

Seddon Neighbourhood Plan – Issues and Opportunities Paper Engagement Summary Report

August 2023



Background

To plan for Seddon's future, Council is developing a Neighbourhood Plan (the Plan) to establish what is important for the community, what Seddon should look like in the future, how the activity centre should function and direction for future development.

To support our planning, in late 2022, Council asked the community to share their long-term vision for Seddon. Respondents told us 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
- features quality footpaths, cycle networks, and lower speed limits
- retains its unique culture, heritage, and culture

Based on this feedback, along with internal workshops and specialist advice, Council developed an Issues and Opportunities Paper (the Paper) identifying eight key themes reflecting what we had heard from the community they are looking for in a future Seddon.

This was then shared with the community for further feedback over a four week period from Monday 3 July to midnight Monday 7 August 2023.

Methodology

A questionnaire was available online on Council's digital engagement portal, Your City Your Voice, where respondents were invited to share their level of support for each of the eight key themes and to prioritise key opportunities for delivering the Plan. Hard copies were provided at in-person sessions.

A postcard, which invited participation via Your City Your Voice and included information on three in-person events, was also distributed to Seddon households and businesses.

The Project was also promoted via an ad in the Star Weekly Newspaper, and via media, traditional and social.

Overall Response

Over 1200 people (**1,288**) visited the project page with **94** making contributions, which included:

- **91** to the questionnaire (70 online, 21 at in-person events)
- **three** individuals sent emails directly to the City Design inbox.

Approximately **85** individuals also attended the in-person events.

Your City Your Voice

91 contributions were received (including the **21** hard copy questionnaires which were manually inputted into the portal with the online contributions). **37** people also followed¹ the Project page.

The Paper was downloaded **158** times. Interest in the Project peaked on 13 July 2023 following the in-person event, and again on the 18 July coinciding with a social media post, with **108** and **73** views of the page respectively.

¹ Following a project ensures community members are able to follow project progress with an alert sent via email advising of any updates.

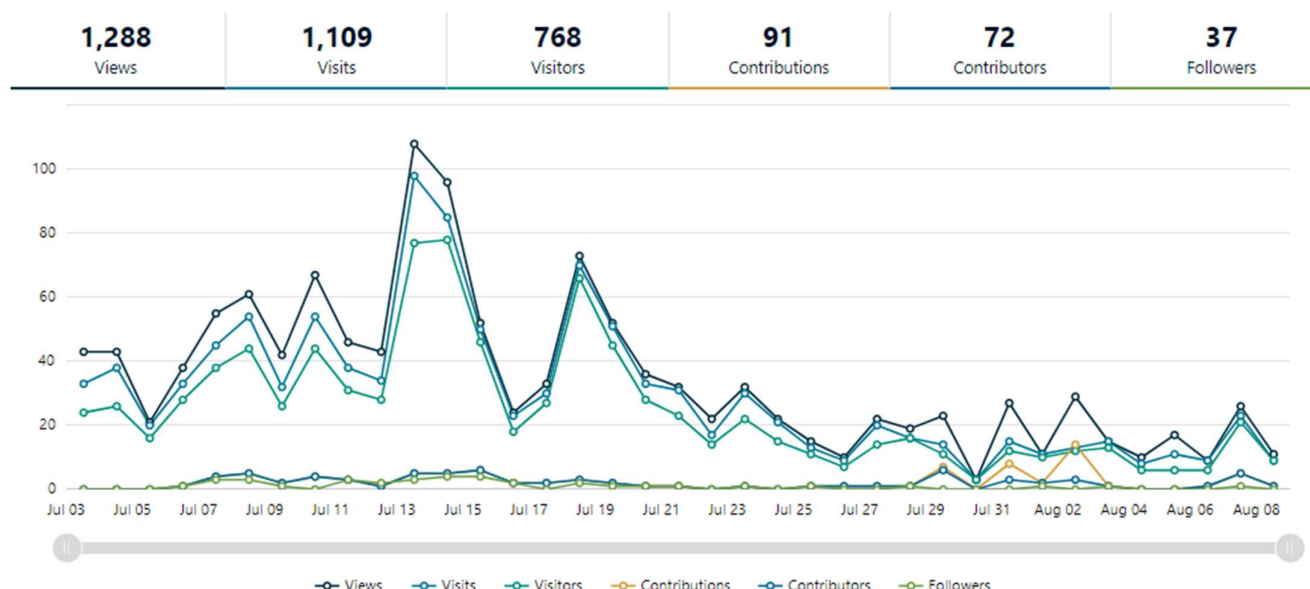


Figure 1: Digital engagement performance summary

In-person events

Three in-person events were held:

- Thursday 13 July, 3.30-6.00pm at Casa di Tutti
- Saturday 22 July, 10.00am-12.30pm at Seddon Uniting Church Hall
- Saturday 29 July, 2.30-5.30pm at Est. 1906

Approximately **85** community members attended in total. These in-person events provided an opportunity for community members to discuss the Issues and Opportunities Paper with Council officers in greater detail, ask any questions and also share their ideas and comments. Attendees were also invited to complete hard copy questionnaires (**21** took up this option).

Email submissions

Three emails were received by the Project team directly. This feedback related to capping building heights and building controls, closing a portion of Charles Street to traffic similar to Yarraville, and a request for further information about the themes presented in the Paper.

Questionnaire Findings

A total of **91** questionnaires completed:

- **70** responses to the online form
- **21** contributions via hard copy form collected during in-person events

Question 1: Please indicate your level of support for the eight key themes. One = not at all supportive, five = very supportive.

Overall the **91** respondents who answered this question were generally more supportive than not of each of the eight themes.

79.12% (72) were very supportive of the 'Grow a Greener Seddon' theme and **60.44% (55)** were very supportive of the 'Promote Safe, Accessible, People Oriented Movement' theme.

'Connected Edges' was the least supported theme, with **48.35% (44)** of respondents selecting a level of neutral or below.

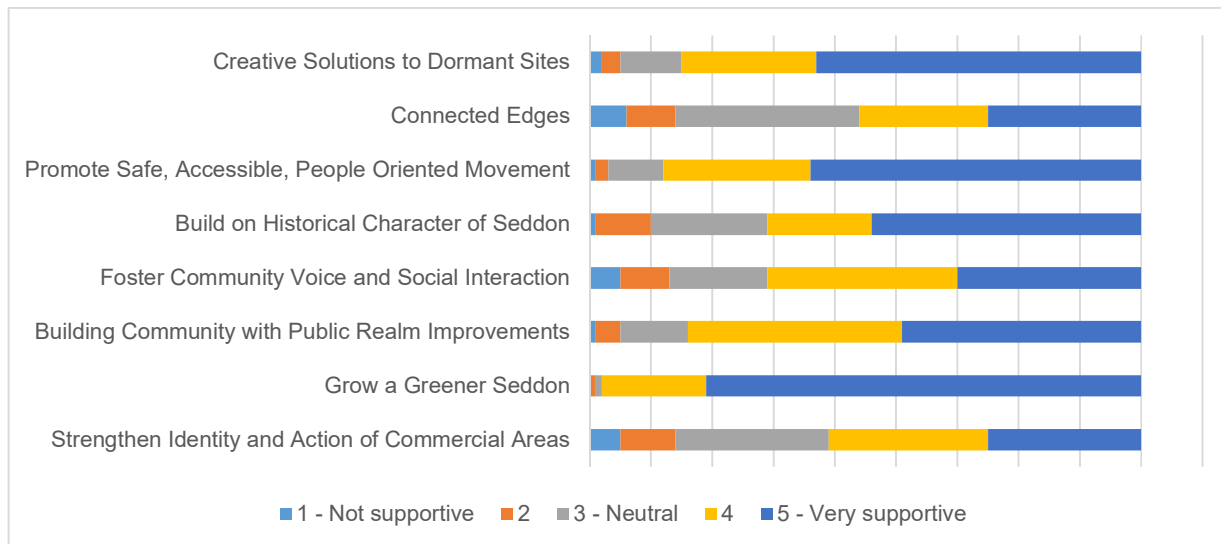


Figure 2: Support level findings

Question 2: Have we missed anything from the eight key themes?

Answered by all 91 respondents.

50.55% (46) indicated nothing was missing, while **49.54% (45)** respondents indicated that, yes, something was missed.

Question 3: If yes, please explain.

Of the **40** who provided an explanation feedback included:

- better explanation of themes, particularly 'Connected Edges'
- car accessibility and parking
- building heights capped, quality design
- fear of overdevelopment
- connectivity within, and to surrounding suburbs and facilities
- improved pedestrian and cycling amenity

"Prevent overdevelopment, encourage medium density builds instead of apartment towers (which are) unsuitable for families long term."

"Improve access to public open space (such as by enhancing pedestrian connection across Hyde St to Yarraville Gardens). Replace reference to historical character to valued character. Support residents to make green choices (eg. on street EV infrastructure)."

Opportunities for delivering the Plan

Respondents were invited to prioritise their top two opportunities for delivering the Plan, framed under the five themes of:

- **Context and Demographics** – With a future changing demographic, Seddon will need to respond to increases in population across different age groups and their associated needs.
- **Business and Community** – Seddon Village is currently a centralised area for the local community as well as visitors from surrounding neighbourhoods. Further work to support business and communities will contribute to a thriving local area.
- **Land Use and Built Form** – Protection and celebration of Seddon's land use and built form is needed to ensure that the suburb adapts and expands with its residents.

- Public Realm, Sustainability and Resilience – Community interactions in the public realm is a key part of the suburb's identity. It is important that the public realm interventions address the climate emergency and are sustainable into the future.
- Transport – Travelling to and within Seddon can be improved to further strengthen the suburb as a 20-minute neighbourhood.

Theme: Context and Demographics

Under this theme, 'Continue to implement 20-minute neighbourhood principles to encourage 'living locally' and shared office spaces' was the top opportunity - selected by **82.22% (73)** of respondents.

Opportunity	Percentage of respondents
Continue to implement 20-minute neighbourhood principles to encourage 'living locally' and shared office spaces	82.22% (73)
Accommodate expected population growth in affordable and diverse housing types	68.13% (62)
Identify appropriate locations for new housing	51.65% (47)

Table 1: results for Context and Demographics opportunities in order of importance

Thirty-seven respondents provided additional comments around:

- affordable housing
- capping building heights, more diverse housing stock
- strengthening local character, and the unique Village feel of Seddon
- concern around overdevelopment or inappropriate development.

"A need to look at diverse housing types, but quality needs to be tightly governed. New properties should follow good design principles (energy accessibility) and don't need to be 6 storeys plus."

"Don't destroy the very characteristics that make Seddon so desirable by overdevelopment of residential and commercial zones."

Theme: Business and Community

There was little to separate the top five opportunities identified.

'Develop modern, flexible and adaptable community spaces that can be used by all, including supporting ageing in place' was the top opportunity by a narrow margin - selected by **39.59% (36)** respondents.

'Provide planning and business support to strengthen night time economy while supporting day time activity,' 'Encourage active street frontages in Seddon Neighbourhood Activity Centre to promote consistent pedestrian activity,' and 'Explore the use of public spaces and other facilities to hold community events' were all equally supported by **32.97% (30)** respondents.

Opportunity	Percentage
Develop modern, flexible and adaptable community spaces that can be used by all, including supporting ageing in place	39.56% (36)
Provide planning and business support to strengthen night time economy while supporting day time activity	32.97% (30)
Encourage active street frontages in Seddon Neighbourhood Activity Centre to promote consistent pedestrian activity	32.97% (30)
Explore the use of public spaces and other facilities to hold community events	32.97% (30)

Enhance branding and identity of Seddon Village to create a well-known, cohesive and popular retail and hospitality destination	28.57% (26)
Provide spaces to meet demand for children's services	20.88% (19)
Support a greater amount of mixed use spaces including office	12.09% (11)

Table 2: results for Business and Community opportunities in order of importance

Thirty-two respondents provided additional comments around:

- night-time economy and/or activation
- spaces for community gathering
- car accessibility and parking

"More night activity would be great."

"Parking will need to be addressed if you want to encourage greater participation(but not) at the detriment to residents many who don't have off street parking. It is already difficult enough finding parking close to one's home."

Theme: Land Use and Built Form

61.54% (56) of respondents selected 'Develop planning policy that guides high quality environmentally sustainable buildings with appropriate heights setbacks and landscaping' as their top opportunity.

Opportunity	Percentage
Develop planning policy that guides high quality environmentally sustainable buildings with appropriate heights setbacks and landscaping	61.54% (56)
Explore options to enable activation or redevelopment of dormant sites	52.75% (48)
Require sustainable best practice initiatives in new development and in council projects	40.66% (37)
Investigate ways to celebrate and promote Seddon's history in the built form and public realm	27.47% (25)
Develop policy to strengthen economic /employment role and social/community function of the Seddon Village	17.58% (16)

Table 3: results for Land Use and Built Form opportunities in order of importance

Twenty-four respondents provided additional comments around:

- maintaining local character and protecting heritage
- quality and/or environmentally sensitive design
- general support for all opportunities

"Part of what attracted me to Seddon in the first place was the old street frontage. I'm told its one of the oldest suburbs. It would be a shame to lose the character of the area."

"There are far too many residential buildings being approved with design features that are unsustainable, including poor orientation, dark roofing, and gas connections. These should be banned as a bare minimum."

Theme: Public Realm, Sustainability and Resilience

'Plan for increased tree plantings through an urban forest plan for Seddon' was the top opportunity selected by **73.63%** of respondents.

Opportunity	Percentage
Plan for increased tree plantings through an urban forest plan for Seddon	73.63% (67)
Create new public open space as per Maribyrnong Open Space Strategy and identify improvements to existing public open spaces	43.96% (40)
Support increased safety and amenity improvements around railway stations	19.78% (18)
Investigate preparing a lighting improvement plan in the Seddon Neighbourhood Activity Centre	14.29% (13)
Identify public realm locations in the Seddon Neighbourhood Activity Centre for quality/amenity improvements	10.99% (10)
Ensure future master planning work in the Seddon Neighbourhood Activity Centre rectifies DDA compliance gaps to facilitate improved access for all	9.89% (9)
Strengthen the public art offer in the Seddon Neighbourhood Activity Centre through representation of cultural diversity and First Nations history	6.59% (6)
Incorporate water sensitive design in public realm projects	6.59% (6)
Continue to implement water sensitive urban design and integrated water management objectives in new development	6.59% (6)
Use signage and built form to enhance gateways and arrival points	4.4% (4)
Engage with Seddon Traders Association on the importance of ensuring universal access	3.3% (3)

Table 4: results for Public Realm, Sustainability and Resilience opportunities in order of importance

Eighteen respondents provided additional comments around:

- more green spaces and tree planting
- safety
- general support for all opportunities

“The trees in Victoria Street have made it a lovely place to be. Repeating this across the city will do the same.”

“Appropriate lighting is a safety concern so this has to be a priority. Public open spaces are important to bring the community together. Planting and water sensitive design should be a standard for council in all future planning.”

Theme: Transport

42.86% (39) respondents selected ‘Review current street space allocation on particular streets for greening or public spaces’ as their top opportunity, just ahead of ‘Encourage walking through improved pedestrian priority and safety crossings’ with **37.36% (34)** respondents.

Opportunity	Percentage
Review current street space allocation on particular streets for greening or public spaces	42.86% (39)
Encourage walking through improved pedestrian priority and safety crossings	37.36% (34)
Explore additional improvements to the cycling network	25.27% (23)

Liaise with relevant authorities to investigate options for improved pedestrian connectivity to West Footscray and Middle Footscray railway stations	24.18% (22)
Advocate to public transport authorities to reroute or loop the 223 and 409 bus routes via Seddon Railway Station	17.58% (16)
Improve wayfinding and connectivity between Seddon Neighbourhood Activity Centre and railway stations	15.38% (14)
Consider developing a 'shimmy' cycling network of low speed local streets	15.38% (14)
Continue to implement the Maribyrnong Bicycle Strategy	15.38% (14)
Liaise with public transport authorities for improved bus services at peak hour and evening	7.69% (7)

Table 5: results for Transport opportunities in order of importance

Twenty-eight respondents provided additional comments around:

- pedestrian and cycling amenity
- reducing the dominance of cars in the suburb
- connectivity
- general support for all opportunities

“Bike riding is a cheap form of transport that does amazing things for mental health, physical health, accessing employment and lowering our carbon emissions. The village feel of Seddon is perfect to implement a safe dedicated cycling network. “

“I had to pick only 2, but I feel that all of these are pretty important to a better suburb.”

Other feedback

Fifty respondents provided additional feedback on the Issues and Opportunities Paper generally including:

- car accessibility and parking
- a desire for more trees and greenery
- more services that cater for a growing population
- ensuring protection of heritage and quality design
- opportunities for the community to come together
- improved pedestrian and cycling amenity

“The whole aim of this Plan must be to build on the very unique character of Seddon. It must not encourage inappropriate development to the detriment of the current environment. If the present character is retained, Seddon has the potential to become a very special place to reside and visit. The history of Seddon is so unique it must be preserved.”

“People will find a reason to create connections if we give them the space to do so. Like the Trugo Club and parks.”

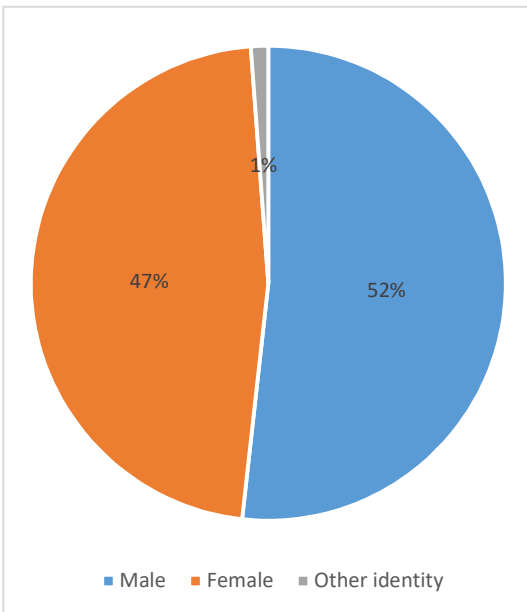
Demographics

Respondents to the questionnaire (online and hard copy), were asked to provide some basic information around age, location and gender.

- **52%** of respondents were male and **47%** were female, 1% identified as another gender
- The majority were aged between 35 and 49 years, followed by 40-44 and 50-54 years
- The majority of respondents reside in Seddon, followed by regular visitors to the suburb.

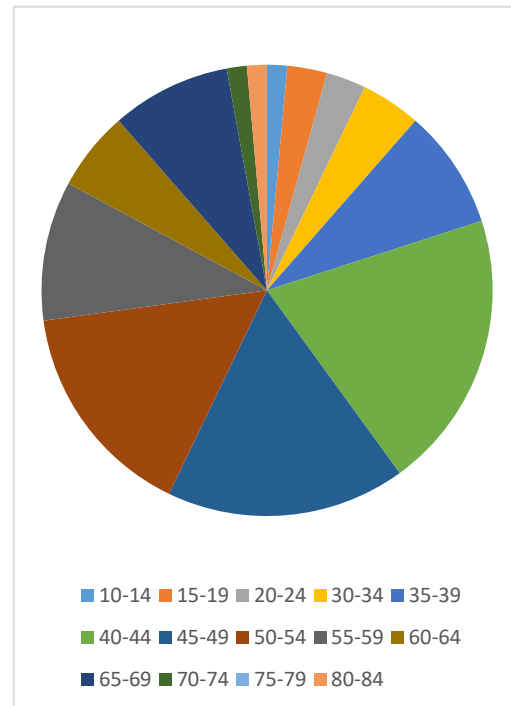
What is your gender?

Answered by 85 respondents.



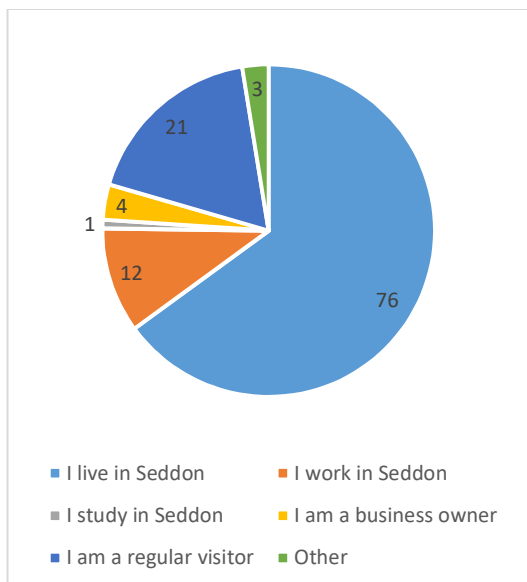
How old are you?

Answered by 84 respondents



Which best describes your relationship to Seddon?

Answered by 90 of 91 respondents.



Respondents were also invited to provide their suburb of residence.

Of those who didn't live in Yarraville, eight reside in Yarraville, three in West Footscray, two from Footscray, and one in Deniliquin (NSW).