

# the COBURG Initiative

**EQUISET**  
GALLO GROUP



Moreland City Council

**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 3 - NOVEMBER 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 November 2009 newsletter

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

The Coburg Initiative team has been busy over the past four months reviewing and responding to extensive feedback received on the Concept Plan.

Initially, feedback was received throughout June and July 2009. Community interest and enthusiasm continued to grow and the consultation process continued into September 2009. In total, over 600 members of the community or representatives of stakeholder groups participated in the consultation process.

The challenge for the project team has been to review the broad range of issues, opportunities and ideas raised by the community and stakeholder groups. We are anticipating releasing an updated Concept

## Message from the Mayor

Thank you to all the community members who have provided feedback on the Concept Plan for Central Coburg. It has been great to see so many groups within Coburg participating in the consultation and providing their unique perspective on the draft plan.

On behalf of the project partners, Moreland City Council and Equiset, thank you for your ongoing participation in the Coburg Initiative.

**Mayor Lambros Tapinos**

Plan in early 2010, once all of this feedback has been considered.

Whilst we are reviewing all the community feedback, other initiatives are in progress. This newsletter features the work being undertaken by the Coburg Initiative's 'Ecologically Sustainable Development' (ESD) team and the Moreland Energy Foundation. The newsletter outlines some ideas to address sustainability including Sustainable Transport, Sustainable Energy Supply and Sustainable Food.



# Sustainability Solutions

The Coburg Initiative's ESD team is working to develop solutions to address sustainability in six key areas:

- energy
- water
- waste
- transport
- urban ecology
- materials

Some key concepts and ideas that may form part of the broader approach to sustainability in Coburg are outlined below.



## Sustainable Transport: Car share

Transport contributes approximately 16% of Australia's greenhouse gas emissions, air pollution and congestion problems.

New developments provide an opportunity to create an environment where these impacts can be reduced. This can be achieved by providing good walking and cycling facilities, access to public transport and other incentives to reduce private car usage.

Car sharing is a concept gaining momentum in cities around the world. Professionally operated car share schemes make it easier for households to get by without a private car, or have only one vehicle per household. Cars that are used are fuel efficient and well maintained, and therefore have less impact on the environment. The potential for electric cars, charged using onsite solar panels in place of petrol, is exciting and would mean zero carbon travel. The car sharing concept is currently being successfully used in Brunswick.

## Sustainable Energy supply: Cogeneration and Tri-generation

Cogeneration and tri-generation are methods of electricity generation that capture and use the heat produced as a by-product of power generation. The vast majority of Victoria's electricity supply currently comes from large, centralised, brown-coal power plants. This form of generation only achieves approximately 25 – 40% efficiency, as a large portion of the energy produced is lost as heat at the power plant or when the electricity is transported long distances along power lines to its final point of use.

Cogeneration and tri-generation provide the means to address both these energy-wastage problems by being located close to the final point of electricity use and by utilising the waste heat for heating, cooling (via absorption chilling) and hot water. The cogeneration and tri-generation system is also beneficial in that it uses gas which is less polluting than brown-coal.

## Sustainable Food: Food concepts

Food consumption plays a significant part in releasing greenhouse gases into the atmosphere. It is estimated that up to 36% of our total carbon footprint is related to food through production, processing, packaging, storage, transport and wastage.

The Coburg Initiative provides a significant opportunity to cut greenhouse emissions related to food through physical infrastructure and systems and by promoting behavioural change. Approaches could include:

- Provision of a fresh food market providing seasonal, locally produced fruit and vegetables. There is potential for such a market to operate within a 'sustainability charter' to ensure operators adhere to minimum sustainability standards.
- Working with supermarkets to ensure organic, local produce is available at affordable prices.
- Provision of community gardens that provide space to grow produce locally at a larger scale.
- Rooftop gardens.

## Walking on Sunshine!

Moreland Solar City is a new and exciting initiative working within our community to help reduce our carbon footprint and create a more sustainable way of life.

Moreland has been chosen as one of the Australian Government's seven Solar Cities. The Moreland Solar City program is led by the Moreland Energy Foundation, in partnership with Moreland City Council, the Brotherhood of St Laurence and Sustainability Victoria.

Moreland Solar City has four major projects:

- Zero Carbon Moreland – a community

engagement campaign to support households, businesses and organisations to reduce their carbon emissions;

- Warm Home Cool Home – a free service for concession card holders to reduce their household's energy use;
- Moreland Energy Services – developing innovative new ways to produce and manage energy in Moreland; and
- The Coburg Initiative – building a sustainable future for the Coburg urban development precinct.



**Australian Government**  
**Solar Cities**

# Your feedback on the Coburg Initiative Concept Plan



The Coburg Initiative 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 'vision' and community ideas to produce a Concept Plan.

The Concept Plan illustrated a series of ideas for the future of Coburg. To initially test these ideas, we consulted extensively with community members and stakeholder groups between July and October. The purpose of the engagement was to garner feedback prior to the project team commencing the next stage of the planning process.



During the consultation process a series of key themes emerged:

## Education

- The Coburg Primary School should not be consolidated due to the unique environment it provides students.
- Consider the future expansion of the Coburg Primary School and its current boundary with Bridges Reserve.
- Investigate whether more people living in central Coburg will trigger the need for a Coburg High School.

## Community Facilities

- Centralised community facilities are important. Consider the development of a community hub with the library as a main tenant.
- The Coburg Oval should be opened up for broader community use. This can be achieved through the removal of

fencing, making it more widely accessible, particularly for passive recreation.

## Culture & Arts

- More opportunities for community events, celebrations, exhibitions and markets.
- Diversify the mix of entertainment offerings to create a night economy.

## Public Open Space

- There is extensive support for Victoria Mall and the proposed Piazza as central places for incidental social interaction.

## Sustainability

- Incorporate sustainability principles into all new developments.

## Sense of Place

- Preserve Coburg's sense of place through the preservation of heritage buildings, particularly the Bluestone Cottage.

## Transport

- Street activity should be increased by transforming central Coburg to a pedestrian/cyclist/public transport focused area.
- Improve access to trams in Sydney Road, making car parks less dominant.
- There is support for undergrounding of the rail line. However, more information needs to be provided on any alternatives to relieving the traffic congestion in the study area.

## Community Impact

- Consider how an increase of people living in Coburg will impact on public transport, community facilities and services, car parking and traffic.



# What's new to Coburg: Wayfinding Signs!



## Central Coburg Wayfinding Signage – Connecting People and Places Via Sustainable Transport Modes

The Coburg Wayfinding project provides easy to read and centrally located signage within central Coburg. The signage encourages and promotes movement around and to the centre of Coburg via sustainable transport modes – public transport, walking and cycling.

With over 47 per cent of the community having English as a second language, the wayfinding signage uses the universal language of pictures rather than text to ensure they are easy to understand and navigate.

The signage is currently located at five locations within central Coburg:

1. Victoria Street Mall (corner Sydney Road)
2. Victoria Street Mall (corner Waterfield Street – opposite Coburg Library)
3. Bus interchange at the corner of Bell Street (south side) and Sydney Road (outside Coburg Primary School)
4. Corner Munro Street and Sydney Road (south west side)
5. Bus interchange on Bell Street (south side near railway crossing and McKay Street)

A sixth wayfinding sign will be located at the Coburg Train Station forecourt and will be installed in late 2009. Funding has been provided to Council through the Victorian Government's TravelSmart and Local Area Access Program grants.

## Enhancing 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.

During April and May 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. During this consultation it was identified that the community value:

- The cultural diversity which is reflected in the shopping, food and character of Coburg
- A busy, vibrant shopping centre which includes specialty and mixed use shops
- A multi-use hub with access to essential items and services
- The opportunity to access a range of public transport options

- Coburg's Heritage landmarks including churches, the Coburg Train Station and Sydney Road's 19th Century façades
- Central Coburg as a friendly, welcoming and safe environment

These community opinions, feelings and views will be used to develop the Coburg Sense of Place Framework. The Sense of Place Framework will be a decision making tool for developers and decision makers to use when considering proposals for Coburg's future. The Framework will encourage planning and development decisions which reflect the values and aspirations of the Coburg community.

The Coburg Initiative team are currently preparing the Sense of Place Framework. It is anticipated that the Sense of Place Framework will be released in early January 2010.



### 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](mailto:info@thecoburginitiative.com.au). Alternatively, please visit the project website [www.thecoburginitiative.com.au](http://www.thecoburginitiative.com.au) for regular project updates.

Representatives of the Coburg Initiative are located in Victoria Mall every Thursday 11.30am 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.

Printed on Envirocare.

