**Coburg Place Action Plan Framework**

**VISION**

Central Coburg develops as the prime shopping, living, employment and activity precinct in Moreland.

The Activity Centre is transformed into an attractive system of streets and spaces. Central Coburg becomes a sought-after living environment, offering a range of housing choices, including high-density housing. Most people arrive at the Activity Centre on foot, by bike or by public transport. The provision of a range of services enables people to conduct a number of different activities based on the one trip. Central Coburg is linked with networks of green spaces.

### 1. COMMUNITY
Connecting people and generating visible local pride and ownership of place.

- Developing cultural vitality and embracing entrepreneurship, creativity and innovation.

#### 2018/19 KEY ACTIONS
- City Oval Granstand Redevelopment (Design)
- Coburg Night Market
- Coburg Carnivale
- MoreArt Program

### 2. PUBLIC PLACES
A pedestrian oriented environment, with streets, laneways and other public spaces that are attractive, safe, inviting and lively.

Public places are accessible and allow for participation by people of all ages and abilities.

#### 2018/19 KEY ACTIONS
- Coburg Square - Integrated Development Opportunity with LXRA
- Louisa Street Streetscape Upgrade (Design)
- City Oval and Bridges Reserve Stormwater Harvesting
- Colours of Coburg - Renewal Project (Partnership with Coburg Traders Association)

### 3. TRANSPORT
Streets that serve emergency vehicle access, walking, cycling, public transport, delivery vehicles and private vehicles, in that order of priority, and easy access to regular and reliable public transport services of all types.

#### 2018/19 KEY ACTIONS
- Level Crossing Removals at Bell Street and Moreland Road
- Endorsement of the Moreland Integrated Transport Strategy (MITS) and the Moreland Parking Strategy
- Opening of Urquhart Street Pedestrian Crossing

### 4. ECONOMY
Strengthening Coburg’s role within the northern region as a principal activity centre and increasing opportunities for people to work, study and play close to home.

#### 2018/19 KEY ACTIONS
- Development Cluster 1 - Coburg Square
- Launch of the Business Moreland Website
- Coburg Traders Association Business Plan