

The Avenue

COBURG



LIVE NORTHSIDE

CONNECTED, CONVENIENT COBURG LIVING.



Just a short stroll from the buzz of Sydney Road, a new place to live is taking shape. Perfectly positioned between two of Coburg's most sought after streets, The Avenue and The Grove, it offers the ideal balance of modern design, green landscaping and strong connectivity.

This is The Avenue – Coburg, a welcoming collection of studio, one, two and three bedroom apartments designed to deliver comfortable, convenient living that reflects the character of Coburg.

LIFE AT THE AVENUE.



MERRI CREEK



Vibrant Coburg community.

The Avenue is not your average apartment hub. Located between two of the area's most desirable streets, just steps from the excitement of Sydney Road, close to schools, markets and open space, it is truly a part of the community.

A place that invigorates you every morning and welcomes you home warmly each night. It is more than just a place to live; it's somewhere you can belong.



All the right connections.

Living at The Avenue means enjoying the ease of having everything you need just steps from home. Restaurants, cafes, green space, shopping and so much more. It's the definition of walkable, urban living just 7km from Melbourne's CBD.

However, when walking won't cut it, there are trams, trains, buses and cycling trails just moments from your front door. Access and convenience on your doorstep.

The Avenue brings together the best of Coburg. Think smart design, seamless urban connectivity and a setting that is distinctly local.



SYDNEY ROAD



Created by trusted experts.

The Avenue has been thoughtfully crafted by the highly regarded Hayball Architects. Their mission was to create spacious, light-filled homes with timeless sustainable design that would meet, and exceed, the needs of potential purchasers, without compromising on comfort or liveability.

Delivering on this vision is Development Victoria, a developer that knows how to partner with the State government. With a reputation for success, every purchaser enjoys peace of mind. In the end, it's all about buying from a team you can trust.



Urban retreat, built for smarter living.

Whilst The Avenue is situated in the vibrant heart of Coburg, it has been thoughtfully designed to feel like an urban retreat, allowing residents to escape the bustle in private green spaces. Comprised of 4 low-rise buildings surrounding a shared garden, you can enjoy your own private space, with the convenience of Coburg living.

With features like an all-electric footprint and double glazing, the homes at The Avenue will keep you comfortable year round, and importantly, keep your energy bills lower.

LIFESTYLE ON YOUR DOORSTEP.



GEMINI

Northside is more than a place, it's a way of life, and you'll be immersed in it from the moment you step outside your front door. There's an inherent energy that flows through the area, shaped by local character, good food and a genuine sense of community.

All the things you need and love are right where you want them. Mediterranean bakeries sit alongside Middle Eastern eateries, eclectic bars and lounges. Yoga studios share streets with local grocers, cosy cafes, delicatessens and pop-up stalls, bringing life to every corner of the neighborhood. Parks and trails weave between the urban landscape, creating beautiful pockets of nature - all within a few blocks of your home.



THE WOODLANDS HOTEL



TERRA MADRE

“All the things you need and love are right where you want them.”



MERRI CREEK

MELBOURNE
CBD

MERRI-BEK
PRIMARY SCHOOL

DONATELLO'S

TERRA
MADRE

THE WOODLANDS
HOTEL

UPFIELD
BIKE PATH

MORELAND
STATION

MELBOURNE
AIRPORT

PENTRIDGE
SHOPPING CENTRE

GEMINI
WINE BAR

GANDOLFO
GARDENS

A1 BAKERY

MORELAND RD

THE AVENUE

SYDNEY RD

THE GROVE

THE AVENUE

IVE NO. 100

Artist's Impression. Outlines are indicative only.

JOIN A VIBRANT, CONNECTED NEIGHBOURHOOD.

The Avenue has been thoughtfully designed to elevate everyday living through convenience, a low maintenance lifestyle and a commitment to sustainable initiatives that future proof your home.

Take your pick from a wide range of modern apartments across The Avenue, featuring spacious terraces and views of greenery or the city. With studio, 1, 2 and 3 bedroom configurations, there is something to suit all lifestyle needs.

All residences will enjoy easy access to communal amenity such as the shared garden and lawns, a multi-purpose room and workshop space, providing spots to gather and socialise, as well as take care of odd jobs and maintenance.

- LEGEND
- 1 Multi-Purpose Room
 - 2 Oasis Garden
 - 3 Community Lawn
 - 4 Underground Car Park Entrance
 - 5 Proposed Retail Space
 - 6 Workshop Space
 - 7 Dog Wash





DISCOVER THE BUILDINGS.

Created by the highly regarded Hayball Architects, each of the four buildings that make up The Avenue are unique and well-designed.

WATTLE.



Almost entirely enveloped by green spaces that create a beautiful contrast against the red brick facade, Wattle at The Avenue stands proud on the tree lined De Carle Street.

Wattle shares many attributes with its sister building, Myrtle, including the striking, yet elegant interior palette, as well as generous, landscaped courtyards with street access for ground floor residences. Comprised of a variety of studio, 1 and 2 bedroom apartments, most with green outlooks, Wattle also houses the communal workshop space, which is ideal for taking care of those jobs you'd rather not do in your home.



WATTLE FACADE.

STYLE MEETS SMART DESIGN.



Artist's impression. This picture may include upgrades which are not included in the base price.

STUDIO KITCHEN & LIVING. FOREST SCHEME.



Artist's impression. This picture may include upgrades which are not included in the base price.

2-BED LIVING & BALCONY.

Come home to a space that feels created just for you. At The Avenue, every apartment is architecturally designed to blend style with smart living. High ceilings, engineered timber floors, stone benchtops and spacious balconies that invite an abundance of natural light into your home, while building a strong connection to the outdoors. Some apartments even offer custom work from home joinery, adding greater functionality to the space.

Every aspect of the interiors has been thoughtfully crafted to provide effortless comfort and style. Energy-efficient fixtures will keep your costs down, while double glazing ensures things stay quiet and cosy. All kitchens are sleek and functional, with every detail considered and crafted to provide both beauty and practicality.

You can choose between two calming colour schemes, the crisp whites of the Natural palette or soft green tones of Forest. A range of premium upgrades are also available, including Miele appliances, granite benchtops, mobile island benches, dining extensions, twin showers and more. Great care has been taken to ensure residents have the freedom to shape a home that suits their individual needs.

YOUR HOME. YOUR CHOICE.



Artist's impression. This picture may include upgrades which are not included in the base price.



Artist's impression. This picture may include upgrades which are not included in the base price.

A touch of colour can make a meaningful impact. The kitchen in this three bedroom apartment offers two equally appealing styles, depending on whether you choose the Natural or Forest colour palette.





Artist's impression. This picture may include upgrades which are not included in the base price.

UPGRADE YOUR SPACE
WITH AN INTEGRATED
DINING TABLE.

2-BED KITCHEN. NATURAL SCHEME.

Artist's impression. This picture may include upgrades which are not included in the base price.



1-BED KITCHEN & LIVING, FOREST SCHEME.

**OPT FOR A
MOVABLE
ISLAND BENCH.**

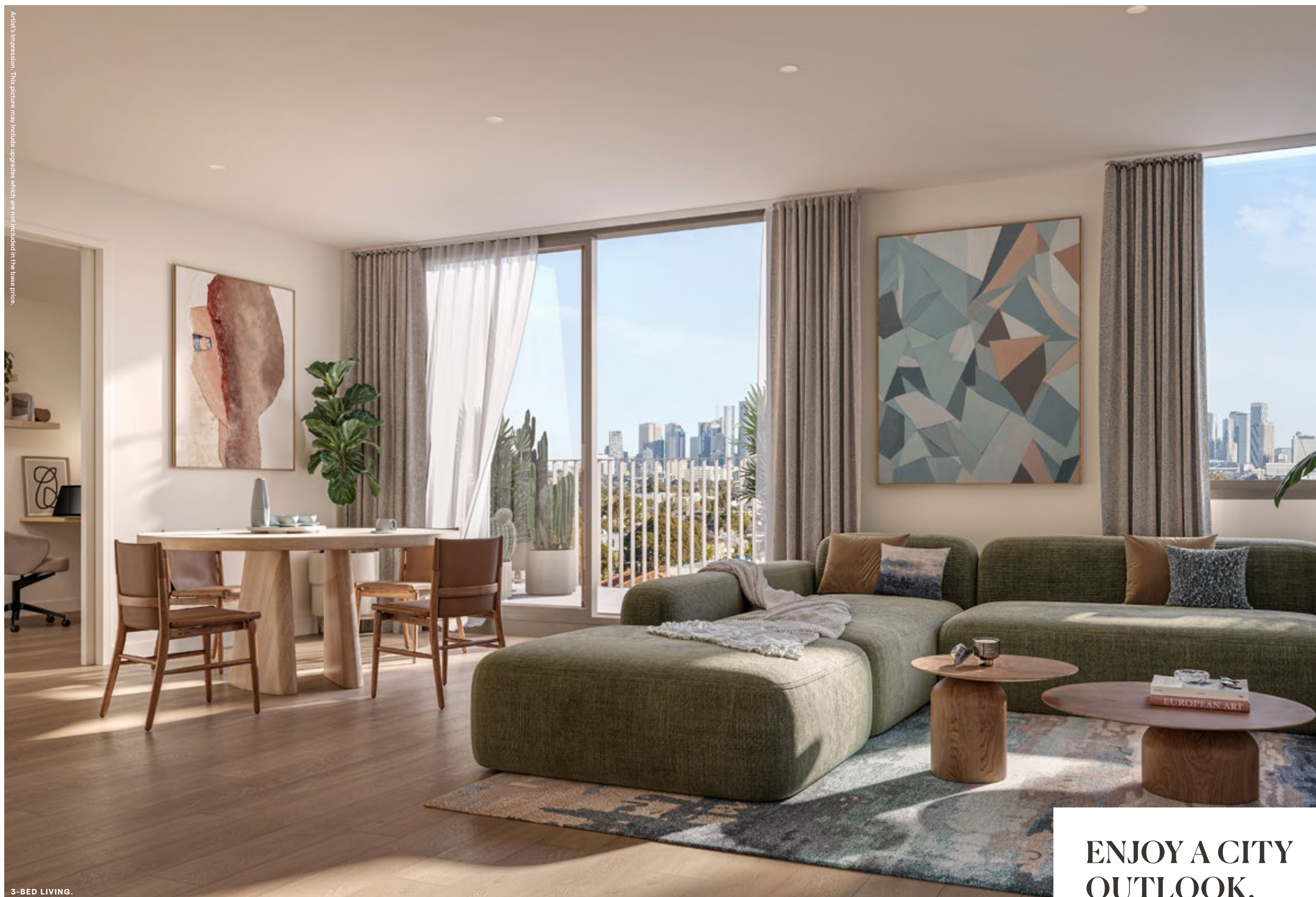


NATURAL MATERIALS
FOR A STYLISH FINISH.

Artist's impression. This picture may include upgrades which are not included in the base price.

BATHROOM. FOREST SCHEME.

Artist's impression. This picture may include upgrades which are not included in the base price.



3-BED LIVING.

ENJOY A CITY
OUTLOOK.

INVESTING IN YOUR FUTURE.

Sustainability and socially responsible living go beyond design. They actively shape & enhance your everyday life.



THE AVENUE



Creating smarter, healthier and more sustainable living.



LOWER ENERGY COSTS

Boasting a minimum 7.5 NatHERS rating, The Avenue has been designed for long term sustainability. With energy-efficient heating and cooling, double glazed windows and plenty of natural light, every space helps reduce energy use, keeping you warmer in winter, cooler in summer.



HEALTHIER LIVING

The Avenue is an all-electric development, with induction cooking that is faster, cleaner and better for indoor air quality, as well as energy-efficient heating and cooling that will keep your bills lower.



ECO-CONSCIOUS FUTURE

The site embraces eco-friendly initiatives designed to help you minimise your environmental footprint. Whether it's cycling around town with convenient onsite bike parking or driving electric vehicles supported by dedicated EV charging stations, every detail encourages sustainable living. Shared workshops and communal amenities reduce the need for individual resources in each home, making your home not only practical but also environmentally responsible. It's a lifestyle where conscious choices deliver lasting, sustainable benefits.



CURATED FOR COMMUNITY.

The Avenue is designed to enrich everyday living by creating a connected community. There is so much to enjoy without ever having to leave home.

The meticulously landscaped central courtyard and open lawn areas provide space to relax, play or connect with neighbours in beautiful, leafy surrounds, a rare luxury in the heart of an urban

setting. A new public park will also be created right next door to The Avenue, allowing even more space for recreation or relaxation, and creating connections to existing tracks and trails.

There are practical inclusions like a shared workshop and dedicated dog wash that provide space for some of life's messier jobs, outside your home.

Planning a celebration? Then look no further than the bookable multi-purpose room, a flexible space, that is ideal for hosting gatherings with friends and family.

And as an added bonus, a convenient on-site retail space offers the potential for everyday essentials and casual catch ups.



LIVE NORTHSIDE.

Located just 7km north of the city, The Avenue connects you to the best of Coburg, where cafés, markets, transport, and culture are right at your doorstep – yet green pockets are never too far.

SHOPPING & RETAIL

1. Woolworths
2. Coles
3. Pentridge Shopping Centre
4. Ritchies IGA
5. Dan Murphy's
6. Terra Madre
7. Sacca's Fine Foods
8. Bunnings
9. Officeworks
10. KFL Supermarket
11. Mediterranean Wholesalers
12. Record Paradise
13. Mr Kitly
14. Mutual Muse
15. Coburg Farmers' Market
16. Otto & Spike

CAFÉ & DINING

17. A1 Bakery
18. Lobbs
19. A Minor Place
20. Balha's Pastry
21. Bhang
22. Donatello's
23. Gemini
24. Madonna Electric
25. Olivine Wine Bar
26. North & Common
27. Post Office Hotel
28. Roza Restaurant
29. The Glass Den
30. The Woodlands Hotel
31. Wild Timor Coffee Coburg

PARKS & RECREATION

32. Coburg Lake Reserve
33. Bridges Reserve (Dog Off-Leash Area)
34. Coburg Leisure Centre
35. Coburg Common
36. Upfield Bike Path
37. Merri Creek Trail
38. Public Bike Repair
39. Peloton Cyclery
40. CERES Community Environment Park & Cafe
41. Anytime Fitness
42. Jetts Gym Coburg
43. Northcote Public Golf Course
44. East Coburg Tennis Club

ART & ENTERTAINMENT

45. Palace Cinemas
46. Village Cinemas Drive-In
47. Counihan Gallery
48. Beinart Gallery
49. Pink Ember Studio

EDUCATION

50. Merri-Bek Primary School
51. Coburg Primary School
52. Coburg High School
53. Brunswick Secondary College
54. Coburg Library

TRANSPORT

- Upfield Train Line
- No19, No1, No6 Tram Lines
- 510 Bus Route

PROUDLY LOCAL WITH A GLOBAL HEARTBEAT.

“The dining and shopping scene on Sydney Road is rich and immersive.”



BALHA'S PASTRY



LUTHER'S SCOOPS

Home to a strong community, Coburg is a blend of long-time locals and new arrivals bringing experiences and tastes from around the globe to Melbourne's north.

The dining and shopping scene is rich and immersive. Walk along Sydney Road or hop on a tram and you'll find some of the best cafés, restaurants and bars in the north. Browse gourmet Italian grocers or discover long standing, family-run Lebanese bakeries where the food is just as good as the atmosphere.

The Avenue puts you in the heart of the community. Not just close to the action, but part of it.

THE AVENUE



A1 BAKERY



THE WOODLANDS HOTEL

“You will find some of the best cafés, restaurants and bars in the north.”

LIVE NORTHSIDE

HEALTHY, ACTIVE CITY LIVING.

“Merri Creek Trail is ideal for commuting and weekend walks.”



UPFIELD BIKE PATH

Coburg is connected to a variety of trails and open green spaces, encouraging a healthy and active lifestyle. Both the Upfield Bike Path and Merri Creek Trail are easily accessible from The Avenue, ideal for commuting and weekend walks or rides, and Bridges Reserve with its off-leash dog area is close by.

Fitness and sports enthusiasts will appreciate having the Coburg Leisure Centre, Northcote Public Golf Course and East Coburg Tennis Club in the local area, while for a green escape, there's CERES Community Environment Park. Home to a café, nursery and Saturday market, it's perfect for sourcing fresh eggs, fruit and veg, honey and bread, along with plants and herbs.

Merri-bek's Climate Action Plan will see improvements to transport and EV infrastructure, including expanding the public charging network, encouraging sustainable transport through e-bike programs, and creating a more walkable and cycling-friendly city.



COMMUNITY GARDEN



COBURG LAKE

“Creating a more walkable and cycling friendly city.”



GANDOLFO GARDENS

WELL-CONNECTED LIVING.



SYDNEY ROAD TRAM

“From Coburg to the heart of the CBD in 20 minutes.”



LOBBS

THE AVENUE



MORELAND STATION

“Everything you need is within walking distance.”



MERRI-BEK PRIMARY SCHOOL

In Coburg, you'll see locals going about their day on foot, bike, or tram, coffee in hand. The suburb boasts high levels of connectivity and walkability, so you can often just leave the car at home and stroll down to the likes of Lobbs, A1 or Gemini.

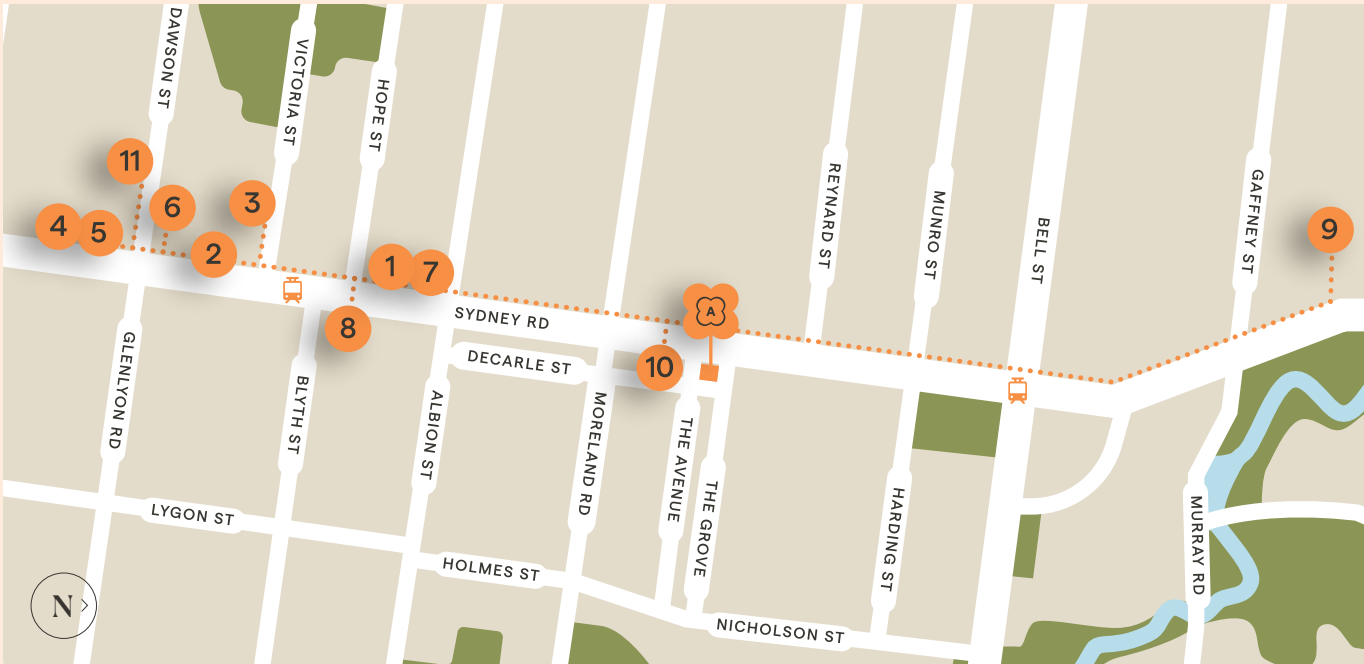
Just moments from Sydney Road, The Avenue enjoys direct access to a nearby tram stop and is only 550 metres from Moreland train station, placing the CBD just a 20-minute ride away.

Coburg caters to its youngest residents too, offering a variety of schools and childcare options just moments from The Avenue. The school run becomes a breeze when it's only a short walk away, with no traffic rush to battle.

LIVE NORTHSIDE

YOUR WEEKEND PLANNED:

ARTS & CULTURE



Catch a gig, visit a gallery or just wander and take it all in.

MORNING

Kick off your day at Lobbs **1** for a well-brewed latte and breakfast (if you're hungry, the Lobbs Board is a must). Then hop on the tram and make your way down Sydney Road for some window shopping; browse the shelves at Mr Kitly **2** Otto & Spike **3** and Record Paradise **4** or search the racks at Mutual Muse **5**.

AFTERNOON

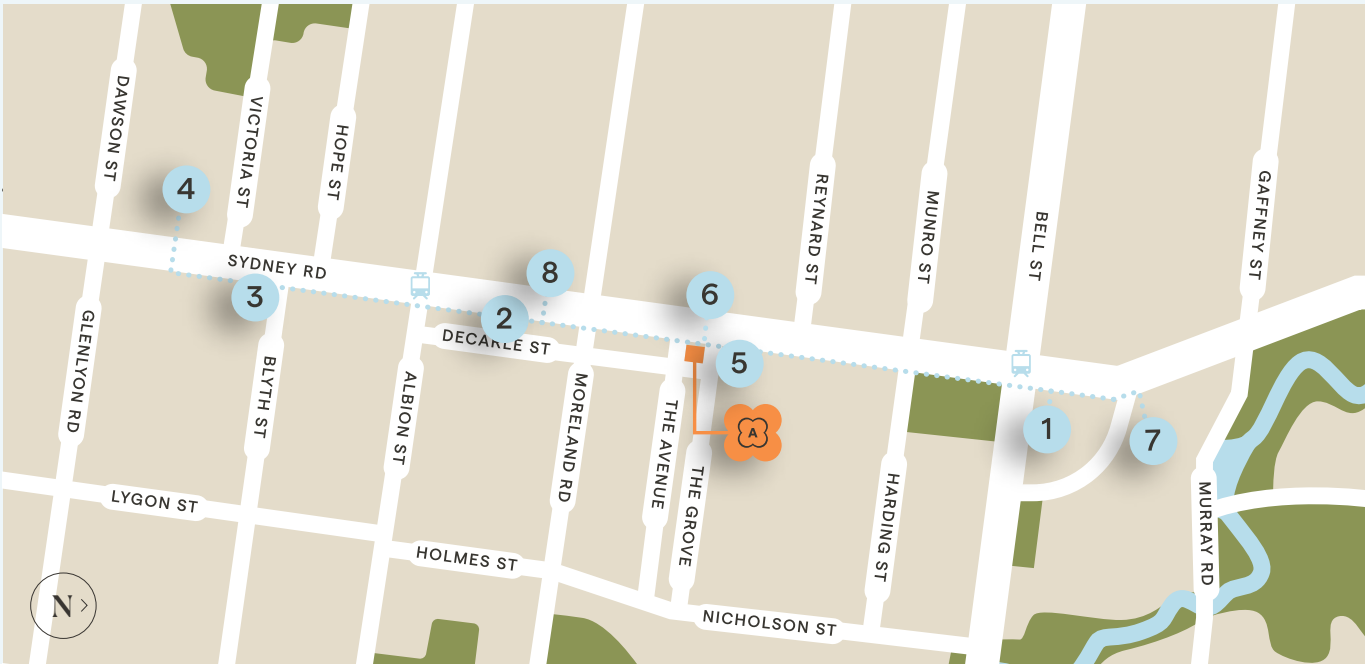
At noon, head to Blak Dot Gallery **6**, the leading gallery for contemporary First Nations art in Australia, to take a look at their latest exhibition. For a casual but seriously satisfying lunch, stop in at A1 Bakery **7**, a local icon specialising in traditional Lebanese breads, pizzas and pies, all made fresh daily. Afterwards, stroll to That Paper Joint **8** and take part in a collage workshop for an afternoon of creative play.

EVENING

Come evening, visit an exhibit at Pink Ember Studio **9** before enjoying elevated pub grub and drinks at The Woodlands Hotel **10** (check their What's On page for special events such as blues night). Follow it up with a stop at Howler **11** for the night's DJ set.



FOOD & DRINK



You will find fantastic food from all over, right around the corner.

MORNING

Start your day at the Coburg Farmers' Market **1**, open every Saturday from 8am. Stock up on fresh fruit and veggies, eggs and bread before popping into Donatello's **2** for their latest viral drink (banana cream matcha, anyone?).

Continue shopping for the best ingredients at Mediterranean Wholesalers **3**, who import top-quality produce from Europe (including over 250 varieties of pasta!).

AFTERNOON

It's time to get inspired with a cooking class at Brunswick Kitchen **4**. There's a delicious mix of cuisines to choose from, Vietnamese and Sri Lankan to Middle Eastern and Italian, and you get to enjoy what was cooked for lunch.



EVENING

After a busy day, there's no better way to relax than with oysters and happy hour at Gemini **5**, your local wine bar. Follow it up with a hearty dinner at Roza **6**, serving family-style African and Middle Eastern dishes, before catching the latest movie release at Palace Cinemas Pentridge **7**. Round out the night with a nightcap at Madonna Electric **8** for bold kitschy vibes and playful cocktails.

YOUR TRUSTED TEAM.



DEVELOPER



At Development Victoria we create places for people. We're a government agency partnering with industry leaders and local communities to transform ambitious ideas into reality. We re-imagine iconic places like the Melbourne Arts Precinct and State Basketball Centre to transform them for future generations. We develop entire precincts like Docklands and Fitzroy Gasworks, unlocking public land to create connected, sustainable places where people can live, work, play and thrive. We build great homes and communities where people can prosper, catering for different budgets, lifestyles and needs.

Our homes are designed to be sustainable and affordable - giving more Victorians the opportunity to live where they want to be, without having to compromise on quality.



“Development Victoria’s vision for The Avenue, Coburg is to transform former education land into a vibrant new residential community that delivers lasting social and environmental value.”

ON THE AVENUE

The project directly supports the Victorian Government’s Housing Statement by increasing the supply of much-needed homes, including affordable housing, in a well-connected location close to jobs, hospitals, schools, public transport and local amenities.

Alongside the delivery of new housing, the project will provide high-quality open space that enhances community life and ensures the site is welcoming and accessible. It also carries exemplar sustainability credentials, embedding best-practice design and environmental performance to create a resilient and liveable neighbourhood. Together, these initiatives demonstrate Development Victoria’s broader policy objective of repurposing surplus government land to create inclusive, well-designed communities that give more Victorians a place to call home.



ARCHITECT & INTERIOR DESIGNER

hayball

Hayball is an award-winning practice designing a positive future for our cities and communities.

Designing spaces and places with purpose and meaning for over 40 years, Hayball is one of Australia's largest design practices. We have developed a diverse practice that integrates architecture, interior design and urban design expertise.

We design for social and environmental sustainability and believe that social value is the wellbeing generated through the places that we co-create with our clients, partners and communities. We're inspired by every project's unique character, and we thrive on making places people love.



LANDSCAPE ARCHITECT

Tract

Tract is a national planning and design practice specialising in town planning, urban design, landscape architecture and associated digital media. As planners and designers our charter is to deliver sustainable and memorable solutions, shaping places for living, leisure and work and the infrastructure that supports and connects these places.

We do this by harnessing the strength and diversity of our collective expertise. Our comprehensive planning and design services, and the scale and pedigree of our practice provide the capacity to address projects of all complexities.

“Facades draw from Coburg’s heritage, using brickwork and metal detailing to create a high-quality, site-specific design”

ON THE AVENUE

The Avenue vision is to establish a new exemplar for multi-residential accommodation, providing healthy homes where people can thrive within an inclusive and connected community, living resiliently and sustainably in ways that contribute positively to economic, social and ecological systems.

The development will seek to provide quality community focused accommodation in this area, providing a unique and affordable addition to apartment offerings in Coburg whilst responding to the surrounding existing and future context.



“We’re committed to providing meaningful communal open space for residents, including canopy trees, flexible-use lawns, and opportunities for recreation.”

ON THE AVENUE

The Avenue is designed to connect people and place through thoughtful landscaping, placemaking and sustainability. The design respects the site's heritage and character, reusing salvaged materials and integrating canopy trees, flexible lawns and productive gardens.

Sustainability is embedded through best-practice initiatives like rainwater reuse, biodiversity support and urban heat mitigation. Landscape buffers and garden setbacks soften the edges, while discreet vehicle access and new public park enhance community connection.



LIVE NORTHSIDE.



Homes that are designed for the future.
This is The Avenue - Coburg.

THE AVENUE

The Avenue
COBURG

A project by
**DEVELOPMENT
VICTORIA**

VICTORIA
State
Government

The pictures in this brochure are indicative, for illustrative purposes only, and are subject to change. The images in this brochure may be enhanced and may include some artistic licence. They are provided only to generally convey the planned look and feel of the home. Any dimensions/sizes indicated are nominal only with construction to be within allowable tolerances. While best endeavours have been used to provide that information is accurate, prospective purchasers should not rely on the information contained herein. Existing trees, landscaping and furniture layouts are representational only and furniture is not included. To the extent permitted by law (including the Australian Consumer Law), all information in this brochure is provided "as is" without representation or warranty of any kind as to the accuracy, completeness or suitability for a particular purpose and Development Victoria has no liability to any person under contract, tort, common law or equity or otherwise for any loss, expense, action, liability or damage which may arise from the information contained in this brochure. COPYRIGHT: No part of this work, including the designs and images contained in this brochure, may be reproduced or copied in any form or by any means (graphic, electronic, or mechanical, including photocopying, recording, taping or information retrieval systems) without the written permission of Development Victoria.

The Avenue

COBURG



**HAVE ANY QUESTIONS OR WANT
TO LEARN MORE? GET IN TOUCH**

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