



Maribyrnong
CITY COUNCIL



Seddon Neighbourhood Plan

URBAN DESIGN FRAMEWORK 2025





Contents

Acknowledgements	4
Executive summary	5
1 Introduction	7
Seddon snapshot	8
Study area	9
Structure of the Plan	9
Community consultation	10
Seddon's history	10
Regional and local context	11
Activity centre hierarchy	12
Policy context	14
2 The Plan	18
Vision	18
Principles	20
Land use and built form	21
Public realm	28
Access and movement	31
3 Implementation	35
4 Appendices	38
Appendix A: Design concepts and investigations	39
Appendix B: Built form guidelines for the Seddon Neighbourhood Activity Centre	68
Appendix C: Built form analysis for the Seddon Neighbourhood Activity Centre	72
Appendix D: Built form testing	75



Maribyrnong City Council

Phone: 03 9688 0200
 Fax: 03 9687 7793
 Email: email@maribyrnong.vic.gov.au
 Web: www.maribyrnong.vic.gov.au

TTY (Hearing Impaired): 03 9688 0564
 After Hours/Emergency: 03 9688 0363

Postal address: PO Box 58, Footscray VIC 3011

TIS 131 450
 If you are deaf, hearing-impaired, or speech impaired, please use the National Relay Service.

TTY 13 36 77
 Speak and listen 1300 555 727
www.relayservice.com.au

Acknowledgements

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

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

VERSION	DATE	CHANGE
1	May 2024	Consultation on the draft
2	May 2025	Endorsed by Council

Document revision table

Acknowledgement of Country

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



Executive summary

The Seddon Neighbourhood Plan (the Plan) has been prepared to manage and guide future growth and development in the suburb until 2051. It is a long term planning framework that will help maintain the suburb's desired characteristics, and identify opportunities to enhance local amenity and services to meet forecast population growth. The Plan includes content under three main themes:

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

Based on community feedback, the Plan establishes a vision for the future of the suburb and a suite of objectives, strategies, and actions.

The Seddon Neighbourhood Activity Centre is envisioned as a place where people can gather, socialise, shop, work, live and make use of community and leisure services using low impact transport options. For the broader study area, the Plan outlines complementary strategies relating to the public realm, sustainability, resilience and transport. Feedback from the community, background analysis and Council strategies have informed the content of this framework.

The Plan includes:

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



1

Introduction

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

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

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

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

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

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

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



Seddon snapshot

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

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

The number of households in Seddon is projected to increase by 38% (from 2,189 in 2021 to 3,011 by 2051). Family households are projected to remain in majority by 2051. Of the 37.9% family households, 27.6% are projected to be couple with dependents.

Forecast household types for 2051 are:

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

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

To meet future demand from a growing population, Seddon is forecast to require:

- 2,000-3,000sqm of additional retail floor space by 2038
- 1,500-2,000sqm of additional commercial floorspace by 2038
- 425 additional dwellings by 2051¹.

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



Figure 1 Seddon Neighbourhood Plan Study Area

Study area

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

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

Structure of the Plan

The Plan is structured to present a 'vision' and a set of 'principles' which respond to community expectations. The 'principles' guide and inform three key themes of Land Use and Built Form, Access and Movement, and Public Realm. Each theme comprises the following components:

- **Objectives** ambitions for the future
- **Strategies** a means of achieving the objectives
- **Actions** steps to implement the strategies.

The Implementation Plan sets out the actions required to achieve the vision in greater detail including action type, lead responsibility, and external partners.

Community consultation

Visioning Seddon

Early engagement with the community summarised their aspirations and priorities for the project in 2022. More than 1,000 pieces of feedback was received, with one-fifth via hard copy postcards and the rest received on Council's consultation portal, Your City Your Voice.

Respondents told us that they envisioned a future Seddon that:

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

Issues and Opportunities

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

Additionally, respondents raised the following comments:

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

Draft Seddon Neighbourhood Plan

Consultation on the draft Seddon Neighbourhood Plan occurred between May and June 2024, with online and in-person consultation activities. Approximately 80 people attended the in-person events and a total of 252 survey responses were received.

Respondents raised the following comments:

- Need to protect and enhance the Seddon Village as a key destination
- Support for design concepts for community interaction and leisure
- Protect the suburb's existing heritage and neighbourhood character from growth.

Feedback from respondents has informed this document.

Seddon's history

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

With a portion originally named Belgravia, the suburb was formed from the subdivision of land that spread out from Footscray in the late 19th century. In 1902, the suburb was named after Richard John Seddon who resided in the area who later became the Prime Minister of New Zealand.

Development activity was initially concentrated along the rail corridor, with further housing growth along Buckley Street, Victoria Street, Charles Street and Gamon Street due to the introduction of a tram route. This route provided easy access to Footscray and was discontinued in 1962, which is now serviced by bus route 223. The history and heritage character of the area is identified through its Edwardian-era and limited Victoria-era housing and commercial development along these transport routes.

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



Historical photograph of tram operating in Seddon

Regional and local context

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

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

Several regional facilities are in proximity, including the new Footscray Hospital, Whitten Oval, Victoria University campuses, Port of Melbourne and the Fishermans Bend Urban Renewal Precinct which present opportunities to attract future investment

and employment. Local facilities of interest include the Maribyrnong City Council Civic Precinct and Community Hub, Footscray High School campuses, Phoenix Youth Centre, Footscray Trugo Club, and St Illija Macedonian Orthodox Church. Additionally, there is access to open spaces including Harris, Bristow, Mappin and Mallanack reserves and Yarraville Gardens.

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

Activity centre hierarchy

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

Based on its role and capacity for growth, the SNAC is a neighbourhood level centre similar to Yarraville and West Footscray, whereas the GSLC is designated as a local centre. Given the SNAC's proximity to the Footscray Metropolitan Activity Centre, it is expected to acknowledge Footscray Metropolitan Activity Centre's role as a higher order centre.

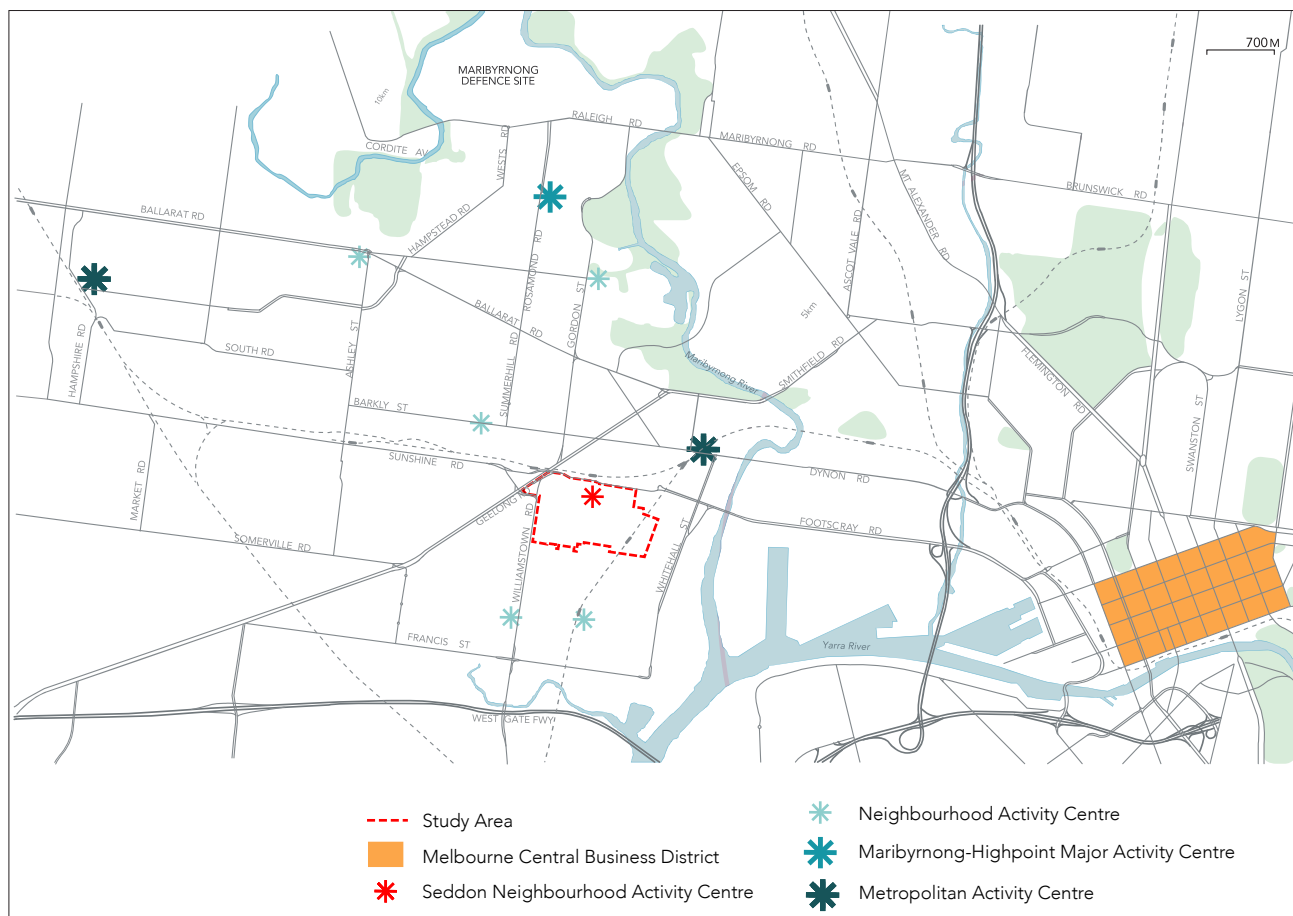
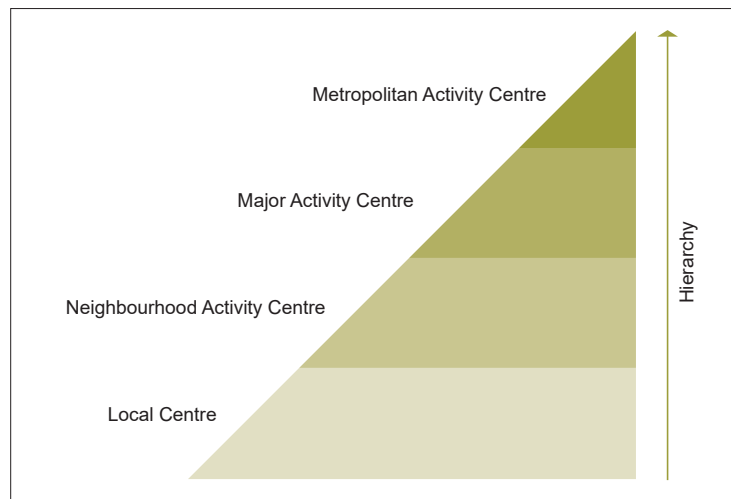


Figure 2 Regional context

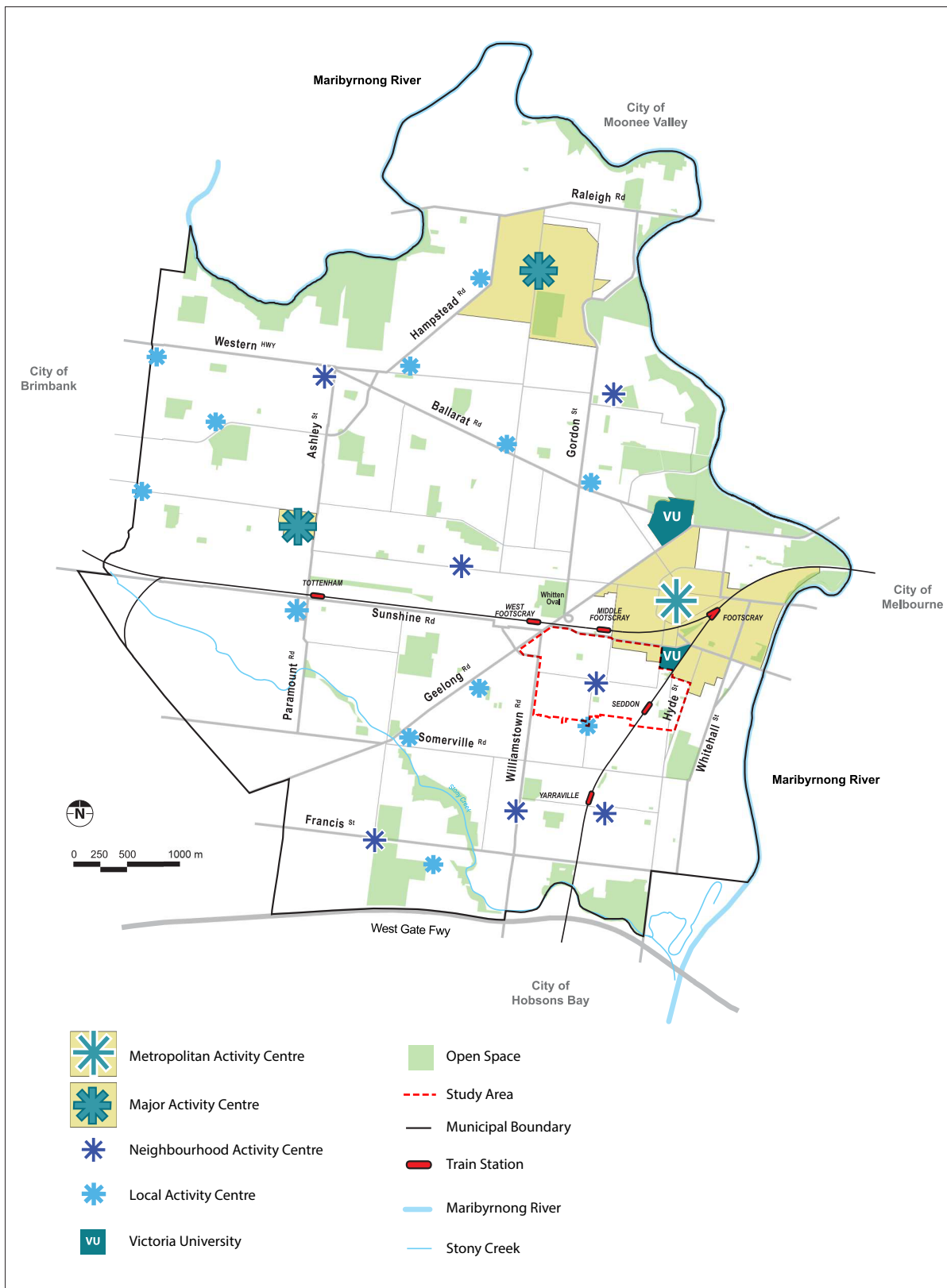


Figure 3 City of Maribyrnong Activity Centre Hierarchy

Policy context

Plan for Victoria

Plan for Victoria establishes a housing target of 48,000 additional dwellings by 2051 in the City of Maribyrnong. The strategy identifies 5 key pillars for Victoria's future:

- Self-determination and caring for Country
- Housing for all Victorians
- Accessible jobs and services
- Great places, suburbs and towns
- Sustainable environments.

West Footscray, Middle Footscray and Tottenham train stations have been identified as activity centres - housing choice and station in recognition of their accessibility and ability to accommodate housing intensification. Land in the Seddon Neighbourhood Plan study area is expected to be within the catchment area of the West Footscray and Middle Footscray train station activity centres.

Victoria's Housing Statement

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

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

Council Plan 2021-25

The Council Plan 2021-25 guides the planning, development, resourcing and provision of services to the community over a four year period. A new Council Plan for 2025-2029 will replace this document, following the election of a new Council.

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

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

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

Maribyrnong Planning Scheme

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

This Plan responds to state-wide policies including at Clauses 11, 15, 16, 17 within the Victorian Planning Provisions. Relevant policies include protection of commercial and residential uses, need for residential development in activity centres, urban consolidation, urban design outcomes, need for connections to open space, and a mode shift to sustainable transport options.

This Plan responds to local policies including at Clauses 02 and 11.03. Relevant policies include the need for sustainable development to create healthy communities, low-scale apartment development and medium density infill development in incremental change activity centres, and improvements to transport and open space access.

Additionally, the Maribyrnong Planning Scheme has planning policy for the SNAC which include the objectives at Clause 11.03-1L-07. These include:

- To support the role of Seddon Village as a neighbourhood activity centre
- To enhance the existing built form of the village.

The Plan responds and achieves the objectives and strategies under the Maribyrnong Planning Scheme.

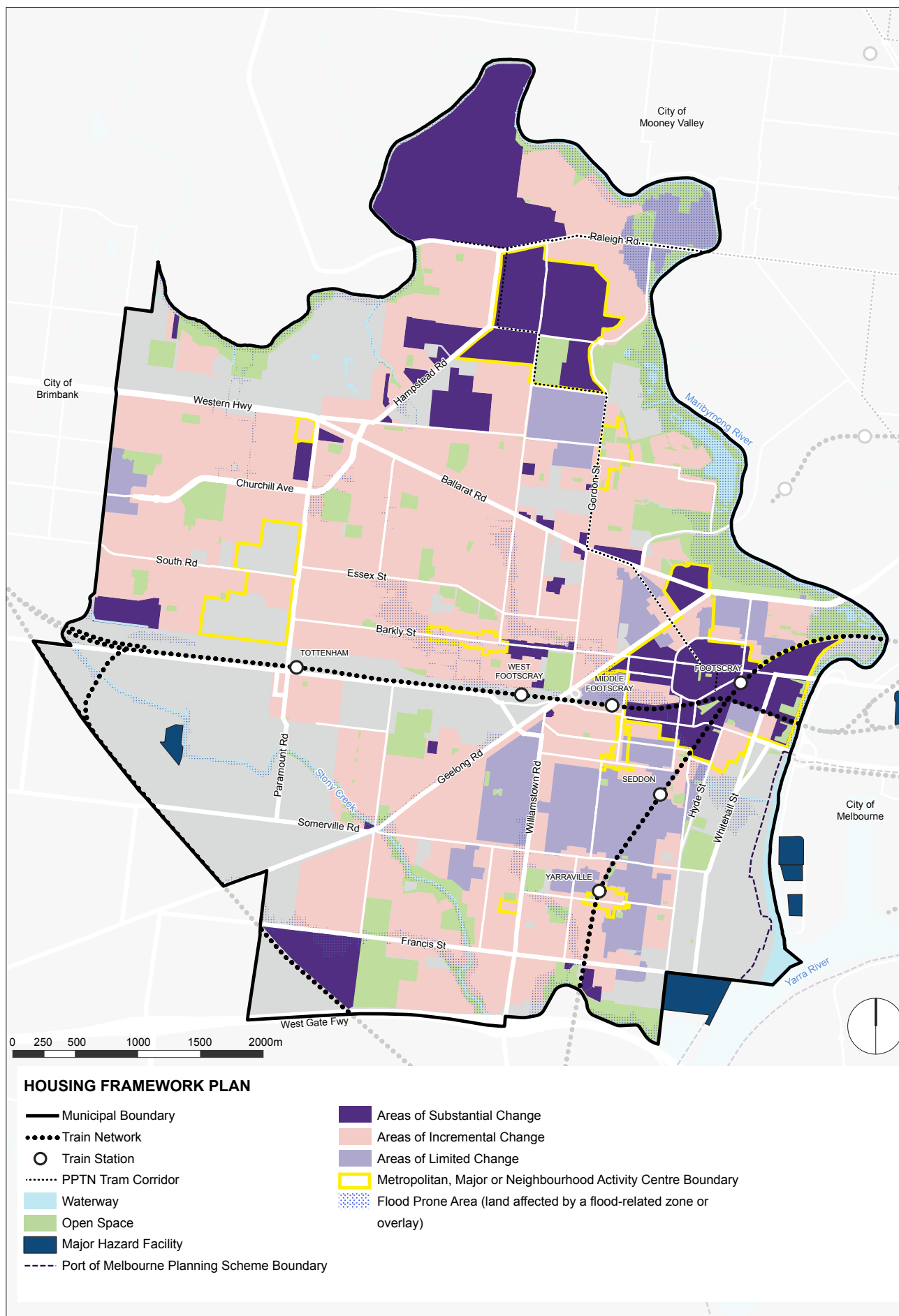


Figure 4 Housing Framework Plan from Clause 02.04 Maribyrnong Planning Scheme

Housing Strategy

The Maribyrnong Housing Strategy (2011) provides guidance regarding the planning and development of housing in the City of Maribyrnong to 2031. Seddon and Kingsville² have been identified as areas that will need to provide flexible and more diverse housing types and designs to accommodate large, multi-generational families.

The Housing Strategy includes three housing change areas:

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

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

Retail Development and Activity Centre Policy 2009

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

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

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

Maribyrnong Climate Emergency Action Plan and Climate Emergency Strategy

In 2019, Council acknowledged that we are in a state of climate emergency that requires urgent action by all levels of government, including local councils. Maribyrnong's Climate Emergency Strategy 2020-2025 and subsequent Strategy Climate Emergency Action 2021-2025 include a vision, strategies and targets for climate action and mitigation. Council has also declared a health emergency, citing the impacts of air and noise pollution from heavy truck movements. The Seddon Neighbourhood Plan will incorporate the principles listed in these plans through future development and use, and contribute to climate change action.

Other relevant policies considered include:

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

² The subject area includes a section of Kingsville.





2

The Plan

Vision

A neighbourhood of walkable green-leafy streets, celebrating the suburb's low scale residential character and historical values while creating a thriving village with diverse businesses, housing choices and public spaces.





Figure 5 Neighbourhood Plan Map

Principles

These principles underpin the neighbourhood plan.



Strengthen identity and activation of commercial areas



Grow a greener Seddon



Public realm improvements to connect community



Enhancing cultural and festival life



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



Prioritise safe, accessible, people-oriented movement



Improve physical connections and way finding



Facilitate activation of underutilised and vacant sites



Land use and built form

Principles



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

This chapter consists of two sections:

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

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

Land Use

Seddon is a desirable inner-city destination for existing and new residents. The desirability is underpinned by the village feel of the SNAC, access to multiple train stations within walking distance and a diverse range of land uses that meet the daily retail and commercial needs of residents with a strong food and hospitality focus.

Aside from the redevelopment at 43-57 Buckley Street (former bus depot site), Seddon has not experienced significant development in recent history, with a low number of planning applications lodged and planning permits that were not acted upon by the developer. Where existing, newer developments are generally two or three storeys with retail and commercial uses at ground floor and housing at upper levels.

There are key opportunities to increase the range of uses which will provide more choice and diversity for the community and strengthen the suburb as a 20-minute neighbourhood.

The key land use challenges in Seddon are:

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



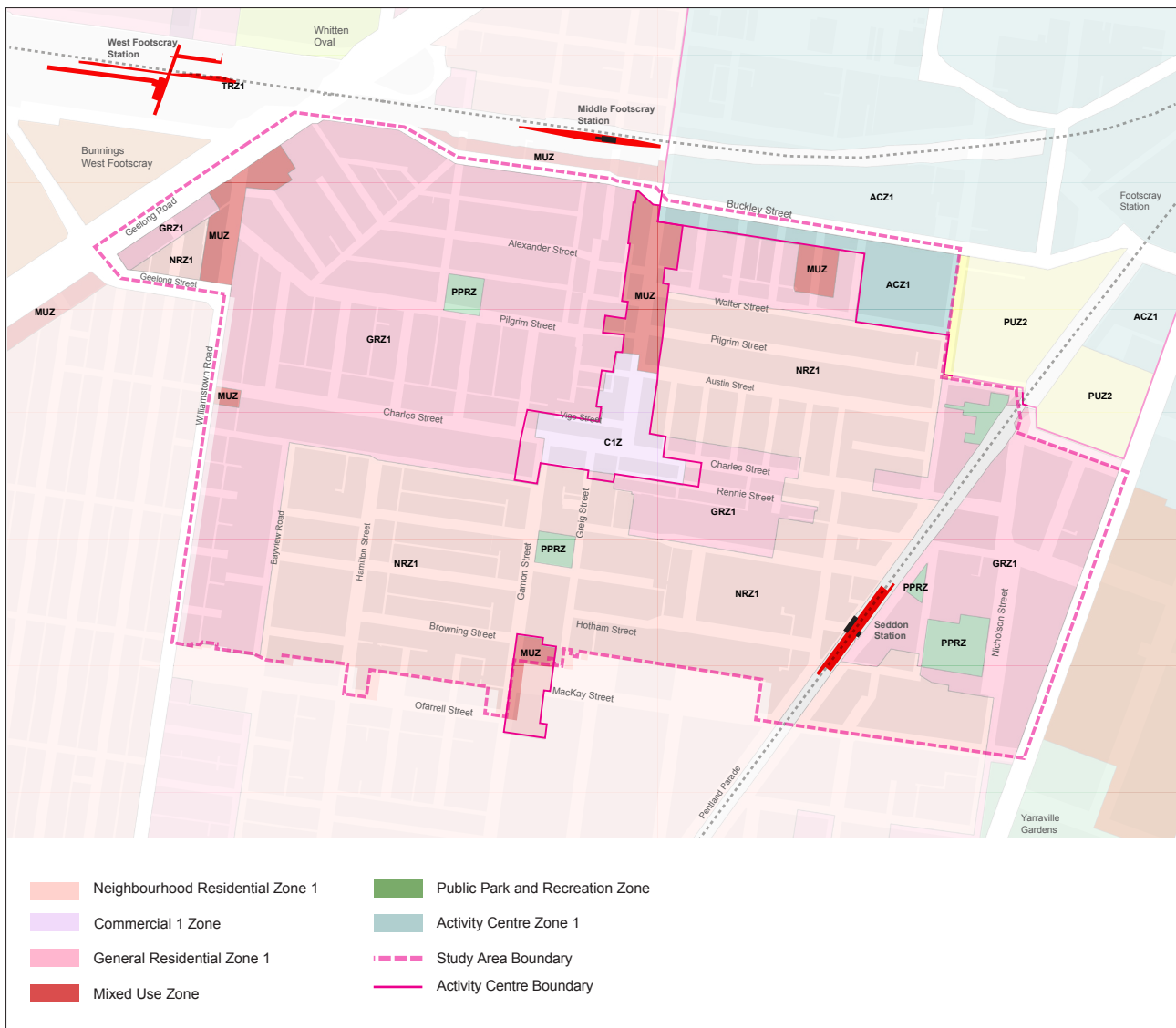


Figure 6 Seddon Neighbourhood Plan Existing Land Use Zones

Existing land use patterns and activity

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

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

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

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

The Maribyrnong Housing Strategy identifies 185-189 Geelong Road and 43-57 Buckley Street as the only Substantial Change Areas (medium to higher density housing) within Seddon. 185-189 Geelong Road is subject to the Heritage Overlay (HO40) and has already been developed into a strata titled development, and 43-57 Buckley Street is currently under construction for redevelopment, significantly reducing their likelihood for further development.

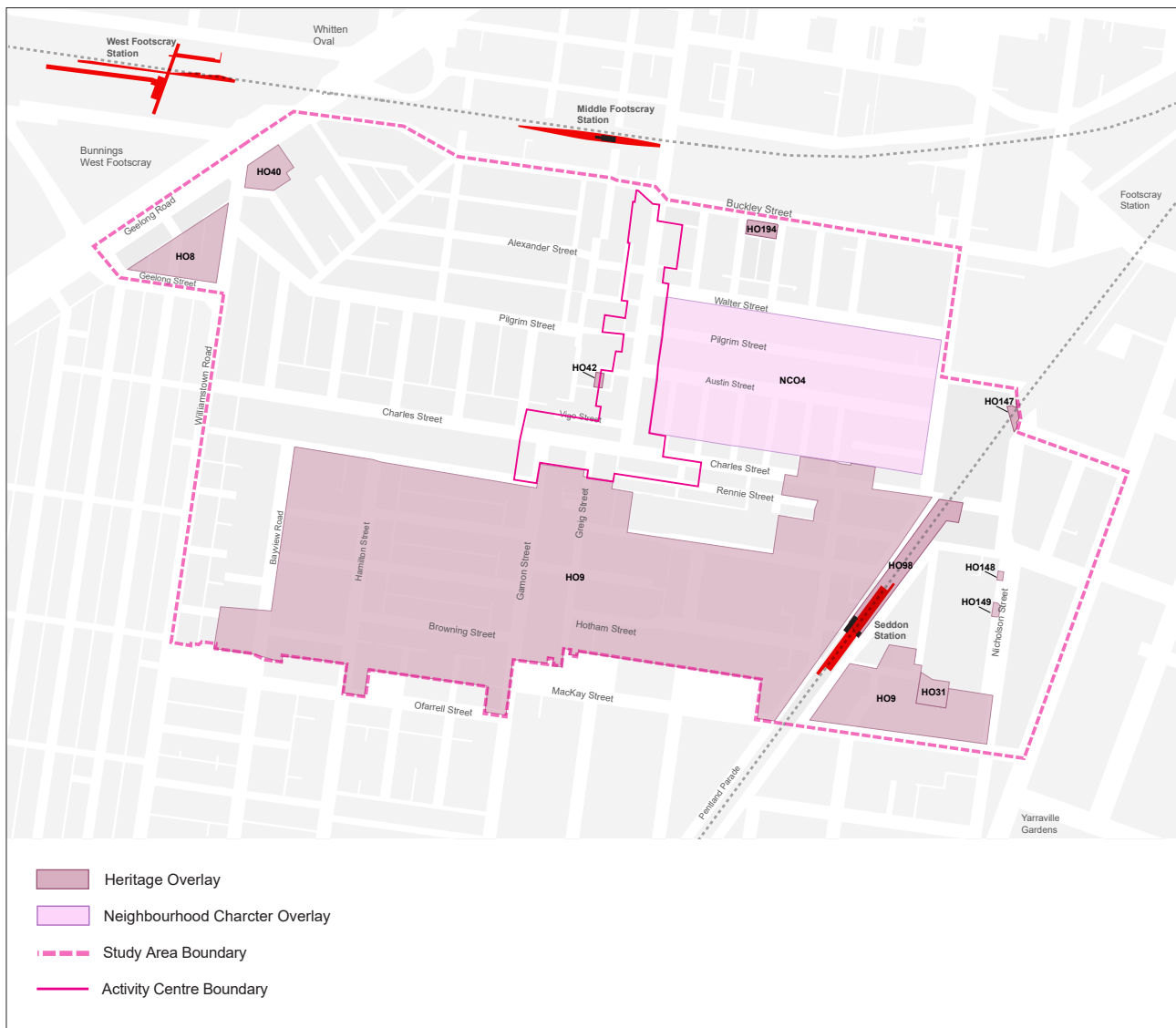


Figure 7 Seddon Neighbourhood Plan Built Form and Heritage Overlays

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

Centred on Victoria and Charles Streets, the SNAC has a direct interface with the surrounding residential neighbourhood which limits its development potential. There is a need for any future development to protect the amenity of the adjoining residential properties.

Land uses within the GSLC provide services relevant to its surrounds confirming its role as a local centre. It currently accommodates retail, medical, restaurant, take away food, a place of worship and residential uses.

Preferred land use patterns and activity

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

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

- 2,000-3,000sqm of additional retail floor space by 2038
- 1,500-2,000sqm of additional commercial floorspace by 2038
- 425 additional dwellings by 2051³.

While infill development will occur within the broader study area, it is expected that the majority of new residential, retail and commercial development will be concentrated in SNAC with limited redevelopment in the GSLC. This is in recognition of the activity centre hierarchy as well as the SNAC's proximity to public transport options and to the Footscray Metropolitan Activity Centre.

Given the projected population increase and associated increase in demand for housing, commercial, and retail spaces, the SNAC will accommodate the increased demand through expansion of the activity centre boundary.

Lots along Charles St west of the activity centre boundary have low development potential due to:

- Constrained lot widths
- Lack of rear lane access
- Proximity to limited change area on the south side

Lots along Charles St to the east of the activity centre boundary have higher development potential due to:

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

Expansion of the activity centre boundary into Walter, Staff and Vigo Streets will allow for a gradual transition in the intensity of use and built form to sensitive residential interfaces, and contribute to the forecast demand for residential floorspace.

Objectives

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

Strategies

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

Actions

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

³ According to independent research conducted by Urban Enterprise, 2023.

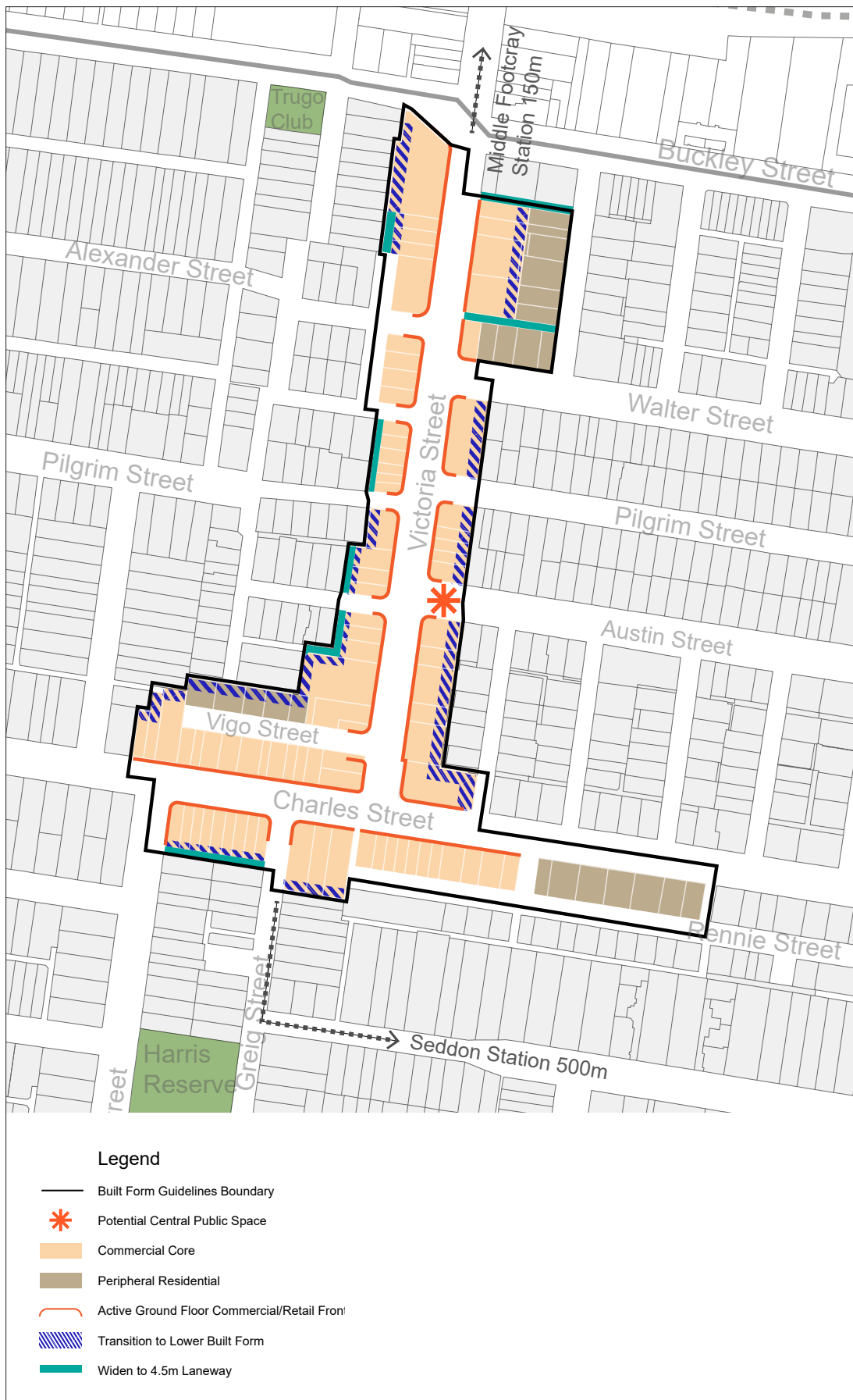


Figure 9 Built form guidelines in the Seddon Neighbourhood Activity Centre

Built Form in the SNAC

While residential areas outside the activity centres will continue to accommodate some residential growth, the majority of new residential, retail and commercial development will be concentrated in the SNAC. This will help maintain the residential neighbourhood character of the suburb and strengthen the role of the SNAC as a place of growth and activity.

The key built form challenges in SNAC are:

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

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

New development in the SNAC will enhance the main street function of Victoria and Charles streets, improve visitor experiences and complement new public realm improvements. In conjunction with redevelopment, existing rear laneways will need to be progressively widened to provide vehicle access at the rear of a site. Any proposed car parking dispensations will be considered on a case-by-case basis dependent on the type and density of the proposed development, as well as provision of active transport infrastructure.

New growth in the SNAC will be characterised by a four-storey street wall built on the property boundary with a retail and/or commercial ground floor presence. An overall maximum four storey building height is preferred that transitions to rear residential interface in accordance with the built form guidelines. Site services will be discreetly located to ensure that they do not dominate the frontage.

Building forms up to 6 storeys may be considered on large or consolidated sites (over 800 sqm) that have potential for vehicle access through a laneway or side street, with the ability to respond sensitively to the residential areas. Upper levels should be sufficiently set back to ensure that they do not overwhelm the street.

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



Objectives

- To guide future development that contributes positively to the village character and meets the future growth population
- To ensure built form and scale appropriately responds to the existing and emerging character of the Seddon Neighbourhood Activity Centre
- To facilitate development of a high architectural and urban design quality that improves the overall amenity of the area
- To ensure new development sensitively addresses interfaces to all existing development.

Strategies

- Ensure multi-storey development in the Seddon Neighbourhood Activity Centre is in accordance with the Built Form Guidelines
- Encourage a defined four storey street wall interface along Victoria Street and Charles Street
- Encourage high quality architecture that responds to the existing fine grain nature of the shopping strip streetscape
- Ensure developments present a high level of architectural quality and urban design responses that enhances the public realm
- Encourage building of a “human scale” that provide a high level of external and internal amenity
- Maintain the fine grain subdivision pattern
- Encourage active street level frontages/interface that positively contributes to the public realm
- Encourage development that incorporates attractive and functional communal spaces and provides good amenity
- Prohibit additional crossovers on Victoria Street and Charles Street within the activity centre boundary
- Encourage site services to be discreetly located so that they do not dominate the streetscape
- Consider on a case-by-case car parking dispensations for planning permit applications within the Seddon Neighbourhood Activity Centre
- Encourage sustainable building design which meets best practice environmentally sustainable design standards.

Action

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

Public realm

Principles



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

Seddon has its own distinct local character and charm that’s unique from its surrounding neighbours like Footscray and Yarraville. The SNAC fosters the ‘village’ character through existing food and drinks venues, boutiques and small scale businesses. While it lacks community infrastructure like libraries and community centres for visitors, its proximity to Footscray, Yarraville and the Melbourne CBD means that residents can meet their needs easily. Access to public open space in Seddon is inconsistent, with the Maribyrnong Open Space Strategy identifying gaps in the open space network in residential areas west of Gamon Street and west of Bristow Reserve.



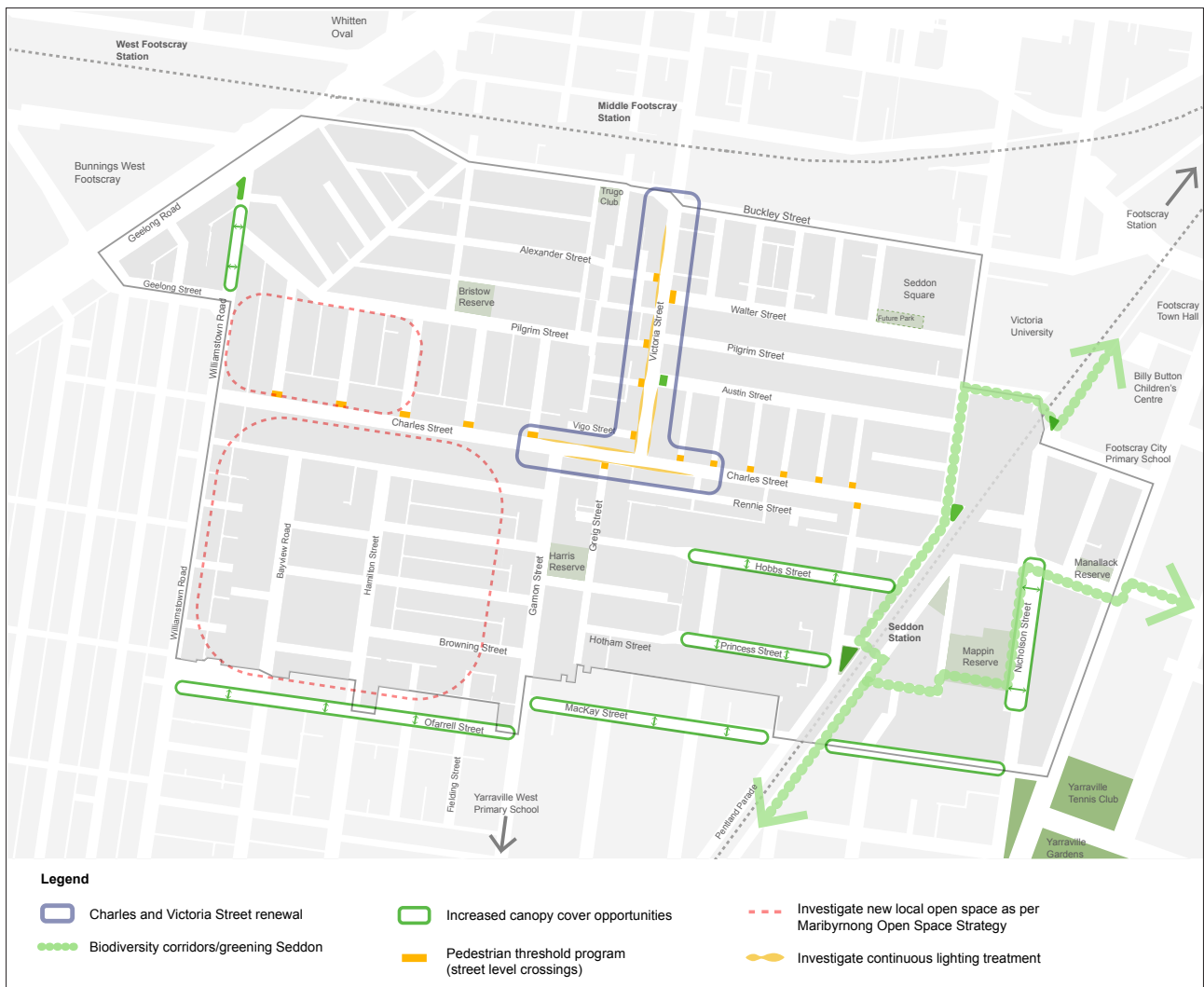


Figure 10 Seddon Neighbourhood Plan Public Realm Map



The SNAC is often described as quiet, intimate and hidden. The structure of the surrounding roads and infrastructure often lead people past Seddon Village rather than into it. Additionally, a recurring issue with Seddon's public realm is the interaction with large transport infrastructure that surrounds the suburb. Whether it's Buckley Street, Geelong Road or moving over and under the railway corridor, the experience at the edge of the suburb is often inhospitable, awkward and sometimes unsafe compared to its village core.

Community consultation emphasised a need to maintain the character and strengthen the identity, boost night-time economy, improve greening and provide more spaces for people to gather in.

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



The key challenges include:

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

The proposed design concepts (Appendix A) will reinforce the local character and identity by providing options for a new civic space, recognise the local and cultural history at key locations, and suggest initiatives to improve the nighttime economy. Opportunities for additional greening are proposed to improve amenity and minimise stormwater run-off.

Objectives

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

Strategies

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

Actions

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

Access and movement

Principles



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

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

With access to three train stations (West Footscray, Middle Footscray and Seddon), Seddon is ideally located to leverage sustainable transport modes. However, the suburb lacks a cohesive and complete network with poor accessibility to key locations. Although there are pedestrian-focussed streets such as Victoria Street and Charles Street, accessibility and quality of these footpaths have deteriorated over time.

There is also a need to increase active and public transport usage to support Seddon's role as a 20-minute neighbourhood and to reduce reliance on use of private motorised vehicles.

Key challenges include:

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

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

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





Figure 11 Seddon Neighbourhood Plan Access and Movement Map



Objectives

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

Strategies

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

Actions

- Investigate options for improvements to cycling and pedestrian safety and amenity at:
 - Pilgrim Street rail underpass and Bristow Street intersection
 - Northern section of Williamstown Road
 - Hyde and Nicholson Streets (connecting to Yarrville Gardens)
 - Victoria and Charles Streets, in the Seddon Neighbourhood Activity Centre
- Investigate and develop a road safety and mobility plan for the Seddon Neighbourhood Activity Centre including further consideration of speed limit reductions as part of a Mobility and Access Study.
- Improve cycling connections, including:
 - Improvements to the existing route along Pilgrim Street and east into Bristow Street
 - Improvements to the environment and existing facilities between Yarrville and West Footscray train stations
- Investigate Hamilton and Bayview Streets as alternative north-south cycling routes in addition to Gamon Street
- Investigate the implementation of the Department of Transport and Planning pop-up bicycle project as per any future Council resolution
- Advocate to the State Government for improvements to:
 - Pedestrian access to Middle Footscray and Seddon train stations
 - Bus services that connect to Seddon train station.





MONNA CARMICHAEL HOTEL



PUBLIC
BAR



MONA
PUBLIC
BAR

CHURCH ST



3

Implementation

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

- Policy
- Investigation
- Project
- Advocacy.

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

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



ACTION	CATEGORY	MCC LEAD RESPONSIBILITY	EXTERNAL PARTNERS	TIME FRAME
Land Use and Built Form				
1 Prepare and amend the Maribyrnong Planning Scheme to introduce changes to the activity centre boundary, zoning and built form guidelines identified in this Plan	Policy	Planning and Environment	Department of Transport and Planning	Short
Public Realm				
2 Investigate the reallocation of street space for recreation and greening opportunities identified in Appendix A	Investigation	Infrastructure Services	Department of Transport and Planning	Medium
3 Undertake a master planning process for improvements to existing open space	Project	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	Medium
4 Develop and implement a lighting plan for the Seddon Neighbourhood Activity Centre to increase passive surveillance and perception of safety	Project	Planning and Environment		Short
5 Undertake a plan for public realm improvements for areas adjacent to Seddon train station	Project	Planning and Environment	Department of Transport and Planning VicTrack VicRoads	Medium
6 Develop a streetscape improvement plan for the Seddon Neighbourhood Activity Centre to improve its amenity and create an inviting public realm	Project	Planning and Environment		Short
7 Investigate opportunities for kerbside outdoor dining, pop-up opportunities and shop-front improvements in the Seddon Neighbourhood Activity Centre and Gamon Street Local Centre	Investigation	Planning and Environment		Medium
8 Facilitate opportunities for greater cultural diversity and First Nations History representation through public artwork and iconography	Project	Community Services		Short
9 Develop and implement a wayfinding strategy to enhance gateways and arrival points, and to highlight key locations such as the Seddon Neighbourhood Activity Centre, Gamon Street Local Centre and Seddon Station	Project	Planning and Environment		Short
10 Identify and establish opportunities for water sensitive urban design to manage stormwater effectively and contribute to sustainable urban development	Investigation	Planning and Environment		Short

Access and Movement

11	Investigate options for improvements to cycling and pedestrian safety and amenity identified in this Plan	Investigation	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	Medium
12	Investigate and develop a road safety and mobility plan for the Seddon Neighbourhood Activity Centre including further consideration of speed limit reductions as part of a Mobility and Access Study.	Investigation	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	Medium
13	Improve cycling connections identified in this Plan	Project	Infrastructure Services	Department of Transport and Planning VicTrack VicRoads	Medium
14	Investigate Hamilton and Bayview Streets as alternative north-south cycling routes in addition to Gamon Street	Investigation	Infrastructure Services		Short
15	Investigate the implementation of the Department of Transport and Planning pop-up bicycle project per any future Council resolution	Investigation	Infrastructure Services	Department of Transport and Planning	Short
16	Advocate to the State Government for access improvements identified in this Plan	Advocacy	Infrastructure Services	Department of Transport and Planning	Medium

4

Appendices

Appendix A: Design concepts and investigations

Appendix B: Built form guidelines for the Seddon Neighbourhood Activity Centre

Appendix C: Built form analysis for the Seddon Neighbourhood Activity Centre



Appendix A: Design concepts and investigations

Key projects

There is a broad range of opportunities for improvement, celebration, support and renewal in Seddon. Over the page are a series of key ideas to create diverse, distinctive and welcoming spaces that better connect Seddon with surrounding open spaces, public transport, adjacent neighbourhoods and institutions. All design concepts shown will require further detail design and are subject to further funding. These proposals are subject to further stakeholder consultation, which will vary from item to item.

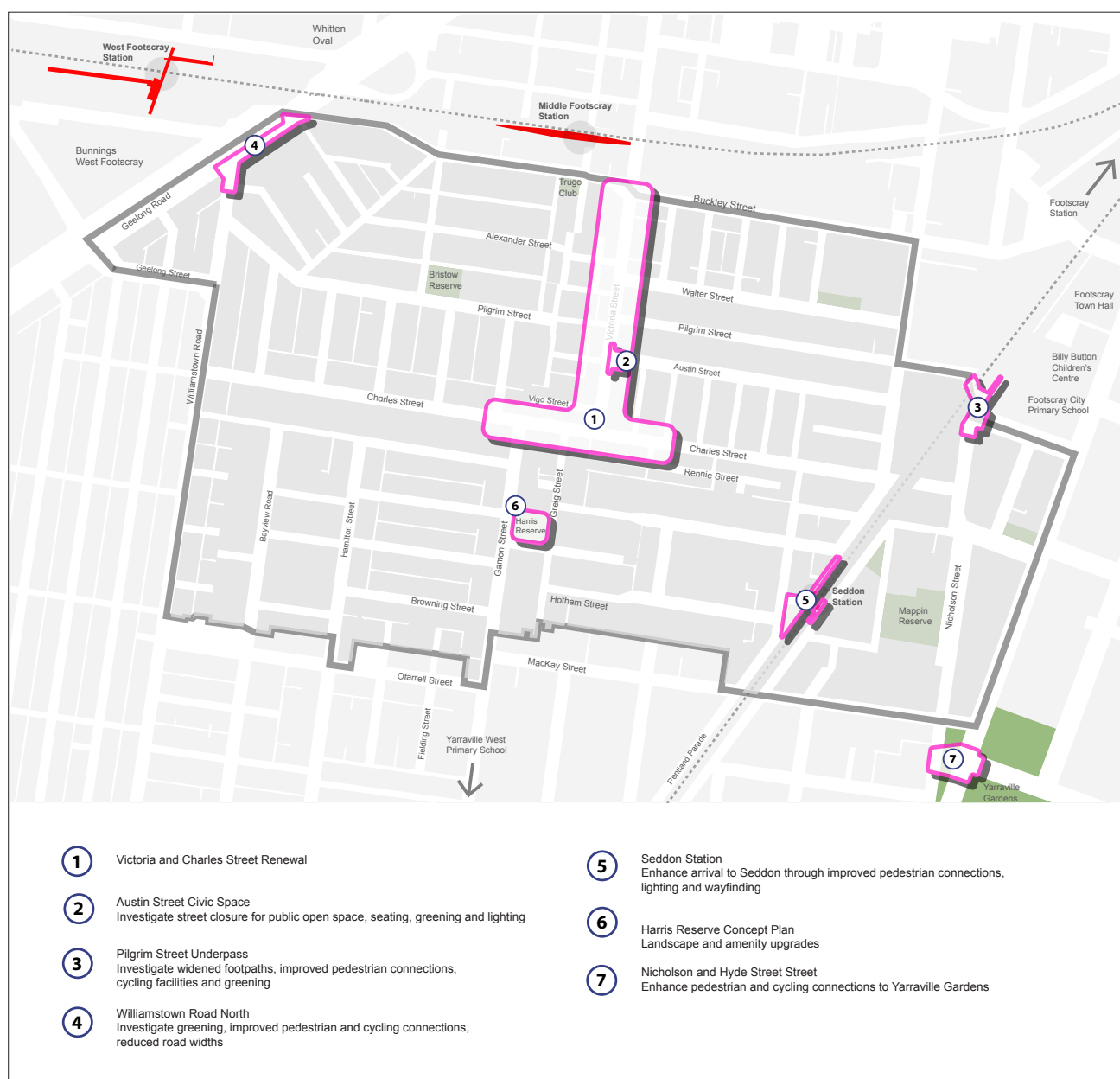


Figure 12 Overview of key projects

Project 1

Victoria Street and Charles Street re-design and road renewal

The proposal includes the upgrade of Charles and Victoria Streets within the Seddon Neighbourhood Activity Centre to improve the amenity and appeal for residents, shoppers, visitors and businesses.

Key issues:

- Deteriorating state of footpath surfaces including uneven footpaths and trip hazards
- Deteriorating state of road surfaces
- Flooding during heavy rains
- Cluttered footpaths and poor accessibility

Key opportunities:

- Improve accessibility and safety throughout the centre
- Prioritise pedestrian and cycling movements
- Use stormwater to improve quality and extent of landscape



Vigo and Victoria Streets in flood



Victoria Street with median street planting and parklet



Intersection of Victoria and Charles Streets

Project 2

Austin Street Civic Space

The proposal includes creation of a new civic space at Austin Street through a street closure. Previous community consultation highlighted the need for a public space in central Seddon. This site is proposed due to its central location, width, and adjacency to thriving businesses.

Key issues:

- Limited community/gathering spaces available in central Seddon
- Limited comfortable, shaded spaces for the public
- Limited green space

Key opportunities:

- To create a gathering space for the community in central Seddon
- Improved pedestrian amenity and visitation to the centre
- Contribute to greening, shading and biodiversity objectives

A 12-18 month trial should be undertaken to test the impact of the closure of Austin Street to provide a civic space. Temporary trials have been previously implemented successfully in the municipality (see below images), where they were supported by the community and eventually made permanent.

Temporary Setup:

- A “kit of parts” will be used to establish the temporary space
- Picnic tables, planter boxes, festoon lights, and movable furniture will create the new civic space
- Sensors will be used to measure occupancy
- A barcode will allow users to provide direct feedback on the installation

A trial will be testing the effectiveness of the civic space, impact on local traffic, community perceptions and make informed decisions for the future.



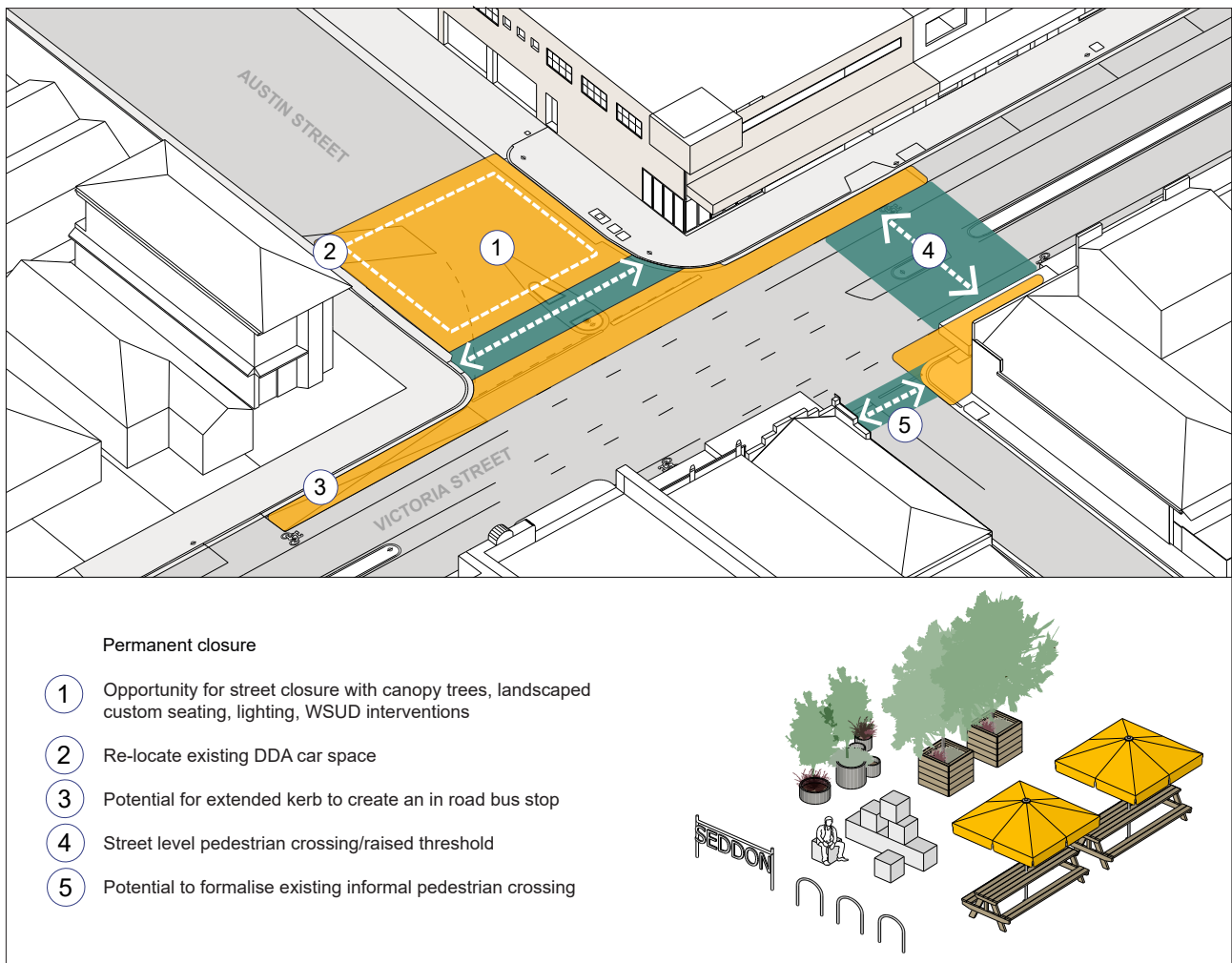
Looking south down Victoria Street



Aerial view of project area



Ballarat Street permanent closure



Design concept for Austin Street civic space



Artist's impression of the design concept

Project 3

Pilgrim/Bristow Street Underpass

The proposal includes upgrading the Pilgrim/Bristow Street rail underpass to encourage and prioritise active transport (walking and cycling). The underpass is a key connector for Seddon to local schools, open space and the Maribyrnong River.

High volumes of pedestrians use the underpass on a daily basis on their way to Victoria University, Footscray Primary School, Seddon High School, Billy Button Child Care, the Footscray Town Hall and the City. The road carries one of the municipalities highest numbers of commuter cyclists with 479 movements recorded between 7am and 9am during the Super Tuesday Count in 2022.

Key issues:

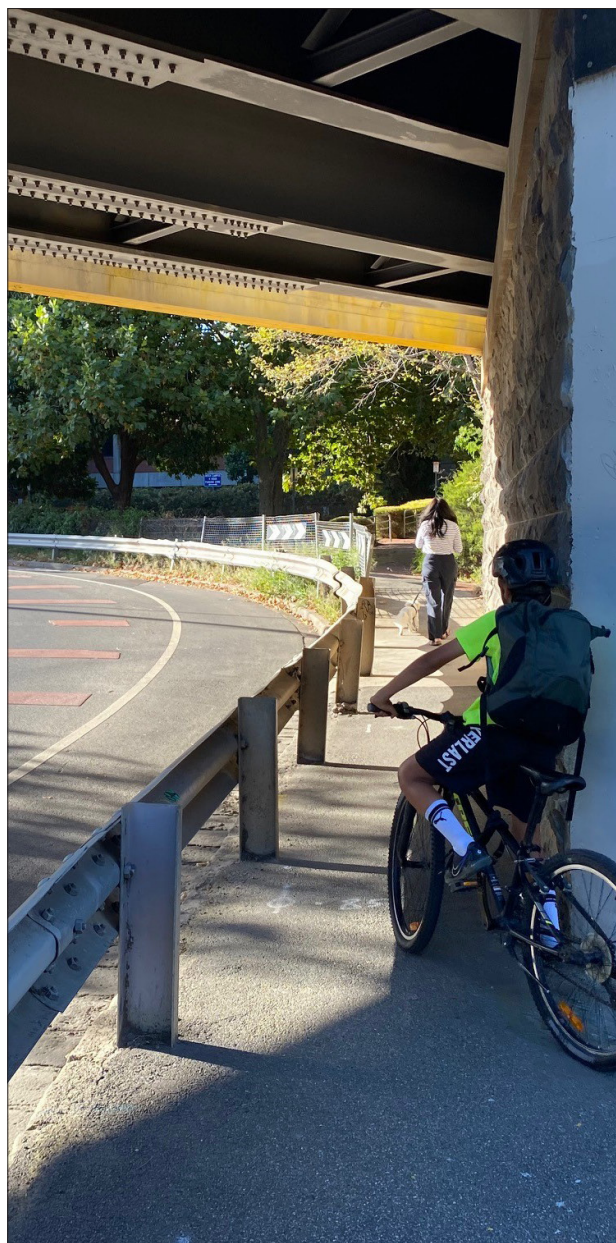
- Narrow and cluttered footpaths with high volumes of vulnerable users, such as children on scooters and bicycles with parents with prams in tow
- Unsafe road environment with vehicles turning with poor sight lines and high volumes of cyclists within the same space due to narrow bicycle lane
- Poorly lit key pedestrian links at the underpass
- Underutilised adjoining green spaces

Key opportunities:

- Investigate widened footpaths with the opportunity to reduce road widths
- Investigate a reduction in vehicle speeds between Albert Street and Bristow Street
- Highlight the heritage structure of the bluestone bridge and provide additional way finding
- Improve lighting and night time amenity of key linkages associated with the underpass
- Improve landscaping along adjoining green spaces to build on the biodiversity in the area
- Consider trial closures of vehicle lanes to facilitate safer pedestrian and cycling movements

This is a complex project with many relevant stakeholders/authorities including:

- Maribyrnong City Council
- Department of Transport and Planning
- Footscray City Primary School
- Billy Button Childcare
- Victoria University
- Seddon High School.



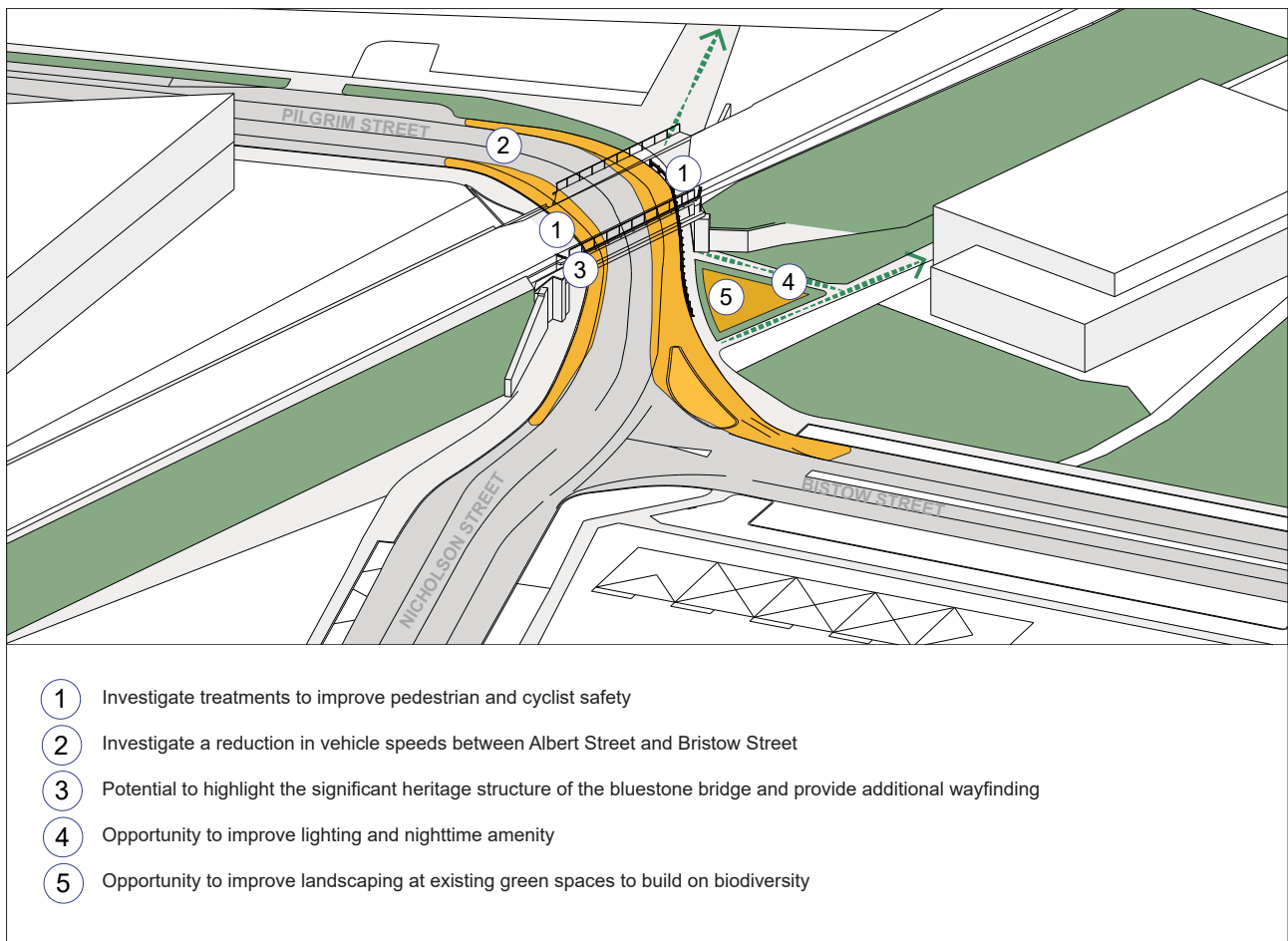
Constrained cyclist environment



Constrained pedestrian environment



Aerial view of project area



Design concept for Pilgrim/Bristow Street underpass

Project 4

Williamstown Road North

The proposal includes upgrading the northern end of Williamstown Road at its intersection with the Geelong Road service lane and the Geelong Road Bridge to encourage and prioritise active transport. This section is a key connector for Seddon with West Footscray train station and the pedestrian bridge, Whitten Oval, Footscray Hospital and a number of schools and childcare centres north of the railway line.

Key challenges:

- Large trucks using local road as a rat run
- Lack of pedestrian and cyclist safety and priority
- Lack of wayfinding and legibility in relation to key destinations in the area
- Poor community perception of safety due to lack of lighting
- Poor canopy cover for pedestrians

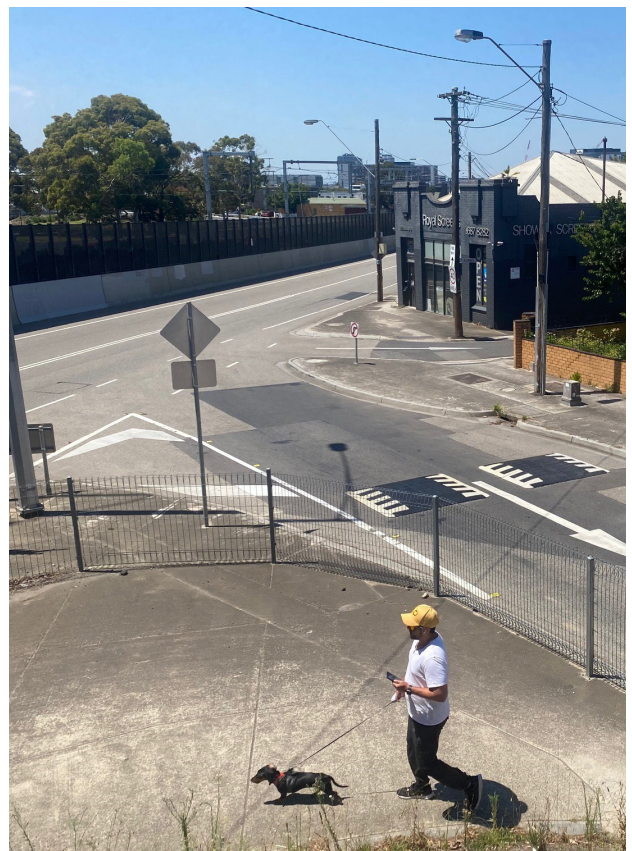
This project will focus on creating a safer, slower speed environment, taking opportunities to re-allocate road space to prioritise active transport and increase greening in the area.



View west – northern end of Williamstown Road



North bound secondary school student



View east from overpass – northern end of Williamstown Road

Key opportunities:

- Opportunity to transform road space to open space which increases permeability and ground cover for improved cooling and greening outcomes. Additional landscaping will also mitigate the sound of Geelong Road traffic.
- Investigate implementing minimum widths to reduce vehicle speeds and increase pedestrian priority and safety at key crossings.
- Reduce heavy vehicle movements along the Geelong Road service road through reduction of turning radius and street widths at Buckley Street/ Sunshine Road intersection and advocacy with relevant state government authorities.
- Implementation of the Bunnings/Geelong Road service land bicycle lanes.



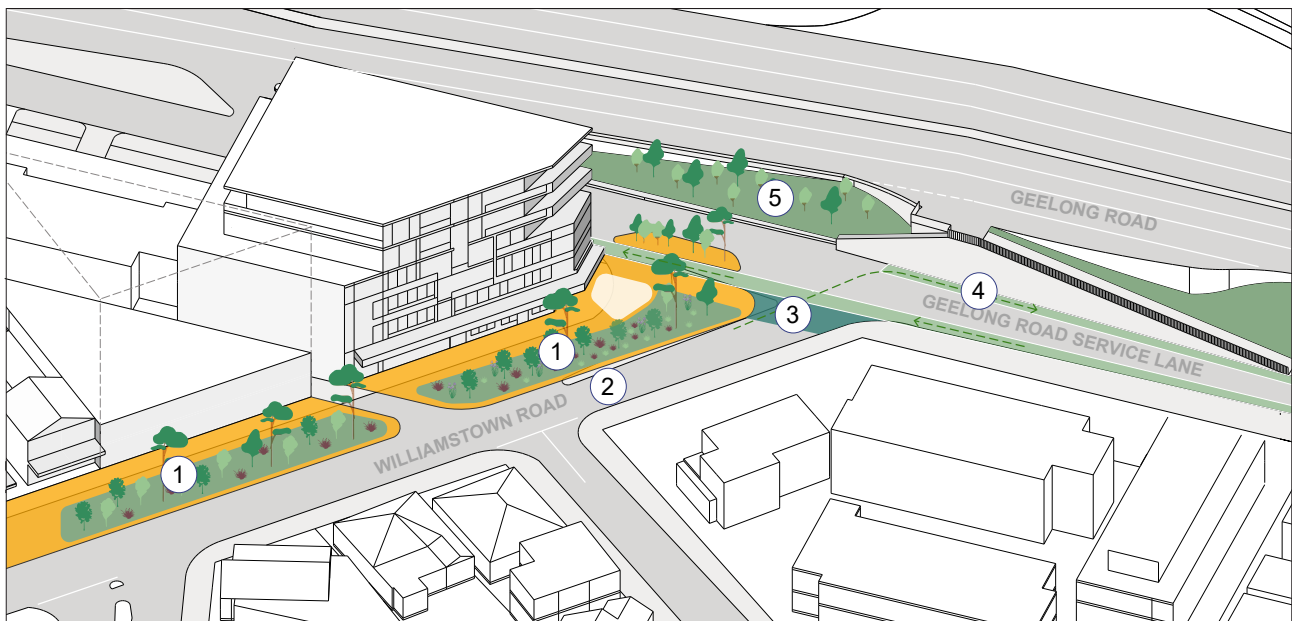
Aerial view of project area



Example of road reallocation for greening and pedestrian priority in Footscray



Artist's impression of the design concept



- ① Opportunity to extend kerbs to create space for landscaping, canopy trees, WSUD
- ② Restrict road width to minimum dimensions to slow local traffic/road diet
- ③ Opportunity to improve pedestrian crossing
- ④ Investigate contra-flow bicycle lane to connect to future bicycle works on Buckley and Sunshine Road
- ⑤ Opportunity to utilise green space to provide native planting and increase biodiversity

Design concept for Williamstown Road North

Project 5 Seddon Station

This proposal includes pedestrian amenity, safety and character improvements to areas around the Seddon train station. The station feels hidden from Seddon Village, lacks a sense of arrival and does not celebrate the character and identity of the surrounding area.

Key challenges:

- Lack of identity at the train station as a key location for public transport and arrival into the suburb
- Lack of celebration of Seddon as a place
- Lack of wayfinding to Seddon Village, local institutions and public spaces
- General amenity is poor such as the treatment of the overpass consisting of painted corrugated sheet that obscures the view

Through a number of interventions, the station and its surrounds could become a place in itself, providing green space, informal play areas and reflect the rich heritage and cultural values of the neighbourhood.

Key opportunities:

- Improvements to the sense of arrival through treatments to the existing station buildings and overpass to provide a more vibrant / Seddon-centric place
- Collaboration and advocacy opportunities with relevant state government authorities
- Improvements to legibility and connection between the train station and Seddon Village including:
 - Improved lighting at the train station and on strategic routes
 - Wayfinding at strategic junctions including through decals, paint and murals
 - Investigate a series of pedestrian thresholds and priority treatments
 - Raised pedestrian crossings
- Greening opportunities on the Station Triangle Mound and the north-south land adjacent to track on western edge of train line
- Formalising the 'desire path' on the southeastern side of the station - Bellairs Avenue - connecting to Yarraville
- Opportunity for art box installation
- Playground equipment opportunities adjacent to existing open spaces
- Secure bicycle storage facility



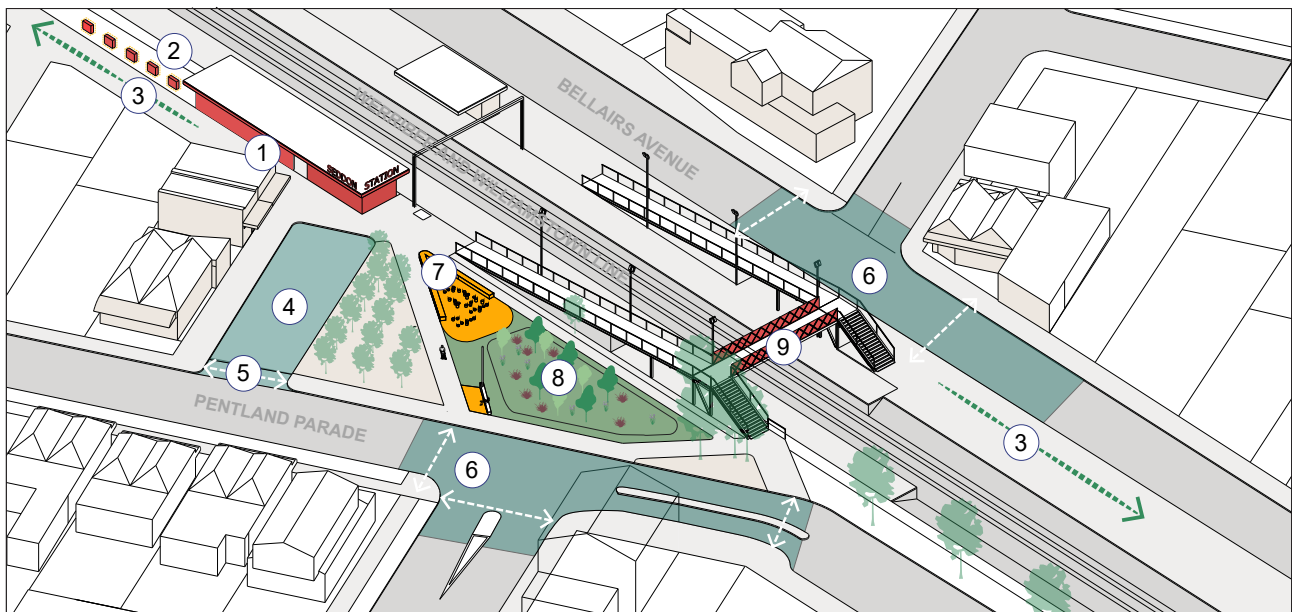
Seddon Station



View to Bellairs Avenue



Aerial view of project area



- ① Advocate for improvements to station building facade including through greening, public art and lighting
- ② Opportunity to provide lighting and wayfinding through illuminated art work/art boxes on path towards Albert Street/Victoria University
- ③ Investigate improved greening, surface improvement and lighting on north-south laneway
- ④ Potential to create at-grade shared space to improve accessibility to station
- ⑤ Investigate street level crossing for improved accessibility
- ⑥ Investigate raised intersection to slow vehicle movements
- ⑦ Opportunity for public seating and informal play/skate elements
- ⑧ Improve native landscaping on mound to increase biodiversity and tie into pollinator corridor
- ⑨ Advocate to DTP for improved treatment to station overpass

Design concept for Seddon Station

Project 6

Harris Reserve Concept Plan

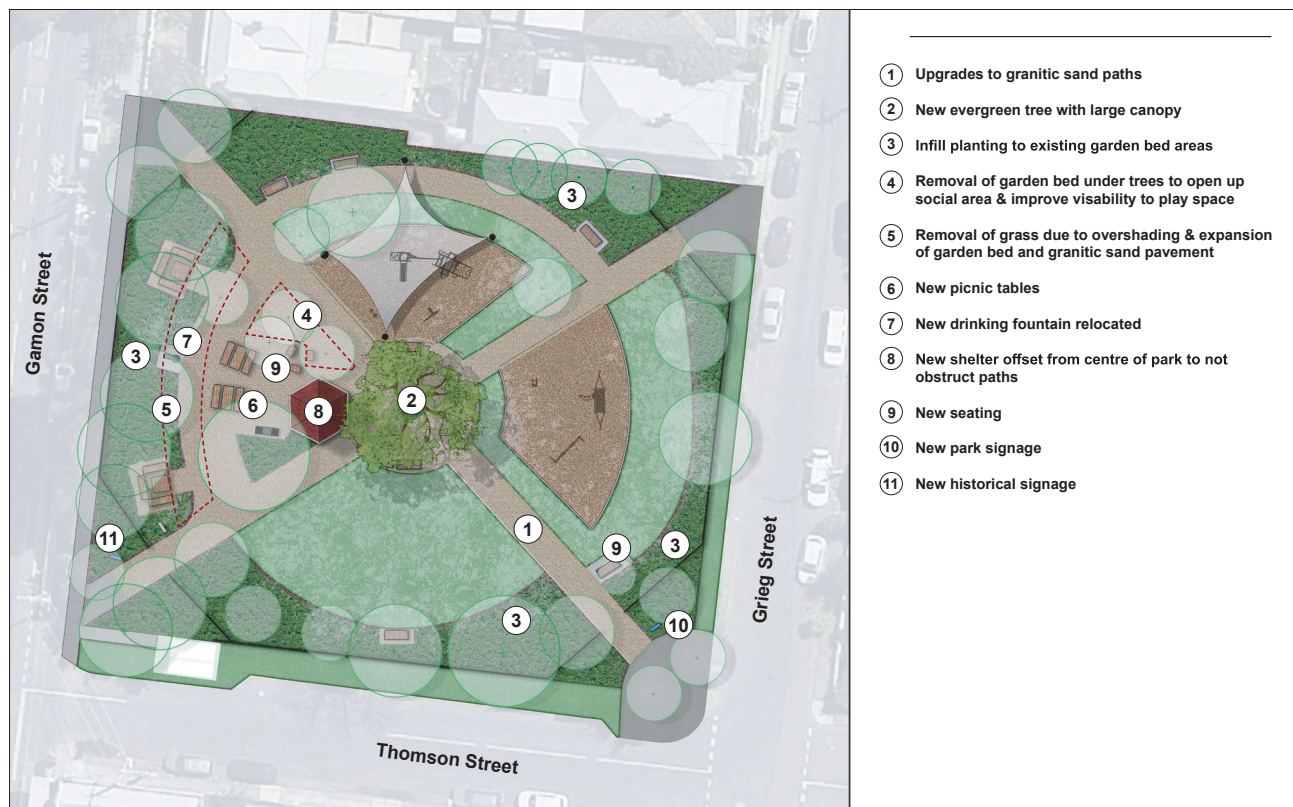
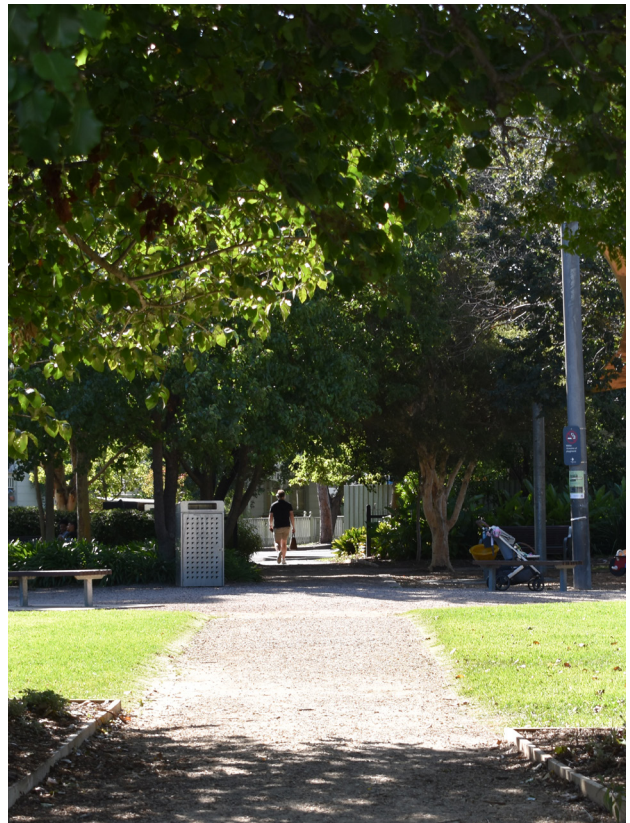
The Maribyrnong Open Space Strategy 5 Year Addendum (2020) identified that Harris Reserve should receive minor upgrades to the reserve to improve its function within the community.

Previous community consultation found the following priorities:

- More greening and landscaping
- Improve the play space but limit its expansion
- Include a public toilet (noting that a new public toilet was delivered as of April 2024)
- Include shelter
- Incorporate wayfinding and cultural heritage into signage

Key opportunities:

- Proximity to Seddon Village, with opportunities for enhanced wayfinding
- Improvements to the existing function of the reserve as a civic space, such as providing shelter



Design concept for Harris Reserve

Project 7

Hyde and Nicholson Street Pedestrian Improvements

The proposal includes improving the pedestrian and cycling connection between Yarraville Gardens and the suburbs of Seddon, Yarraville and Footscray across Hyde Street and Nicholson Street.

There are a number of projects being undertaken in the area that will be considered in the development of this proposal:

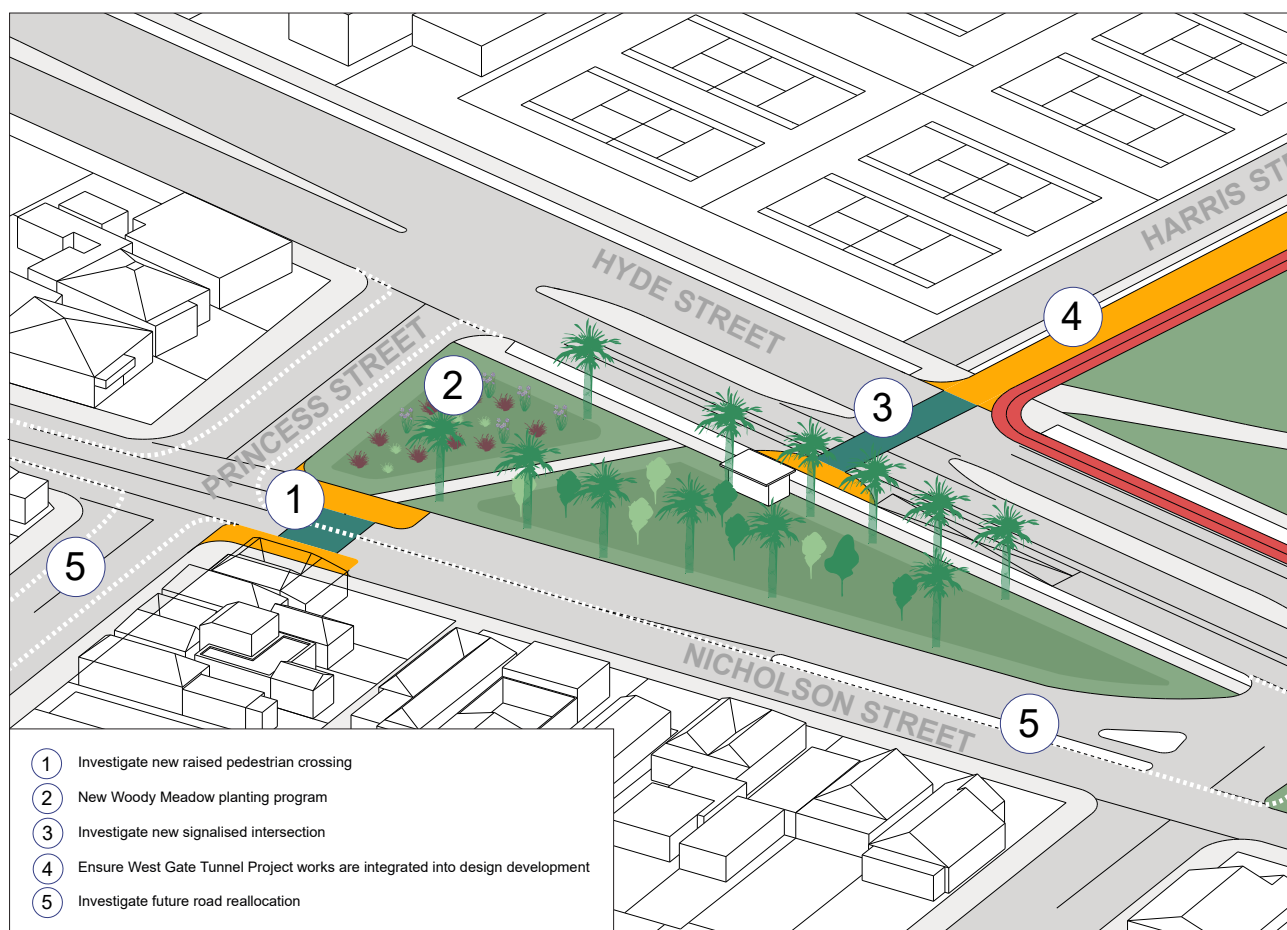
- The West Gate Tunnel Authority (WGTA) is delivering a road closure of Harris Street with a new bi-directional bicycle path connecting a new veloway into the CBD
- Maribyrnong City Council will be undertaking a masterplan of the Yarraville Gardens

Key challenges:

- Lack of a clear crossing point between the public open space
- Residential streets lack a sense of connection to key destinations
- Poor permeability along footpaths
- Excessively wide streets that encourage high vehicle speeds

Key opportunities:

- Investigate installation of a formalised crossing (i.e. wombat or signalled) to create a safe and accessible connection between Seddon and Yarraville Gardens
- Complement the works undertaken by the WGTA along Hyde and Harris Streets and ensure that they are integrated into design development
- Greening initiatives to enhance the pedestrian experience and increase permeability



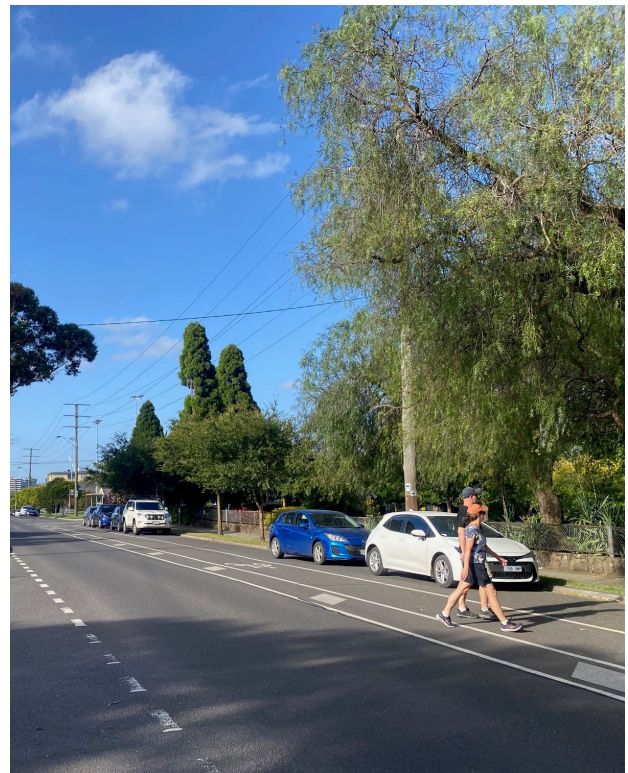
Design concept for Hyde and Nicholson Street



New Woody Meadow planting Nicholson and Hyde 2024



Pedestrians crossing Nicholson Street towards Princess Street



Pedestrians crossing Hyde Street towards Yarraville Gardens

Supporting projects

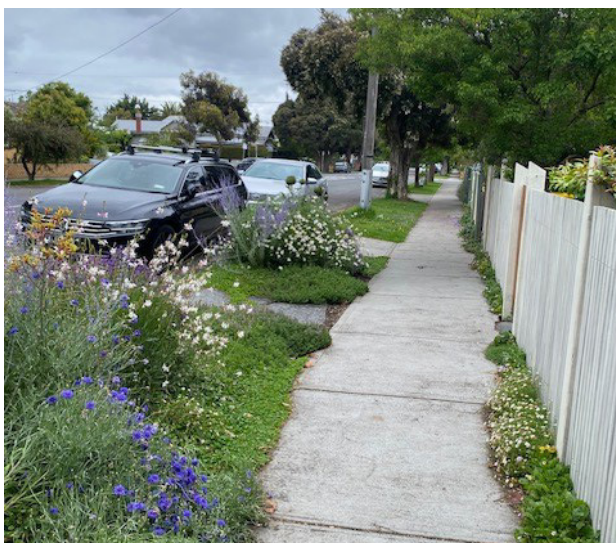
In addition to key projects, there are a range of supporting projects that include advocacy, continued investigation, and ongoing projects that improve the vitality, sustainability and improve community interactions in Seddon.

These interventions will require further design development and are subject to further funding. Strategic partnerships within Council and with external authorities will be required.



Pollinator Corridor

The Melbourne Pollinator Corridor is a grass roots project initiated by Heartscape with the aim of linking large isolated green spaces through community led native gardens. There is an opportunity to collaborate/ emulate this approach to link isolated, leftover, green open spaces within Seddon and beyond to boost bio diversity and increase greening.



A mix of native and introduced flowering plants –
Hotham Street, Seddon



Pollinator Corridor Melbourne –
<https://theheartgardeningproject.org.au/>

Charles Street Triangle – Greening

One of the more significant 'leftover' green spaces is the small triangle site at the eastern end of Charles Street at the intersection of Albert Street.

The concept image below illustrates the opportunity for native landscaping/woody meadow, seating with an opportunity to integrate heritage and cultural recognition at a busy junction between Seddon Station and Seddon High School.



Artist's impression of the design concept

Street Greening and Road Space Reallocation

There are opportunities to continue to implement median street planting throughout Seddon.

Below is a plan highlighting streets with opportunities for median street planting and road space reallocation to enhance greening, cooling and canopy cover. There is potential to implement a range of approaches to reduce vehicle speeds and enhance greening opportunities.

These may include kerb out stands, partial street closures, median planting and modal filters.



Example of a full street closure with public realm improvements and greening at Birmingham Street, Yarraville



Street Greening and Road Space Reallocation

Mappin Reserve to the Maribyrnong, Improved Connections between Open Spaces

This proposal is to investigate existing open space and opportunities to improve links through greening, wayfinding, pedestrian priority improvements and cycling improvements to better connect key locations like Seddon Station, Mappin Reserve, the Billy Button Creek and the Maribyrnong River and new cycling infrastructure connecting the CBD.



Concept diagram illustrating the potential extent of landscape masterplan

Trugo Club Upgrade

This is a proposal to progress the concept designs to detailed design and delivery for the Footscray Trugo Club which is an established social gathering place within Seddon. A concept plan for the Footscray Trugo Club was prepared in 2022 which highlighted a potential development of the site's existing structures.

Delivery of this project is expected to commence in 2025.



Concept design for Footscray Trugo Club

Night Time Place Making

In conjunction with the development of the Neighbourhood Plan, Council has undertaken a Night Time Vulnerability Assessment (NVA) to understand the types of lighting and urban treatment required to improve perceptions of community safety and provide inclusive urban amenity after dark in Seddon.

The NVA provides guidance for lighting treatments and tactics at key locations in the suburb as well as concept designs for prominent sites.

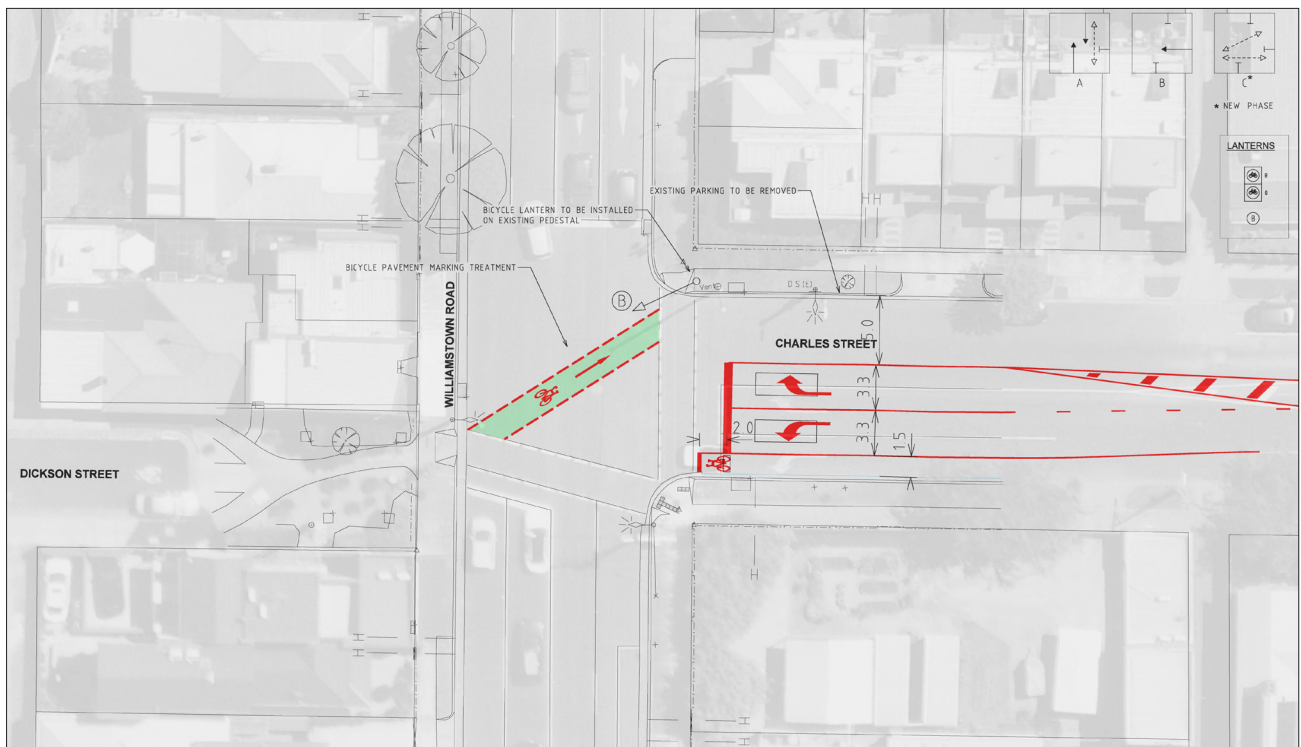
These concept designs will continue to be developed and consulted on with stakeholders for future delivery.



Lighting in the Seddon Neighbourhood Activity Centre

Charles Street and Williamstown Road crossing improvements

Develop a concept design in collaboration with DTP to facilitate safer movement across Williamstown Road for cyclists better connecting Kingsville and Seddon Village as well as improving the cycling route into the Melbourne CBD.

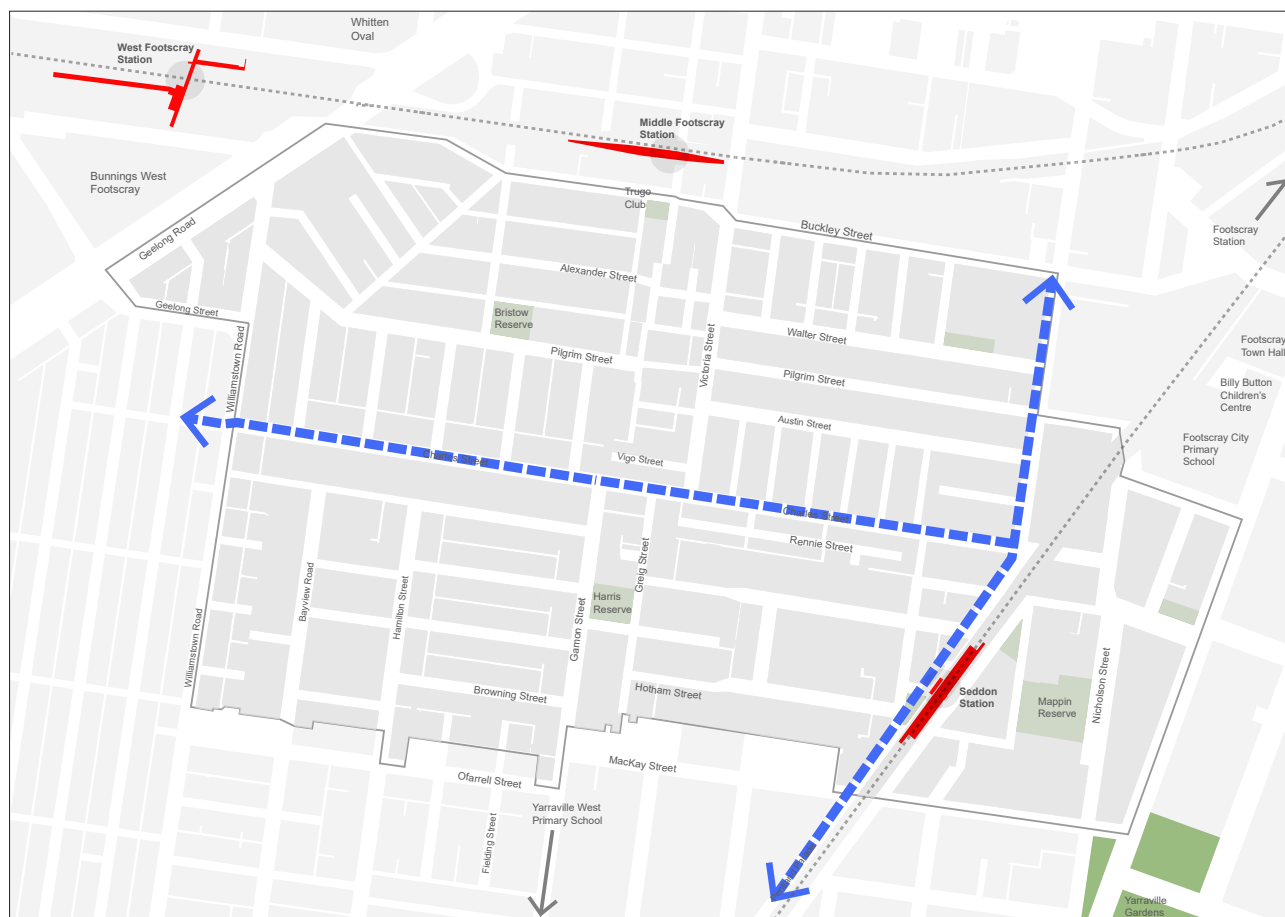


Concept signal and linemarking design – Charles Street, Seddon

Formalising DTP temporary bike lanes

Throughout 2020, the Department of Transport (now Department of Transport and Planning) installed a number of temporary on road bicycle facilities. These interventions afforded some additional space for cyclists, slowed vehicle movements and improved pedestrian priority in a few instances.

The routes selected by DTP are worthy of continued efforts to improve the facilities with further investigation to enhance cyclist safety, reduce vehicle speeds, improve greening and pedestrian outcomes.



Artist's impression of the design concept at Pentland Parade

Wayfinding and historical/cultural recognition

This project would integrate strategically placed wayfinding signage with First Nations recognition and cultural heritage information within the area. Key locations within the suburb include but are not limited to the residences of William Cooper and Margaret Tucker, Bristow and Pilgrim reserves, the Trugo Club, St. Ilija Macedonian Orthodox Church, the old tram line and the shared boundary through Seddon of the Bunurong Land Council Aboriginal Corporation and the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation.

Key wayfinding signage at gateways or arrival points will be considered to improve legibility and heighten Seddon's identity and character



Margaret Tucker's previous residence at Pentland Parade



Investigate Hamilton Street/Bayview Road shimmy route as alternative to Gamon Street as a safe cycling corridor

In 2019, Council adopted the Maribyrnong Bicycle Strategy which identified Gamon Street as a key north-south connection. Feedback received during consultation highlighted that Gamon Street is not the preferred route for local residents and visitors due to the landscaped median and bus services.

The plan below illustrates alternative cycle routes in addition to Gamon Street at Bayview Road and Hamilton Street.

These streets have been selected due to their wider road reserves, extensive tree canopy, and connections to local destinations such as Yarraville West Primary School. The proposal also considers improved connections north towards Pilgrim Street and West Footscray train station.

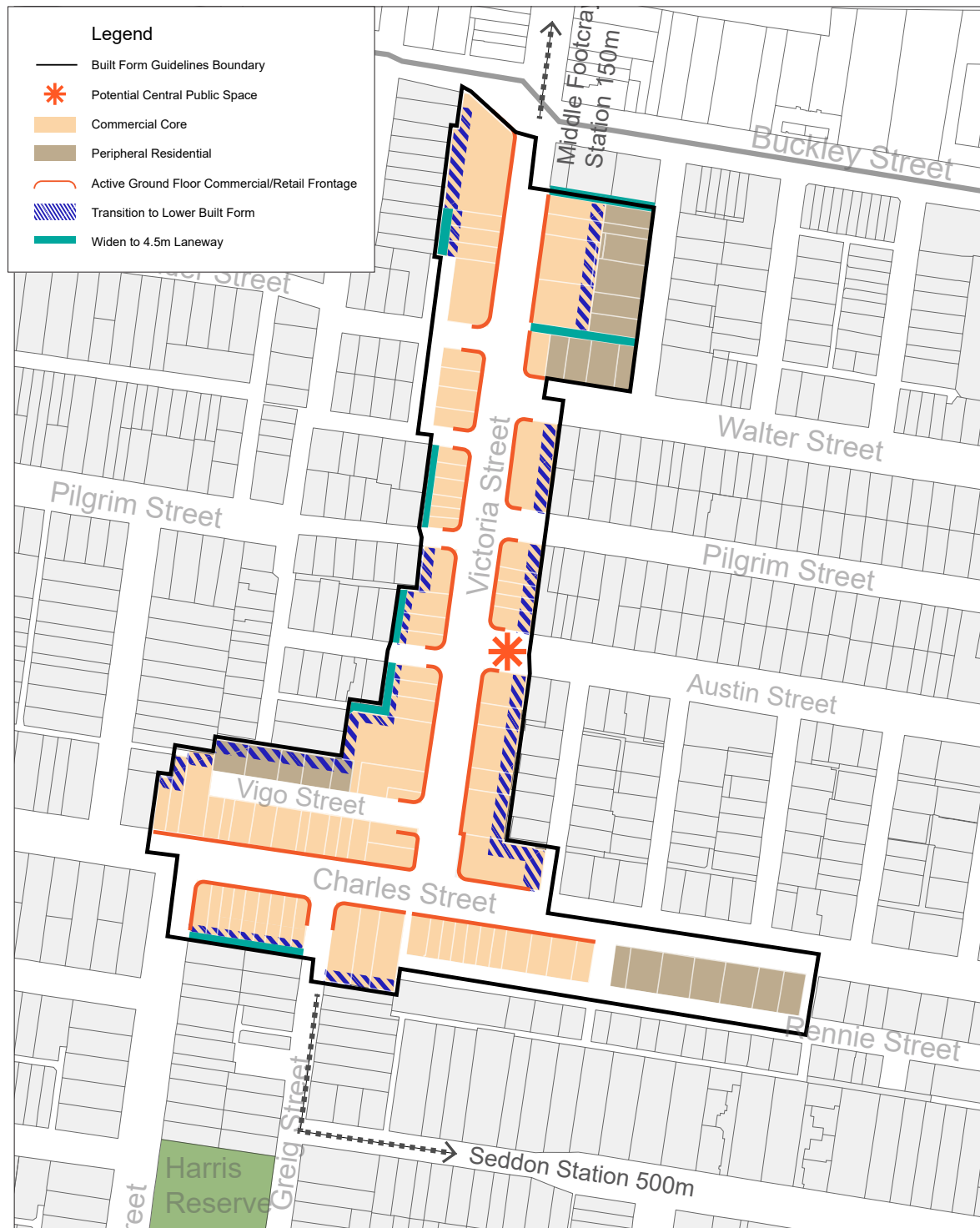
Potential interventions include modal filters that have potential to reduce vehicle speed, stop rat running and integrate landscaping into the street scape.



Appendix B: Built form guidelines for the Seddon Neighbourhood Activity Centre

The Built Form Guidelines provide guidance for development within the Seddon Neighbourhood Activity Centre only.

These guidelines recognise that there are sites that may have greater development potential.



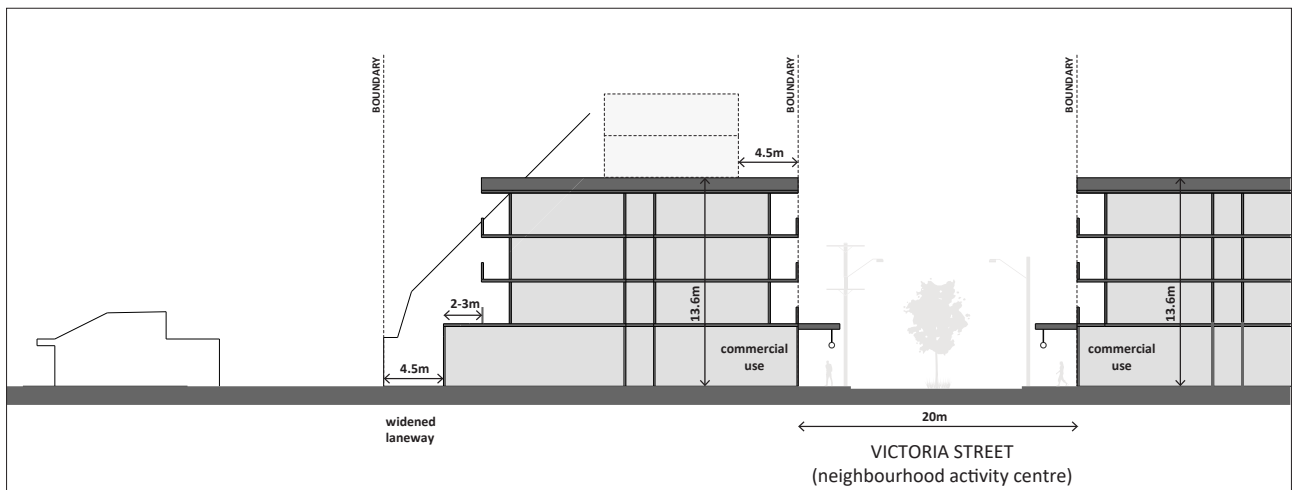
Built form guidelines for Seddon Neighbourhood Activity Centre

BUILT FORM GUIDELINES

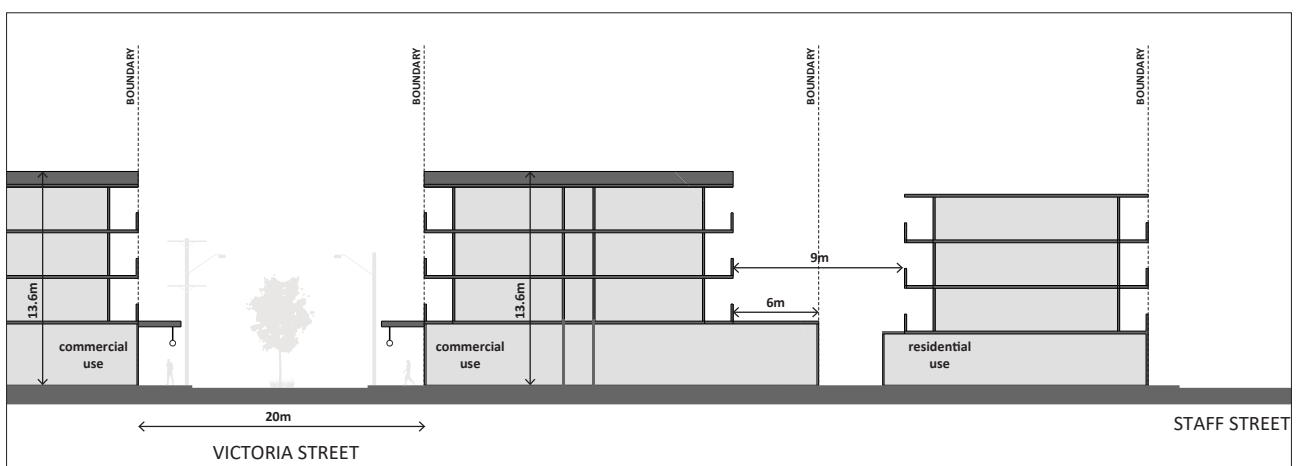
Building height	Building height should not exceed 4 storeys (13.6m) unless identified as a site with greater development potential
	Building heights should not exceed 6 storeys (22m) at sites with greater development potential within Precinct 1
	Preferred ground level floor-to-floor heights of 4m to allow for commercial uses fronting the street
	Preferred upper level floor-to-floor heights of 3.2m for residential uses
Street wall	Any street wall must be designed to minimise amenity impacts such as overshadowing
	Up to 4 storeys (13.6m)
	Up to 4 storeys (13.6m) along side boundaries
	Up to 2 storeys (8m) along Bourke Street
Front setbacks	Preferred upper level setbacks at key sites above the street wall are 4.5m to form recessive elements when viewed from a height of 1.6 metres on the opposite side of the street
	Provide 0m as per plans and cross sections
	Preferred 3m upper level setbacks above street wall
	Provide consistent setback from the front boundary when more than one level exists above the street wall
Side setbacks	Provide 0m setback for side setbacks on all corner sites
	Where development directly abuts existing residential development, setbacks should comply with Standard B17-21 of Clause 55 and D14 of Clause 58 of the Maribyrnong Planning Scheme
Rear setbacks	Provide rear setbacks to ensure buildings have an adequate transition to adjoining properties
	Where development directly abuts existing residential development, setbacks should comply with Standard B17-21 of Clause 55 and D14 of Clause 58 of the Maribyrnong Planning Scheme
Access	No new crossovers to Victoria and Charles Streets
	Removal of existing redundant crossovers
	Locate vehicle access to the rear wherever possible, or to the side where rear access is not available
	Where existing rear access lanes are less than 4.5m in width they should be enlarged by new development which sets land aside for laneway widening
	Delivery of new rear lanes must allow for adjoining properties to gain access from the rear lane, unlocking the development potential of currently 'landlocked' sites
	Require site consolidation of lots where there is no laneway access
	Car parking dispensations may be assessed on a case by case basis in recognition of availability of public transport options

BUILT FORM GUIDELINES

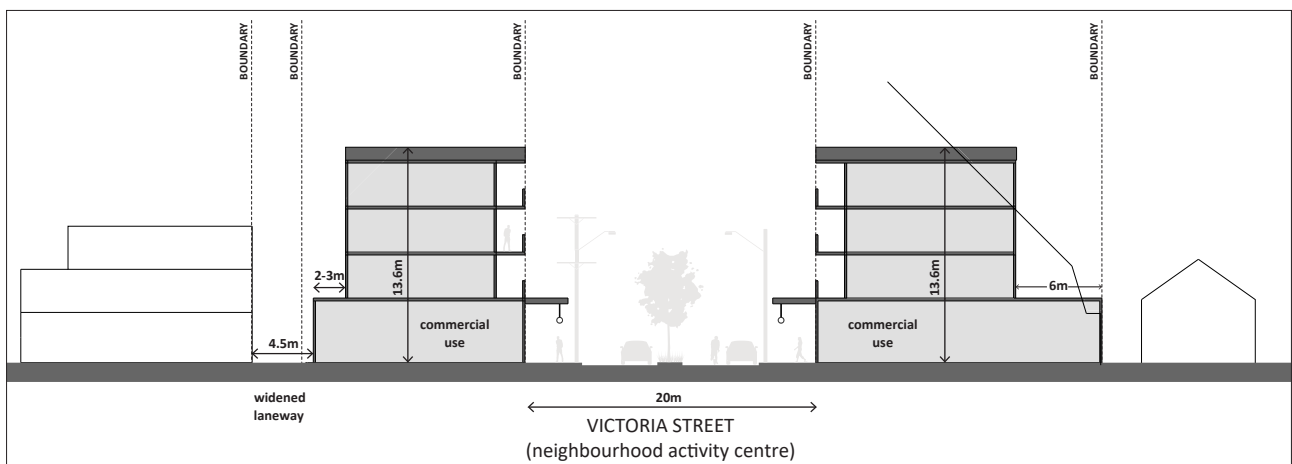
Public realm interface	Provide clear glazing at ground level for commercial uses
	Provide upper level windows which overlook the public realm
	Provide continuous weather protection such as canopies or awnings over the footpath along Victoria and Charles Streets
	Meter and other site service installations should be located to the rear or side, designed for minimal visual intrusion to its surrounds, and not dominate the front of the site
	Development should clearly delineate the public realm leaving no undefined, concealed or obscured spaces
	Provide visual interest and avoid extensive blank or poorly presented walls to maximise passive surveillance of the public realm
	Plant and equipment on the top of buildings (including air conditioning units and exhausts) should be integrated into the design and appropriately screened
	Waste storage should be integrated into the building and appropriately screened
ESD	Design development to have exhausts installed to the roof to allow for flexible range of uses
	Respond to Guideline 5.1.8 achieve sustainable buildings in activity centres of the Urban Design Guidelines for Victoria
	Building materials should be durable and have low embodied carbon
	The design of new development should provide for adaptive re-use of buildings
	New development should collect and use stormwater and recycled water for irrigation, toilet flushing and cleaning



Cross section: 114-116 Victoria Street



Cross section: Victoria and Staff Streets



Cross section: Victoria Street with existing laneway at rear

Appendix C: Built form analysis for the Seddon Neighbourhood Activity Centre



Built form height in the Seddon Neighbourhood Activity Centre

Existing building heights

Built form in the Seddon Neighbourhood Activity Centre is characterised by predominantly single storey and double shopfronts. There is currently four three-storey mixed used buildings within the centre, located at 79 and 130 Victoria Street, 90 Charles Street, and 96 Pilgrim Street. Ground floor uses are predominantly commercial or retail, with residential occupancy aboveground.

On the ground floor, majority of the built form within the activity centre has a zero lot line (0m front setback) with verandahs over the footpath. While built form on Charles Street has a continuous commercial/retail character, Victoria Street has several single storey residential buildings with a front setback that disrupt the flow of continuous shopfront activity along the streetscape.



3-storey built form at 130 Victoria Street

Emerging built form

Recent planning permit activity within the subject area include:

- 43-57 Buckley Street, construction of multi-storey buildings, including commercial/retail use with residential dwellings above
 - Amended planning permit issued in 2022, construction has begun
- 195-197 Geelong Road, construction of a six storey building, including retail use with residential dwellings above
 - Amended planning permit issued in 2016, construction completed in 2021
- 130 Victoria Street, construction of a three storey building, including commercial/retail use with residential dwellings above
 - Planning permit issued 2011, construction completed in 2012
- 126-129 Victoria Street, construction of a three storey building, including commercial/retail use with residential dwellings above
 - Planning permit issued 2016 and has expired.

These developments indicate there is a gradual transition to mixed use development, specifically two or three storey development with a retail or commercial ground floor with residential uses aboveground.



It is noted that a planning application was received for the construction of a 7-storey building (including commercial/retail use with residential use above) in 2020 at 109 Victoria Street. The application was refused by Council on grounds of refusal, including:

- Inconsistency with the level of change and built form expected for the site
- Inconsistency with Clauses 21.07 (Housing) and 21.11-5 (Seddon Neighbourhood Activity Centre)
- Failure to provide for residential uses at densities complementary to the role and scale of the commercial centre.

More intensive development has occurred north of the subject site at its interface with the Footscray Metropolitan Activity Centre. It is expected that this will continue to influence built form outcomes north of the site, with gradual reductions in height into sites within the Seddon Neighbourhood Activity Centre. This is in line with the activity centre hierarchy and expected scale of the activity centres.

Interfaces

The Seddon Neighbourhood Activity Centre has sensitive interfaces due to proximity to residential properties. The activity centre has the following characteristics:

- Commercial/retail lot abutting residential interface with no rear laneway
- Commercial/retail lot abutting residential interface with existing rear laneway
- Direct abuttal to residential housing.

It is recognised that any new development will need to provide adequate responses to its surrounds to protect and sensitively respond to the residential amenity at rear interfaces.

Lot configuration

Lots within the Seddon Neighbourhood Activity Centre are fairly evenly spread between north-south and east-west orientations. The depth of lots is most commonly around 19-20 metres, though there are some variations to this depth. Lot widths vary, with a range between 5-20 metres wide dependent on the location. Consolidation of sites may assist in achieving preferred design outcomes sought for the area.

Vehicle access

A number of lots along Victoria and Charles Streets do not have alternate vehicle access options. Creation of new vehicle crossovers on the main streets will impact pedestrian safety and amenity of the overall centre. Planning for vehicle access that is not detrimental to the amenity of the street is important to future development of the sites in the Seddon Neighbourhood Activity Centre.

There are four main options for landlocked sites:

1. Reduced built form and/or floorspace

Clause 52.06 of the Maribyrnong Planning Scheme lists the statutory requirement of car parking spaces required, which includes factors such as number of dwellings, leasable floorspace, site area and expected users. In order to meet this requirement, a reduction in any of these factors will reduce the mandatory number of car parking spaces required.

2. Consolidation of sites

Consolidation can create opportunities for increased development potential. Through consolidation of landlocked sites with corner sites, one-way rear access can be achieved to protect the main street function of Victoria and Charles streets.

3. Creation of rear laneways

A series of rear laneways could be progressively created through the development process at the developer's cost and transferred into public possession. It is expected that this process could begin on corner sites, with neighbouring sites to progressively continue the length of the rear lane.

The creation of new rear laneways can minimise amenity impacts such as overshadowing and visual bulk to residential properties to the rear of the activity centre, and create a more gradual transition between residential areas and the activity centre. It is preferred that this is achieved through a section 173 agreement (*Planning and Environment Act 1987*).

4. Car parking reduction (including to zero)

Car parking dispensations may be supported within the activity centre in recognition of a site's access to public transport options, and its inability to accommodate on-site car parking due to lot size and width constraints. Provision of on-site bicycle parking and shared parking arrangements may aid in applications for a reduction of parking at a site.

Reductions will be considered on a case-by-case basis and will require a Car Parking Demand Assessment pursuant to Clause 52.06-7 of the Maribyrnong Planning Scheme.



Appendix D: Built form testing

Interfaces

This section illustrates and describes the outcomes of 3-Dimensional testing in determining appropriate building heights and setbacks for the SNAC. A range of building heights and setbacks were tested from key viewpoints on Victoria and Charles Street as well as from rear streets and adjacent properties.

The workflow of this exercise was as follows:

- Modelling the existing built form of the SNAC and adjacent properties and open spaces
- Incrementally adding/subtracting additional levels to test the shadow and amenity impacts on the street and adjacent properties at the equinox (22nd September) and Solstice (21 June)
- Applying setbacks based on the Urban Design Objectives discussed in the body of this Plan
- Presenting and discussing visual testing, overshadowing, diagrams and live modelling

Formula for deriving numerical building heights

The maximum building height have been calculated to accommodate higher than minimum floor to floor heights, in order to:

- Allow for greater than minimum buildings standards and provide flexibility for future uses;
- Encourage provision of higher floor to ceiling dimensions to enhance internal amenity; and
- Allowance for other design elements to be accommodated, such as parapet railings and roof features

The following numerical floor to floor dimensions were employed:

- Ground floor 4m
- First floor and above 3.2m

The following parameters were applied to the testing of levels above 4 storeys:

- The site area must be greater than 800sqm
- The site depth/length must be greater than 29m
- The depth of the floor plate for levels above 4 storeys must be greater than 10m.

Balconies

Provision of balconies is assumed to occur within the defined street walls, with recessed balconies.

Roof Top Terraces

Provision of roof top terraces is encouraged. However, for the purposes of built form modelling it was assumed their provision would occur within the defined heights and number of storeys. Depending on detailed design considerations, roof top terraces could be provided 'on top' of the defined heights provided that the terrace:

- Does not constitute a 'level' or 'storey'
- Is setback from the storey below; and
- Is not visible from standing eye level at the opposite side of the street.



