

Seddon Neighbourhood Plan

The issues and opportunities paper is ready for your feedback

Feedback closes midnight 7 August 2023

Project Background

Maribyrnong City Council is preparing a Neighbourhood Plan to guide future use and development of Seddon.

A Neighbourhood Plan is a planning tool that establishes a long-term vision for an area, providing guidance on future land use and built form, sustainability, open space, transport, community infrastructure, and public realm.

The new Neighbourhood Plan will replace the 2010 Seddon Urban Design Framework, and include updated policy that is relevant to the existing and future Seddon community.

Following extensive community engagement in August 2022, coupled with internal workshops and specialist advice, a number of key issues and opportunities have been identified for improvement.

We are now seeking your feedback on the issues and opportunities to help inform the draft Seddon Neighbourhood Plan.



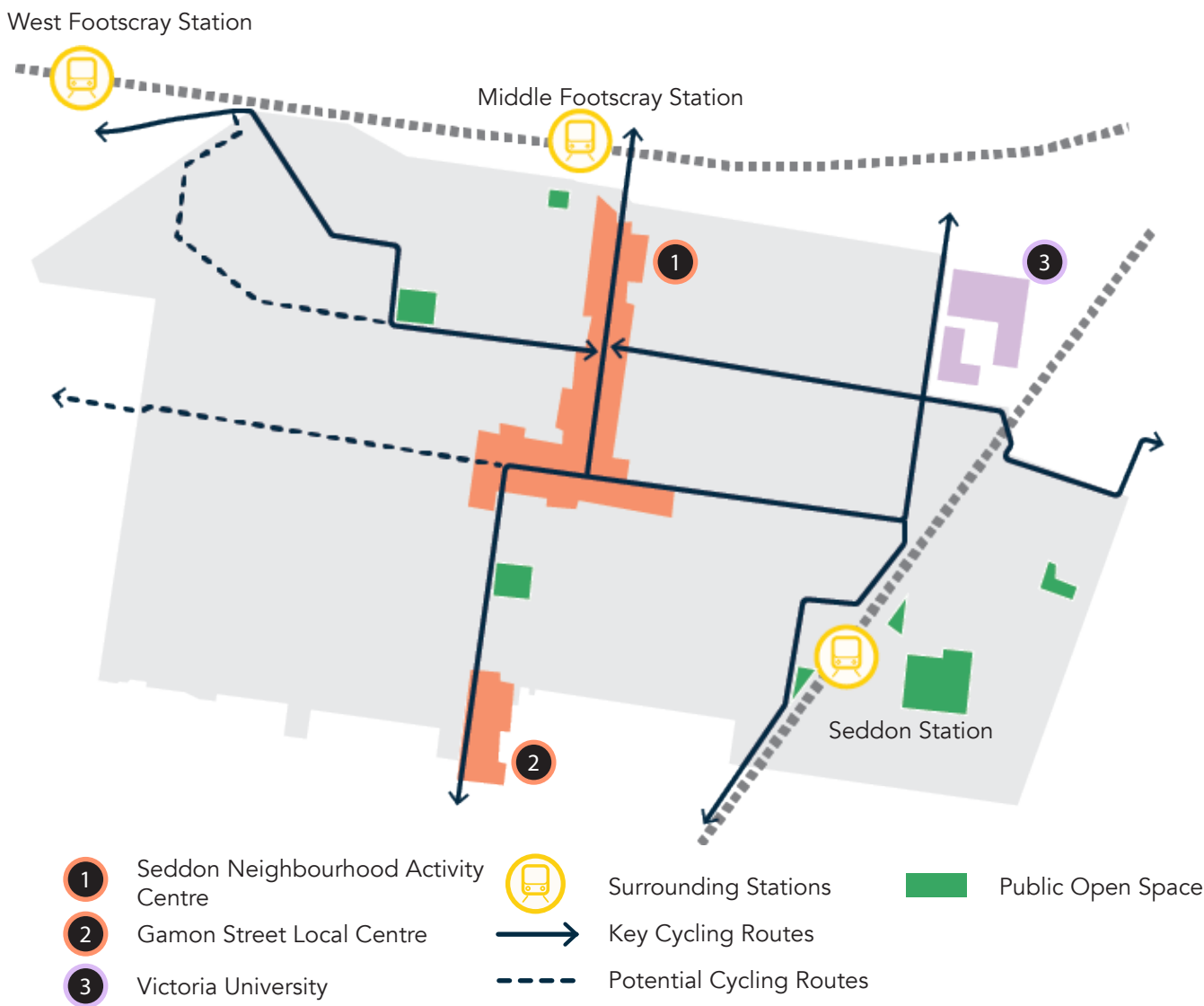
Join the conversation

For more information about the project or to provide your feedback online, go to yourcityyourvoice.com.au/seddon

Speak directly with Council officers:

- Casa di Tutti (160 Victoria Street)
Thursday 13 July, 3:30-6pm
- Seddon Uniting Church Hall
(Corner Gamon and Mackay Street)
Saturday 22 July, 10am-12:30pm
- EST. 1906 (81 Charles Street)
Saturday 29 July, 2:30-5pm

Seddon Neighbourhood Plan Boundaries



Key themes to inform the vision

In August 2022, Council sought community input in the development of a long-term vision for Seddon. Using feedback from the community and stakeholders, eight themes have emerged as below:

Strengthen identity and activation of commercial areas



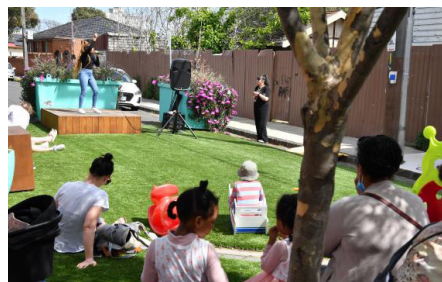
Ballarat St, Yarraville

Grow a greener Seddon



Treelined street, Seddon

Public realm improvements to connect community



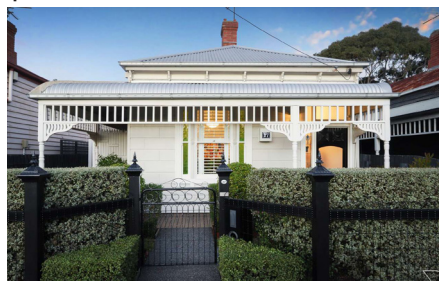
Clarke St pop up park, West Footscray

Enhancing cultural and festival life



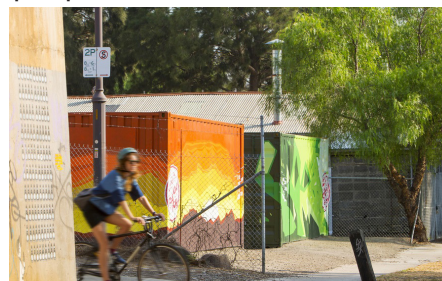
Maribyrnong, Festival City

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



Workers cottage, Seddon

Promote safe, accessible, people oriented movement



Maribyrnong Cycling Strategy

Improve physical connections and wayfinding



Gamon St, Seddon

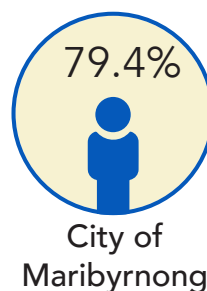
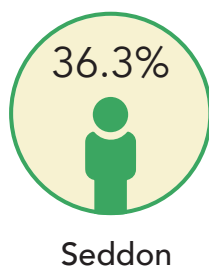
Facilitate activation of underutilised and vacant sites



Ballarat St, Yarraville

Seddon Snapshot

Seddon's population is projected to increase 36.3% by 2051 (from 5,232 in 2021 to 7,133)



City of Maribyrnong's projected population increase is from 86,398 in 2021 to 155,006 in 2051 (79.4%)

Seddon's number of households for 2051 is projected to increase by 38% (from 2,189 in 2021 to 3,011)



Icon represents 100 existing households
Icon represents 100 future households

Household types for 2051 in Seddon are projected as majority families (37.9% of all households)



Of the 37.9% family households, 27.6% are projected to be couple families with dependents. The reminder are one parent families and other types of families

Forecast household types for Seddon 2051 are:

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

(Source: Forecast ID, January 2023)

Context and Demographics

With a future changing demographic, Seddon will need to respond to increases in population across different age groups and their associated needs.

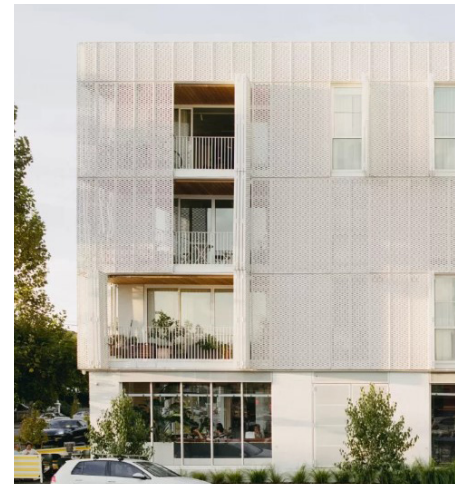
	Context and Demographics Issues	Opportunities for the Neighbourhood Plan
1.1	Diversity of housing does not respond to forecast population mix	Accommodate expected population growth in affordable and diverse housing types
1.2	Limited housing opportunities to meet expected growth	Identify appropriate locations for new housing
1.3	Limited retail, office and entertainment offerings to meet peoples daily needs	Continue to implement 20-minute neighbourhood principles to encourage 'living locally' and shared office spaces



Fieldwork | Brunswick Apartments



Townhouses



Fieldwork | Fitzroy North Apartments

Business and Community

Seddon Village is currently a centralised area for the local community as well as visitors from surrounding neighbourhoods. Further work to support businesses and community uses will contribute to a thriving local area.

	Business and Community Issues	Opportunities for the Neighbourhood Plan
2.1	Seddon Village is not well known to the broader community and lacks a unique identity	Enhance branding and identity of Seddon Village to create a well known, cohesive and popular retail and hospitality destination
2.2	Lack of night time activity in the Seddon Neighbourhood Activity Centre, with only a small number of hospitality offerings operating beyond the evening	Provide planning and business support to strengthen night time economy while supporting day time activity
2.3	Limited offerings of flexible mixed use and office spaces	Support a greater amount of mixed use spaces including office
2.4	Demand for community spaces and services is increasing and they need to respond to future population and demographic changes	Develop modern, flexible and adaptable community spaces that can be used by all, including supporting aging in place Provide spaces to meet demand for children's services
2.5	Lack of continuous active frontages in Seddon Neighbourhood Activity Centre	Encourage active street frontages in Seddon Neighbourhood Activity Centre to promote consistent pedestrian activity
2.6	Limited community gathering spaces available	Explore the use of public spaces and other facilities to hold community events



Footscray Community Arts Centre



Ballarat Street, Yarraville



Footscray Office of Design

Land Use and Built Form

Protection and celebration of Seddon's land use and built form is needed to ensure that the suburb adapts and expands with its residents.

Land Use and Built Form Issues

Opportunities for the Neighbourhood Plan

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| 3.1 | Lack of celebration of Seddon's history and historical buildings | Investigate ways to celebrate and promote Seddon's history in the built form and public realm |
| 3.2 | Existing planning unable to deliver high quality buildings and landscapes | Develop planning policy that guides high quality environmentally sustainable buildings with appropriate heights setbacks and landscaping |
| 3.3 | Inconsistent land uses in Seddon Neighbourhood Activity Centre and surrounding areas | Develop policy to strengthen economic and social function of these areas |
| 3.4 | There are a number of vacant and underutilised sites in the Seddon Neighbourhood Activity Centre and at the periphery of the suburb's boundaries | Explore options to enable activation or redevelopment of dormant sites |
| 3.5 | New development responds poorly to climate change | Require sustainable best practice initiatives in new development and in council projects |



Former State Bank of Seddon



Mini Maddern | Maddern Square, Footscray



Maribyrnong Edible Garden

Public Realm, Sustainability & Resilience

Community interactions in the public realm are a key part of the suburb's identity. It is important that public realm interventions address the climate emergency and are sustainable into the future.

	Public Realm, Sustainability and Resilience Issues	Opportunities for the Neighbourhood Plan
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4.1	Lack of local open spaces west of Gamon Street (as per Maribyrnong Open Space Strategy) and under utilisation of existing open spaces	Create new public open space as per Maribyrnong Open Space Strategy and identify improvements to existing public open spaces
4.2	Lack a sense of arrival and wayfinding	Use signage and built form to enhance gateways and arrival points
4.3	More tree planting is needed in streets and parks to reduce urban heat island effect	Plan for increased tree plantings through an urban forest plan for Seddon
4.4	There is increased risk of flooding due to more extreme climate events	<p>Incorporate water sensitive design in public realm projects</p> <p>Continue to implement water sensitive urban design and integrated water management objectives in new development</p>
4.5	Upgrades needed to public realm amenity in Seddon Neighbourhood Activity Centre	<p>Identify public realm locations in the Seddon Neighbourhood Activity Centre for quality / amenity improvements</p> <p>Investigate preparing a lighting improvement plan in the Seddon Neighbourhood Activity Centre</p>
4.6	Limited public art that celebrates our First Nations history	Strengthen the public art offer in the Seddon Neighbourhood Activity Centre through representation of cultural diversity and First Nations history
4.7	Poor public realm and safety around railway stations	Support increased safety and amenity improvements around stations
4.8	Not all public realm areas and businesses in the Seddon Neighbourhood Activity Centre are wheelchair accessible	<p>Ensure future master planning work in the Seddon Neighbourhood Activity Centre rectifies DDA compliance gaps to facilitate improved access for all</p> <p>Engage with Seddon Traders Association on the importance of ensuring universal access</p>

Transport

Travelling to and within Seddon can be improved to further strengthen the suburb as a 20-minute neighbourhood.

	Transport Issues	Opportunities for the Neighbourhood Plan
5.1	Limited and infrequent bus services to, from and within the suburb	Liaise with public transport authorities for improved bus services at peak hour and evening
5.2	No direct bus connection to Seddon train station	Advocate to public transport authorities to reroute or loop the 223 and 409 bus routes via Seddon Railway Station
5.3	Lack of legible connection between key destinations	Improve wayfinding and connectivity between Seddon Neighbourhood Activity Centre and railway stations
5.4	Poor pedestrian safety in local roads due to traffic speeds	Encourage walking through improved pedestrian priority and safety at crossings
5.5	Constrained cycling infrastructure on main roads threatens cyclist safety	Consider developing a cycling network of low speed local streets
5.6	Wide areas of asphalt in particular streets limits opportunities for greening and tree planting	Review current street space allocation on particular streets for greening or new public spaces
5.7	Bicycle safety and connectivity between key destinations across Seddon and beyond	Continue to implement the Maribyrnong Bicycle Strategy Explore additional improvements to the cycling network
5.8	Poor pedestrian access to West Footscray and Middle Footscray stations	Liaise with relevant authorities to investigate options for improved connectivity

Where can I go for more information?

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For further information, please call 9688 0200 or email SeddonNP@maribyrnong.vic.gov.au to talk to Council's City Design or Strategic Planning teams.

If you want to know more about this document but require assistance with translation, please contact Maribyrnong City Council on 9688 0200 and we will arrange for an interpreter over the telephone, or call the Translating and Interpreting Service (TIS) on 131 450 and ask the interpreter to call Council on your behalf (both services are free).



TIS: 131 450



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