on the fringe, predominantly the domain of the house and land package provider. Coburg is typical of this phenomenon, notably in much of the Pentridge Village development.

2 Changing Lifestyles

In addition, the hours, permanence, and location of work are changing, with proximity emerging as an essential attribute of the home/work relationship. Worldwide, new growth, service-sector industries have been attracted to the mixed-use areas of the inner city where their open collar workforces can use adjacent cafes for meeting rooms and socialization, and where both businesses and accommodation can be found in the converted redundant industrial building stock and infill development into lofts, informal and individual office space and apartments. They rely on proximity to their clients for business and in the case of knowledge and professional service firms, have increasing roles in service support to our large government, health, education and corporate institutions. There is also an emerging growth in Western Melbourne of the creative class and their associated lifestyle requirements and linkages to arts and self expression. Incorporating integrated art opportunities in new housing initiatives and also opportunities for a small number of studio homes would facilitate this valued subculture within the local community.

Purchasing patterns are also changing with a new generation of housing consumers demonstrating either an inability or disinclination to commit to medium-term mortgage requirements with implications for an emergent demographic group who by choice will become long-term lessees. We are also seeing a sustained trend for smaller households with residents living alone or in smaller groups, locating to zones within the city where they feel safe and perceive to be included within a readily accessible sub-culture sharing common themes of identity and activity. Places are emerging that share common notions of place, and cultural and lifestyle values. These places allow residents to intermingle in both a virtual and physical public realm, and provide an option for those for whom the detached home, the back yard and a nuclear family on the quarter acre suburban block is not a preferred option. They also facilitate more ambiguous differentiation between home and work. The new growth, service-sector and professional industries populated by a younger workforce, have been attracted to these mixed-use areas of the inner city where predominantly young, highly social, workforces can mix work, home and social interaction in the shop-top housing, lofts, street cafes and bars. In many ways, these younger communities are discovering the value assigned to housing and urban traditions that have long underpinned the values of community endemic in many of Coburg immigrant and indigenous communities, albeit rewritten for a 21st century lifestyle; shop-top housing and small business, workshop houses, extended family houses, homes/cottage industries, studios to name a few.

TOD Development St Kilda

Home Offices, London

Housing - Paris

QV - Melbourne CBD

In the service and knowledge sectors, many work from home or a small office, or have less structured employment arrangements. Proximity becomes a critical component for the sustainability of their lifestyle and career development. Often they need to be part of a collective loose framework of collaborative organisations. Ironically, in a technological age where commerce, community and communication can be placeless and virtual, we are witnessing a phenomenon where the cache of place is becoming more evident as a key element of housing and workplace choice. Consumerism in cities is impacting on the way they are changing, with differentiation, character, local stories, symbols and modern mythology becoming more important components of their realisation. Coburg enjoys the essential elements of an authentic 21st century sustainable Urban Village. Similarly, the popularity of the urban lifestyle said to be found in the finer grain mixed-use areas of the 19th century Victorian inner city, could be argued to be as much about the perceived sense of community in these intense, strongly-branded enclaves, as they are about many of the proximity advantages.

Community Hum & Community Housing proposal - Melbourne

Daphne Sturzaker, Resident

AGEING IN PLACE | Woodstock Rooming House, Balaclava [MGS Architects]

FLEXIBILITY | Bay St, Port Melbourne Apartments

6.8.4.5| KEY STRATEGIC AND DESIGN PRINCIPLES

The key strategic and design principles, derived through the application of world best practice housing trends to central Coburg housing needs, are:

1 Flexibility

Ensure housing built to be enduring. It must enable flexibility with how it is used and configured. Features might include provision for interconnectivity of units, fire rating between levels, generous volumes and designing for universal access. It should, in some instances, include opportunities for accommodation of multi-generational households

2 Accessibility

Accessibility to accommodation for people of varying abilities and levels of mobility is a key element of enabling both broader social inclusion and diversity and also future proofing building stock. Access should also be, wherever possible, provided directly from exterior public spaces to individual units and dwellings. Vertical transportation for multi-level units should be provided wherever possible.

3 Ageing in Place

Units should be configured to support ageing in place. There should be provision for universal access and adaptability of units, notably bathroom and kitchen areas and the ability of units to accommodate areas for carers. Consideration needs to be given to the location of access to dwellings to facilitate proximity to services, public transport and meeting places. The location and configuration of housing should also provide choices for those who seek integration with a broader community profile of ages and those seeking the greater sense of security sometimes associated with age specific collective housing solutions. Visibility to shared communal spaces is desirable in many instances.

These initiatives will in many instances enable the prolongation of independence for elderly residents. Housing design should facilitate provision of in-home support services. Lifts should be designed with adequate size to accommodate wheelchairs in multi-level development. In addition, the selection of appliances, door furniture and fittings should have regard for changing levels of dexterity and ability amongst aging householders

VEHICLE PARKING & STORAGE

PRIVATE OPEN SPACE

SHARED FACILITIES

4 Shared Facilities

Sharing of facilities enables both a reduction in costs for householders and enhanced sustainability and quality of those facilities that are provided. Avoid where possible the duplication of services and facilities and encourage the development of shared facilities used by residents of developments and the broader community. These might include community betterment opportunities such as community gardens and spaces and sound insulated music facilities for the youth. Shared facilities may also, in some instances, have a commercial or training element for example gymnasiums, rooftop cinemas, health spas, bars, workshops, business incubators, community kitchens, learning centres, occasional and long day care facilities for children etc.

5 Vehicle Parking and Storage

Where possible, centralise car parking facilities to optimise the utilisation of space. Car parking for housing should be minimised with priority given to shared parking providers, disability parking, and bicycle and scooter storage. No dwelling within the activity centre should be provided with more than one exclusive car space. Generous storage provision should be provided for each dwelling both within the dwellings and the collective areas.

6 Private Open Space

Private open space needs to be defensible and fit for purpose. Narrow balconies, light shafts etc should not be encouraged. Good sized balconies are particularly important when direct access to private open space. Where space is difficult to provide due to site attributes, investment in high quality semi-private shared space and high quality public spaces is preferred. Provide also for transitional thresholds into dwellings from semi-private collective areas including common gardens or courts and corridors and lobbies and public realm zones. Where available shared space is more distant, then the scale of private open space, may need to be enlarged.

DESIGNING FOR PROXIMITY AND CONVENIENCE

7 Designing for a Smaller Ecological Footprint

Development solutions should seek to minimise the ecological footprint of development through a range of measures. These initiatives should have as a primary goal the reduction of cost-of-occupation for occupants and as a second tier objective reduction in the broader communities demand on our natural resources. A key ambition of such an initiative should also be the reduction in household occupancy costs for occupiers and reduced operational costs for affordable housing providers.

8 Designing for Social Diversity and Inclusion

Housing should seek to bring together the community as an integrated and diverse whole. This may be through a mixture of housing types and organisation of community, discounted rental and specialist housing in locations where residents can enjoy convenient access to common amenities and public spaces.

9 Designing for Greater Livability

The housing should be designed where possible to be accessible for the disabled and a minimum of 10% of community dwellings should be designed for people with disabilities. Flexibility in future configuration through design solutions should facilitate future change in household type.

10 Designing for Proximity and Convenience

Proximity to services and facilities needed by household groups enhances both quality of living and opportunities for economic, environmental, health and social benefits.

11 Designing for Community Diversity & Cultural Sensitivities

The design of residential accommodation to accommodate the specific needs of substantial sectors of the community notably aging, student and the specific cultural sectors will ensure the community continues to be enriched by the presence of these groups within the Coburg Central area.


DESIGNING FOR SOCIAL DIVERSITY AND INCLUSION

6.8.5| KEY PERFORMANCE INDICATORS

Key Performance Indicators that will guide decision making are as follows:

Benefit 1: More Sustainable Urban Form (25%)
KPI 1: Increased proportions of various household and tenure types in the Coburg structure plan area (% household and tenure/ownership diversity)
KPI 2: Increased proportions of various dwelling types in the Coburg plan area (% /dwelling diversity – form, size and scale)

Benefit 2: More Inclusive Community (30%)
KPI 1: Increased proportion of new housing development on non-Council owned land in the Coburg structure plan area that incorporates at least 20% affordable housing (%)
KPI 2: Increased proportion of new housing development on Council-owned land in the Coburg structure plan area that incorporates a minimum of 20% affordable housing (%)
KPI 3: Increased number of developments built with social amenities and facilities (increase sqm of social amenities/facilities built in developments)
KPI 4: Increase in use of mechanisms / new mechanisms used to ensure that affordable housing (a key mechanism to maintain social mix) remains in perpetuity

Benefit 3: More Vibrant Mixed-use PAC (20%)
KPI 1: Increased number of residents per hectare in Coburg structure plan area (population density and diversity, including COB, education, income) (No/hectare)
KPI 2: Increased proportion of residents in Coburg structure plan area in the workforce that work locally (%)

Benefit 4: Greater Livability (25%)
KPI 1: Increased proportion of new housing that is designed and built to ensure 80-90% of people are able to use the building and capable of supporting households through different life stages (accessible and adaptable housing) (%)
KPI 2: Reduction in building annual operating costs and design life ($ per sqm reduction for water and energy consumption)

The means by which these KPI's can be evaluated include:

- The criteria for application of funds or in-kind support and the ability to leverage land or cash contributions to maximise the number of persons accommodated.
- The nature of housing provided and the alignment of this accommodation with housing need.
- The configuration of land-use mixes on the site and the contribution to broader masterplan objectives for the precinct of the proposed housing.
- Contribution of the housing to increased economic activity and enhanced quality and sustainability of settlement outcomes.
- The ability of the proposal to maximise site-envelope potential.

6.8.6| MASTER PLAN OPPORTUNITIES

6.8.6.1| REGIONAL HOUSING DEMAND AND THE ROLE OF COBURG

1 Overall Targets, Priorities and Percentage Profiles

It is envisaged that of all the new housing stock within the activity centre, 20% will target affordable housing through Community Housing Agencies and related entities and 80% will be developed by the private sector. Additional affordable housing may be provided through the private sector and institutions in partnership with government agencies and would further contribute to the richness and diversity of housing offerings.

Over 5000 dwellings are anticipated across Coburg by 2031, of which more than half are anticipated in the activity centre and the Coburg Initiative zone. Whilst the most recent report (ID Consulting 2008) anticipated that over 1350 units might be provided in central Coburg, the emergence of demand and suitability of single person and student housing as two key needs groups may result in closer to 2000 dwellings being provided within the TCI area. (Charter Keck Cramer report 2009).

2 Relevant Strategies

Key Municipal Strategies that apply to all new housing stock are as follows:

Goal 1: To increase the supply of affordable housing in Moreland
- Increase the supply of community housing
- Increase the supply of public housing
- Increase the supply of affordable private rental stock
- Increase the supply of affordable home ownership (house prices which fall below the median house price of MSD)
- Identify land in suitable locations for future affordable housing projects
- Increase the supply of more affordable rental housing at exit points for people housed in transitional accommodation
- Investigate rate concessions for not-for-profit rental house providers such as Housing Associations
- Support registered rooming house providers

Goal 2: To increase the supply of appropriate housing in Moreland
- Encourage the supply of affordable housing which caters for a range of household types, a range of abilities and cultural preferences
- Encourage housing types which address projected demographic trends to 2030 across public, community and private sector development
- Document cases of inappropriate housing in the municipality

Goal 3: To encourage innovation in affordable and appropriate housing
- Maintain a research focus on national and international innovation in design, tenure, funding and supply
- Publicise innovative guidelines and projects
- Promote innovation in Council's affordable housing projects and grants
- Identify and engage private sector partners interested in model housing developments
- Advocate to OoH and Housing Associations that forward looking designs be used in public and community housing
- Explore new mortgage models such as split equity and reverse mortgages
- Explore alternative tenure models such as leasehold

Goal 4: To cultivate a social justice approach to housing across the municipality
- Draw on the housing fund to provide secure rental accommodation for those with the most insecure and/or inappropriate housing
- Promote improved land use planning tools for affordable housing on larger development sites
- Develop strategies which address community suspicion and prejudice towards affordable housing projects and future residents
- Advocate for increased housing funding and assistance in Moreland

Goal 5: To monitor, analyse and communicate current and future housing needs in Moreland
- Maintain an up-to-date housing profile of the municipality
- Support the implementation of actions in the Northern Regional Housing Statement
- Consult with residents and community agencies about housing needs and preferences

AFFORDABLE HOUSING | Woodstock Rooming House, Balaclava [MGS Architects]

3 Private Sector Housing

Private sector housing is anticipated to be predominantly focused on higher density models of owner and tenanted occupation with freestanding and attached dwelling models generally focused in areas outside the central activity area.

When the trends in diminishing household size identified in census and local housing research are matched with the relative undersupply of housing suited to smaller household types and the higher land values assigned to the land in and around the Activity Centre, the private market is likely to be focused predominantly on various forms of apartment and live/work style multi-level development as has emerged in areas around inner Melbourne.

Owner-occupied dwellings are likely to target a range of markets including:

- Downsizing older households (notably through the development work being undertaken by Victorian Women's Housing Association with DHS a better understanding is developing of this sector)
- Live / work housing
- First home buyer housing
- Specialist aging in place housing

Private sector and institutional investment might be envisaged through a range of housing products, notably:

- Student accommodation developed for or in conjunction with Tertiary Education institutions and specialist student housing providers. Overseas students are a particularly vulnerable sector, which is often in need of housing support. These students receive no travel concessions and are constrained in the amount of paid work they are entitled to undertake and hence income they are able to generate.
- Serviced apartments in conjunction with managers in this sector
- Accommodation hotels
- Discounted rental housing through the NRAS program and negatively-geared rental property
- Shared equity models

4 Affordable Housing

a Community Housing

As outlined in Section 1 "The Nature and Quality of Existing Housing Stock", The Moreland Affordable Housing Strategy 2006 has identified a number of structural failures in the regional housing market that have created a heightened need for affordable housing in the municipality. The City of Moreland has an overall goal to ensure that 20% of all new housing developed in Central Coburg will be affordable housing as defined by the Department of Human Services. This equates to over 250 units within the town centre area. "i.e. well-located housing, where the cost of housing (whether mortgage repayment or rent) is no more than 30% of that household's income for households in the lowest forty percentile of incomes."

The aim of providing this housing is to ensure the valued attributes of social and demographic diversity and social inclusion that have underpinned and enriched Coburg's evolution and be provided through the Community Housing Model. As drawn from the Northern Regional Housing Strategy, the abovementioned Moreland Affordable Housing Strategy and broader Government analysis of demographic trends, it is apparent that there is presently a mismatch that will rapidly escalate between existing housing stock and the needs of a growing sector of the Moreland Community.

An opportunity exists to develop community housing that is targeted to a range of these high-needs groups and have regard for those who might benefit most from a location within the Activity Centre. Early discussions with Community Housing Sector representatives and Local Government Housing officers have indicated that high needs in the Community Housing Sector exist for:

- Young singles
- Older persons
- Householders with disabilities
- Small families
- Group accommodation
- Large family accommodation

Further discussions and investigation will be necessary with local housing groups and service providers to better understand key areas of priority and where this need might be matched to opportunity.

b Community Housing Partners

The Coburg Initiative has chosen Melbourne Affordable Housing (MAH) and Port Phillip Housing Association (PPHA) as its primary and specialist community housing partners. Both agencies are registered Community Housing Agencies and are subject to annual review by the Community Housing Registrar with a long history of local partnerships. Whilst other agencies will not be precluded from participation, it is likely that the TCI project will benefit from the establishment of both targets and a clear development plan and clarity of objectives in association with the Office of Housing. Smaller groups and other agencies will be encouraged to partner with these core groups.

Melbourne Affordable Housing (MAH) has had a long association with the municipality, VicTrack and the Council of Churches all of whom will have an important role in Coburg's revitalisation. MAH has an established track record of being able to do finalise challenging transactions, clearly define housing needs, manage clients with a high degree of resident satisfaction and compile innovative housing solutions. Its recent successes include the joint venture for key worker housing at Docklands with Lend Lease, the joint venture with Build Corp for new elderly and disability-focused housing in Preston and the joint venture for a community hub, organisation headquarters and affordable housing units in the Victoria Street Drill Hall (opposite the Victoria Market) with the City of Melbourne - both projects in excess of $15m. It has also successfully aligned service delivery to residents with its housing delivery and the inclusion of Housing Choices Australia as a partner in providing integrated housing for residents with disabilities within their developments.

In this context, MAH will be a primary partner for affordable housing and is able to provide longer term housing solutions to households with a strong association with the area. Their affiliation with Housing Choices Australia enables key minority high needs groups, such as people with disabilities, to also be considered in all developments. Rooming houses and shared-house models may also have a role but require exemplary management skill, careful tenancy profiling and design to be successful. Port Phillip Housing Association leads the market in this sector and its recent Award winning Woodstock Rooming house has potential for application as a model in this context. Like MAH, PPHA has a strong commitment to sustainable design and design excellence in its solutions and an excellent team. Similarly, it has a substantive balance sheet of owned premises that ensures that it can be self sustaining and less reliant on government support in the longer term. Its move into the Commonwealth Games Village provides a locational basis of some synergy from which they are seeking to develop a strong and locally responsive housing service.

Melbourne Affordable Housing

PPHA

c Community Housing Characteristics

Characteristics of the Community Housing are anticipated to be as follows:

This housing will be predominantly targeted at discounted longer term rental accommodation. The Municipality, MAH and the OOH anticipate that the housing will be predominantly focused on the needs of smaller households with a particular focus on:

- Older persons housing.
- Housing for people with disabilities.
- Housing for single persons.
- Households with low car usage. The transit nature of the Coburg Activity Centre and the ambition of the Coburg Initiative team to deliver a new less car-dependant paradigm and the competing demands between traders and some household types for car-parking also establish opportunities for household types with lower or no car-parking needs. Household profiles which fit this category include older persons, student accommodation (particularly those from lower income families) and smaller households.
- Those eligible for OOH waiting list for Public Housing.
- Households of high need with long local associations.
- Some opportunities for larger households, family housing and Households for extended families also exist, most notably in the areas near schools north of Bell Street.

4 Delivery of affordable housing

It is anticipated that the majority of this long-term discounted rental stock will be provided through four mechanisms:

a The State Government Lead Community Housing Program.

This program provides for up to 75% of project development costs for housing to be met by the State Government with the remaining 25% to be provided by the registered housing agency and its Coburg Initiative project partners. Partnership funding can be provided through a range of means including:

- Project Debt. Whilst the discounted nature of rentals impact on the ability to both retire project debt and properly maintain properties, a debt level of between 10% and 12% can generally be sustained if necessary provided that some flexibility regarding household profiles is available e.g. Preston Affordable Housing Project.
- Title to land or air-rights. A number of recent projects have been enabled through the transfer of land or above-ground areas to the Community Housing Agencies from Local Government and private developers. The transfer of the title to this value is a key attribute of this model. The Community Housing Agencies can then apply the fair valuation of this asset towards its 25% project contribution. These assets may be determined through policy positions on the appropriate utilisation of surplus public assets such as surplus rail corridor land or council-owned land/air airspace or through negotiations with the private sector about an appropriate proportion of affordable housing in return for increased development capacity and/or planning certainty. e.g. Woodstock Rooming House, Balaclava, -Transfer of air-rights to PPHA from COPP & Drill Hall Melbourne -Transfer of title to MAH from COM.
- Grants or donations. Increasingly, we are seeing interest from the philanthropic community in delivering affordable housing e.g. Myer Foundation - grant to MAH for the Drill Hall Affordable Housing Project.

- Funding Mechanism. Project applications for funding are made to the OOH by the Registered Community Housing Partners. The three-year program provided by the OOH has largely been committed though we are advised that a small amount may still be available for transit-based communities. Project funding has generally been on a site-by-site basis, though the proposed Carlton Redevelopment of OoH land offers potential in the future for precinct-based commitments to be negotiated. Such an outcome would be appropriate in Coburg.
- A new funding commitment is anticipated in the May 2009 State Government Budget. For the target of between 250 and 300 units, the project partners will be seeking funds of approximately $70m from Government and will need to generate over $20m in equity via land, capital and borrowings to compliment this commitment by the State.

b National Rental Affordability Scheme

The Federal Government Lead National Rental Affordability Scheme (NRAS) has been established to substantially increase the amount of affordable rental housing with a commitment to 100,000 new houses across Australia. Provision of housing under this model should be considered beyond the core 20% affordable housing commitment. The qualification of Student housing for NRAS funding provides an important opportunity to address this area of high need. Initially, these programs will only provide affordable housing for a ten-year period. However, with the right equity partnerships with institutional investment partners, this model might leverage a more enduring capacity to maintain higher levels of affordability in the precinct for these sectors.

Two mechanisms are available under this proposal:

- Private Developer Involvement. Under the Scheme, the Commonwealth will provide private investors with tax credits of $6,000 a year for ten years for new properties that are rented at 20% below the prevailing market level.
- States and Territories have agreed to provide $2,000 per home either through cash payments or in kind, such as via the provision of cut price land or concessions on stamp duty.
- Not For Profit Involvement. Under the Scheme, the Commonwealth will provide not for profit organisations and Registered Housing Agencies with a cash grant of $6,000 a year for ten years for new properties that are rented at 20% below the prevailing market level.

States and Territories have agreed to provide $2,000 per home either through cash payments or in kind, such as via the provision of cut price land or concessions on stamp duty. In late 2008, a transitional safety net to cover charities looking to participate in the National Rental Affordability Scheme was established. This ensures that the charitable sector can participate fully in the Scheme by amending both charity and tax laws. The amendment means that the proposed participation of existing charities in the Establishment Phase of the National Rental Affordability Scheme will not affect their charitable status.

To ensure that charitable tax concessions remain appropriately targeted, the Australian Government considers that the safety net should apply to those charities that make applications for the 11 000 Incentives available in the Establishment Phase of the National Rental Affordability Scheme (projects that will be built in 2008-09 and 2009-10). The safety net will expire at the conclusion of the Establishment Phase.

c Housing Affordability Fund

The delivery of affordable housing is also to be supported by the Federal Government Housing Affordability Fund (HAF). Funding achieved through this mechanism should also be considered in addition to the core 20% affordable housing objective.

The Fund may be used to provide funding for three types of applications:

- Infrastructure Only where the Fund either provides a contribution towards larger scale housing-linked infrastructure, or entirely funds smaller scale infrastructure proposals such as connecting infrastructure (water, sewerage and roads) and community infrastructure (parks, cycle ways and other facilities)
- Reform Only in which funding is sought to achieve specific reforms, including the adoption of a best practice or the development of leading practice models
- Mixed Reform and Infrastructure Proposals which seek funding for infrastructure but also include an element of reform, in order to increase the level of savings that can be passed on to home buyers. Grants are usually limited to $10,000 per dwelling

d State Government Lead Disability Housing Support Schemes and Public Housing Schemes

Funding has been established via DHS for a range of housing initiatives targeting householders with disabilities and those in transitional circumstances. For householders with disabilities, Housing Choices Australia, a partner agency of MAH, has purpose-built housing for those with disabilities through its Disability Housing Trust . Other agencies such as SCOPE are similarly developing new integrated housing models to ensure their clients are engaged in the life and opportunities offered by proximity to activities, employment, education and services.

The Office of Housing also has a small presence in the area as noted in the Moreland Affordable Housing Strategy 2006. Potential for direct involvement by the OoH in delivery of targeted housing for high-needs groups may also occur during the life of the project, particularly on Government-owned land surplus.

e. Other Models

Shared equity. Shared equity housing is an established part of housing programs in many comparable western economies and also has a minor presence within the Melbourne context in its Singleton Housing Trust which is managed by HCA. The model is appropriate; potentially enabling greater leverage and is potentially suitable in identified needs areas such as:

- Addresing the future housing needs of large number of asset-rich income-poor older persons within the municipality living in family homes and unable to relocate to more appropriate accommodation
- Householders with disabilities that might have support that enables them have secure housing with long term tenure security through compensation payments or family support assets

6.8.6.2 ASSESSMENT CRITERIA FOR DETERMINING HOUSING PRIORITIES AND CHOICES

1 Housing Capacity

A key first stage project for the brief will be to determine the overall housing capacity of the Coburg Initiative, the key sites on which housing can be delivered, the nature of ownership on those sites, the mixture of preferred future land use on those sites and the surrounding land uses and their impact on preferred housing solutions for these sites. The goal established by the City of Moreland is to ensure there is a high level of social inclusion and hence affordable housing in the Activity Centre with a target of 20% of housing stock to be affordable for lower income households.

Within the context of Coburg, a starting point must be to understand the distinctive attributes of the community, the emerging housing needs that either exist or can be readily envisaged and those special characteristics that are most under threat. An obvious consideration is that Coburg has always been very multi-cultural, has supported working class families and small business and has fostered relationships with larger enterprises that have employed many of the new arrivals who have chosen the area as their home. Trends within the municipality, whilst generally highlighting housing demand for smaller households, also identify a range of housing group profiles including:

Specialist housing for aging occupants both in assisted and independent living forms located proximate to services and public transport in particular older persons housing for an aging community.

- Shared households
- Housing suitable for home enterprises and small business households
- Small households without motor vehicles well serviced by public transport and services notably students part-time and key workers for whom the location offers convenient access to a diverse range of academic and vocational training choices
- Assisted housing for higher needs groups
- Larger family households in particular larger immigrant families.

With its ability to offer land as a capital contribution to achieve targeted outcomes, Council has the opportunity to garner considerable State and Federal Agency support to leverage high numbers of new community housing as well as private sector sponsored rental stock. In addition, it can continue its long tradition of enabling relatively affordable part or full-purchase housing purchase. In this Activity Centre context, new housing should generally be located in upper levels above commercial zones and configured in a manner that continues to promote individual identity, diversity and flexibility in stock.

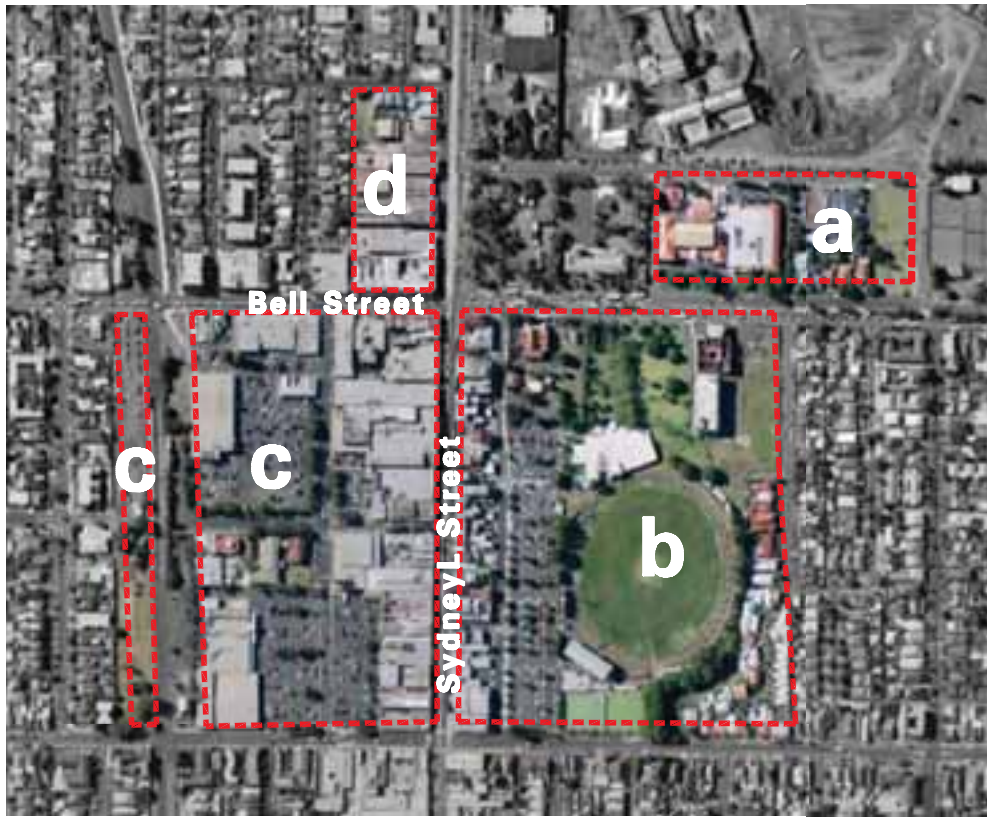
2 Assessment Criteria

Assessment Criteria 1: Location within the Activity Centre

The locations of housing types should seek to maximise convenience and proximity whilst minimising occupancy costs and hence have regard to the unique strengths of each neighbourhood.

a. North of Bell Street

Abutting the Pentridge Precinct, new households enjoy proximity to both primary and secondary educational institutions and regionally significant open space networks without the need to negotiate busy roads. For those requiring motor vehicle accesses, the soon-to-be-opened Pentridge Boulevard provides the ability to move east, south and north whilst minimising impacts on the congested Sydney road intersection. This suggests there are particular synergies for family households and home businesses that should be optimised. The considerable changes to topography provide opportunities for carparking to be embedded within development.



b. Coburg Central East of Sydney Road

This area enjoys proximity to the recreation precinct founded on The Coburg Pool and Football Ground and Gardens. Access is more constrained than areas north of Bell Street and competition for parking exists between retail and commercial tenants and residents. The large level of Council and government ownership of land and the large footprints of land holdings enable a number of partnerships with other government agencies that are more difficult to realise for the private sector. Opportunities exist to better utilise airspace zones whilst maintaining essential core open space, carparking, community recreational facilities, parklands and services. Private land holdings are also in some instances consolidated and offer substantial development potential.

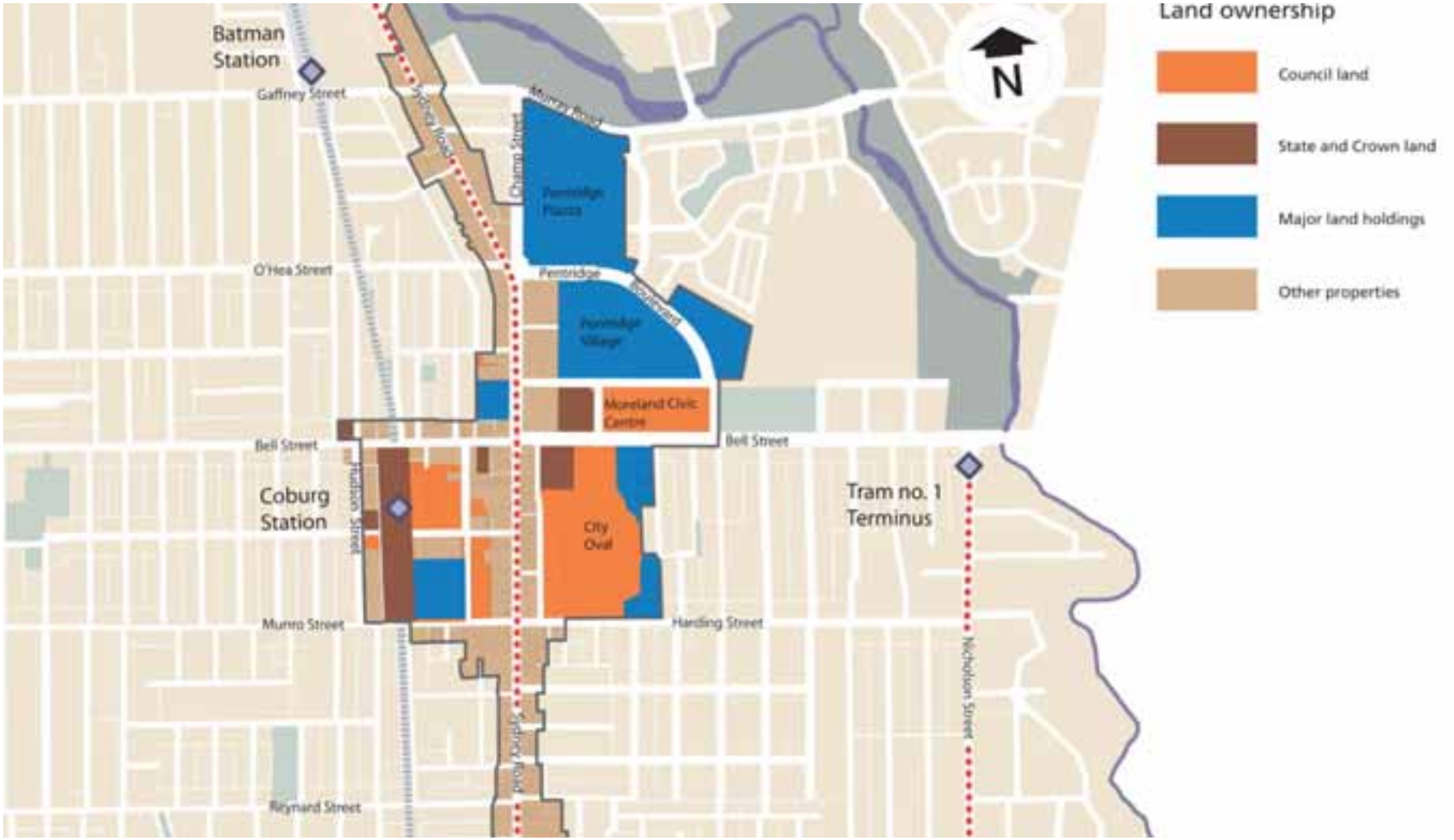
Opportunities exist to deliver diverse housing choices in this location for households who have generally low levels of car ownership and whose quality of life might be enhanced through proximity to wellness/therapy, central area activity and community facilities as well as regional open space such as the aged, the disabled, singles, students and small family households. In addition, the location can also serve to provide an attractive location for affordable private sector housing offering as it does a high level of amenity and convenience. Opportunities may also exist for home/studio premises for household groups such as start-up and small businesses that might benefit from larger pedestrian volumes along secondary streets.

c. Coburg Station Precinct

The Coburg Station precinct is the most compromised location for private car ownership. It will also exhibit the most vibrant 24/7 characteristics owing to its central public transport, generous provisions of shared public piazzas and streets, extended hour community infrastructure such as libraries and its retail and entertainment roles. The location offers convenient and safe access to a range of bus, bicycle, train and tram regional networks via new generously scaled public spaces. In turn, these are to incorporate a range of venues and spaces that enable people to meet and engage informally and as interest groups. Affordable housing in this context should target groups with low parking demand such as student housing, rooming-house accommodation, aged-care housing, serviced-apartment accommodation and housing for singles. The large ground floor footprints of neighbourhood supermarkets and markets, combined with the substantive component of Council and State-owned land provide considerable opportunities for significant tranches of long-term discounted rental accommodation. However, the likely capital costs of optimising the development potential of building envelopes and the predominantly commercial nature of ground level areas, suggest opportunities should be explored for partnerships with the private sector to fully utilise the sites. Higher density apartment style development over ground floor commercial and community activity will predominate in this precinct, though opportunities for adaptive reuse and addition to valued buildings and facilities will enable a range of other niche housing products to co-exist.

d. North of Bell Street

The Bell Street North Precinct has more recently been consolidated into a larger land holding for which rezoning and development is being sought for a mixed-use high density development. Like the areas to the south, access is limited. Potential exists for promotion of private sector engagement in delivery of affordable rental stock through new Federal Government initiatives, the imposition of an inclusionary zoning requirement for affordable housing as part of the rezoning process as well as inclusion of lower cost private sector purchase stock notably through support for car park free housing given its unique proximity to regional transport networks.


Batman Station
Gaffney Street
Sydney Road
Moreland Road
Champ Street
Pentridge Piazza
O'Hea Street
Pentridge Boulevard
Pentridge Village
Moreland Civic Centre
Bell Street
Bell Street
Coburg Station
Hudson Street
City Oval
Tram no. 1 Terminus
Munro Street
Harding Street
Nicholson Street
Reynard Street
N
Land ownership
Council land
State and Crown land
Major land holdings
Other properties

Assessment Criteria 2: Sources of Funding

The sources of funding will influence the nature of housing and the timing and order of development within the precinct and hence needs to be established as early as possible by the Coburg Initiatives team in conjunction with Federal and State Government agency partners as well as private and institutional partners.

a Key funding agencies to invite into discussions early in the process will be:

- State Agencies: OoH and DHS
- Federal Government: Department of Families, Housing, Community Services and Indigenous Affairs under their recent initiatives including, Growth Funds, Nation Building and specialist programs such as homeless initiatives
- Local Government: City of Moreland
- Community Housing Groups: MAH, PPHA and HCA

b Key parties land holdings in the Activity Centre that may contribute to addressing housing need might include:-

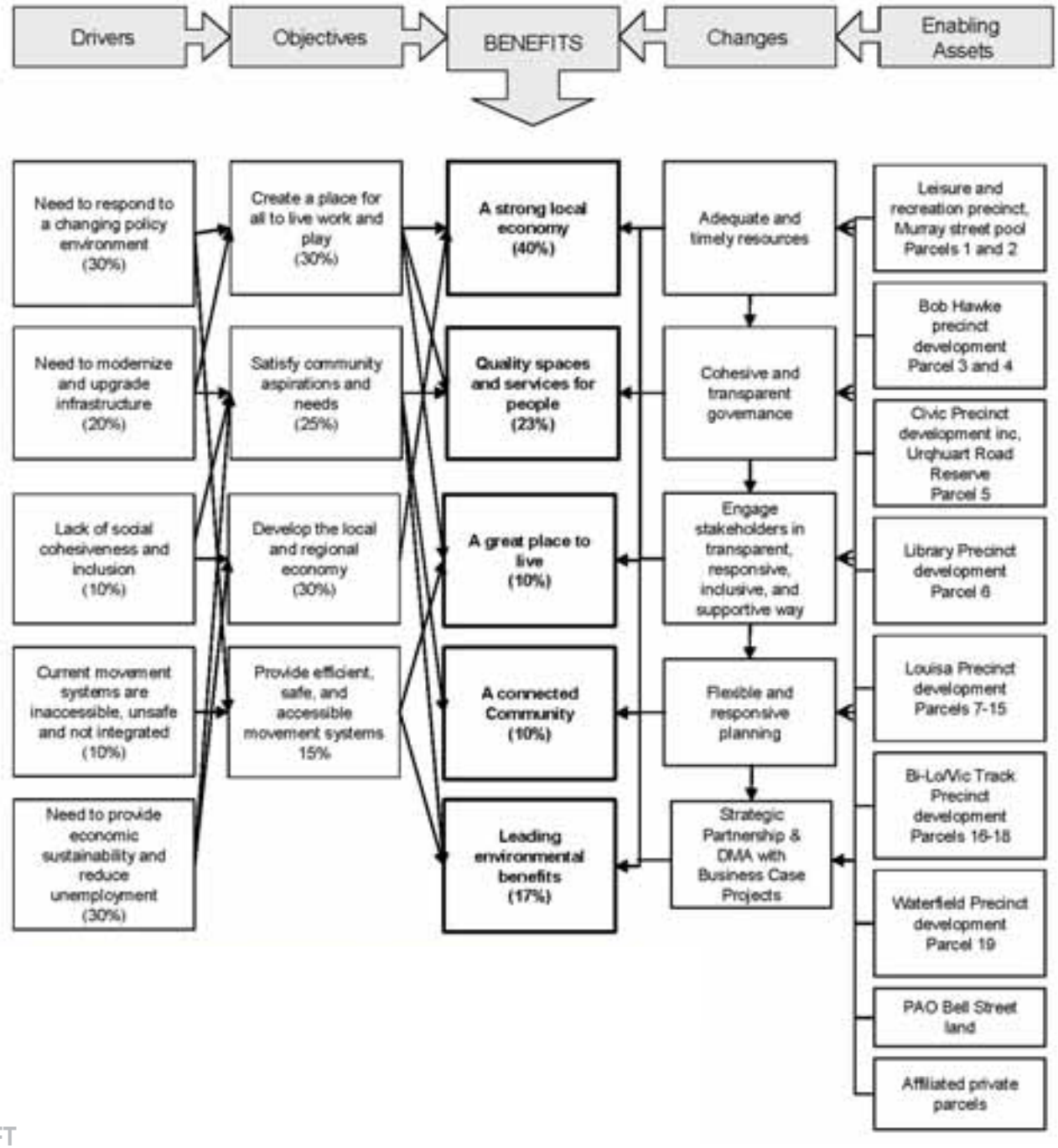
- State Agencies: VicTrack, Department of Education and early Childhood Development and VicRoads
- Local Government: City of Moreland
- Institutions: Church Groups and Universities
- Private land owners: Hamton and the Banco Group with large sites including shop owners with shop-top and additional site development potential

c Potential partners with housing include:

- Local tertiary institutions
- Local land owners with equity in inappropriate needs existing housing stock (potential shared equity outcomes)
- Specialist housing providers such as serviced apartment operators and aging-in-place operators

Assessment Criteria 3: Leverage of Contributions to Achieve Precinct Housing Ambitions as Measured by ILM Criteria

Having determined locational opportunities and potential sources of funding an assessment needs to be made as to development configurations that will generate the best outcomes against the criteria established in the Investment Logic Maps, referred to above.


Drivers
Objectives
BENEFITS
Changes
Enabling Assets
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%)
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%
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%)
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
Leisure and recreation precinct, Murray street pool Parcels 1 and 2
Bob Hawke precinct development Parcel 3 and 4
Civic Precinct development inc, Urqhuart 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