

An architectural rendering of a modern health precinct courtyard. In the foreground, a man in a striped shirt and tan pants stands on a paved path. The courtyard is filled with people sitting at tables, walking, and sitting on wooden planters. The background features a large, multi-story building with a modern design, including a green wall and a large tree with autumn foliage. The sky is blue with a few birds flying.

# **MORELAND HEALTH PRECINCT**

## **DIVERSE, SUSTAINABLE, CONNECTED.**

*Architectural Impression*

Historically, Moreland residents have had to travel to Melbourne to seek specialist care in world class facilities. With the proposed Moreland Health Precinct development on Bell Street Coburg, this will no longer be the case.

Our goal is to not only provide contemporary health spaces, but to create a campus style health hub that reflects Moreland's culture and diversity, as well as its health needs.

Coburg Health Hub, the team behind the proposed Moreland Health Precinct, will create a healthcare facility that delivers healing, connectivity, and inclusiveness in equal measure.

The site itself is a fusion of texture, sustainability, technology, cutting-edge healthcare, and patient-centred wellness.



Coburg Health Hub Pty Ltd (CHH) welcomes the opportunity to formalise its proposal to acquire and develop the Moreland Health Precinct.

Being highly accessible by all forms of transport and situated in a corridor which is demographically diverse and experiencing significant population growth, CHH believe this precinct will thrive as a health services destination. Upon completion, this precinct will also compliment the greater Coburg Activity Centre, in keeping with Council's vision for a thriving, innovative, connected, and inclusive community.

## VISION

Providing considerable community benefit, our proposal will ensure Moreland residents and surrounding communities, of all socio-economic and cultural backgrounds, have access to personalised, professional, quality health care across a wide range of medical and allied health services.

Purpose built, this precinct will provide Moreland with quality care in modern, inclusive and sustainable surroundings. Given the scale of the development, the project will also provide the added benefit of stimulating the local economy and supporting local employment.

## LOCATION

Prominently located at 68-90 Bell Street and 29-31 Urquhart Street, and adjacent the Moreland City Council offices, the site forms part of the 'Coburg Initiative' urban renewal program.

Zoned Activity Centre Zone (ACZ), the site is designated for medical services and healthcare development.



## PROJECT OVERVIEW

The proposed **Moreland Health Precinct** will deliver a critical uplift in the range and capacity of health services in Melbourne's north-western corridor, where demand for services is expected to more than double over the next 20 years. The development will ensure that the people of Melbourne's north-west have greater access to quality care closer to home. The Project presents an opportunity for the delivery of class leading health care to the greater community.

The Project will be a catalyst for change, supporting the development of a broader strategic initiative bringing together a mix of high-quality health care and related services, and is designed to respond to the needs of a diverse community. The master planned project will create a model of integrated care, with a range of providers and services operating across the site.

Zoned specifically for healthcare, the total development area of the precinct is in excess of 15,000sqm and can accommodate a staged development incorporating:

- **Short Stay Private Hospital/s**  
Two boutique private hospitals consisting of a Short Stay Hospital specialising in acute patient care as well as a Mental Health Hospital providing in patient care and day programs.
- **Community Health Services**  
Primary health care and community health services, including GP's, radiology, pathology, pharmacy, dentistry, mental health, and aged care support.
- **Early Learning/Child Care**  
Circa 100-120 place child care and early learning centre.
- **Aged Care / Transitional Care**  
Contemporary residential Aged Care Facility, together with Assisted Living Units and transitional care, operated by a well respected not-for-profit organisation.
- **Consulting Suites/ Education /Commercial Offices**  
Medical consulting suites, education facilities and health care corporate offices in an iconic multi level building on the corner of Bell Street and Pentridge Boulevard.
- **Public Space**  
An engaging, safe, and sustainable landscaped public realm, providing enhanced connectivity across all uses within the precinct and encouraging visitation from beyond. The proposed development will provide a positive contribution to the social environment.
- **Sustainability**  
CHH undertakes to utilise best practices in sustainability to manage environmental impact. The design and built form intent will be to achieve a balance between the requirements of operating a medical services precinct and a response to the current climate emergency.
- **Heritage**  
Acknowledging the history of the site, it is proposed the bluestone cottage will be respectfully restored and integrated into the development, in consultation with Heritage Victoria and the Coburg Historical Society.

The proposed medical and health care services will be interconnected at podium level and will have dedicated basement/undercroft car parking. The development will accommodate strong pedestrian and public transport links, making the facilities highly accessible to the broader community.

The development will also accommodate and integrate Councils staff car park requirement.



## PROJECT OBJECTIVES

The master planned precinct will thrive as a health services destination. Upon completion, the development will also compliment and support the revitalisation of the Coburg Activity Centre.

The primary objectives of the precinct are:

- To engage with the Moreland Community and instil a sense of ownership and pride not only in the inclusion and provision of community services but in ensuring its access to long term health services.
- The precinct will provide a central location for the community to have access to diverse health services within a sustainable environment which remains connected in history and sense of space with their own community.
- Providing a series of health and wellbeing services together in the one location to ensure patient-centred care, which will translate to improved patient experience and outcomes.
- Improving access to health services for residents within the north-west by providing convenient care that is located closer to home;
- Meet the current and future health needs of the local community by providing clinical services that value-add to the current health infrastructure.
- Improving access to medical services for regional and remote travellers;
- Provides flexible development solutions which will allow for expansion of the hospital over the medium to long term to meet future demand;
- Training of future generations of healthcare practitioners who will deliver patient-centred models for care within an interdisciplinary model;
- The aged care and assisted living facility will improve the quality of life for residents as they transition through various levels of care;
- Ensuring a sustainable workforce and creating work opportunities for the local community.
- Economic indicators suggest that the project will generate \$300 million in value to the Moreland community through direct, indirect and induced impacts.
- Create more than 1,000 jobs during development and operation, including ongoing local employment opportunities in aged care, healthcare, research, retail and hospitality sectors.
- We acknowledge the value of the bluestone cottage to the City of Moreland and its community and will ensure its integration into the overall masterplan in conjunction with Heritage Victoria and our advisors, secures and retains its pride of place in this location.
- It is our intention that the cottage be refurbished and retained to ensure its benefit to the community remains.
- As part of this process, we will be seeking to actively engage and inform the community of the ongoing nature of the design and development of the precinct.



## STRATEGIC PRINCIPLES



### ICONIC

- Celebrate the prominence of the site and location on major metropolitan transport corridors to create a landmark for Coburg.
- Create a strong “sense of place” through distinct, high quality architecture and public realm.
- Utilise the topography of the site to create an interesting and site responsive design.
- Celebrate local valued landmarks such as the heritage cottage

### VIBRANT

- Create a true mixed-use health and wellbeing community through a diversity of curated and co-located land uses including mental health, aged care, primary care, childcare, education, retail, and community uses.
- Create a 24hour economy and a place that is active both day and night with vibrant and safe public spaces.
- Create a health and wellbeing environment that welcomes patients, workers, visitors, and aged care residents at all times.

### HEALTHY

- Create a healthy community that promotes health and wellbeing of patients, workers, visitors and aged care residents.
- Provide a series of precinct-based walking, play areas and cycling paths that encourage exercise and active transport modes.
- Provide a high-quality public realm that provides opportunity for social interaction.



### CONNECTED

- Provide a series of pedestrian and cycle connections with way finding that helps link surrounding destinations.
- Provide convenient access for vehicles and emergency service vehicles without compromising pedestrian and cycle movement.
- Future proof the precinct to adapt to changes in public transit and mobility services as they evolve.

### SMART

- Provide a “systems thinking” approach integrating urban design and strategic thinking.
- Foster strategic partnerships to enable innovative outcomes.
- Create a place that is flexible to respond to health services changes over time.
- Embed a deliverability and stage-ability to the precinct.

### SUSTAINABLE

- Create a healthy place that reduces environmental impacts through efficient use of water, energy, materials, and waste.
- Ensure buildings are designed to be low-carbon and energy efficient.
- Integrate biophilic design for the health and wellbeing of visitors, workers, care residents and the community.
- Ensure resilience for current and future climatic conditions.

## BIOPHILIC DESIGN

Biophilia itself is the inherent human inclination to connect, and have an affiliation, with nature.

Biophilic design is an extension to this and can be defined as the incorporation of natural materials, natural light, nature views, vegetation, and other experiences from the natural environment into the built environment.

Biophilic design also results in environments that soothe, comfort, calm and orientate, making it extremely beneficial to healthcare environments specialising in behavioural health.

There are many ways to implement the design concept of biophilia into healthcare design, including the six basic principles of biophilic design: environmental features, natural shapes and forms, natural patterns and processes, light and space, place-based relationships, and evolved human-nature relationships.

Research supports that when patient rooms have views of nature, postoperative stays are generally shorter, less pain medication is dispensed, and overall condition improves. Evidence shows that representational images of natural features such as landscapes, gardens, and waterscapes can reduce stress and improve results.

The benefits of biophilic design for health precincts include:

- Faster patient recovery.
- Decreased dependency on medication.
- Reduced staff and family stress.
- Cost savings compounded over time.





## ENVIRONMENTALLY SUSTAINABLE DESIGN (ESD)

The healthcare system today is under unprecedented pressure with the COVID-19 pandemic, the growing demand for health services, and the impact of climate change is driving the sector to turn to more sustainable design solutions to reduce operational costs and generate better health and well-being outcomes for patients.

Like Biophilia, enhancing environmental sustainability, through reducing carbon emissions, curtailing waste, and managing resources efficiently, will deliver better outcomes for patients and provide broader social and economic benefits.

The Green Building Council of Australia recognises that higher health and productivity leads to faster patient recovery times, increased employee satisfaction and lower staff turnover, as well as lower ongoing energy costs.

For this precinct, sustainability objectives include a reduction in operational energy consumption and carbon emissions, the precinct will include:

- Enhanced building orientation and optimised façades for natural light and sun shading
- Reduced use of artificial lighting and mechanical air conditioning.
- Increased external planting for shading.
- Optimised building services operation for better efficiency.
- The development of predictive maintenance models to reduce operational costs and emissions from existing buildings.

By designing buildings that optimise access to daylight, winter sun, and beautiful landscaping, we are aiming to achieve consumption of up to 20 per cent less energy than an equivalent non ESD facility. Solar hot water and thermal energy storage systems, energy metering and energy-efficient lighting will all be incorporated. Rainwater will be harvested from roof areas, with as much as 90 per cent of all water harvested proposed to be re-used.



Image taken from Green Building Council Australia



## BUILT FORM RATIONALE



### LANDMARK CORNERS

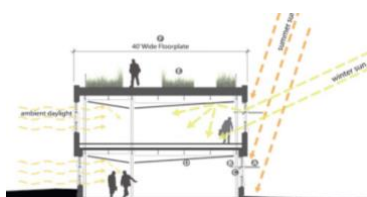
Create a signature built form that bookends the activity centre zone. Frame important corners for wayfinding and visual legibility by locating the highest building form at key corners and entry points. This will include the important corner of the two major roads at Bell Street and Pentridge Boulevard.



### TRANSITIONING DOWN

Create a transition in building heights, from the taller built form, and tier down to lower built forms that are consistent with the scale and character of the neighbourhood.

The scale of the built form will be appropriate for a specialised urban Health Precinct, with good visibility of the new health services at each street frontage. It will also incorporate an appropriate design response to the interface of the heritage cottage.



### SOLAR ACCESS

Provide excellent solar access to the key public open spaces in order to encourage year round connection between internal building uses and adjoining public spaces within the precinct. This will create a series of spaces that support a range of activities and uses, formal and informal that underpin the life of the precinct.



### HUMAN SCALE

Ensure that the built form is designed at a comfortable human scale that integrates with the public realm environment and creates a positive and quality human experience.

This includes the provision of carefully considered set backs to encourage ground floor uses to engage with the street and building users to spill out into the public spaces throughout the precinct. Considered articulation and built form massing will ensure the buildings contribute positively to a high quality environment.

## PROJECT PROGRAMME



### Early: 1 – 6 months

- Finalise and confirm arrangement with Stage 1 operators
- Prepare and submit Planning Permit Application



### Short Term: 7 – 12 months

- Preliminary commitment with Stage 2 operators
- Design Documentation Stage 1 construction



### Medium Term: 15 – 20 months

- Commence construction of Stage 1



### Long Term: 21 – 60 months

- Complete construction of Stage 1
- Confirm arrangement for Stage 2 operators
- Documentation and construction of Stage 2

## ECONOMIC BENEFIT

CHH and its funding partners will invest an estimated \$160m in total development costs to deliver the Moreland Health & Wellbeing precinct, which in turn, will provide long term financial benefits to Moreland, and in particular the local Coburg economy

## EMPLOYMENT BENEFITS

During construction the project is expected to create approximately 350 jobs across all facets of the industry.

Throughout the development phases and upon completion, the precinct will provide a significant number as well as a diverse range of employment opportunities (outside of construction jobs), indicative employment benefits are highlighted below:

<b>Provider</b>	<b>Estimated Jobs</b>	<b>Job Types</b>
Mental Health Facility	75 FTE	Medical, hospitality, management & admin
Early Learning	25 FTE	Educators, management & admin
Allied Medical Clinic	50 FTE	Medical specialist, management & admin
Short Stay Hospital	185 FTE	
Residential Aged Care / Transitional Care/ Retirement Living	110 FTE	Medical, management, carers, hospitality & admin
Community Health Services	80 FTE	Medical, management, carers, hospitality & admin
Consulting Suite	20 FTE	Medical specialist, management & admin
Corporate Office	30 FTE	Office Admin, Management
Retail / Ancillary	25 FTE	Management, hospitality

On completion, the precinct will accommodate over 600 workers from medical practitioners, through to nursing, administration, retail, and unskilled support functions.

The economic benefit to Moreland will be significant, contributing to the vibrant and diverse Coburg landscape.