

the coburg initiative

coburg, victoria, australia

robertsday



Summary

Client: Equiset Grollo/ Moreland City Council

Services: Design Workshop
Facilitation, Masterplanning inc
Master Plan Framework

Site area: 40ha

Local Government area: Moreland
City Council

Commenced: 2009

Status: Urban Design Framework
Development / Development
Management Agreement

Project Team

Master Planning: Roberts Day /
Studio LFA

Social Sustainability: Capire
Consulting

Transport Planning: ARUP

Sustainability: Aurecon

Economic modelling: Charter Keck
Kramer / Taktics 4

Architecture: F2 Architecture / MGS

Urban Quality Consultants: Gehl
Architects / Kerr Partnering /
Message Consultants / Place Partners

Landscape Architecture: Tract

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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 – the action plan to accompany the Central Coburg 2020 framework.

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

Convened by the Coburg Initiative - a joint partnership between Moreland City Council and Equiset Grollo, Roberts Day along with Capire Consultants facilitated a three day design workshop which brought over 250 key stakeholders and community members including land owners, government and non-government stakeholders, Councillors and Council officers together with the technical design and delivery team together to develop options that respond to a comprehensive

'vision' developed by these stakeholder groups. The outcomes of the workshop were documented in both an extensive outcomes report and a summary document, which was developed for public dissemination and as a basis for further community consultation.

Building on the framework and research studies as well as the extensive stakeholder and community engagement undertaken since the projects initiation, Roberts Day and the Coburg Initiative team are developing a Concept Plan Framework, detailing the vision for Central Coburg as well as demonstrating the principles on which it is based. This will form a flexible and robust framework for ongoing stakeholder and community engagement as well as a proposed regulatory and policy framework – a Place Code for Coburg.