

Draft Seddon Neighbourhood Plan

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WEST**

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Acknowledgements

Council is proud to represent a municipality filled with important and significant Aboriginal history. It acknowledges the Traditional Custodians of this land, the Bunurong and Wurundjeri Woi Wurrung peoples of the Kulin Nation, and acknowledges the rich culture and considerable contributions Aboriginal and Torres Strait Islander Peoples have made and continue to make to this City.

Council would like to acknowledge input from the Project Working Group, the Maribyrnong Heritage Advisory Committee, the Maribyrnong Active Transport Advisory Committee, and the Maribyrnong Active and Healthy Ageing Committee.

Council would like to thank all individuals that provided feedback and ideas to this document.



Executive Summary

The Seddon Neighbourhood Plan (the Plan) has been prepared to manage and guide future growth and development in the suburb. It is a long term planning framework that will help maintain the suburb's desired characteristics, and identify opportunities to enhance local amenity and services to meet forecast population growth. The Plan includes content under three main themes:

- Land use and built form
- Public realm
- Transport

Based on community feedback, the Plan establishes a vision for the future of the suburb and a suite of objectives, strategies, and actions. The Plan aims to facilitate appropriate land use and built form directions for the core activity area along Victoria Street and Charles Street.

The Seddon Neighbourhood Activity Centre is envisioned as a place where people can gather, socialise, shop, work, live and make use of community and leisure services without having to travel far. For the broader study area, the Plan outlines complementary strategies relating to the public realm, sustainability, resilience and transport. Feedback from the community, background analysis and Council strategies have informed the content of this framework.

The Plan includes:

- A strategic framework that incorporates best practice principles for a vibrant and sustainable neighbourhood in alignment with the Council's vision.
- Objectives, strategies and actions for the three themes to address key challenges and opportunities.
- A place-based approach integrating various Council strategies that cover aspects like retail and commercial uses, housing diversity, employment, transport, and public spaces.
- Guidance for the core activity area to strengthen the retail and commercial spines to promote the '20-minute neighbourhood' concept.
- Built form design guidelines to incentivise development while maintaining its valued 'village' feel and establish a clear framework for decision-making.
- Identify preferred locations for higher density mixed use development to accommodate projected population growth and change in demographic needs.
- Identify services and facilities that promote community engagement and leisure activities, responding to the community's desire for a greener environment with more trees, improved open spaces.
- An implementation plan that outlines the actions, external and/or internal partners and the expected timeframes that are required to achieve the strategic vision for Seddon.



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Introduction

Over the next 30 years, Seddon's population is forecast to grow from 5,232 in 2021 to 7,133 in 2051, a 36% increase within a 30-year period. The Seddon Neighbourhood Plan (the Plan) is a long-term document providing policy direction on housing, employment, open space and community facilities that responds to the future growth of the area and needs of its residents.

To help meet future demand, the Plan includes a list of objectives, strategies, and implementable actions to provide policy guidance to decision-makers and act as a resource for the community and other relevant stakeholders.

The Plan includes policy directions and actions under the themes of:

- Land use and built form
- Access and movement
- Public realm

The Plan reconciles community aspirations to improve the amenity, character and resilience of the suburb with the need to accommodate change. In order to facilitate this change in a sustainable way, the Plan provides guidance on how housing and employment growth will be accommodated in and around the core of the Seddon Neighbourhood Activity Centre (SNAC).

It outlines land use and built form directions to ensure future development meet a series of best practice urban design principles and objectives to create a vibrant neighbourhood activity centre. These include preferred height limits and setbacks that will enhance the quality of the public realm, while ensure the liveability and amenity of adjoining spaces is protected. Planning guidance on the balance of the study area is provided by the existing Maribyrnong Planning Scheme and the Maribyrnong Housing Strategy 2011.

The Plan draws upon a range of Council strategies and seeks to connect these strategies and actions to ensure a "whole of neighbourhood" response. It is supported by technical and background reports, alongside community and stakeholder engagement findings that underpin the vision and objectives.

Seddon snapshot

Seddon's population is projected to increase 36.3% by 2051 (from 5,232 in 2021 to 7,133). In comparison, the City of Maribyrnong's projected population increase is 79.4% by 2051 (from 86,398 in 2021 to 155,006 in 2051).

There is a higher proportion of residents employed as professionals (40.6%) followed by managers (18.5%) in Seddon, compared to the City of Maribyrnong at 32.4% and 15.0% respectively. Seddon has a higher median weekly individual income at \$1,274 compared to City of Maribyrnong at \$965.

Seddon's number of households for 2051 is projected to increase by 38% (from 2,189 in 2021 to 3,011). Household types for 2051 in Seddon are projected as majority families. Of the 37.9% family households, 27.6% are projected to be couple families with dependents. The remainder are one parent families and other types of families.

Forecast household types for 2051 are:

- Families (37.9%)
- Couples without dependents (29%)
- Group households (7.6%)
- Lone person households (25.7%)

Monthly spend in Seddon increased from an average of \$3.6 million per month in 2019 to \$3.8 million per month in 2022. The highest proportion of expenditure within Seddon is on dining, entertainment and grocery stores.

To meet future demand, the subject area is forecast to require:

- 2,000-3,000sqm of additional retail floorspace by 2036
- 1,500-2,000sqm of additional commercial floorspace by 203
- 425 dwellings by 2051 .

Study area

The study area includes the entire suburb of Seddon and the northern part of Kingsville. The area is generally bounded by Buckley Street to the north, Hyde Street to the east, Princess Street and O'Farrell Street to the south, Williamstown Road to the west, and Geelong Road to the northwest.

The area is primarily residential in nature, with the majority of houses being low-rise single family homes. Retail services and key facilities are provided in the SNAC and the Gamon Street Local Centre (GSLC), centred around Victoria Street and Charles Street, and Gamon and Mackay Streets respectively.

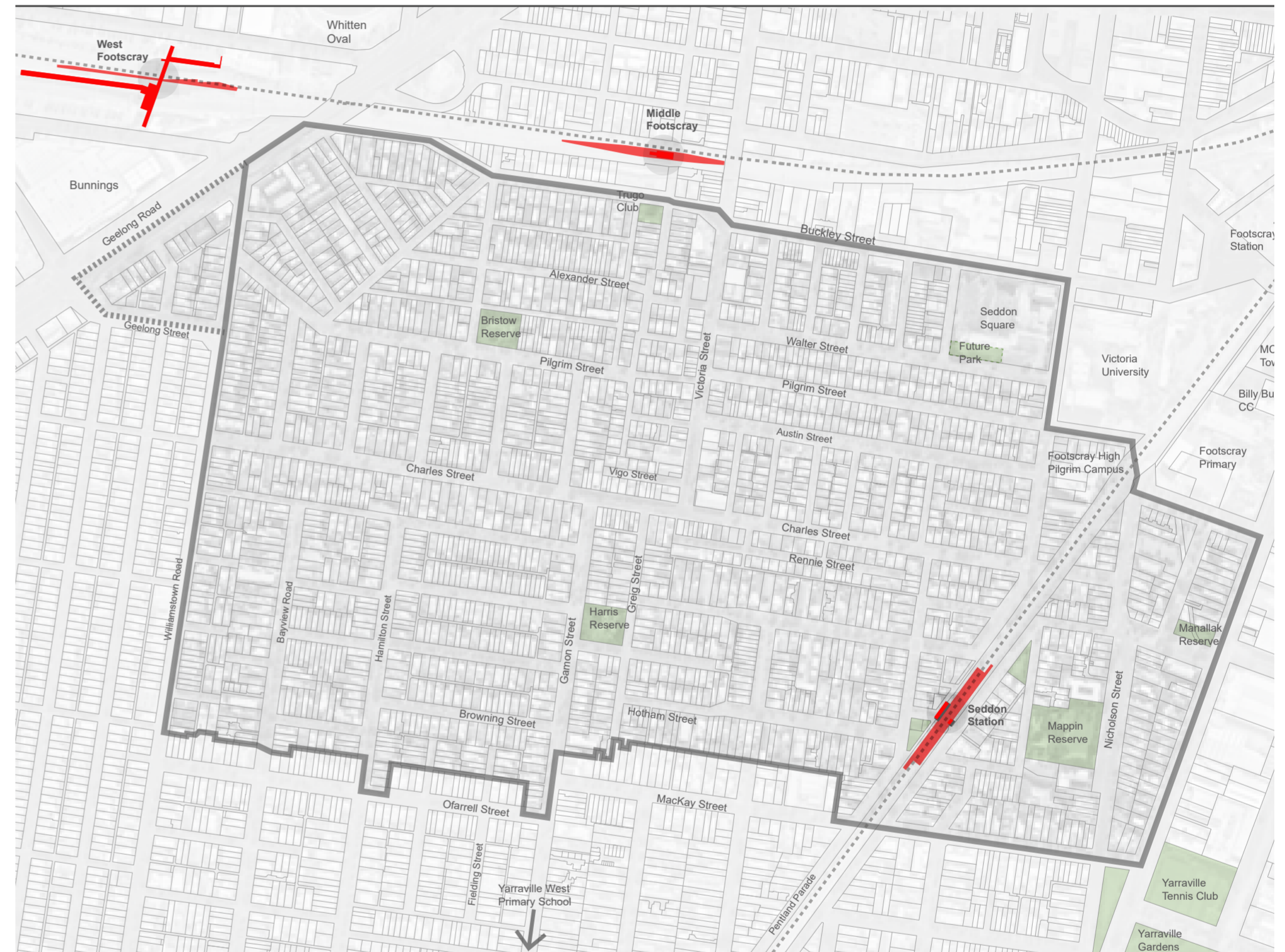


Figure 1- Study Area

¹ According to independent research conducted by Urban Enterprise, 2023. These figures are in addition to the Seddon Square development at the former bus depot site at 43-57 Buckley Street Seddon, which commenced development in late 2023.

Community consultation

Visioning Seddon

Early engagement with the community summarised their aspirations and priorities for the project. More than 1,000 pieces of feedback was received with one-fifth via hard copy postcards and the rest received on Council's consultation portal, Your City Your Voice.

Respondents told us that they envisioned a future Seddon that:

- Remains "clean and green"
- Includes more shared and readily accessible spaces, such as community gardens, parklets, public toilets and more outdoor dining opportunities
- Features quality footpaths, cycle networks, and lower speed limits
- Retains its heritage and culture.

Issues and Opportunities

Three public drop-in sessions were held in Seddon to promote the Issues and Opportunities paper from July to August 2023, with an online survey on Your City Your Voice. Approximately 85 people attended in-person events and a total of 94 responses were received online. Overall, there was a high level of support for the identified theme, and issues and opportunities.

Additionally, respondents raised the following comments:

- There is a need to protect the "village vibe" and intimacy of the suburb
- Avoid overdevelopment
- Prioritise increased access to open space and/or pocket parks
- Improvements to the pedestrian footpath are needed for accessibility
- There is a need for better lighting at night to improve passive surveillance on Victoria and Charles streets and around Seddon train station.



Community consultation 2023 - Seddon



View south down Tongue Street

Seddon's history

Seddon is situated on Wurundjeri Woi-Wurrung and Bunurong Land in the Maribyrnong River Valley. The area has been an ecologically rich place that contains a range of flora and fauna that served as an important resource base for Aboriginal people. Archaeological evidence suggests that the Aboriginal people have lived in the River Valley for at least 40,000 years.

With a portion originally named Belgravia, the suburb was formed from the subdivision of land that spread out from Footscray in the late 19th century. In 1902, it was renamed Seddon after Richard John Seddon who resided in the area and later became the Prime Minister of New Zealand. Development activity was initially concentrated along the rail corridor, with further housing growth along Buckley Street, Victoria Street, Charles Street and Gamon Street due to the introduction of a tram route. This route provided easy access to Footscray and was discontinued in 1962. The history and heritage character of the area is identified through its Edwardian-era and limited Victoria-era housing and commercial development along these transport routes.

Two notable Aboriginal activists, Margaret Tucker (1904-1996) and William Cooper (1861-1941), resided in Seddon. Tucker's residence at 38 Pentland Parade became an important gathering space for the Girls Hostel committee and Cooper's residence at 43 Mackay Street hosted gatherings for the Australian Aborigines' League in its early days.



Victoria Street Tram - <https://www.seddon-village.com.au>



Seddon Station general store - <https://www.seddon-village.com>

Regional and local context

Located eight kilometres from Melbourne’s CBD, the study area is within the vicinity of three train stations from two train lines with access to municipal services and employment including to Footscray Metropolitan Activity Centre and Maribyrnong-Highpoint Major Activity to its north, and Braybrook-Central West Major Activity Centre to its west.

The main north-south transport connections are provided by Hyde Street, Williamstown Road, Victoria Street and Gamon Street, while east-west connections are provided by Buckley Street and Charles Street. The rail corridor at the study area’s east bisects the area in two, with Pilgrim/Bristow Street providing the only linkage over the train line.

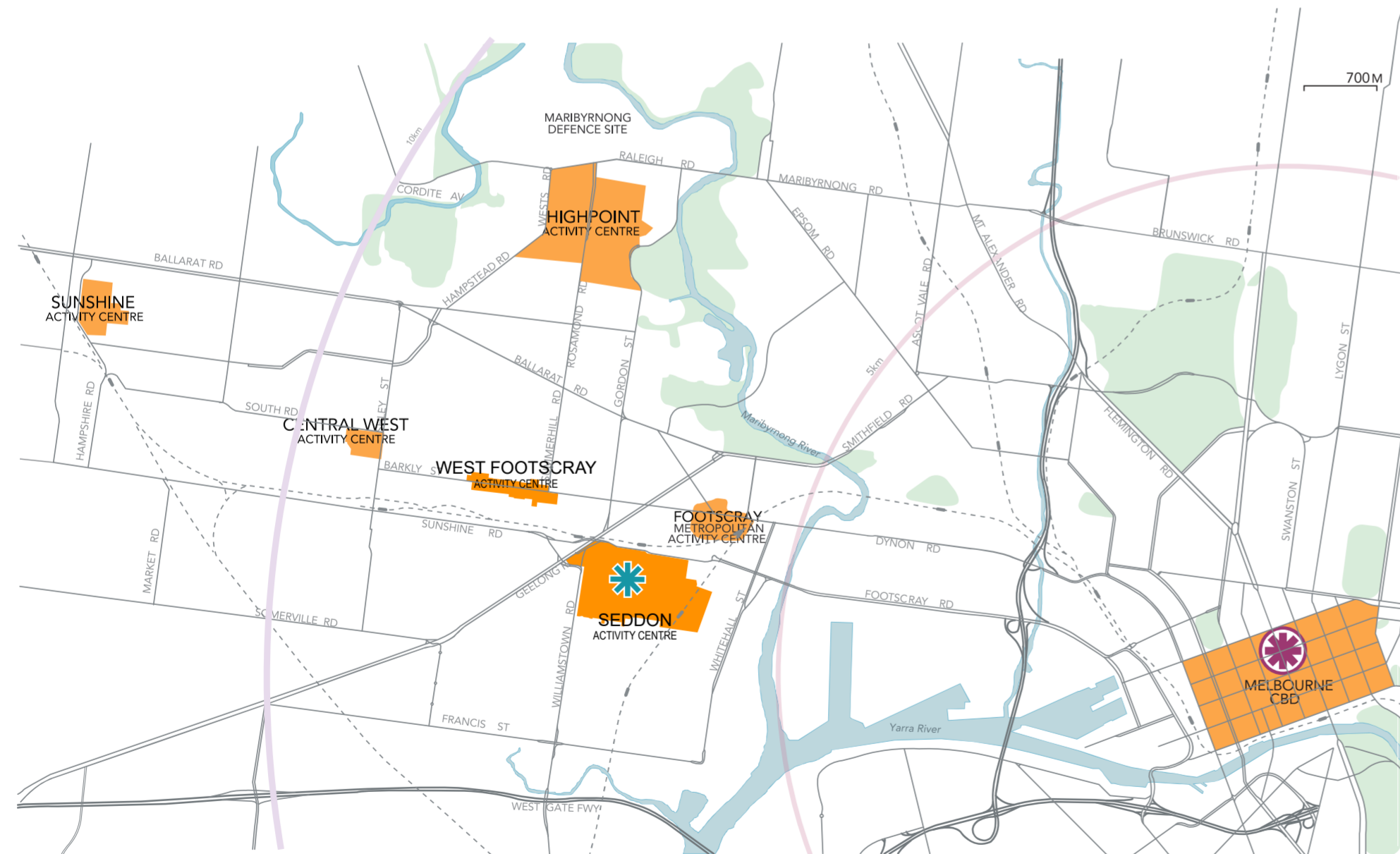
Several regional facilities are in proximity, including the new Footscray Hospital, Whitten Oval, Victoria University campuses, Port of Melbourne and the Fishermans Bend Urban Renewal Precinct which present opportunities to attract future investment and employment. Local facilities of interest include the Maribyrnong City Council Civic Precinct and Community Hub, Footscray High School campuses, Phoenix Youth Centre, Footscray Trugo Club, St Ilija Macedonian Orthodox Church. Additionally, there is access to open spaces including Harris, Bristow, Mappin and Manallack reserves and Yarraville Gardens.

The SNAC (also known as the Seddon Village) is the core of the neighbourhood and includes a range of retail and dining opportunities. The SNAC has a significant role to play in supporting the liveability of Seddon as a 20-minute neighbourhood, with recent development occurring within and to its north where it borders with Footscray Metropolitan Activity Centre.

Activity centre hierarchy

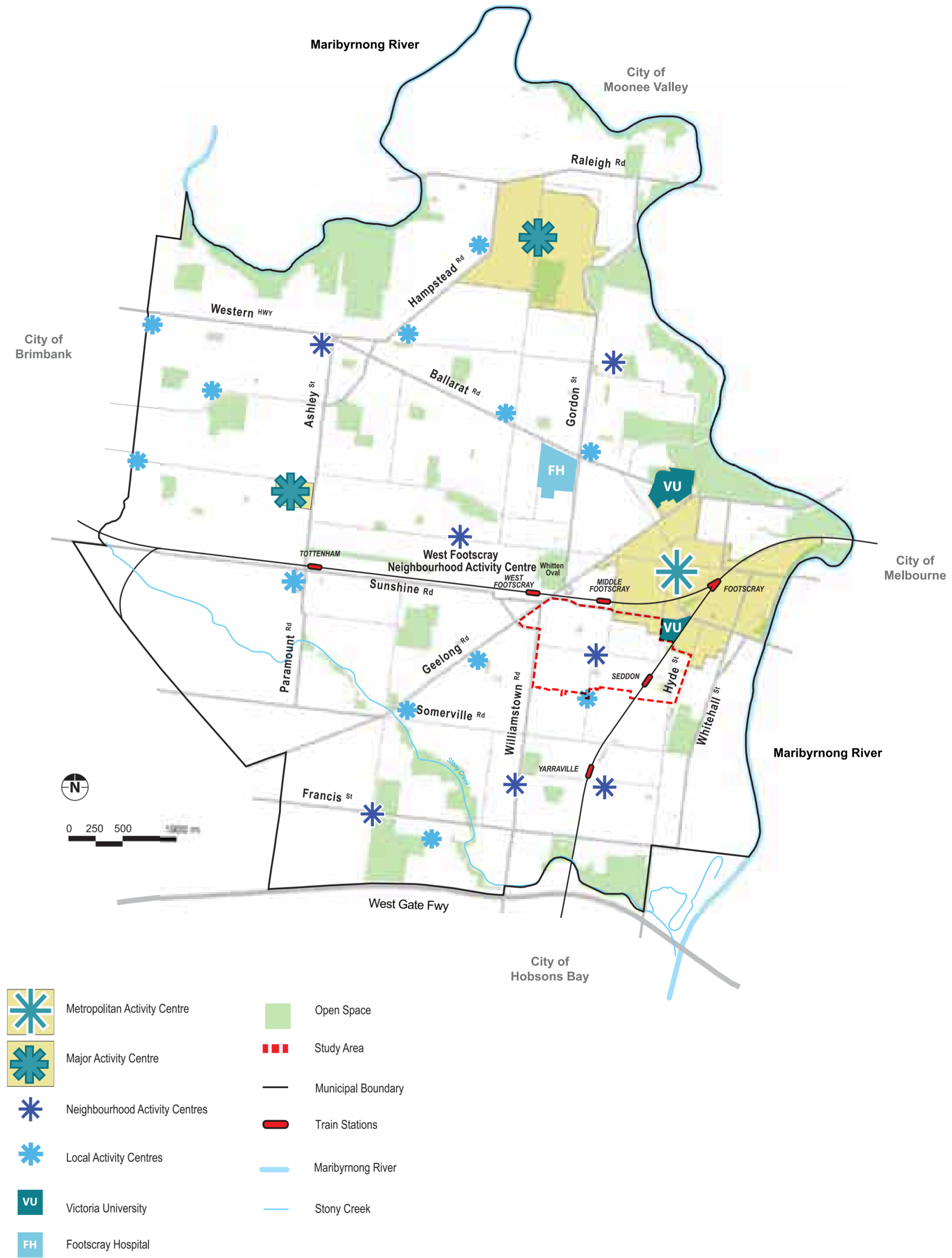
Plan Melbourne recognises the importance of neighbourhood centres. It also recognises the need to support a network of vibrant neighbourhood activity centre to enhance the liveability and character of neighbourhoods.

Based on its role and capacity for growth, the SNAC is a Neighbourhood Activity Centre similar to Yarraville and West Footscray, whereas the GSLC is a Local Centre. Given the SNAC’s proximity to the Footscray Metropolitan Activity Centre, SNAC is expected to acknowledge Footscray Metropolitan Activity Centre’s role as a higher order centre.



Study Area
Seddon Neighbourhood Plan

Figure 2 - Regional Context



Metropolitan Activity Centre
Major Activity Centre
Neighbourhood Activity Centres
Local Activity Centres
Victoria University
Footscray Hospital
Open Space
Study Area
Municipal Boundary
Train Stations
Maribyrnong River
Stony Creek

Figure 3 - Activity Centre Hierarchy

Policy context

Victoria's Housing Statement

Victoria's Housing Statement outlines a target for 70% of new homes to be built in established areas within Victoria, with activity centres identified as a key location for increased housing.

The Housing Statement will seek to establish a new Plan Victoria, which will replace the existing Plan Melbourne.

The Seddon Neighbourhood Plan aims to create more housing choice, increase affordable housing opportunities and better utilise existing transport connections to key employment areas such as Footscray Metropolitan Activity Centre and the CBD. Given its role as a neighbourhood activity centre, the SNAC will contribute to the outlined target through incremental growth.

Plan Melbourne 2017-2050

Plan Melbourne is Melbourne's metropolitan planning strategy which guides population and employment growth to enhance Melbourne's liveability and sustainability. Key outcomes relevant to Seddon include to:

- Create inclusive, vibrant and healthy neighbourhoods
- Create a distinctive and liveable city with quality design and amenity through a network of accessible, high quality, local open spaces
- Promote urban design excellence in all aspects of the built environment
- Provide housing choice in locations close to jobs and services through mixed-use neighbourhoods of varying densities
- Improve neighbourhoods to enable walking and cycling as a part of daily life
- Create mixed-use neighbourhoods at varying densities
- Support a network of vibrant neighbourhood activity centres.

Plan Melbourne identifies neighbourhood activity centres as centres that provide access to local goods, services and employment opportunities, with 20-minute neighbourhoods as a key concept. The Seddon Neighbourhood Plan will play a key role in implementing Plan Melbourne by facilitating more housing and employment opportunities within the SNAC, improving access to train stations and key destinations, and providing direction on public realm improvements and strategies for implementation. The SNAC has a significant role to play in supporting the liveability of Seddon and will be strengthened as a 20-minute neighbourhood.

Council Plan 2021-25

Council Plan 2021-25 guides the planning, development, resourcing and provision of services to the community over a four year period.

The Seddon Neighbourhood Plan will contribute to the strategic objectives of the Council Plan by implementing priorities on:

- Safe Climate and Healthy Environment
- Liveable Neighbourhoods
- A Place for All
- Future Focused

The Seddon Neighbourhood Plan does this through policy directions on improving the design and quality of Seddon's built environment, facilitating safe and effective movement networks, improving access to open spaces and community gathering areas, promoting a sustainable and liveable climate, and prioritising actions on public realm and infrastructure projects.

Maribyrnong Planning Scheme

The Maribyrnong Planning Scheme is a statutory document that provides mandatory and discretionary policy, which comprises of the Victoria Planning Provisions that apply state-wide and local policy.

This Plan achieves a broad range of state-wide objectives within the Victorian Planning Provisions, including on commercial and residential use and development in activity centres, urban consolidation, urban design, open space and transport. Relevant clauses include:

Local policy relevant to this Plan includes to support sustainable development and healthy communities, low scale apartment development and medium density infill development in neighbourhood activity centres, maintain the expansion of retail floorspace that is appropriate to the activity centre's place in the hierarchy, and improvements in transport access. The Maribyrnong Planning Scheme outlines planning policy for eight local areas within the municipality including the SNAC. These include the following objectives at Clause 21.11-5:

- To consolidate and enhance the role of Seddon Village as a neighbourhood activity centre.
- To unify and strengthen the built form of the village.
- To enhance the public realm in Seddon Village.



² The subject area includes a section of Kingsville.

Housing Strategy

The Maribyrnong Housing Strategy (2011) provides guidance regarding the planning and development of housing in the City of Maribyrnong to 2031. Seddon and Kingsville have been identified as areas that will need to provide flexible and more diverse housing types and designs to accommodate large, multi-generational families.

The Housing Strategy includes three housing change areas:

- Limited Change Areas enable specific characteristics of the neighbourhood to be protected through greater control over new housing development
- Incremental Change Areas allow for a variety of housing types include some medium density housing provided they respect the character of the neighbourhood
- Substantial Change Areas provide for housing growth by a mix of housing types that includes medium to higher density housing in appropriate locations.

Seddon includes a mix of Substantial, Incremental and Limited change areas for housing.

Retail Development and Activity Centre Policy 2009

Maribyrnong City Council’s Retail Development and Activity Centre Policy provides a strategic planning framework for the municipality’s network of activity centres. Relevant policy for the SNAC includes:

- Consolidation and enhancement of its role as a mixed use retail and commercial centre
- Development of a stronger community-oriented centre and village feel
- Maintenance of the existing overall land use structure
- Redevelopment of the residential and light industrial properties in Victoria Street to create new retail, commercial or mixed use floorspace
- Further development of the café and restaurant culture
- Establishment of new signage identifying the entrances of the centre
- Provision of landscaping and street furniture to improve public spaces.

The policy further identified the SNAC as an activity centre that will need to enhance its sustainability.

Maribyrnong Climate Emergency Action Plan and Climate Emergency Strategy

In 2019, Council acknowledged that we are in a state of climate emergency that requires urgent action by all levels of government, including local councils. Maribyrnong’s Climate Emergency Strategy 2020-2025 and subsequent Strategy Climate Emergency Action 2021-2025 include a vision, strategies and targets for climate action and mitigation.

The Seddon Neighbourhood Plan will incorporate the principles listed in these plans through future development and use, and contribute to climate change action.

Other relevant policies considered

- Melbourne Industrial and Commercial Land Use Plan 2020
- Maribyrnong Open Space Strategy 2014 (and 5 year review addendum report 2020)
- Maribyrnong Bicycle Strategy 2020-2030
- Maribyrnong Walking Strategy 2023-2033
- Maribyrnong Medium Density Design Guidelines 2023
- Maribyrnong Urban Forest Strategy 2018

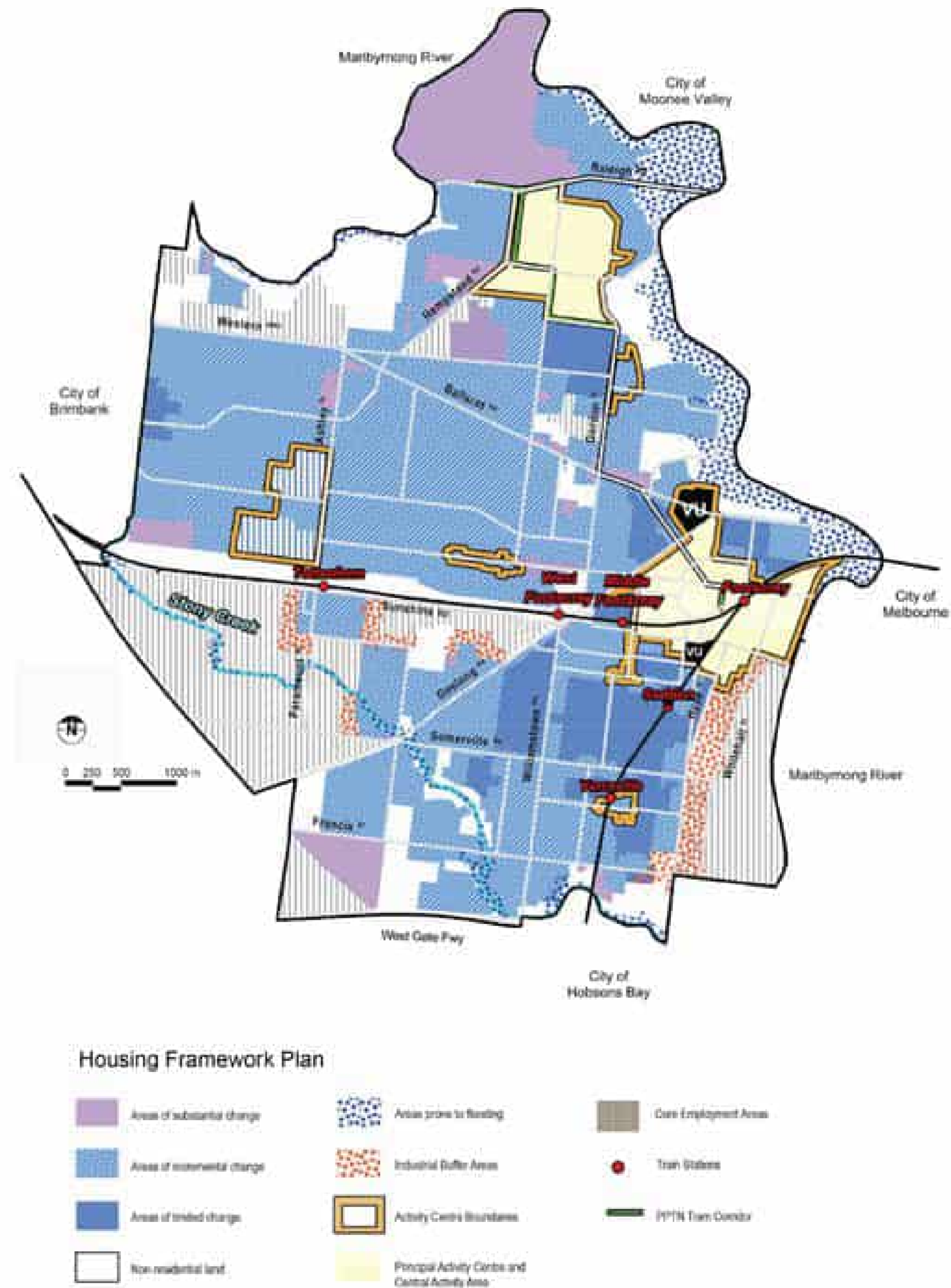


Figure 4 - Housing framework plan from Clause 21.07 Maribyrnong Planning Scheme

The Plan

Vision

A neighbourhood of walkable green-leafy streets, celebrating its historical character and a vibrant village with diverse businesses and housing choices promoting community connection.

Significant Projects

- 1 Victoria and Charles Street Renewal
- 2 Austin Street Civic Space
Investigate partial street closure options for public open space, seating, greening and lighting
- 3 Pilgrim Street Underpass
Investigate widened footpaths, improved pedestrian connections, cycling facilities and greening
- 4 Seddon Station
Enhance arrival to Seddon through improved pedestrian connections, lighting and wayfinding
- 5 Williamstown Road North
Investigate greening, improved pedestrian and cycling connections, reduced road widths
- 6 Nicholson and Hyde Street Street
Enhance pedestrian and cycling connections to Yarraville Gardens

Legend

Future projects and investigations

- Victoria and Charles Street Renewals
- Advocate for improved pedestrian and cycling conditions DTP owned intersections
- Seddon Gateways - Lighting treatments and pedestrian priority improvements
- Biodiversity Corridors/ Greening Seddon
- Increased Canopy Cover Opportunities (Streets wider than 13m)
- Pedestrian Threshold Program
- New built form guidelines for the SNAC
- Investigate new local open space as per Marib. Open Space Strategy
- Investigate continuous lighting treatment in SNAC - Prioritise nighttime placemaking
- New public toilet

Access and movement

- Formalise DTP painted bicycle lanes
- Pilgrim Street Major Cycling Route
Investigate improved cycling conditions for length of Pilgrim Street between Williamstown Road and Albert Street
- Investigate alternative north-south major cycling routes and modal filters

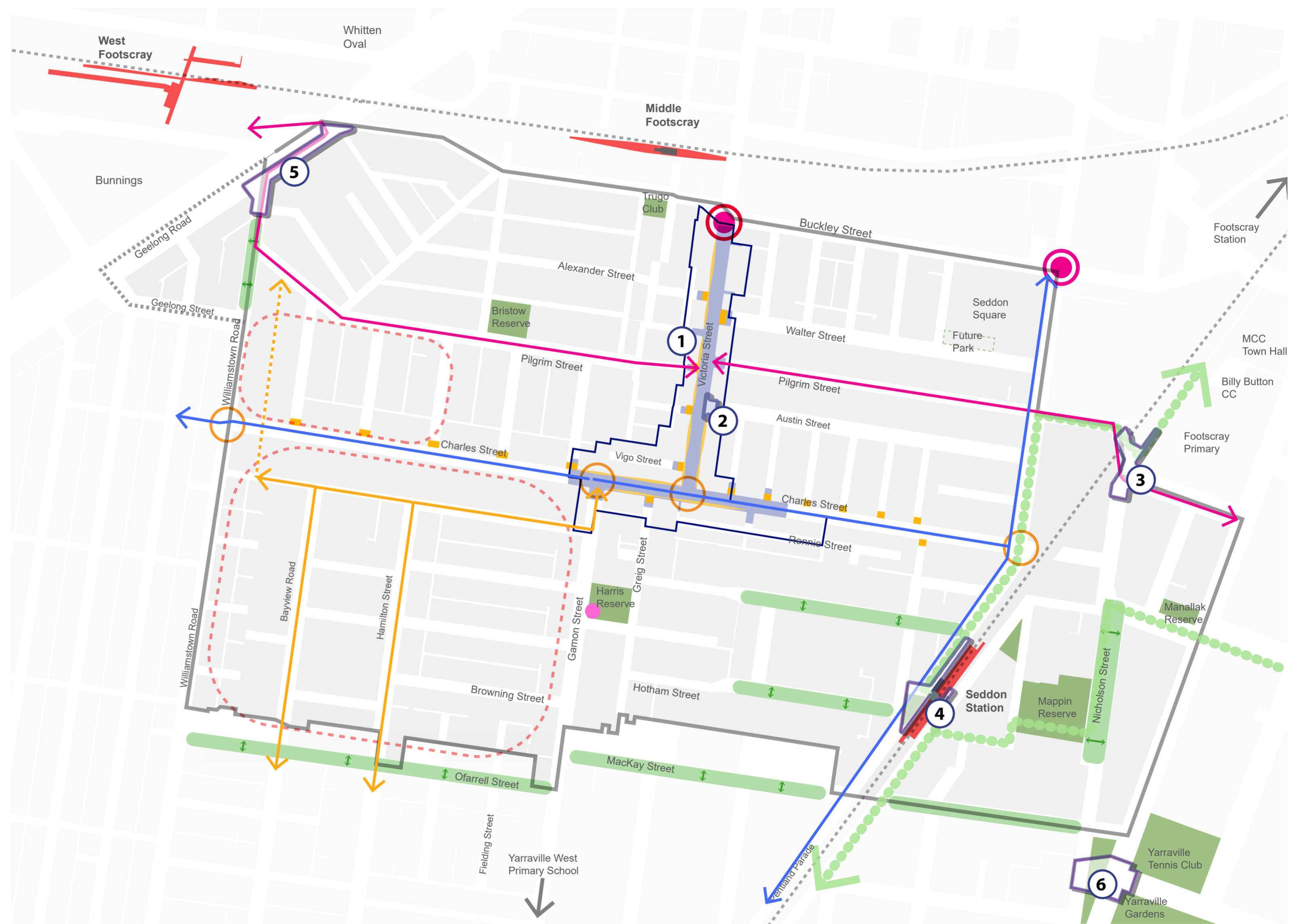


Figure 5- The Plan

The Plan

The Plan includes policy directions and actions under the themes of:

- Land use and built form
- Access and movement
- Public realm

Principles

These principles underpin the Plan

Strengthen identity and activation of commercial areas
Seddon's urban character and commercial hub will reflect its cultural diversity and influence all aspects of future planning and development

Grow a greener Seddon
Seddon will be recognised for its trees and landscapes which will feature strongly across the neighbourhood.

Public realm improvements to connect community
Enhance public realm with equitable, safe, and welcoming spaces, encouraging community engagement and social interaction.

Enhancing cultural and festival life
Encourage community-led projects, cultural events, and installations to showcase and enhance Seddon's history and values.

Build on Seddon's neighbourhood character and plan for the future
Promote consistent suburban feel in Seddon through sustainable, sensitive development guided by community-oriented guidelines and heritage preservation.

Promote safe, accessible, people oriented movement
Prioritise pedestrian safety by enhancing infrastructure, reducing traffic volumes, and promoting people-oriented movement networks in Seddon.

Improve physical connections and wayfinding
Enhance Seddon's desirability by improving gateways, promoting public transport, and creating walkable, connected neighbourhoods.

Facilitate activation of underutilised and vacant sites
Activate dormant areas in Seddon by exploring creative solutions and targeted development to enhance community vibrancy.

Strengthen identity and activation of commercial areas



Grow a greener Seddon



Public realm improvements to connect community



Enhance cultural and festival life



Build on Seddon's neighbourhood character and plan for the future



Promote safe, accessible, people oriented movement



Improve physical connections and wayfinding



Facilitate activation of underutilised and vacant sites



Land use and built form



Land use and built form

Principles

- Strengthen identity and activation of commercial areas
- Enhancing cultural and festival life
- Built on Seddon's neighbourhood character and plan for the future
- Facilitate activation of underutilised and vacant sites

This chapter consists of two sections:

Land use: Outlines existing and preferred land use pattern and activities

Built form: Outlines recommendations to create better built form outcomes, create more consistency in the streetscape and have a high level of amenity.

Land Use

Seddon is a desirable inner-city destination for existing and new residents. The desirability is underpinned by the village feel of the SNAC, access to multiple train stations within walking distance and a diverse range of land uses that meet the daily retail and commercial needs of residents with a strong food and hospitality focus. Seddon has not experienced significant development in recent history, with a low number of planning applications lodged and planning permits that were not acted upon by the developer. Where existing, newer developments are predominantly characterised by three storey mixed use developments with retail and commercial uses at ground floor and apartments at upper levels.

The key land use challenges in Seddon are:

- Lack of planning guidance to deliver high quality sustainable buildings
- Limited commercial offerings to meet the community's daily needs
- Limited housing opportunities to meet its growing population
- Inconsistent land uses in the SNAC that weakens its economic and social role
- Lack of recognition of Seddon's cultural and historical character
- Increased demand for community spaces and services to respond to future population and demographic changes
- There are a number of vacant and underutilised sites.

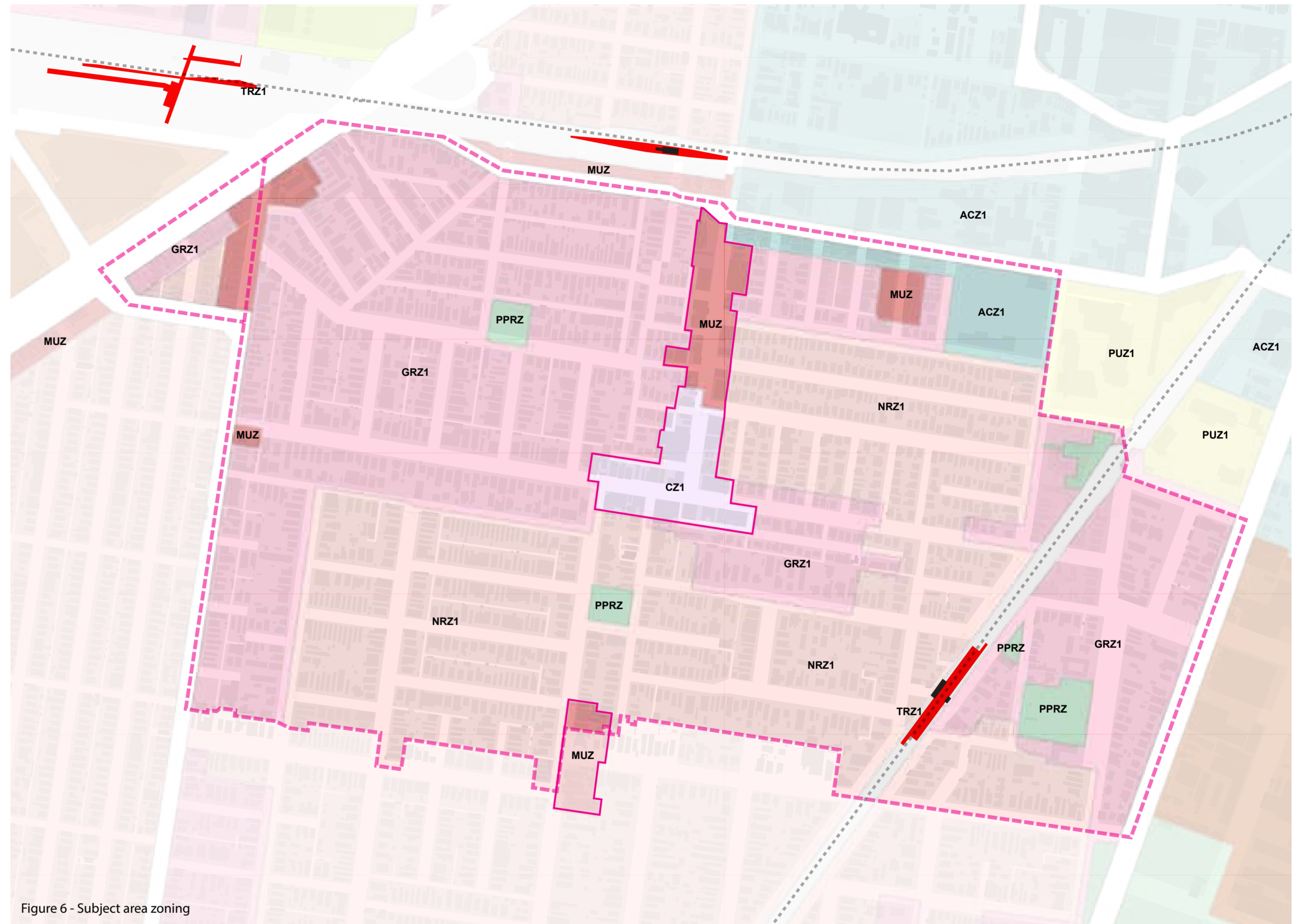


Figure 6 - Subject area zoning

- Neighbourhood Residential Zone 1
- Commercial 1 Zone
- General Residential Zone 1
- Mixed Use Zone
- Public Parks and Recreation Zone
- Activity Centre Zone 1
- Study Area Boundary
- Activity Centre Boundary

Land use and built form

Seddon is characterised by low-rise residential development in the form of workers cottages along with two commercial centres: the SNAC and GSLC.

The suburb has a mixture of land uses shown in the zones and overlays including:

- General Residential Zone Schedule 1 (GRZ1), Neighbourhood Residential Zone Schedule 1 (NRZ1), Mixed Use Zone (MUZ), Commercial 1 Zone (C1Z) and Activity Centre Zone Schedule 1 (ACZ1).
- Heritage Overlay Schedule 9 (HO9) applies to the NRZ area south of Charles Street, while Neighbourhood Character Overlay Schedule 4 (NCO4) applies to the NRZ area north of Charles Street and east of Victoria Street.

Approximately half of the subject area is subject to the Heritage Overlay and a portion is subject to the Neighbourhood Character Overlay. Both these areas are identified as Limited Change Areas through the Maribyrnong Housing Strategy, which limits its redevelopment potential significantly. As a result, the scale and intensity of development is unlikely to change.

The Maribyrnong Housing Strategy identifies 185-189 Geelong Road as the sole Substantial Change Area (medium to higher density housing) within Seddon, however the site is subject to the Heritage Overlay (HO40) which makes it unsuitable for redevelopment.

Land uses within the SNAC are typical of an activity centre of its scale, providing retail, office, service industry, food and drink, and medical uses, among others. The SNAC is split approximately in half from a zoning perspective; the southern area is covered by the C1Z and the northern area is covered by the MUZ. The northern portion (MUZ) does not have the same commercial activity as the southern portion (C1Z) which has led to inconsistencies in land use and a disconnect between the two portions.

Predominantly, the rear of the lots fronting Victoria and Charles Streets have a direct interface with the residential neighbourhood, which limits the scale of potential development in the SNAC. There is a need for any future development to maintain the amenity of the adjoining residential properties.

Land uses within the GSLC are operating at a scale that reflects its role as a local centre and provide services relevant to its surrounds. It currently provides retail, medical, restaurant, take away food, place of worship and residential uses. The commercial land uses are primarily located within the MUZ on the eastern side of Gamon Street; however, there is one bar/café on the western side in the NRZ which appears to be a former corner hotel.

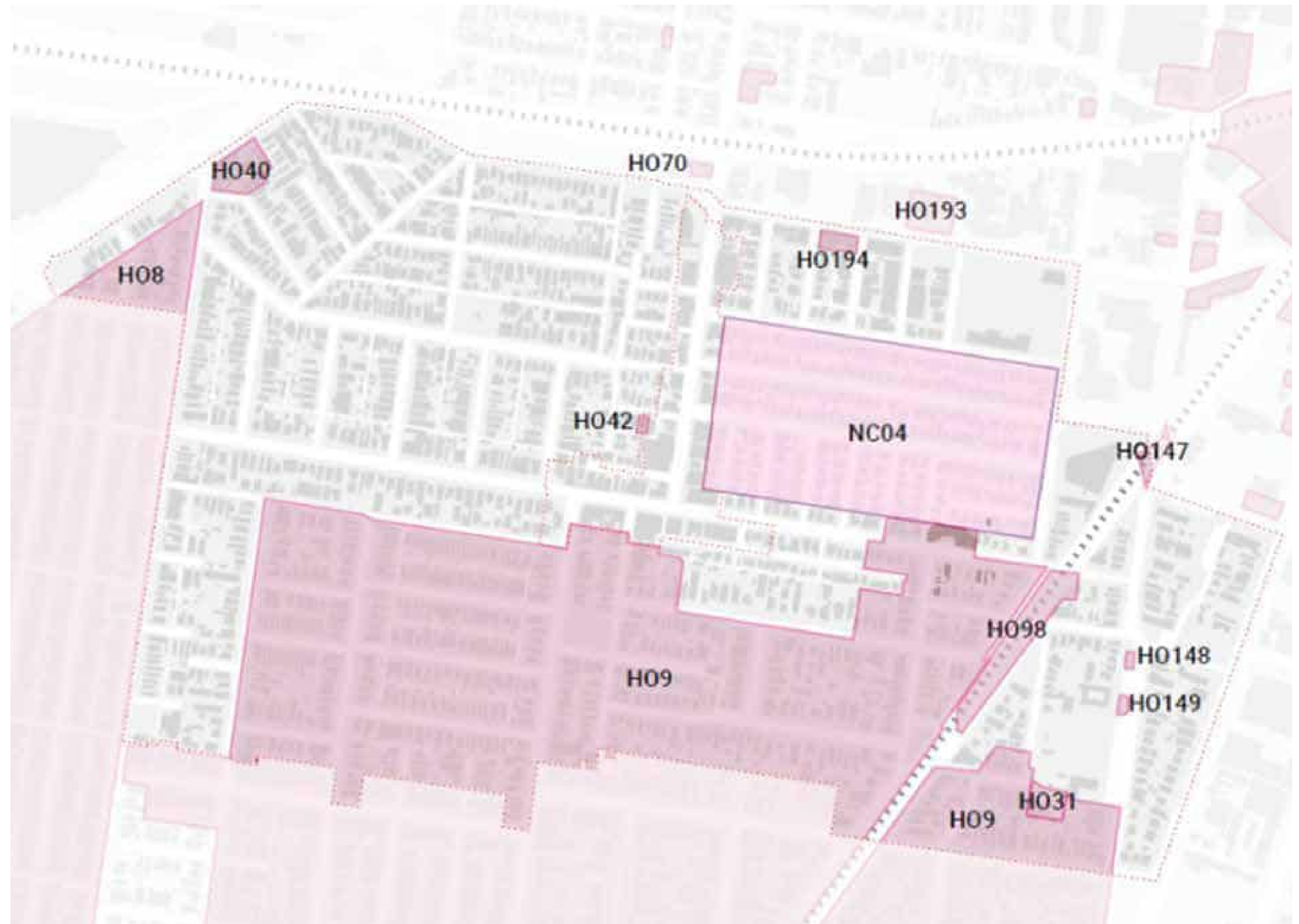


Figure 7 - Subject area overlays

Preferred land use patterns and activity

The Plan proposes to strengthen current land use patterns to provide consistent and complimentary zoning that will deliver new residential and commercial opportunities within the core area of Victoria and Charles Street. To achieve this, rezoning of the land is necessary through a future planning scheme amendment.

The potential zoning changes will respond to the forecast retail, commercial and residential demand to support the increased population:

- 2,000-3,000sqm of additional retail floorspace by 2036
- 1,500-2,000sqm of additional commercial floorspace by 2036
- 425 dwellings by 2051*

These figures are in addition to the Seddon Square development at the former bus depot site at 43-57 Buckley Street Seddon, which commenced development in late 2023.

While infill development will occur within the study area, it is expected that the majority of new residential, retail and commercial development will be concentrated in SNAC with limited redevelopment in the GSLC. This is in recognition of the activity centre hierarchy as well as the SNAC's proximity to key train stations and short walk to the Footscray Metropolitan Activity Centre to the north of Buckley Street.

Given the projected population increase and associated rise in demand for housing, commercial, and retail spaces, the boundary of the Seddon Neighbourhood Activity Centre will need to expand.

Sites west of Charles Street at the activity centre boundary are unsuitable for expansion for the following reasons:

- Constraints in street widths
- Need for site consolidation due to subdivision of lots
- Lack of rear lane access
- Proximity to sensitive interfaces (such as properties in the Neighbourhood Residential Zone that are subject to the Heritage Overlay).

Sites east of Charles Street at the activity centre boundary are more viable for expansion for the following reasons:

- Wider street widths
- Rear lane access via Rennie Street
- Proximity to Seddon Station
- Less sensitive interfaces (due to Rennie Street separation).

Additionally, expansion into Walter, Bourke, Staff and Vigo streets will allow for a gradual transition in the intensity of use and built form to sensitive residential interfaces, and contribute to the forecast demand for dwellings and commercial/retail floorspace. It is expected that expansion into these streets are to be at a reduced scale in order to protect Victoria and Charles streets' main street function.

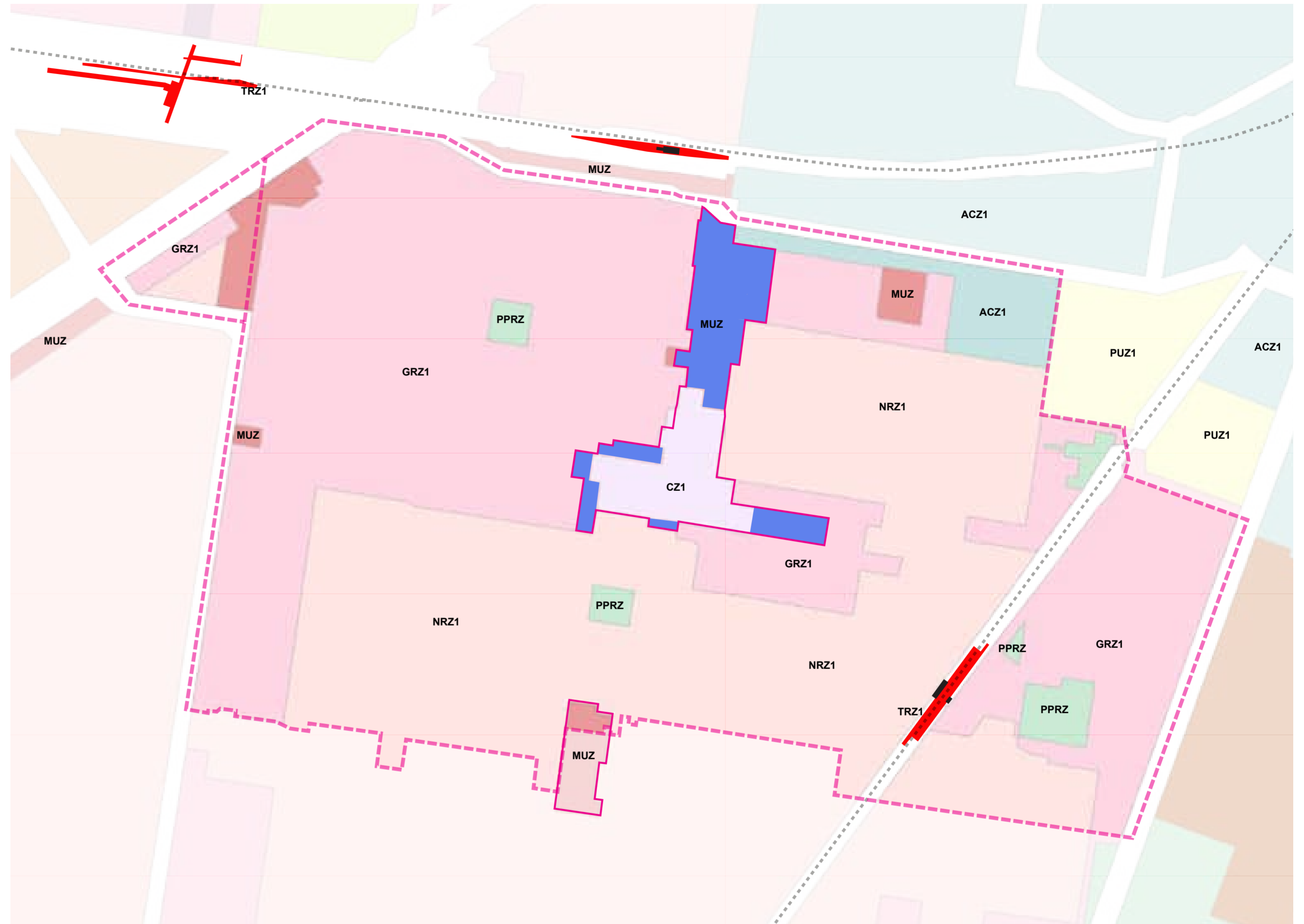


Figure 8 - Potential rezoning opportunities

- Potential Rezoning Opportunity
- Neighbourhood Residential Zone 1
- Commercial 1 Zone
- General Residential Zone 1
- Mixed Use Zone
- Public Parks and Recreation Zone
- Activity Centre Zone 1
- - - Study Area Boundary
- New Activity Centre Boundary

* According to independent research conducted by Urban Enterprise, 2023

Preferred land use patterns

There are a number of sites recognised to have higher development potential due to lot size and width, location and access. These sites may be suitable for more intensive development compared to the rest of the activity centre and identified for development up to 6 storeys. These sites are shown in figure 9.

Objectives

- To strengthen the role of the Seddon Neighbourhood Activity Centre by supporting a diverse mix of uses that meets community needs
- To support sustainable residential growth/development in locations that are well serviced by public transport and community services

Strategies

- Strengthen street level activity in the Seddon Neighbourhood Activity Centre and Gamon Street Local Centre by encouraging active retail and commercial uses
- Facilitate housing and commercial uses at upper levels to contribute to the viability and activity of the Seddon Neighbourhood Activity Centre and Gamon Street Local Centre
- Support rezoning of sites within the activity centre to allow a mix of uses that complement the role and function of the Seddon Neighbourhood Activity Centre
- Support higher density residential development in and adjacent to Seddon Neighbourhood Activity Centre and train stations
- Facilitate high quality medium density housing in Incremental Change Areas
- Maintain the low scale and heritage character in Limited Change Areas

Actions

- Amend the Maribyrnong Planning Scheme to reflect the potential rezoning of identified sites to consolidate commercial land use opportunities and provide residential growth in preferred areas
- Amend the Seddon Neighbourhood Activity Centre local policy in the Maribyrnong Planning Scheme and re-align the activity centre boundary to correspond with the proposed rezoning changes

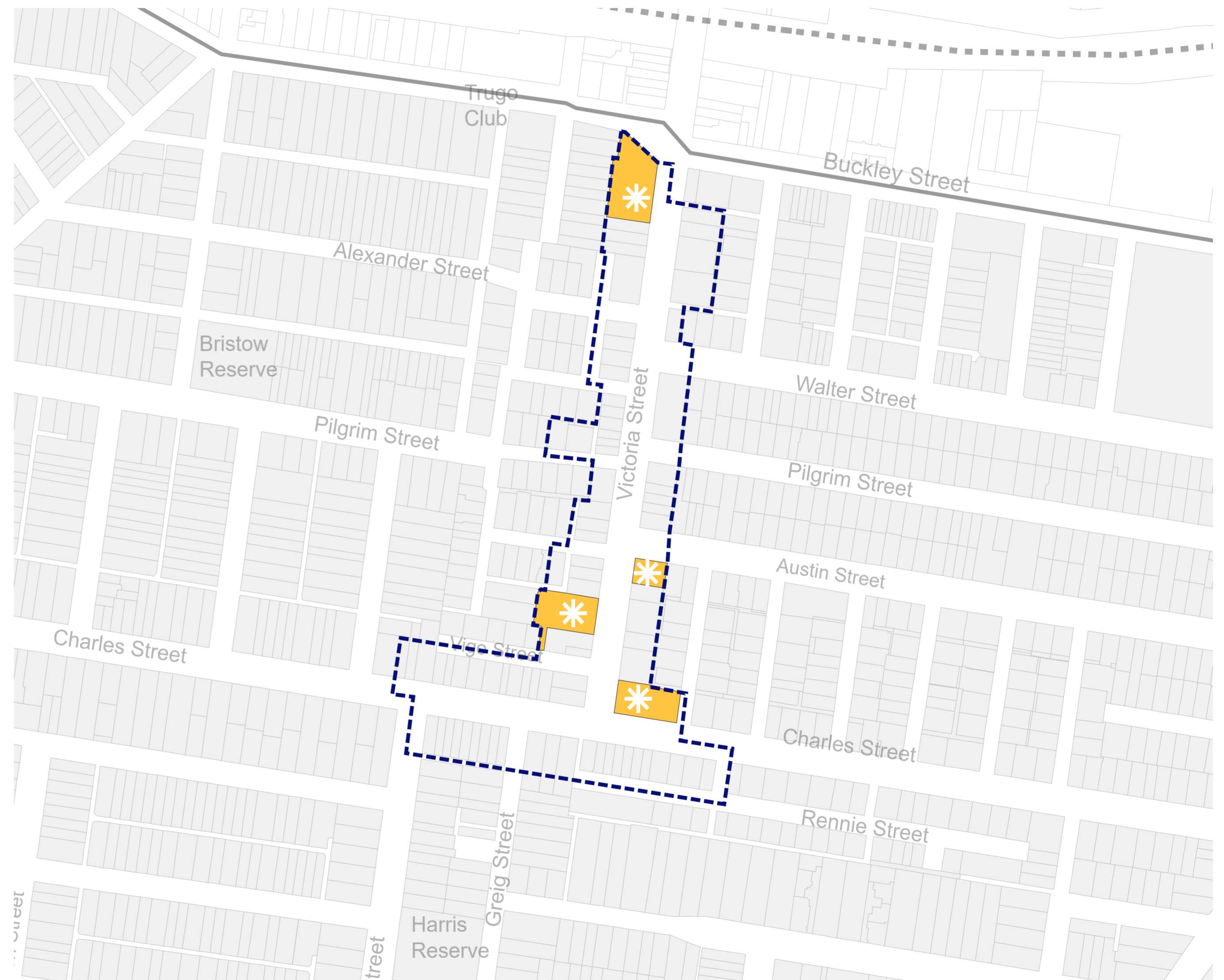


Figure 9 - Key sites for discussion

Built form in the SNAC

While Limited Change Areas (NRZ) and Incremental Change Areas (GRZ) will continue to accommodate some/gradual residential growth, the majority of new residential, retail and commercial development will be concentrated in the SNAC. This will maintain the residential neighbourhood character and strengthen the role of the SNAC as a place of growth and activity.

The key built form challenges in Seddon are:

- Inconsistencies in the built form in the activity centre, resulting in poor activation of street frontages
- Sensitive interfaces to existing residential structures to the rear of the SNAC
- Lack of identity for key locations through its design
- Narrow sites that restrict the development potential within the SNAC
- Underdevelopment of sites with high development potential.

The Plan outlines a set of built form guidelines for future development of the SNAC. These guidelines will provide clear direction to support high quality redevelopment that contributes to the preferred future character.

New development in the SNAC will enhance the main street function of Victoria and Charles Street, improve visitor experiences and complement new public realm improvements. In conjunction with redevelopment new rear laneways will need to be progressively created to minimise vehicle crossovers in Victoria Street. They will also help unlock the development potential of sites bound by existing development.

New growth in the SNAC will be characterised by a four-storey street wall with a retail and commercial ground floor presence. Developments may reach up to 6 storeys on identified key sites with higher development potential. The upper storeys will accommodate residential apartments which will add to the diversity of housing stock in Seddon.

Future development will be designed to sensitively respond to the existing residential areas and minimise amenity impacts.



McManos Chicken Bar in the morning light



Long term neglected property on Charles Street



3 storey street wall with active frontage on Victoria Street (built 2011)



South east corner of Victoria and Charles Streets

Built form in the SNAC

Future development will be designed to sensitively respond to the existing residential areas and minimise amenity impacts.

Objectives

- To guide future development that contributes positively to village character and meets the future growth population
- To ensure built form and scale appropriately responds to the existing and emerging character of the SNAC
- To facilitate development of a high architectural and urban design quality that improves the overall amenity of the area
- To ensure new development sensitively addresses interfaces to all existing development
- To ensure new developments recognise the potential of key sites to provide increased scale that contributes positively to the public realm and creates quality living and working environments

Strategies

- Ensure multi-storey development in the Seddon Neighbourhood Activity Centre is in accordance with the Built Form Guidelines
- Encourage a defined four storey street wall interface along Victoria Street and Charles Street
- Encourage high quality architecture that responds to the existing fine grain nature of the shopping strip streetscape
- Ensure developments present a high level of architectural quality and urban design responses that enhances the public realm
- Encourage building of a “human scale” that provide a high level of external and internal amenity
- Maintain the fine grain subdivision pattern
- Encourage active street level frontages/interface that positively contributes to the public realm
- Encourage development that incorporates attractive and functional communal spaces and provides good amenity
- Prohibit additional crossovers on Victoria Street and Charles Street within the activity centre boundary
- Support car parking dispensations for planning permit applications within the Seddon Neighbourhood Activity Centre
- Encourage sustainable building design which meets best practice environmentally sustainable design standards

Actions

- Amend the Maribyrnong Planning Scheme to implement the Seddon Neighbourhood Plan Built Form Guidelines with the preferred height limits as shown in Appendix C



Legend

- Built Form Guidelines Boundary
- * Key Development Site
- 4 storey preferred maximum building height
- Active ground floor commercial/retail frontage
- 4.5m rear lane
- Transition to lower built form
6 metre rear setback above ground floor

Public realm



Public realm

Principles:

- Strengthen identity and activation of commercial areas
- Grow a greener Seddon
- Public realm improvements to connect community
- Enhancing cultural and festival life
- Build on Seddon's neighbourhood character and plan for the future
- Improve physical connections and wayfinding
- Facilitate activation of underutilised and vacant sites

Seddon has its own distinct local character and charm that's unique from its surrounding neighbours like Footscray and Yarraville. The SNAC fosters the "village" character through existing businesses, however Seddon lacks community infrastructure like libraries and community centres for visitors and residents to gather in due to constraints in size. Proximity to Footscray, Yarraville and the CBD means that residents travel outside of Seddon for access to community infrastructure. There is also inconsistent access to open space, with the Maribyrnong Open Space Strategy identifying gaps in access in residential areas west of Gamon Street and west of Bristow Reserve.

The Seddon Village is often described as quiet, intimate and hidden. The structure of the surrounding roads and infrastructure often lead people past Seddon Village rather than into it. Community consultation respondents emphasised a need to maintain the village character and strengthen the identity, boost night-time economy, improve greening and provide more spaces for people to gather in.

A recurring issue with Seddon's public realm is the interaction with large pieces of infrastructure that bound the suburb. Whether it's Buckley Street, Geelong Road or moving over and under railway lines, the experience at the edge of the suburb is often inhospitable, awkward and sometimes unsafe.

The Public Realm Plan aims to improve these conditions and apply a multi layered approach to creating leafier, safer and more accessible places at these tricky junctions of the suburb. The projects will improve links to key community facilities and institutions on the edge of the suburb such as Victoria University, West Footscray Train Station, Whitten Oval and Yarraville Gardens.

The key challenges include:

- Inconsistent access and overall shortage of open space, such as in residential areas west of Gamon Street which are subject to the Heritage Overlay
- Increased pressure on the quality and function of existing open space due to population growth
- Poor sense of wayfinding into the suburb, and to key locations such as the SNAC and Seddon Station.

The Seddon Neighbourhood Plan will create distinct, diverse and welcoming streets and public spaces that will better connect to surrounding train stations, neighbourhoods, open space and institutions. The proposed projects (Appendix A) will reinforce local character and identity by providing options for a new civic space, recognise the local and cultural history at key locations, and suggest improvements to the night time economy. Opportunities for additional greening are proposed across the wider suburb and within the village and accessibility improved through threshold treatments and advocacy to key authorities.



Significant Projects

- | | |
|--|---|
| <ul style="list-style-type: none"> 1 Austin Street Civic Space
Investigate street closure options for public open space, seating and greening 2 Pilgrim Street Underpass
Investigate widened footpaths, improved pedestrian connections, cycling facilities and greening 3 Seddon Station
Enhance arrival to Seddon through improved pedestrian connections, lighting and wayfinding 4 Williamstown Road North
Investigate greening, improved pedestrian and cycling connections, reduced road widths 5 Nicholson Street
Enhance pedestrian and cycling connections to Yarraville Gardens 6 Victoria Street and Charles Street renewal | <ul style="list-style-type: none"> 7 Harris Reserve Concept Plan Implementation and New Public Toilet 8 Trugo Club upgrade detailed design and implementation 9 Charles Street Triangle Greening
Investigate greening community led opportunity |
|--|---|

Legend

- Charles and Victoria Street renewal
- ⋯ Biodiversity corridors/ greening Seddon
- Increased canopy cover opportunities on streets wider than 13m
- Pedestrian threshold program (street level crossings)
- Investigate new local open space as per Marib. Open Space Strategy
- Investigate continuous lighting treatment in SNAC to unify the village

Objectives

- To celebrate Seddon's community, heritage and local character
- To create a high quality public realm that is attractive, safe and inviting that supports the local economy
- To increase opportunities in public spaces for social interaction and recreation
- To support biodiversity and ecological connectivity and promote sustainability and environmental resilience

Strategies

- Improve utilisation of existing open space and ensure that they are safe, accessible and attractive
- Secure additional public open space in the Seddon Neighbourhood Activity Centre to create opportunities for social gatherings
- Establish strategic partnerships that increase leisure and open space opportunities
- Foster increased late-night activity in the Seddon Neighbourhood Activity Centre to contribute to the vitality of the area
- Encourage increased biodiversity outcomes by linking disconnected green spaces throughout the suburb
- Improve access and linkages to community infrastructure in proximity to Seddon.
- Recognise and incorporate local heritage into wayfinding of Seddon
- Improve canopy tree coverage across the suburb to reduce the urban heat island effect and provide shading

Actions

- Investigate the reallocation of street space for recreation and greening opportunities, including at:
 - Western section of Austin Street where it intersects with Victoria Street
 - Northern section of Williamstown Road
- Undertake a master planning process for improvements to existing open space
- Continue to implement the recommendations of the Maribyrnong Open Space Strategy
- Develop and implement a lighting plan for the Seddon Neighbourhood Activity Centre to improve passive surveillance and perception of safety
- Undertake a master planning process for Seddon train station, including improvements to landscaping, existing station buildings and the public realm
- Investigate opportunities for kerbside outdoor dining, pop-up opportunities and shop-front improvements in the Seddon Neighbourhood Activity Centre and Gamon Street Local Centre
- Facilitate opportunities for greater cultural diversity and First Nations History representation through public artwork and iconography
- Develop and implement a wayfinding strategy to enhance gateways and arrival points, and to highlight key locations such as the Seddon Neighbourhood Activity Centre, Gamon Street Local Centre and Seddon Station
- Identify and establish opportunities for water sensitive urban design to manage stormwater effectively and contribute to sustainable urban development



Access and movement



Access and movement

Principles

- Strengthen identity and activation of commercial areas
- Public realm improvements to connect community
- Promote safe, accessible, people oriented movement
- Improve physical connections and wayfinding

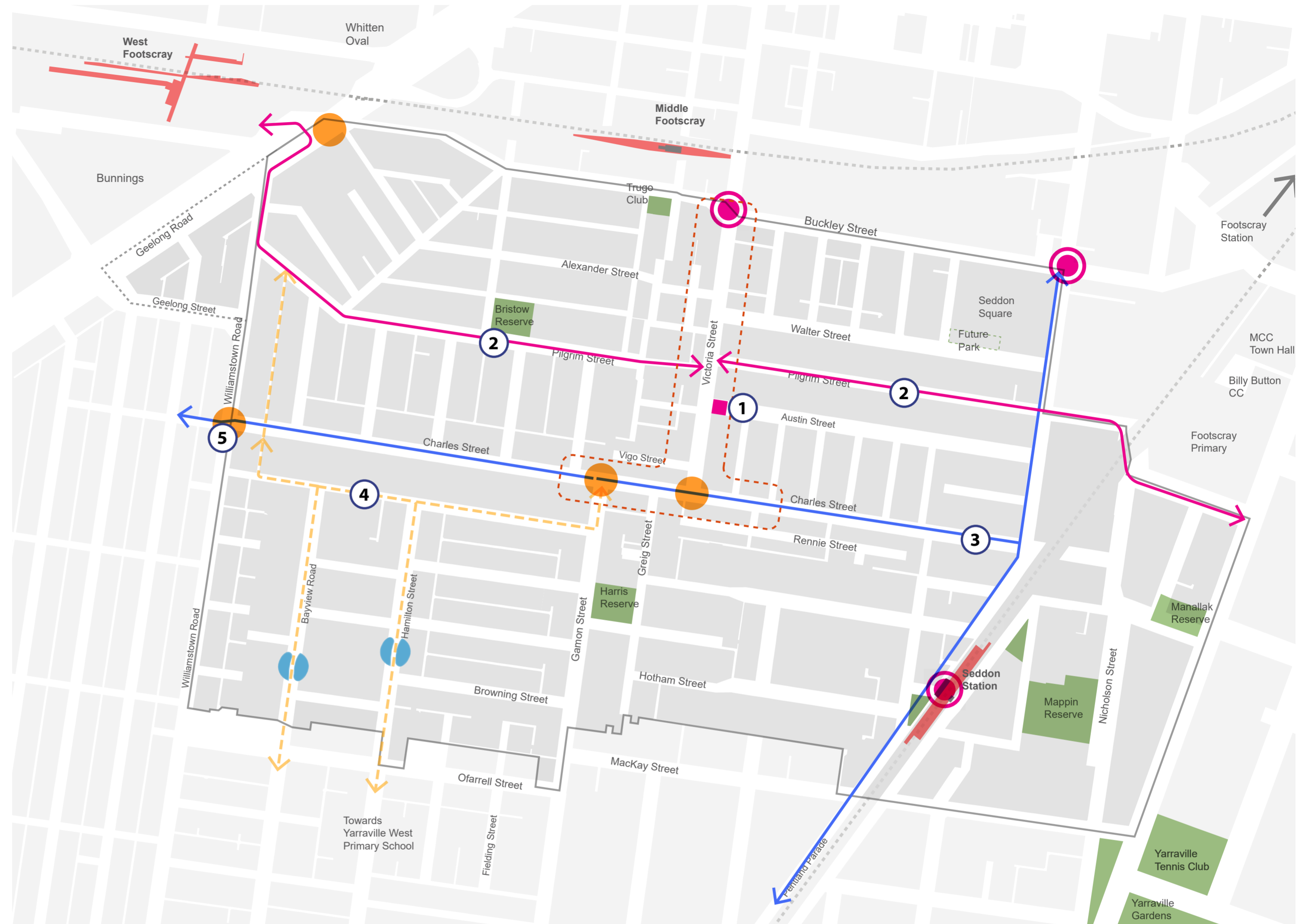
The Seddon Neighbourhood Plan will create a suburb that offers safe and convenient access for all transport modes and enhance its accessibility to key places.

With access to three train stations (West Footscray, Middle Footscray and Seddon stations), Seddon is ideally located to leverage sustainable transport modes. However, the suburb lacks a cohesive and complete network with poor accessibility to key locations. Although there are pedestrian-focused streets such as Victoria Street and Charles Street, accessibility and quality of these footpaths have deteriorated over time. There is also a need to increase active and public transport usage to support Seddon's role as a 20-minute neighbourhood. Key challenges include:

- Poor accessibility across the railway line to West Footscray and Middle Footscray stations
- Lack of connection to and from key locations and open space, such as Seddon Village, Seddon Station, Yarraville Gardens and Victoria University
- High vehicular speeds within the suburb, including a high rate of crashes on Buckley Street
- Inconsistent streets widths, with excessively wide streets.

The Plan will support better connections to key attractors within and surrounding Seddon and will encourage supporting infrastructure to allow for complete journeys.

Delivery of future projects will depend on cross-organisational and state agency collaboration, as well as advocacy to state agencies.



Significant Projects

- 1** Austin Street Civic Space
Explore options for a road closure to facilitate new civic space in central Seddon
- 2** Pilgrim Street Major Cycling Route
Investigate improved cycling conditions for length of Pilgrim Street between Williamstown Road and Albert Street
- 3** Potential to formalise DTP painted bike lanes
- 4** Investigate 'shimmy route' to facilitate safer school (YWPS) movements and alternative cycling route to Gamon Street
- 5** Implement new leg of Charles Street pedestrian crossing

Legend

- - - Charles and Victoria Street renewal
- Formalise DTP painted bicycle lanes
- Implement Pilgrim Street cycling route as per Maribyrnong Bicycle Strategy 2019
- - - Investigate alternative north-south major cycling routes
- Modal filter to facilitate improved cycling conditions and potentially act as small local open space
- Traffic Calming/pedestrian safety improvements
- Advocacy for improved pedestrian and cycling conditions at key DPT owned intersections/stations

Access and movement

Objectives

- To prioritise active and public transport as the primary modes of travel
- To improve pedestrian access to and within the suburb, and to schools, shops and stations
- To provide supporting transport infrastructure that benefits all ages and abilities

Strategies

- Improve and strengthen east-west and north-south pedestrian and cycle routes to link to key destinations both within the suburb and its surrounds
- Improve cycling infrastructure for all ages and abilities
- Prioritise active transport through traffic calming, accessibility and amenity improvements
- Improve safety, wayfinding and access to public transport services

Actions

- Investigate options for improvements to cycling and pedestrian safety and amenity at:
 - Pilgrim Street rail underpass and Bristow Street intersection
 - Northern section of Williamstown Road
 - Hyde and Nicholson streets (connecting to Yarraville Gardens)
 - Victoria and Charles streets, in the Seddon Neighbourhood Activity Centre
- Investigate vehicle speed reductions to 30km/hour
- Implement the Maribyrnong Bicycle Strategy, including:
 - Improvements to the existing route along Pilgrim Street and east into Bristow Street
 - Improvements to the environment and existing facilities between Yarraville and West Footscray stations
- Investigate Hamilton and Bayview streets as alternative north-south cycling routes in addition to Gamon Street
- Formalise Department of Transport and Planning pop-up bicycle routes
- Advocate to the state government for improvements to:
 - Pedestrian access to Middle Footscray and Seddon train stations
 - Bus services that connect to Seddon train station



Implementation

The Implementation Plan sets out the actions required to achieve the vision of the Plan. The actions are identified in the following categories:

- Policy
- Investigation
- Project
- Advocacy

Every action is allocated a lead responsibility, as well as any external partners. Broad time frames are identified for each action as short (1-3 years), medium (4-7 years) or long (8+ years).

Delivery of projects are subject to Council's budget cycle and government grants program.



Action	Category	MCC lead responsibility	External partners	Estimated funding required	Timeframe
Land Use and Built Form					
Prepare and amend the Maribyrnong Planning Scheme to introduce changes to the activity centre boundary, zoning and built form guidelines as outlined in this document	Policy	Planning and Environment	Department of Transport and Planning	\$	Short
Public Realm					
Investigate the reallocation of street space for recreation and greening opportunities identified in this document	Investigation	Infrastructure Services	Department of Transport and Planning VicRoads	\$	Long
Undertake a master planning process for improvements to existing open space	Project	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	\$\$	Medium
Continue to implement the recommendations of the Maribyrnong Open Space Strategy	Project	Infrastructure Services		\$\$	Long
Develop and implement a lighting plan for the Seddon Neighbourhood Activity Centre to increase passive surveillance and perception of safety	Project	Planning and Environment		\$	Short
Undertake a master planning process for Seddon train station, including improvements to landscaping, existing station buildings and the public realm	Project	Planing and Environment	Department of Transport and Planning VicTrack VicRoads	\$	Medium
Investigate opportunities for kerbside outdoor dining, pop-up opportunities and shop-front improvements in the Seddon Neighbourhood Activity Centre and Gamon Street Local Centre	Investigation	Planning and Environment		\$	Short
Facilitate opportunities for greater cultural diversity and First Nations History representation through public artwork and iconography	Project	Community Services		\$	Medium
Develop and implement a wayfinding strategy to enhance gateways and arrival points, and to highlight key locations such as the Seddon Neighbourhood Activity Centre, Gamon Street Local Centre and Seddon Station	Project	Planning and Environment		\$	Short
Identify and establish opportunities for water sensitive urban design to manage stormwater effectively and contribute to sustainable urban development	Investigation	Planning and Environment		\$	Medium
Access and Movement					
Investigate options for improvements to cycling and pedestrian safety and amenity identified in this Plan	Investigation	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	\$\$	Medium
Prepare design for Victoria and Charles Street road renewal works	Project	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	\$\$	Medium
Investigate vehicle speed reductions to 30km/hour	Investigation	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	\$	Short
Implement the actions of the Maribyrnong Bicycle Strategy identified in this Plan	Project	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	\$\$	Long
Investigate Hamilton and Bayview streets as alternative north-south cycling routes in addition to Gamon Street	Investigation	Infrastructure Services		\$	Short
Formalise Department of Transport and Planning pop-up bicycle routes	Project	Infrastructure Services	Department of Transport and Planning	\$	Medium
Advocate to the State Government for improvements identified in this Plan	Advocacy	Infrastructure Services	Department of Transport and Planning	\$	Short