

2010 review

Seddon's vision is to create an urban oasis within the inner west of Melbourne.

Key design objectives



1. Enhancing the **sense of community**, building upon the traditional values of a 'village' where people are friendly, familiar and on the street.



2. Providing **legibility, identity and cohesion to the retail** environment with guidelines for development.



3. Creating a **vibrant and viable village** environment which provides both local and district speciality attractions.



4. Providing **pedestrian priority** by slowing of traffic, minimising street widths and increasing the number of crossings with the potential for refuge to centre of key streets.



5. Improving the **public realm**, particularly the street environment for kids, prams and older people with improved paving, lighting and signage.



6. **Greening the neighbourhood**; homes, streets and parks with species appropriate for the local climate and maintenance regime.



7. Improving the physical **connections and visual clarity** to existing transit, local/ adjacent facilities and the river recreation area.



8. Retaining and celebrating the western **suburb's culture and heritage qualities** of the neighbourhood.



9. Implementing and maintaining the desired long term vision with a **clear implementation strategy**.

Introduction

The Seddon precinct Urban Design Framework seeks to foster and strengthen local community identity through improvements to the public realm. The parks, stations and streets, particularly those within the strip retail, all form part of this public realm. There is a need to balance the existing residential neighbourhood character with the desire to reinforce a strong image, or identity for Seddon.

This Urban Design Framework will study the area defined by Buckley Street, Williamstown Road, Somerville Road and the Hyde Street. While Seddon officially extends south only to O'Farrell and Mackay Streets, there is no physical or perceptual barrier until Somerville Road.

Executive Summary

The Maribyrnong City Council Municipal Strategic Statement (p6) recognises that '...Yarraville, Seddon and Barkly Village have potential for re-development of individual character and greater social and cultural role.'

Through discussion with the Seddon community we identified that there was overwhelming support '.... create an urban oasis within the inner west of Melbourne.'

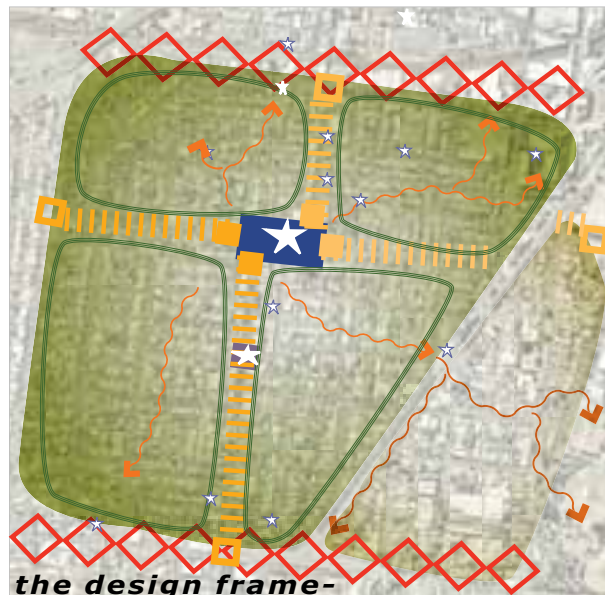
The framework, objectives and location of specific guidelines/action plans are indicated in the adjacent diagrams.

A priority for implementation is to create a green environment which slows and inhibits traffic. Initial projects will include the gateways and additional street tree planting. There is a desire to significantly improve the Seddon station environment with a focus on providing safe bicycle and pedestrian access east over the rail lines to the adjacent parks and river recreation corridor.

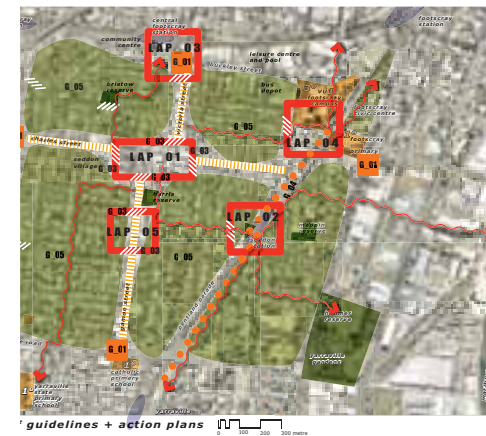
Achieving the Seddon vision will depend on a whole of Council approach to the implementation plan and a co-ordinated allocation through the annual budget process. It is anticipated that further action will include the formation of a Community Action Team for Seddon [CATs] with some support from Social Planning.



the design framework



the design frame-



Guidelines

- G_01 Gateways
- G_02 Promenades
- G_03 Thresholds
- G_04 Rail corridor pedestrian connection
- G_05 Oasis residential pocket definition
- G_06 Peripheral connections

Local Action Plans

- LAP_01 Seddon Village
- LAP_02 Seddon Station Square
- LAP_03 Middle Footscray + Northern Gateway
- LAP_04 Rail Underpass + Eastern Gateway
- LAP_05 Gamon Street Village

seddon urban design framework

2005 PROCESS

The process to achieve this Urban Design Framework (UDF) broadly followed the urban design planning note #3, prepared by Department of Infrastructure (DoI). Frameworks are strategic planning tools that set out an integrated design vision for the desired future development of urban places.

The focus was on consultation, establishment of a vision and then identification of possible projects to implement. The draft Seddon UDF was developed between February and July 2004. There was also preliminary work carried out by Kelvin Walsh from January 2003.

This project was guided by, and would not have been possible without, Kelvin Walsh of Maribyrnong City Council.

The Seddon urban design framework was undertaken with extensive consultation with the local Seddon community and the professionals within Maribyrnong City Council.

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Adrian Gray Landscape Architect
Mary Ciliak Social Planner and Research
Troy O'sullivan Traffic Engineer
and others involved from Maribyrnong City Council, including Councillor Hartland and Councillor Rice.

2010 REVIEW BACKGROUND

The Seddon Urban Design Framework has been the guiding document for urban design initiatives and improvements in Seddon over the last 5 years. Significant achievements under the Strategy in this time include:

- Promenade street tree planting (Gamon Street West)
- Installation of formal pedestrian crossing and associated lighting on Charles Street.
- Design & construction of the Seddon Station Park and car park.
- Design & construction of central road medians and associated landscape treatments on Charles and Victoria Streets.
- Design & construction of Gamon Street stages 1 & 2 (Somerville Road to Browning Street).

One of the actions nominated in the Framework is to undertake a review every 5 years. Accordingly, City Design & Place Making have been re-assessing the contents of the strategy and actions in consultation with relevant internal and external stakeholders. A more detailed account of this process is provided within the body of this report. Following EMT review and comment, it is requested that the revised UDF is presented to the February 1 Council Briefing.

CONSULTATION PROCESS

The review involved an extensive consultation process with residents and traders which involved the following;

An initial public information session was held in October 2009 which was attended by 50 local residents. This session presented the key components of the 2005 strategy and detailed completed projects to date and projects yet to be undertaken. The session offered participants the opportunity to review the key design objectives and remaining actions and offer comment around alternate actions.

An information session was also conducted with traders in March 2010.

Council officers across a range of Units were also consulted in the review of the Seddon UDF. Councillors Martin Zakharov and John Cumming have also been kept informed of the review and public information sessions.

A final public information session was conducted on November 24, 2010 attended by 8 residents which presented the final key action recommendations and the revised strategy as a result of comments to date. With the cessation of the Seddon Traders group, a "drop in" visit to over 30 traders was conducted on Dec 1, 2010 to ensure traders views were also considered in the final review.

City Design & Place Making have also met separately with representatives of Maribyrnong Makers Group, Department of Transport and bus companies.

During 2010, the construction of the Charles St median was undertaken, a project stemming from the 2005 UDF which provided another opportunity in which to engage with the community.

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From the consultations, it is worth noting that the original key design objectives have remained unchanged:

- Enhancing the sense of community
- Providing legibility, identity and cohesion
- Creating a vibrant and viable village environment
- Providing pedestrian priority
- Improving the public realm
- Greening the neighbourhood
- Improving the physical connections and visual clarity
- Retaining and celebrating the western suburbs' culture, heritage and neighbourhood qualities.
- Implementing and maintaining the desired long term vision with a clear implementation strategy.

The community consistently raised the need to accelerate the street tree planting program (Greening the neighbourhood) and to resolve traffic matters, especially speeding and illegal manoeuvres. The 2005 UDF did not provide guidance around traffic matters. This can only be assumed a matter not as evident as it is today.

In greater detail, comments included;

- Improvements to the strip shopping centre area
- Slow speeds in local streets
- Need gateway markers
- More street trees
- Improve maintenance of pavements and kerbs
- Increase pedestrian safety
- Seek opportunities for people to get out of the house
- Install more bike lanes

Many of the comments received during consultations tend to reflect the existing objectives of the original framework albeit, with a stronger greening and traffic calming focus.

The main structural changes to the Framework has centred on resolving the priorities for projects still yet to be delivered over the short, medium and long term and those which are no longer relevant. The strategy has therefore been updated to reference completed projects and has removed those no longer being pursued.

Compiled by Matt Slavin, Manager City Design and Placemaking at Maribyrnong City Council and Scott Munro of Infinity Landscape Architects, December 2010

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Yarraville Gardens Masterplan
Yarraville Gardens masterplan prepared by Coomes Consulting with the Maribyrnong City Council.



Municipal Location
Melways location reference Map 42, B7



Extent of Seddon Precinct study area
Seddon precinct is bounded by Buckley Street in the north, Williamstown Road in the west, Somerville Road to the South and Hyde Street to the east. It should be noted that the Williamstown/Werribee trainline acts as a significant barrier to south-eastern portion of Seddon.

Carparking Strategy
Seddon Shopping Centre parking management strategy (final report) July 2004 prepared by Traffix Group and Maribyrnong City Council. This is the final version of the proposed new parking restrictions around the Seddon Village shopping precinct, which has been adopted by Council. This drawing needs to be read in conjunction with the full report.



Existing projects or masterplans that will have an impact on the Seddon Precinct Urban Design Framework have been outlined below.

Mappin Reserve

Community consultation informed the design for this open space which was constructed in 2006.

Yarraville Gardens

The masterplan for the redevelopment of Yarraville Gardens was completed and subsequently approved by CASP (community access and strategic policy) in 2004. Staged implementation of the vision is continuing. Refer to attached masterplan of the Garden for preliminary indication of scope. Further detail is available from the Open Space Department at Maribyrnong City Council.

Somerville Road Embankments

Friends of Stony Creek are currently managing planting and maintenance in partnership with Council.

Bike Routes

The provision of further on-road bicycle lanes is being undertaken through out Maribyrnong. The Pilgrim and Albert Street route was completed in July 2004.

Street Tree Planting

Pyrus (Ornamental Pear) street trees were installed in the Victoria Street pedestrian realm during the 2004/2005 financial year. In 2005 and 2007 *Angophora* (Smooth-barked Apples) were installed in central road medians on Charles Street (west) and Gamon Street respectively. This was followed by further *Angophora* street tree planting in the central road median of Victoria Street in 2008/2009.

Streets without any trees in the Seddon area have been reviewed for future tree planting as part of the Maribyrnong City Council's Street Tree Planting Program. The planting program is currently scheduled for completion in 2018. A program schedule is available from the Open Space Department at Maribyrnong City Council.

Outcomes of Parking Strategy

Recommendations from the community have been incorporated into the latest report and were approved by Maribyrnong Council in July 2004. Most of the report recommendations have been implemented. Additional changes have been made in consultation with the community.

Refer to full traffic management report prepared by Traffix Group with Maribyrnong City Council.



current status of precinct



Melways location reference Map 42 B,7



Land Use Zoning (rhs)

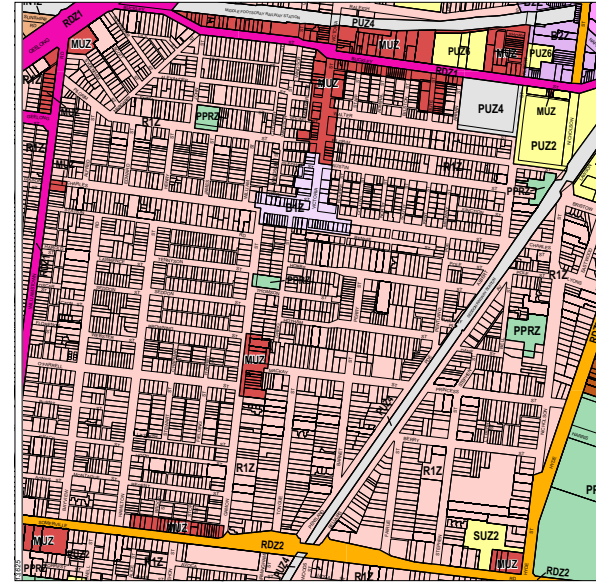
Partial plan showing existing land-use zoning for the Seddon precinct. Full explanation for these zones are described to right of map.

Heritage Overlays (rhs)

Partial plan showing existing heritage overlays for the Seddon precinct. A more detailed explanation for these overlays are described to the right.

History + Memory (Lhs)

Source and re-interpret the diversity of Seddon's existing history. Use art and sculpture as a way of displaying and increasing awareness.



The relevant statutory planning framework including overlays and zones is broadly outlined below. For further detail refer to the Maribyrnong Planning Scheme.

The following overlays impact upon the Seddon precinct. Refer also to the key diagrams adjacent, showing location of these zones.

Zoning

Refer to extract from planning scheme to left.

Heritage Overlays

Refer to extract from planning scheme to left.

HO9 areas generally requiring a permit for development (see attached plan)
HO42 3-5 Gledhill Street
HO70 for 102-106 Victoria street
HO79 95 Hamilton Street (former infant welfare centre)
HO80 3 Tongue Street (paint controls)
HO 147

Public Acquisition

PUBLIC ACQUISITION overlay 01 (for road widening to the corner of the Buckley and Victoria Street).

Environmental Audit

This applies to potentially contaminated land on Bute Street.

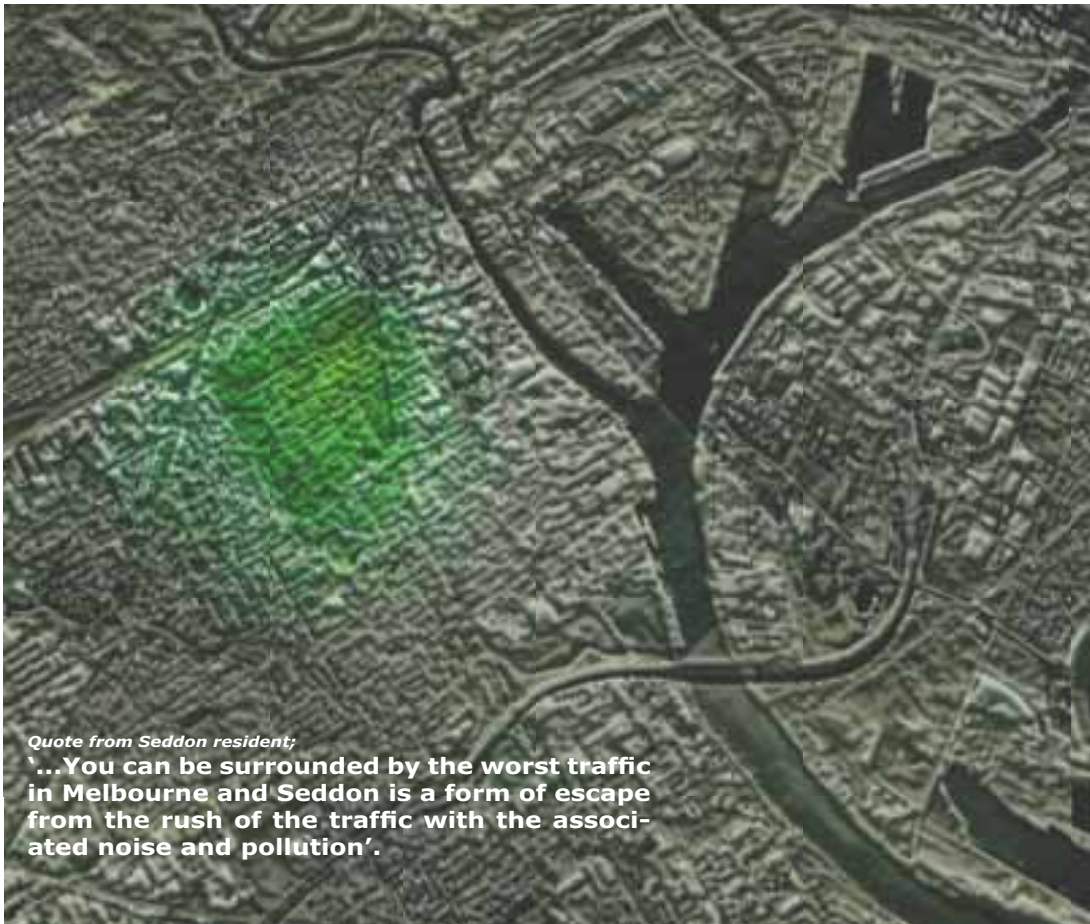
Other Overlays

The following overlays have been reviewed and are not relevant:
Development Contributions
DPO - Development
Incorporated Plan Overlay
Land Subject to Inundation (LSIO)

U R B A N O A S I S

Seddon's vision is to create an urban oasis within the inner west of Melbourne.

U R B A N O A S I S



Quote from Seddon resident;

'...You can be surrounded by the worst traffic in Melbourne and Seddon is a form of escape from the rush of the traffic with the associated noise and pollution'.

The vision is the overall big picture. It provides an emotive image of the way Seddon could appear in the future.

The vision informs the detail of the design principles and the objectives that form the core of this report.

The Vision

Seddon's vision is to create an urban oasis within the inner west of Melbourne.

These can be interpreted in a number of ways. Seddon provides a sense of protection and escape from the bustle of the surroundings. A form of retreat or enclave.

To provide a vibrant village environment that is integral to the local community's sense of 'well-being'.

The calm, lush, green 'oasis' within the haze of brown industry, pollution and vehicle noise.

Seddon is moving towards an urban model which includes an intensity of activity and diversity within the oasis.

Vision Elements

The vision can be recognised as comprising of five key elements;

1. at the core are the enhanced residential pockets supported by
2. gateway boulevards,
3. a series of community hubs,
4. clear peripheral connections and
5. significant urban greening.

Seddon is Distinctive

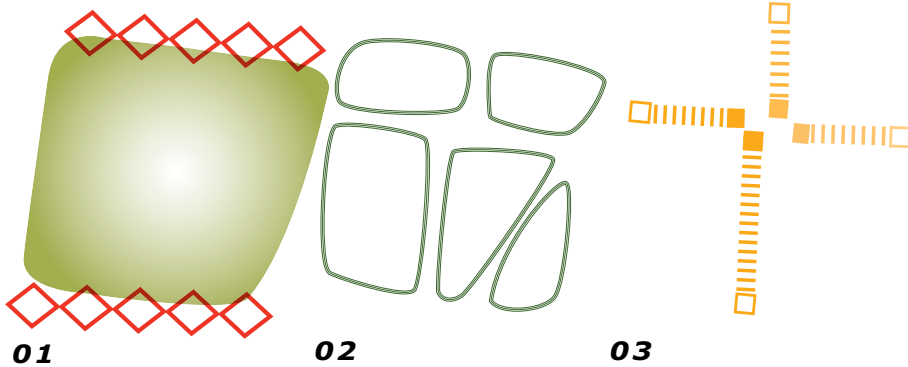
How is Seddon distinct from other neighbourhoods in the West?

Despite Seddon being only recently (1999) recognised as an independent suburb, it remains a relatively self-contained neighbourhood.

The Seddon precinct is distinct from immediate neighbours by its relatively quiet residential nature, its lack of heavy industry and busy roads of both Footscray and Yarraville.

the framework principles

These will inspire further action and focus in a relevant and accumulative manner to create the Seddon vision. These principles are the design aims. They provide a structure to support the more detailed and specific actions outlined in the subsequent parts of this report.



01 Park like Quality:

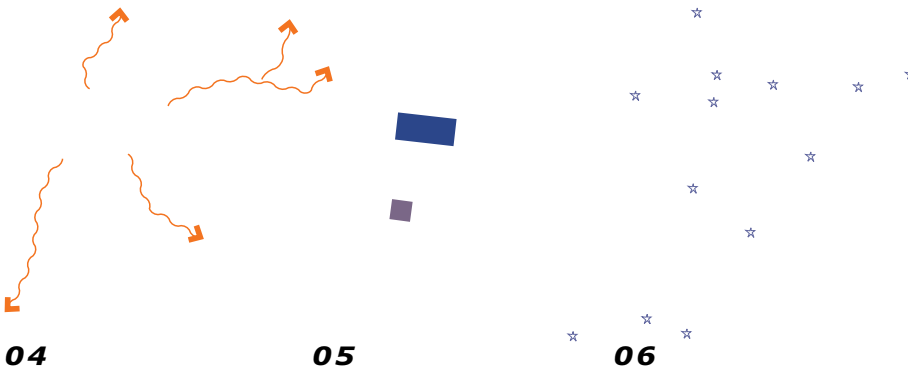
To build upon both the pocket parks, street verges and front gardens to create a green escape from surrounding environment.

02 Residential Pockets:

To maintain and enhance the core residential neighbourhoods, developing the existing character and community.

03 Gateway Boulevards:

To provide distinctive entry experience and lingering journey into the neighbourhood.



04 Peripheral Connection:

To enhance physical connection, legibility and utilisation of existing train and bus routes beyond Seddon.

05 Community Hub:

To provide a vibrant and viable village centre that is integral to the local community's sense of 'well-being'.

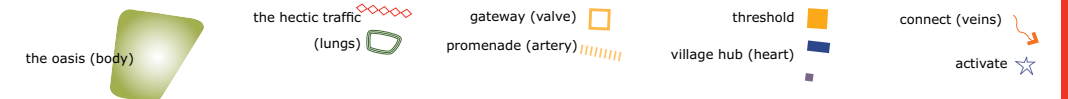
06 Activate:

To enhance the actual and perceived activity within the neighbourhood particularly in the village, boulevards and core public facilities.

07

Humanise:

To emphasise the public realm as an environment for people with relevant scale, detail and texture.



These seven principles will inspire further action and focus funding/time in a relevant manner. This will be cumulative to create the Seddon vision.

Key design objectives

These design objectives for implementing the Seddon Vision, were formulated with the community based upon the previous consultation workshop held on 6th April 2004 and subsequent feedback received. These are detailed further in the following pages.



1. Enhancing the sense of community, building upon the traditional values of a 'village' where people are friendly, familiar and on the street.



2. Providing legibility, identity and cohesion to the retail environment with clear guidelines for development.



3. Creating a vibrant and viable village environment which provides both local and some district speciality attractions.



4. Providing pedestrian safety by slowing of traffic, minimising street widths and increasing the number of pedestrian crossings with potential for additional refuges to the centre of key streets.



5. Improving the overall public realm, particularly the street environment for kids, prams and older people with improved paving, lighting and signage.



6. Greening the neighbourhood; including homes, streets and parks with plant species appropriate for the local climate and maintenance regime.



7. Improving the physical connections and visual clarity to existing transit, local/ adjacent social facilities and the river recreation corridor.

8. Retaining and celebrating the distinct western suburb's culture and heritage qualities of the neighbourhood.

1 2 3.....

9. Implementing and maintaining the desired long term vision with a clear implementation strategy that include local community participation.

What do the objectives mean?



01

1. Enhancing the sense of community, building upon the traditional values of a 'village' where people are friendly, familiar and on the street.

Village

Encouraging a higher density of activity within the existing retail environment and in the areas immediately adjacent is critical to the success of the precinct. Increase the density and diversity of local residents/occupants by inclusion of office and residential above existing shop/service tenancies.

More people on the street may increase the public familiarity and increase number of user who consider the suburb 'theirs'. It is the face to face contact that facilitates a sense of community. It is anticipated that claiming of 'ownership' of streets may further encourage a sense of community. Local market, events or fairs will be supported to increase community participation.

The use of the 'Seddonites' newspaper, community noticeboard or other publications with distribution in local shops or electronically to those interested may increase local participation. It is not possible to force people to be involved but it is possible to provide sufficient information that local residents will choose to become involved.

Camaraderie

Camaraderie was discussed by local residents as an important part of local community. How do you facilitate camaraderie? Can it start with an awareness of each other, of a familiarity? For example shop owners engaging with customers, local residents supporting local shops, cyclists and dog owners using the streets (claim ownership).

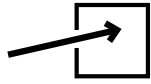
To achieve objectives of enhancing a sense of community, some of the physical requirements are:

A. Include shop-top, medium density residential or office uses above existing retail and service tenancies, or total redevelopment of some sites to provide such, should be encouraged.

B. Local people to use the streets to enhance the face to face activity, increasing familiarity.

C. Encourage walking or cycling as the preferred mode of local travel and support the use of existing public transport.

D. Express commercial activity, to stimulate additional pedestrian activity on the street.



02

2. Providing legibility, identity and cohesion to the environment of Seddon.

These three objectives support each other to create a comfortable and distinctive experience for all who are exposed to the Seddon neighbourhood.

Legible

Design which utilises the way in which the public perceive ('read') the urban environment to indicate the types of activity and location of such within the village. Visual clues which support legibility of the village include increased extent of hard surfaces, continuous awnings, increased lighting levels and activity.

Legibility can also be achieved by enhancing the demarcation of the core village precinct from the supporting service or residential areas. The legibility of an environment should be achieved without excessive use of signage.

Identity

What is the image that Seddon is projecting? An urban oasis? Thus, Seddon seeks to reinforce a sense of difference from the surrounding busyness (noise), through significant urban planting and improved amenity to the public realm.

The proximity to existing functions and amount of vehicle traffic (required car parking need) is to be considered. It is generally recognised that people like to be where people are. Do we want a lot of people to travel to the Seddon and the village particularly by car? Do we want to create a local activity centre where walking is the primary mode? Identification of the target market is critical to providing an integrated solution for the suburb.

Cohesion

All districts within Seddon should be visually and physically united. The retail and service precinct should be clearly distinguished from the surroundings. The aim is to form a greater single entity, the urban oasis.

A. Create distinctive gateways to Seddon by the use of changes in streetscape such as tree planting, road width, speed and scale of activity.

B. Provide a journey and transition spaces that act as a prelude to residential pockets and community hub with visual clues that do not simply rely on signage.

C. Reinforce the urban oasis identity on a number of scales to support the themes of residential pocket, gateway boulevard and community hub. Refer to diagram for specific techniques and themes on each.

D. Use the existing fractured street pattern to highlight activity as a vista termination.



03

3. Creating a vibrant and viable village environment which provides both local and some district speciality attractions.

Vibrant

Jan Gehl (1992) recognised that people enjoy watching other people and being where people are. It is important the 'village' appears, and is both popular and active to attract further patronage.

Viable

Adjacent built environment needs to provide an appropriate density, diversity of population to ensure that the existing services and, shops can be further supported. The local resident's market demand also needs to support the range of businesses that local community desire. Hence the familiar motto, 'if you don't use it you lose it!'

Seddon Village 'heart'

'Branding' is not quite the same as creating an identity. 'Branding' is generally a pre-emptive marketing strategy, while an identity is generally an evolved character of a place. The Seddon village does not require branding.

Seddon needs to strengthen the level of tenancy activity to encourage additional shoppers. This is about local people and support of adjacent attractions, not just about creating a specialist shopping hub!

A. Encourage activity on the street provided by outdoor product displays at shops, seating and temporary signage with shopfronts that allow clear views into businesses.

B. Provide distinct change to surrounding residential environment by lighting and urban quality of environment.

C. Create a sense of enclosure to the street edge with planters, seats and continuous awning.

D. Widen the pedestrian realm in targeted locations to cater for displays, outdoor seating and signage.

E. Provide certainty of the long term vision by a clearly articulated implementation methodology.

F. Publicise the Seddon Vision to further attract businesses, residents and developers to support the community aspirations.

G. Use the local residents and local market power to support local facilities, hence ensuring the preferred shops are viable to stay within walking distance.



04

4. Providing pedestrian safety by slowing of traffic, minimising street widths, providing central pedestrian refuge and increasing the number of pedestrian crossings.

Creating a pedestrian priority

To create a pedestrian priority it is important to provide a street environment distinct to surrounding 'busy' roads. This can be achieved by further narrowing of the roads, changes in surface material and level of activity to street edges. Reducing volumes and speed of vehicle traffic, increasing the volumes of pedestrian and cycle traffic are also effective ways to create a pedestrian priority without further built interventions.

The provision of traffic lights are only one solution to both calming traffic speed and providing safety of pedestrians. Some of the downsides to installing traffic lights are that they limit pedestrian crossing points, are costly and do not create slower traffic in the streets generally. Drivers tend to simply look for colour of lights and not be aware of potential pedestrian movement/environment.

Barriers

Gamon Street is perceived as a barrier to east-west pedestrians movement due to the lack of designated pedestrian crossing points and occasional continuous streams of traffic.

Why is this a shortcut for cars?

Traffic issues are currently being resolved at the municipal scale, by the Maribyrnong City Council traffic and engineering sections. This aims to prevent both trucks and other through vehicles using Seddon as a shortcut between Williamstown Road and the main river crossings. These include prohibiting through truck access and reducing speed limits.

A. Slow cars on gateway boulevards by signage to 40km/hour.

B. Narrow streets to provide a clear differentiation between local streets and the surrounding through road access.

C. Increase number of safe crossing places with pedestrian refuges.

D. Plant street trees to centre of selected streets to provide clear differentiation to through road access surrounding Seddon.

E. Inhibit through traffic routes by both prohibiting this route for trucks over 4.5 tonnes (through signage) and enhancing main road route so that it is 'faster' than the short cut alternatives.

F. Connect pedestrian routes to local attractions such as the Maribyrnong River corridor, Yarraville Gardens and Footscray Transit City.





05 **5. Improving the public realm, particularly the street environment for kids, prams and older people with improved paving, lighting and signage.**

Public Realm

The public realm is all those spaces that are not in private ownership. These areas generally include streets, footpaths, parks and infrastructure such as railways. However, the public realm is often controlled and maintained by various government departments and/or privatised service providers, such as Vic Track, VicRoads or Maribyrnong City Council.

Quality public realm improvements can be provided by:

- A. Increased street lighting to key areas of public realm provided to create an atmosphere and not simply meet minimum street lighting standards.
- B. Replace and ensure even paving surfaces by appropriate design detailing, preparation of substrate and construction.
- C. Provide pram ramps at designated pedestrian refuge points to encourage wheelchair/stroller access.
- D. Enhance paving quality in targeted areas of public realm to support perception of high quality built environment.



06 **6. Greening the neighbourhood, including homes, streets and parks, with species appropriate for the local climate and maintenance regimes.**

Greening

Display of pride in neighbourhood planting of street trees along the nature strip (local council) and within front gardens (private) should be encouraged. The maintenance of these is a representation of the value placed in the environment and should be a partnership between Council and community.

The utilisation of nature strips is an integral part of the public realm and therefore part of the perception of Seddon. There is an opportunity for the local community, as streets or neighbourhoods to provide an environment that supports the wider concept of Seddon as an oasis. The conversion of these nature strips into lush green plantings is to be encouraged. (see MCC Nature Strip Policy October 2004)

Yarraville Gardens, including the bowling green, was masterplanned in 2003/2004. This parkland area will provide additional large scale active space, such as sporting areas, which is much required within the Seddon precinct.

Community Gardens

Community gardens are currently established in two locations within City of Maribyrnong. These locations are in the Footscray Quarry Park adjacent to Footscray City College and adjacent to Braybrook Community Centre.

Community gardens will not be provided within Seddon in the short term.

'Greening' the environment

Encourage community support of sustainable lifestyles, from local action of composting or recycling to buying locally and installing low energy appliances. Refer to Melbourne City Council information on how to live in a sustainable manner.

- A. Promote claiming the street by residents as an essential part of community space and maintaining immediate local environment.
- B. Complete street tree planting in accordance with Street Planting Program and encourage residents to water trees when rainfall is insufficient to improve tree health and vigour. Other maintenance is to be carried out by MCC.

- C. Encourage environmentally Sustainable Design (ESD) both individual and community actions.

7. Improving the physical connections and visual clarity to existing transit, local/ adjacent facilities and the river recreation corridor.



07

Connections

Improving and using the existing physical connections for pedestrians and cyclists through Seddon and to adjacent facilities. Currently there are major physical barriers to the periphery of the Seddon precinct, such as the rail line or Williamstown Road. These are overcome at specific locations such as overpasses, underpasses and at grade points, the designated safe routes through the suburb should link to these thresholds.

The existing bus and train services provide a mode of connection to the greater Melbourne facilities. An important part of having good public transport is to actually use it. If transport is not supported by local community the service will not be improved or extended. How many catch/use train? Do you park or do you walk to the station? Why do you choose the mode of travel?

Within Seddon connections are about the perception of a safe and walkable neighbourhood. It is important to actually increase and encourage the usage of streets as an integral part of pedestrian realm!

Visual Clarity

Local residents need to know what the local facilities are and how to access them without requiring to search the Melways or drive a car. This can be achieved through exploration of local environment, community and neighbourhood groups and visual clues such as glimpses of parklands from trains or designated pedestrian/ bike routes through the neighbourhood.

Signage from the key streets is also an important part of increasing the visual clarity, but not the preferred method.

- A. Complete the bicycle routes through Seddon.
- B. Provide additional dog leash 'tie-up' and bike parking as tree guards.
- C. Provide safe school routes through the suburb to both Yarraville and Footscray City Primary schools.
- D. Establish a walking bus to reduce car usage, a safer environment and healthy next generation.
- E. Improve the connections to the Maribyrnong River recreation corridor.
- F. Minimise the peripheral barriers and enhance connections to adjacent facilities.

8. Retaining and celebrating the western suburb's culture and heritage qualities of the neighbourhood.



007
/027

08 **8. Retaining and celebrating the Western Suburb's culture and heritage qualities of the neighbourhood.**

Why are the shops clustered where they are?

As in most of Melbourne, retail areas were established due to the location of public transport and associated designated stops. The existing retail areas in Seddon follow the route of the original bus and subsequent single tram line.

Trams were introduced, on a number of routes, in Footscray in September 1921. The Seddon tram route was a single track from Footscray along Buckley street, south down Victoria, Charles and Gamon Street, then west along Somerville Road to Williamstown road. This route provided easy access for the local residents to the much larger Footscray City in lieu of Seddon shops. This reduced patronage of the local strip shopping areas which had previously only been served by slow and very overcrowded buses.

The Seddon retail strips suffered a further blow when the suburban Friday night shopping was discontinued in 1939 due to war-time black-outs. These trading hours were never re-instated. The trams were finally discontinued in 1962 and replaced by the tram buses, this route is still operated as the 215/223 bus.

Heritage and Culture

Harris reserve is most likely named after Matt Harris a local resident and councillor from 1963 until 1988. He is heralded as the local instigator of the 'Keep Australia Beautiful' and campaigned to clean-up the entire environment with a focus on the Maribyrnong River corridor.

Refer to historical mosaics designed by Amanda Neville on Charles Street in Seddon Village for additional anecdotal history. Ceramics created by Jean Bell, Words by Kerry Flatley and sponsored by Maribyrnong City Council.

When did Seddon become Seddon?

The train line between Melbourne city and Williamstown was opened in January 1859, with a local station at Footscray. Due to lobbying by local residents and developers, additional stations were built at Middle Footscray and Seddon. Preliminary suggestions for the new station names included Victoria and Belgravia. The name Seddon was decided upon for the train station, due to the importance of the Spotswood family in Footscray City.

Seddon train station was named after the Prime Minister of New Zealand, Richard Seddon. Richard Seddon died from heart failure on the steamship during the return journey from Williamstown to visit family of his wife Louise Spotswood in 1906.

Seddon the suburb, gradually acquired recognition as the area immediately surrounding the train station. In 2001 the extent of the suburb of Seddon was officially defined as being bounded by

Williamstown Road, Buckley Street, the Geelong Train line and as far south as Mackay Street.

Character

An extract from the Maribyrnong Neighbourhood Character Study (description of S/Y1 Seddon Yarraville Precinct) suggests that Seddon Character is '...characterised by an architecturally diverse range of housing, but low scale timber homes are the prevailing form. Some streets do not have nature strips and therefore street trees, where they exist are often planted in the foot-path, giving the precinct an inner suburban feel. Minimal setbacks from side and front boundary and narrow lots add to this sense. Low front fences and views to small front gardens are an important element to this precinct.'

Other key elements from design guidelines include:

1. encourage the retention of older dwellings
2. maintain and strengthen garden setting with low fences
3. minimal impact of car parking structures
4. maintain setback patterns where applicable
5. interpretative use of materials that reflect the palette currently used in relevant streets and districts.

The character can be summarised as '...important to the future character of the area is that the diversity of dwelling styles and sense of history in the precinct remains...' (p51 Maribyrnong City Council neighbourhood character study).

A. Strengthen the Seddon identity. Is this about a sense of 'dagginess' and lack of pretention in the urban fabric?

B. Celebrate the history of Seddon with use of signage, plaques and other local displays to remember the past.

C. Build the future identity of Seddon with an understanding of the ideology that informed the current environment.

09

9. Implementing and maintaining the desired long term vision with a clear implementation strategy.

The successful implementation of the Seddon UDF will rely on development of a clear programme of actions with time frames identifying key participants to implement.

Agreement on the vision for Seddon is fundamental to ensure that all actions, irrespective of scale or independent impact, are built upon. An incremental approach to urban improvement is recommended. Consistent involvement by the Council, local residents and traders will ensure that the Seddon's continued development meets ultimate expectations of the community.

There is no simple, single solution to implement the UDF. It will be part of a continuing involvement of the local community working together with Maribyrnong Council.

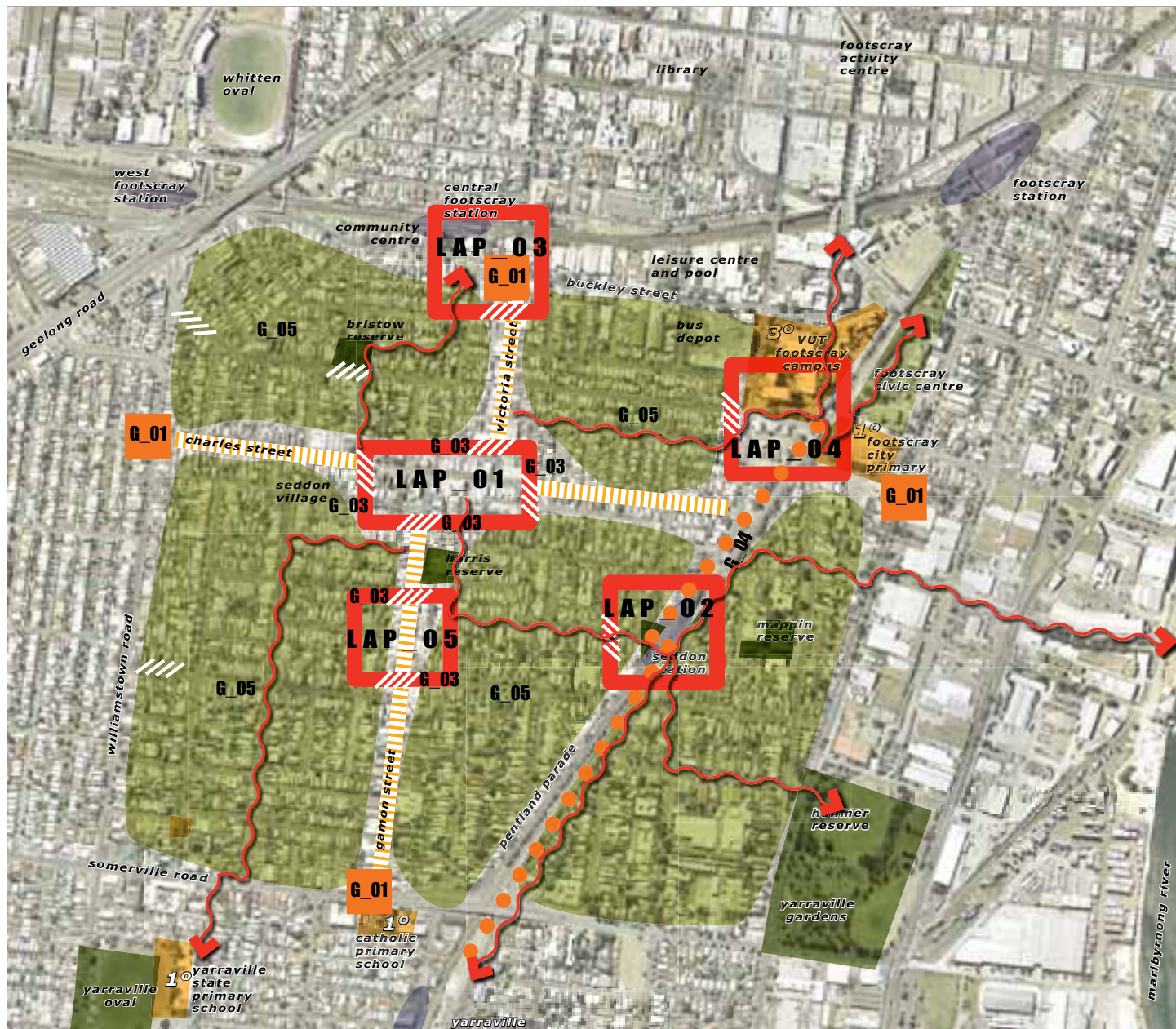
A. Provide certainty of the long term vision by seeking general agreement of the Seddon community.

B. Establish local action plans.

C. Phase key actions with annual Council budget allocations.

D. Identify projects able to be undertaken by any local resident or trader.





location of guidelines + action plans



Guidelines

G_01 Gateways



G_02 Promenades



G_03 Thresholds



G_04 Rail corridor pedestrian connection



G_05 Oasis residential pocket definition



G_06 Peripheral connections



Local Action Plans

LAP_01 Seddon Village

LAP_02 Seddon Station Square

LAP_03 Middle Footscray + Northern Gateway

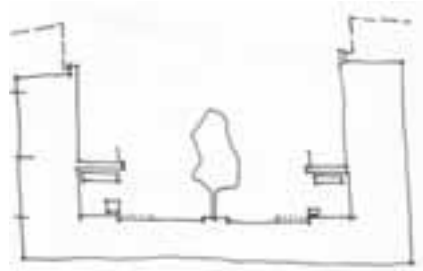
LAP_04 Rail Underpass + Eastern Gateway

LAP_05 Gamon Street Village





G_01 Gateway
victoria street



G_02 Promenade NORTH
victoria street



G_02 Promenade EAST
charles street (east)



G_02 Promenade SOUTH + WEST
gamon street and charles street west



Bluestone + Heritage

Maintain existing bluestone kerbs, gutters and pedestrian refuges where possible. If not possible stockpile for re-use within Seddon.



Limit through traffic

Signage to be upgraded to enforce restriction of through traffic access and vehicle size.



Lush promenade to contrast surround roads

Create lush promenades within Seddon to contrast the vehicle orientated clutter of roads to the periphery.



Promenades_Charmes Street

Plant street trees within the existing linemarking dividing and narrowing roads to create promenades. Maintain existing traffic tables and other traffic calming devices.

G_01 Gateways

The gateways are the valves into Seddon. They should clearly define Seddon as a residential oasis, distinct from surrounding traffic and industry. These gateways will inhibit short cutting vehicles but encourage exploration by people.

- A. Narrow road to signify entry into residential neighbourhood.
- B. Provide painted chevrons to road surface to slow traffic
- C. Install signage to indicate facilities within Seddon

Refer to promenade (G_02) for further detail

Gateway EAST_ Bristow Street
[access to the Maribyrnong River recreation corridor]

Gateway SOUTH_ Gamon Street
[access to the yarraville + Stoney Creek recreation corridor]

Gateway WEST_ Charles Street
[access to the main roads + industrial areas]

Gateway NORTH_ Victoria Street
[access to the Footscary Central Activities area and community facilities]

G_02 Promenades

The promenades are the arteries of Seddon. They allow access to local residential pockets and the core facilities. These promenades are about reinforcing the sense of a slow journey along a movement corridor, an experience. Higher density residential types should be encouraged along these routes at selected nodes.

- A. Provide raised central median to road to narrow.
- B. Plant additional central street trees in groups of 2-3 to create a sense of enclosure and reinforce the 'oasis' theme.
- C. Complete existing edge street trees as required.

Refer to gateway (G_01) and threshold (G_03) for further detail.

Promenade EAST_ Charles + Bristow Street
[lowest scale impact, 2 parts]

1. Charles Street_ no central planting in median to allow for city views from Seddon Village (LAP_01).
2. Bristow Street_ central planting and edge planting (same to both sides as telegraph poles set-back 10 metres from kerb) to school precinct.

Promenade SOUTH_ Gamon Street
[part of the north-south corridor]
residential quality with boulevard of trees, to reinforce edge planting and central planting.

DESIGN COMPLETED

Promenade WEST_ Charles Street
[part of the north-south corridor]
residential quality with boulevard of trees, reinforce edge planting and central planting.

COMPLETED

Promenade NORTH_ Victoria Street
[part of the north-south corridor with]
urban quality with central boulevard of trees, reinforce urban edge with parapets, signage and consistent street awnings. Feature areas may incorporate edge planting.

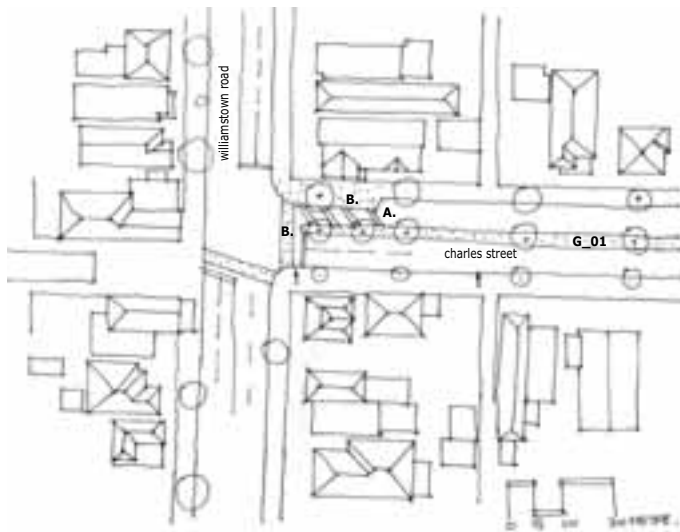
BOULEVARD COMPLETED



G_01 Gateways



G_02 Promenade



G_03 Threshold
charles street west

- A. provide painted chevrons to road surface
- B. provide pedestrian refuge with raised and paved road surface
- G_01 new central median + street tree planting



Promenades to slow traffic

Use of signage to support the visual clues to indicate that Seddon is a slow pedestrian priority neighbourhood and not appropriate for short-cutting.



Thresholds to local attractions

Traffic humps and other traffic calming devices to be maintained and extended to all areas designated as thresholds.



Pedestrian Refuge and Green Oasis

Use areas of road narrowing to support pedestrian connectivity and the theme of a urban oasis by further local planting.



Undertake routine road maintenance

Ensure annual road up-grading programmes are achieved to provide safe road surfaces.

G_03 Thresholds

The threshold provides a transition between an outdoor 'corridor' designed to accommodate movement to an environment for facilitating lingering and gathering at a pedestrian scale. These thresholds are also located on streets currently used for traffic short-cutting, such as Pilgrim Street.

- A. provide painted chevrons to road surface
- B. provide pedestrian refuge with raised and paved road surface.

Refer to promenade (G_02) and Seddon Village (LAP_02), Gamon Street Village (LAP_03) for further details.

DESIGN & CONSTRUCTION COMPLETED
LAP_02 Seddon Station

DESIGN COMPLETED
LAP_05 Gamon Street Village



G_04 Rail corridor pedestrian connection

The rail corridor pedestrian connection provides a safe on and off-road connection to Footscray City centre and Primary School in the north to Yarraville in the south. This will facilitate crossings of three major Seddon Precinct peripheral barriers and connection to the recreation corridors associate with the local waterways.

- A. Provide signage to indicate potential connections to recreation corridors, schools and retail from route.

B. Encourage the provision of a 'safe house' route for school children access.

C. Upgrade rail embankment planting to both edges. **COMPLETED**

D. Improve the lighting of Somerville Road underpass and Seddon Station alley.

E. Remove barriers to bike access on the railway overpass between Pentland Parade and Bellairs Avenue.

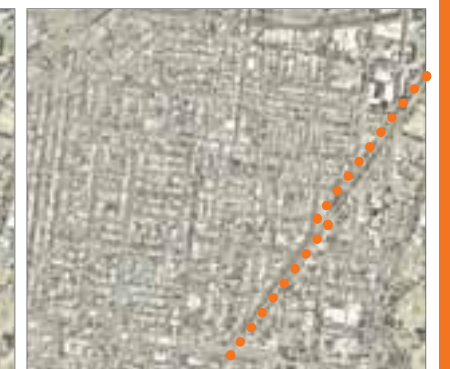
F. Provide on road bike route north of Seddon Station along Albert Street. **COMPLETED**

G. Repair footpath surfaces generally.

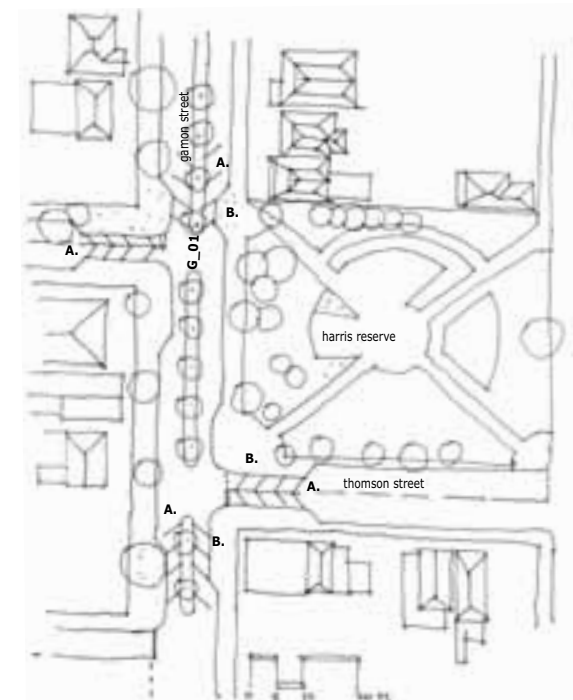
Refer to Seddon Station (LAP_03) and Rail Underpass + Footscray connection (LAP_04) for further details. **ONGOING**



G_03 Thresholds



G_04 Rail corridor



G_03 Threshold
harris reserve

- A. provide painted chevrons to road surface
- B. provide pedestrian refuge with raised and paved road surface
- G_01 new central median + street tree planting



G_03 Threshold

charles street
Elements from all guidelines include:
new central pole lighting
central raised pedestrian refuge
increased density/height to buildings
up-grade to paving surfaces
additional retail product display on footpath



Existing direction signage to the Seddon
Reduce the need for street signage as the only orientation device within Seddon.



Community Groups
Encourage local activity groups to utilise parks. Bristow reserve bocce group.



Existing access paths
through VUT to Footscray central activities area.



Children safe access

The safety of children's access through Seddon will be supported by peripheral connections. This includes walking to school and after school play.



to Footscray senior citizens and community centre on Buckley Street



to neighbouring areas of parkland



to West Footscray station via the overpass or the bus routes along Buckley Street



connect to existing pedestrian priority areas such as Dickson Street in Kingsville.



to occasional childcare facilities at the Footscray leisure centre.



to the northern residential areas from Victoria Street



the existing Footscray leisure centre



to middle footscray station via the underpass on



to VUT, an essential part of the community infrastructure

G_05 Oasis residential pocket definition

Residential Oasis is the core of the Seddon Community, these are characterised by slow moving local traffic, outdoor activity and a diversity of low density housing types. Higher density housing types should be encouraged on the periphery of these areas.

A. Encourage residents to water street trees to maximise growth of street trees.

ONGOING

B. Develop local street communities to reclaim the streets as part of safe residential neighbourhood.

ONGOING

C. Continue street tree planting program.

ONGOING

D. Continue footpath upgrade program.

ONGOING

E. Continue road resurfacing projects.

ONGOING

Oasis INTIMATE [small scale street network]
Oasis URBANE [higher density residential environment]
Oasis DIVERSITY [range of residential and commercial]
Oasis SUBURBAN [majority of detached dwellings]

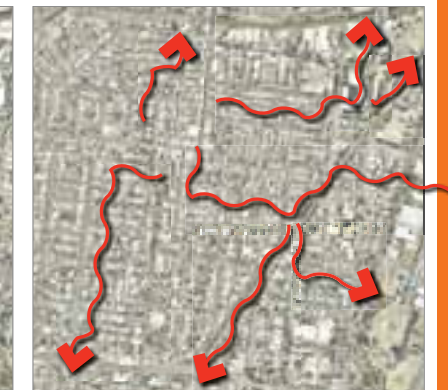


G_05 Oasis

G_06 Peripheral connections

Pedestrian connections to facilities outside the study area but essential to the community, including services, schools and recreation facilities.

- A. Improve footpath as a priority.
- B. Complete lighting.
- C. Signage directing to facilities.



G_06 Peripheral Connections

Local Action Plans

Local Area Action Plans (LAP) are specific locations where further detailed guidance is required to support the Urban Design Framework (UDF). Within Seddon five key areas have been identified. The two core shopping areas, the Seddon station, underpass to Footscray City Primary School and the gateway to north/Middle Footscray Station access (Victoria Street/Buckley street).

These LAPs are to be read in conjunction with the guidelines as there may be significant overlap.

LAP_01 Seddon Village

Seddon Village is the core retail and service area in the Seddon precinct. It serves both the local community and attracts visitors from the adjacent suburbs due to the specialist facilities offered.



location of LAP_01

A. Provide village 'welcome' and entry markers (reinforce entry points).

B. Terminate the key lineal views along Victoria and Gamon Street with significant built response (private sector).

C. Demarcate the village by taller buildings at the thresholds, up to 4 stories in this area could be supported.

D. Provide a raised central median strip to decrease the perceived width of the street.

COMPLETED

E. Provide themed, atmospheric central street lighting which will also complete sense of 'enclosure' of street.

F. Upgrade footpath paving to add significance to the centre and to highlight the preferred pedestrian crossings and widened outdoor seating areas. Select from three options provided in the materials section of report.

OPTION 1 ADOPTED

G. Reinforce edge of pedestrian realm by additional planters, bins and bike racks.

H. Enhance interest in the public realm by increased outdoor dining, product displays and other activity.

I. Provide night-time interest by use of shop lighting on displays and signage.

J. Increase activity on street by providing additional supporting uses above existing tenancies on Charles Street and immediately behind on Rennie and Vigo Streets.

K. Reinforce street edge by building to the site boundary, a minimum of 2 stories with awnings to width of full footpath.

L. Relocate aerial infrastructure underground or bundle and facade mount to visually tidy the public realm.

M. Optimise activity at the locations where secondary access streets create T-junctions, where there is greatest potential impact on the public realm. Use focus paving style and provide bollards, additional planting as required.

N. Provide location for official Seddon noticeboard for both local community and council information.

COMPLETED

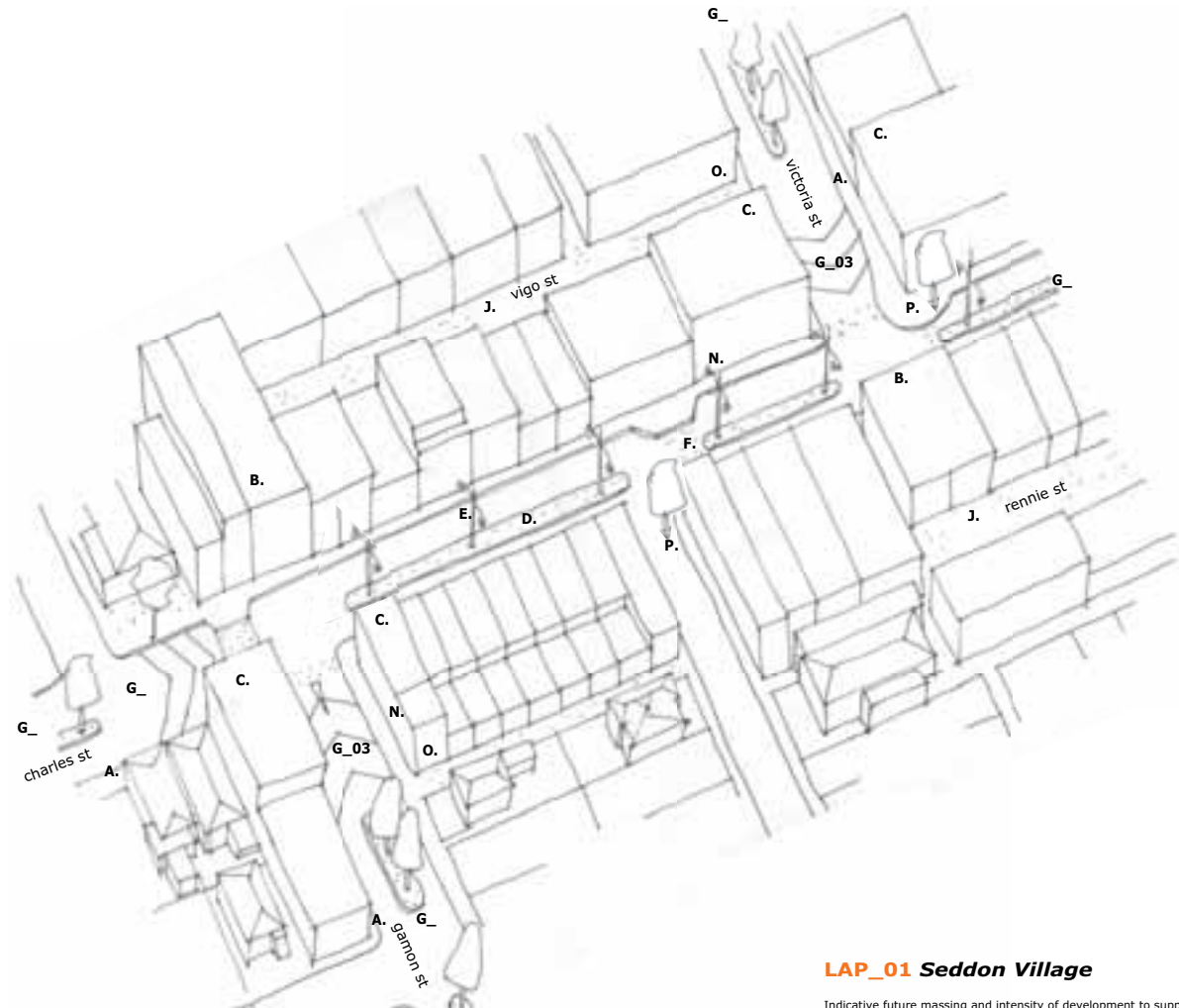
O. Relocate or re-accomodate existing Seddon history panels within the public realm. There is potential to provide further history panels in this location.

P. Select focal areas within the Village which are to be 'greened' to reinforce the urban oasis theme.

Q. Support the strengthening of the Seddon traders group, to instigate action to improve the viability and perceived vitality of retail and services.

Refer to threshold demarcation (G_03) for further details

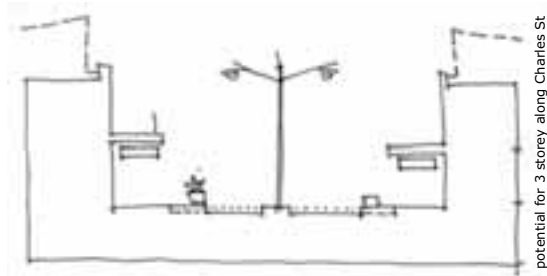
F. existing pedestrian crossings to be up-graded to further support pedestrian priority. Installation of flashing lights at central Charles Street pedestrian crossing anticipated in 2004/2005 financial year.



LAP_01 Seddon Village

Indicative future massing and intensity of development to support objectives for creating a vibrant village environment. Planning approval is required for development of all sites within Seddon Village.





LAP_01 Seddon Village
charles street

potential for 3 storey along Charles St



G_03 Threshold

Supporting the pedestrian zone and increased activity of the Seddon Village. Create Visual focus at the termination of Victoria and Gamon Street by higher building forms and increased footpath width for display and dining.



Seddon Village redevelopment

Opportunity exists in the streets surrounding Charles Street in Seddon Village, particularly Rennie and Vigo Streets, to increase the residential density and provide some mixed use opportunities. The increase in density of these activities will support the vibrancy and viability of the core areas.



H. increase interest in the Village environment by the use of outdoor spaces for product display and outdoor dining.



O. Relocate or re-accomodate existing Seddon history panels within the public realm. There is potential to provide further history panels in this location.



O/N. relocate existing Seddon heritage Boards. Investigate alternative way to enhance the Seddon character by the interpretative use of history and art.



G. Reinforce edge of pedestrian realm by additional planters, bins and bike racks.



A. Provide village 'welcome' and entry markers. (reinforce entry points).

LAP_02 Seddon Station

Seddon Station is the key public transport connection within the neighbourhood. The station also provides a safe pedestrian and bicycle crossing to the east to local and regional attractors, such as the Maribyrnong River recreation corridor and Yarraville Gardens.

A. Provide a kiss 'n' ride set-down point to both Pentland Parade and Bellairs Avenue.
COMPLETED

B. Provide short-term commuter car parking off Pentland Parade, approximately 11 car spaces.
COMPLETED

C. Upgrade open space (requires separate design exercise due to current ownership status). Preliminary facilities indicated.
COMPLETED

D. Improve lighting to the station and access routes. This area is a designated 'bright' zone.
COMPLETED

E. Upgrade immediate station signage and install additional signage to direct public to station.
COMPLETED

F. Lobby rail authorities to improve rail overpass, ramps and stairs to Pentland Parade.

G. Provide additional bike parking and storage areas.
COMPLETED

H. Local community to support local public transport by using services.
ONGOING

I. Provide additional seating.
COMPLETED

J. Plant native grove of trees to encourage fauna retreat.
COMPLETED

K. Provide small scale passive recreation space and green visual amenity.
COMPLETED

L. Encourage the re-use of vacant station building for community or services opportunity.

M. Reduce width of road, provide pedestrian refuge and change in surface treatments.
COMPLETED

N. Repair and make good existing chevron markings.
COMPLETED

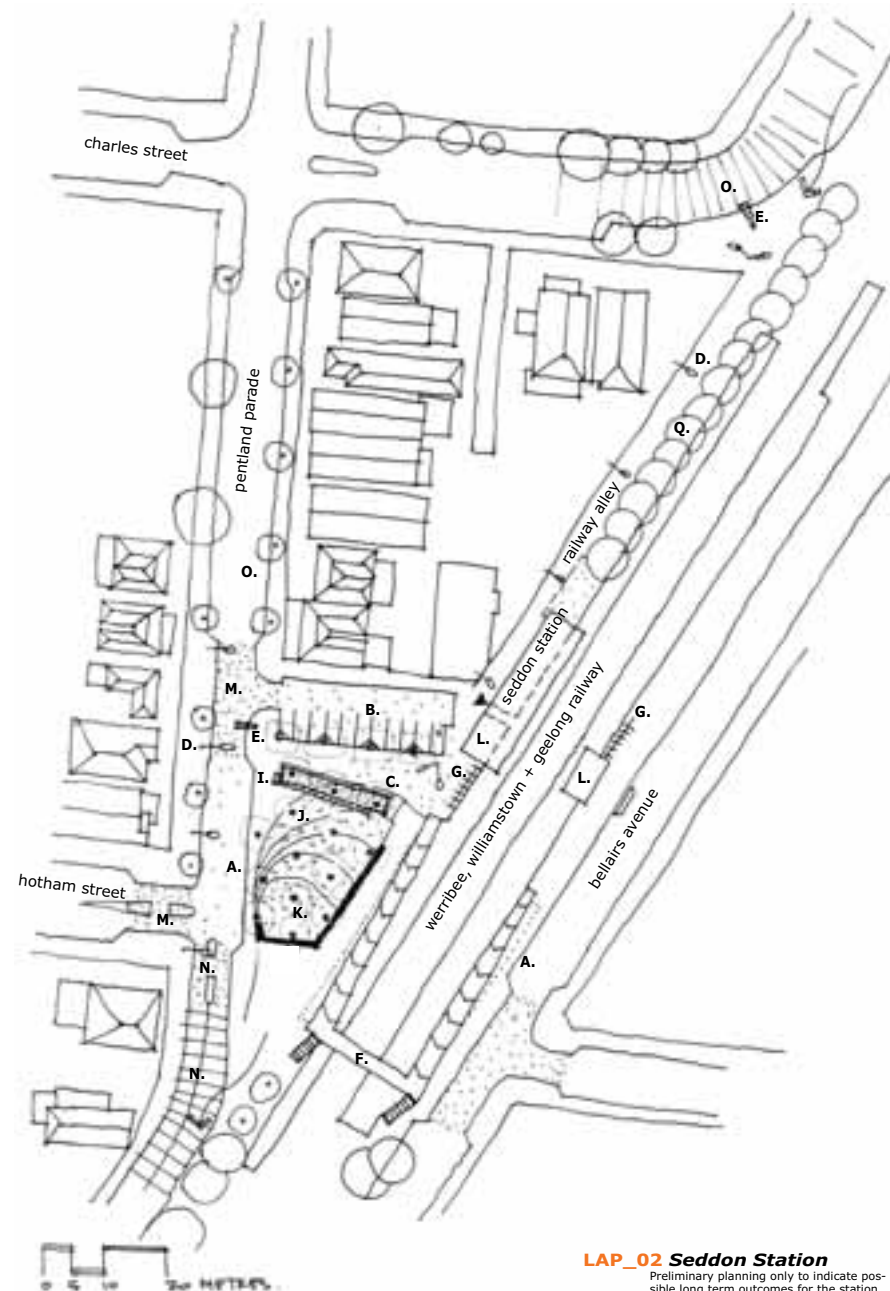
O. Complete street tree planting around station.
COMPLETED

P. Replace low planting and shrubs to improve visibility and safety.
COMPLETED

Refer to rail corridor pedestrian connection (G_04) for further details



location of LAP_02



LAP_02 Seddon Station

Preliminary planning only to indicate possible long term outcomes for the station areas. Refer also to detail plan on following page for preliminary design for park.

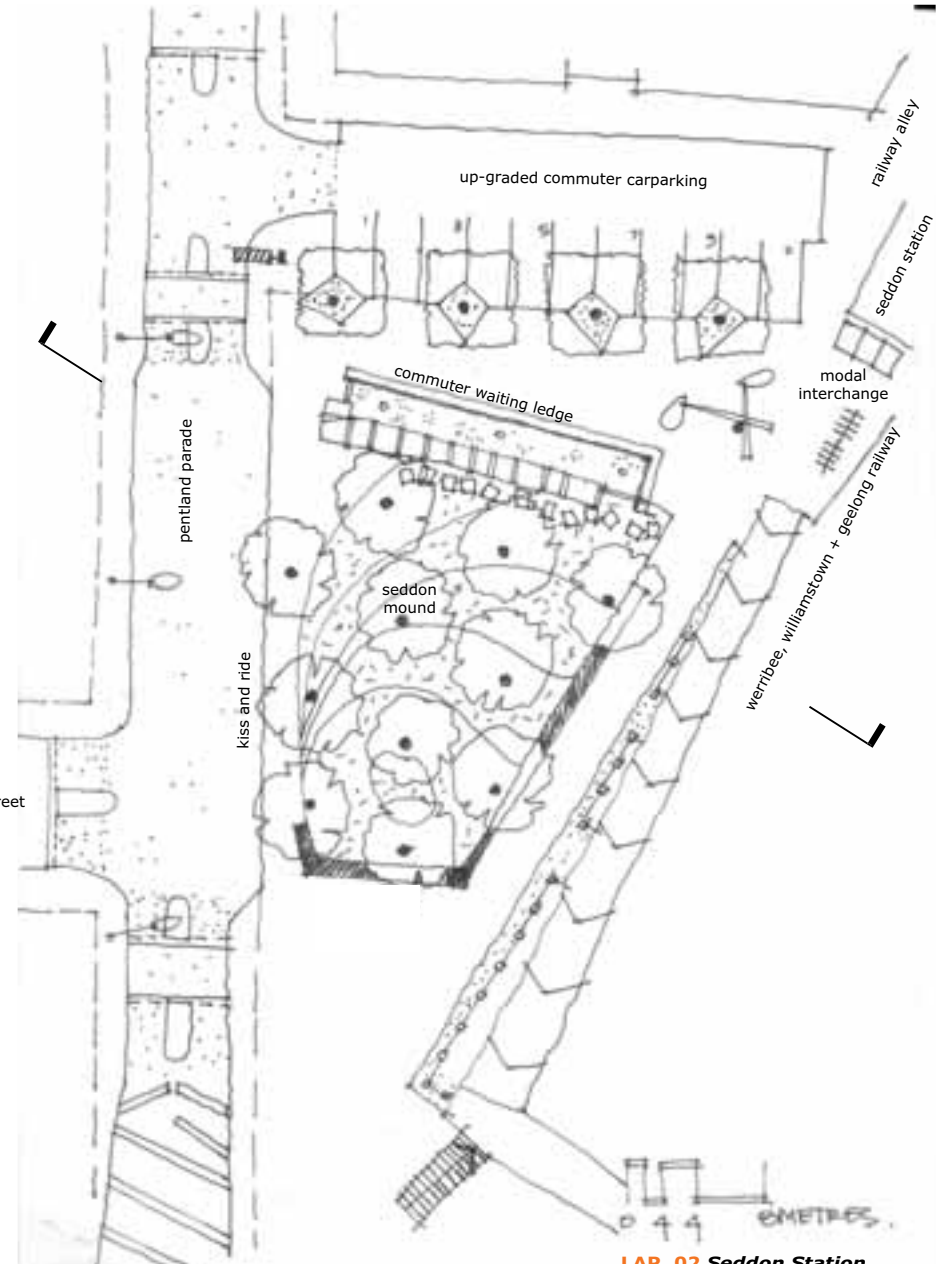




LAP_02 Seddon Station

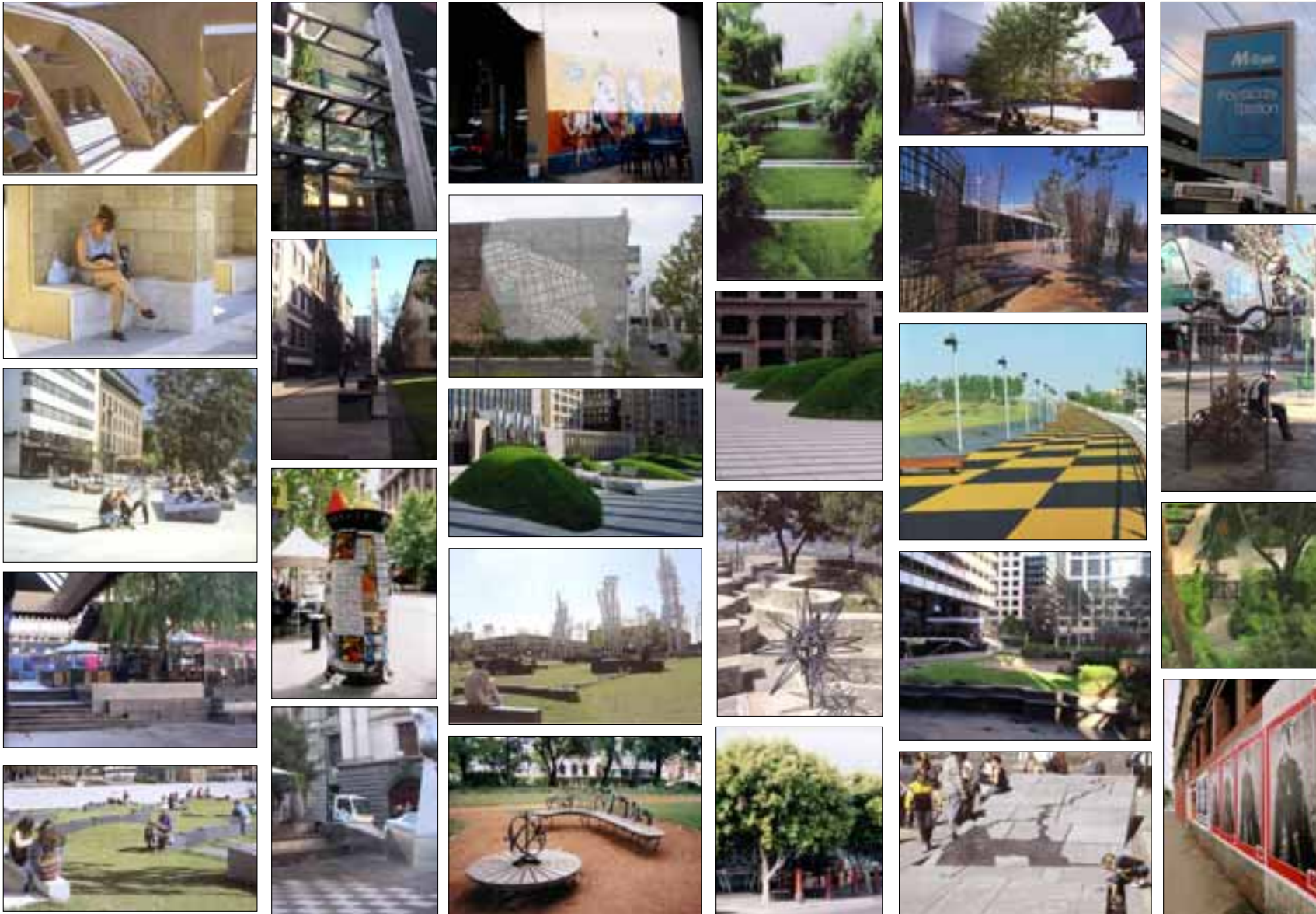


seddon urban design framework



LAP_02 Seddon Station

Preliminary planning only to indicate possible long term outcomes for the station areas. Refer also to overall plan on previous page for context of this design.



Preferred design exemplars to inform the detail landscape design of the Station park area.

LAP_03 Gateway NORTH

Middle Footscray Station is the key public transport connection to the north of the neighbourhood. This station provides a more frequent service during peak hours than the Williamstown/Werribee line.

This gateway also connects to the local community facilities of the library, bowls club, senior citizens club, leisure centre and pool.

Buckley Street is designated as an arterial road with significant truck and through traffic access from the Melbourne Port to Geelong Road, Tottenham and Westgate Freeway (via Williamstown Road). This road will remain a major barrier to pedestrian access until there is a state level resolution of through traffic in the western suburbs.



location of LAP_03

A. Encourage hoarding up-grade and site clean-up to vacant site on corner of Buckley and Victoria Street. Preferred to have graphics panels to recognise significance of the corner site as an entry to Seddon.

COMPLETED

B. Recognise key visual role that off-set corner sites have in signifying entry and activity. Encourage higher level development, up to 4 stories, with internal activity displayed on facades. New development to reinforce corner by building to site boundary.

C. Focus area of paving with additional seating and street tree planting.

D. Narrow Windsor Street, provide pedestrian refuge and change road surface to slow traffic. There is a potential to accommodate short-term set-down/collection for train usage.

E. Up-grade significance of existing pedestrian crossing to facilitate longer term vision for station entry.

F. Kiss'n'Ride station set-down location.

G. Re-orientate car-parking and narrow road to allow for new stairs.

H. Additional stair only access to station, note detailed levels will be required to assess the viability of this connection. Existing Station building and ticketing may need to be reconfigured to accommodate access.

I. Extension of stair and overpass to north, is possible further works.

J. Provide additional lighting adjacent to station. This area is a 'bright' zone.

K. Install new station signage to increase awareness of alternative transport opportunities.

L. Local Community to use station to maintain viability of station operation, particularly given close proximity of Footscray and West Footscray Stations.

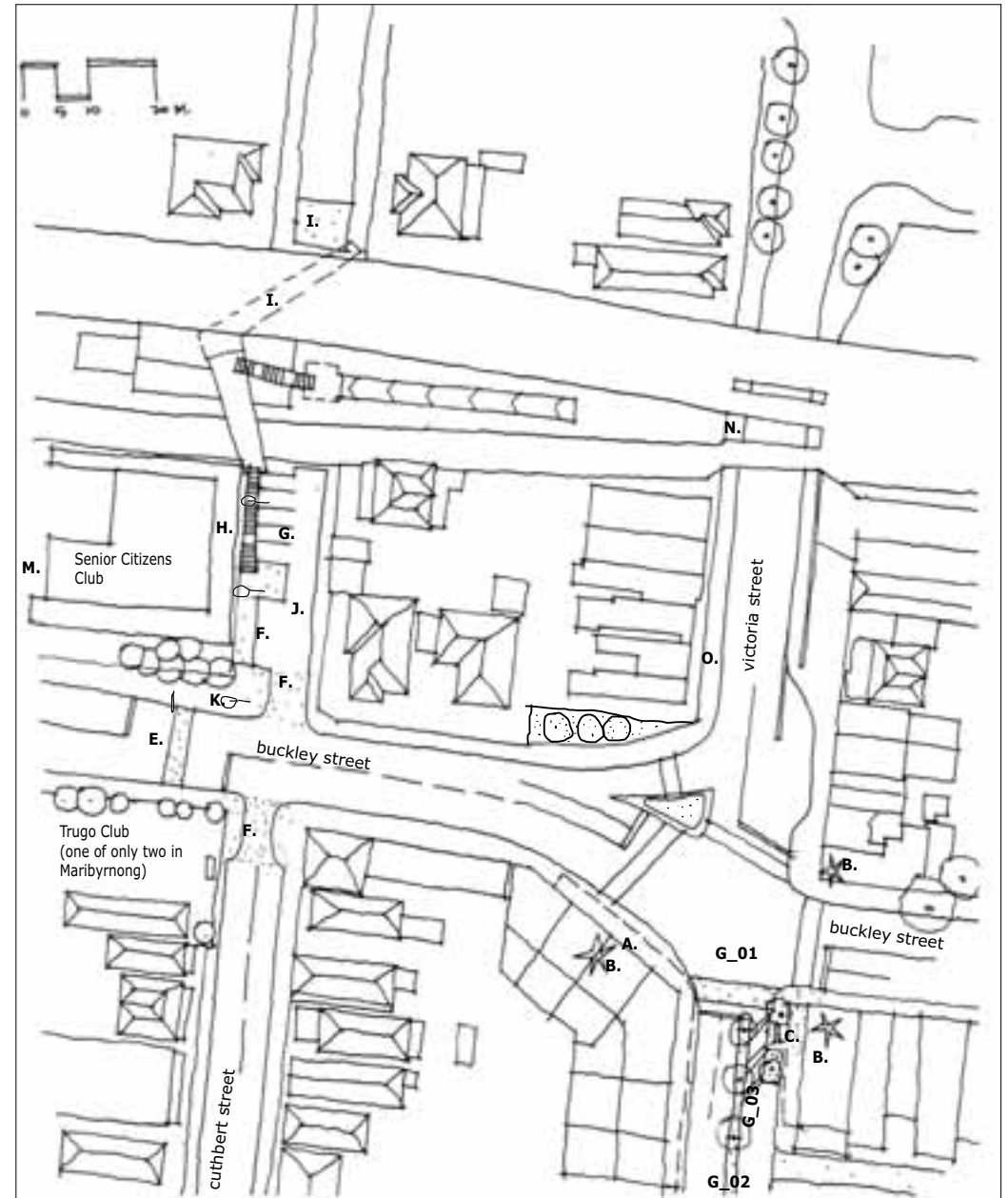
M. Integrate David Mathews Park into Senior Citizens Club to provide maintenance and activity. David Mathews is a landscape architect and sculptor who designed Footscray Park. Direct access from the senior Citizens Club is to be encouraged.

N. Improve lighting to railway underpass. Create a gateway graphic to connect Seddon to Footscray.

O. Reinforce and clarify the visual and physical linkages between Seddon and Footscray.

Note items E to J, listed above will require detailed consultation with senior citizens club, train operators, immediate residents prior to implementation. These proposals are indicative of intent only.

Refer to gateway (G_01), promenade (G_02) and threshold (G_03) guidelines for further detail.

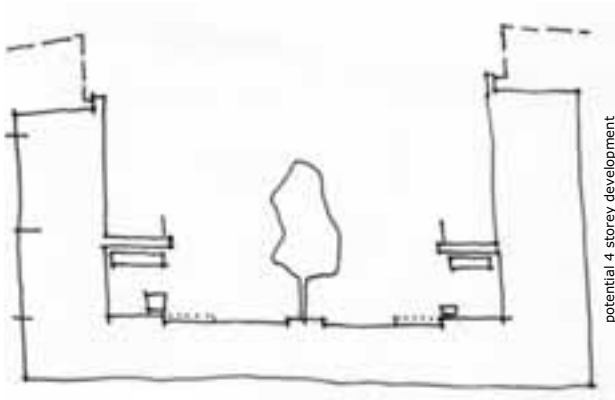


LAP_03 gateway NORTH
for discussion: preliminary planning to indicate possible long term outcomes only.



G_01 Gateway victoria street

increased density and diversity of activity, including office and services
planting of central median strip to provide oasis experience
extend and complete shop canopies
improved footpath conditions



G_02 Promenade NORTH victoria street

central median planting
edge definition to footpath with displays and dining
continuous canopy to shops
road narrowing/footpath widening



Buckley Street Character

Encourage use of bright colours and supergraphics to distinguish Buckley Street fast traffic movement from the proposed Seddon urban 'oasis' character. The existing advertising billboards usage is encouraged to be extended.



Northern Gateway

Provide temporary hoardings to existing service station site to improve gateway experience in short term.



Trugo and the Western Suburbs.

The Trugo Club located on Buckley Street is one of only two in the municipality. The other one is at Beaton Reseve in Yarraville.

This is a game that evolved as part of the railway workers recreation in the western suburbs of Melbourne. The game is similar to crochet, where a large metal mallet is used to knock a steel disc around a course. The current clubhouse has a lawn similar to bowls for the course.



New station entry/overpass

Middle Footscray Station, viewed from Cuthbert Street with visual connection to Footscray in background.



M. Integrate David Mathews Park into Senior citizens club to provide maintenance and activity. David Mathews was a landscape architect and sculptor who designed Footscray Park. Direct access from the Senior Citizens Club is to be encouraged.



North Gateway

The existing gateway view of south to Seddon from Victoria Street. This requires a sense of enclosure and definition from surrounding environment.



Station Entry

Increase lighting and create strong linkage between Footscray and Seddon. Potential for graphic display to rail line parapet.



Senior Citizens Club

Middle Footscray Station, viewed from Cuthbert Street with Community centre and senior citizens club is currently isolated by Buckley Street and railway escarpment.

LAP_04 Rail Underpass + Footscray connection

Pilgrim Street to Bristow Street, via the underpass, currently provides poor pedestrian connection to both the Footscray City Primary School and Victoria University of Technology (VUT) from Seddon.

- A. Reduce through traffic speed and quantity by narrowing road and realigning Pilgrim and Bristow Streets.
- B. Widen and improve footpath, particularly northern edge suitable for prams and family groups.
- C. Improve street lighting, particularly under railway bridge. There is an opportunity to dramatically light the heritage bridge to create a distinctive gateway experience.
- D. Provide pedestrian priority to roundabout at junction of Pilgrim and Albert Street.

E. Install signage to indicate connection to primary school, town hall via underpass and Footscray City centre via VUT.

F. Up-grade surface of pedestrian connection and landscaping to Footscray City Primary School and Maribyrnong City Council.

G. Status of ownership confirmed in favour of Maribyrnong City Council. Future use to be determined.

H. Extend road narrowing and provide for pedestrian refuge.

I. Provide new road surface to slow straight traffic movement.

J. Re-orientate carparking on surplus verge land, resurface and plant additional native tree species.

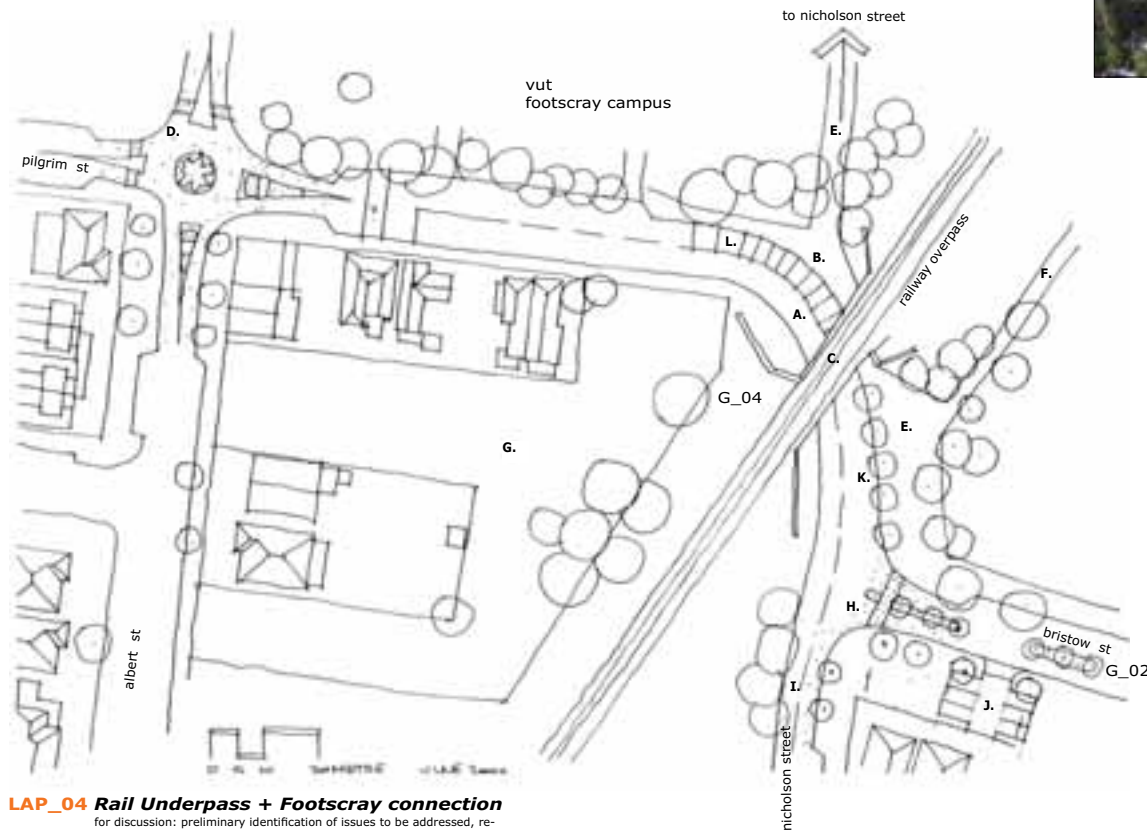
K. Plant additional street trees.

L. Repair and complete chevron marking to road.

Refer to rail corridor pedestrian connection (G_04) for further details. Refer also to Gateway (G_01), Promenade (G_02) and Threshold (G_03) guidelines for additional detail.

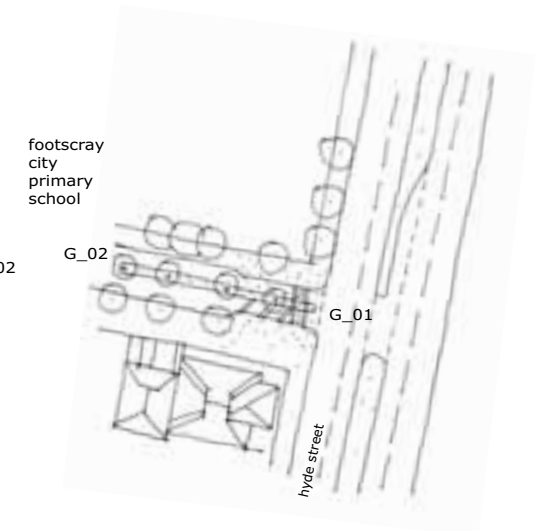


location of LAP_04



LAP_04 Rail Underpass + Footscray connection

for discussion: preliminary identification of issues to be addressed, requires further discussion with engineers and train service providers.



LAP_05 Gamon Street Village

Gamon Street Village is a specialist retail and service area in the Seddon precinct. It serves partially the local walking community and attracts visitors from the adjacent suburbs due to specialist facilities offered.

A. Provide village 'welcome' and entry markers (to reinforce entry points).

B. Decrease width of street by providing raised central median strip.

C. Upgrade footpath paving to add significance to the centre and to highlight the preferred pedestrian crossings and widened outdoor seating areas.

D. Reinforce edge of pedestrian realm by additional planters, bins and bike racks.

E. Enhance interest in the public realm by increased outdoor dining and product displays.

F. Provide night-time interest by use of shop lighting and innovative window displays.

G. Reinforce street edge by building to boundary, a minimum of 2 stories with verandah awnings to width of full footpath (refer to relevant heritage reports).

H. Bundle powerlines to tidy overhead visual clutter.

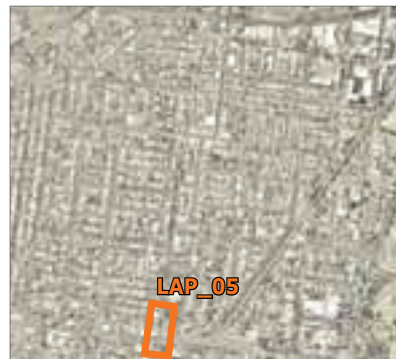
I. Optimise activity at the locations where secondary access streets create T-junctions, where there is greatest potential impact on the public realm.

Refer to threshold demarcation (G_03) for further details

DESIGN COMPLETED 2009/2010
STAGE 1 Construction
Somerville Road - Little Smith Street
Commenced 2010

STAGE 2 Construction
Little Smith Street - Browning Street
Commencing 2010/2011

STAGE 3 Construction
Browning Street - Charles Street
Commencing 2011/2012



location of LAP_05



E. Outdoor Dining
celebrate outdoor dining with use of colour and signage to increase perceived activity.



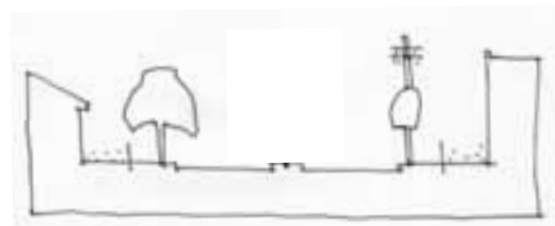
E. Product Display
Increase level of visual display on street edges and in widening of footpath and at pedestrian crossing points.



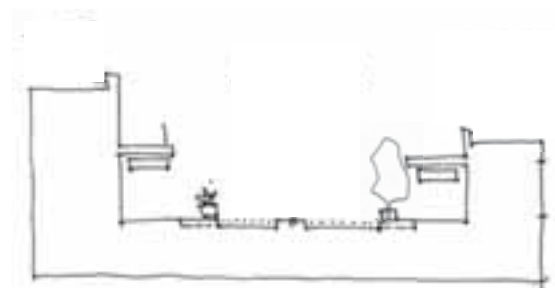
E. Product Display
Increase level of visual display on street edges and in widening of footpath and at pedestrian crossing points.



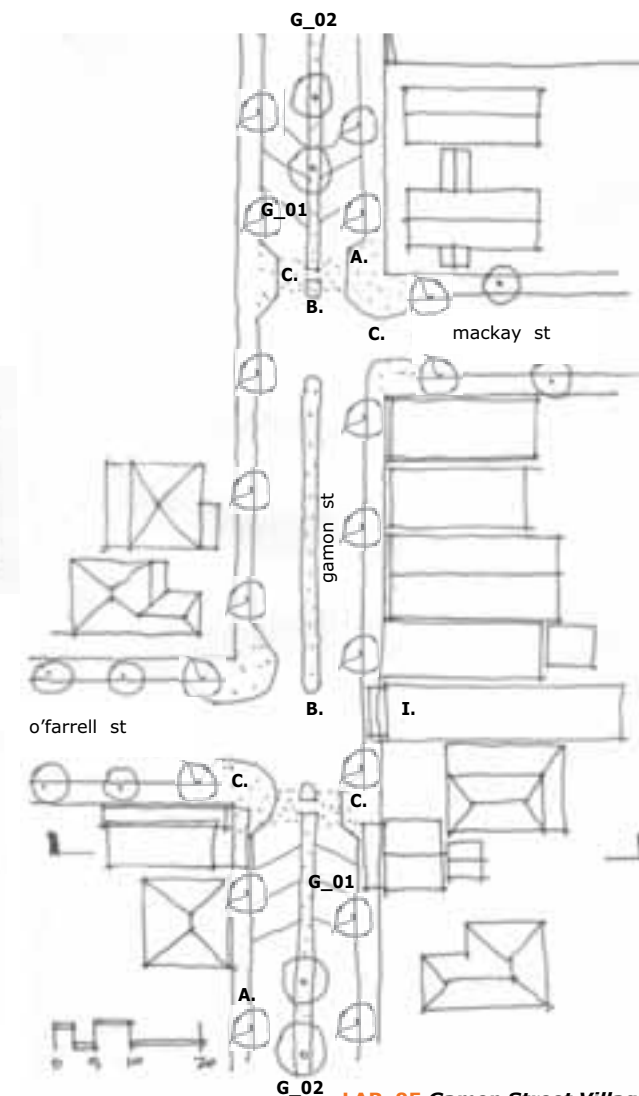
LAP_05 Gamon Street Village



LAP_05 Gamon Street



LAP_05 Gamon Street Village

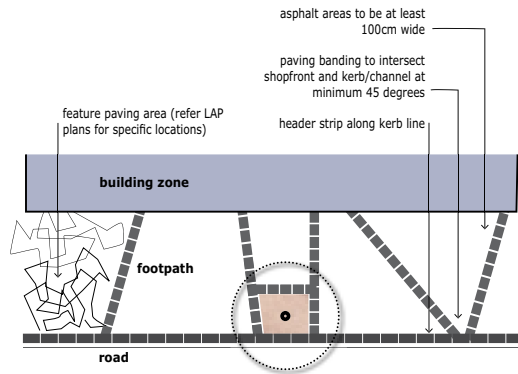


LAP_05 Gamon Street Village

Indicative preliminary planning to indicate preferred long term outcomes only.



paving techniques



urbane random approach
use in Seddon Village [LAP_01] typically

MATERIALS
Black asphalt to be minimum of 100mm wide at narrowest point on footpath.

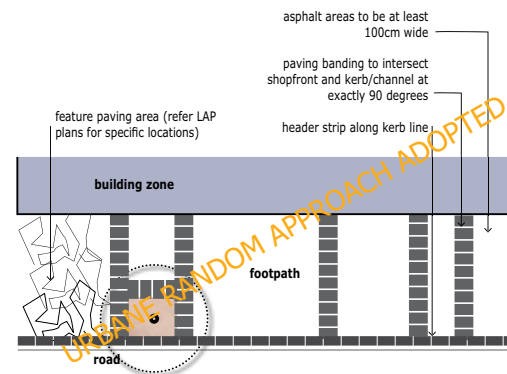
Paving banding to be 'Stonegrip' (textured asphalt) or 25Mpa insitu charcoal coloured concrete with trowelled groove every 300mm. Standard width to be 200mm. Maximum lineal spacing to be 4 metres.

Provision for tactile ground surface indicators should be made where pedestrian/vehicle conflict occurs. Kerb ramps should be installed or modified in accordance with Australian Standards.

Allow minimum plan area of one metre break in asphalt and provide strip paving to perimeter. Tree planting to be minimum of 2m high, with 100mm drainage pipe, structural soil mix and granitic sand topping, minimum 50mm topping. Refer to City of Maribyrnong Street Planting for further detail including preferred species.

Refer to street furniture strategy for preferred positioning.

The pattern shown above is for illustrative purposes only. The number and exact spacing of paving strips will be determined by design, presence of services and available areas.



urbane structured approach
use in Gamon Street Village, Buckley Street and South Gateway typically LAP_03 + LAP_05 (refer to Williamstown village exemplars)

MATERIALS
Generally footpath to be black asphalt to with banding minimum 100mm wide and maximum of 4 metres.

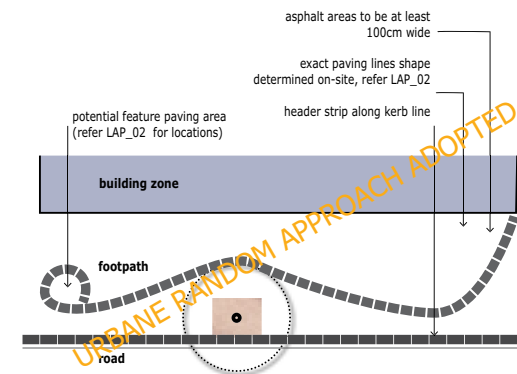
Paving banding to be 'Stonegrip' (textured asphalt) or 25Mpa insitu charcoal coloured concrete with trowelled groove every 300mm. Standard width to be 400mm. Maximum lineal spacing to be 4 metres.

Provision for tactile ground surface indicators should be made where pedestrian/vehicle conflict occurs. Kerb ramps should be installed or modified in accordance with Australian Standards.

Tree planting to be minimum of 2m high, with 100mm drainage pipe, structural soil mix and granitic sand topping, minimum 50mm topping. Allow minimum plan area of one metre break in asphalt and provide strip paving to perimeter. Refer to City of Maribyrnong Street Planting Strategy for further detail including preferred species.

Refer to Street Furniture Strategy for preferred positioning.

The pattern shown above is for illustrative purposes only. The number and exact spacing of paving strips will be determined by design, presence of services and available areas.



informal random approach
use in Seddon Station typically LAP_02 (refer to Kensington Village exemplars)

MATERIALS
Black asphalt to be minimum of 100mm wide.

Paving banding to be 'Stonegrip' (textured asphalt) or 25Mpa insitu charcoal coloured concrete with trowelled groove every 300mm. Standard width to be 200mm.

Provision for tactile ground surface indicators should be made where pedestrian/vehicle conflict occurs. Kerb ramps should be installed or modified in accordance with Australian Standards.

Allow minimum plan area of one metre break in asphalt and provide strip paving to perimeter. Tree planting to be minimum of 2m high, with 100mm drainage pipe, structural soil mix and granitic sand topping, minimum 50mm topping. Refer to City of Maribyrnong Street Planting strategy for further detail including preferred species.

Refer to street furniture strategy for preferred positioning.

The pattern shown above is for illustrative purposes only. The number and exact spacing of paving strips will be determined by design, presence of services and available areas.



palette of materials
Ferguson Street, Williamstown has used a similar palette of materials to those suggested within this document.



kerbs
preferred materials sawcut bluestone or retention of existing bluestone kerbs



focus areas
fractured bluestone or charcoal concrete to 25Mpa with random trowelled groove expressed.



detail of focus areas
fractured bluestone preferred



focus area encourage uses
current usage of a potential focus area to be encouraged and supported.



indicative paving banding
asphalt with brick pavers, in a rectangular or lineal pattern.



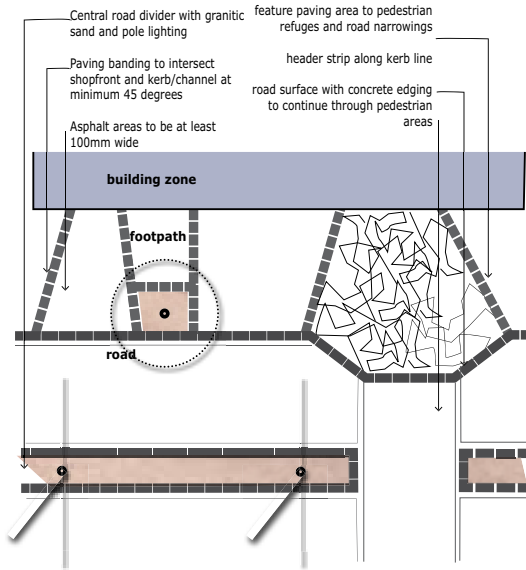
standard footpath
asphalt with charcoal concrete insitu paving banding.



informal random paver detail
asphalt with bluestone cobbles, curvilinear paving with detail at 'threshold' from Kensington Village.



pedestrian crossings, refuges



urbane random approach

use in Seddon Village [LAP_01] typically

MATERIALS
Black asphalt to be minimum of 100cm wide.

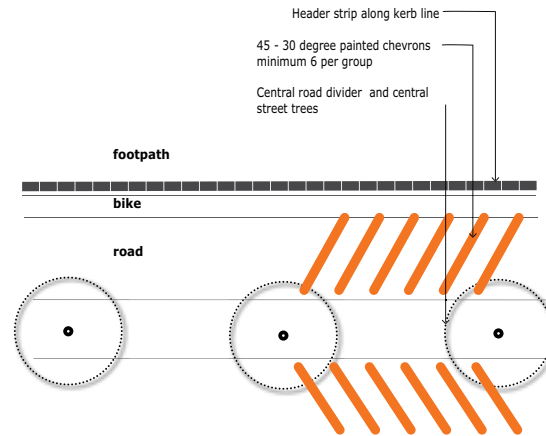
Paving banding to be 'Stonegrip' (textured asphalt) or 25MPa insitu coloured concrete with trowelled groove every 300mm. Standard width to be 200mm. Maximum lineal spacing to be 4 metres.

Provision for tactile ground surface indicators should be made where pedestrian/vehicle conflict occurs. Kerb ramps should be installed or modified in accordance with Australian Standards.

Provide paving band to perimeter of tree planting bays. Bays should be a minimum of one square metre in area. Trees should be a minimum of 2m high, with 100mm drainage pipe, structural soil mix and granitic gravel topping. Refer to City of Maribyrnong Street Planting strategy for further detail including preferred species.

The pattern shown above is for illustrative purposes only. The number and exact spacing of paving strips will be determined by design constraints such as presence of services and available area.

chevron colour palette + forms



chevron marking

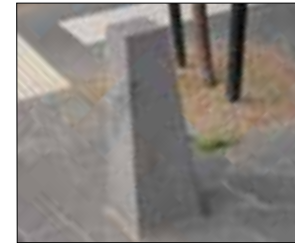
generally use in Seddon

MATERIALS

Use road standard painted and coloured surface, such as Safe T Surfaces Omnigrip CST.
Colour :
'Raspberry' to match existing chevrons at Seddon Station
or
'Gold Marble' to match Gamon Street/

The pattern shown above is for illustrative purposes only. The number and exact spacing of chevrons will be determined by design constraints such as presence of services and available area.

potential planters + bollards



potential bollards

use of bollards and other methods of defining road edge to be employed



tactile surface indicators

indicative tactile surface indicators to be used in all areas where pedestrian and vehicle traffic may conflict.



MegaCoat painted road surfaces

indicative use of road surface treatments to designate pedestrian priority or zones for slowing the traffic.



Cycle Routes

Complete the network of on-road bicycle routes through Seddon to ensure alternative modes of transport are enhanced.



Intermodal interchange up-grades

It is anticipated that up-grades to Footscary Railway station will also improve bike, bus and pedestrian access.



Peripheral Routes

Details inset into standard asphalt paving to provide clues and aid legibility. Adding layers of meaning to the suburb. clues to the past, aspirations of the future.

street trees

attributes

Trees improve the visual amenity of our streets, improve air quality, provide shade and reduce wind. Native species such as *Corymbia citriodora* (Lemon-scented Gum) and *Angophora costata* (Smooth-barked Apple) are fast growing, require relatively little water, support native birds and animals and perform well in difficult urban environments. They require a minimum 1m wide planting area (minimum 1.2m desirable).



central street tree
Corymbia citriodora (Lemon-scented Gum)



central street medians
Angophora costata (Smooth-barked Apple)



footpath planting (under powerlines)
Pyrus calleryana. Although this is an exotic species it performs well in restricted urban spaces.

G_02 Promenades

Street tree planting program

The current program is ongoing and responds to a range of variables from community feedback to an evaluation of the performance of street trees currently growing in the municipality. The following trees are the predominant tree species in the nominated locality. As circumstances change such as the health of trees, changes in nature strip widths or changes to pavement designs etc., each species will be reviewed as to its ongoing suitability for that site:

Charles Street West

Median - *Angophora costata* (Smooth-barked Apple)
Verge - *Melaleuca linariifolia* (Snow in Summer) & *Eucalyptus* species.

Charles Street East

Verge - *Gleditsia* 'Sunburst' & *Melaleuca linariifolia* (Smooth-barked Apple)

Victoria Street (south of Buckley Street)

Median - *Angophora costata*
Verge - *Pyrus* 'Chanticleer'

Gamon Street

Median - *Angophora costata* (Smooth-barked Apple)
Verge - infill of existing street trees completed.

Somerville Road has exotic species *Lagerstroemia indica* (Crepe Myrtle) (powerline side of street) and *Angophora costata* (Smooth-barked Apple).

street furniture



Paterson + Pettus

This award winning street furniture suite of seats and bins.



Maribyrnong Street Furniture Suite

The current suite of seats, bins, bicycle racks etc. are currently being reviewed ahead of the release of the City Design Strategy.

Street Furniture

The City Design Strategy (currently in draft form) will detail a select palette of street furniture for the Footscray Central Activity District and outer suburbs. The Strategy will inform the future removal and replacement of street furniture in Seddon including bollards, bins, seating, bicycle racks, signage and bus shelters.

The existing award winning Paterson and Pettus street furniture in the Seddon Village LAP, is nearing the end of its useful life expectancy and will be reviewed in line with the Strategy.

Some elements of the current standard Maribyrnong City Council furniture palette are illustrated above.

Non-standard furniture

All non-standard furniture to be removed.

street lighting



LAP_02 Preferred Feature Lighting

Concord Oblic or Duplex light fitting mounted on Churchill Outreach pole (one to three light fittings per pole).



LAP_01 Preferred Feature Street Lighting

Concord Sylvania Clip or Elipt light fitting mounted on Churchill outreach pole (two light fittings per pole).

general attitude

This project aims to integrate and inform the proposed action for Seddon by all teams within the Council. Works described here span across the Infrastructure, Sustainable Development and Community Well Being divisions.

The preferred phasing of guidelines and action plans are indicated. Further detailed study into the Councils available capital budgets and anticipated costs for each phase will be required prior to implementing actions.

Budgets need to accommodate costs associated with design and subsequent construction supervision. Maintenance of these public realm works also needs to be factored into the initial costs. As Council will be responsible for both installation and long-term maintenance, it is desirable to design and construct in a manner that produces a quality environment that minimises the need for on-going maintenance.

The works outlined in this report have been phased over 5 years, with some actions relegated to a longer time frame.

The general principles for implementation of this Urban Design Framework are:

- to create the maximum impact for minimum short and long term costs
- to inspire and direct local community enthusiasm and participation
- to facilitate further discussion with state government and transport operators
- to guide whole of council delivery of a quality public realm.

COMPLETED 2005-2010

Seddon (entire precinct):

Street tree planting to in-fill gaps or replace trees

Seddon Village LAP_01:

Installation of pedestrian crossing and associated signals & overhead lighting on Charles Street. Linemarking of Charles Street pedestrian crossing.

Widening of car parking bays on Charles Street. Design & installation of central medians and associated landscaping to Victoria and Charles Streets.

Reconstruction of small median traffic island corner Charles Street and Bourke Street. General linemarking upgrade to Charles & Victoria Streets. Lighting consultant report. Community noticeboard installation. Preliminary civil (feasibility) design for raised pedestrian crossing on Charles Street.

Approach to Seddon Village:

Central street tree planting in promenades, Charles Street (West) and Gamon Street.

Seddon Station LAP_02:

Design of park and lighting. Construction of park and lighting upgrades. Design for footpath widening, new chevrons and carpark reconfiguration. Construction of road, footpath and car park reconfigurations. Land title confirmations. Negotiations with public transport operators for use of buildings, and upgrades to overpass etc. Resurfacing of station car park.

Northern Gateway LAP_03:

Tree planting in Victoria Street promenade. Hoardings and site clean-up to corner of Buckley and Victoria Street.

Railway Underpass & Eastern Gateway LAP_04:

Official Council resolution of the leasing/ownership issues of council land to south of Victoria University. Bristow Street traffic calming measures and pedestrian crossing upgrade (between Nicholson and Hyde Streets).

Gamon Street Village LAP_05:

Lighting consultant report. Additional pedestrian refuge points to Gamon Street (included within the redesign of Gamon Street):

Stage 1 Construction - Somerville Road to Little Smith Street
paving upgrade to footpath and pedestrian refuges
provision of raised central medians
footpath outstands
threshold road marking
replacement of non-standard furniture
additional planting

SHORT TERM

Residential Oasis G_05:

Establishment of community action teams [CAT] for each residential oasis to support community 'oasis' creation (subject to significant interest from community)

Escalate street tree planting program. (Street Tree Planting Program)

Seddon (entire precinct):

Install entry markers and signage to direct visitors to Seddon features and facilities.

Improve signage to stations, particularly Seddon and Yarraville Stations.

On-going street tree planting to in-fill gaps. (Tree Replacement Program)

Seddon Village LAP_01:

Undertake civil design for balance of Charles Street:
paving upgrade to footpaths
paving upgrade to informal pedestrian crossing points
footpath outstands
raised pedestrian crossing
threshold road marking
replacement of non-standard furniture
additional planting

Upgrade street lighting on Charles Street pedestrian crossing. (Consultant report recommendation)
Upgrade lighting to laneway (beside Touks restaurant). (Consultant report recommendation)

Reduce speed limit to 40km/h on Charles and Victoria Streets (within village).

Gamon Street Village LAP_05:

Stage 2 Construction - Little Smith Street to Browning Street
paving upgrade to footpath and pedestrian refuges
provision of raised central medians
footpath outstands
threshold road marking
replacement of non-standard furniture
additional planting

Stage 3 Construction - Browning Street to Charles Street
paving upgrades to footpath and pedestrian refuges
provision of raised central medians
footpath outstands
threshold road marking
replacement of non-standard furniture
additional planting

MEDIUM TERM

Gateways (generally) G_01:

Narrow roads to signify entry points into residential neighbourhood.

Complete threshold marking to road surfaces.

Residential Oasis G_05:

Complete footpath upgrades to neighbourhood oasis. (Footpath Maintenance Program)

Seddon Village LAP_01:

Undertake construction for balance of Charles Street:
paving upgrade to footpaths
paving upgrade to informal pedestrian crossing points
footpath outstands
raised pedestrian crossing
road marking
replacement of non-standard furniture
additional planting
investigate bundling and fascade-mounting of overhead cabling
OR
bundling and relocation of overhead cabling underground.

Undertake civil design & construction for balance of Victoria Street:
paving upgrade to footpaths
footpath outstands
threshold road marking
replacement of non-standard furniture

Provide line marking to define car parking bays on Charles and Victoria Streets.

Investigate traffic calming islands / devices at intersections with Victoria Street including provisions for u-turns.

Investigate provision of formal pedestrian crossing on Victoria Street.

Northern Gateway LAP_03:

Investigate footpath upgrade on east side of Victoria Street immediately south of junction with Buckley Street:
footpath outstand
paving upgrade to footpath
planting
furniture

Rail Underpass & Eastern Gateway LAP_04:

Install pedestrian priority to roundabout at junction of Pilgrim and Albert Streets:
footpath outstands
road marking
signage
reduce speed limit to 40km/h

Construct upgrade to underpass and improve pedestrian connections (including review of guard rail, fencing, lighting and pavement width and finish).

Install new feature up-lighting to heritage railway bridge.

LONG TERM

Seddon (entire precinct):

Review UDF and source potential further improvement projects.

Remove non-standard street furniture and replace with standard council street furniture. (Consultant Strategy pending)

Commission neighbourhood branding and signage work.

Gateways G_01:

Design & install artwork sculpture features to mark entry to west and southern gateways &/or signature tree species.

Residential Oasis G_05:

Continue street tree planting program. (Street Tree Planting Program)

Peripheral Connections G_06:

Install peripheral connection route marking for destinations outside Seddon precinct.

Middle Footscray & Northern Gateway LAP_03:

Up-grade to Middle Footscray pedestrian connections, awaiting resolution of fast train connection to Tullamarine Airport.

The Process

This report was prepared with community consultation to ensure that the outcomes were relevant. Internal liaison with the Council departments was also undertaken to both inform and be advised of current programmes.

Preliminary consultation by Kelvin Walsh with the Seddon Community Group, at the Seddon Uniting Church on Tuesday, 02 December, 2003 was held to ascertain the key local issues to address.

Internal council data and report gathering was undertaken to assess existing programmes and strategies being implemented that relate specifically to the Seddon area. Internal discussions with council departments included Social Planning, Heritage, Traffic, Engineering and Open Space.

The first formal community consultation was held on Tuesday 6th April 2004 at the Seddon Uniting Church with the broader Seddon Community. A preliminary briefing with Councillor Hartland was carried out prior to this. The initial workshop tested the community's perception of key issues and established a preliminary vision statement for Seddon.

Individual internal council department discussions and an internal consultant workshop were held to discuss these initial contextual findings and core principles during late April. These discussions informed the development of realistic options for further discussion with the community.

A second design workshop was held with internal design departments including Infrastructure Planning and Construction, Transport and Special Projects, Leisure and Open Space, Strategic Planning and Economic Development and City Design and Place Making to maximise alternatives and to gather support for the Seddon Urban Design Framework.

Council formulated a number of scenarios, with examples, based on the key issues, comments and principles. A further briefing of Councillor Hartland prior to community consultation workshop was held. These were presented at a further

workshop for the community discussion/comment on 19th May 2004. A smaller 'working group' to review the ongoing development of the preferred scenario was formed.

Council, with the Seddon working group, resolved the implementation methods and preferred phasing for development. Internal Council discussions and review of the preferred implementation and phasing for the Seddon Urban Design Framework were conducted.

A final meeting was held with the heads of core departments including Infrastructure Planning and Construction, Transport and Special Projects, Leisure and Open Space, Strategic Planning and Economic Development and City Design and Place Making:

Thursday 11th August 2004, pre-final meeting with John Luppino, David Walmsley, Gary Balcum, Ian Butterworth and Kelvin Walsh

The draft Seddon UDF was presented to Council in the second half of 2004 before being placed on public exhibition for one month. Submissions received during the exhibition period were reviewed and reported to Council prior to final adoption of the Seddon UDF.

The physical implementation of the Seddon Urban Design Framework will continue over an extended period of time as determined by the availability of funds and subject to further community consultation.

An updated draft of the Seddon Urban Design Framework will be completed and published in November 2010. At this time it will be presented to the Seddon community with a view toward persuasion and additional input from the community.

Further Actions

Follow up with Maribyrnong City Council Social Planning to establish a community building program within Seddon.

Establishment of the Community Action Team (CAT) to facilitate the on-going implementation. This initiative will be supported by Council, but is subject to adequate community interest.

Annual allocation of funding within council for the anticipated phasing of framework implementation.

The distribution of action plans among the council departments, to ensure that works programs reflect the overall urban design strategy.

Ongoing Actions

An annual review process should be undertaken to assess the required funding to be allocated for upcoming design and construction projects. This annual process should also assess the effectiveness of implementation in the preceding financial year.

A comprehensive review of implementation will be required in three years to ensure that the outcomes and vision are still relevant.

A revised Urban Design Framework will be required to be undertaken in 5-6 years. This will require a new round of community consultation and external consultant advice.

appendices

appendices

1_preliminary consultation

2_workshop A

3_workshop B

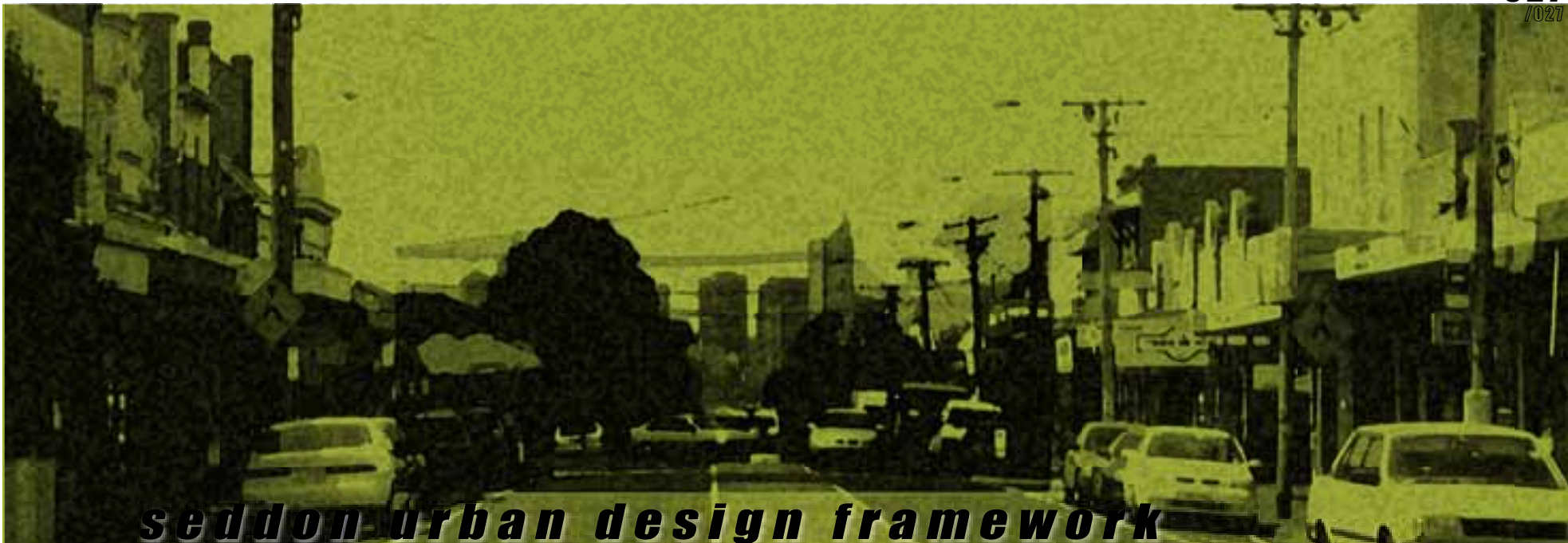
4_working group session

5_list of relevant reports

6_probable costings

refer to separate document for collation of these appendices

027
/027



seddon urban design framework



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with
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Maribyrnong City Council
Urban Design Team

