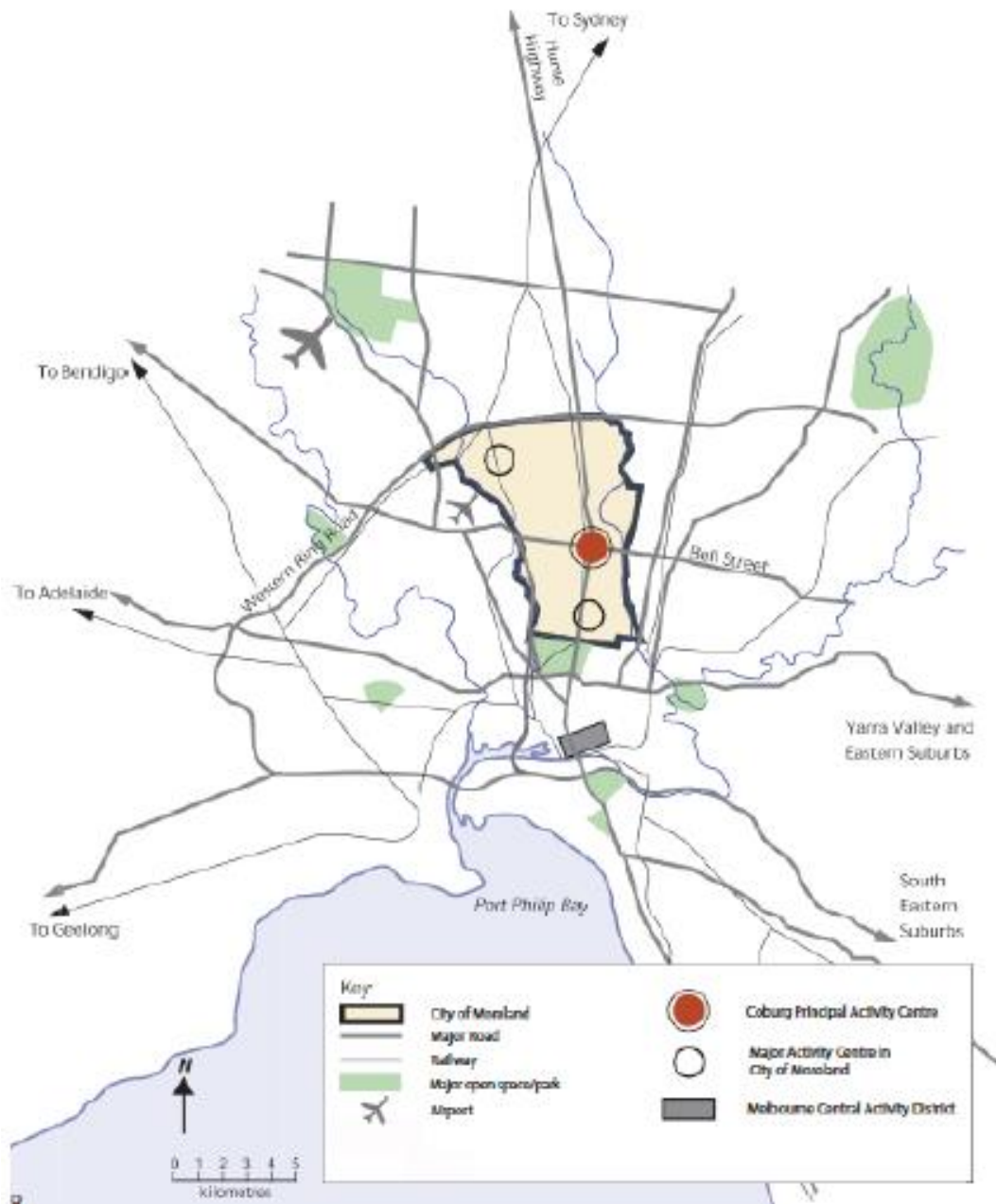


URBAN REVITALISATION COBURG

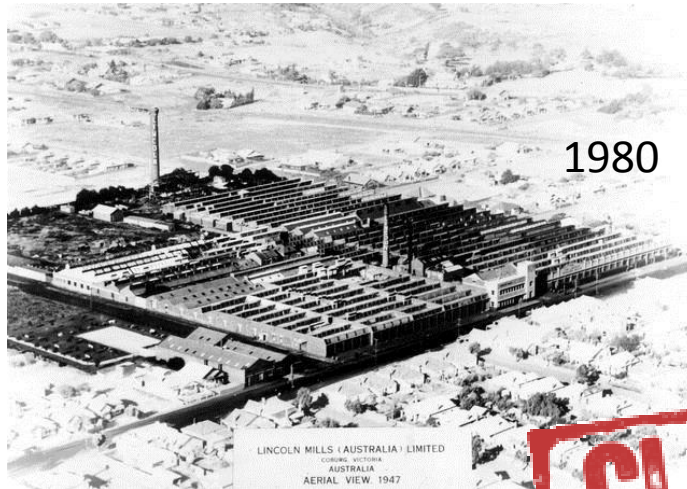




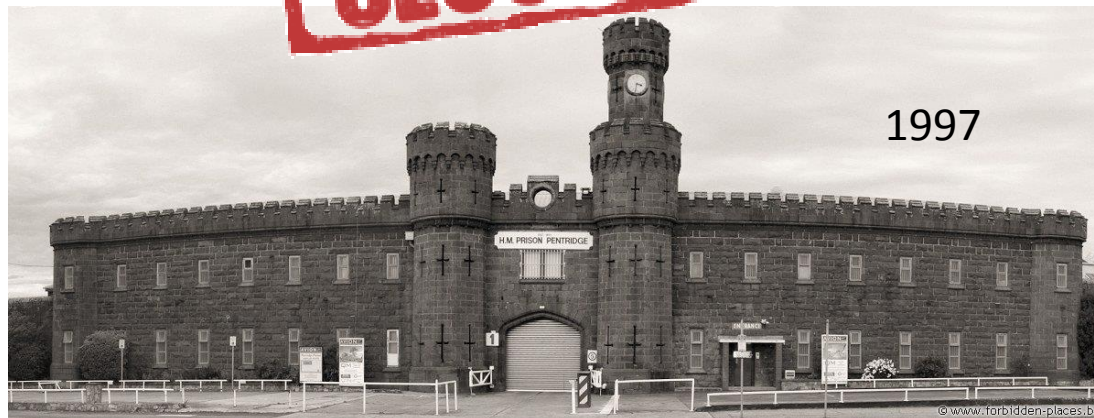
Vision

A sustainable Moreland that supports a resilient community who live in an attractive, accessible and safe environment, with a strong local economy and services that meet their diverse needs

A Tipping Point for Coburg



CLOSED



Economic Development

*“Is a program, group of policies, or activity that seeks to improve the **economic well-being and quality of life for a community** by creating and/or retaining jobs that facilitate growth and provide a stable tax base”*

(International Economic Development Council)

*“Local economic development is a process of deliberate intervention in the economy to **stimulate economic growth by creating the local business climate which fosters private investment**. It is a process which is neither exact, nor fully predictable, and is more of an art than a science. For communities, the **results of the process are jobs, revenue and long-term economic prosperity**.”*

(California Association for Local Economic Development)

Reality check...

The **Private sector** remains the **most significant contributor** to economic development.

Its primary involvement in developing business, and hence the economy, is driven by the desire to accumulate wealth.

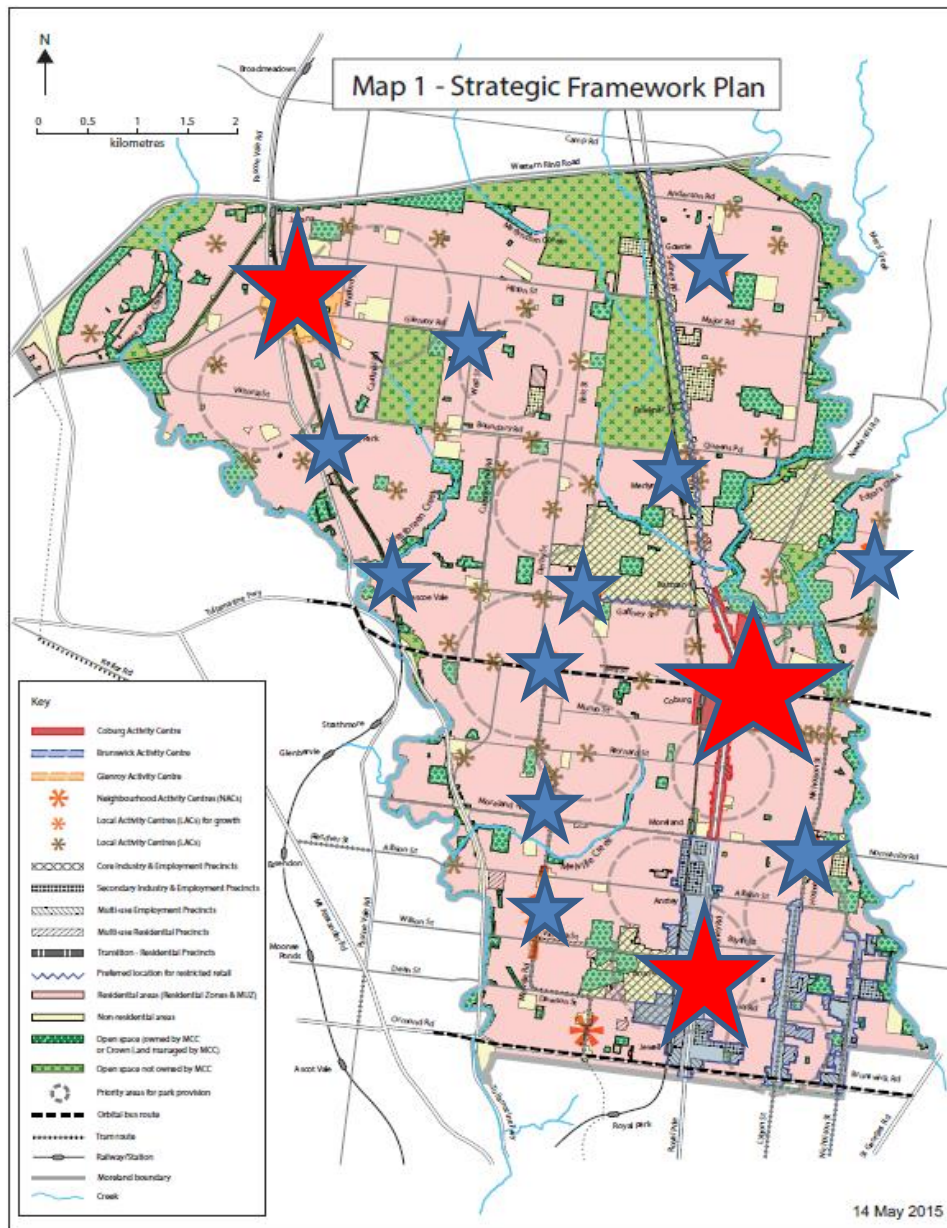
Our Role

Council's role therefore, and within the context of Council's wider sustainability objectives, is to influence the private sector's motivation to accumulate wealth.

This principally **involves setting the conditions for rewarding opportunities to be created and exploited**

15 Smart Growth Principles

1. Integrated approach
2. Vision and inclusion
3. Poverty reduction
4. Local focus
5. Industry clusters
6. Wired communities
7. Long term investment
8. Human investment
9. Environmental quality
10. Corporate responsibility
11. Livable communities
12. Compact development
13. Activity Centre focus
14. Distinctive communities
15. Regional collaboration



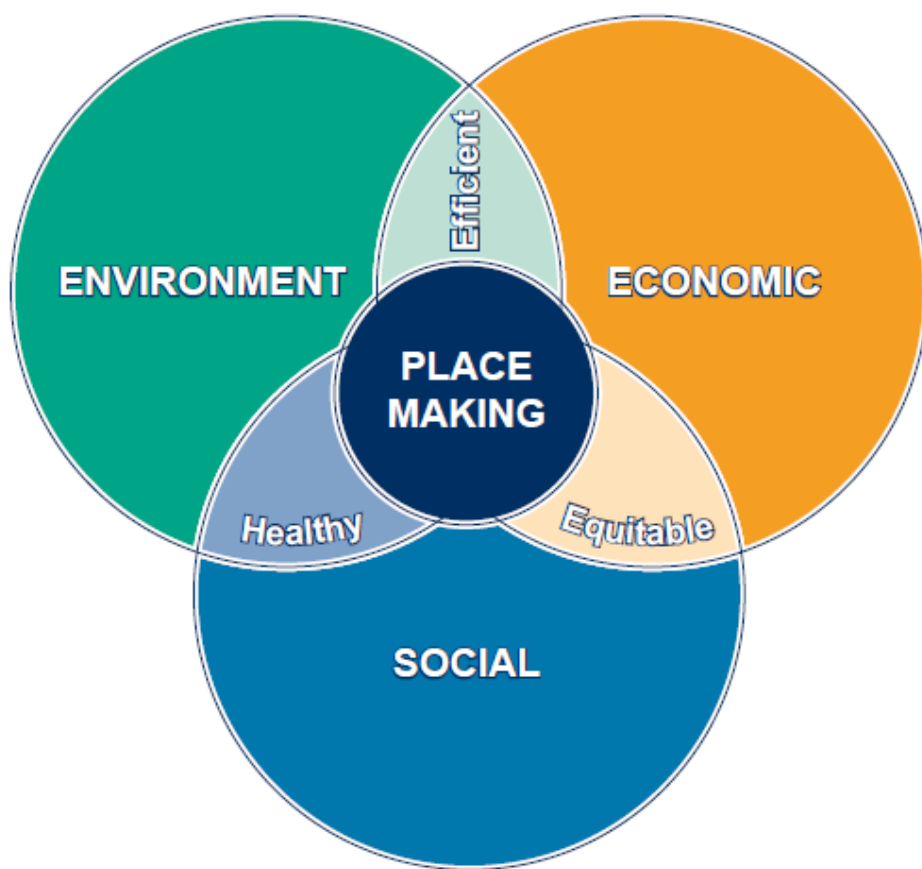
A Legacy Based Approach



Place Management Model

Key Elements:

- **Place based** – defined economic nodes (not professions/sectors)
- **Vision led** – clear robust agreed vision, objectives and principles
- **Integrated team** – economic, environmental/physical, place at core
- **Collaborative approach** - whole of Council, joined up
- **Focused on:**
 - Building partnerships – internally and externally
 - Using resources effectively and no duplication
 - Providing consistent communications
 - Providing a one stop shop for information
 - Facilitating development
 - Resolving issues

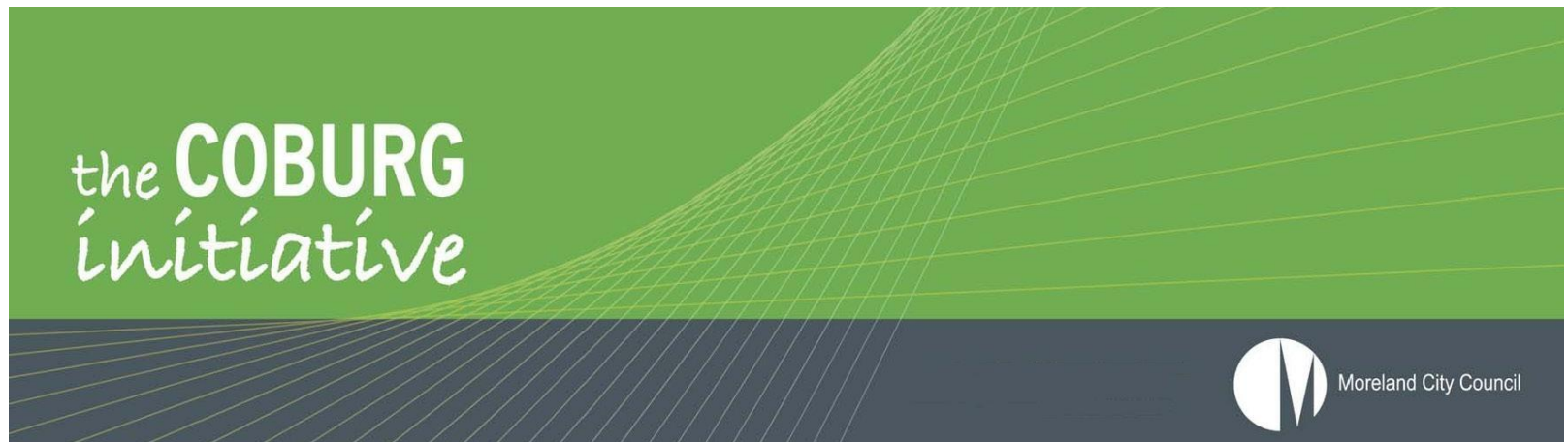




From plans....



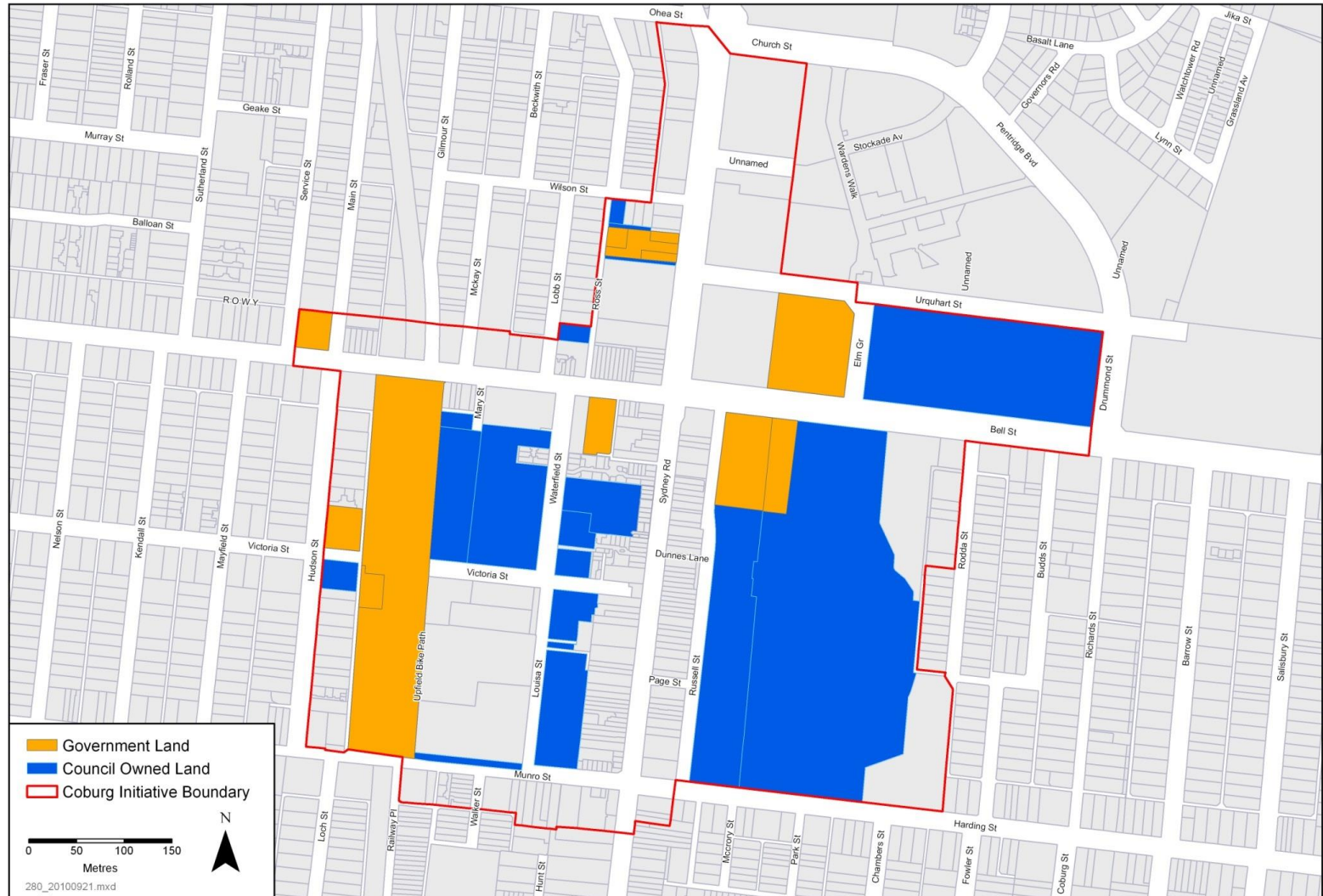
To reality...





*TCI:
A fully integrated
approach to urban
renewal & the creation of
the principal Activity
Centre that is sustainable
& truly builds the local
community*

Unique Opportunity



Development Partner

EXPRESSIONS OF INTEREST

Only once in 150 years does a
Development Opportunity
like this come along!

THE **COBURG** INITIATIVE

FOR ATTENTION:
Major Developers,
Superannuation Funds,
Investment Consortia



Coburg - Village within a City

Our vibrant, culturally diverse village-within-a-city has a community spirit second to none, with residents consistently demonstrating their deep affection for Coburg in scores of ways, big and small. Coburg enjoys high retention of residents, with many being the third, fourth (or more) generation of their family to choose to live here.

At the crossroads of historically significant Sydney Road and Bell Street, Coburg is just 8 km north of the CBD. Exceptionally well served by public transport, at the intersection of train, tram and bus services, Coburg is already one of the few communities in this large city where a low level of car use, or even no car at all, is a practical and attractive option for residents. Moreland City Council seeks to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally.

Enlivened by people made welcome from all corners of the world, Coburg is justly proud of the multiplicity of languages heard on our streets, the vibrant colours and flavours. Council wants Coburg's colourful street atmosphere, the diverse foods on offer, and the distinctly local character of much of the present retail experience to be reflected in any renewal program. Guidance on these aspects, and other community amenities sought through this major initiative, is to be found in a formal EOI document.

The Opportunity

The Coburg Initiative is a dynamic public process with, as its ultimate goal, the reinvigoration and renewal of central Coburg. At the core of The Coburg Initiative is 12 hectares of community-owned land, which gives Council, with the enthusiastic backing of our retail and commercial sectors, the capacity to kick-start change. And kick-start we plan to do.

Moreland City Council will engage with a broad range of public and private stakeholders to realise an opportunity without precedent in the city's 150-year history. We seek to identify and attract development partners with the proven capacity to design and deliver urban renewal on the proposed scale.

The Coburg Initiative evolves from the Central Coburg 2020 Structure Plan, itself the product of five years' consultation with the Coburg community, traders, landowners, state government agencies and other stakeholders. We're ready to go. We wish to hear from developers with successful track records on projects of this scale, from around Australia and around the world. We seek soaring imagination, proven experience, financial soundness and the operational compatibility to work with us. If that sounds like your organisation please obtain a copy of our Expression of Interest document without delay.



To learn more please visit www.thecoburginitiative.com.au

and register to receive a copy of our EOI document.



**COMMUNITY
IDENTITY**



**POLITICAL
LEADERSHIP**



**COMMERCIAL
EXPERTISE**



Jack

**COMMUNITY
VALUE**

**POLITICAL
VALUE**

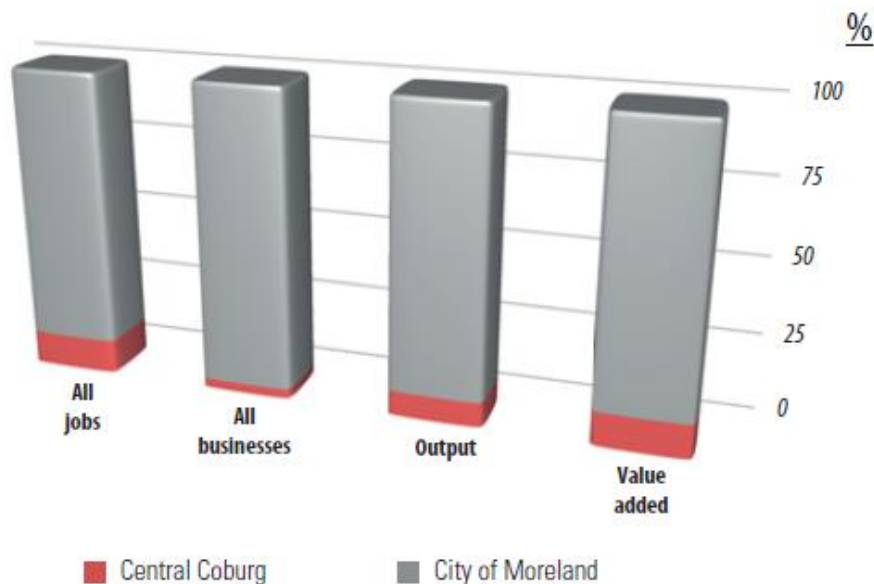
**COMMERCIAL
VALUE**

PARTNERSHIP

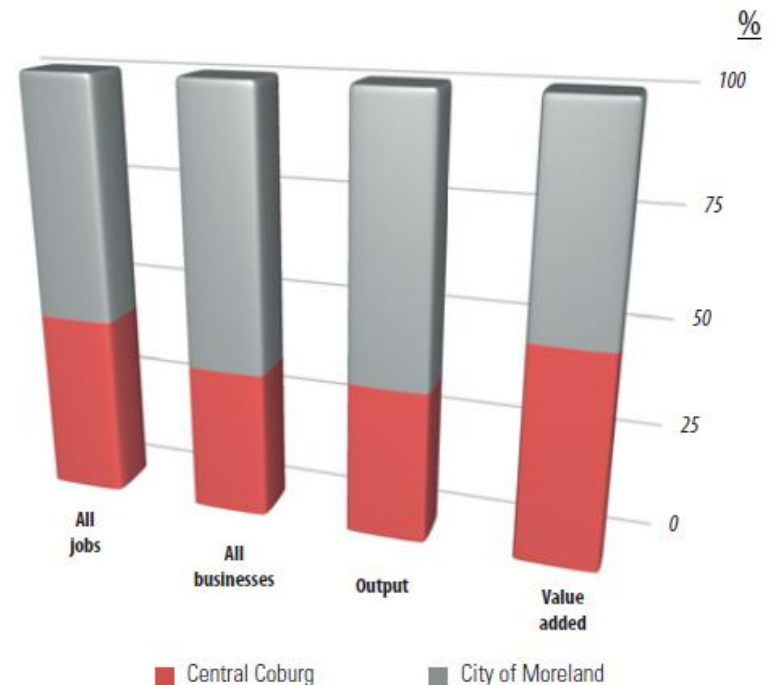


What needed to change

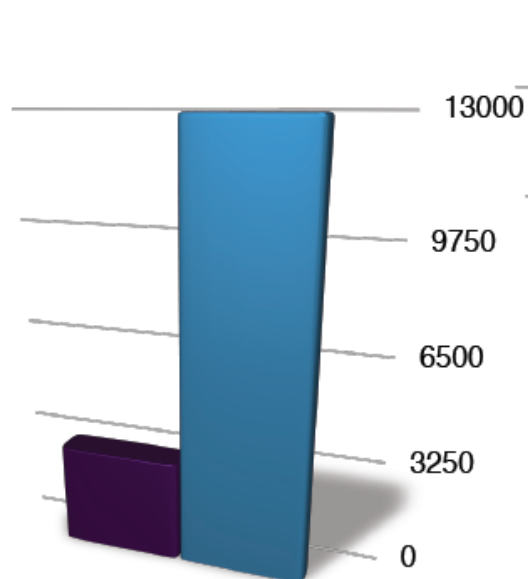
Coburg's Present Economic Contribution within the City of Moreland



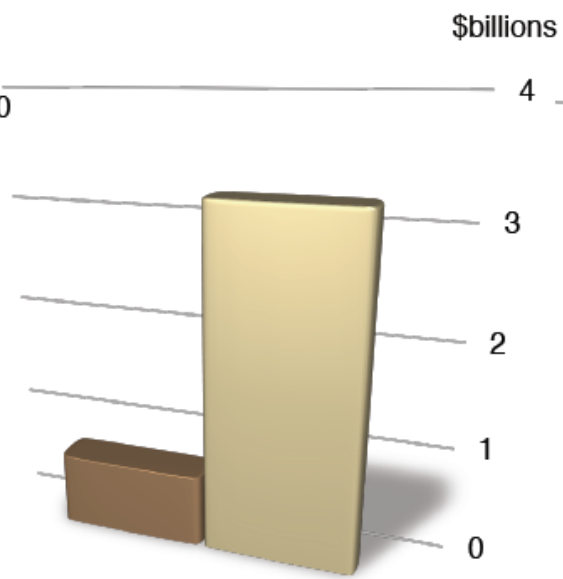
Coburg's Future Economic Contribution within the City of Moreland



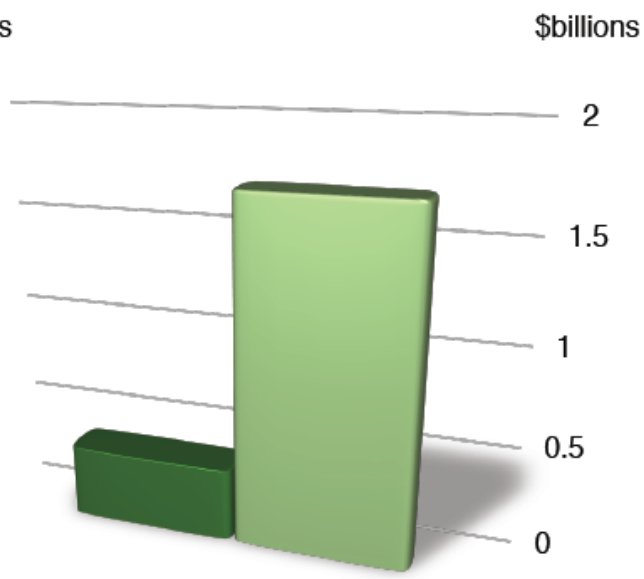
JOB CREATION POTENTIAL



ECONOMIC OUTPUT



VALUE ADDED



■ Present
■ Projected, after renewal of Central Coburg

■ Present
■ Projected, after renewal of Central Coburg

■ Present
■ Projected, after renewal of Central Coburg

Employment in Central Coburg

Economic Contribution of Central Coburg

Community Engagement



Coburg 2020
consultation



Design workshop
250 attendees



Place Making Workshop
85 attendees



Speak out Vic
Mall

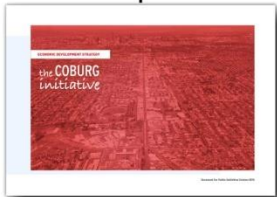
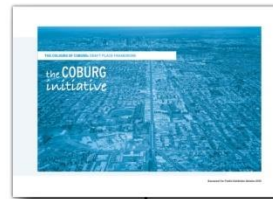


Coburg Night Market



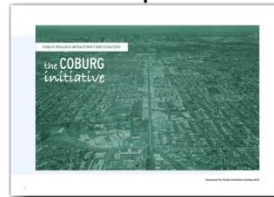
Colours of Coburg

PLACE FRAMEWORK



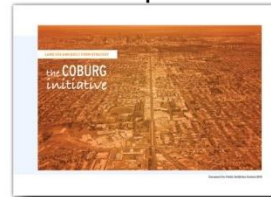
ECONOMIC DEVELOPMENT

What we need.



PUBLIC REALM & INFRASTRUCTURE

How it will work.



LAND USE & BUILT FORM


What it will look like.



GOVERNANCE

How we will get there.

5 Key Community Benefits

- 
- A black and white photograph of a person with short hair, wearing a dark jacket, leaning over a large table. They are using a white marker to draw on a large architectural plan or map spread out on the table. In the foreground, there is a roll of paper, a container of various colored markers, and a roll of tape. The background is blurred, showing other people and tables in what appears to be a community meeting or workshop setting.
1. A strong local economy
 2. Quality spaces & services for people
 3. A great place to live
 4. A connected community
 5. Leading environmental benefits

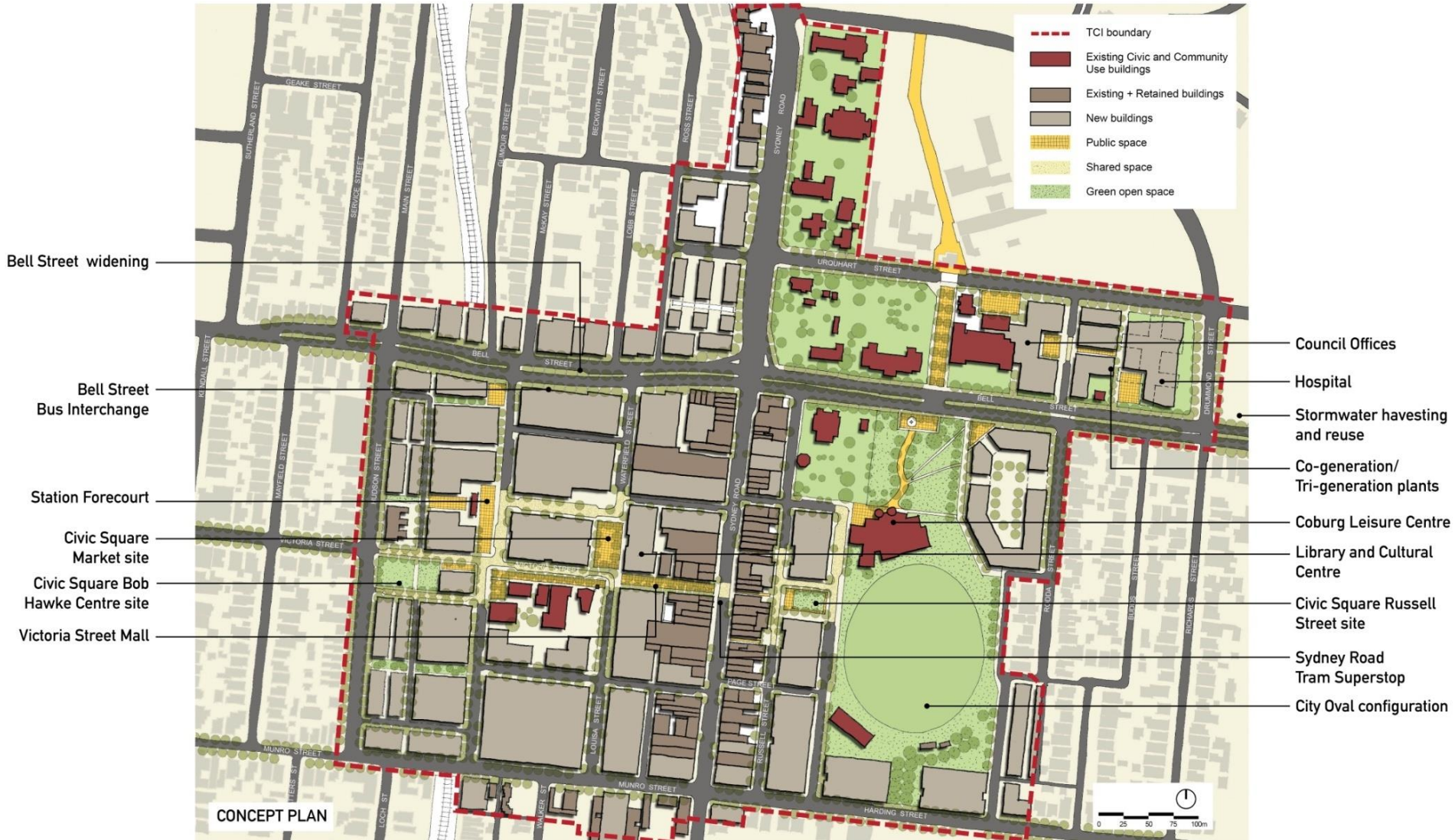
3 Key Economic Outcomes

1. Increasing the total jobs in Central Coburg to **12,954** such that it provides almost half (43%) of all jobs in Moreland
2. Generating **\$3.2 billion in estimated output/gross revenue** - more than a third (36%) of Moreland's total output, of which manufacturing is currently the largest provider
3. Generating **\$1.7 billion in value added/marginal economic value** – or half of Moreland's total marginal economic value of which manufacturing is currently the largest provider

4 Key Investments

1. **12.75 hectares of land** in and around the heart of Central Coburg
2. **\$120 million for community Infrastructure projects**, including: a new regional library; major improvements to City Oval and Coburg Leisure and Aquatic Centre
3. **\$370 million in hard infrastructure projects**, including: 4 generous public town squares; streetscape improvements; new Bell St bus interchange; Sydney Road tram super stop; major road, pedestrian, cycling network improvements; and water, energy and waste projects
4. **\$2.38 billion in private investment**

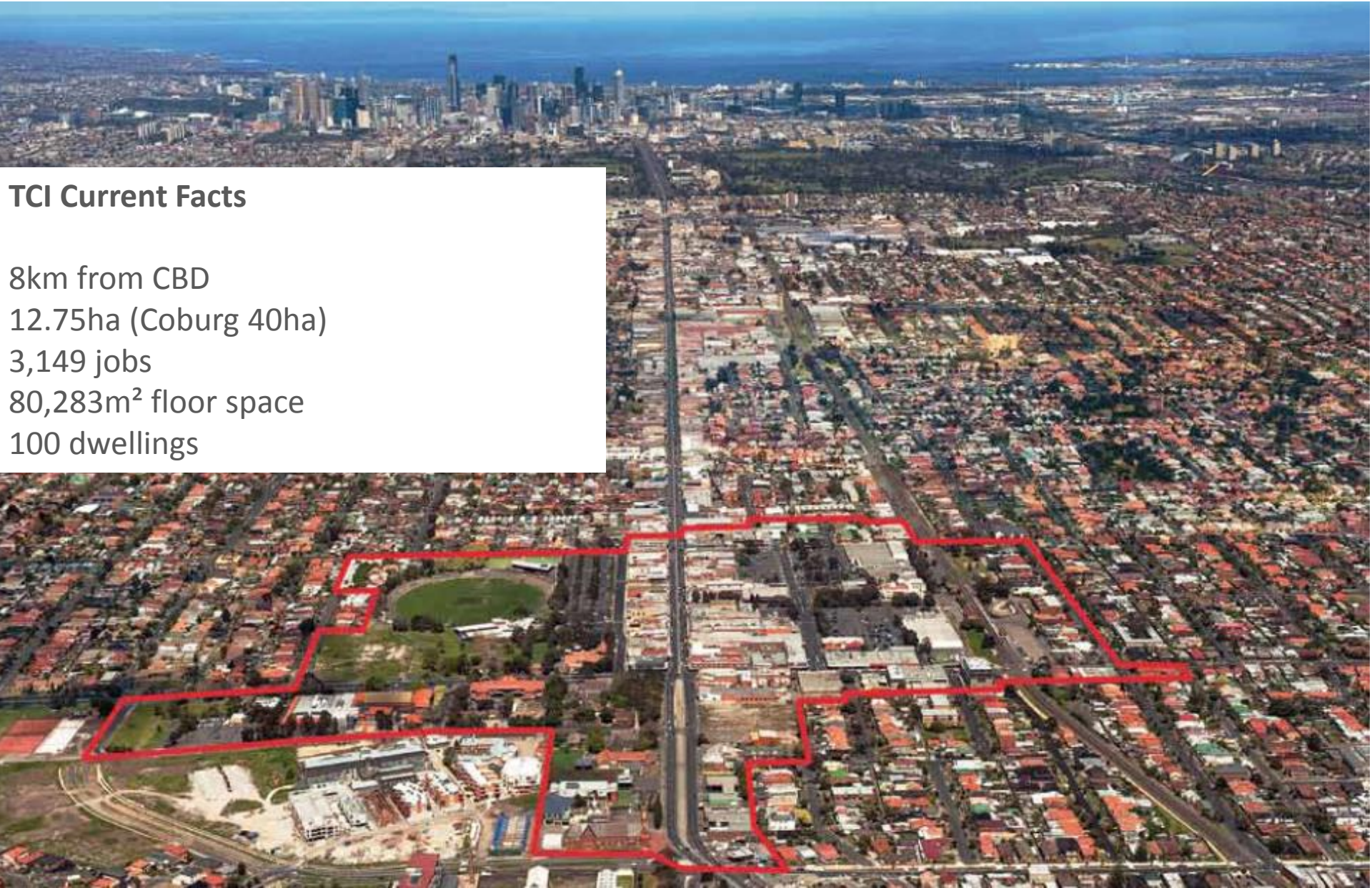
Concept Plan



Coburg today

TCI Current Facts

8km from CBD
12.75ha (Coburg 40ha)
3,149 jobs
80,283m² floor space
100 dwellings



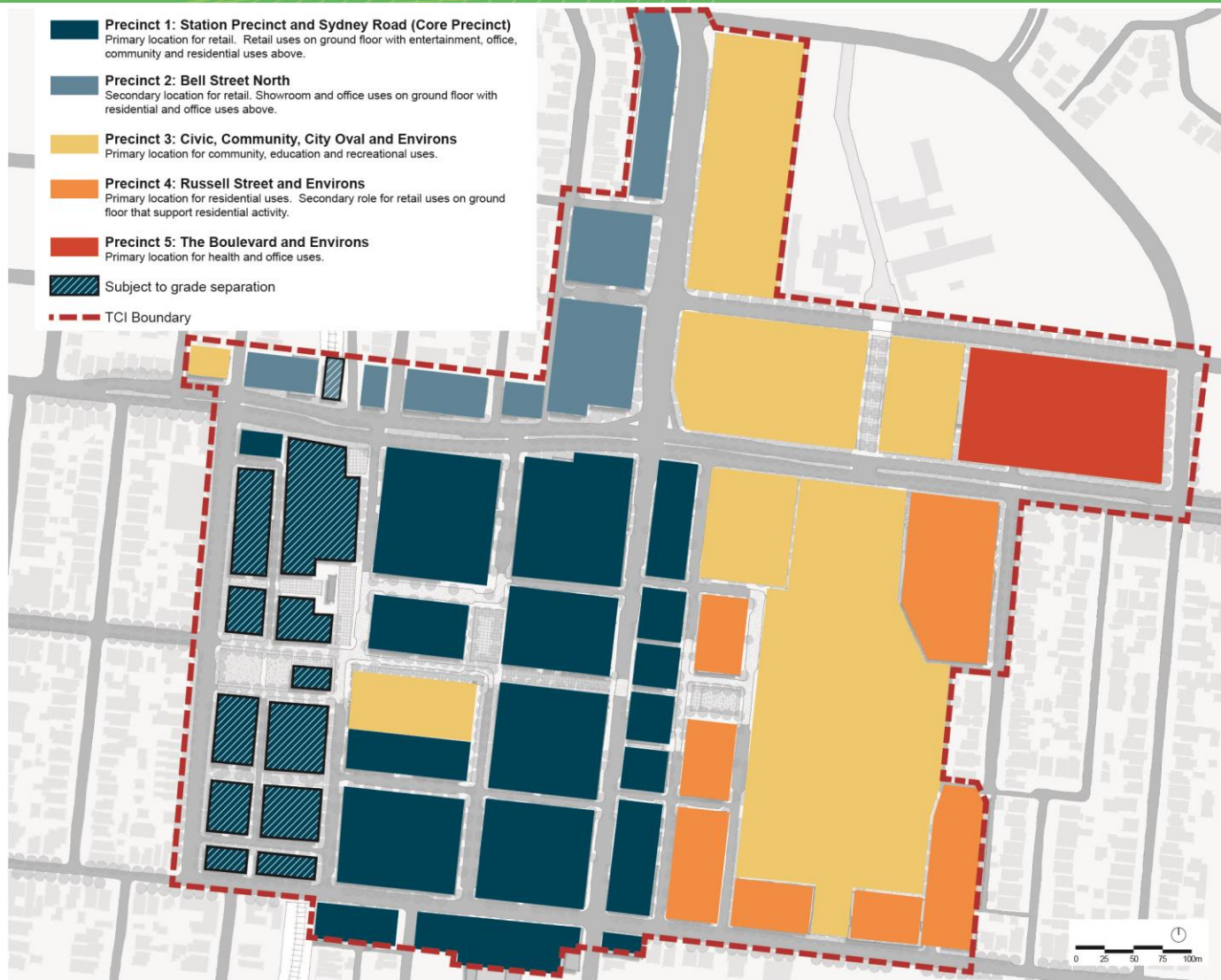
Coburg 2030

TCI Future Facts

13,000 jobs (5,000 new)
357,000m² floor space (200,800m² new)
6,000 dwellings (3,000 new)



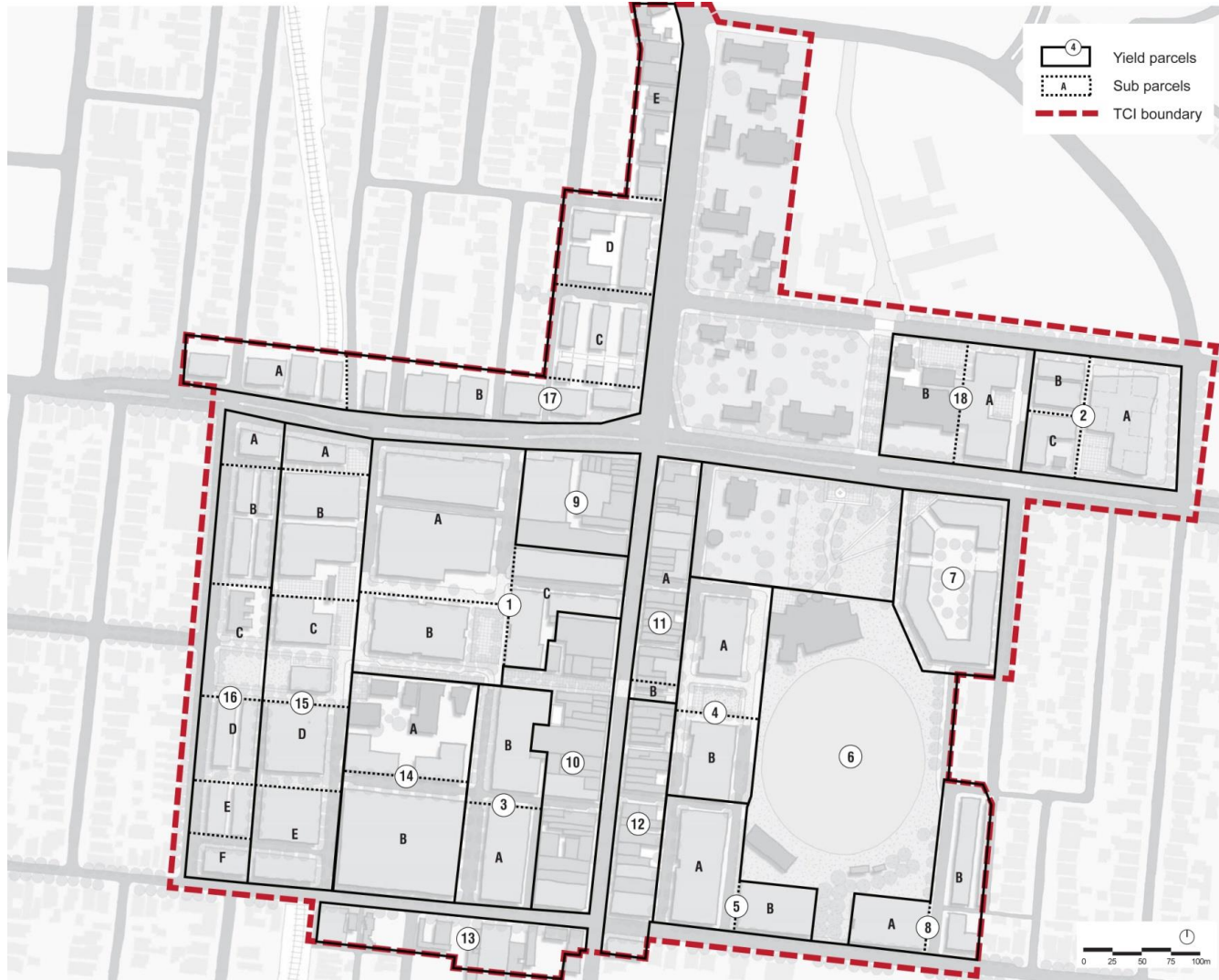
the COBURG initiative



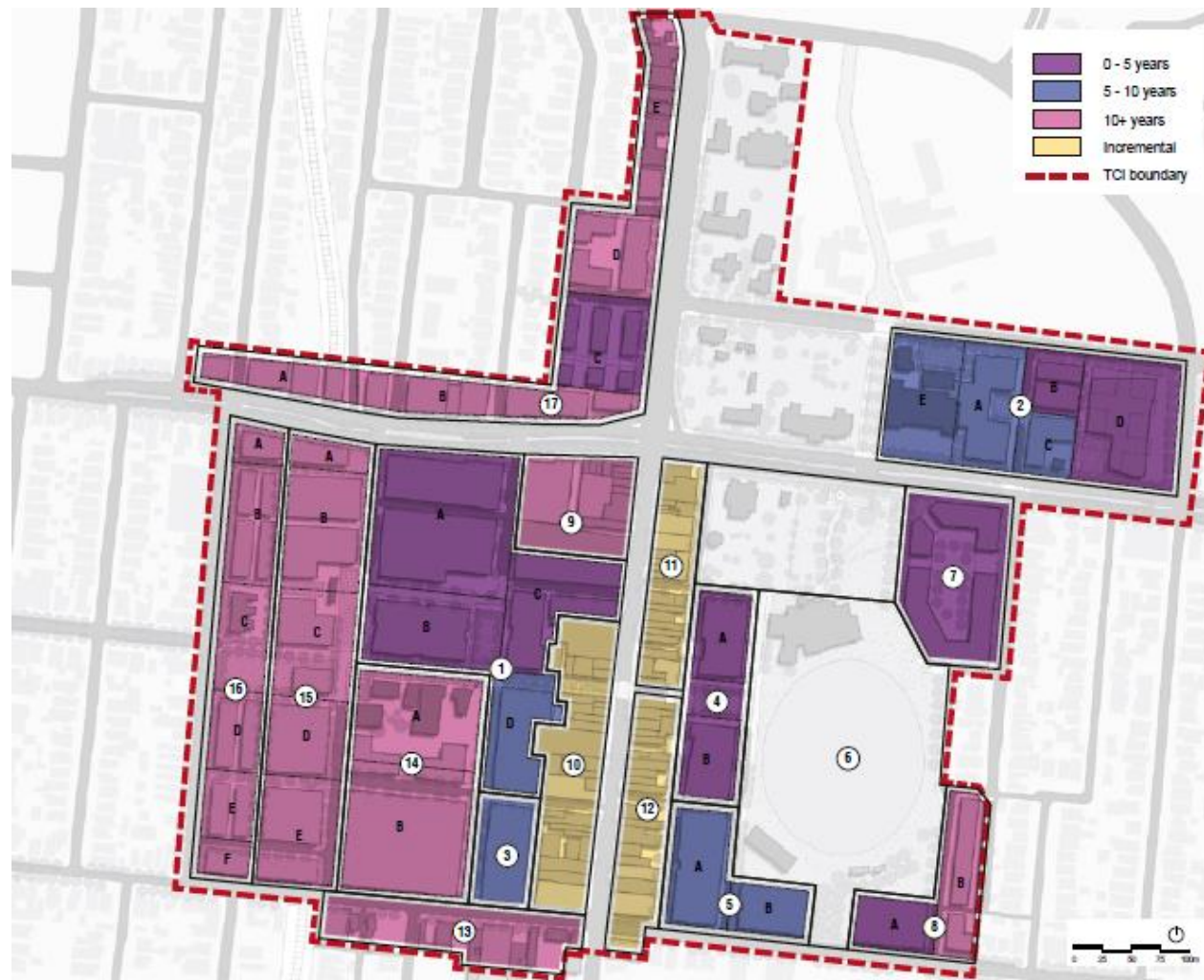
the COBURG initiative



the COBURG initiative



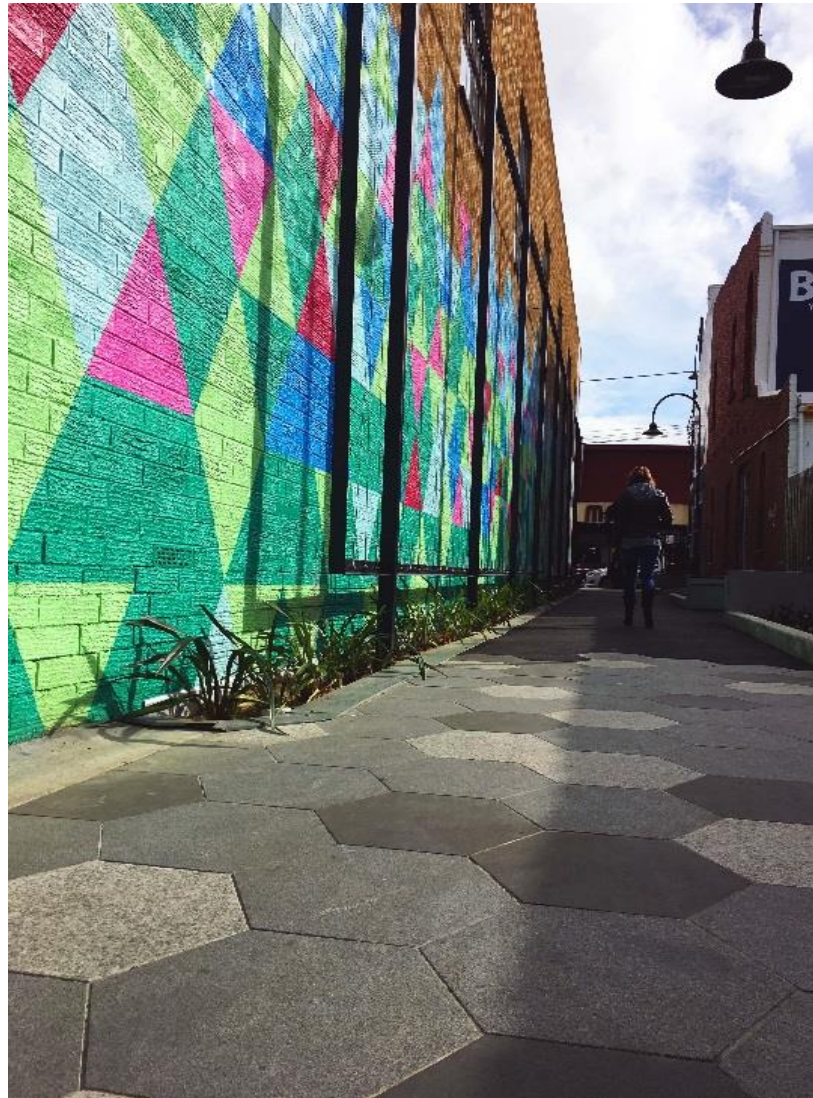
the COBURG initiative



Smaller projects & activation



the COBURG initiative



the COBURG initiative



the COBURG initiative

Policy Alignment

NORTHERN REGION – Key development project to improve amenity and create jobs and long term economic transformation.

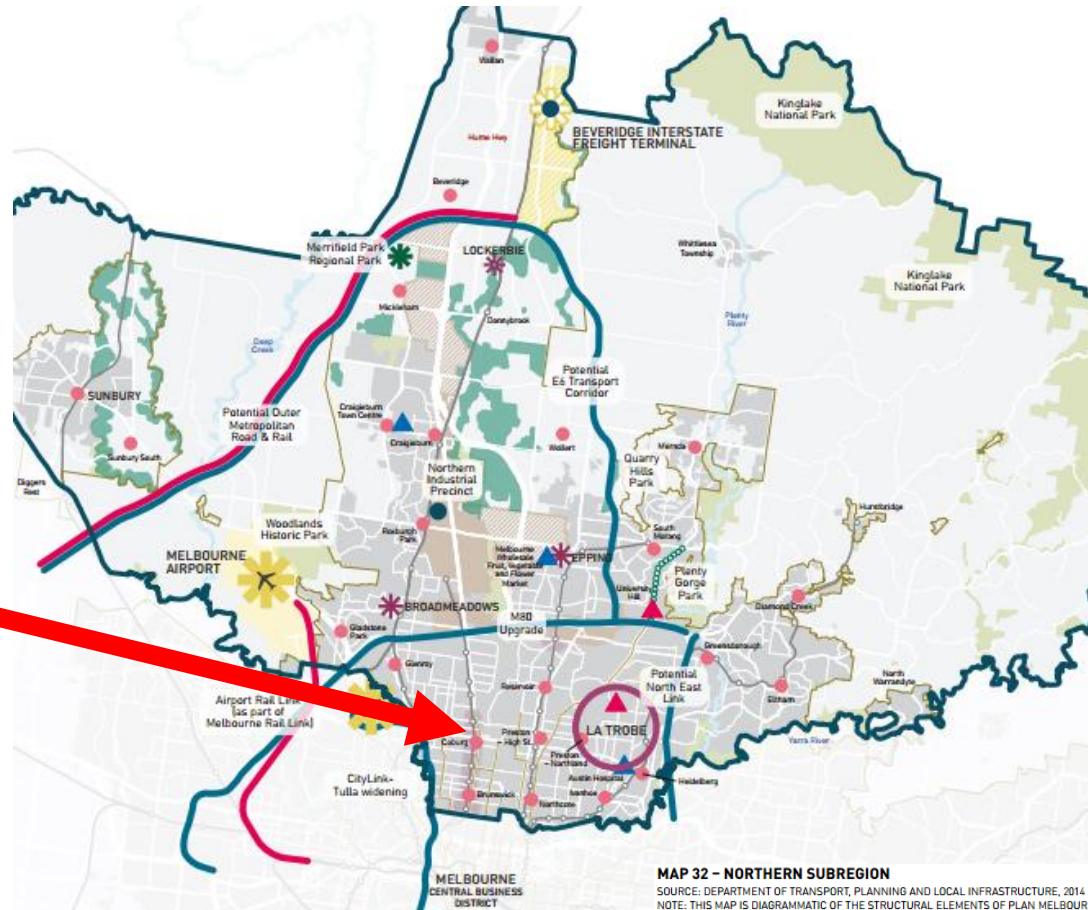
PLAN MELBOURNE

- Delivering jobs & investment
- Housing choice & affordability
- A more connected Melbourne
- Livable communities & neighbourhoods
- Delivering better governance

Urban Renewal Area - significant potential to unlock pipeline of under-utilised land close to jobs, services and public transport.

Activity Centre - planned to provide significant employment and housing opportunities.

Investment ready - all structure planning and planning controls in place.



Lessons Learned

1. Strong & consistent political & administrative leadership
2. Partnerships needed with private sector & all levels of government
3. Projects take time are complex & need to manage expectations of speed
4. Inspirational vision & objectives based on historical context & sense of place
5. Need to have a story to tell that is related to the vision that rebrands & markets the city
6. Stand alone wholly owned government entities to deliver & manage risk
7. Council's need a structure to deliver that also has a commercial ethos
8. Projects need to be broken down into parcels that evolve over time based on an agreed strategic framework
9. Financial analysis & testing needs to be done in parallel with design
10. There is always a gap between cost & value needing seed capital that is repaid later when values have risen
11. Most projects involved Local Government assembling the land
12. Community involvement in project assists to deliver non financial benefits



the **COBURG**
initiative

the **COBURG**
initiative