

CENTRAL

COBURG



Development
Standards



Merri-bek
City Council



June 2026

Contents

INTRODUCTION	3	B - PUBLIC REALM STANDARDS	37
		Streets and laneways	38
A - GENERAL STANDARDS	7	Public spaces	58
Context	8		
Built form	10	C - SITE STANDARDS	67
Interfaces	14	Site A	70
Land use	18	Site B & C	74
Public realm	24	Site D	78
ESD	30	Site E	82
		Site F	86

Introduction

Merri-bek City Council acknowledges the Wurundjeri Woi-wurrung people of the Kulin Nation as the Traditional Custodians of the lands and waterways in the area now known as Coburg. We are grateful for their care of this Country and for the ongoing contributions of all First Nations communities to present day Coburg.

The purpose of the Development Standards is to implement the Precinct Framework and create confidence and clarity for development partners, Council officers, design teams, and the community.

The Central Coburg Precinct Framework establishes a coordinated vision for six sites and key streets within the Coburg Activity Centre. Anchored by a new library and piazza, central Coburg brings old and new together as a thriving and welcoming place. Council land unlocks lasting public value - strengthening community life, supporting local jobs and enterprise, enhancing open space, and enabling high-quality housing, including social and affordable homes.

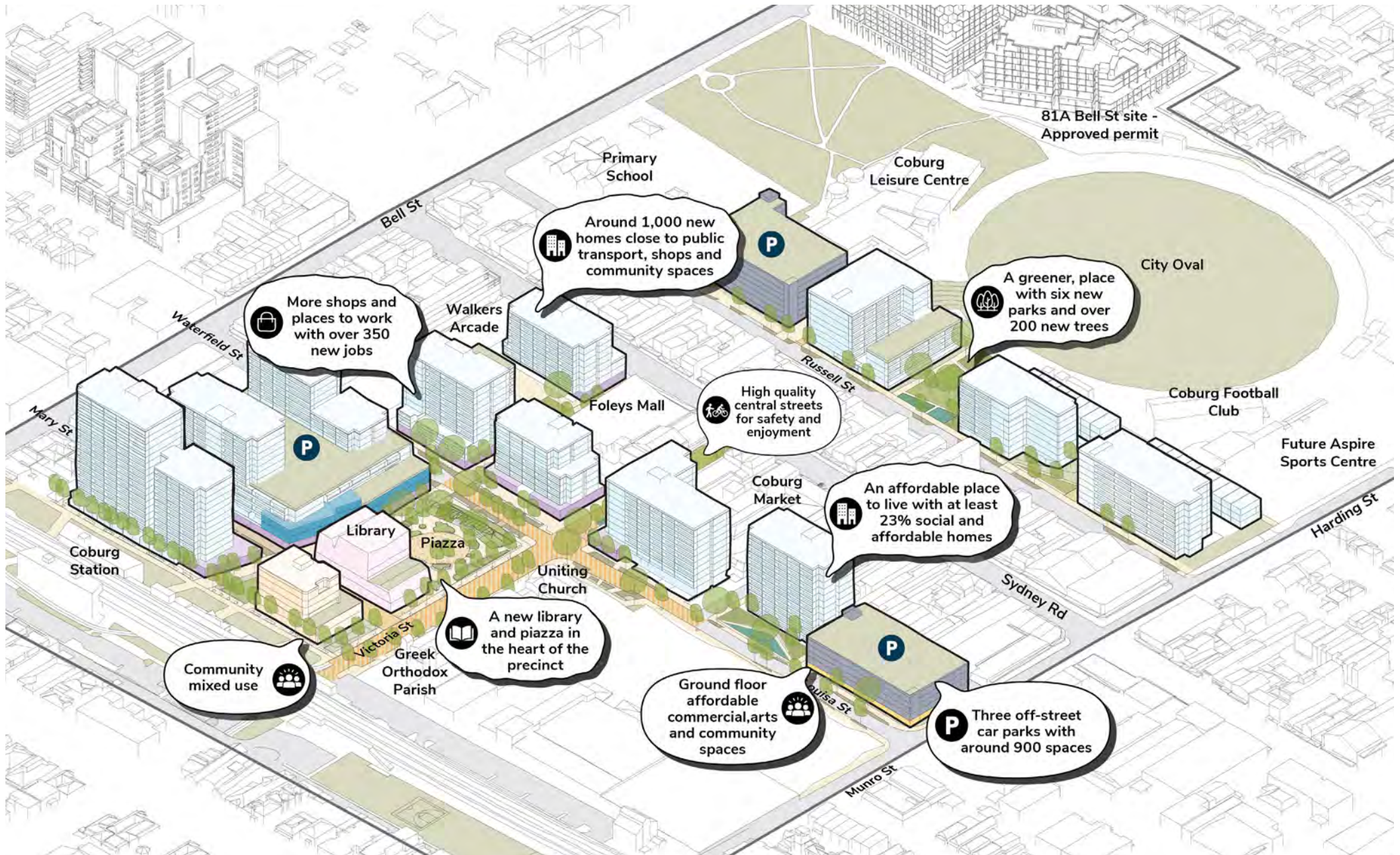
The purpose of the Development Standards is to implement the Precinct Framework and create confidence and clarity for development partners, Council officers, design teams, and the community.

Why have development standards?

Central Coburg seeks to achieve design excellence through collaborative design processes, high-quality architectural and public realm outcomes, and environmentally responsible development. This guide encourages proposals to contribute positively to the precinct, respond to site context and demonstrate innovation in sustainable outcomes.

High-quality development outcomes ensure that new developments:

- > Protect and strengthen Coburg's local character and cultural identity.
- > Provide appropriate housing and enhance social connection.
- > Deliver comfortable and safe public spaces and streets.
- > Enhance environmental performance and climate resilience.
- > Support a thriving local economy and vibrant community life.
- > Create buildings that are adaptable and durable over time.
- > Well-designed developments contribute to community wellbeing, support investment certainty and reduce long-term maintenance and environmental costs.



An updated framework for central Coburg. Indicative image by MGS Architects.

The guide is designed to support consistent, high-quality outcomes while allowing flexibility for innovative design responses.

Best-practice design process

Early and coordinated design is essential to achieving the outcomes sought by the Precinct Framework and this guide. Before commencing detailed design, proponents are encouraged to:

1. Establish an appropriate design team

Projects should be led by suitably qualified and experienced professionals, typically including:

- > Architects
- > Urban planners
- > Urban designers
- > Landscape architects
- > Sustainability and ESD consultants
- > Traffic and movement consultants
- > Integrated Water Management specialists
- > Social planner

2. Undertake early design testing

Proponents should test proposals against:

- > Precinct Framework
- > Development Standards
- > Merri-bek Planning Scheme
- > Council vision and strategic plans, and other adopted policies, plans, and strategies where relevant and applicable

3. Engage early with Council

Early engagement with Council is required to confirm expectations and identify key design issues before detailed design progresses.

4. Demonstrate integrated design

Development proposals should demonstrate an integrated response to context, built form, interface design, land use, ESD, public realm, and adhere to minimum site-specific requirements.

Maintaining best-practice

Prior to commencing design & procurement for public realm and development projects, the Development Standards will be reviewed and refined (if required).

The guide is intended to be used by:

- > Development partners
- > Council officers
- > Design and urban planning teams
- > Community and stakeholders

This guide should be read alongside the Central Coburg Precinct Framework and relevant planning controls.



Narrm Ngarrgu by Six Degrees. Photo by Dan Preston of Split Milk, courtesy of City of Melbourne.

How to use the guide?

The guide is structured in three parts:

A – General standards

Provides overarching design principles and requirements that apply across all development sites and streets. These set expectations for context, built form, interfaces, land use, ESD, and public realm.

B – Public realm standards

Provides detailed design guidance for key public spaces, including streets, laneways, and open spaces, to support consistent, high-quality public realm outcomes across the precinct.

C – Site standards

Provides site-specific standards and minimum requirements to inform an integrated response to context, built form, interface design, land use, movement and access, ESD, and public realm.

Proponents are expected to demonstrate that their proposals meet the minimum requirements of this guide and, where possible, respond to aspirational design outcomes. Alternative design responses may be supported where they demonstrate equal or superior outcomes.

Council acknowledges the work of MGS Architects and GLAS Landscape Architects in the preparation of development standards. Artist's impressions prepared by Narrative.

A - GENERAL STANDARDS

- ❖ Context
- ❖ Built form
- ❖ Interfaces
- ❖ Land use
- ❖ Public realm
- ❖ ESD



38 Albermarle Street Kensington by Assemble and Fieldwork. Photo by Tom Ross.

Context

Ensure development responds directly to central Coburg's local character, community, and public spaces, supporting a safe, lively, and connected precinct.

Standards

Context response

- > Provide a clear urban context analysis that demonstrates how the proposal responds to surrounding built form, key streets, public spaces and landmarks.
- > Demonstrate how the design responds and builds on the specific character and function of key adjoining streets and landmarks.

Siting and orientation

- > Site and orient buildings to minimise overshadowing of key public spaces, streets, and neighbouring properties.
- > Orient buildings to maximise solar access to living areas, communal and public spaces, and minimise heat gain from western sun.
- > Provide generous setbacks, where appropriate, to support tree planting, greening, and outdoor seating.

- > Ensure buildings address streets and frame public spaces directly, avoiding blank or inactive edges.
- > Locate open spaces where they are visible, accessible, and have direct access from the surrounding streets and development.
- > Ensure open spaces are overlooked by active uses designed using Crime Prevention Through Environmental Design (CPTED) principles and apply a gender lens to support safety.
- > Prepare and implement a Construction Management Plan that minimises disruption to neighbouring residents and businesses.

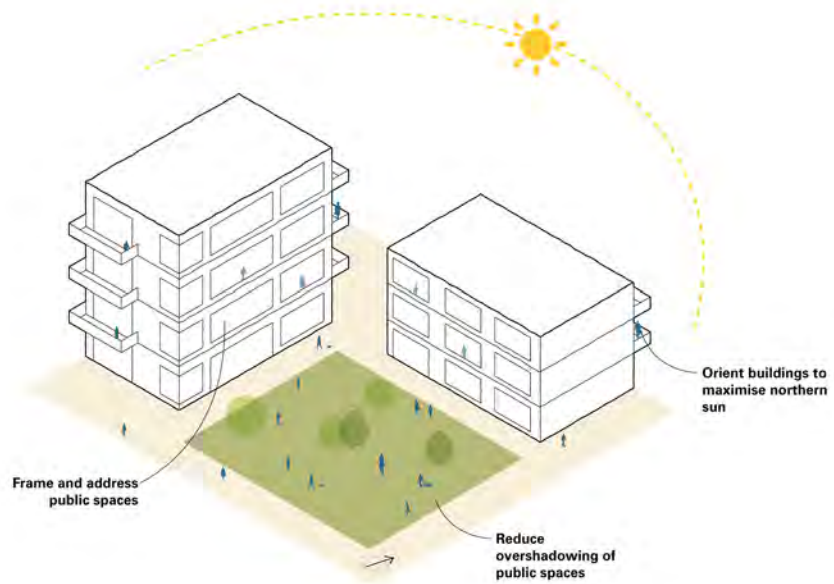
Reference documents

- > Merri-bek Open Space Strategy
- > Gender Equality Statement of Commitment
- > Central Coburg First Nations Cultural Narratives

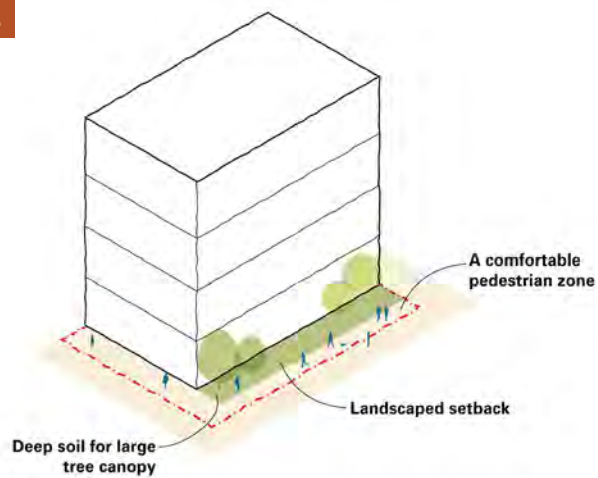
Aspirations

- > Protect and frame key views, landmarks, and culturally significant places, and embed design elements that connect to local identity.
- > Respond to key arrival points, including Coburg Station, by creating strong visual markers, clear sightlines, and legible connections that enhance orientation and sense of arrival.
- > Reinforce the precinct as a commercial heart that complements Sydney Road's existing trade and activity.

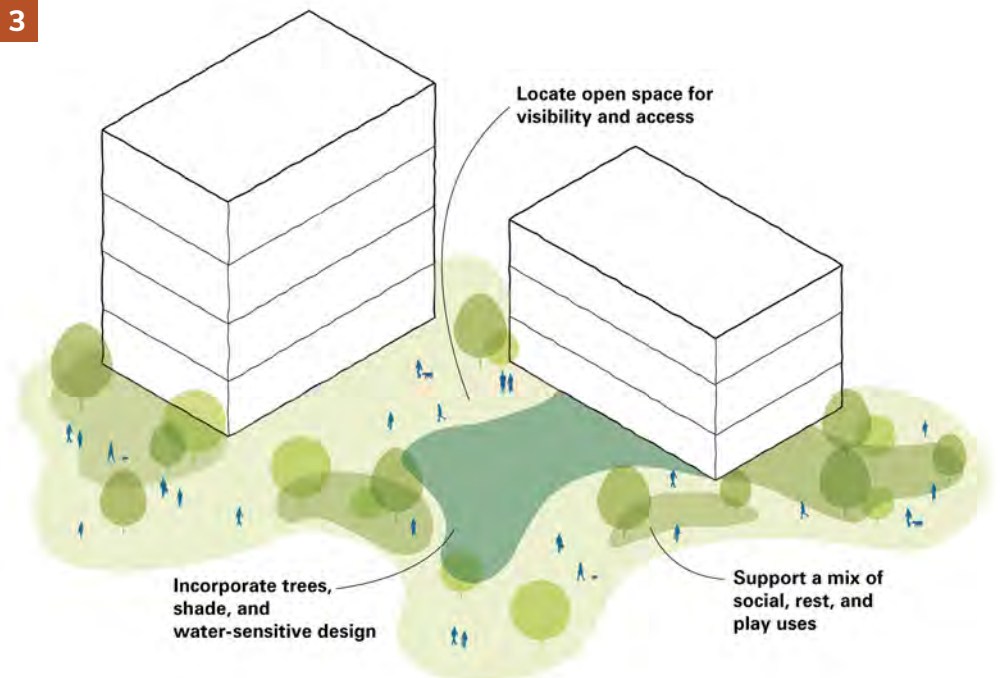
1



2



3



1) Siting and orientation 2) Landscape opportunities 3) Open space quality

Built form

Shape building form and massing to create a coherent, human-scaled streetscape that supports environmental amenity, sunlight, and an active public realm.

Standards

Height and massing

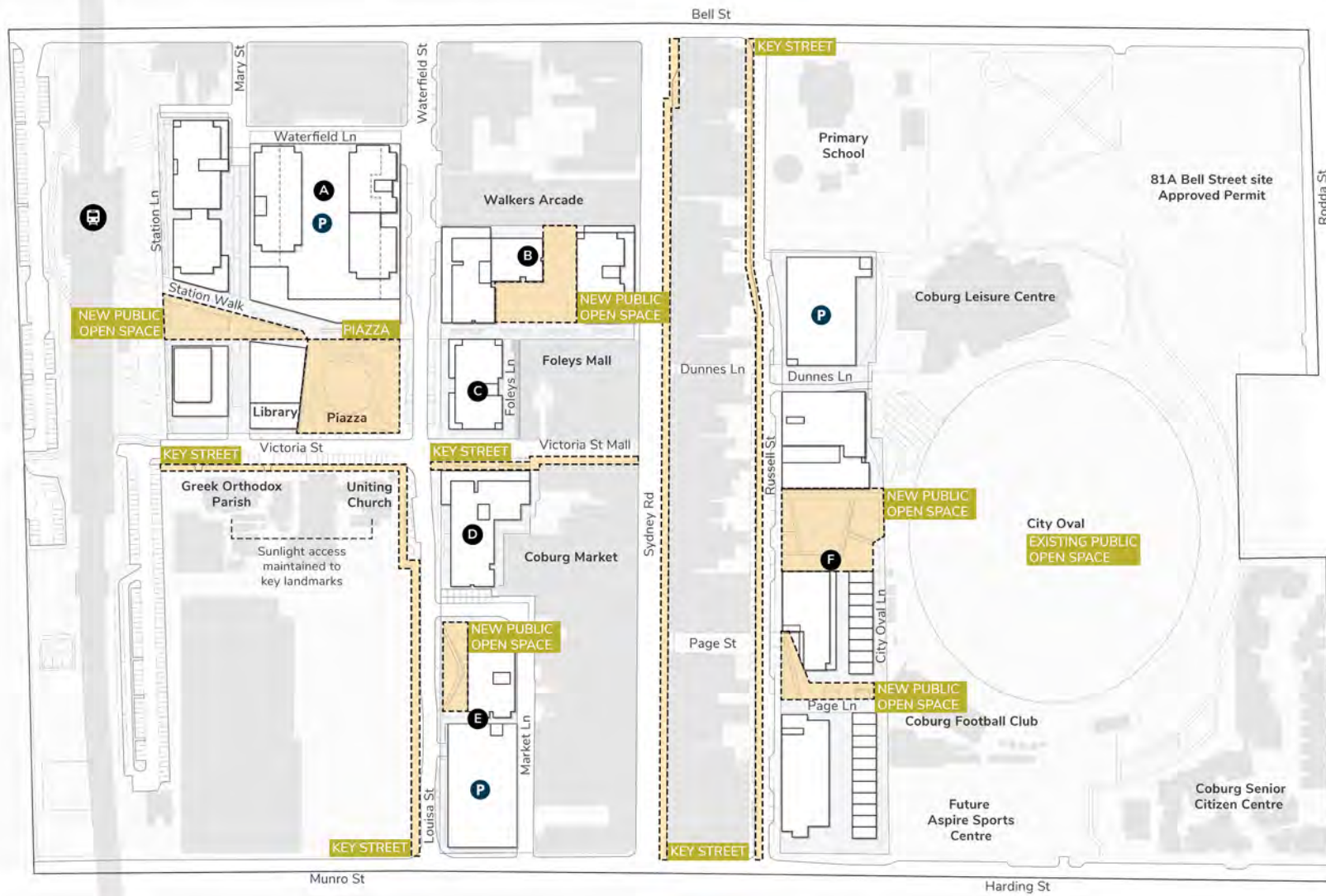
- > Provide a street wall that responds to the surrounding existing and emerging context, including appropriate transitions in height and scale and well-resolved parapet design, to define a coherent, human-scale street environment.
- > Set upper levels back above the street wall to reduce visual bulk and maintain a clear distinction between lower and upper building elements.
- > Transition building height down toward sensitive interfaces, including lower-scale areas along Sydney Road and new and existing public spaces.
- > Ensure buildings contribute to a varied, interesting and visually engaging skyline.

Sunlight access

- > Protect sunlight access to key public spaces, streets, and communal areas in accordance with the standards set out in Table 1.

Public space	Sunlight access requirement
Piazza	Provide a minimum of 2 hours of direct sunlight between 10 am and 2 pm on 21 June, with no more than 50% of the space in shadow at any time during this period.
Existing public open space	No additional overshadowing beyond the theoretical shadow cast by a building podium envelope between 10 am and 2 pm on 21 June.
New public open space	Provide a minimum of 2 hours of direct sunlight between 10 am and 2 pm on 22 September, with no more than 50% of the space in shadow at any time during this period.
Key pedestrian streets Sydney Road, Victoria Street Mall, Victoria Street, Louisa Street, Russell Street	No additional overshadowing to the opposite footpath measured at least 5 metres from the property boundary between 10 am and 2 pm on 22 September.

Table 1: Sunlight access requirements for public spaces



Solar access map

Demonstrate that development achieves acceptable wind comfort and safety outcomes for intended uses supported by wind impact assessments.

Standards

Wind mitigation

- > Design building massing and form to minimise downwash and wind acceleration at ground level, including the use of articulated podiums, upper-level setbacks, and chamfered or rounded corners to reduce corner acceleration and wind tunnelling effects.
- > Incorporate façade articulation and building elements (e.g., recessed and projecting balconies, façade depth, canopies, awnings, and overhangs) to disrupt downdrafts and improve wind comfort at street level.
- > Select and locate wind-resilient tree species and planting in areas of higher wind exposure to support long-term landscape performance.
- > Demonstrate that development achieves acceptable wind comfort and safety outcomes for intended uses (e.g. sitting, standing, walking), supported by wind impact assessments.

Visual diversity

- > Maintain clear primary building forms, using secondary elements such as balconies, shading devices, and façade detailing to provide variation and respond to the rhythm and scale of the street.
- > Clearly define tenancies, with frequent entrances, and a consistent structural rhythm that supports fine-grained active frontages.
- > Use a palette of materials, colours, and façade treatments that reinforce the diversity and identity of different buildings, streets and sub-precincts.

Accessibility and inclusion

- > Ensure that all development complies with accessibility requirements and promotes the full inclusion and participation of persons with disabilities.

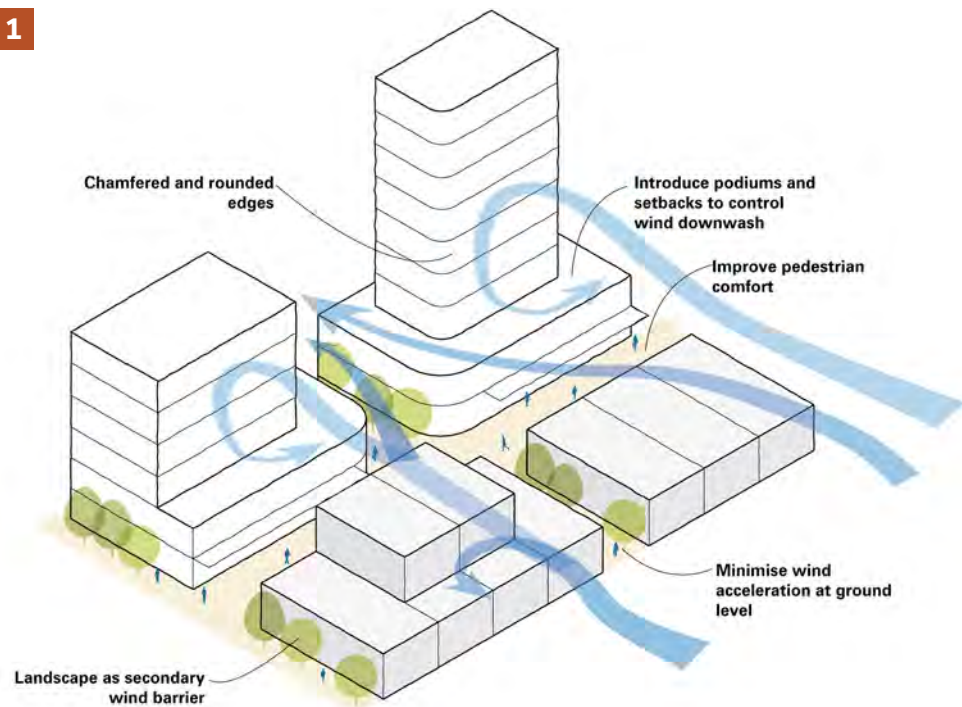
Reference documents

- > Merri-bek Urban Forest Strategy

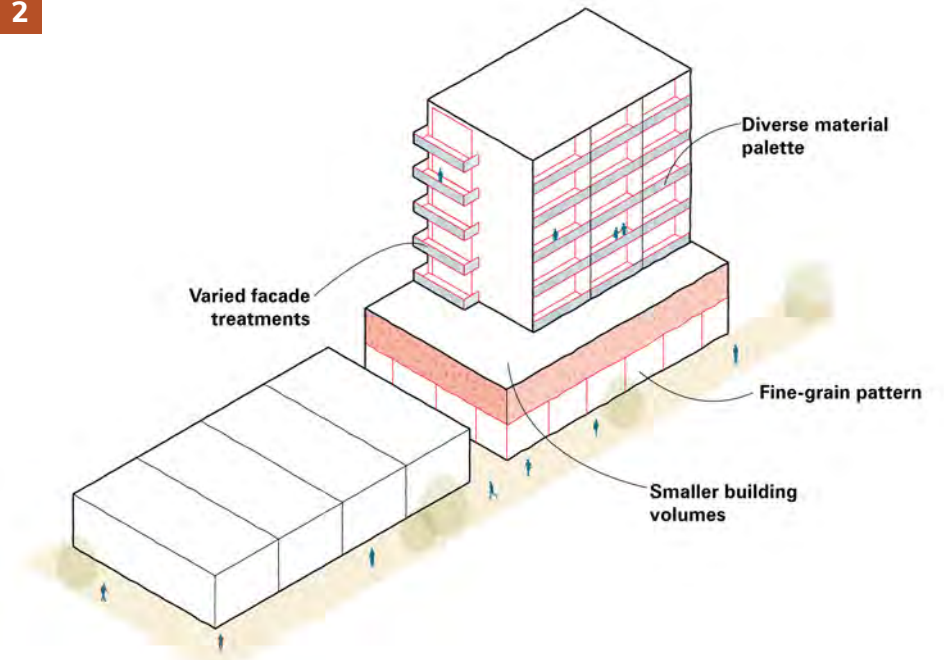
Aspirations

- > For large development sites, engage multiple architects or demonstrate an equivalent design approach to deliver distinct building form expressions and avoid a single, uniform architectural outcome.
- > Deliver landmark quality design on prominent or gateway sites, including locations adjacent to Coburg Station, the Piazza, and key public spaces.
- > Assess and resolve cumulative wind impacts, including interactions with existing buildings and future development identified in the Central Coburg Precinct Framework.

1



2



1) Wind mitigation 2) Visual diversity

Interfaces

Deliver building interfaces that activate central Coburg's streets, laneways, and public spaces, support safe and comfortable pedestrian movement, and are adaptable over time.

Standards

Ground floor design

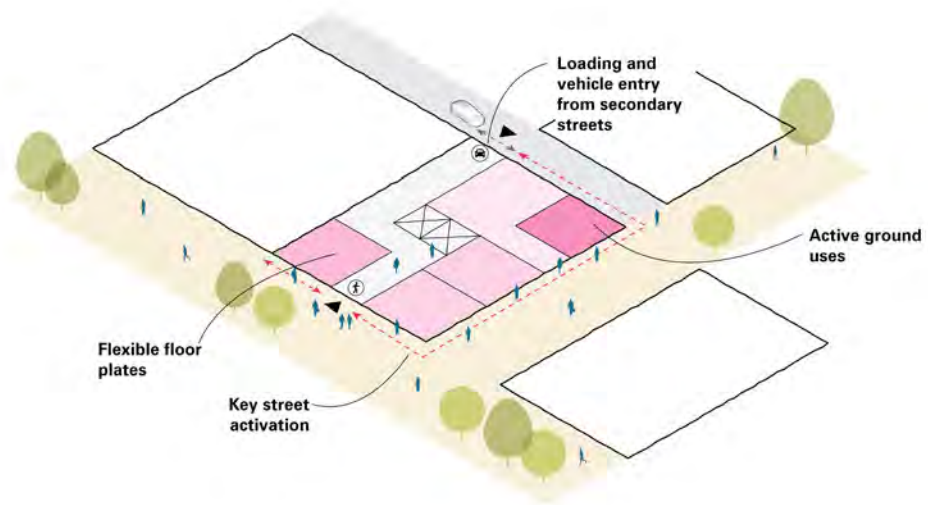
- > Provide active ground floor uses along key streets and public spaces, including Station Walk, Victoria Street Mall, Waterfield Street and Sydney Road, and extending around corners into secondary streets and laneways to improve visibility, activation, and passive surveillance.
- > Design ground floors with a fine-grain pattern of tenancies, avoiding expansive inactive frontages.
- > Ensure ground floors have sufficient height and depth to support flexible and adaptable uses over time.
- > Building services should be designed as integrated high quality architectural elements
- > Locate building services, loading, and back-of-house functions away from primary street frontages.

- > Provide weather protection, such as awnings and canopies, along Station Walk, Victoria Street Mall, Waterfield Street and Sydney Road.
- > Design building edges as active thresholds between public and private space, integrating outdoor dining, seating, and spill-out spaces, especially along primary street frontages, including Station Walk, Victoria Street Mall and Sydney Road.
- > Create depth at the ground floor through colonnades, or layered façades to enhance comfort, weather protection, and visual richness.

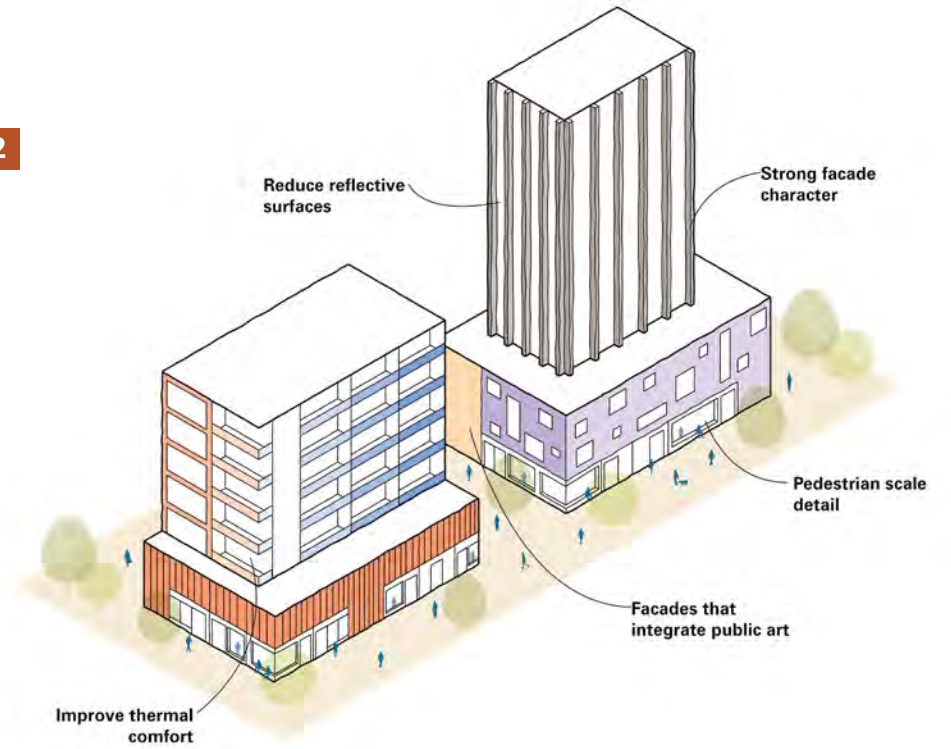
Facade design

- > Design façades with a clear hierarchy of detail, using simpler materials and expression at upper levels, and greater richness, texture, and fine-grain detailing at the pedestrian level to enhance visual interest at street level.
- > Limit glazing and reflective materials, particularly on east and west façades, to reduce glare, manage solar gain, and improve thermal comfort.
- > Integrate balconies, planting and shading devices to provide depth and shadow in the facade and create visual interest.

1



2



1) Ground floor design 2) Facade design

Deliver building interfaces that activate central Coburg's streets, laneways, and public spaces, support safe and comfortable pedestrian movement, and are adaptable over time.

Standards

Sense of entry

- > Provide well-defined building entrances that are visible from the street.
- > Design entrances to be highly visible from the street, safe, well-lit, weather-protected and connected to streets and public spaces.
- > Define retail entrances through architectural expression, including changes in form, material, detailing and integrated signage.

Passive surveillance

- > Maximise overlooking of streets, parks, and public spaces through active frontages, windows, and balconies.
- > Minimise inactive edges and avoid secluded or hidden spaces along all public interfaces and pedestrian routes.

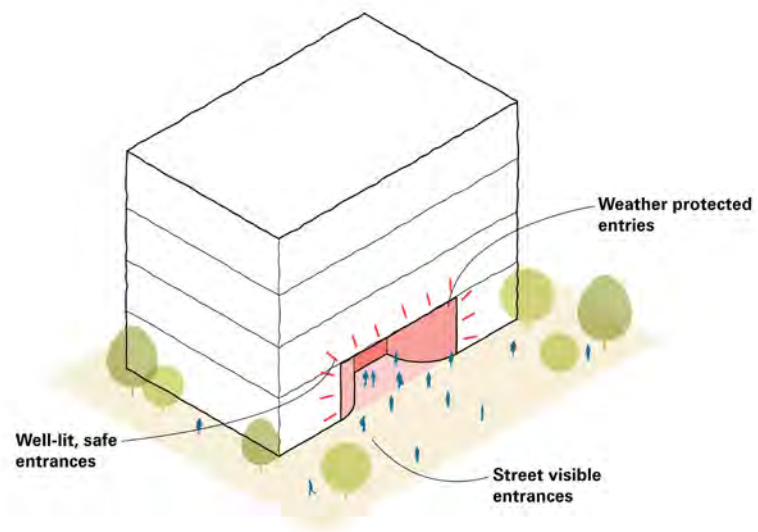
Reference documents

- > Merri-bek Good Design Advice Sheets
- > Merri-bek Streets for People Plan
- > Merri-bek Public Art Policy
- > Merri-bek Sustainable Buildings Policy

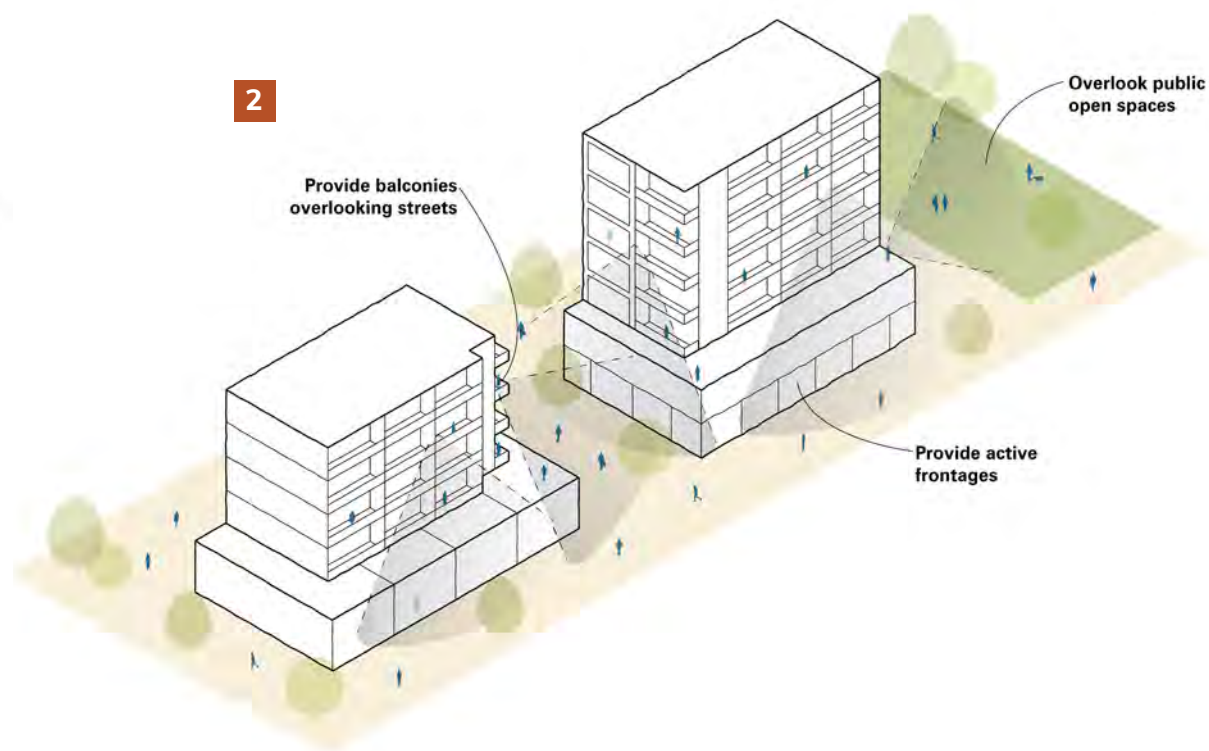
Aspirations

- > Locate larger, family-oriented dwellings with direct overlook of adjacent public open spaces to support informal child supervision and everyday use.
- > Incorporate opportunities for public art and local expression on prominent façades.
- > Maximise the activation of ground floors throughout the precinct to support passive surveillance and a sense of safety throughout the day and evening.

1



2



1) Sense of entry 2) Passive surveillance

Land use

Provide a diverse mix of housing, employment, and commercial uses that support an inclusive, adaptable, and economically thriving central Coburg.

Standards

Adaptability

- > Provide generous floor-to-floor heights, particularly on lower levels, and efficient structural grids, and building services that support conversion between different uses.
- > Design tenancies and building layouts that allow easy subdivision and consolidation for reconfiguration over time in response to changing needs.
- > Design buildings to accommodate future changes in transport, technology, and community needs, including evolving servicing requirements, reduced car dependence, and new forms of work and retail.

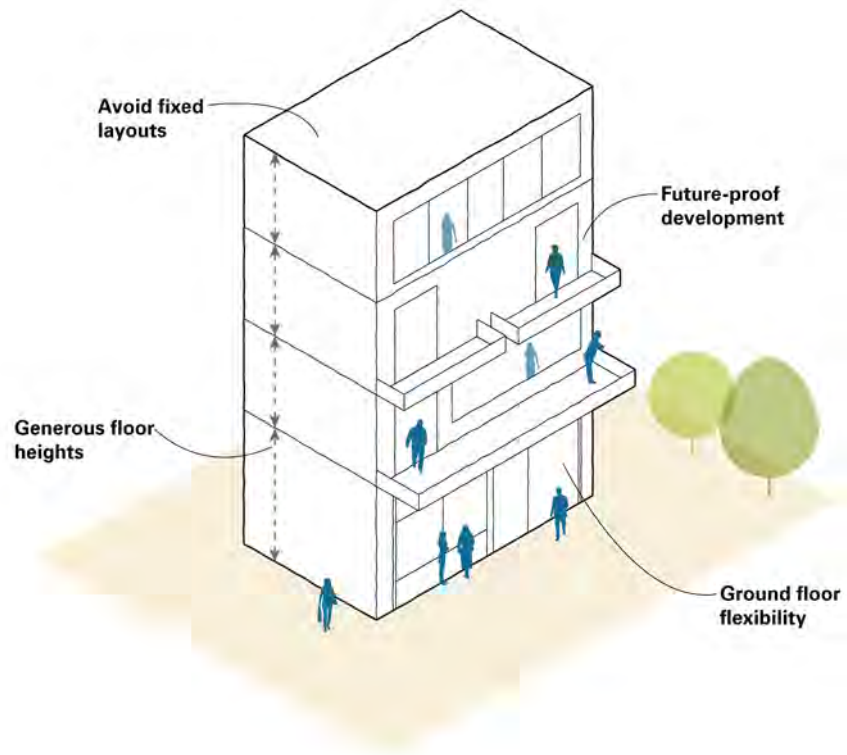
Dwelling mix

- > Provide a diverse mix of dwelling types in various sizes and adaptable floor plans to allow for the combination of multiple apartments into larger apartments to support larger household types (e.g. multi-generational households).
- > Design dwellings to support ageing in place, including step-free access, adaptable layouts, and accessible entries.
- > Design family-friendly housing that supports all life stages, incorporating flexible layouts, safe outdoor spaces, and views to communal open spaces.

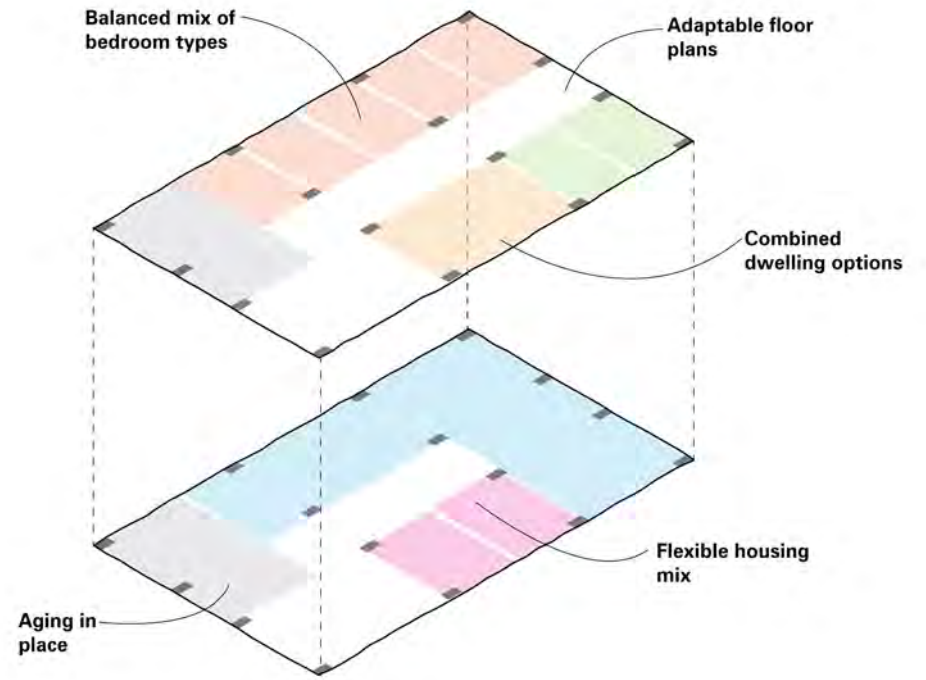


North Richmond Social Housing by Kerstin Thompson Architects and Hayball. Photo by Leo Showell.

1



2



1) Adaptability 2) Dwelling mix

Deliver flexible commercial spaces that can accommodate a mix of retail, food and beverage, office, health, and other service-based uses to support a diverse local economy.

Standards

Multi-storey parking

- > Locate vehicle access and design entries to minimise conflict with pedestrians and cyclists.
- > Design façades of parking structures to integrate with surrounding development, using screening, articulation, landscaping/vertical greening and materials that avoid exposed decks.
- > Design adaptable parking structures to enable future conversion through level floor plates, generous floor-to-floor heights, simple structural grids, and planning for the provision of natural light and ventilation.
- > Locate and design car park access points (lifts, stairs, escalators) to connect directly to the public realm, supporting street activation and avoiding internalised circulation.
- > Design parking to support electric vehicle charging infrastructure.

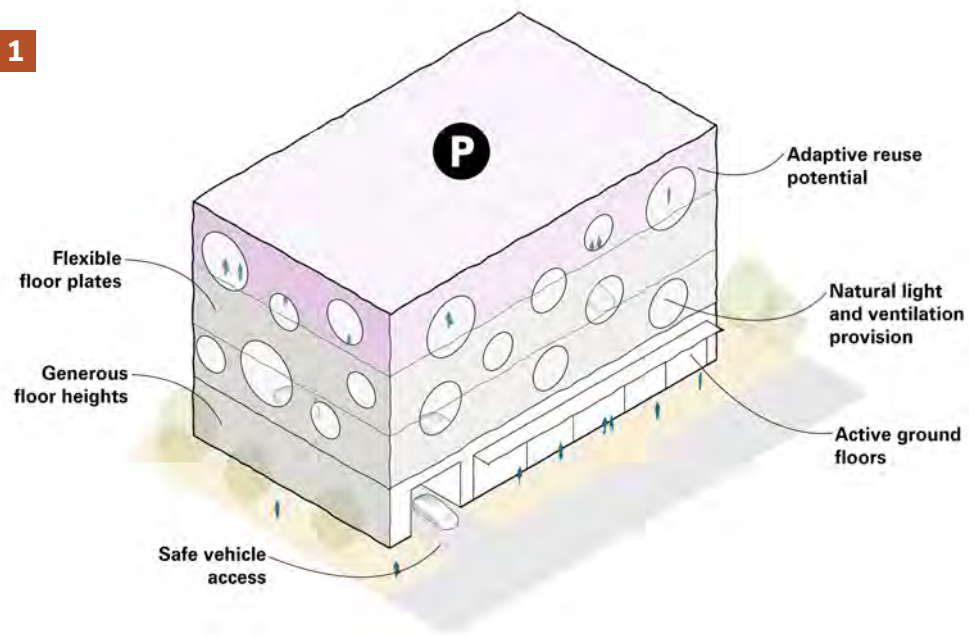
Commercial uses

- > Deliver flexible commercial spaces that can accommodate a mix of retail, food and beverage, office, health, and other service-based uses to support a diverse local economy.
- > Locate employment generating uses, including offices, flexible workspaces, and studios, to upper levels and secondary streets, enabling retail uses to be prioritised at ground level and along primary streets.

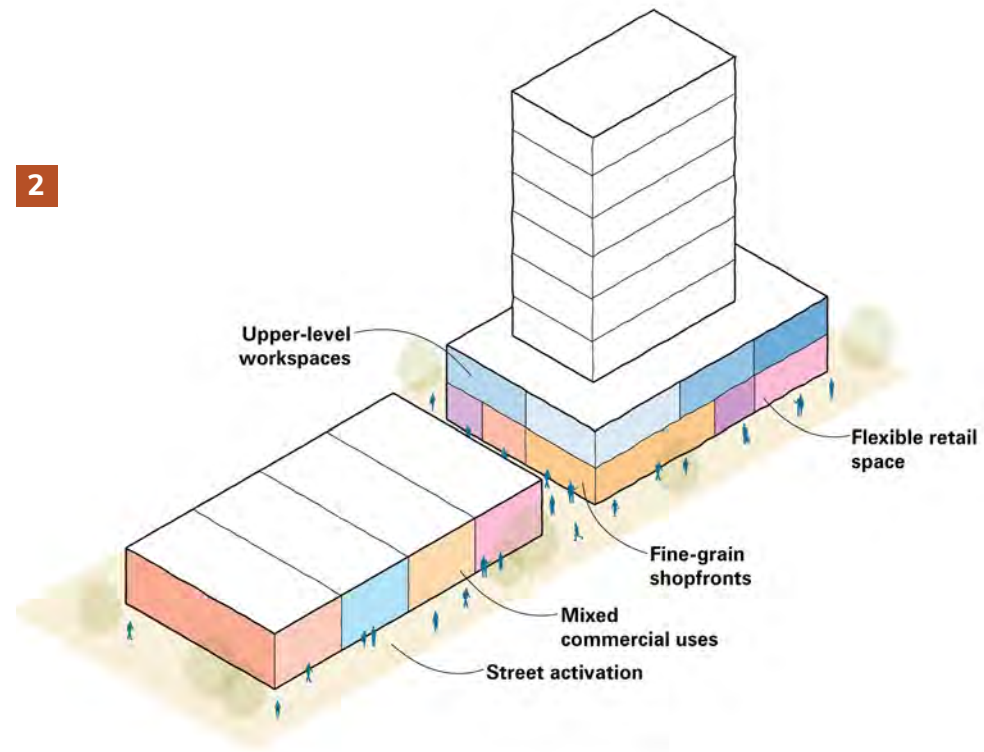


Multi-deck carpark in Copenhagen, Park 'n' Play by JAJA Architects. Photo by Katherine Sundermann.

1



2



Contribute to delivering a precinct-wide target of 23–30% social and affordable housing, both integrated with market housing and in stand-alone social and affordable housing buildings.

Standards

Social and affordable housing

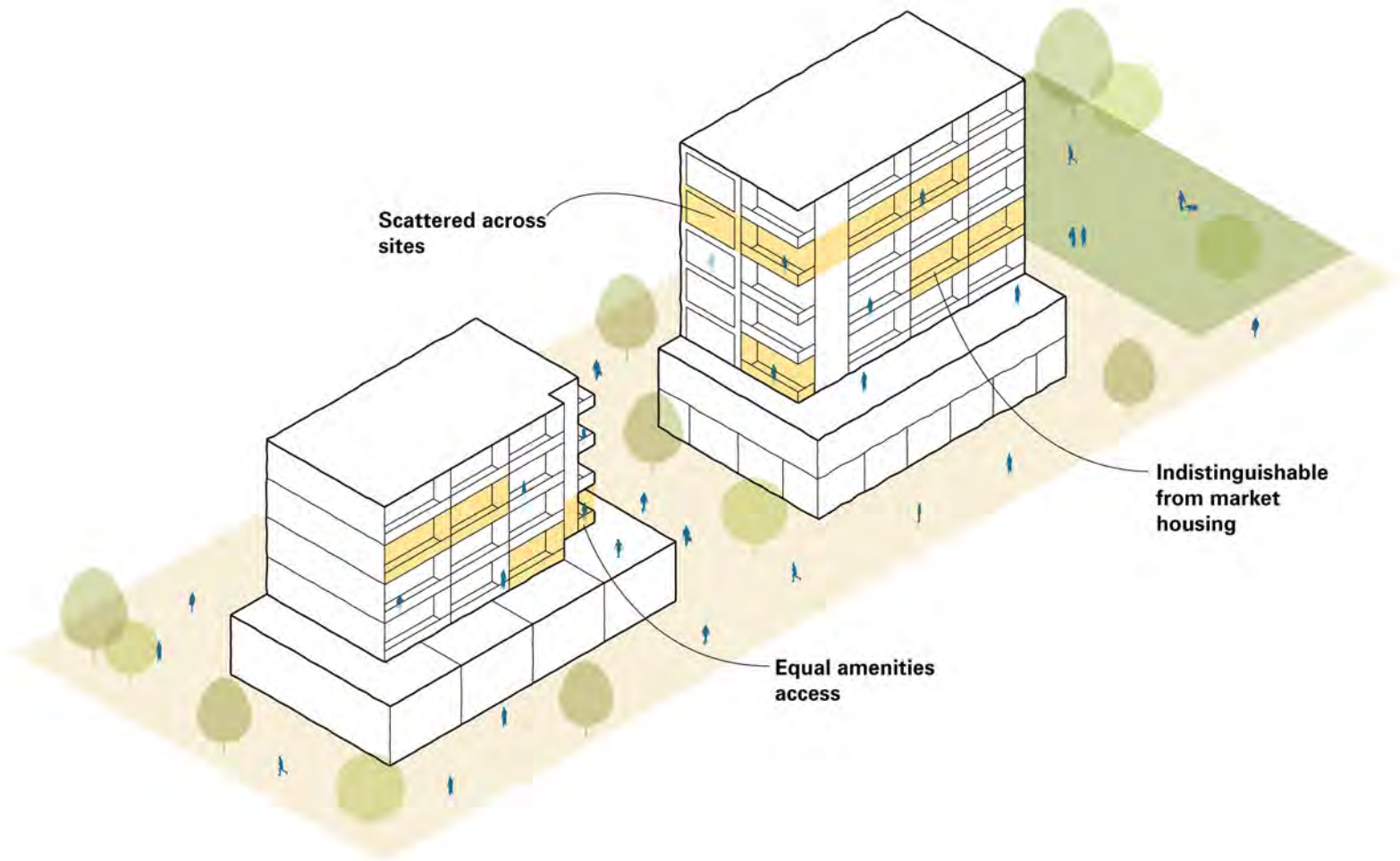
- > Deliver social and affordable housing in accordance with State definitions under Section 3AA of the Planning and Environment Act 1987 or equivalent definitions in Commonwealth regulations and programs. (Refer: Planning and Environment Act 1987, s3AA)
- > Contribute to delivering a precinct-wide target of 23–30% social and affordable housing, both integrated with market housing and in stand-alone social and affordable housing buildings.
- > Provide a minimum of 10% affordable housing across all development sites.
- > Maximise provision of social housing on appropriately identified social and affordable housing sites, with a focus on very-low and low-income households.
- > Ensure affordable housing is integrated throughout developments and is of comparable quality and equal access to entrances, sunlight, open space, and building amenities.
- > Ensure social and affordable housing is retained in the longer term, managed by either Homes Victoria or a registered housing provider or equivalent Not-for-Profit entity, unless otherwise agreed by Council.

Reference documents

- > Central Coburg Housing Needs Analysis
- > Merri-bek Affordable Housing Action Plan
- > Moving Around Merri-bek
- > Merri-bek Parking Management Policy

Aspirations

- > Exceed 23% minimum social and affordable housing target.
- > Deliver a balanced mix of bedroom types across developments, with at least 40% of dwellings provided as three or four-bedroom units to support larger households.
- > Provide affordable and flexible commercial spaces to support small businesses, creative industries, local enterprise and community groups.
- > Ensure tenancies fronting key commercial streets can support a range of food and beverage uses, including commercial kitchen infrastructure (e.g. exhaust flues, grease traps, and servicing connections).



1) Social and affordable housing

Public realm

Deliver a lively and welcoming public realm that builds on central Coburg's character, creating a strong sense of place through green, tree-lined streets and diverse public spaces.

Standards

Identity and character

- > Embed cultural narratives into the design of all public realm spaces in accordance with the Central Coburg Cultural Narratives Report.
- > Deliver a cohesive, consistent and high-quality materials and furniture palette for the public realm of central Coburg in accordance with Merri-bek requirements, including Merri-bek Technical Notes, where appropriate. Materials should be durable, sustainable and distinctive.
- > Celebrate Coburg's cultural diversity and identity through the design of streets and public spaces, including opportunities for multicultural food, retail, and community expression.
- > Integrate public art, storytelling, and design elements into the public realm, working with artists and the Arts and Culture team to deliver both embedded and stand-alone artworks in accordance with Council policy.

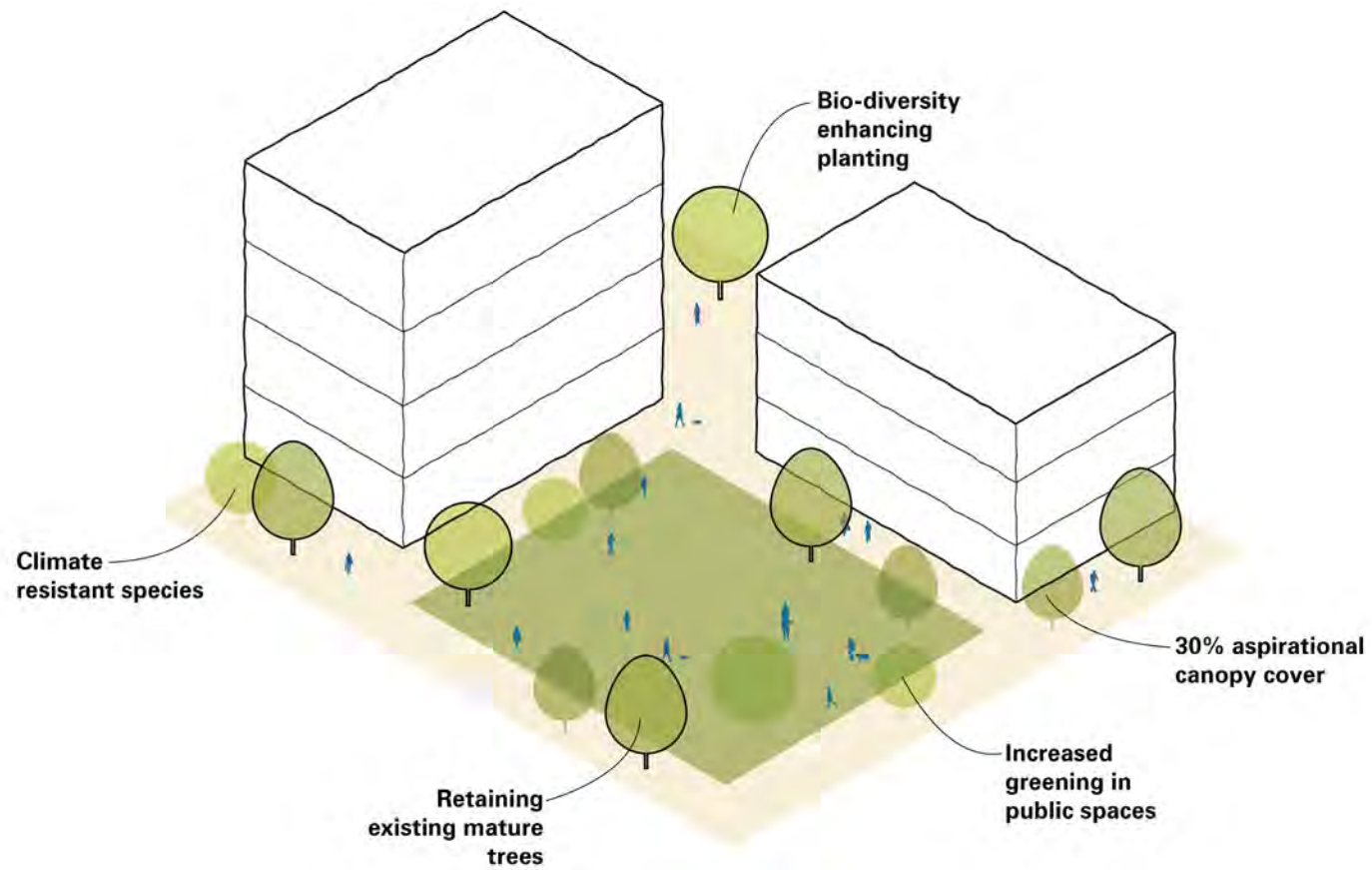
- > Public art commissions are to be delivered in accordance with the Merri-bek Public Art Policy and in consultation with the Arts and Culture Team.

Greening and biodiversity

- > Incorporate the principles of the Merri-bek Nature Plan to foster connection to nature and improve the contribution of the private and public realm to safeguarding and improving biodiversity.
- > Expand overall canopy cover across streets and public spaces and contribute to the overall minimum target for the public realm of 36% at 20 years (contribution of individual sites and spaces specified in Section B of the standards), prioritising retention of mature trees, and increasing deep soil to enable resilient tree canopy growth.



Newcastle East End by SBJ et al. Photo by Brett Boardman.



1) Greening and biodiversity

Design streets as low-speed environments to support safe sharing and reduce conflicts between pedestrians, cyclists, and vehicles.

Standards

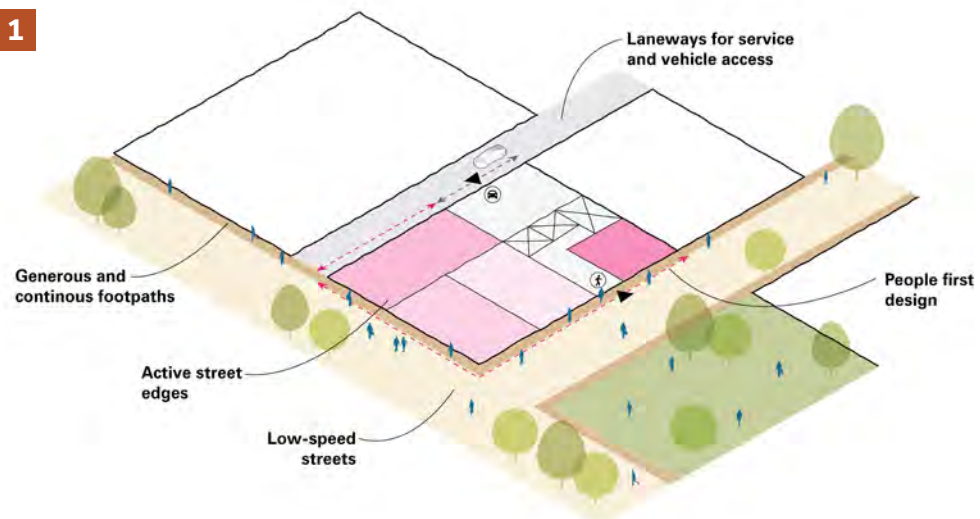
Movement and access

- > Design streets and public spaces in line with the Streets for People Framework, prioritising safe, accessible, and comfortable movement for pedestrians and cyclists, while accommodating necessary vehicle access.
 - > Design streets as low-speed environments (maximum 30 km/h) to support safe sharing and reduce conflicts between pedestrians, cyclists, and vehicles.
 - > Provide generous, continuous and legible pedestrian and cycling routes that respond to key desire lines, destinations, and activity areas.
 - > Integrate lighting, clear sightlines, and active edges to support safety, wayfinding, and usability throughout the day and night.
- > Prioritise accessible and short-stay on-street parking at key destinations.
 - > Integrate servicing and loading to minimise disruption to the public realm, avoiding major pedestrian areas, limiting footpath crossovers, and allowing time-restricted loading where necessary.
 - > Ensure that all public realm projects comply with accessibility requirements and promote the full inclusion and participation of persons with disabilities.

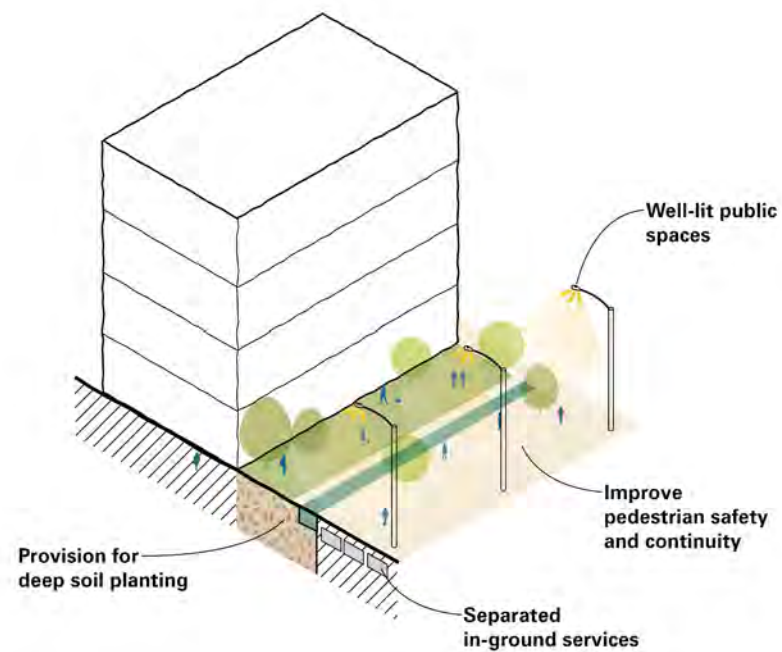


38 Albermarle Street Kensington by Assemble and Fieldwork.
Photo by Tom Ross.

1



2



1) Movement and access 2) Infrastructure and services

Remove redundant in-ground services and bundle new and existing services where possible to free up space for deep soil and tree planting.

Standards

Infrastructure and services

- > Plan and deliver infrastructure upgrades in coordination with general standards, ensuring streets and public spaces enable improved pedestrian conditions, deep soil planting, flood storage, and integrated Water Sensitive Urban Design (WSUD).
- > Remove redundant in-ground services and bundle new and existing services where possible to free up space for deep soil and tree planting.
- > Deliver infrastructure upgrades in accordance with the Central Coburg Utilities Capacity Study.

Reference documents

- > Central Coburg First Nations Cultural Narratives Report
- > Merri-bek Nature Plan
- > Urban Forest Strategy
- > Central Coburg Arborist Report
- > Merri-bek Public Art Policy
- > Merri-bek Technical Notes
- > Merri-bek Urban Forest Strategy
- > Merri-bek Open Space Strategy
- > Streets for People Plan
- > Moving Around Merri-bek
- > Central Coburg Utilities Capacity Study

Aspirations

- > Increase overall canopy cover across streets and public spaces with an overall target of 40% at 20 years, supported by generous deep soil to deliver a resilient urban forest.
- > Work with artists to develop integrated art and commission artists to create stand-alone public artworks.
- > Deliver a connected and biodiverse landscape that supports habitat across canopy, mid-storey, and ground levels, contributing to broader ecological networks.
- > Provide safe, welcoming, and legible public realm at night through dark sky compliant lighting, supporting extended use and passive surveillance.



Russell Neighbourhood Park, looking towards City Oval. Indicative visualisation by Narratives.

Environmentally Sustainable Design

Deliver a net-zero, all-electric, climate-resilient development that maximises efficiency and renewable energy to reduce emissions and support a liveable central Coburg.

Standards

Energy performance

- > Deliver all-electric buildings that support a net-zero precinct outcome.
- > Design buildings to achieve high energy performance through passive design, including orientation, north and western shading, insulation, and building envelope performance.
- > Reduce embodied carbon through efficient structural design and the use of low-carbon and recycled materials.
- > Design buildings to achieve high indoor environmental quality, including good natural ventilation, daylight access, and thermal comfort through passive design measures.

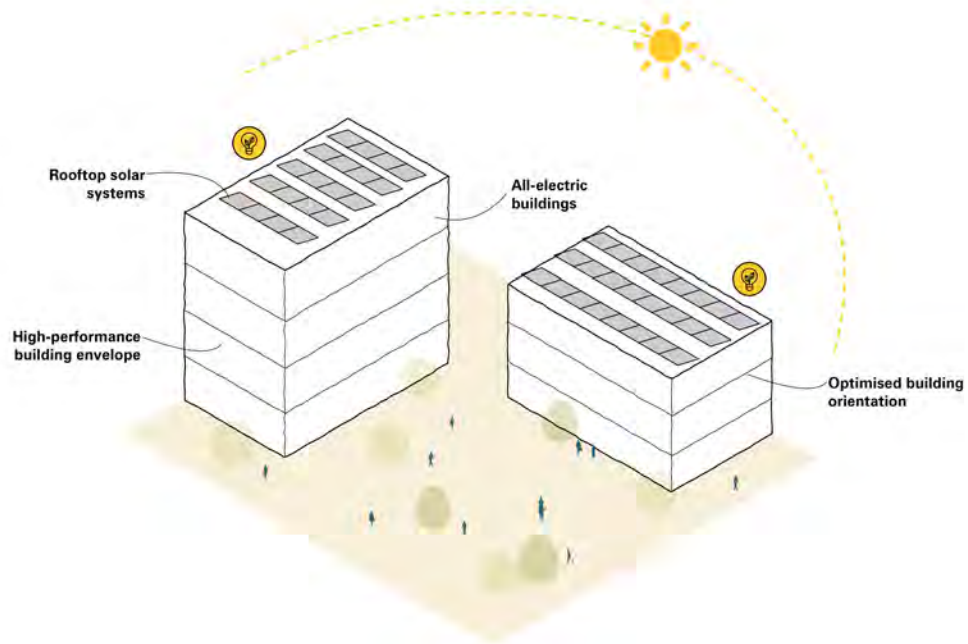
Transport and waste management

- > Provide conveniently located high-quality bicycle facilities, including secure parking, and end-of-trip facilities (such as showers and lockers) for workers.
- > Integrate electric vehicle charging infrastructure across developments, including within residential and commercial parking areas.

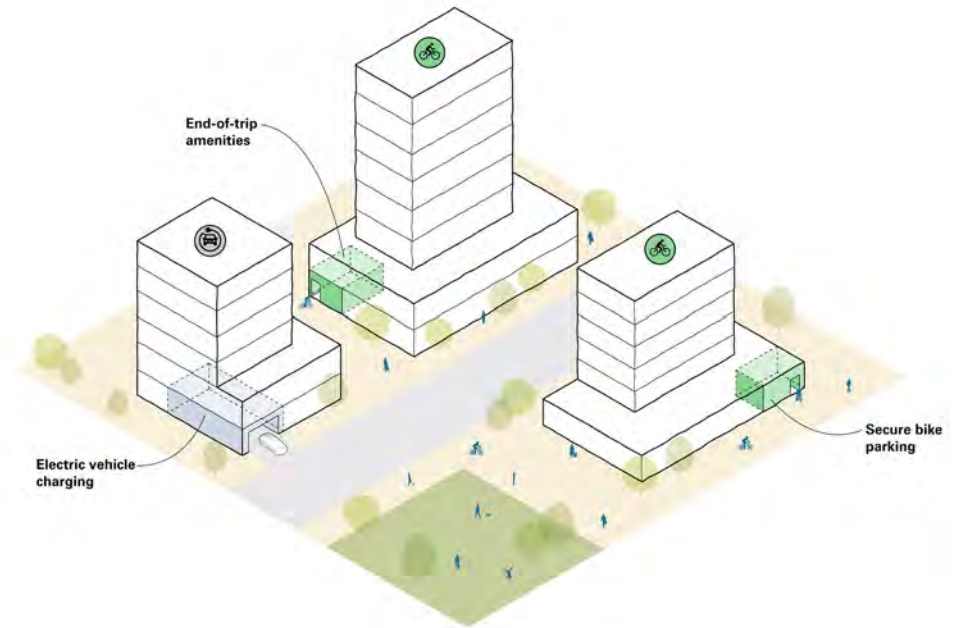
Circular economy

- > Support construction waste recycling to minimise landfill and recover valuable materials and encourage adaptive re-use of existing materials and structures.
- > Select materials that avoid harmful substances, such as those on the Living Building Challenge (LBC) red list.
- > Prioritise low-carbon materials to reduce the environmental impact of development.

1



2



1) Energy performance 2) Transport and waste management

Integrate flood storage within streets and public spaces to manage overland flow and contribute to the precinct-wide flood mitigation strategy.

Standards

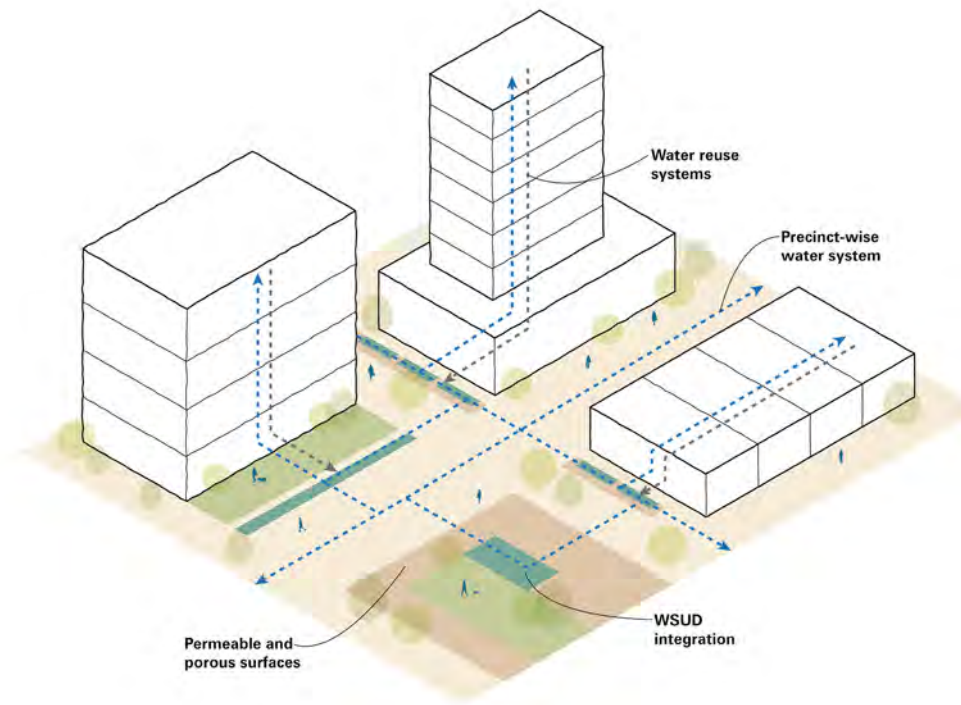
Integrated water management

- > Align development with the Central Coburg Integrated Water Management Plan to deliver a coordinated, precinct-wide approach to stormwater, water reuse, and flood management across development sites and the public realm.
- > Integrate WSUD across streets, parks, and development, including wetlands, raingardens, tree pits, and permeable surfaces, to treat, convey, and store stormwater, achieving a minimum of 1,210m² of WSUD infrastructure across the precinct.
- > Maximise on-site water reuse and contribute to precinct-scale systems where feasible to significantly reduce reliance on potable water, supporting a transition towards greater water self-sufficient development.
- > Capture and reuse stormwater to reduce reliance on potable water, including roof water reuse for toilets (minimum first two levels and supported by water balance modelling).
- > Investigate opportunity for irrigation and wider precinct-scale reuse via the City Oval harvesting scheme.
- > Deliver stormwater treatment and flow management outcomes that respond to EPA Victoria Urban Stormwater Management Guidance (Publication 1739) and best practice environmental management objectives including 80% TSS reduction, 45% total phosphorus reduction, 45% total nitrogen reduction and 70% gross pollutant reduction.
- > Integrate flood storage within streets and public spaces (including WSUD systems and open space areas) to manage overland flow and contribute to the precinct-wide flood mitigation strategy.
- > Integrate water and landscape systems in streets and public realm design to provide shade and shelter, and support cooling and usability during extreme weather events.

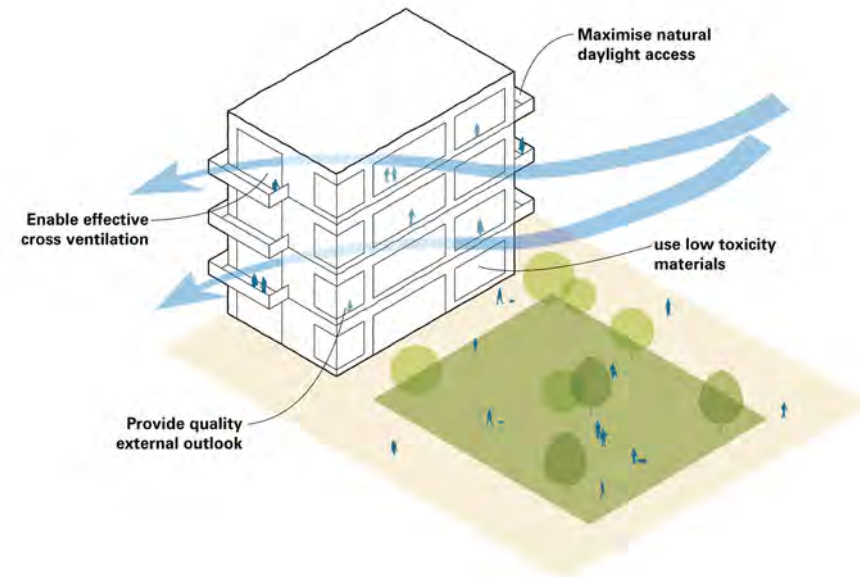
Indoor environmental quality

- > Provide high levels of natural daylight to all dwellings and non-residential spaces.
- > Design buildings to support natural and mechanical ventilation, including cross-ventilation in dwellings and operable openings where feasible.
- > Incorporate external shading, ceiling fans, and passive cooling measures to improve comfort and reduce energy use.
- > Use low-toxicity and low-VOC materials to support healthy indoor environments.

1



2



1) Integrated water management 2) Indoor environmental quality

Integrate planting that responds to local conditions and supports habitat for local species, including birds, pollinators, and other fauna.

Standards

Urban ecology

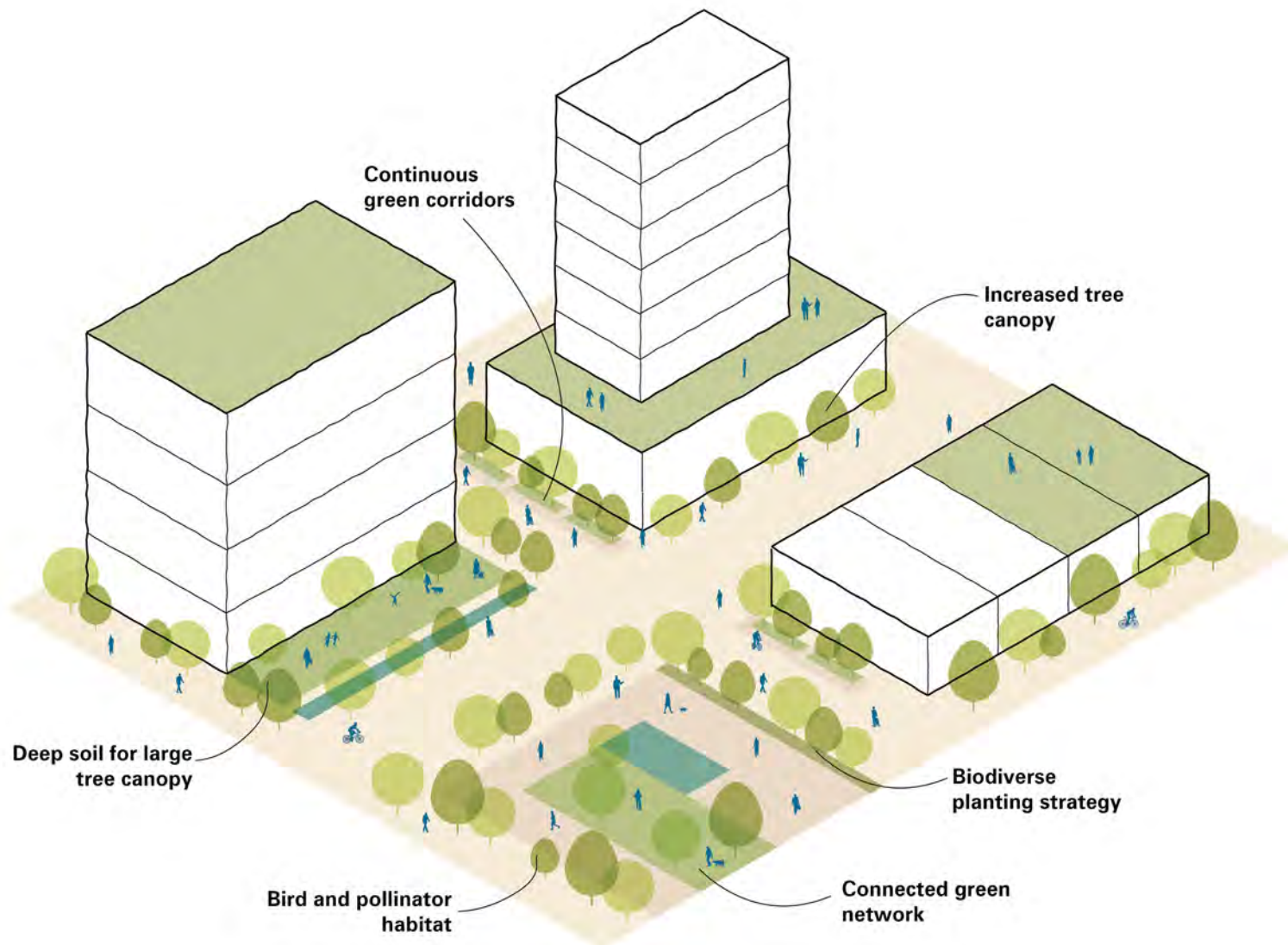
- > Deliver a continuous green network that links streets, open spaces, and development, providing shade, reducing urban heat, and creating comfortable pedestrian routes across the precinct.
- > Deliver large volume deep soil areas with access to sunlight to support large and healthy canopy trees.
- > Integrate planting that responds to local conditions and supports habitat for local species, including birds, pollinators, and other fauna, using a balanced mix of native, indigenous, and climate-resilient species.

Reference documents

- > Central Coburg Integrated Water Management Plan
- > South-Eastern-Councils WSUD Guidelines
- > Merri-bek Circular Economy Strategy Towards a Zero Waste Merri-bek
- > Central Coburg First Nations Cultural Narratives Report
- > Merri-bek Zero Carbon Action Plan
- > Merri-bek Streets for People Plan
- > Moving Around Merri-bek
- > Merri-bek Nature Plan
- > Urban Forest Strategy

Aspirations

- > Deliver climate positive development that goes beyond net zero by generating surplus renewable energy.
- > Contribute to or enable shared or precinct-scale energy systems, such as embedded networks, shared solar, or battery storage, to improve efficiency and resilience.
- > Deliver measurable biodiversity gains, including habitat creation, increased species diversity, and contribution to broader ecological networks beyond the site.
- > Provide a recycling hub to enable effective ongoing resource recovery for residents.





View along Station Walk looking towards the former Coburg Station. Indicative visualisation by Narrative.

B - PUBLIC REALM STANDARDS

- ❖ Streets & laneways
- ❖ Public spaces



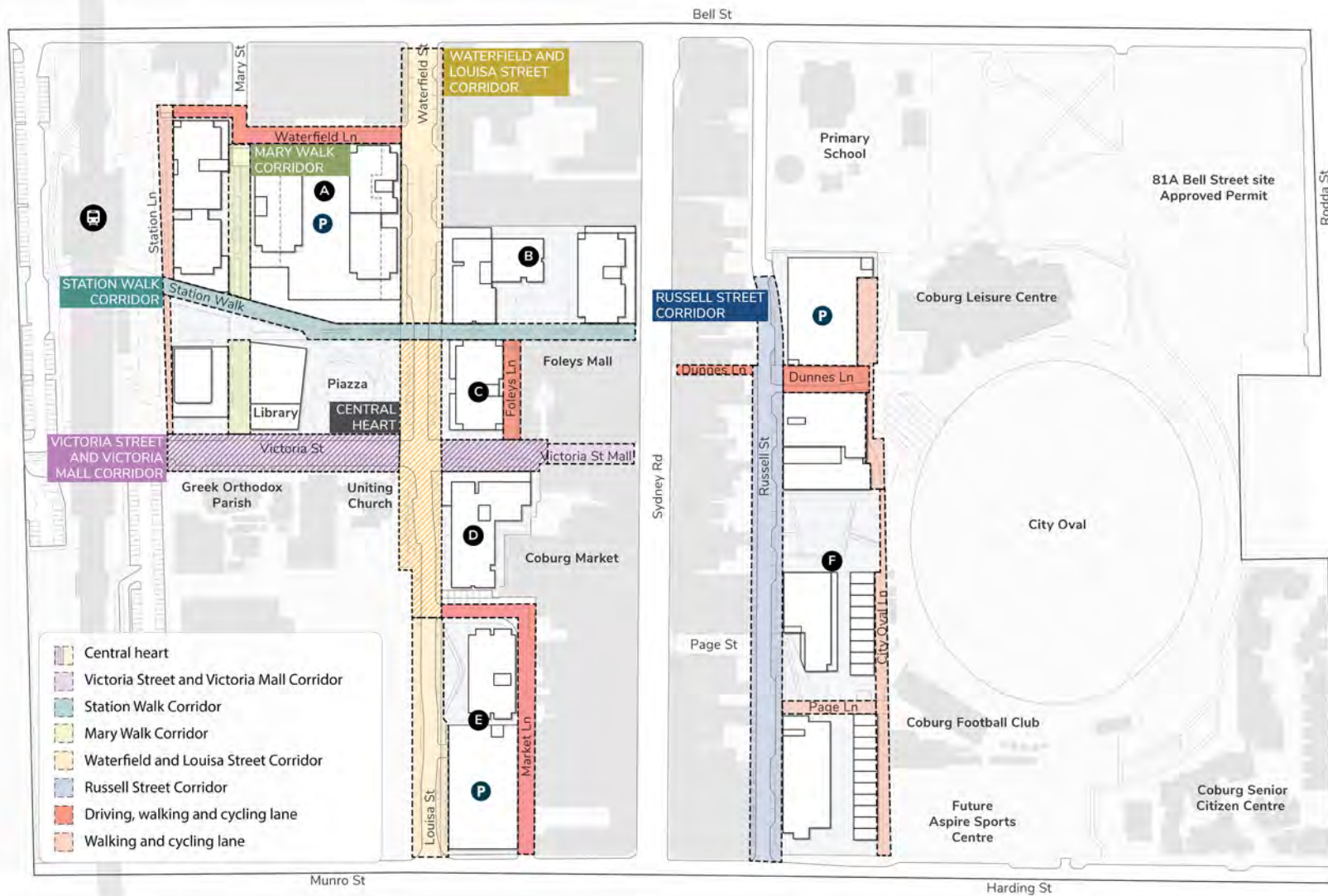
9 Wilson Ave Brunswick by Neometro. Photo by Michael Pham.

Streets and laneways

The public realm standards set out the intended character, movement functions, and design outcomes for key streets and laneways across central Coburg (see map). These standards should be read in conjunction with the general standards (Part A) and the site standards (Part C) and guide the design of adjacent development and public interfaces.



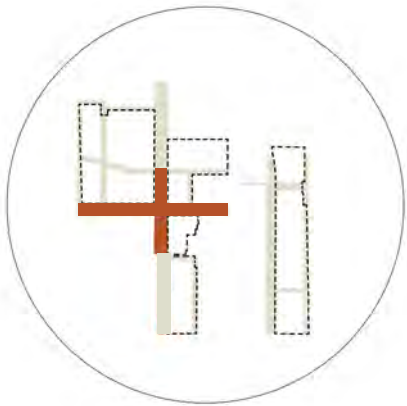
Newcastle East End by SBJ et al. Photo by Brett Boardman.



Streets and laneway map

Central heart

High quality central streets at the intersection of Victoria, Louisa and Waterfield Streets will improve safety and enjoyment in the heart of Coburg. Victoria Street Mall will also be revitalised and expanded as a key community destination.



Theme	Standards
Identity and character	> Build on the existing character of Victoria Street Mall. > Apply alternate treatments to the carriageway, such as coloured asphalt, to signal a low speed, pedestrian and cyclist priority environment. > Use high-quality paving and surface treatments to reinforce the civic role of central Coburg and support event use at specific times of year.
Movement and access	> The northern portion of Louisa Street, the southern portion of Waterfield Street and Victoria Street to act as slow streets mixing cyclists with vehicles. > Limit vehicle speeds by setting a 30 km/h speed limit. > Design the street to filter traffic and encourage reduced speeds using traffic-calming measures to reduce through traffic. > Enable pedestrians to easily cross to the piazza, Louisa Street pocket park and the multistorey carpark.
Central heart standards to be read in conjunction with Waterfield Street, Louisa Street, Victoria Street and Victoria Street Mall standards.	



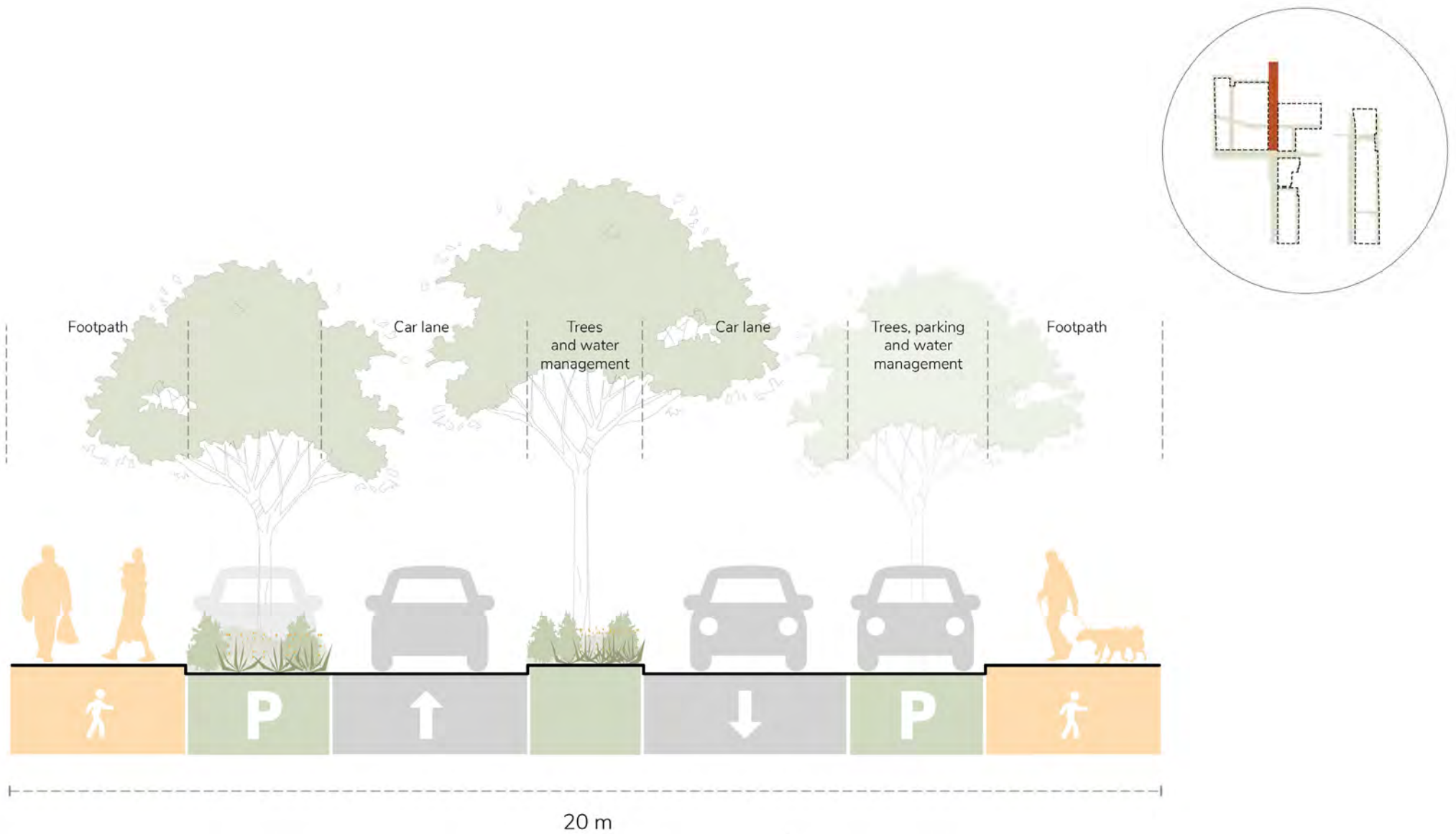
High quality, slow zone in Albert Street, Brunswick

Waterfield Street and Louisa Street

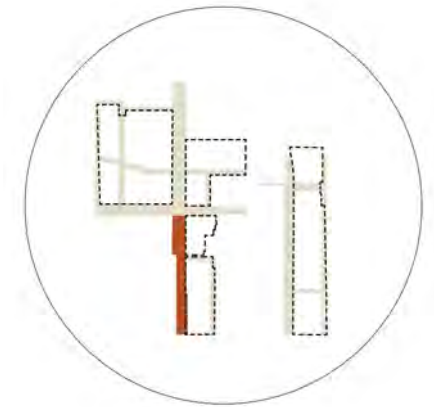
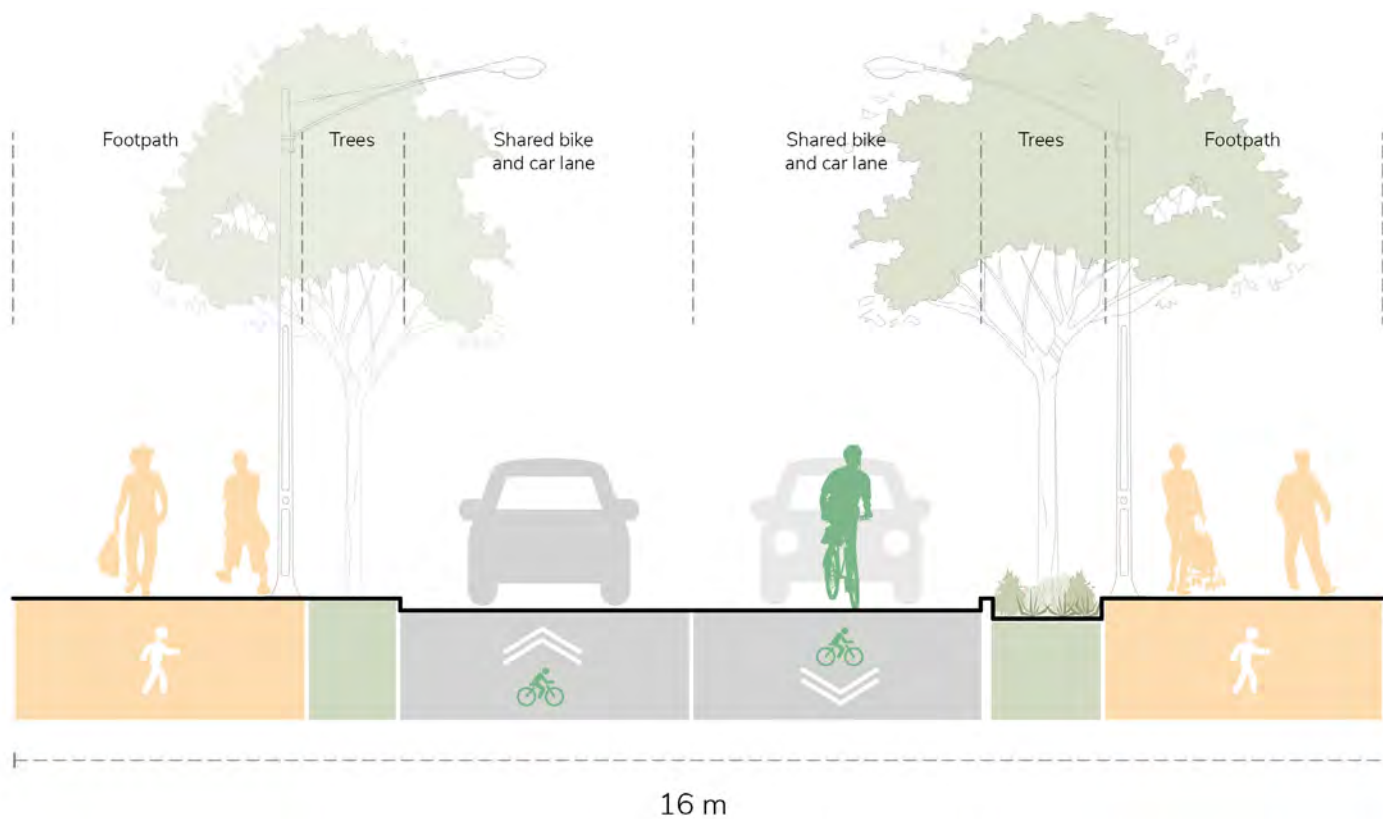
Deliver a vibrant primary street, prioritising pedestrians with generous footpaths and significant tree canopy connecting into the heart of the precinct. The vehicle speed should be limited to 30km/hr to support pedestrian and cycling safety. The street will have a water conveyance role with rain gardens to assist during major flood events.

Theme	Standards
Identity and character	> Provide wide, generous pedestrian-focused streets, shaded by large canopy trees. > Encourage street activity and expand retail/hospital character of Waterfield Street. > Enable views to the Library and Piazza, Victoria Street Mall and churches, Bell Street and Munro Street.
Movement and access	> Create wide footpaths that prioritise pedestrians and cyclists. > Limit vehicle speeds by setting a 30 km/h speed limit and design the street to filter traffic and encourage reduced speeds using traffic-calming measures. > Integrate seating to encourage activation and support retail/hospitality along Waterfield Street. > Provide on-street parking and loading zones in the northern portion of Waterfield Street. > Avoid loading access adjacent to major pedestrian zones around the Piazza and Station Walk. > Use permeable paving for on-street parking and loading zones.

Theme	Standards
Greening and biodiversity	> Plant large canopy trees centrally in Waterfield Street, with medium trees along the footpath edges. > Plant trees in raingardens and tree pits, with understorey planting to maximise soft surfaces. > Canopy cover target = 25% > Deep soil requirements = 900m²
Water and climate resilience	> Raingardens (minimum 50m²) on Waterfield Street > Raingardens (minimum 20m²) on Louisa Street > Integrate WSUD garden beds and tree pits
Infrastructure and services	> Powerlines to be relocated underground in Waterfield Street > Water pipe to be upgraded on Waterfield and Louisa Street > Refer to Central Coburg Utilities Capacity Study for further detail



Waterfield Street



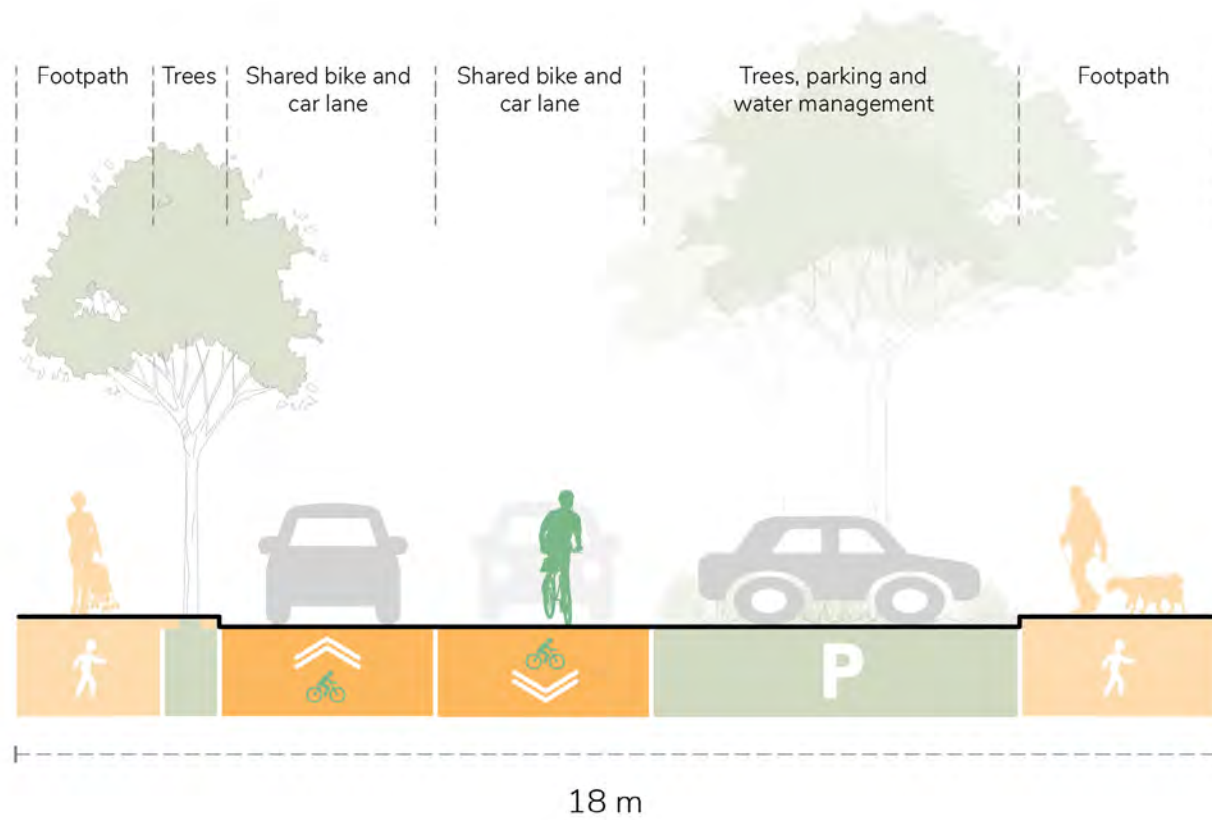
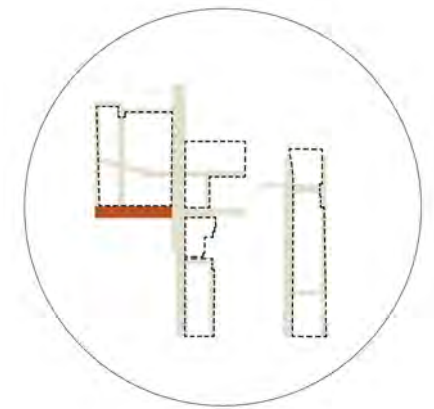
Louisa Street

Victoria Street and Victoria Street Mall

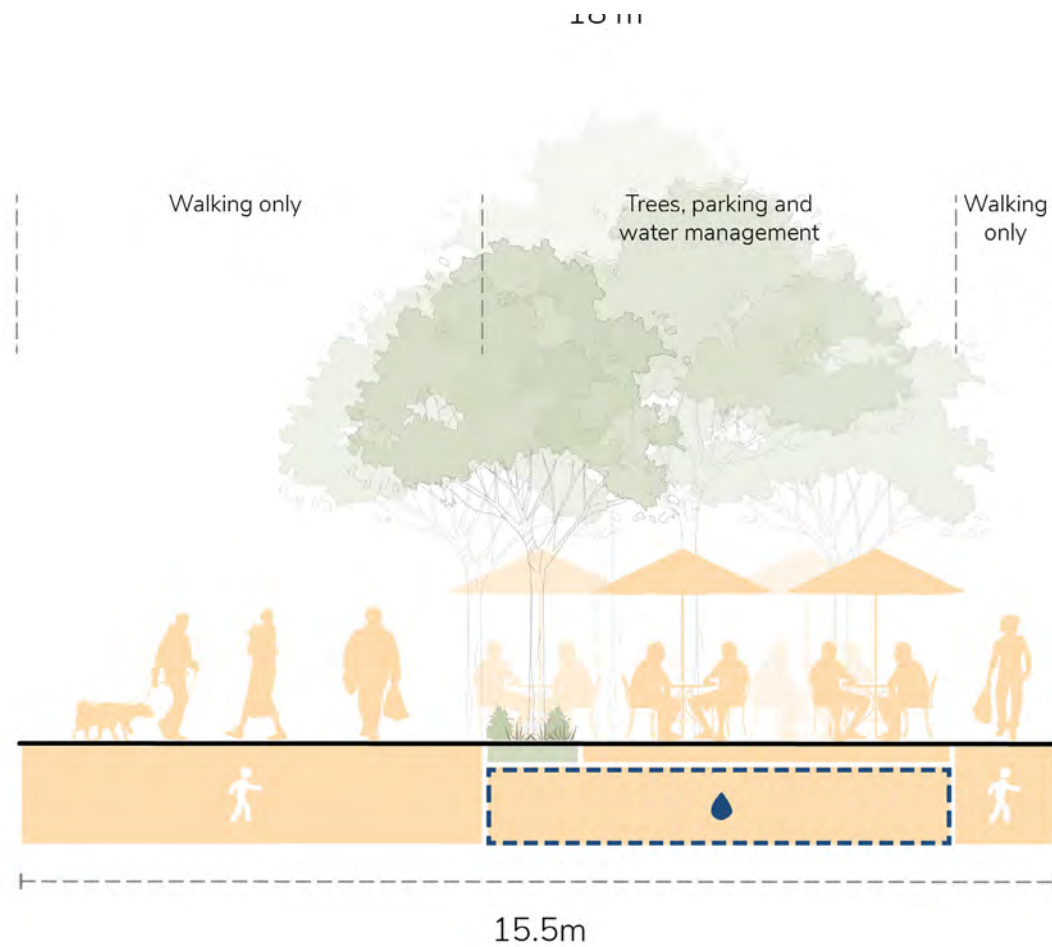
Deliver a primary pedestrian street along Victoria Mall, with an urban wetland and greening, while retaining existing mature trees. Victoria Street and Victoria Mall west will be a slow zone with high quality paving and a pedestrian friendly feel, extending the feel of Victoria Mall to the west. Greening should be prioritised, with the retention of the existing trees along the south side of Victoria Street and the installation of new raingardens.

Theme	Standards
Identity and character	> Victoria Mall will be enhanced as an active, vibrant pedestrian street. > Victoria Street will be a slow zone with wide tree-lined footpaths and parking integrated with gardens and raingardens to the south. > Celebrate the views to the library and piazza, Waterfield/Louisa Street and the churches, the Upfield Corridor and Sydney Road.
Movement and access	> Victoria Mall is to be retained as a pedestrianised street. > Limit vehicle speeds by setting a 30 km/h speed limit and designing the street environment to support it through traffic-calming measures. > Victoria Street to be a slow zone with high quality paving and a pedestrian feel, encouraging slow traffic to prioritise pedestrians and cycling safety. > Victoria Street to act as a slow street mixing cyclists with vehicle. > Integrate seating to encourage activation and support retail/hospitality. > Provide and optimise on-street parking on the southern side of Victoria Street with permeable pavement. > Provide drop-off zones on southern side of Victoria Street outside key community anchors (Greek Orthodox Parish and Uniting Church). > Avoid loading access adjacent to the Piazza. > Allow time-restricted loading in other areas where necessary, e.g., the western side of Victoria Mall.

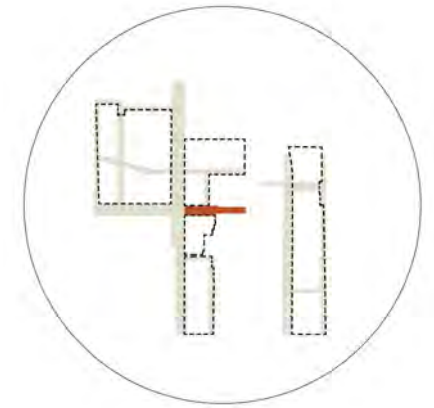
Theme	Standards
Greening and biodiversity	> Prioritise the retention of healthy existing trees where possible > Plant groups of large and medium trees to provide canopy cover > Plant trees in raingardens and tree pits, with understorey planting to maximise soft surfaces > Canopy cover target = 40% > Deep soil requirement = 250m²
Water and climate resilience	> Wetland (minimum 100m²) within the western side of Victoria Mall > Raingardens (minimum 20m²) on the southern side of Victoria Street > Integrate WSUD garden beds and tree pits
Infrastructure and services	> Powerlines to be relocated underground in Victoria Street > Water pipe to be upgraded in Victoria Street > Refer to Central Coburg Utilities Capacity Study for further detail



Victoria Street



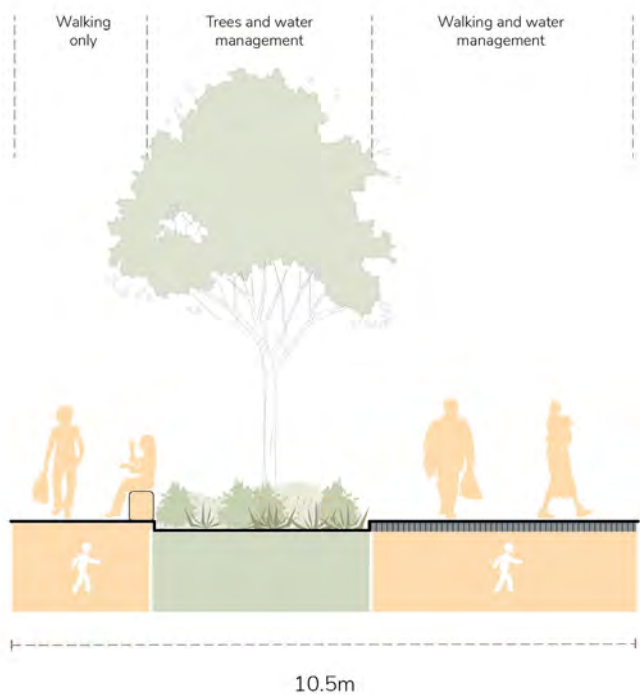
Victoria Street Mall



Mary Walk

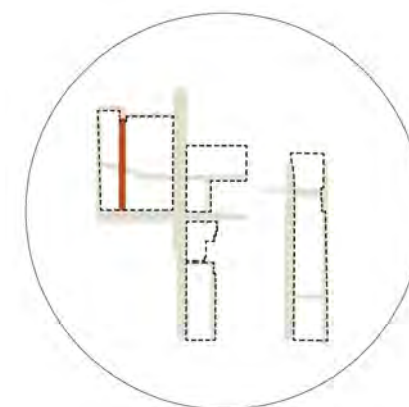
Deliver a pedestrian laneway linking Victoria Street, Station Walk and Mary Street north, with loading access only permitted in the north and south peripheries to protect the central pedestrian zone. The street will have a water conveyance role with raingardens and porous paving to assist mitigate flood during high rainfall events.

Theme	Standards
Identity and character	> A new narrow, tree-lined, shaded, pedestrian street providing additional linkages to the precinct. > Provide views to Station Walk, the library, churches and Victoria Street.
Movement and access	> Pedestrianised street with seating to encourage activation and support retail/hospitality. > Emergency vehicle clearance widths to be maintained along eastern side of the street. > Loading access to the north and south peripheries to protect the central pedestrian zone.
Greening and biodiversity	> Medium scale trees to provide greening and trees planted in raingardens and garden beds, with understorey planting to maximise soft surfaces. > Canopy cover target = 30% > Deep soil requirement = 200m²



Mary Walk

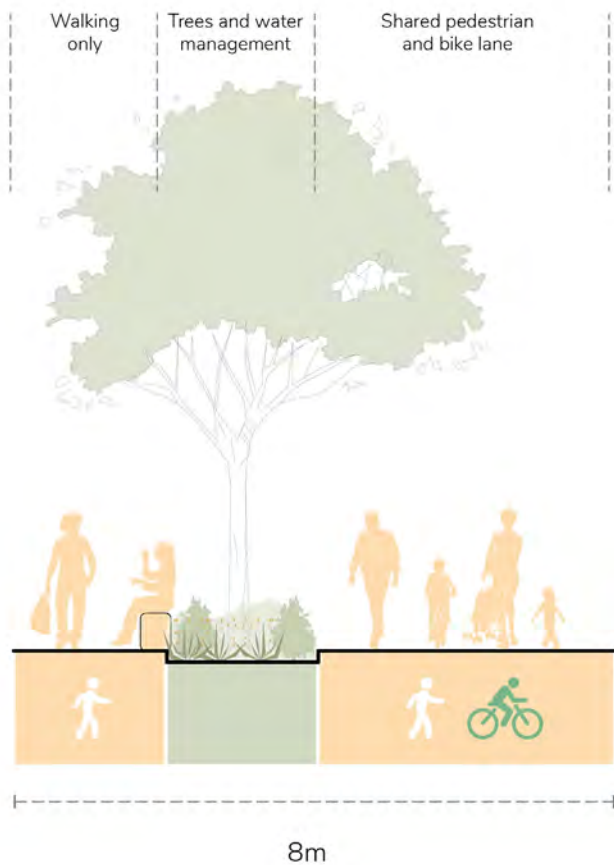
Theme	Standards
Water and climate resilience	> Northern part of Mary Street to have a water conveyance role. > Integrate WSUD garden beds and tree pits, with raingardens (minimum 10m²) and porous paving (minimum 300m²) in the northern section.
Infrastructure and services	> Mary Walk to provide easement for new utilities connections. > Sewer main to be relocated. > Refer to Central Coburg Utilities Capacity Study for further detail.



Station Walk

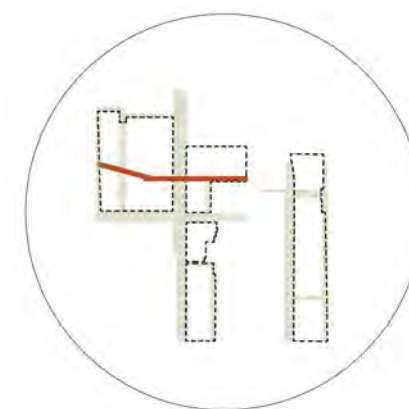
Deliver a shared zone for pedestrians and slow speed cycling that connects Coburg Station to the library, piazza, Waterfield Street, and Sydney Road. Station Walk will be lined with active frontages and feel safe and inviting, with an avenue of canopy trees and seating.

Theme	Standards
Identity and character	> A new tree-lined pedestrian street connecting Coburg train station to Sydney Road. > Allow views to Coburg train station, library, piazza, churches, urban courtyard, Waterfield Street and Sydney Road. > Provide engaging building interfaces to encourage street activity. > Develop a distinctive materials palette to highlight the importance of the corridor.
Movement and access	> Provide a pedestrianised corridor with generous space for walking and low speed cycling. > Integrate seating to encourage activation and support retail/hospitality. > Station Walk to act as a shared cycling path, use materiality to encourage low cycling speeds to prioritise pedestrian safety.
Greening and biodiversity	> Retention of existing trees where possible. > Medium size tree avenue planting extending along the entire length of Station Walk. > Trees planted in raingardens and tree pits, with understorey planting. > Canopy cover target = 30% > Deep soil requirement = 250m²



Station Walk

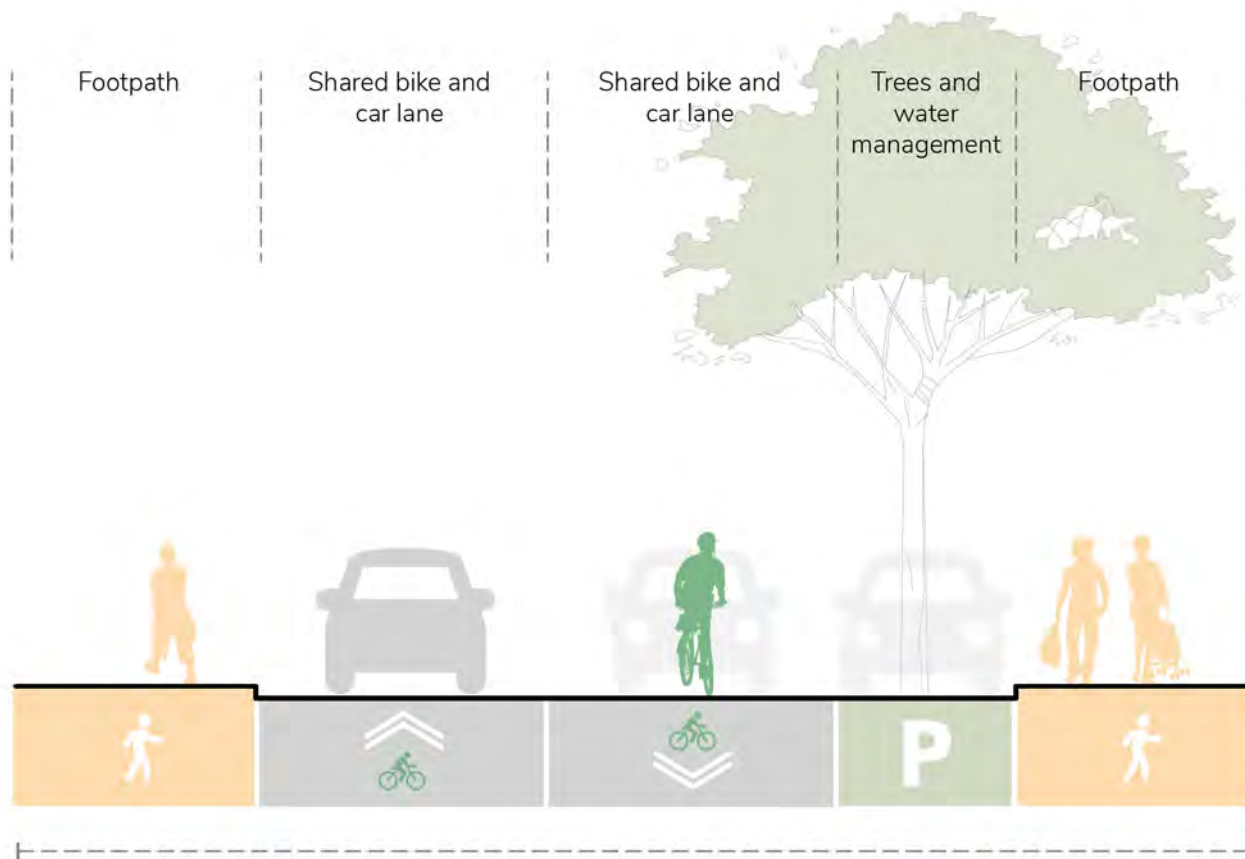
Theme	Standards
Water and climate resilience	> WSUD/passive irrigation for tree pits and understorey planting. > Water conveyance role of moving water from Mary St north to the piazza during major flood events.
Infrastructure and services	> Station Walk to provide easement for new utilities connections. > Sewer main to be relocated. > Refer to Central Coburg Utilities Capacity Study for further detail.



Russell Street

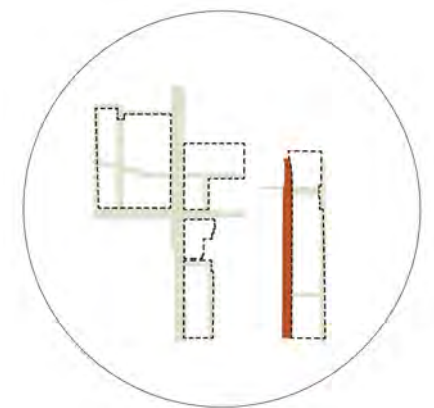
Deliver a upgraded street connecting Harding Street and Bell Street to Coburg Leisure Centre and City Oval, prioritising pedestrians and cyclists, while allowing back-of-house loading and access to the properties facing Sydney Road. The street will have a water conveyancing role, with integrated rain gardens, to assist during major flood events.

Theme	Standards
Identity and character	> Provide views to Dunnes Lane, Page Street, Russell Street neighbourhood park, Russell Street linear park, Harding Street.
Movement and access	> Enable pedestrian crossings aligned with Dunnes Lane and Page Street. > Limit vehicle speeds by setting a 30 km/h speed limit and designing the street environment to support it through traffic-calming measures. > Russell Street to act as a slow street mixing cyclists with vehicles. > On-street parking on the east side of Russell Street balanced with planting.
Greening and biodiversity	> Retention of existing trees where possible. > Large and medium canopy tree planting on the east side of Russell Street. > Canopy trees planted on the west side of Russell Street where possible. > Trees planted in rain gardens and tree pits. > Canopy cover target = 25% > Deep soil requirement = 500m²
Water and climate resilience	> Provide a minimum of 20m² of raingardens at the southern end of Russell Street. > Provide permeable paving for on-street parking.
Infrastructure and services	> Powerlines to be relocated underground. > Water pipe to be upgraded in the southern portion of Russell Street. > Refer to Central Coburg Utilities Capacity Study for further detail.



15.5m

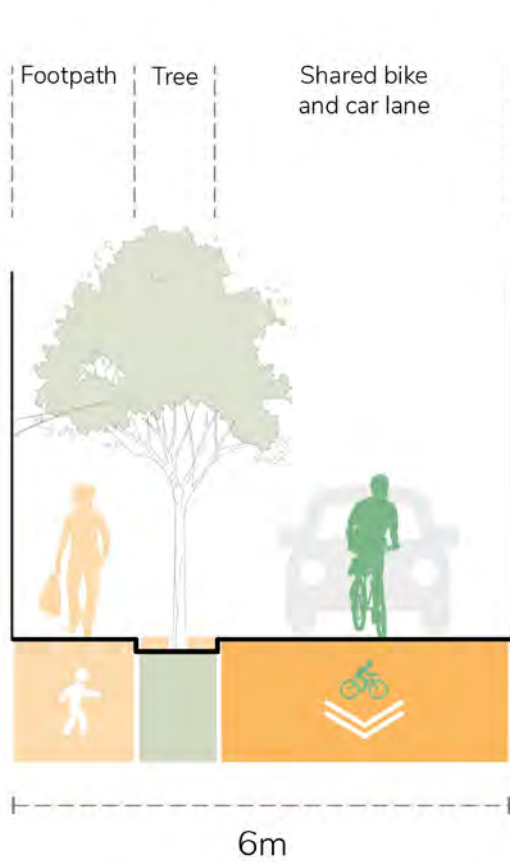
Russell Street



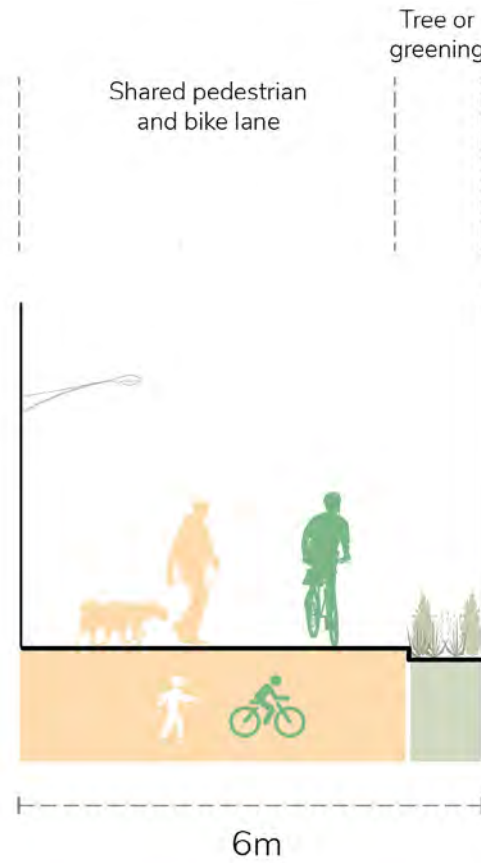
Public laneways

Public laneways are important human-scale thoroughfares that connect the larger sites and streets across the Precinct. New shared lanes, which support driving, walking and cycling, include Waterfield Lane, Foleys Lane, Market Lane, Page Lane and the Dunnes Lane extension. New walking and cycling lanes include Station Lane and City Oval Lane.

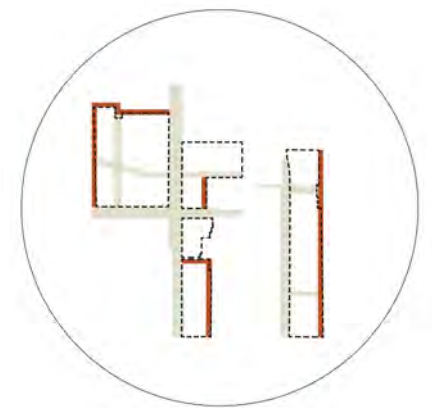
Theme	Standards
Identity and character	> Create friendly, neighbourhood-scale, green laneways. > Ensure clear sight lines and maintain important views. > Integrate opportunities for public art, e.g. murals.
Movement and access	> Prioritise pedestrian and cycling safety in shared zones. > Designed walking and cycling lanes as cycling paths, use materiality to encourage low cycling speeds to prioritise pedestrian safety. > Ensure clearance for loading access requirements (e.g. small trucks) in shared lanes where required. > Integrate seating to encourage activation and support accessibility where possible. > Provide high-quality lighting to improve safety for pedestrians and cyclists.
Greening and biodiversity	> Retain existing trees where possible. > Provide canopy trees and understorey planting where space allows and enable vertical greening in more constrained areas.
Water and climate resilience	> Integrate WSUD garden beds and tree pits.
Infrastructure and services	> Laneways to provide easement for new and relocated utilities connections.



Driving, walking and cycling lane



Walking and cycling lane

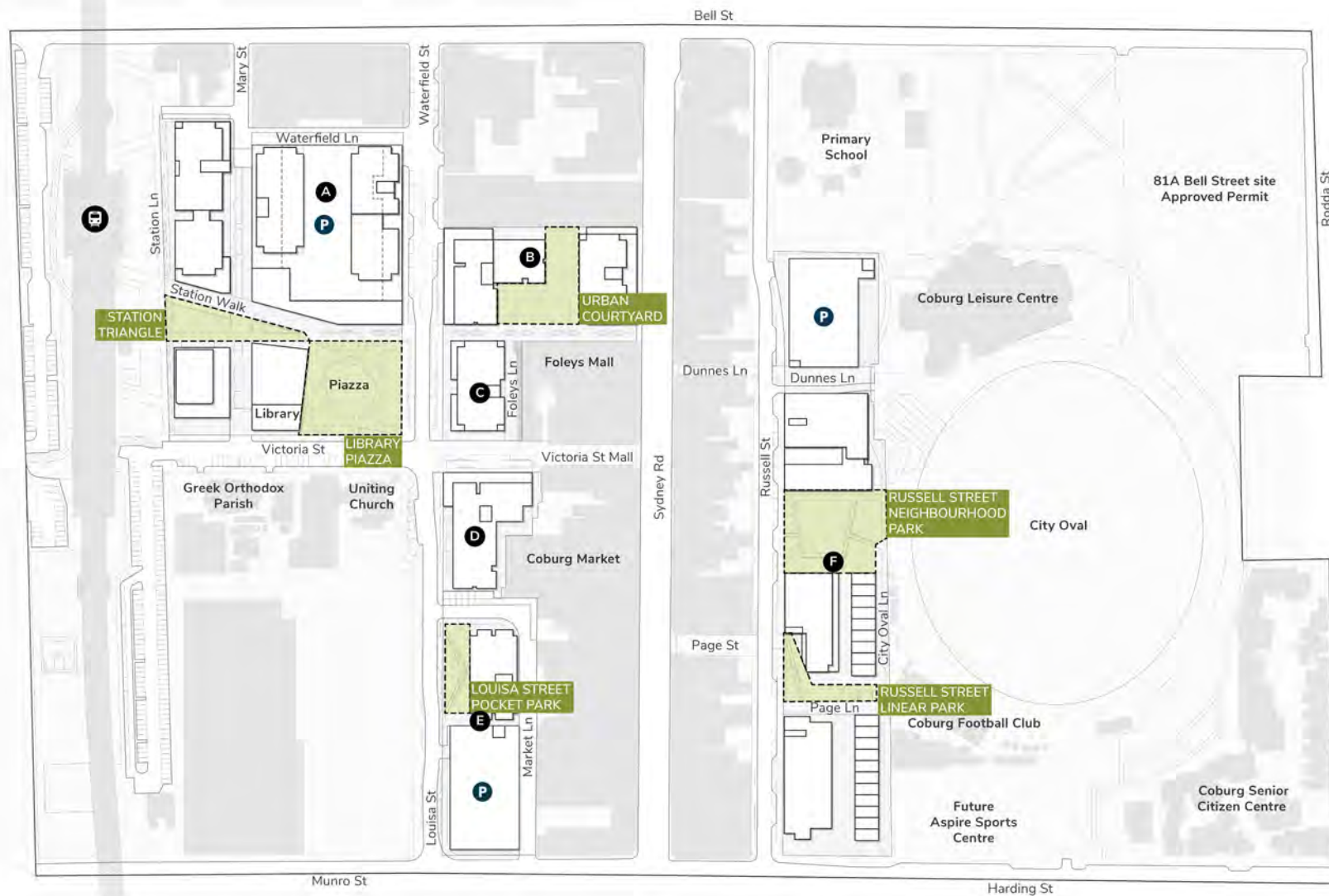


Public spaces

The public realm standards define the role, character, and key design outcomes for parks, plazas, and open spaces within central Coburg (see map). These standards should be read in conjunction with the general standards (Part A) and the site standards (Part C) and guide the design of adjacent development and public interfaces.



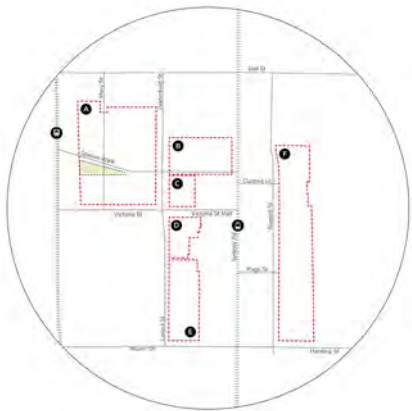
Monash University Maths by Emergent Studios. Photo by Tom Ross.



Public space map

Station Triangle (Site A)

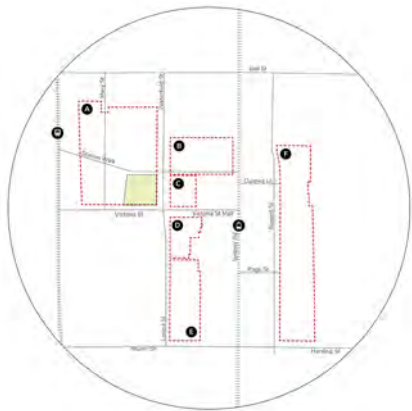
A vibrant green public space that acts as an arrival zone for the central Coburg precinct from Coburg train station. Large canopy trees provide shade and frame views to the old station building and along Station Walk towards the library and piazza. Raingardens, understorey planting and seating create a welcoming, inviting and flexible space.



Theme	Standards
Identity and character	> Provide a welcoming, landscaped arrival zone between Coburg train station and the central Coburg Precinct. > Enable views to Coburg train station, Station Walk, Mary Street, the library and piazza.
Movement and access	> Integrate seating to encourage activation and support retail/hospitality. > Allow clearance for emergency vehicles to cross Mary Street.
Greening and biodiversity	> Include large and medium canopy tree planting to provide shade. > Provide flexible, multi-functional green space. > Canopy cover target = 35% > Deep soil requirement = 200m²
Water and climate resilience	> Provide a minimum flood storage of 134m³ > Include minimum 50m² of raingardens.
Infrastructure and services	> Station Walk to provide easement for new utilities connections. > Sewer main to be relocated. > Refer to Central Coburg Utilities Capacity Study for further detail.

Piazza (Site A)

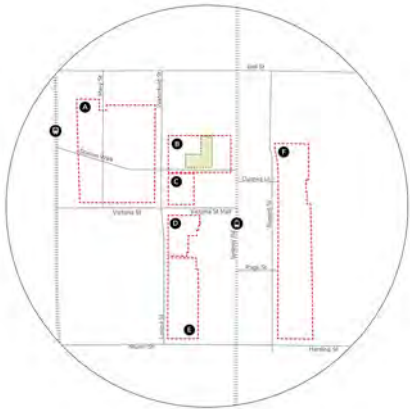
A new public space at the heart of central Coburg. With strong connections to the new library, it is an iconic space that represents Coburg's past and future. It provides a flexible public space within a shaded, green environment. The piazza has a key role in flood retention to prevent flooding of the wider precinct.



Theme	Standards
Identity and character	> Provide an iconic civic space celebrating the heart of central Coburg. > Allow views to Station Walk, library, Waterfield/Louisa Street, Victoria Street and Victoria Mall. > Prioritise opportunities for public art commissioning.
Movement and access	> Integrate a variety of seating to encourage activation and support retail/hospitality. > Provide bike parking in accessible locations.
Greening and biodiversity	> Prioritise retention of existing trees where possible. > Provide new large and medium canopy tree planting for shade. > Include flexible, multi-functional green space, e.g. lawn. > Canopy cover target = 55% > Deep soil requirement = 350m²
Water and climate resilience	> Provide a minimum flood storage volume of 680m³ > Include a minimum total of 200m² of wetlands.
Infrastructure and services	> Victoria Street powerlines to be relocated underground. > Refer to Central Coburg Utilities Capacity Study for further detail.

Urban Courtyard (Site B)

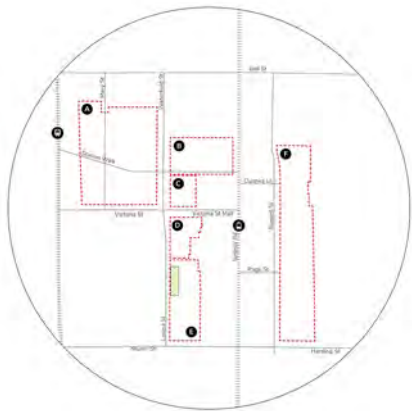
A vibrant and welcoming green space, shaded with trees planted in deep soil zones. The space will be spatially adaptable, connected to the primary pedestrian spine of Station Walk, and be activated by retail and hospitality from surrounding buildings.



Theme	Standards
Identity and character	> Create a welcoming urban courtyard with canopy trees. > Allow views to Station Walk.
Movement and access	> Provide a flexible ground plane and seating to encourage activation by retail/hospitality around the edges.
Greening and biodiversity	> Provide trees and understorey planting in deep soil zones. > Canopy cover target = 25% > Deep soil requirement = 200m²
Water and climate resilience	> WSUD and passive irrigation for trees and understorey planting.
Infrastructure and services	> Sewer main to be removed. > Refer to Central Coburg Utilities Capacity Study for further detail.

Louisa Pocket Park (Site E)

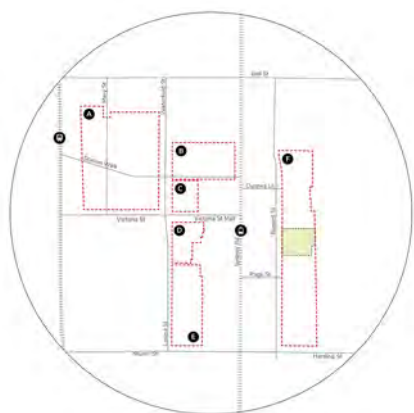
A new medium-sized pocket park with trees, sunken garden and wetland spaces will provide flood retention and water sensitive urban design. The park will prioritise biodiversity with new tree planting, paths and seating to create a shaded, leafy green space with access to afternoon sun.



Theme	Standards
Identity and character	> Create a biodiverse pocket park. > Enable views to Louisa Street, the adjacent community hub, Victoria Street, Munro Street.
Movement and access	> Integrate seating to encourage activation and support the adjacent community hub. > Include bike parking in an accessible location.
Greening and biodiversity	> Provide new large and medium canopy trees for planting for shade. > High proportion of shrub planting with species selected for biodiversity and habitat. > Canopy cover target = 35% > Deep soil requirement = 125m²
Water and climate resilience	> Provide a minimum flood storage volume of 143m³ > Include a wetland or wetlands to a minimum total of 150m²
Infrastructure and services	> Undergrounding of low voltage powerlines. > Refer to Central Coburg Utilities Capacity Study for further detail.

Russell Neighbourhood Park (Site F)

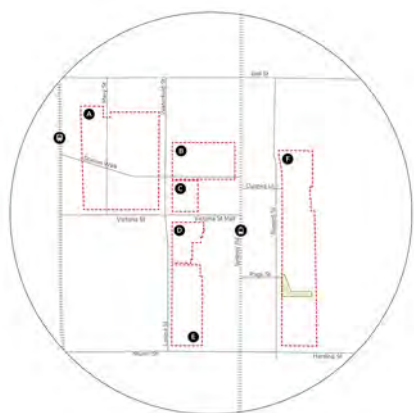
A new neighbourhood park that retains existing trees and provides a flexible, social green space with views to the oval, integrating new tree planting, wetland and shrub planting. The wetland area will make a significant contribution to reducing flooding in the precinct.



Theme	Standards
Identity and character	> Create a social neighbourhood park for the community. > Enable views to Russell Street, Dunnes Lane, Page Street and City Oval. > Explore the opportunity for public art commissioning.
Movement and access	> Provide pathways connecting to key streets and destinations. > Integrate seating to encourage activation and provide respite from the adjacent sporting oval.
Greening and biodiversity	> Retain the mature significant Eucalyptus camaldulensis (River Red Gum) in the north-east of the park. > Retain all other existing trees where possible. > Provide new large and medium-sized canopy tree planting. > Provide flexible, multi-functional green space. > Canopy cover target = 65% > Deep soil requirement = 250m²
Water and climate resilience	> Provide a minimum flood storage volume of 73m³ > Include a wetland or wetlands with a minimum size of 150m²
Infrastructure and services	> Sewer main, gas main and telecommunications to be relocated. > Refer to Central Coburg Utilities Capacity Study for further detail.

Russell Linear Park (Site F)

A new small pocket park that provides a relaxed, social green space integrating new tree planting and existing trees with open space and seating. Path connections should enhance the walkability of the precinct by enabling links to Page Street lane and neighbourhood park to the north.



Theme	Standards
Identity and character	> Create a green linear pocket park. > Enable views to Russell Street, Page Street and City Oval.
Movement and access	> Provide pathways connecting the street to sporting facilities. > Seating to encourage activation and support respite from the adjacent oval.
Greening and biodiversity	> Retain the existing trees where possible. > Provide new large and medium canopy tree planting. > Canopy cover target = 90% > Deep soil requirement = 100m²
Water and climate resilience	> Provide a minimum flood storage volume of 43m³ > Include a raingarden or raingardens with a minimum total of 35m²
Infrastructure and services	> Sewer main, gas main and telecommunications to be relocated. > Refer to Central Coburg Utilities Capacity Study for further detail.



View along Victoria Street Mall looking towards Sydney Road. Indicative visualisation by Narrative.

C - SITE STANDARDS

- ❖ Site A
- ❖ Site B & C
- ❖ Site D
- ❖ Site E
- ❖ Site F



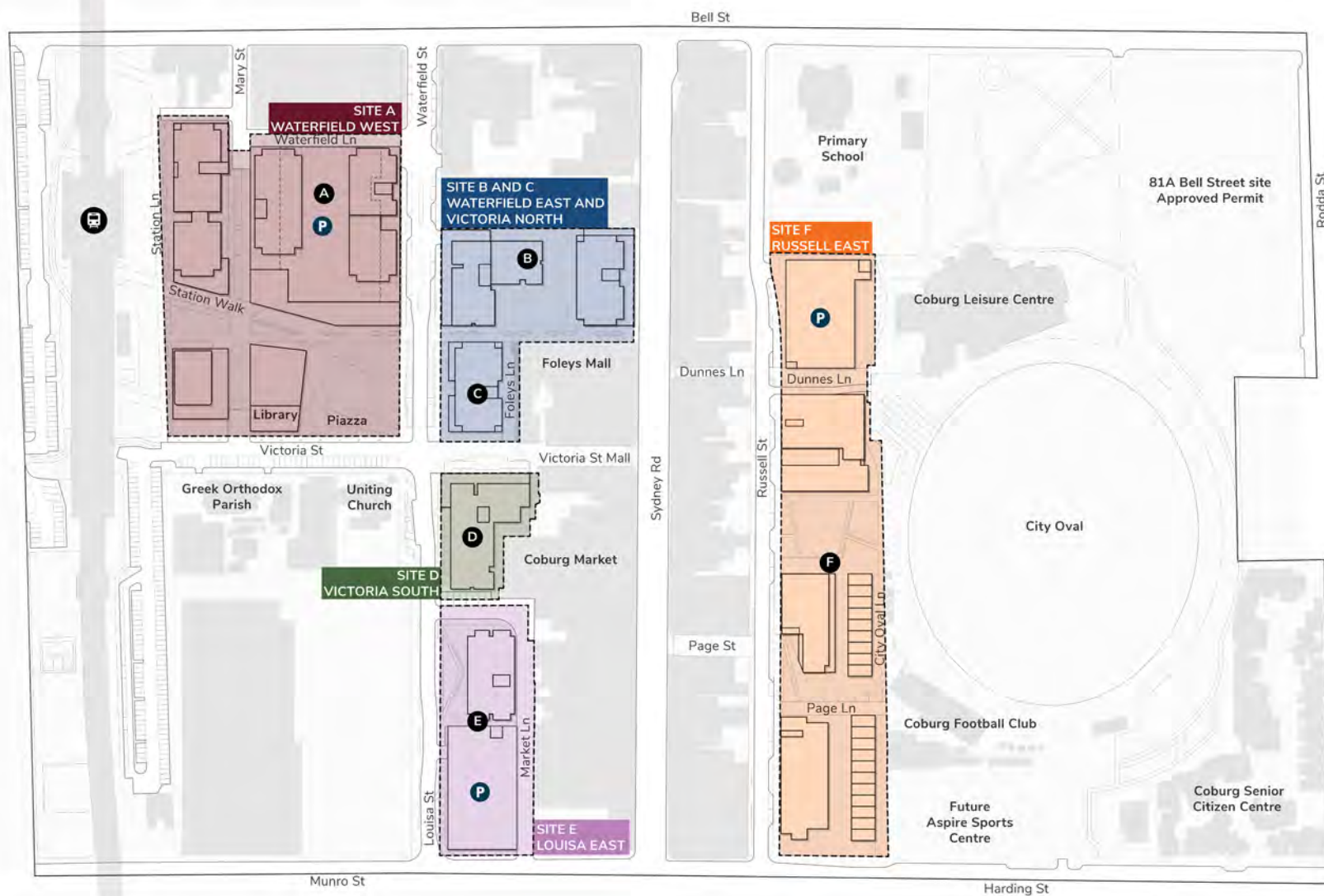
The Commons by Breathe Architecture and Nightingale. Photo by Diana Snape.

Sites

The following site standards set out specific design requirements for each development site within central Coburg, reflecting their unique context and role within the precinct (see map). These should be read in conjunction with the general standards (Part A) and public realm standards (Part B).



Richmond Traders, Photo by Diana Snape.



Sites map

Site A

Waterfield West (Site A) will form the civic and commercial heart of central Coburg, anchored by a new library and piazza, with a mix of uses and active transport connections to Coburg Station and surrounding streets.

Key design aspirations

- > Establish the library and piazza as the primary civic and social heart of central Coburg.
- > Provide an activated public realm along key streets and laneways, maximising passive surveillance of key destinations including Coburg Station, the library, the piazza, and new and existing streets and laneways.
- > Create a safe, direct connection for walking and cycling between Coburg Station, the Upfield Bike Path, the library, the piazza, and east towards Sydney Road.
- > Integrate a large-format supermarket with fine-grain commercial tenancies to provide activation and contribute to the character of the precinct.
- > Deliver a permeable block structure with active laneways linking Waterfield, Mary, and Victoria Streets.
- > Deliver varied built form and architectural expression that reflects Coburg's character and protects the amenity of the piazza and key pedestrian corridors.
- > Contribute to the amenity and unique character of local landmarks along Victoria Street.
- > Provide safe and accessible off-street parking that is designed to prioritise accessibility and ease of use.
- > Protect solar access to Victoria Street Mall and to key local landmarks (Greek Orthodox Parish and Uniting Church).

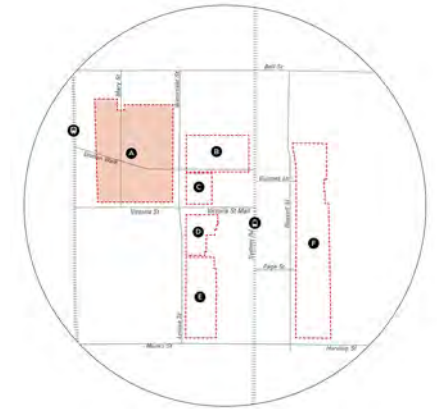
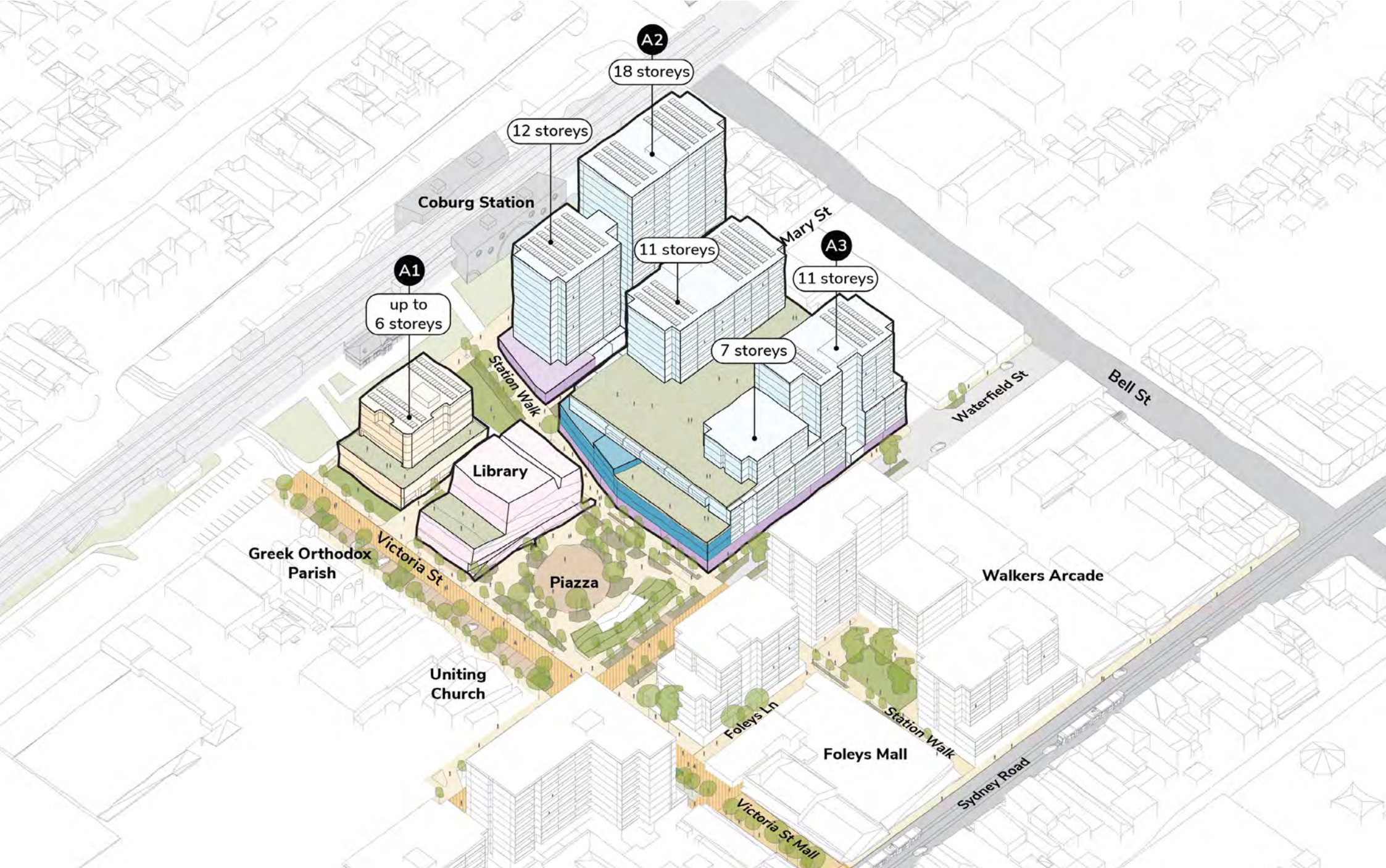


Figure 1: Site A (indicative image only)



Theme	Minimum requirements
Context	> Provide a visual and physical connection between the former Coburg Station, the Library and Piazza, and Sydney Road. > Respond to Coburg Station as a key arrival point into the precinct. > Respond to the scale and character of churches on the southern side of Victoria Street. > Respond to the fine-grain retail character of Waterfield Street.
Built form	> Buildings A1, A2 and A3 to align with preferred heights indicated in Figure 1, unless an alternative arrangement can demonstrate equal or improved public realm outcomes. > Building A1 to provide a minimum 8 metre ground level setback from Victoria Street and a maximum height of six storeys. > Building A2 to provide a preferred 1–3 storey podium. > Building A3 to provide a preferred 3–5 storey podium. > Locate taller built forms in less sensitive areas in the north and west, transitioning down to the south and east to protect amenity and sunlight access for the Piazza, Waterfield Street, Victoria Street, and surrounding landmark buildings. > Limit overshadowing of adjacent public spaces and key local landmarks (Greek Orthodox Parish and Uniting Church) in accordance with the overshadowing standards in Table 1 of the General Standards. > Provide additional mitigation measures at identified wind-sensitive locations, including building corners and spaces adjacent to Coburg Station. > Buildings to be designed to reflect and respond to the scale, form and architectural language of the library and piazza.
Interfaces	> Provide continuous active frontage and weather protection to the piazza, Waterfield Street, and Station Walk, facilitating opportunities for outdoor dining. > Wrap the supermarket with smaller tenancies along all public interfaces, avoiding blank walls and large continuous frontages. > Locate primary building entrances and uses along the piazza and key pedestrian routes. > No large-scale or illuminated signage at the interface to the Piazza.

Theme	Minimum requirements
Land use	> Building A1 to be dedicated to community mixed use. > Building A2 to maximise ground-level active uses along the Upfield Corridor, Station Walk and Mary Walk (minimum 400m²), with smaller and more affordable tenancies to be prioritised along Mary Walk. > Building A3 to provide a minimum of 273 off-street car parks, designed to prioritise accessibility and ease of use, with intuitive wayfinding supported by digital signage, including illuminated guidance directing users efficiently to available car parks. > Building A3 to include a full-line supermarket (minimum 3,000m²), retail uses (minimum 1,300m²), and office or employment-generating uses (minimum 2,300m²), or an equivalent mix that achieves the same activity centre function. Activation of the public realm and outdoor dining spaces to be prioritised along Station Walk, Waterfield Street and Mary Walk.
Movement and access	> Deliver a new pedestrian and cycling route (Station Walk) connecting Coburg Station to Waterfield Street. > Deliver a pedestrian laneway (Mary Walk) connecting Mary Street to Victoria Street. > Locate vehicle access, servicing, and loading peripherally away from the piazza and key pedestrian areas.
Public realm	> Deliver a publicly accessible open space (Station Triangle), with a minimum area of 600m², designed as a key arrival space from Coburg Station and integrated with surrounding development. > Deliver Station Walk as a high-amenity public space, supporting active uses, outdoor dining, pedestrian movement and low-speed cycling. > Deliver Mary Walk as a laneway connecting Mary Street to Victoria Street.
ESD	> Ensure all development meets the Environmentally Sustainable Design (ESD) standards in Part A and other relevant Merri-bek sustainable building policies.

Site B & C

Waterfield East (Site B) and Victoria North (Site C) will be a place to live, shop and gather, centred around an urban courtyard and laneways that connect Sydney Road, Victoria Street Mall, and Waterfield Street.

Key design aspirations

- > Create a vibrant, fine-grain mixed-use precinct with clear connections to Sydney Road and Victoria Street Mall.
- > Deliver an approximately 1,000m² landscaped urban courtyard with deep soil planting and canopy trees, activated by retail and hospitality uses.
- > Establish a network of active laneways, including Station Walk, extending the new east-west connection between Coburg Station and Sydney Road.
- > Provide a shared link for walking and cycling between the urban courtyard and Victoria Street Mall.

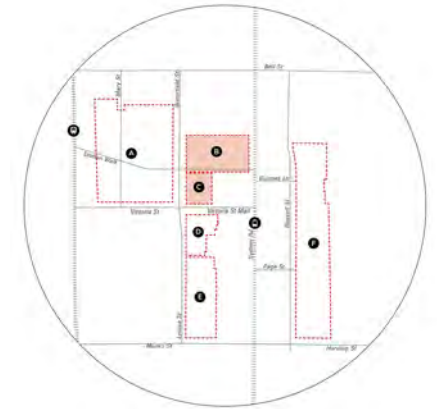
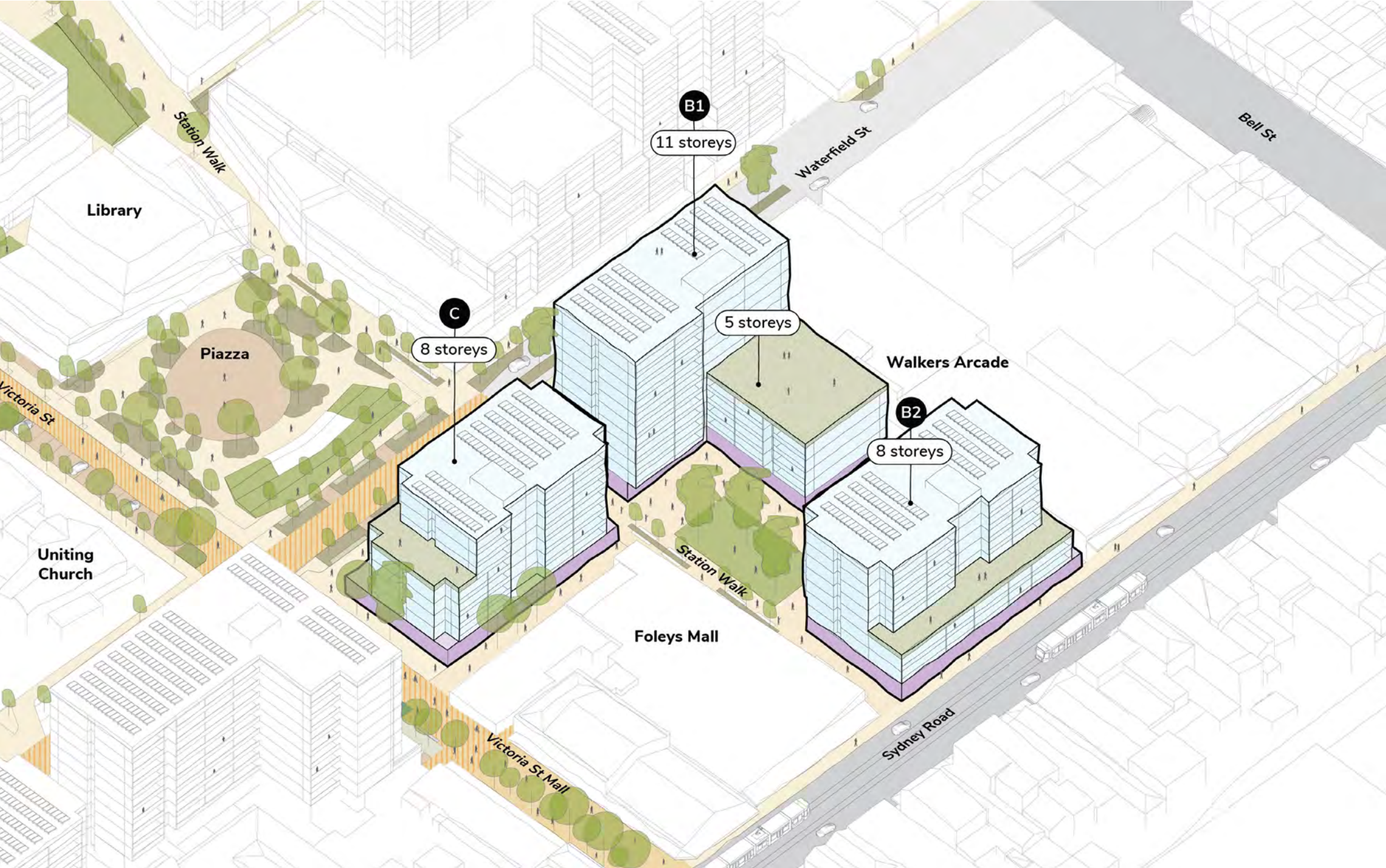


Figure 2: Site B & C (indicative image only)



Theme	Minimum requirements
Context	> Provide a differentiated response to the context on Sydney Road (east), Victoria Street Mall (south), and the new library and piazza (west). > Frame and address the urban courtyard as the key organising element of the site. > Complement the fine-grain retail character on Sydney Road and provide a north-south laneway that provides access to Foley's Mall and existing retail and hospitality tenancies to the east.
Built form	> Limit overshadowing of adjacent public spaces in accordance with the overshadowing standards in Table 1 of the General Standards. > Buildings B1, B2 & C to have built form aligned to the preferred heights indicated in Figure 2, unless an alternative arrangement can demonstrate equal or improved public realm outcomes. > Building B2 to provide a defined podium and street wall (up to a maximum of 3 storeys) along the Sydney Road interface. > Building C to provide a defined podium and street wall along the Sydney Road interface. > Step building heights down toward the south and east to protect sunlight access and amenity to the urban courtyard and Victoria Street Mall.
Interfaces	> Provide continuous active frontages along Waterfield Street, Sydney Road interface, Victoria Street Mall and Station Walk, facilitating opportunities for outdoor dining. > Integrate awnings and weather protection along Waterfield Street, Station Walk and Sydney Road. > Ensure all buildings are designed to integrate with the urban courtyard, maximising active frontages and passive surveillances.

Theme	Minimum requirements
Land use	> Deliver an active ground level with frequent entrances fronting the urban courtyard, Sydney Road, Station Walk and Waterfield Street. > Avoid large format tenancies, prioritising smaller and more affordable tenancies along laneways and tenancies interfacing the urban courtyard. > Deliver active retail uses across Sites B and C (minimum 3,000m²), or an equivalent mix that achieves a vibrant and active street and laneway network.
Movement and access	> Deliver a new east-west pedestrian link (Station Walk) connecting Waterfield Street and Sydney Road. > Deliver a new laneway between Victoria Street Mall and the urban courtyard, maintaining access to existing tenancies to the east, including Foley's Mall. > Locate vehicle access from Waterfield Street, preferably from the northwest of the site.
Public realm	> Deliver a central open space (urban courtyard) of approximately 1,000m² as a landscaped, high-quality gathering space. > Deliver a network of laneways connecting Victoria Street Mall to the urban courtyard and Waterfield Street to Sydney Road. > Integrate planting, WSUD elements, and shading into the urban courtyard, laneways, and Waterfield Street to improve comfort and manage water.
ESD	> Ensure all development meets the Environmentally Sustainable Design (ESD) standards in Part A and other relevant Merri-bek sustainable building policies.

Site D

Victoria South (Site D) will be a mixed-use development that strengthens Victoria Street Mall as a key destination, while introducing new housing above and improving public realm quality along Louisa Street.

Key design aspirations

- > Deliver new housing in a central location and fine-grain retail to reinforce Victoria Street Mall as a vibrant retail and social hub.
- > Deliver a fine-grain, active street edge along Victoria Street that complements the character and rhythm of Victoria Street Mall.
- > Upgrade market servicing and access, including deeper loading zones and a new pedestrian pathway aligned with the Coburg Market entrance.

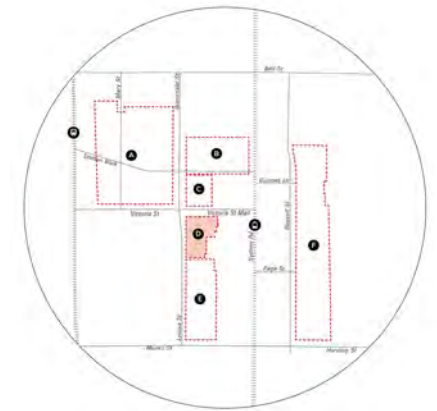
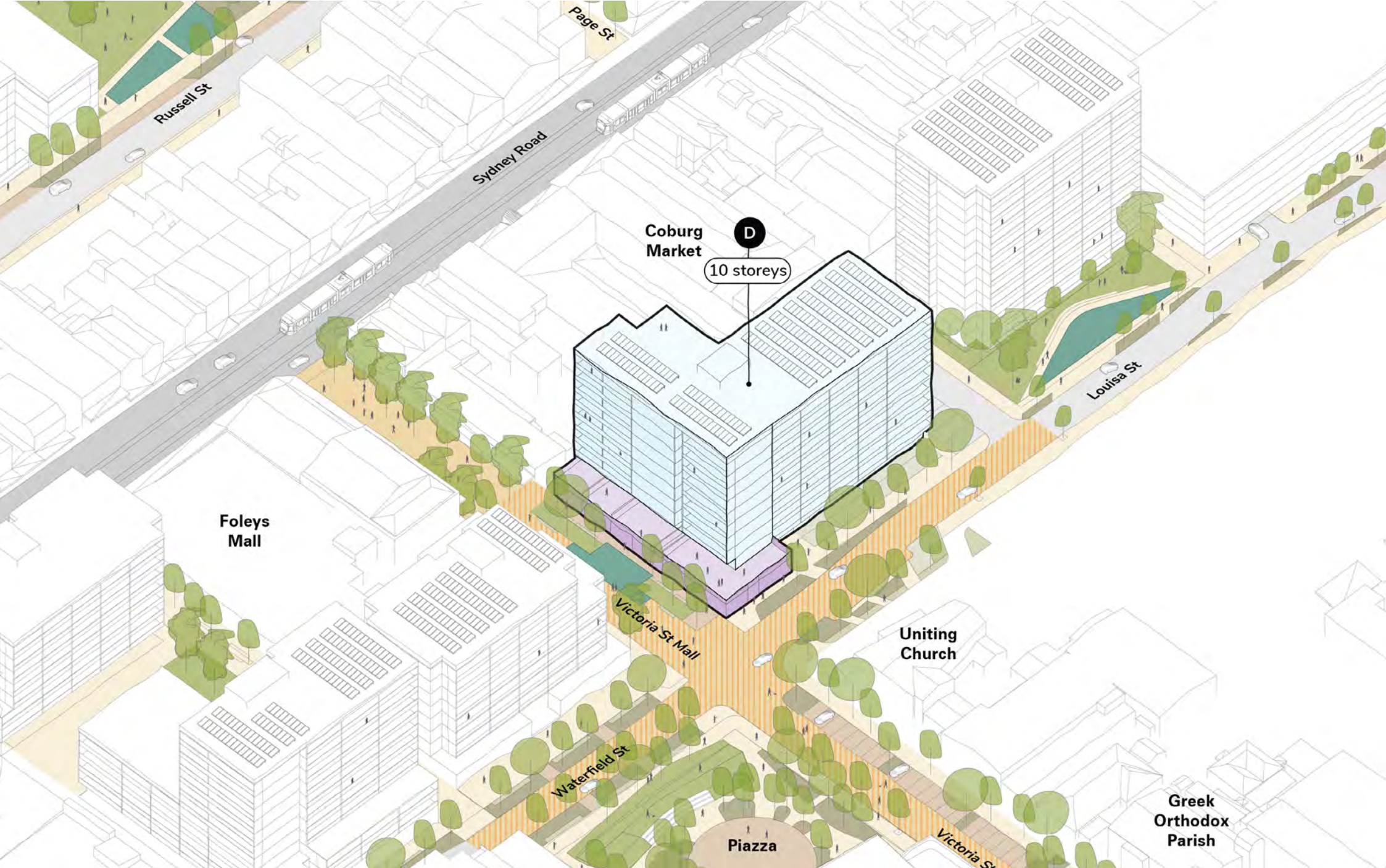


Figure 3: Site D (indicative image only)



Theme	Minimum requirements
Context	> Reinforce Victoria Street Mall as a key social and community destination, supporting gathering, informal use, outdoor dining and everyday activity. > Respond to the Coburg Market as a key local anchor, improving its interface, access, and visibility from surrounding streets.
Built form	> Limit overshadowing of adjacent public spaces in accordance with the overshadowing standards in Table 1 of the General Standards. > Align built form to the preferred heights, preferred podium heights and setbacks indicated in Figure 3, unless an alternative arrangement can demonstrate equal or improved public realm outcomes. > Provide upper levels set back to Victoria Street to reduce visual bulk and maintain a human-scaled street edge. > Provide a consistent low podium/street wall aligned with the scale along Victoria Street Mall.
Interfaces	> Provide continuous active frontages along Victoria Street and Louisa Street. > Deliver fine-grain tenancies that provide depth, awnings and places to sit along Victoria Street Mall. > Respond to the market interface and integrate market servicing areas to the south to avoid dominance of the public realm. > Design podium upper level for communal uses to maximise access to afternoon sunlight, leveraging the year-round solar access provided by the adjacent Coburg Library and Piazza.

Theme	Minimum requirements
Land use	> Deliver active retail uses (minimum 540m²), or an equivalent mix that supports an active and vibrant street edge. > Provide a mix of tenancy sizes, prioritising smaller and more affordable tenancies. > Maintain and support the ongoing operation and functionality of Coburg Market.
Movement and access	> Maintain necessary vehicle access for servicing and market operations, while minimising conflict with pedestrians. > Integrate safe and convenient bicycle access and parking.
Public realm	> Design ground floor interfaces to support outdoor dining along Victoria Street, including provision of adequate clear zones, services, and spatial allowances for Council-managed dining areas.
ESD	> Ensure all development meets the Environmentally Sustainable Design (ESD) standards in Part A and other relevant Merri-bek sustainable building policies.

Site E

Louisa East will include housing to the north, set back from Louisa Street to create a new pocket park and urban wetland. To the south, it will be home to a multi-deck car park that is designed to be efficient, safe and adaptable.

Key design aspirations

- > Deliver high-quality housing setback from Louisa Street, overlooking a new high-amenity pocket park.
- > Create a new pocket park and urban wetland that supports community use and integrated water management.
- > Deliver a multi-deck car park that prioritises accessibility and ease of use while contributing positively to the street and public realm.
- > Design building interfaces to Munro Street, Louisa Street and the rear laneway to provide active frontages, passive surveillance, and a safe walking and cycling environment.
- > Maintain the opportunity to deliver up to 12-storeys of housing above the five storey multi-deck carpark.

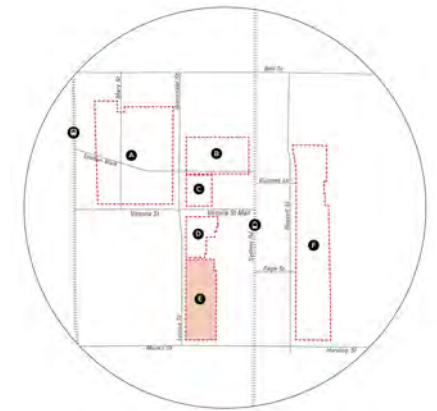
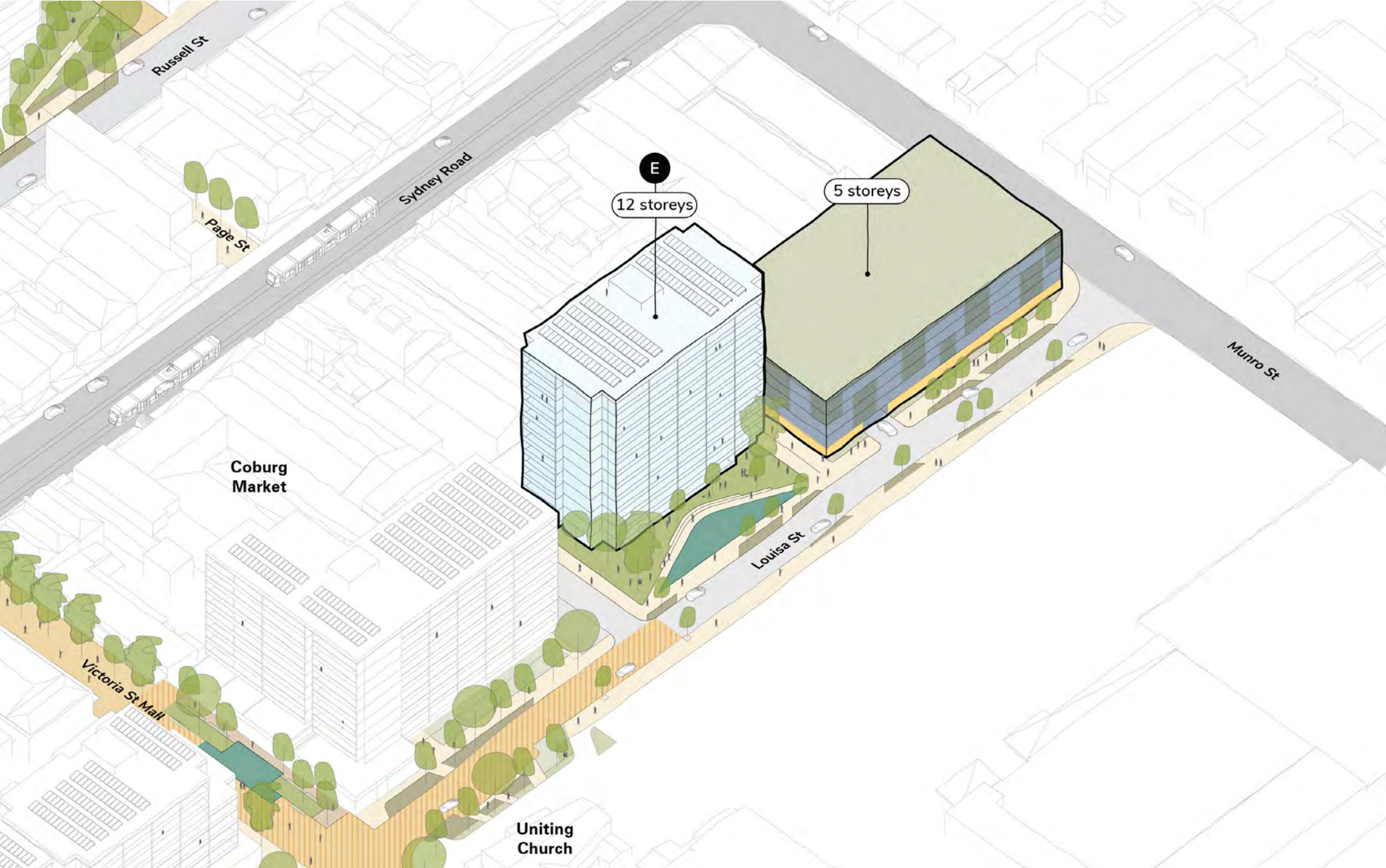


Figure 4: Site E (indicative image only)



Theme	Minimum requirements
Context	> Maintain existing laneway networks and improve access to rear tenancies to east of the site. > Provide a laneway through the site to maintain connections to internal laneways within Sydney Road tenancies. > Respond to the Coburg Market as a key local anchor, improving its interface, access, and visibility from surrounding streets.
Built form	> Buildings E to have built form aligned to the preferred heights and setbacks indicated in Figure 4, unless an alternative arrangement can demonstrate equal or improved public realm outcomes. > Limit overshadowing of adjacent public spaces in accordance with the overshadowing standards in Table 1 of the General Standards. > Deliver two distinct building typologies: a residential building to the north and a multi-deck car park to the south, each with a clearly defined architectural expression. > Deliver an adaptable multi-deck carpark, designed with sufficient floor-to-floor heights and structural layout to support active ground level uses and future adaptation of upper levels.
Interfaces	> Provide a high-quality residential interface to the public space, including building entries, communal areas, and windows, to support passive surveillance. > Ensure setbacks, landscaping and other measures are used to provide privacy for lower-level dwellings facing the car park, open space and laneways. > Incorporate green façades and/or public art to contribute to the character of Louisa Street. > Design the car park with high-quality façades, ground-level active interfaces that support passive surveillance, and a safe public realm.

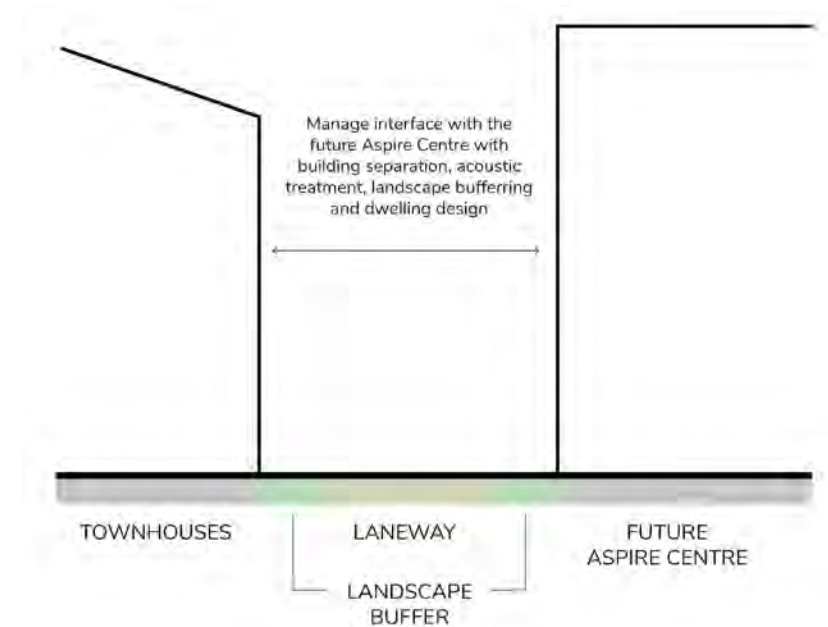
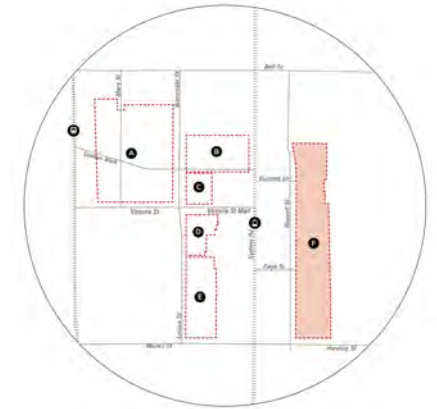
Theme	Minimum requirements
Land use	> Provide approximately 1,000m² affordable commercial space at the ground floor, made up of a mixture of tenancy sizes. > Provide a minimum of 212 off-street car parks in a multi-deck structure, designed to prioritise accessibility and ease of use, with intuitive wayfinding supported by digital signage, including illuminated guidance directing users efficiently to available car parks. > Design flexible multi-deck floorplates to support adaptation to other uses if carparking demand reduces in the future. > Consider opportunity to deliver housing above the multi-deck car park.
Movement and access	> Deliver a new east-west laneway through the site, maintaining access to rear properties and supporting permeability. > Locate vehicle access to the car park to minimise conflict with pedestrians and cyclists. > Provide safe and legible pedestrian access through the site. > Integrate bicycle parking within the site and near the public space.
Public realm	> Deliver a new pocket park of approximately 550m² incorporating an urban wetland. > Integrate WSUD elements, including rain gardens and water-sensitive design, into the design of public space and Louisa Street. > Provide tree planting and canopy along Louisa Street.
ESD	> Ensure all development meets the Environmentally Sustainable Design (ESD) standards in Part A and other relevant Merri-bek sustainable building policies.

Site F

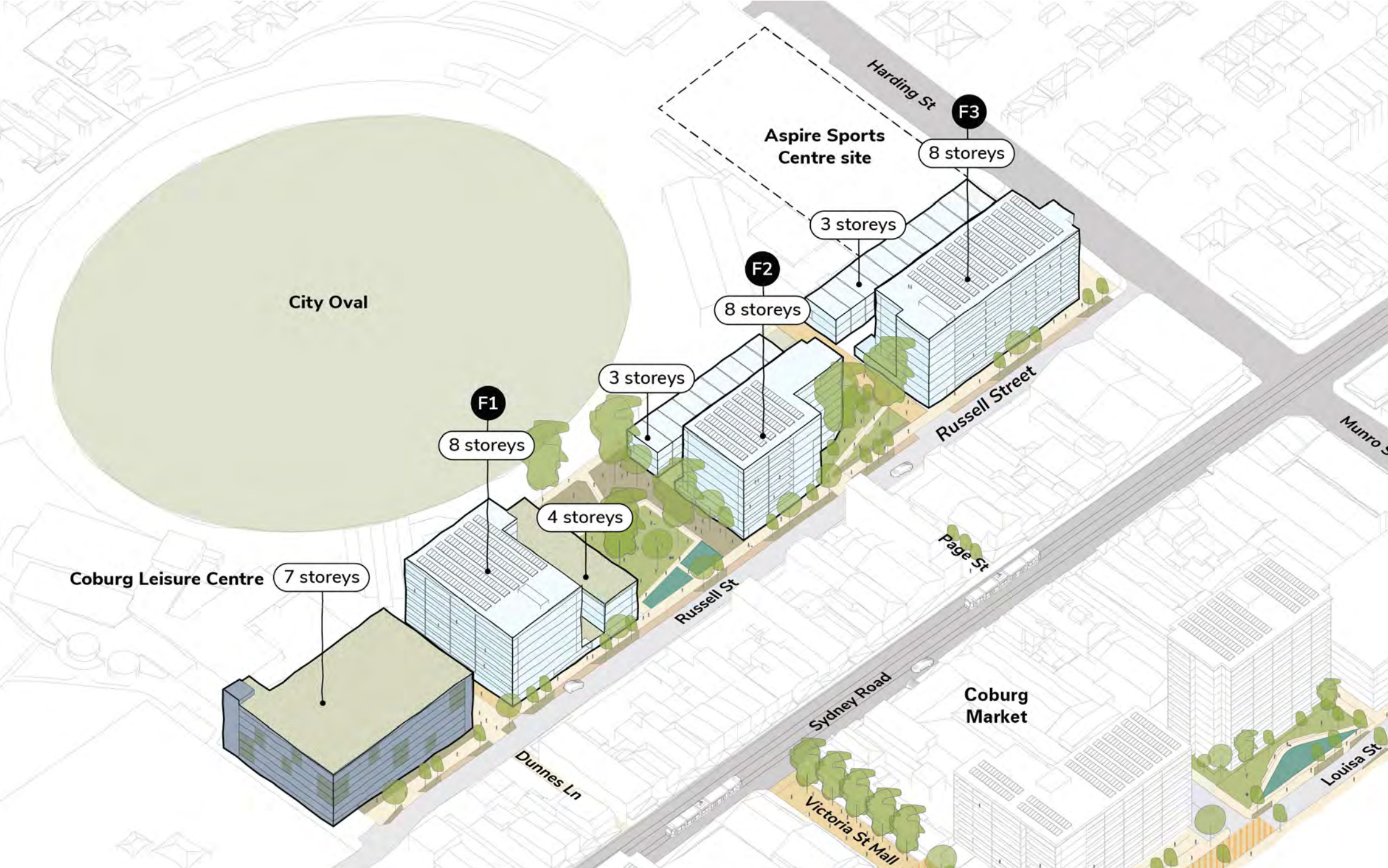
Russell East will provide diverse housing typologies that front and overlook City Oval and new public open spaces, creating a well-connected neighbourhood supported by integrated parking.

Key design aspirations

- > Provide a mix of housing types, including apartments and townhouses, to support diverse household needs.
- > Create a new neighbourhood park and a linear park that better connects Sydney Road to City Oval.
- > Deliver a multi-deck car park that prioritises accessibility and ease of use while contributing positively to the street and public realm.
- > Provide a legible network of streets, laneways, and shared paths that prioritise pedestrian movement and connect directly to City Oval, the Coburg Leisure Centre, and surrounding streets.



Managing interface with future Aspire Centre.



Theme	Minimum requirements
Context	> Respond to City Oval, Coburg Leisure Centre, Coburg Primary School and the future Aspire Centre as key local anchors. > Provide a responsive design at the City Oval interfaces that maximises passive surveillance. > Reinforce visual and physical connections between Sydney Road, City Oval and the future Aspire Centre.
Built form	> Buildings F1, F2 and F3 to have built form aligned to the preferred heights and setbacks indicated in Figure 5 unless an alternative arrangement can demonstrate equal or improved public realm outcomes. > Deliver a mix of building typologies, including a multi-deck car park, apartment buildings, and townhouses, responding to adjacent interfaces, with a lower scale towards City Oval. > Limit overshadowing of adjacent public spaces in accordance with the overshadowing standards in Table 1 of the General Standards. > Deliver a multi-storey car park with a preferred height of up to 7-storeys to the north of Dunnes Lane. > Provide an additional east-west link to the north of the multi-storey carpark if spatially viable. > Provide townhouses at the City Oval interface that maximise outlook to City Oval and Harding Street.
Interfaces	> Ensure new buildings maximise passive surveillance to City Oval and new public spaces. > Integrate active uses at the ground floor of the car park where feasible. > Incorporate green façades and/or public art to contribute to the character of Russell Street. > Avoid blank walls and inactive edges, particularly along parks, shared paths, and laneways. > Manage the interface with the Aspire Centre through appropriate building separation, acoustic treatment, landscape buffering and dwelling design (including orientation of habitable rooms) to protect privacy and minimise noise impacts.

Theme	Minimum requirements
Land use	> Provide a mix of dwelling types, including apartments and townhouses. > Provide a minimum of 392 off-street car parks in a multi-deck structure, designed to prioritise accessibility and ease of use, with intuitive wayfinding supported by digital signage, including illuminated guidance directing users efficiently to available car parks. > Where viable, provide a small-scale commercial or community space at the interface to the new neighbourhood park to support activation of the public realm.
Movement and access	> Deliver a new linear park connection linking Sydney Road to City Oval and the future Aspire Centre via Page Street. > Increase the width of the linear park if feasible to support increased tree planting. > Ensure the laneway to the south of the linear park is sufficiently wide to accommodate shared pedestrian, cyclist and vehicle movements. > Maintain Russell Street as a key access route to surrounding areas.
Public realm	> Deliver a new neighbourhood park of approximately 1,850m², co-located with existing mature trees to maximise tree retention. > Integrate an urban wetland within the neighbourhood park to support water management and habitat. > Deliver a linear park connection between Sydney Road and City Oval (minimum 650m²), with its location and design informed by the retention of existing mature trees.
ESD	> Ensure all development meets the Environmentally Sustainable Design (ESD) standards in Part A and other relevant Merri-bek sustainable building policies.

