

A \$1 billion plan for jobs, homes and a new heart for Coburg.

It's your community. We need energy, enterprise and passion to make it a reality.

Show your initiative. Find out more and get involved.

NEWSLETTER 2 - AUGUST 2009

What is the Coburg Initiative?

In 2002, Moreland City Council embarked on extensive consultation with the community to produce the 'Central Coburg 2020 Structure Plan'. The plan was adopted by Council in 2006 and provides a framework for planning proposals and major projects in Coburg.

Further work and extensive community engagement refined Coburg 2020 and produced the Coburg Initiative – which is the action plan to implement the Structure Plan.

The Coburg Initiative is about new jobs, housing, services and retail. It will lead to improvements to the public realm and focuses on new connectivity between people and their places of work, culture, sport and leisure. It will celebrate and preserve the things that make today's Coburg great.

Welcome to the Coburg Initiative August 2009 newsletter

The newsletter has been designed to provide regular project updates and information on how you can get involved in the Coburg Initiative.

Over the past six months the Coburg Initiative has focused on engaging with the local community to prepare a Master Plan that reflects their values and vision for the local area.

The first part of the engagement process focused on Coburg's 'Sense of Place.' By asking the community to think about Coburg as a place we were able to identify what they valued and what they wanted to change. Coburg's Sense of Place was captured using a range of activities including a SpeakOut in the Victoria Mall, Online Forum (www.thecoburginitiative.com.au) and weekly Listening Posts at the Coburg Community Bench.

Using Coburg's Sense of Place as a framework, a Design Workshop was held over three days in early June to explore opportunities for Central Coburg. The Design Workshop included a series of integrated sessions that enabled an intensive discussion and design process. Each session was attended by the technical design and delivery team who responded to a comprehensive



Message from the Mayor

It has been an exciting few months on the Coburg Initiative.

This year we have had over 2,000 people actively participate in the Coburg Initiative through our range of engagement activities. It has been fantastic to see that all sectors of the community are getting involved and working with our team to identify real opportunities for Coburg's future.

On behalf of the Moreland City Council, I would like to thank you for your ongoing support of the Coburg Initiative.

Mayor Lambros Tapinos

'vision' and community ideas to produce a Concept Plan.

The Concept Plan included a series of ideas for the future of Coburg. To initially test these ideas we asked the community and stakeholders to provide feedback prior to the project team commencing the design of the Coburg Initiative Master Plan and determining the feasibility of some of the key concepts.

After receiving extensive feedback on the Concept Plan, the project team is now preparing Concept Plan #2 which will be released in the coming months for further community and stakeholder feedback. To find out more, please see 'The Coburg Initiative and You' on page 4 of this newsletter.



Coburg's Sense of Place

During May and June 2009, the Coburg Initiative asked people who live, work and visit Coburg a series of questions to begin to understand Coburg's Sense of Place.

Sense of Place can have many meanings, but at its simplest it is the connection people have with a place. It can be the character of a place, or the meaning people give to it. More often, it is a combination of the two.

By asking the community to think about Coburg as a place, they were able to identify what is important and what they would like to change.

Throughout the consultation process a series of key themes have emerged. These themes reflect what is important to the people who live, work and visit Coburg. The themes have been clustered into the following; **Preserve**, **Add**, **Remove** and **Keep Out**.



"Coburg is a fantastic community. Everything is here. There is so much life to Coburg and lots of people are always out shopping, having coffee and walking around".

Preserve

- Cultural diversity which is reflected in the shopping, food and character of Coburg
- Busy, vibrant shopping centre which includes specialty and mixed use shops
- Location of the library as a key community service and meeting point
- Opportunity to access a range of public transport options
- Heritage landmarks including churches, the Coburg Train Station and Sydney Road's 19th century facades
- The primary school's current configuration with the senior and junior campuses on the north and south of Bell Street



"I love that there are so many independent and diverse shops in Coburg. It's great to have all these small businesses".

Add

- Traffic management measures along Sydney Road wider footpaths and improved pedestrian access to Coburg Train Station, Leisure Centre and along Sydney Road
- Diverse housing opportunities including social housing
- Evening activities including restaurants, cinema and cafes
- Life long learning opportunities including a high school
- More public spaces including green areas and places for community members to meet
- More public toilets with amenities such as baby change facilities
- A network of laneways throughout Coburg



Remove

- Some of the existing carparks and car dominated environments
- Fencing around the Coburg Oval
- Harsh surfaces throughout the Coburg Initiative area



"Victoria Mall is a great place. I know everyone, my kids know everyone and lots of people come down here when they're lonely. It's nice because there are many familiar faces".

Keep Out

- Poorly designed and unsustainable buildings
- Housing developments with insufficient transport options and access to open space

The outcomes of the consultation process will be used to inform the Sense of Place Framework which will be released later in 2009. The Framework will be used to ensure the Coburg Initiative enhances the qualities and values of the community and will underpin the Master Plan for the study area.

"I love Coburg for its amazing diversity of people, food, shops, parks and open space. The central shopping strip is like a regional centre with everything you need, allowing residents to shop, live and socialise locally".

The 'Partnership'

Recently community members have asked us, "What is the Coburg Initiative 'Partnership'?"

'Partnership' refers to the Moreland City Council and their development partner Equiset. Moreland City Council has embarked on a strategic partnering arrangement with Equiset to deliver the Coburg Initiative. The strategic partner was selected after a rigorous public process inviting development companies to work co-operatively with Council to rejuvenate Central Coburg.

The Moreland City Council looked for a team that understood the local community and

shared Council's vision for a revitalised Coburg. It was also essential that the partner had a proven track record in the successful delivery of urban renewal projects.

For those of you who have attended one of the Coburg Initiative engagement events, you may have met Lorenz Grollo, the Managing Director of Equiset.

Lorenz has very personal involvement in the Coburg Initiative having grown up just a few kilometres away in Thornbury. He understands the pride felt by the community and the need to retain the character of the local area throughout the implementation of the Coburg Initiative.

Further information on Equiset can be found on their website www.equiset.com.au



Equiset Managing Director, Lorenz Grollo and Councillor Enver Erdogan at the Coburg Initiative Design Workshop.

The Concept Plan



The Design Workshop held in early June involved local community members, landowners, government and non-government stakeholders, Councillors and Council Officers. It also brought together the technical design and delivery team to develop options that responded to a 'vision' developed by the diverse stakeholder groups. Members of the local community were invited to attend the public sessions and the presentation held on the final day.

The concepts generated through the workshop explored the directions of the Coburg 2020 Structure Plan and community

values that were captured during the Sense of Place community consultation.

By undertaking this collaborative engagement exercise, a comprehensive and informed understanding of the issues and opportunities has been developed. During June and July 2009 the project team received extensive feedback on the Concept Plan. This feedback is being used to produce Concept Plan #2 which will be released for further feedback in the coming months.

A Concept Plan Summary Paper is available at the Coburg Initiative website, www.thecoburginitiative.com.au or by contacting the Project Information Desk on 03 9240 2475.

Highlights of the Central Coburg Concept Plan:

- Creation of a civic square or 'piazza' along the Victoria Mall as the 'heart' of the Coburg town centre – a place to meet, hold events and festivals.
- Exploration of a variety of housing types including terraces, town houses, apartments, and shop top housing.
- Creation of pedestrian friendly and less car dominant environments, while also seeking to preserve the streetscape character of the existing town centre.
- Retention and revitalisation of key community facilities such as the library at the 'heart' of the Coburg town centre in order to maintain and foster community activity within the mixed-use centre.
- Investigation of sustainability measures to minimise energy use, water consumption and waste, and encourage high quality construction and servicing methods.
- Opportunity to extend Victoria Mall westward to the Coburg Station and eastward across Sydney Road with the creation of a new civic square upon the Russell Street car park.
- Exploration of the rail line options including short and long-term rail line configuration and full grade separation that can be achieved by undergrounding the rail line.
- Investigation of the opportunity to open up the existing Coburg Oval, remove fencing and explore opportunities with the existing sporting users to enable greater public access and use.

Moreland Energy Foundation



Moreland Energy Foundation Ltd (MEFL) is an independent not-for-profit organisation established by the Moreland City Council to help reduce greenhouse gas emissions across the municipality. This work is done through advice, training and education, consultancy services and advocacy work.

MEFL is excited about the Coburg Initiative and its potential to become a world's best practice example of sustainable urban development. MEFL is working with the Coburg Initiative to achieve this vision by investigating and

integrating opportunities to minimise energy consumption, create zero or low-carbon energy onsite and address greenhouse gas emissions from transport and food. This will be achieved through the sensitive design of new places; the use of appropriate building materials; and working with the community to adapt their behaviours to reduce their carbon footprints and environmental impact.

For further information on MEFL please visit their website www.mefl.com.au or contact them on 03 9385 8585.

MEFL's energy saving tips for households and businesses in Coburg:

- **Sign up to Greenpower** – This is the simplest and easiest way to reduce your carbon footprint. Talk to your energy retailer about what packages are available. Check www.greenelectricitywatch.org.au to find out which packages are best.
- **Turn off all appliances at the power point** – Standby power is responsible for around 10% of your home's usage. It is the equivalent of a dripping tap but it is dripping energy, not water and is costing you a lot.
- **Set heating and cooling to the right settings** – If possible set your heating thermostat to 20 degrees, every degree above this will add 10% to your heating bill. Set your cooling to 26 degrees, every degree cooler than this will add 10% to your cooling bill.
- **Stop draughts** – Use door snakes and weather stripping to reduce draughts from doors and windows. They are easy to use and ensure a more comfortable home or office.
- **Appliances** – When you need to replace an appliance buy the most efficient appliance you can. Often they cost more to buy but they cost a lot less to run. In the long term you will be better off. Check out www.energyrating.gov.au for more info.

The Coburg Initiative and You

Moreland City Council and Equiset are committed to working closely with the community and stakeholders throughout the Coburg Initiative project. During late September and October the Coburg Initiative will be engaging with the local community and stakeholder groups on Concept Plan #2. We invite you to get involved in the upcoming activities:

Community Information Day

On Saturday October 3rd we are hosting an Information Day in Victoria Mall from 9.30am – 2pm. Members of the project team will be available to discuss Concept Plan #2 and all members of the community are invited to provide feedback, comments or ideas.

Online Community Forum

From September 21st to October 16th, we will be hosting an online forum to obtain your views on Concept Plan #2. The forum enables community members to share their views, to exchange ideas and to listen to what other people have to say. Join the discussion by visiting the Coburg Initiative website www.thecoburginitiative.com.au

Community Meetings

If your organisation would like to meet with a representative of the Coburg Initiative to discuss Concept Plan #2, we invite you to contact the Project Information Desk on (03) 9240 2475 or email info@thecoburginitiative.com.au

For more information:

For more information about the Coburg Initiative please contact the Project Information Desk on 03 9240 2475 or email info@thecoburginitiative.com.au. Alternatively, please visit the project website www.thecoburginitiative.com.au for regular project updates.

Representatives of the Coburg Initiative are located in the Victoria Mall every Thursday from 11am to 1pm.

Language Link

中文	9280 1910	Español	9280 1916
Italiano	9280 1911	Hrvatski	9280 1917
Ελληνικά	9280 1912	हिन्दी	9280 1918
العربية	9280 1913		
Türkçe	9280 1914	All other languages	
Việt Ngữ	9280 1915		9280 1919

Language Link is Council's free multilingual telephone information service. There is a telephone interpreter for each of Moreland's nine community languages. Call the 'other language' line for other languages like Somali and Maltese.

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