



**BETTER
PLACES**

Seabrook &
Altona Meadows

SEABROOK + ALTONA MEADOWS

This project is delivered by

**HOBSON'S
BAY CITY
COUNCIL**



(Image Credit - FFLA)

PLACE GUIDE

SEPTEMBER 2023

For tens of thousands of years, Aboriginal and Torres Strait Islander peoples have cared for Country. This includes areas within what we now call Seabrook and Altona Meadows in the City of Hobsons Bay.

The Bunurong People of the Kulin nation have played an important role in the management of land, water, and the natural landscape in these areas, sustaining healthy communities and wisely managing the resources of these lands. This custodianship and care continues today.

We acknowledge that this plan covers an area that sits within the traditional land of the Kulin Nation. We recognise the First Peoples' relationship to this land and offer our respect to their elders, past and present. We welcome the participation of Aboriginal and Torres peoples as we shape a future in which the community thrives.



How would you make
Seabrook + Altona Meadows
better places to live?

PART 1: INTRODUCTION

- 1.1 BETTER PLACES: A NEW APPROACH TO CHANGE
 - 1.2 THE PLACE GUIDE: A SHARED VISION FOR THE FUTURE OF SEABROOK AND ALTONA MEADOWS
-

PART 2: THE SEABROOK AND ALTONA MEADOWS STORY

- 2.1 YESTERDAY, TODAY AND TOMORROW
 - 2.1.1 Early History
 - 2.1.2 European Settlers
 - 2.1.3 Post World War II Era
 - 2.1.4 Local Context
 - 2.1.5 Demographics and Socio Economic
 - 2.1.5 Open Space and Recreation
 - 2.1.6 Planning Context
-

PART 3: CONNECTING WITH THE COMMUNITY

- 3.1 STARTING THE CONVERSATION: THE INITIAL ENGAGEMENT PROCESS
 - 3.2 THE KEY QUESTIONS AND FINDINGS
-

PART 4: SHAPING THE VISION

- 4.1 SHAPING A SHARED VISION
- 4.2 THE VISION FOR SEABROOK AND ALTONA MEADOWS
- 4.3 THEMES, PRINCIPLES AND INSPIRATION

CONTENTS

PART 5: PLACE PROJECTS

5.1 PLACE PROJECT 1: **THINKING CLEANER + SAFER**

5.2 PLACE PROJECT 2: **NEIGHBOURHOOD CHARACTER + GREENING**

5.3 PLACE PROJECT 3: **BETTER VILLAGES**

5.4 PLACE PROJECT 4: **BETTER PLACES + SPACES**

5.5 PLACE PROJECT 5: **IMPROVING OUR WALKING + CYCLING NETWORK**

5.6 PLACE PROJECT 6: **IMPROVING OUR TRANSPORT NETWORK**

5.7 OTHER IDEAS AND OPPORTUNITIES

PART 6: MAKING IT HAPPEN

6.1 CONTINUING TO ENGAGE AND CONNECT WITH THE COMMUNITY

6.2 SUMMARY OF THE COMMUNITY RESPONSE TO THE VISION

6.3 SUMMARY OF THE COMMUNITY RESPONSE TO THE PLACE PROJECTS

6.4 PLACE PROJECT DELIVERY



Horscroft Place Pocket Park, Melbourne (Image Credit - Kingston Arts)

PART 1

INTRODUCTION

1.1 BETTER PLACES

A NEW APPROACH TO CHANGE



What are the things that make a place a great place to live?.....

And how would you go about making the place you call home an even better place to live into the future?.....

Creating great places to live is a complex process. Its about more than just buildings and the way things look. Its about the people, the spaces in between buildings, and all the little things that add up to give life and a sense of community to a place.

Creating great places is also a collaborative process. It requires a vision that captures the imagination and shared identity of the people who live there and gives them a sense of ownership and opportunities to be actively involved.

To create a great place you have to think about the place as a whole, understanding and enhancing the things that make it special and knowing the elements needed to make the place better into the future.

Better Places is ultimately about providing a more holistic and integrated approach to thinking about and designing for change.....

The Better Places program has recently been developed by Hobsons Bay City Council to provide a more holistic and integrated approach to thinking about and designing for change into the future. Better Places is focused on taking a more placed based approach - thinking in terms of overall 'places' rather than individual 'pieces' - and providing a new model for the way that Council designs and delivers projects. Better Places also aims to more actively involve the community in the process of shaping the place they live in, helping to create a vision that not only reflects their values, ideas and priorities, but also provides practical ideas and clear steps towards turning the vision into real improvements into the future.

1.2 THE PLACE GUIDE

A SHARED VISION FOR THE FUTURE OF SEABROOK AND ALTONA MEADOWS

Better Places Seabrook and Altona Meadows is being undertaken as part of the Better Places program. The Seabrook and Altona Meadows Guide provides a summary of the visioning process undertaken, the community input and key findings and sets out the projects and improvements that will be undertaken into the future.

The Place Guide is broken into 6 parts that are intended to clearly describe the steps and process undertaken to evolve from the initial consultation and visioning through to the end outcomes.

The Place Guide will be the guiding framework around which future projects will evolve and be delivered.

PART 1: OVERVIEW
DESCRIBING THE BETTER PLACES PROCESS

**PART 2: THE SEABROOK AND ALTONA MEADOWS
STORY**
PROVIDING BACKGROUND AND CONTEXT
FOR SEABROOK AND ALTONA MEADOWS

PART 3: CONNECTING WITH THE COMMUNITY
SUMMARISING THE ENGAGEMENT PROCESS AND FINDINGS

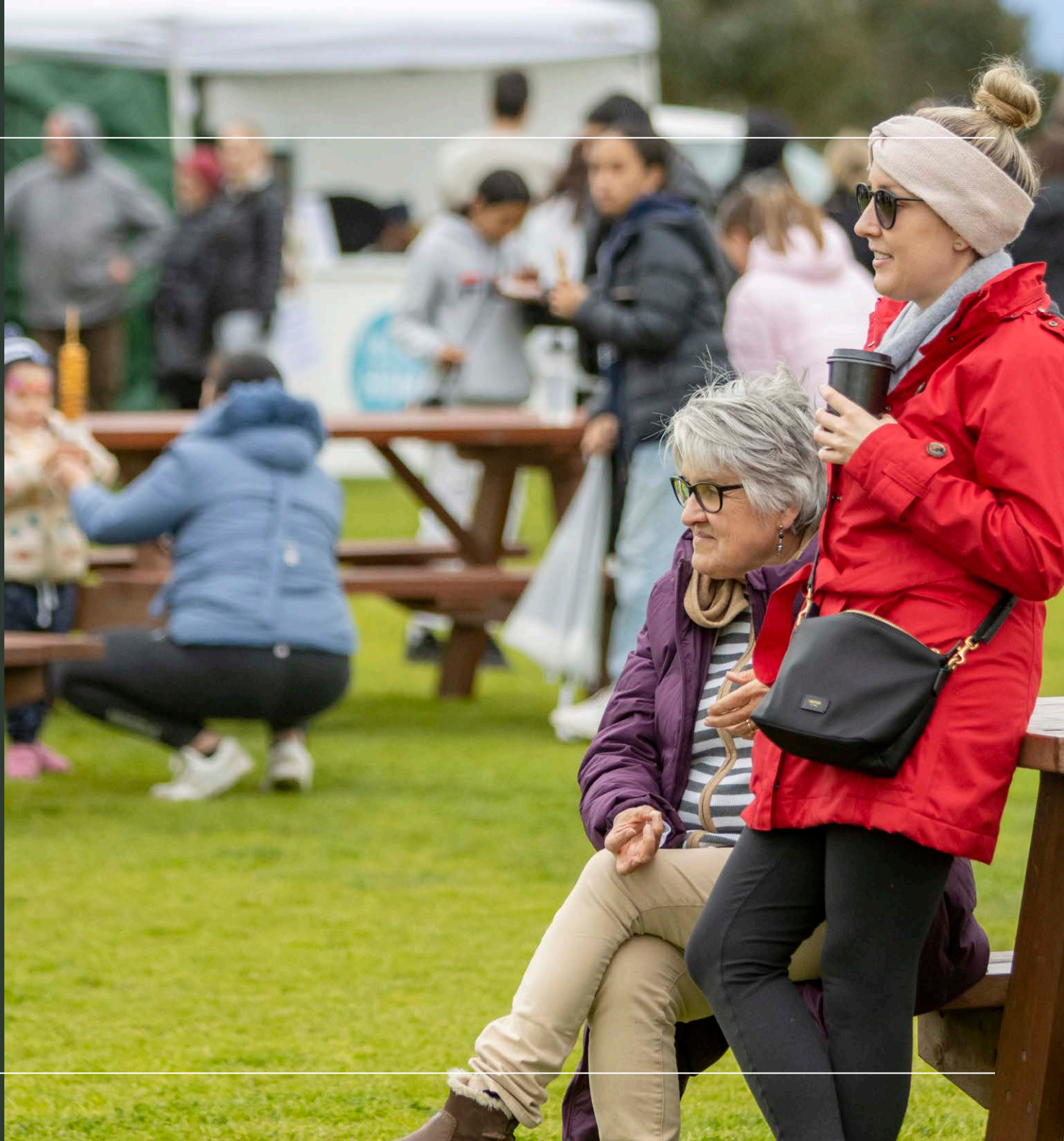
PART 4: SHAPING THE VISION
ESTABLISHING THE VISION AND GUIDING PRINCIPLES

PART 5: PLACE PROJECTS
KEY PROJECTS THAT WILL BRING THE VISION TO LIFE

PART 6: MAKING IT HAPPEN
COMMUNITY FEEDBACK AND NEXT STEPS

a vision that captures the imagination
and shared identity of the
community....

and gives people a sense that they are
actively involved in shaping the future
of the place they live in





PART 2

**THE SEABROOK AND
ALTONA MEADOWS
STORY**

2.1 YESTERDAY, TODAY AND TOMORROW

2.1.1 EARLY HISTORY

The area now covered by Hobsons Bay is at the eastern edge of a basalt plain that stretches across most of Western Victoria to the Yarra River and Port Phillip. The First Peoples who lived in what we now know as the City of Hobsons Bay are known as the Yalukit-willam, a name meaning ‘river camp’ or ‘river dwellers’.

The Yalukit-willam of the Bunurong are associated with the coastal land that extends from the Werribee River, across to Williamstown, Port Melbourne, St. Kilda, and Prahran. The Bunurong People are the original custodians of what is now Port Phillip Bay. They traded with and welcomed people from other parts of the Kulin Nation. The rivers, creeks and waterways (marshlands) flowing through Hobsons Bay nourish not only the Bay but were important as food and communication channels for the First Peoples.

Neighbouring groups to the Yalukit-willam included the Wadawurrung, west of the Werribee River and the Wurundjeri to the north. One Wurundjeri clan, the Wurundjeriwillam, were direct neighbours to the Yalukitwillam and shared custodial obligations and rights.

The Kulin people, even those who lived great distances from one another, understood each other’s dialects and had an agreement about intermarriage. One of the bonds maintaining this agreement was “moiety affiliation”: The Kulin divided their world into two halves or “moieties”, with one half of the people known as waa (crow) and the other, bunjil (eaglehawk). Individuals were identified with one or other of these moieties and could marry only someone from the other moiety.

Belonging to this land were clans, comprising one or two extended families who hunted and gathered together. These families moved through the landscape using their knowledge of the environment and the seasons. The clans were sometimes distinguished by the names of their leading men. Two such leaders of the Yalukit-willam were Benbow and Derrimut.

The Bunurong people are the original custodians of the land now known as Hobsons Bay that includes Seabrook and Altona Meadows. Bunurong Traditional Owners have strong connection to land, sea and country, and continue to have a shared living culture with the environment today.

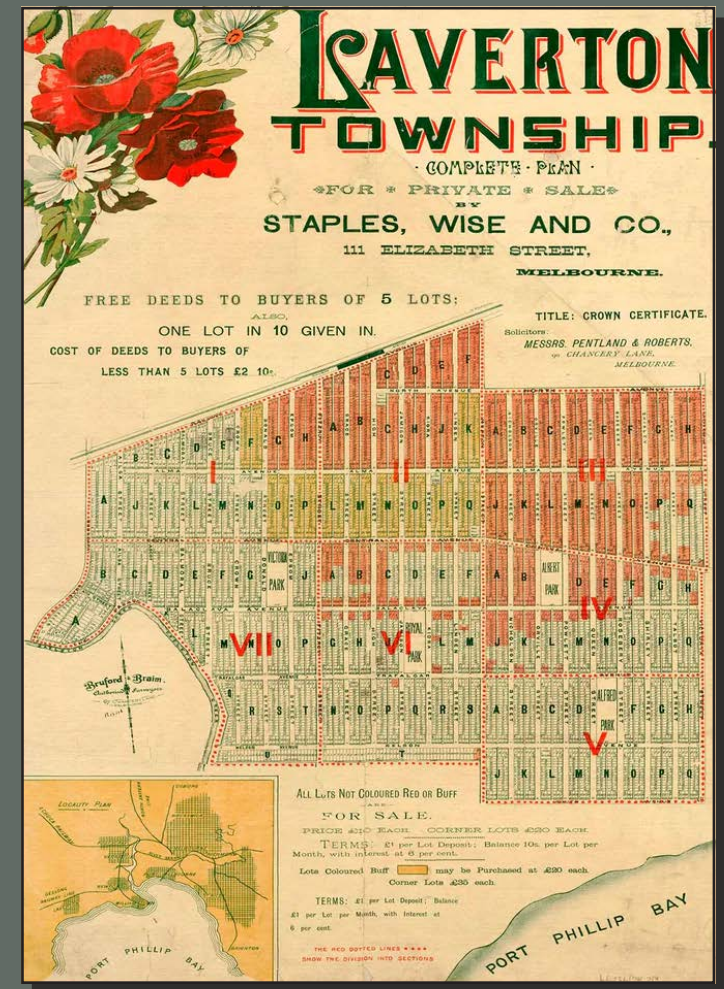
Parts have been extracted from the Yalikut Willam – First People of Hobsons Bay
https://www.hobsonsbay.vic.gov.au/.../yalukit_willam_booklet.pdf

Council acknowledges that the spelling of Aboriginal words varies as more research occurs. The spelling of Aboriginal words used in this document relates to the 2nd edition published in 2011.

2.1.2 EUROPEAN SETTLERS

Susan Priestly references Skeleton Creek in the journal of James Flemming, a member of a survey party commissioned by Governor Philip King in 1803, in her book *Altona, the Long View*. Flemming recorded crossing Skeleton Creek, also known as Skeleton Water Holes and Chain of Ponds, during his survey of the Altona coast. He mentioned passing two inlets of salt water, including Kororoit and Skeleton Creeks, after a slip of trees about half a mile from the beach and a clear level plain to the mountains, estimated to be fifteen to twenty miles away. During the 1880s, developers of Altona Meadows, which was previously Laverton, were eager to promote the features of the “new model suburb.” The promotional map on this page shows parcels of land for sale that were located much of what is now Altona Meadows, extending from the railway line in the north down to South Avenue. Lots were for sale for £10 and £20 for corner

lots. It is not clear how many people took up the offer to purchase land and move to the area, but in 1888, the Laverton State School No. 2857 was established on Kiora Street in Altona Meadows. Although the school building, which still stands today, is the oldest in the municipality and one of the few remaining one-room schools in the metropolitan region, a heritage study conducted for the Hobsons Bay City Council in 2006 suggested that its opening demonstrated the somewhat premature speculative development of Laverton over 100 years ago. In 1924, Cheetham Saltworks Pty Ltd purchased part of the former Point Cook Pastoral Estate to extract salt in artificial evaporative lakes. The saltworks, now known as the Cheetham Wetlands, occupied land along the coastal edge of Altona Meadows, extending south over Skeleton Creek into what is now Point Cook. When the company ceased operations in the 1990s, the land, which included important wetlands and bird habitats, was placed under the management of Parks Victoria.



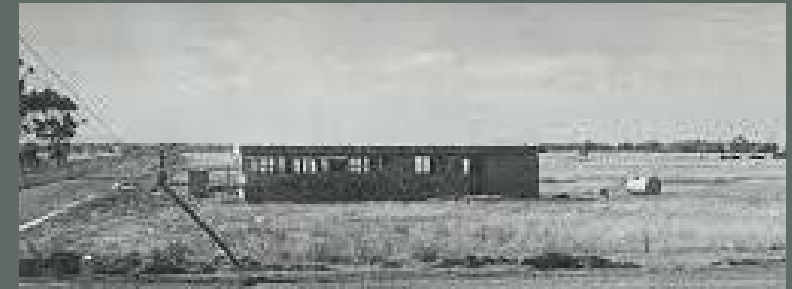
Laverton Township Map from 1886 - Showing an area of what is now know as Altona Meadows (Source: State Library of Victoria)

2.1.3 POST WORLD WAR II ERA

The relatively low cost of land in the former City of Altona meant that development in Altona Meadows did not begin until the late 1970s. Altona Meadows was established as a residential suburb in the 1970s and 1980s with a mix of housing types and green spaces. The suburb was designed to be self-sufficient, with shopping centres, schools, and community facilities included in the development. Altona Meadows was designed to cater to families, with many parks and playgrounds included in the planning of the area. In the mid-1980s, the City of Werribee attempted to annex Altona Meadows and the petrochemical complex in Altona, but the proposal failed due to opposition from the Altona Council and residents, who preferred to remain within the Altona municipality due to its good economic track record and provision of facilities and services. A decade later, the Kennett Government introduced a comprehensive program to amalgamate local government areas, resulting in Altona Meadows becoming part of the City of Hobsons Bay.

Seabrook is the most recently developed suburb in Hobsons Bay, with significant expansion of residential areas occurring during the late 1980s and 1990s. The population of the region reflects this recent development, with many families and young couples. The area has primarily been developed since the 1980s, with rapid growth occurring from the late 1980s to the late 1990s. The population more than doubled between 1991 and 2001, with growth slowing considerably after 2001, resulting in only a slight increase until 2006 due to the addition of a few new dwellings.

Today, Seabrook is a thriving community with a diverse population and a range of amenities, including parks, schools, shops, and community centres. The suburb is located close to the coast and offers residents easy access to the beach, as well as to Melbourne city centre via the nearby Princes Freeway.



First House in Altona Meadows under construction
(1971)

2.1.4 LOCAL CONTEXT

Altona Meadows and Seabrook are neighbouring suburbs in the west of Melbourne, Australia approximately 22 kilometers from the central business district of Melbourne. Altona Meadows is bounded by the Princes Freeway, Laverton Creek and the railway line in the north, a line that runs along the residential areas, Queen Street and Laverton Creek in the east, Port Phillip Bay in the south, and Skeleton Creek and Crellin Avenue South in the west. Seabrook is bounded by Skeleton Creek in the north and east, and the City of Wyndham in the south and west.

Residents of both suburbs appreciate the neighborhood's sense of community, with many streets featuring courts and cul-de-sacs that encourage neighbourly interaction. Housing options are affordable compared to other suburbs closer to the Melbourne central business district, although prices have increased in recent years due to high demand. Open space and green areas are highly valued, with Truganina Park being a popular spot for leisure activities.

Overall, Altona Meadows and Seabrook offer a desirable suburban lifestyle within easy reach of Melbourne's CBD. Both neighborhoods are primarily residential, with scattered parks and recreation areas. While residents appreciate the peaceful atmosphere and access to natural environments, they also express concerns over traffic and public transportation.



2.1.5 DEMOGRAPHICS AND SOCIO-ECONOMIC

The 2021 Census usual resident population of Altona Meadows in 2021 was 18,479, with a land area of 10.58 square km, 7,780 dwellings with an average household size of 2.44 and a median age of 41. The population of Seabrook in 2021 was 4,952, with a land area of 1.63 square km, 1,805 dwellings with an average household size of 2.89 and median age of 37. An analysis of the age groups of Seabrook and Altona Meadows showed an aging population, with a lower proportion of people in the younger age groups and a higher proportion in the older age groups.

The top five ancestries nominated in Altona Meadows were Australian, English, Maltese, Italian, and Irish, while in Seabrook, they were Australian, English, Indian, Chinese, and Irish. Regarding proficiency in English, 63.6% of people in Altona Meadows and 56.3% in Seabrook spoke English only, and 5.1% in Altona Meadows and 4.6% in Seabrook spoke another language and English not well or not at all.

In terms of the labor force, Altona Meadows had a total of 9,190 workers, of which 2,697 were employed part-time and 5,305 were full-time workers. Seabrook had a total of 2,594 workers,

with 743 employed part-time and 1,516 full-time workers. The majority of the labor force in both Altona Meadows and Seabrook was employed, with a 6.2% and 6.4% unemployment rate, respectively. The most popular occupations were Professionals, Clerical and Administrative Workers, and Technicians and Trades Workers.

In 2021, there were 6,564 separate houses in Altona Meadows, 1,114 medium density dwellings, and 84 high density dwellings. Analysis of the types of dwellings in Altona Meadows in 2021 shows that 84.5% of all dwellings were separate houses; 14.3% were medium density dwellings, and 1.1% were in high density dwellings. In Seabrook, Analysis of the types of dwellings in Seabrook in 2021 shows that 95.5% of all dwellings were separate houses; 4.5% were medium density dwellings,

and no high density dwellings.

The dominant household type in both Altona Meadows and Seabrook in 2021 was Couple families with dependants, accounting for 30.2% and 44.6% of all households, respectively. However, by 2041, forecasts predict changes in household composition. In Altona Meadows, there will likely be more Lone person households and fewer Group households. In Seabrook, there is projected to be more Couples without dependants and fewer Couple families with dependants. These changes indicate a move towards smaller household sizes and more diverse living arrangements in both areas. Finally, the car ownership rate was high in both Altona Meadows and Seabrook, with 89.8% and 93.0% of households owning at least one car, respectively, while 2.6% did not own a car.





Homestead Run, Seabrook
Credit: Hobsons Bay City Council



100 Steps of Federation
Credit: Weekend Notes

2.1.6 OPEN SPACE + RECREATION

Seabrook and Altona Meadows both offer a range of open spaces and recreational opportunities for residents to enjoy. In Altona Meadows, Truganina Park and the Cheetham Wetlands are significant environmental features that follow the coast through to Point Cook, providing residents with opportunities to enjoy the natural environment and observe local wildlife. The 100 Steps, a walking trail located in the Altona Coastal Park, is also a popular destination for residents looking to get out and enjoy the outdoors. In addition to Homestead Run and Pipeline Reserve, Seabrook also offers access to Kingfisher Drive Reserve. These reserves provide a range of outdoor recreational opportunities for residents, including walking, picnicking, and playing sports.

Similarly, Altona Meadows has a number of local parks and reserves, such as Carinza Reserve and Hubble Reserve, which offer residents a range of recreational facilities. The area also boasts a community centre, including the Altona Meadows Library and Learning Centre, which provide residents with a range of social, educational, and recreational opportunities.

In terms of open spaces and recreational opportunities, both Seabrook and Altona Meadows offer a range of options that cater to different preferences and interests. The natural beauty of the coast and wetlands is a major drawcard for residents, but the availability of local parks, community centres, and sporting facilities means that there is something for everyone. These amenities foster a strong sense of community, promote healthy and active lifestyles, and contribute to the overall liveability of the area.

2.1.7 PLANNING CONTEXT

The planning context of Seabrook and Altona Meadows is shaped by various factors, including local government policies and planning frameworks.

In recent years, there has been a focus on promoting more sustainable forms of development in the area. This has included measures such as encouraging higher density housing close to public transport corridors, promoting active transport options such as cycling and walking, and protecting environmentally significant areas such as Truganina Park and the Cheetham Wetlands.

The area has also seen a significant increase in development in recent years, particularly in the form of medium and high-density residential developments. While this has provided much-needed housing options, it has also led to concerns around issues such as traffic congestion and strain on local infrastructure.

To address these issues, the City of Hobsons Bay has developed a number of initiatives aimed at improving transport infrastructure and promoting sustainable development. For example, the Hobsons Bay Integrated Transport Plan seeks to improve the accessibility and reliability of public transport, while the Hobsons Bay Housing Strategy seeks to provide a diverse range of affordable and sustainable housing options.


Overall, the planning context of Seabrook and Altona Meadows is characterised by a focus on sustainable development and a need to balance the demands of growth and development with the protection of the area's natural and cultural assets. Through careful planning and collaboration between government, developers, and the community, the area is working towards a more liveable and sustainable future.





PART 3

CONNECTING WITH
THE COMMUNITY



There is no power for
change greater than a
community discovering what
it cares about

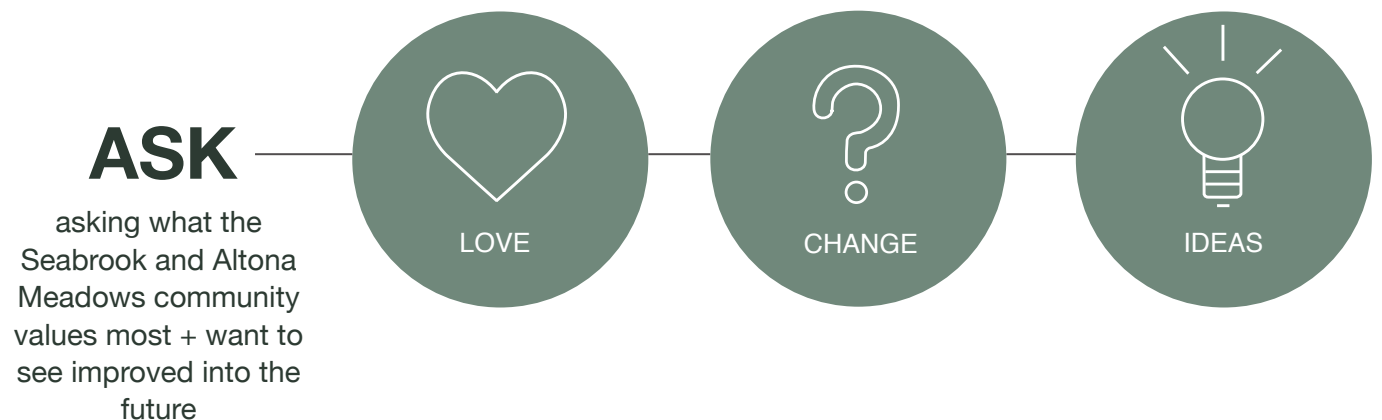
MARGARET J WHEATLEY

STARTING THE CONVERSATION

...asking the community to share their views on what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Seabrook and Altona Meadows into the future.

The Better Places Seabrook and Altona Meadows project launched with a public engagement process that ran throughout June 2022. The focus of the initial engagement was to start the conversation - to 'ASK' the local community to share their ideas, concerns and aspirations for the future of Seabrook and Altona Meadows based around 3 simple questions:

-
- What do you **LOVE** most about Seabrook and Altona Meadows?
 - What would you like to see **CHANGE**?
 - What are your big **IDEAS** for its future?
-

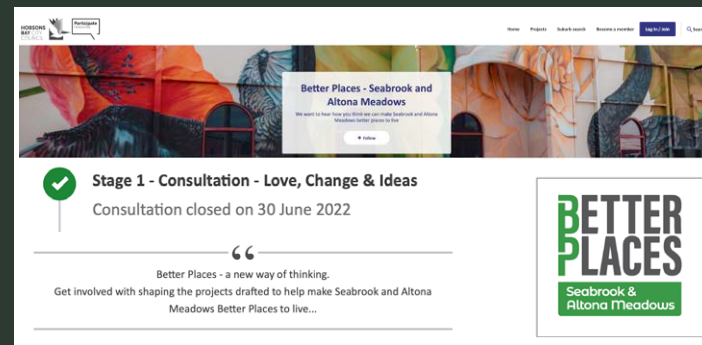


Input was gathered through various channels, each targeting a slightly different sample of people and aiming to capture the widest possible number and range of responses.

Engagement was undertaken through 4 key channels:

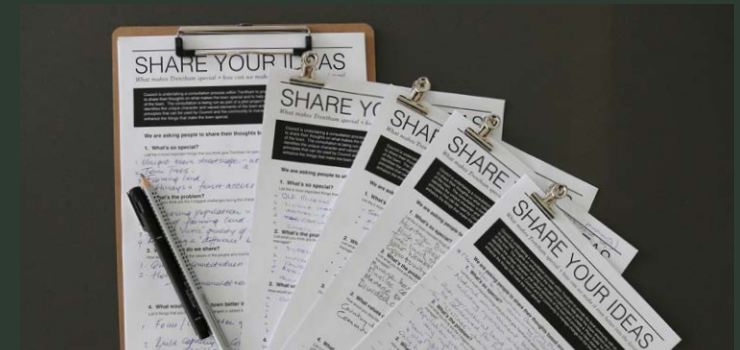
Participate Web Page

A dedicated web page was developed that allowed community members to see what information had been gathered to date across various categories and provided the opportunity for them to share their views based around the key themes of LOVE, CHANGE and IDEAS.



Returnable Flyer Mailout

A returnable flyer was sent to all Seabrook and Altona Meadows residents. The flyer was a questionnaire form intended to provide the same opportunity for input as the Participate page and could be returned to HBCC free of charge.



External Focus Group Workshops

Focus workshops were conducted with interested organisations and community members. These workshops were grouped into particular areas of interest to streamline the discussion. One additional workshop focused on local shops, businesses and employment was also proposed, but did not receive any participant interest.

Workshop #1 - Transport and Connectivity

Workshop #2 - Public Places and Spaces

Workshop #3 - Local Environment and Amenity

Workshop #4 - Housing, Neighbourhood Character and Future Development

Workshop #5 - Community Facilities and Services

Internal Council Workshop

A series of workshops were held with Hobsons Bay Council staff directly involved with the Seabrook and Altona Meadows community to gather their thoughts and ideas based on their understanding of the community and its needs.



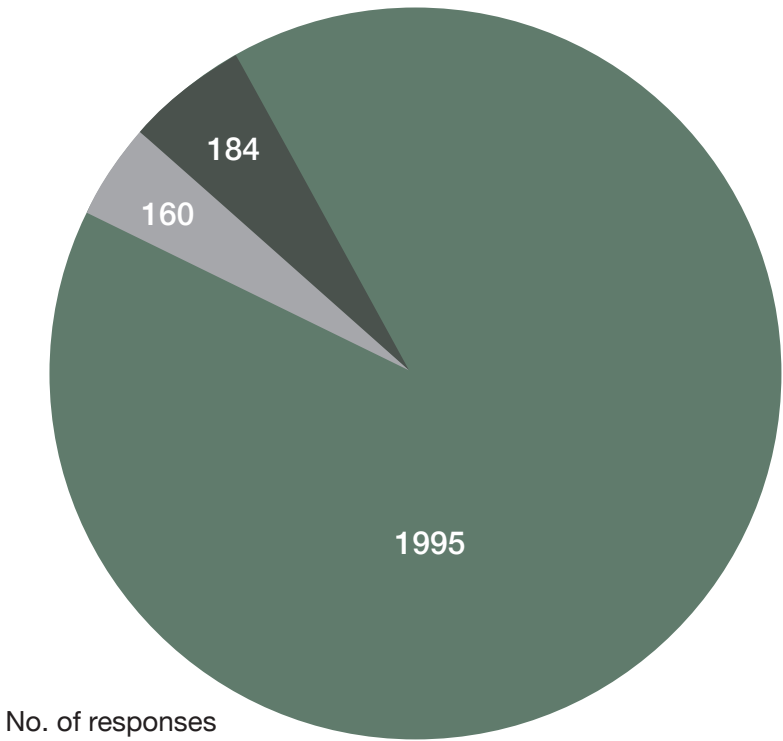
THE KEY QUESTIONS AND FINDINGS

During the initial engagement process, 2339 responses were gathered. Although this process was only the first stage of the consultation and the beginning of a more extensive discussion, it demonstrated a significant level of interest and involvement from the community.

Over 85% of the total responses came directly from the community through the Returnable Flyer Mailout.

Where Input Came From:

- Returned Flyer
- Participate
- Workshops



Consultation Numbers:



RESPONSES
2339 responses received through engagement



IDEAS
over 107 ideas shared by the community



LOVE

What We Heard:

From the 2339 comments and suggestions gathered, 1467 related to things that people **LOVE** about the area.

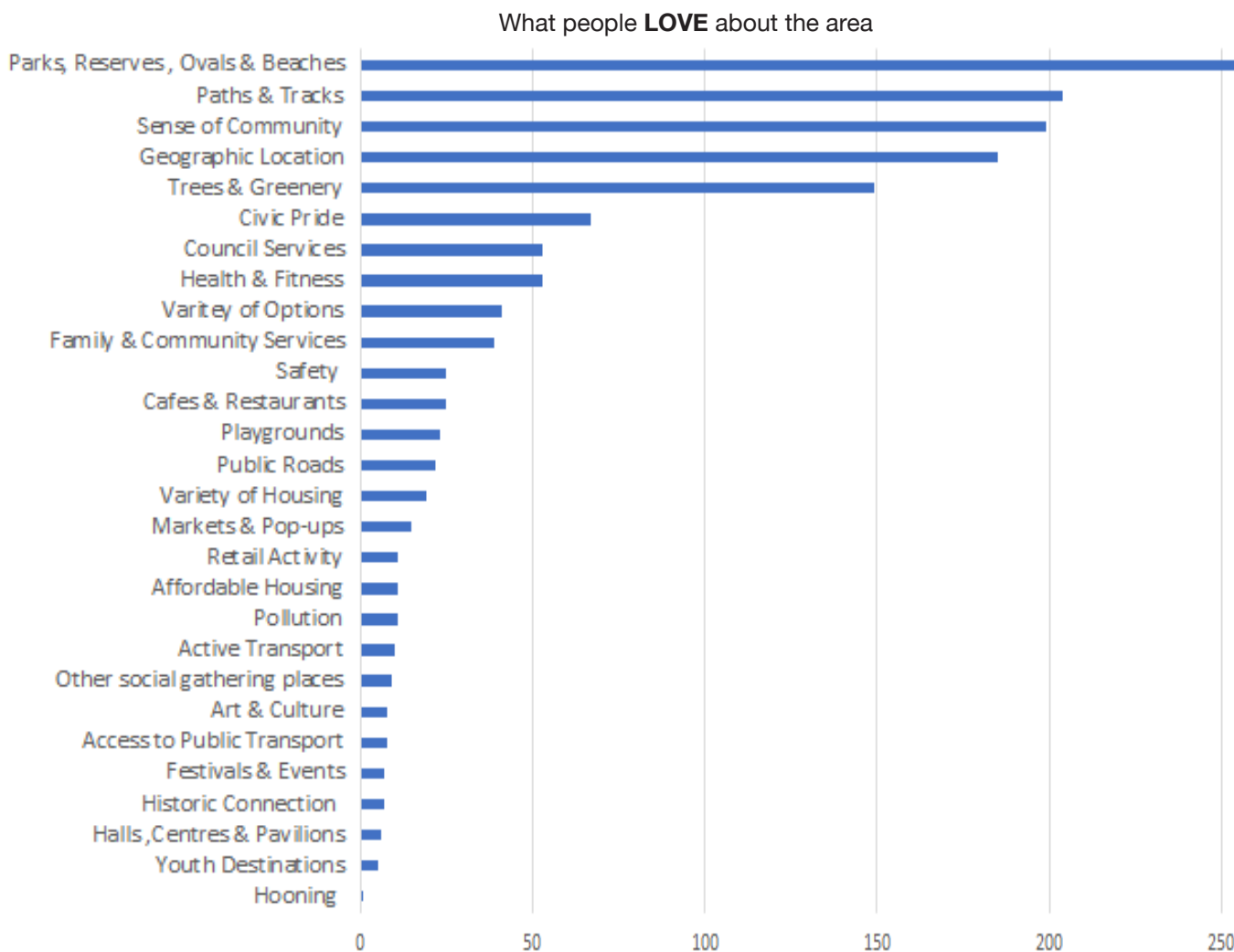
The top 5 categories make up 68% of all comments:

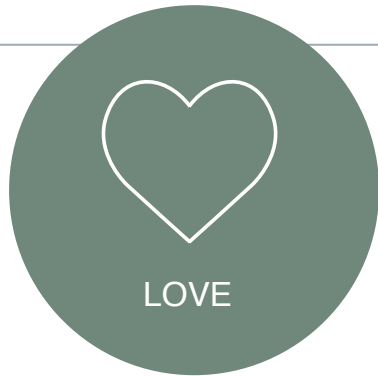
- Parks, Reserves , Ovals & Beaches
- Paths & Tracks
- Sense of Community
- Geographic Location
- Trees & Greenery

This short list of categories helps to identify the attributes that must be maintained or enhanced into the future.

Many people who live locally love the peaceful suburban vibe and the beautiful natural environment, like the creeks and waterways. They think these qualities make Seabrook and Altona Meadows special and unique.

Summary of Responses:





What do you **LOVE** most about Seabrook and Altona Meadows?

Here's Some of What People Said:

Plenty of bike paths / The community / The greenery / The trees / The open spaces / The parkland and green areas / Grew up in the area and lots of people know each other / Parks / Not much crime / Less traffic / Close to beach / Its close to shops / Close to the city / Close to all amenities - freeway / Proximity to beaches and cafes / Lots of open space, parks and reserves / Community spirit / Location and affordability / The parks and wetlands / Recreational activities / Area is not over developed with townhouses and apartments are nice with front yards / Have lived in AM my whole life because it has a community feel / Its close to Altona Beach / Easy access to transport, shops, doctors and freeway / Not much now, its not as peaceful as it once was / The people / The shopping centre / The wetlands area / Low density residential / Beach area / Parks and gardens / AM is generally peaceful and quite / Close to public transport / It feels safe to live here, been here for 42 years / Skelton Creek Trail / Easy access to the freeway / There are 3 shopping centres in 3km radius / Close to Altona beach / Easy access to buses and trains / The wetlands, truganina park and walking trails / The parklands are really lovely / There are some cool playgrounds / The nature areas that make them really unique like the 100 steps, for example / Plenty of paths / The shops / The area is quiet / Wide streets / Good open spaces / Good community vibe / Seabrook is relatively quite / Its proximity to schools, shopping, transport (Seabrook) / The Skeleton Creek area / Proximity to amenities, Coles, Big W, Parks / Proximity to walking tracks / My house / The stadium and 100 steps / People that live next door respect us / The ongoing revegetation of the area / The seaside / The multiculturalism population / The beaches / The shops / Nice and peaceful / There are no factories or pollution in AM / The community in AM / The cleanliness / The library / The large natural reserves / The Wetlands / Walking tracks / AM is quite / There are lots of open space areas in AM / We love the quietness of the neighbourhood / The walking trails in the vicinity, particularly / Skeleton Creek Trail / The part of AM that I live in has beautiful gum trees / The beaches / The wetlands, cherry lake with all the bird species / The neighborhood, settled older people / Parks, they are my favourite things, especially the swings / The young families / The beach, but it would be nice if you could reduce the smell / Wetlands, 100 steps and Skeleton Creek / Bike paths connecting Sanctuary Lakes / I feel privileged to be close to a medical centre, railway station, shopping centre, but it needs a makeover to make the suburb attractive / Lovely surrounding environment / Strong sense of community / Good parks and open spaces /



CHANGE

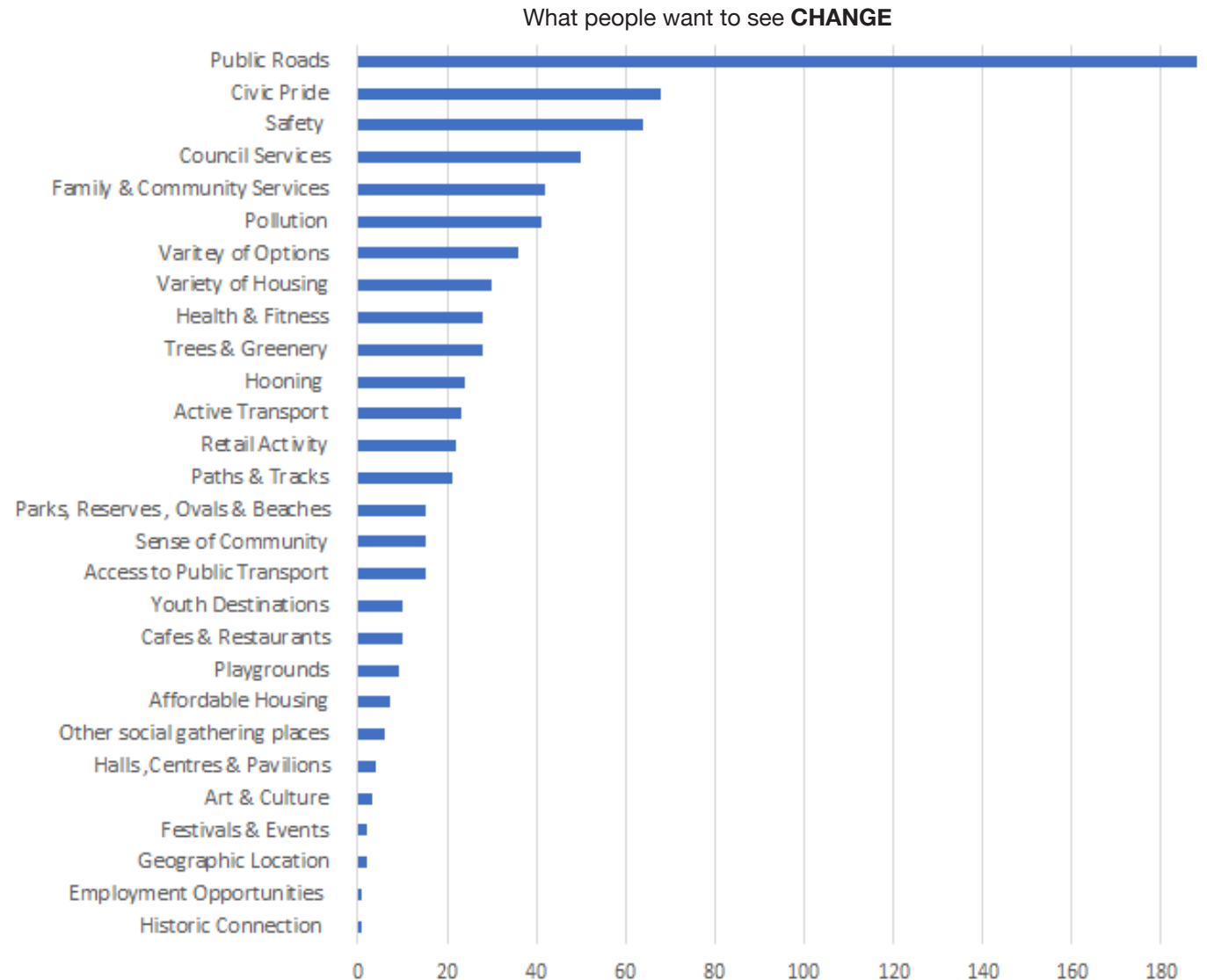
What We Heard:

765 comments of the 2339 responses collected related to change with most responses focused on the top 3 issues - public roads, Civic pride and Safety - but with public roads being the clear priority. Of the 765 comments, 64%, or a total of 489 related to the following categories:

- Public roads
- Civic pride
- Safety
- Council services
- Family and community services
- Pollution
- Variety of options

Respondents expressed concerns on issues that impact the appearance and reputation of the area, including hooning, graffiti, littering, traffic congestion, and anti-social behavior. Consequently, there is a strong desire among local residents to witness the implementation of new initiatives, projects, and partnerships that can enhance the overall safety, appearance, and reputation of the area.

Summary of Responses:





What would you like to see
CHANGE in Seabrook and Altona
Meadows?

Here's Some of What People Said:

Traffic / Hoons doing burnouts after dark / Traffic / Graffiti on signs, bridges, walls and shops / Public transport, the buses are few and problematic / There is not adequate shopping in AM / Traffic snarls / Roads and carparks / Driving along the freeway, there is overgrown grass and rubbish - this is not inviting / Traffic congestion / Traffic and road quality / Graffiti / More Arts & Culture areas which are not shopping centres / Less fast food/junk food places / Better public high schools / Erosion / Pollution from factories / Noise barrier on the freeway needs to be improved / Traffic at Burns Rd during peak hours needs to be solved / Having bad neighbours / Cars speeding / Roads are becoming crowded especially Queen St and when the Westgate freeway traffic divert through / Our beaches (mostly in summer) are now crowded and more police presence is required / Graffiti everywhere / Vandalism, especially the bus stops / Increased road traffic / Traffic congestion / Excessive traffic along Central Ave and the off ramp leading to Point Cook, during peak hours / Plan for flooding / To resurface some of the deteriorating roads (Merton St in particular) / Improve traffic management - the worst example is the intersection of Central Ave and Point Cook Rd / Continued up keep of maintenance of roads (Howard St is like a rollercoaster) / Street sweeper is needed more often / Traffic management / Increasing subdivision is making the suburb busier and local street parking is increasing / It is difficult to plan a future here long term as there are no local high schools / Motorbikes and electric bike riders are causing annoying noise and destruction to peaceful wildlife areas / Laverton Creek trails and also pollution / Speeding loud cars / A camera car would be great in Victoria St / Traffic along Queen St / Access to the freeway / Traffic along / Central Ave AM / Complicated waste management system / Stop unsuitable developments / AM was a cleaner place to live in years ago / Naturestrips, roundabouts need to be maintained and the grass needs to be cut / Safety is often a concern, especially at night around Laverton station. / Not enough "accessible" 24/7 GP clinics to cater for demand / Maintenance of Council trees near powerlines is poor / Duplication of Central Ave, it was promised over 40 yrs ago and still waiting / Addressing crime / More police patrol / In AM there are a lot of people asking for money at shops / Better street lighting, too many of them are far to dim / Traffic is a major concern / Public transport / Not enough medical options / The amount of dogs barking and dog poo along the walking tracks and grasslands / Repair the roads / Point Cook rd is a nightmare, it is bad 7 days / Graffiti, rubbish, dog poop etc everywhere / Not enough health facilities / Not enough shopping



What We Heard:

A total of 107 ideas were submitted, with the majority of them focused on enhancing and activating parks, reserves, ovals and beaches (20 responses), improving paths and tracks (10 responses), increasing the presence of trees and greenery (7 responses), and boosting retail activity (10 responses).

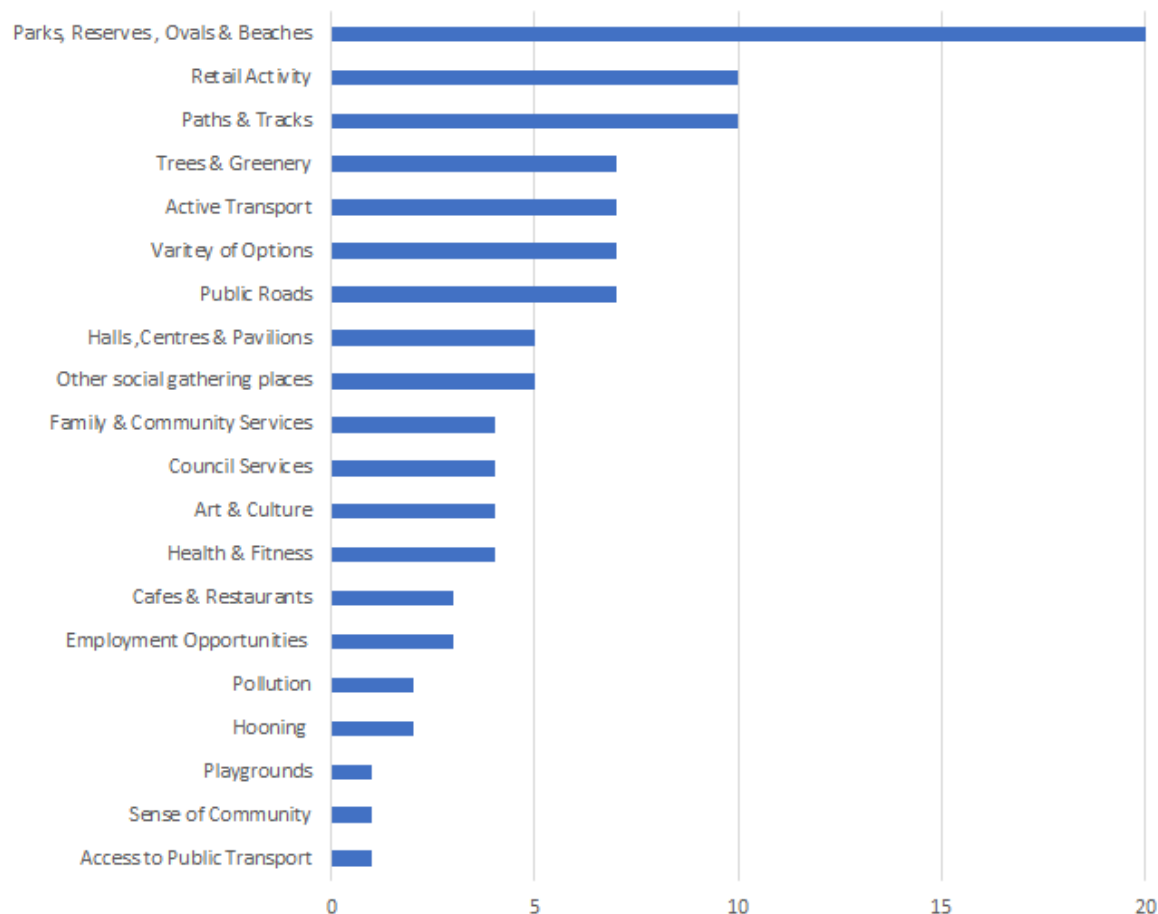
Residents have voiced a desire to enhance the presence of trees and greenery in their neighborhoods and streets. They also want to implement new measures to address issues related to neglected front yards and nature strips of private residences, as well as cars parked on nature strips.

One prevalent theme in the feedback received from the community is the need to bring more services into the local area. There were also ideas for more opportunities to socialise without having to leave the locality or rely on personal transportation.

The most common suggestions for achieving this goal revolve around upgrading the existing local centers to make them more attractive and conducive to these types of activities.

Summary of Responses:

What people's **IDEAS** related to





What are your big **IDEAS** for the future of Seabrook and Altona Meadows?

Here's Some of What People Said:

Art gallery of local artists / More shops at Central Square shopping centre / Underground power lines / Bbqs in areas that are close to the bay / A communal pool would be great / Get home owners to clean up their front yards / Bike paths that go somewhere / Need more public bins, surely each bus stop should have one / Address the homelessness problem / Start fining people parking on naturestrips after dark / Need to remove the graffiti from bridges and on the entrances and exits into AM / Beautifying of the entrances and exits to and from AM / The street signs to AM need to be cleaned and repaired (coming off Newlands St to Merton St is an eyesore) - not a positive intro into our area / Car park designs, currently the carparks in shopping centres are traffic snarls / Duplicate Queen St, Central Ave, Point Cook Rd to ease traffic congestion / Fix Point Cook Rd near the roundabout (near Maccas), and under it / Performance space for dance / Shaded areas in play areas in parks (why do parks in the east have shade over the kids play areas) / Don't plant trees that loose their leaves and leave a mess unless the council is prepared to do a daily sweep and clean up/ Being more cautious or limiting building permits for knock down/rebuild multi complex's / More farmers markers or food trucks given permanent access to AM / Tennis courts etc / More restaurants / Get the Altona Treatment Plant to put up murals on their brick building / Can you please add some beautiful colourful flowers especially at the roundabouts, instead of the messy looking stuff they do now / Clean up the grass on footpaths / New west museum to include local wildlife, and floral history / More public benches along footpaths, particularly approaching the shopping centre / More play equipment in parks / More native walks are required / Encouraging planting of suitable plant life on naturestrips, not large eucalyptus trees which cause problems for residents / Need more lights in streets / The street sweeper needs to come more often / Drainage needs to be looked to avoid flooding / Flashing 40 klms sign at Altona Green primary school / Cleanliness of shopping centres / Mowing at the end of Merton St at the back of Victoria St, as we walk the dogs and most of the time the grass / Swimming centre / More places to eat out / Engage with youngsters would be good / More wildlife areas or community engagement meetings about the natural areas / I'm really hopeful that these suburbs can become really lovely and known for their sport/recreation and wildlife and parklands / Duplicate of Queen St, it is too hard to get onto Queens St from the side streets / Encourage cafes to be fully sustainable / A bocce club



PART 4

SHAPING THE VISION



Shaping a shared vision for the future of Seabrook and Altona Meadows

SHAPING A SHARED VISION

Creating a shared vision
that captures the values
+ aspirations of our
community and can be
used to guide future
projects + improvements

One of the challenges that places face as they change and grow is that they often do not have a clear and shared vision as to what that change should look like and how to protect and enhance the things that make that place special. While the people that make up a community may have different and sometimes conflicting priorities about what they want to see happen, it is essential to establish a vision that can be used to help guide future changes and improvements.

The initial consultation phase went out to the local community to 'ASK' people to share their views on what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Seabrook and Altona Meadows into the future. Input was gathered through focus group workshops, Council's Participate Webpage and a mailout questionnaire. A total of 2339 responses were received.

The next step in the process is to 'SHAPE' the community's views into a clear vision. The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements. Once the Seabrook and Altona Meadows community has reviewed and provided input into the vision, this information will be used to identify Place Projects. These projects will begin to bring the vision to life - to 'MAKE' the vision happen.

As each Place Project is identified and evolves, the community will have the opportunity to provide input. Each project will be continually assessed against the vision to ensure that it reflects the values, ideas, and priorities originally expressed by the community.

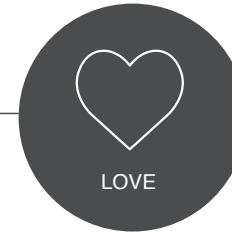
BETTER PLACES - THE 3 STEP PROCESS

The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements...

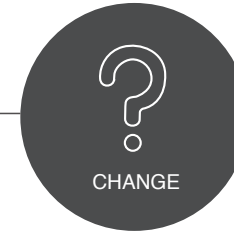
STEP 1

'ASK'

asking what the Seabrook and Altona Meadows community values most + want to see improved into the future



LOVE



CHANGE



IDEAS

STEP 2

'SHAPE'

shaping a shared vision that can be used to guide future changes + projects

KEY THEMES
+
PRINCIPLES

KEY THEMES
+
PRINCIPLES

VISION

KEY THEMES
+
PRINCIPLES

STEP 3

'MAKE'

undertaking projects that will bring the vision to life

PLACE
PROJECTS

THE VISION FOR SEABROOK AND ALTONA MEADOWS

Vision Statement

Seabrook and Altona Meadows continue to be places that are loved for their quiet, neighbourhood character and strong connection to natural open spaces.

The local amenity and character has been enhanced through improvements in the tidiness and appearance of public spaces, neighbourhood streets and local shopping areas. The tree canopy and greenery across the local area has been strengthened which creates a shared character and identity. It is a place that the community is proud to call home.

Seabrook and Altona Meadows have become better connected through improved walking and cycling connections, enhancements to the local shopping and community destinations that they share, and a greater variety of activities and events for people of all ages. It is a place where you can easily go for a coffee and meet up with friends, grab the daily shopping and attend community events.

Seabrook and Altona Meadows have continued to grow and change over time, but in ways that have strengthened the qualities that make the area feel special - and they have become even better places to live.

The vision for Seabrook and Altona Meadows is broken down into 3 key themes:

- **Pride of Place and Local Identity**
- **Bringing The Community Closer Together**
- **A Place That Is Easier and Safer To Move Around**

These themes are intended to describe what the Seabrook and Altona Meadows communities value most as well as the elements that they want to see protected and improved into the future.



KEY THEMES AND PRINCIPLES

Each of the 3 key themes include a statement that describes the general views, values and aspirations expressed by the community and this is followed by a series of Guiding Principles that set out the key improvements that the community want to see occur.

Arranging the vision into a series of key themes and principles provides a way to clearly describe the core values and priorities of the community, but also provides a framework for the community to think about the potential projects and initiatives that they would like to see undertaken to bring the vision to life.



Pride of Place
and Local Identity



Bringing The Community
Closer Together



A Place That Is Easier and Safer
To Move Around



THEME 1 :

Pride of Place and Local Identity

The local community want to improve the tidiness, overall appearance of the area and strengthen the green character and connection to the creeks and natural features.

Whilst many people throughout the consultation said that they enjoy living in Seabrook and Altona Meadows, many people also expressed that they felt frustrated and even embarrassed by how the area looks. Dumping of rubbish and graffiti, poorly maintained residences and nature strips, and the need to improve the appearance of the main public spaces, shopping areas and gateways were all recurring themes. Many residents also value the 'quiet' suburban character, but on the flip side a lot of people also expressed a feeling that the area is 'a bit boring' and 'lacks character'. The area's access to creeks, beaches and natural areas is one of its most special and valued features, and there is a desire to focus on enhancing the connections to these features and increasing the amount of greenery throughout the local area as a way to strengthen the local identity and character.

Guiding Principles

All future projects within Seabrook and Altona Meadows should, wherever practical, aim to achieve the following key principles:

- 1.1 Develop new initiatives, projects and partnerships that will reduce rubbish and graffiti and improve the overall tidiness and amenity of Seabrook and Altona Meadows
- 1.2 Improve the appearance, quality and maintenance of the main 'gateways', public spaces and shopping areas within Seabrook and Altona Meadows to help lift the overall image and character of the local area
- 1.3 Whilst preserving nature, wildlife and healthy water-ways, increase the amount of greenery in all public areas and improve the physical and visual connections to creeks, parks and natural reserves to enhance the green character and sense of identity for the local area



PRIDE OF PLACE AND LOCAL IDENTITY



THEME 2 :

Bringing The Community Closer Together

There is a strong desire to provide 'more to do' in the local area, to improve public spaces and the character local shopping areas, and to support new events and activities that will help to bring the community together

One of the most commonly expressed ideas throughout the consultation was to try to have more of the 'daily needs' in the local area - a greater choice of shops, somewhere to meet and grab coffee, and more places and things 'to do' that would increase community interaction and connection. Whilst it was widely acknowledged that the area already has significant open space reserves and recreation opportunities, there was a lot of feedback around the opportunity to improve facilities like seating, toilets and shelters as a way to increase the usage of community spaces. But the biggest, and probably the most strongly supported idea from a community viewpoint was the desire to have a high school built in the local area - with this being seen as one of the the most important issues and priorities for the future of the local community.

Guiding Principles

All future projects within Seabrook and Altona Meadows should, wherever practical, aim to achieve the following key principles:

- 2.1 Develop new initiatives, events and partnerships that will help to bring more of the 'daily needs' into the local area and within closer distance so that they can ideally be accessed without the need to get in a car
- 2.2 Focus on undertaking improvements and adding new facilities into important community destinations and meeting places in Seabrook and Altona Meadows, such as local shopping areas (where possible) and parks, to make them more inviting, safe and functional for the whole community
- 2.3 Engage with community leaders and local younger and older people to investigate opportunities to provide new activities, events and public facilities. Look for opportunities to activate underutilised buildings and spaces that will give people of all ages 'more to do' in the local area and help to bring the community together
- 2.4 Continue to share the community's sentiment for the delivery of a local high school and advocate with relevant elected officials to help generate attention and momentum.



COMMUNITY CLOSER TOGETHER



THEME 3 :

A Place That Is Easier and Safer To Move Around

Traffic congestion is a major issue, and the community is desperate to find ways to make it easier and safer to move around the local area.

There is a lot of concern amongst the residents of Seabrook and Altona Meadows around traffic congestion and safety along the main vehicular routes, particularly Point Cook Road and the interchanges to the Princes Freeway. Many people expressed that the area is very car-focused and that the public transport options don't really work - with buses being stuck in traffic and the rail stations really only being accessible by car. It was also regularly noted that there is a need to improve the pedestrian or bike network and to address issues around hooning and anti-social behaviour - to try to encourage people to walk and cycle and offer a viable alternative to private vehicle usage. Whilst a lot of work has already been undertaken to try to address traffic congestion, there is frustration in the community that the efforts to date have not resulted in significant improvements - and they desperately want to see new ideas and projects be developed that will help to make it easier to move around the local area.

Guiding Principles

All future projects within Seabrook and Altona Meadows should, wherever practical, aim to achieve the following key principles:

- 3.1 Focus on undertaking upgrades and new works that enhance pedestrian and cyclist linkages between key destinations and help make Seabrook and Altona Meadows a more bike and pedestrian friendly place
- 3.2 Develop new initiatives and continue to plan and advocate for works to be undertaken to improve safety and reduce traffic congestion along key routes such as Point Cook Road and the Princes Freeway gateways
- 3.3 Focus on developing new initiatives, projects and partnerships that will better connect and improve the public transport and active transport networks to provide a viable alternative to private vehicle usage
- 3.4 Develop new initiatives, projects and partnerships that will provide new and creative ways to address issues such as anti-social behaviour and hooning throughout Seabrook and Altona Meadows



EASIER AND SAFER TO MOVE AROUND

Sunvale Community Park, Sunshine (Image Credit - Hot or Not)



PART 5

PLACE PROJECTS

Bringing the vision to life

The following section takes the key themes and principles identified as part of the visioning phase and shapes these into a series of Place Projects that will bring the vision for Seabrook and Altona Meadows to life.

6 Place Projects have been developed for Seabrook and Altona Meadows - they are described in terms of initial ideas, opportunities, and potential pillar projects, and provide principles and inspiration examples to establish a clear direction for each project. It is important to note that the Place Projects are not intended to be viewed as prescribing final or specific outcomes, but rather providing a guiding framework that will evolve with ongoing design and community input. 'Next Steps' are also included for each project, which describe the key steps that are proposed to be undertaken to take the projects from vision to reality and provide opportunities for ongoing community involvement.

6 PROJECTS

TO HELP MAKE
SEABROOK AND ALTONA MEADOWS
BETTER PLACES TO LIVE.....



Thinking
Cleaner + Safer

1



Neighbourhood
Character + Greening

2



Better Villages

3



Better Places
+ Spaces

4



Improving Our Walking
+ Cycling Network

5



Improving Our
Transport Network

6

1

5.1 PLACE PROJECT 1

Thinking Cleaner + Safer

Project Description

For many residents, their highest priority is to make the local area look cleaner and feel like a safer place to live.

Many people mentioned that a lot of areas throughout Seabrook and Altona Meadows look very 'untidy' and 'unloved' - including parks and public spaces, creeklines and waterways, as well the main streets, roundabouts and gateways into the neighbourhoods. Many of the suggestions were quite simple - improving the visual presentation of public amenities, increasing the maintenance of open space areas and creek corridors, or just the providing more bins in well positioned locations.

There is also a lot of concern around issues such as hooning, graffiti, dumping of rubbish and anti-social behaviour - and the impact that these have on the character and image of the area.

Whilst it is acknowledged that some of these types of issues are outside of the direct scope of Council action, there is a strong desire amongst local residents to see new initiatives, projects and partnerships be undertaken that will help to improve the appearance, safety and image of the area.

Residents want to live in a well-presented place where they feel safe and that they are proud to call home.

Richmond Terrace, Melbourne (Image Credit - Hansen Partnership)



PLACE PROJECT

1

5.1 PLACE PROJECT 1

Thinking Cleaner + Safer

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the community consultation and visioning process that will be further investigated and targeted for delivery as part of the Thinking Cleaner and Safer Project:

1.1 Local Clean-Up Blitz

- Undertake a targeted and co-ordinated clean-up of local parks, car parks, public parks, streets, roundabouts and public assets throughout Seabrook and Altona Meadows including:
 - Repairing park and street furniture
 - Deep cleaning bin surrounds, deep cleaning and scrubbing paths through key shopping precincts
 - Repairing Council's damaged fencing infrastructure and graffiti removal
- Provide ongoing levels of servicing to ensure the progress achieved through the maintenance blitz is sustained.
- Council to undertake review of suburb gateways / entries (including land within and outside of Council ownership) and investigate new initiatives for improving their tidiness, appearance and maintenance

1.2 Refresh My Suburb

- Develop a new creative branding / awareness campaign that will bring renewed attention / momentum to tools available to the community to report and support the clean-up process including:
 - Raising awareness / use of the Snap, Send, Solve app and reporting process
 - Increasing awareness and enforcement of Local Laws / Penalties for littering and dumping of rubbish
 - Creating a refreshed community awareness campaign to encourage people to 'clean-up' after their dogs and to not litter
- Work with local community groups, schools, and leaders who either already undertake clean-up programs in the area or who are wanting to initiate and manage these activities. Support with resources, funds and promotion to help ensure lasting success by empowering the community to make the area more clean, loved and cared for.

1.3 Our Safer Suburbs

- Council to develop a program to review and improve general safety and accessibility around key movement corridors, parks and community spaces, transport nodes and shopping centres. Key initiatives to include elements such as providing new and upgraded lighting, pathway widenings and streetscape improvements and general clean-up and upgrade of key spaces to make them feel safer and more accessible and usable for all residents and for different times of the day. These safety initiatives will be tied-in with other Better Places projects such as the Better Places and Spaces Project to make sure they are considered and included in any future works.
- Council to share the findings of the Better Places consultation with the police and identify opportunities to work together to address hooning and anti-social activities
- Council to take findings from other Better Places projects investigating new / best-practice solutions (i.e. potential to partner with innovative industry leaders to trial new technologies for crime prevention and anti-social behaviour) and look to apply within Seabrook and Altona Meadows

1

5.1 PLACE PROJECT 1

Thinking Cleaner + Safer

Next Steps

Key steps that have been identified to be undertaken as part of the Thinking Cleaner and Safer Project include:

- Council to appoint a project manager as the central leadership, coordination and delivery role for the Thinking Cleaner and Safer Project and to provide the main point of contact.
- Council to undertake an audit of public assets infrastructure and key precincts to be prioritised as part of the clean-up blitz within the first 6 to 12 months e.g. seating and rubbish/recycle bins
- Undertake a community information process to increase awareness / usage of the Snap, Send, Solve app and to promote the clean-up and safety initiatives being developed.
- Seek EOI's from local community groups interested in organising / hosting clean-up activity events.
- Select two community clean-up events in each suburb - four in total. Coordinate and help support the delivery of these events in collaboration with relevant Council departments including Sustainability and Parks Services. Promote the community clean-up events via established community networks including community groups, clubs and schools.
- Council to initiate discussions / partnership with Victoria Police services to share the findings of the Better Places consultation and the aims of the Thinking Cleaner and Safer Project.
- Council to undertake an audit of places within Seabrook and Altona with the highest levels of crime and anti-social behaviour and develop initiatives to improve safety (and tie these in with findings and initiatives being developed as part of other Better Places projects).



2

5.2 PLACE PROJECT 2

Neighbourhood Character + Greening

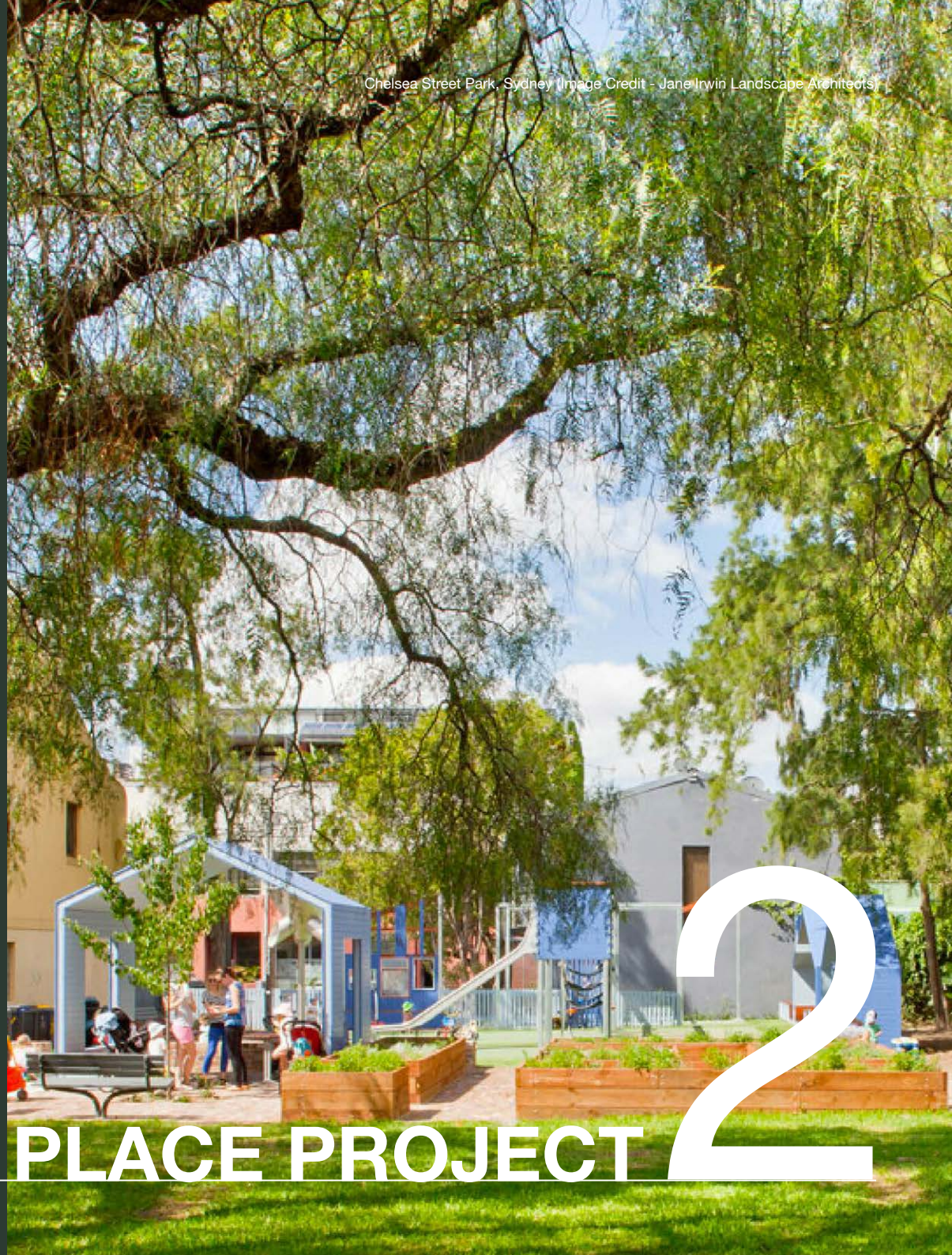
Project Description

This project, in many ways, is closely linked to the Thinking Cleaner and Safer Project but is more specifically targeted towards improving the appearance and character within the residential neighbourhoods and local streets. Many residents expressed that they want to increase the trees and greening within their neighbourhoods and local streets, but to also try develop new initiatives to tackle issues related to private residences such as unmaintained front yards and nature strips and cars parking on the nature strips.

Many residents value the quieter suburban-style character of the local area, as well as the environmental and landscape values of the creeklines and waterway corridors. They feel that these elements are important to the character and identity of the Seabrook and Altona Meadows and that new initiatives should be developed that will help to celebrate and strengthen features and tell the story of the local area.

This project will focus on looking for opportunities to increasing the level of tree planting and greening within the neighbourhoods, as well as working with residents to try to improve the appearance and maintenance of their front yards and nature strips. The aim will be to improve the appearance of the neighbourhoods and streets in the short term, but also help to increase the sense of local identity and pride for the community into the future.

Chelsea Street Park, Sydney | Image Credit - Jane Irwin Landscape Architects



PLACE PROJECT

2

2

5.2 PLACE PROJECT 2

Neighbourhood Character + Greening

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the community consultation and visioning process that will be further investigated and targeted for delivery as part of the Neighbourhood Character + Greening Project:

2.1 Cooler Streets

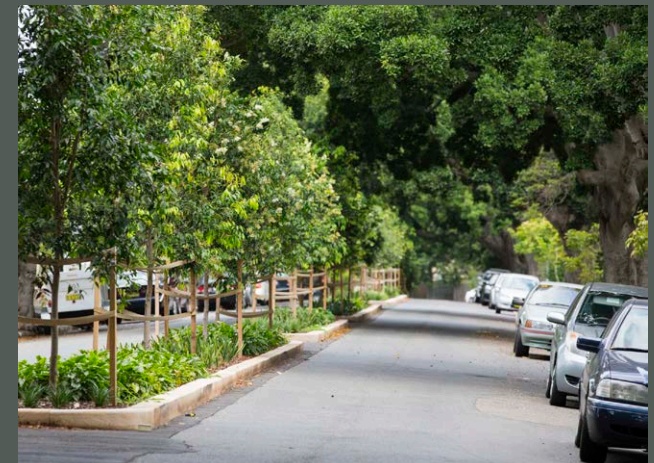
- Coordinate and fund the implementation of 'Cool Streets' greening and improvement projects at three sites in Seabrook and Altona Meadows. The projects will work with residents to enhance the appearance of nature strips and front yards and undertake other streetscape improvements to lift the appearance and character of the streets. Horticultural advice, free trees, plants and shrubs will be provided by Council as part of the project. These pilot projects will act as demonstration examples for street greening and improvement that will aim to become catalysts for further projects and that the community can reference for their own initiatives and improvements.

2.2 Growing Our Green Canopy

- Altona Meadows and Seabrook have the lowest percentages of tree canopy and highest heat vulnerability of any of the suburbs in Hobsons Bay. For this project, Council will continue to implement its Urban Forest Strategy to identify and replace aging or under-performing tree stock but will also look for new opportunities to deliver pilot greening projects (such as establishing feature green avenues or additional creekline or parkland planting) that will increase the green canopy in the local area.

2.3 Our Place and Our People

- Building on Council's public art strategy, and drawing on themes of place, people, and natural environment, the Our Place and Our People Project will develop a variety of art, events and interpretive projects that celebrate the history and character of Seabrook and Altona Meadows including:
 - Identifying local stories through engagement with the community and first nations representatives that can be interpreted in the public realm and through the arts.
 - Creating and supporting events as a platform to celebrate local identity, including neighbourhood character, multicultural communities and more.
 - Seeking creative activations through the arts, through local programming and outdoor opportunities.



CREATE NEW PILOT PROJECTS TO INCREASE THE TREE CANOPY
AND REDUCE HEAT ISLAND EFFECT (Image Credit: City of Sydney)



A REMOVAL AND PLANTING PROGRAM TO IMPROVE LOCAL GREENING
(Image Credit: City of Stirling)

2

5.2 PLACE PROJECT 2

Neighbourhood Character + Greening

Ideas Vignette

Cooler Streets - Potential Pillar Project

It is clear that the residents of Seabrook and Altona Meadows want to see an increase in the level of trees and greening in their local streets and to enhance the appearance of nature strips and front yards to lift the character and image of their neighbourhoods. The focus of the Cooler Streets project will be to undertake pilot projects that will provide real-life demonstrations of what can be achieved and that will hopefully then become provide inspiration and act as a catalyst for other similar projects in the future.

Do you think this is a good idea and will help to lift the amenity and character of streets in your local area? Do you think you would like to nominate your street, and do you think your neighbours would support the idea and like to get involved?



CURRENT



POTENTIAL

ARTIST IMPRESSION OF POSSIBLE IMPROVEMENTS FOR A PILOT NEIGHBOURHOOD STREET

This is an artist impressions and is conceptual only - it is not intended to be interpreted as a proposal for a specific project or street. It has been generated to help stimulate ideas and discussion and will evolve with community input and ongoing design.

2

5.2 PLACE PROJECT 2

Neighbourhood Character + Greening

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Neighbourhood Character and Greening Project include:

Seek expressions of interest from three residential streets throughout Seabrook and Altona Meadows who would like to participate in the Cooler Streets implementation. Engage with three shortlisted streets on preferred design and timing of work and arrange community planting and contracted works for completion of works. Council to work with street residents to provide ongoing maintenance, advice and support during the establishment period. Upon completion of the pilot projects, Council will promote the outcomes of the Streets Ahead pilot projects and seek expressions of interest for other street projects to be undertaken each year.

Council to continue to implement its Urban Forest Strategy and undertake a review / inventory of trees within local streets, park areas and reserves not already included in other projects (qualified arborists will assess trees, and those that are no longer contributing to the landscape or are in poor condition will be removed and replaced with appropriate urban tree species).

Council to develop the replacement tree plan for those identified in the review. Procure the necessary species and resources needed for an intensive planting program. Provide necessary care and maintenance for the establishment period of the new trees.

Council to initiate the Our Place and Our People Project. The type and extent of projects will be determined as part of initial consultation and information gathering process.



Aileen Avenue Park (Image Credit: Glen Eira City Council)

3

5.3 PLACE PROJECT 3

Better Villages

Project Description

One of the most common reoccurring themes across the different ideas and suggestions expressed through Better Places community feedback was to try and bring more of the 'daily needs' into the local area. While residents appreciate the quiet suburban nature of the area, there is a strong desire to have more places to 'meet friends' and socialise locally - like cafes, bars and pubs - without the need to get in your car or leave the local area. The most common suggestions focused on trying to upgrade the existing local centres to make them more inviting and encourage more of these types of activities. Other popular ideas, particularly for Seabrook, included on having a pop-up or community based café linked to a community centre or park.

This project will focus on developing initiatives to improve the existing centres as well as looking for opportunities to create new community nodes, meeting places and destinations in the local area. It is important to note that many of the shopping centres in the local area are privately owned - so this project will involve a combination of Council undertaking works on streets and publicly owned land as well as working with property owners and traders to help encourage and support improvements for their own businesses and properties that will help to deliver the changes that the community is looking for.

The need for a local high school in Altona Meadows was one of the concerns most regularly highlighted by residents at each stage of the Seabrook and Altona Meadows community consultation.

PLACE PROJECT

3

3

5.3 PLACE PROJECT 3

Better Villages

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the community consultation and visioning process that will be further investigated and targeted for delivery as part of the Better Villages Project:

3.1 Existing Village Centres

- Develop improvement plans for existing village centres within the local area with input from local traders and the community to deliver upgrades (both to the centres and surrounding streets and public spaces) that will make them more vibrant, attractive, functional and safe to help support their future viability. As a first step in this process, Council will undertake a consultation, design and improvement process for one centre to act as a pillar project that demonstrates upgrade initiatives, principles and processes that can then be adapted to other centres.
- Council to initiate conversations with privately owned centres (such as Central Square and Seabrook Shopping Village) to share the findings of Better Places and to discuss opportunities for improvements (such as enhanced amenity and safety, better gathering spaces and increased social uses such as cafes, bars and pubs) to make them more attractive and usable for the local community.

3.2 New 'Catch Me At' Places

- Altona Meadows Community Park and Homestead Run Reserve were continually noted throughout the consultation as being two places where the community would like to add some type of social meeting spot (like a pop-up cafe or food van area) that could become a new destination for local residents. Working closely with the existing community groups, this project will develop concept plans for pilot projects that will transform a small area of these parks into an attractive spot for socialising, picnics, etc (such as outside seating / shade area) and be designed in such a way that food trucks / vans or a pop-up cafe space could fit into the space.



MAKING OUR EXISTING CENTRES MORE ATTRACTIVE AND INVITING
Maitland Levee, Maitland (Image Credit: McGregor Coxall)



TRIALLING POP-UPS TO ACTIVATE AND CREATE NEW MEETING PLACES
(Image Credit: Caravan Sounds)

3

5.3 PLACE PROJECT 3

Better Villages

Key Ideas
+
Opportunities

3.3 Local High School

One of the most regular issues raised throughout the community consultation was the desire to have a local public high school. It is important to note that a lot of advocacy work has already been undertaken in relation to this issue, but it is acknowledged that some community members may not be aware of this.

In 2021, Hobsons Bay Councillors Cr Matthew Tyler and Cr Dianna Grima reached out to the State Government to express these concerns with a request for a detailed review and response to the community request for a new school to be considered. Following the 2022 State Government election, renewed discussions with elected members have continued with the aim of having improved service provision in the area, noting that even the existing schools zones split Altona Meadows which results in children from the same primary school being zoned to different high schools.

It is clear that this is an important priority for the local community and one they want continued advocacy for. Whilst it is acknowledged that this is a state government issue, the findings of the Better Places community consultations, and any of Council's assessments on the level of demand or feasibility, will be shared with State Government representatives to help assist ongoing advocacy efforts related to this issue.

3

5.3 PLACE PROJECT 3

Better Villages

Ideas Vignette

Homestead Run Reserve - New 'Catch Me At' Places - Potential Pillar Project

One of the things that residents of Seabrook and Altona Meadows want most in their local area is more 'social places' where they can catch-up with friends, hang-out and connect with other local people. The most popular idea was to trial pop-up cafes or food vans near local parks - with Homestead Run and Altona Meadows Community Park being the most commonly suggested locations.

What would you think about the idea of having 'pop-up' spaces like this? Do you think it is a place that you would like to visit, and do you think it would become a destination and meeting place for locals?



CURRENT



POTENTIAL

ARTIST IMPRESSION OF POSSIBLE POTENTIAL 'POP-UP' CAFE AND COMMUNITY SPACE AT HOMESTEAD RUN
This is an artist impressions and is conceptual only - it has been generated to help stimulate ideas and discussion and will evolve with community input and ongoing design.

3

5.3 PLACE PROJECT 3

Better Villages

Next Steps

Key steps that have been identified to be undertaken as part of the Better Villages Project include:

- Council to initiate discussions with privately owned centre operators (Central Square and Seabrook Shopping Village) to discuss findings of community consultation and identify opportunities for potential improvements / upgrades (both on private property and on surrounding public land).
- Council to initiate a focus group / workshop process with traders and property owners from the smaller local centres (i.e. Alma Ave and Victoria Street Shopping Village) and develop initial ideas / concepts for pilot improvement project for one centre.
- Working closely with local community, confirm preferred sites and develop concepts for the two 'Catch Me At' pilot projects - identify potential community leaders and other event / activation opportunities to be further investigated.
- Council to undertake broader community consultation to develop ideas and design concepts for the Existing Village Centres and New 'Catch Me At' Places.
- Council to develop a program / timeline for delivery of potential Better Village projects that can be carried out under existing council budgets based on initial ideas and concepts - whilst seeking funding options for those that require external funding sources (i.e. State funding/grants).



(Image Credit: Bondwood Travelling Cafe and Bar Newcastle)

4

5.4 PLACE PROJECT 4

Better Places + Spaces

Project Description

From the feedback received throughout the consultation, it is clear that the community highly values the parks, creek corridors and other public spaces throughout Seabrook and Altona Meadows, but that there is also a strong desire to see them upgraded to make them more attractive and functional and to provide 'more to do.'

It is important to note that there are significant improvements already being planned or undertaken for public spaces in the local area (such as the Bruce Comben Master Plan). The focus of this project will be to, wherever practical, incorporate the feedback and suggestions received into the plans that are already underway or proposed and to look for other opportunities to provide upgrades and new works that will improve the public spaces and places in the local area.

Whilst the scope of the various projects will be determined through ongoing design and consultation processes, The Better Places and Spaces Project will deliver the physical improvements needed to enhance the amenity and function of the public domain throughout Seabrook and Altona Meadows.

Chelsea Street Park, Sydney (Image Credit - Jane Irwin Landscape Architects)



PLACE PROJECT

4

5.4 PLACE PROJECT 4

Better Places + Spaces

Key Ideas + Opportunities

There are already a lot of projects, programs and initiatives in the Seabrook and Altona Meadows area that are currently underway and directly relate to the suggestions and aspirations expressed by the community. The below table shows the current projects that relate to the suggestions received as well as other new initiatives that will be investigated as part of future work.

Existing Projects

Bruce Comben Reserve - Southern Open Space

- The southern end of the reserve is being transformed to include new social family and recreation activities including a playground, hard courts areas, shelters, public toilet, dog off leash area, planting, and established pathway network and formalised car parking.

Altona Meadows Library

- An important community space upgrade being delivered in 2023 that will include a new and improved children's area, ESD features throughout the building, acoustic treatments and technology pods, landscaping to the internal courtyard, and a STEAM Centre of excellence.

Pipeline Reserve

- Design and delivery of future park upgrades that create a place that better connects the Seabrook community. Upgrades will be delivered in consultation with the community but will include improved landscaping, playground and social, family and recreation areas.

Western Aquatic and Early Years Centre

- Continue to advocate for funding and design the future Western Aquatic and Early Years facility at Bruce Comben Reserve that will incorporate a café, 25m pool, learn to swim pool, warm water pool, water play activities, spa, steam sauna, gymnasium, program rooms and an early years facility.

Hobsons Bay Wetlands Centre

- Undertake early works to activate the site for community use whilst also continuing to advocate and design the future Hobsons Bay Wetlands Centre at HD Graham Reserve. The facility will educate and raise awareness within the community about the importance wetlands play in combating climate change.

New Initiatives + Projects

The following is a list of new projects and initiatives that will be investigated and developed in response to the ideas and priorities expressed by the community:

4.1 Creek Corridors

Council to review creek corridors and adjoining reserves parks, reserves, and develop a program of upgrades that improve their amenity, function and connections in response to the suggestions received from the community (such as increasing the provision of toilets, drinking fountains, viewing platforms and seating areas).

4.2 Improving and Activating Our Reserves

Council to review local reserves and develop a program of upgrades that improve their amenity and function in response to the suggestions received from the community (such as increasing the provision of toilets, upgrading playgrounds, community gardens and providing dog off-lead areas). Spaces that will be reviewed include reserves like Kingfisher Drive Reserve, Carinza Reserve and Hubble Reserve as examples. In combination with Project 3, work with local leaders and community groups to look for new opportunities to increase the use and activation of the reserves through power outlets, stages, pop-ups or events that may include live music, movie nights or health and wellbeing related activities.

4

5.4 PLACE PROJECT 4

Better Places + Spaces

Ideas Vignette

Alma Ave Reserve + Village Precinct - Potential Pillar Project

The Alma Avenue Reserve and adjoining shops have the potential to be upgraded to make them more attractive and inviting meeting places for locals. By adding more greenery to the reserve and streets, providing places where people can grab a coffee and sit and relax with friends or watch their kids play in the park, or by improving the appearance of the shops and supporting local traders, this precinct could become a true destination and heart for the local community.

What do you think? - is this an idea that you would support and do you think it would make it a place that you would make it a place that you would like to visit more regularly and catch-up with friends?



CURRENT



POTENTIAL

ARTIST IMPRESSION OF POSSIBLE POTENTIAL IMPROVEMENT OF ALMA AVENUE RESERVE AND SHOPS

This is an artist impressions and is conceptual only - it has been generated to help stimulate ideas and discussion and will evolve with trader and community input and ongoing design.

4

5.4 PLACE PROJECT 4

Better Places + Spaces

Next Steps

Key steps that have been identified to be undertaken as part of the Better Places and Spaces Project include:

Continue engagement, design, advocacy and delivery for already existing and planned projects such as Pipeline Reserve, Western Aquatic and Early Years Centre and the Hobsons Bay Wetland Centre. Engage contractors to deliver upgrades at Altona Meadows Library and the Bruce Comben Reserve Southern Open Space area.

Engage with the local community and existing community groups that are already active in the local area on potential upgrades to be undertaken for the 4.1 Creek Corridors and 4.2 Upgrading and Activating Our Reserves projects.

Develop designs and program for implementation of improvement works that can be undertaken can be incorporated into existing Council capital budgets.

Undertake planning and advocacy for projects that are outside the scope of existing Council capital budgets and will require additional State Government support and funding.

5

5.5 PLACE PROJECT 5

Improving Our Walking + Cycling Network

Project Description

One of the most common issues expressed throughout the consultation was that the Seabrook and Altona Meadows area is very car focused - with people regularly commenting that you 'kind of need a car to get anywhere'. In particular, a lot of people highlighted that it is not an 'easy' or 'nice' place to try to walk or cycle around - that the main roads create strong barriers to walking and cycling and that most of the main local destinations like shopping centres and train stations are difficult to get to on foot or bike. Whilst Skeleton Creek was often mentioned as being an important and continuous walking and cycling connection, it was again often noted that it is difficult to get to if you don't live close-by. In short, whilst it seems like there are a lot of local people who would like to walk and cycle more (particularly at peak times when some of the main roads are at a standstill), their concerns over safety means that they do not currently see it as a viable or attractive option.

The focus of this project will be to improve the walking and cycling network throughout Seabrook and Altona Meadows to help make the areas feel more pedestrian or bike friendly, and to provide a viable alternative to private vehicle usage.

Any streetscape projects that are proposed under the Improving Our Walking and Cycling Network will be integrated with Council's Local Area Movement Plan and will involve stakeholder and community consultation to ensure that local residents, traders and businesses will all have the opportunity to provide input into the design process.

Toomuc Creek, VIC (Image Credit - FFLA)



PLACE PROJECT

5

5

5.5 PLACE PROJECT 5

Improving Our Walking + Cycling Network

Key Ideas + Opportunities

The community suggestions received through Better Places in regard to improving the walking and cycling network included a wide range of ideas. The key suggestions are listed below, and are organised into categories that show those which are already covered by current projects and other new initiatives that will be investigated as part of future work.

Existing Projects

There are already a lot of projects, programs and initiatives in the Seabrook and Altona Meadows area that are currently underway and directly relate to the suggestions and aspirations expressed by the community. Wherever practical, the new ideas and initiatives developed through Better Places will focus on strengthening these already planned / proposed projects:

Queen Street Bridge

- Design already undertaken by Council to add safe pedestrian / cyclist path. Council is advocating with the Victorian Government to fund a new separated pedestrian/ cyclist bridge as their road bridge rehabilitation project did not include a safe crossing for this purpose.

Bruce Comben Reserve

- Active transport is a key focus for existing projects such as the Bruce Comben Reserve masterplan - opportunity to further strengthen the active transport network by extending these walking and bike connections further throughout local area as part of future projects.

Local Area Movement Plan

- A variety road safety improvements (such as those recently completed on Merton Street and Victoria Street) and missing link footpath projects are already being undertaken. Ideas suggested through Better Places will be checked against current projects to identify any additional works that should be investigated.

Point Cook Road

- Planning and advocacy already being undertaken with Department of Transport and Planning for funding and additional measures to support active transport access along Point Cook Road. Council to use \$79 million upgrade commitment by Labor in the election for the Point Cook Road / Central Avenue to advocate for improved pedestrian and cyclist safety and access to Aircraft Station and Aviation Road.

New Initiatives + Projects

The following is a list of new projects and initiatives that will be investigated and developed in response to the ideas and priorities expressed by the community:

5.1 Active Transport Plan

Develop an Active Transport Plan that provides a clear vision and framework for improving and making more well known the walking and cycling network in Seabrook and Altona Meadows. The Plan will tie together all existing and planned projects and provide new ideas, initiatives and priority projects to be undertaken to improve the main walking and cycling routes within the local area (and to neighbouring suburbs), and to link together all major destinations such train stations, reserves, shopping and schools.

5.2 The MainLines

One of the most commonly expressed project ideas throughout the consultation was the desire to provide improved walking and cyclist links to Aircraft Station and Laverton Station. So, building on 5.1, the MainLines Project will focus on developing a design vision, principles and plans for the main north south active transport connections that link Seabrook and Altona Meadows to the Aircraft and Laverton Stations. The vision and principles will be used to identify priority project to be undertaken to enhance these important linkages and will be bring renewed attention / momentum to opportunities and provide a basis for future planning, advocacy and funding.

5

5.5 PLACE PROJECT 5

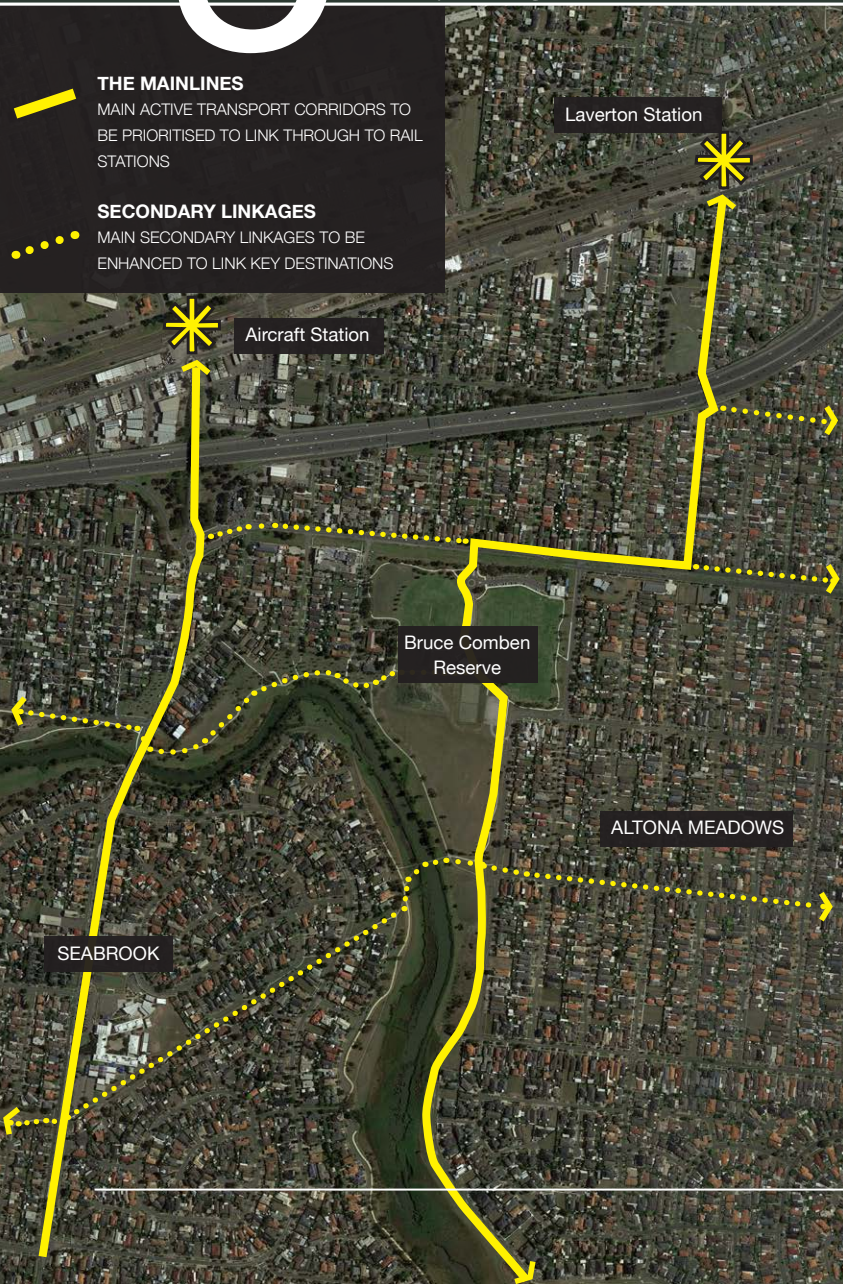
Improving Our Walking + Cycling Network

THE MAINLINES

MAIN ACTIVE TRANSPORT CORRIDORS TO BE PRIORITISED TO LINK THROUGH TO RAIL STATIONS

SECONDARY LINKAGES

MAIN SECONDARY LINKAGES TO BE ENHANCED TO LINK KEY DESTINATIONS



Ideas Vignette

The MainLines - Potential Pillar Project

The vision for the MainLines is to provide 2 major north / south walking and cycling corridors that run through the heart of Seabrook and Altona Meadows and will connect through to the Aircraft and Laverton rail stations. The MainLines will be prioritised as major active transport movement corridors and be designed to feel safe, convenient and attractive to regular commuters but also those people who currently don't feel comfortable cycling in the area. The MainLines will be joined to a series of secondary linkages to form a walking and cycling network that connects residents to all key local destinations.



CURRENT



POTENTIAL

ARTIST IMPRESSION OF POSSIBLE POTENTIAL CYCLE LANES AND INTERSECTION UPGRADES AT BRUCE COMBEN ENTRY TO IMPROVE ACTIVE TRANSPORT CONNECTIONS TO LAVERTON STATION. This is an artist impression and is conceptual only - it has been generated to help stimulate ideas and discussion and will evolve with community input and ongoing design.

5

5.5 PLACE PROJECT 5 Improving Our Walking + Cycling Network

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Improving Our Walking and Cycling Network project include:

Council to run a background workshop to review existing and planned projects in relation to suggestions received through Better Places and formalise the scope for Active Transport Plan. The Active Transport Plan will identify the scope and details for any potential new projects / initiatives.

Council to develop vision and design principles for 'MainLines' active transport corridors to connect through to Aircraft Station and Laverton Stations - associated plans / designs to be developed to advocate for State Government funding.

Develop designs and program for implementation of improvement works that can be undertaken for the Active Transport Plan or MainLines projects and can be incorporated into existing Council capital budgets.

Undertake planning and advocacy for projects that are outside the scope of existing Council capital budgets and will require additional State Government support and funding.



OPENING OPPORTUNITIES FOR NEW MODES OF TRANSPORT THAT ARE SAFELY SEPARATED FROM PEDESTRIANS



EXPLORE POTENTIAL TO PROVIDE PROTECTED CYCLE LANES
Bourke Street Sydney (Image Credit: Group GSA)



IMPROVING SAFETY AND PRIORITY FOR CYCLISTS AND PEDESTRIANS
Bourke Street Sydney (Image Credit: Group GSA)

6

5.6 PLACE PROJECT 6

Improving Our Transport Network

Project Description

At the moment, Seabrook and Altona Meadows are very car-focused and there are significant problems with traffic congestion along main routes such as Point Cook Road and the Freeway entries at peak times. Public transport is limited to buses in the local area and, given that these are dependant on the road network, they suffer from the same congestion issues. Whilst the Laverton and Aircraft rail stations are relatively close, they are difficult to get to due to the traffic issues and the lack of effective active transport linkages.

Local residents want to see initiatives undertaken that will help to reduce vehicular congestion, as well as develop a more effective public transport network that will provide a viable alternative to private vehicle usage.

This project will focus on bringing together the work already underway and proposed under the Local Area Movement Plan and other related active transport plans. It will look for opportunities to improve the private vehicle and bus network and integrate these with the active transport initiatives proposed under Project 5 to better connect the community with nearby rail stations. The project will be part co-ordination, part advocacy and part delivery, but overall it will be about pulling together all the different pieces needed to provide a more effective vehicular and public transport network for Seabrook and Altona Meadows into the future.

Ormond Station (Image Credit - E-Architect)



PLACE PROJECT

6

6

5.6 PLACE PROJECT 6

Improving Our Transport Network

Key Ideas + Opportunities

The community suggestions received through Better Places focused on trying to reduce traffic congestion at peak times, improving the effectiveness of the bus network and providing more ways to get to the Aircraft and Laverton rail stations. The below shows current projects that are already underway and aim to help address these issues, as well as new initiatives that will be investigated as part of future work.

Existing Projects

The following is a list of projects, programs and initiatives in the Seabrook and Altona Meadows area that are currently underway and directly relate to the suggestions and aspirations expressed by the community. Wherever practical, the new ideas and initiatives developed through Better Places will focus on strengthening these already planned / proposed projects:

Local Area Movement Plan

- A variety road safety improvements (such as those recently completed on Merton Street and Victoria Street) are already being undertaken. Ongoing works to be undertaken (such as renewal of traffic calming devices and intersection upgrades) and the ideas suggested through Better Places will be checked against current projects to identify any additional works that should be investigated.

Point Cook Road / Central Avenue

- Planning and advocacy already being undertaken with Department of Transport and Planning for funding and additional measures to support improvements for vehicular movement and safety along Point Cook Road and Central Avenue. Design already undertaken by Council to add additional traffic lanes and intersection improvements for Central Avenue and advocacy with Department of Transport and Planning for funding is already underway. Council to use \$79 million upgrade announcement by Labor in the election for the Point Cook Road / Central Avenue to advocate for key traffic congestion solutions and resolving safety issues.

New Initiatives + Projects

The following is a list of new projects and initiatives that will be undertaken in response to the ideas and priorities expressed by the community:

6.1 Better Connected Project

The Better Connected project will bring together the findings and work being undertaken for the Local Area Movement Plan, and combine these with the active transport initiatives proposed under Project 5 to create a holistic plan that sets out the required future changes necessary to improve access to public transport and reduce reliance on the private vehicle network. As part of this process, a preliminary assessment of the current bus network will be carried out in parallel with the active transport plan to ensure the two are integrated and to identify any potential opportunities for improving the function, usability and connection of the bus services with other modes of travel.

The output of the project will be a single cohesive document that provides a clear and integrated active transport and public transport framework and can be used to:

- Prioritise and provide additional support for active transport links and public transport projects through the capital works programs
- Define the scope for larger projects that will require State Government funding
- Provide a pro-active and co-ordinated plan for advocacy with neighbouring municipalities as part of reforming bus planning and provision in Melbourne's west
- Demonstrate a best-practice approach that clearly links proposed bus service improvements to an overall active transport plan and will assist in advocating for state government support and funding

6

5.6 PLACE PROJECT 6

Improving Our Transport Network

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Improving Our Transport Network include:

- Council to run a workshop to review existing and planned projects under the Local Area Movement Plan in relation to suggestions received through Better Places and identify any potential new projects / initiatives to be investigate.
- Council to initiate background work, develop scope and bring together team required to deliver the Better Connected project.
- Create a plan to provide the additional improvements (integration with main cycling and walking links, additional parkiteer / bike storage facilities, upgraded car parking etc) to improve function, usability and integration between the active transport and public transport networks.
- Develop designs and program for implementation of improvement works that can be undertaken for the Better Connected project and can be incorporated into existing Council capital budgets.
- Publish a Better Connected Project report that outlines the current and proposed future multi-modal network plan that incorporates all modes of active transport and public transport. Using the findings and initiatives from the report, undertake planning and advocacy for projects that are outside the scope of existing Council capital budgets and will require additional State Government support and funding.

| OTHER IDEAS + OPPORTUNITIES

The Place Projects represent an important step towards realising the vision for Seabrook and Altona Meadows.

Some of the Place Projects will be able to be implemented almost immediately as part of fast-tracked initiatives, and others will evolve as part of a longer term design process. As the Place Projects are undertaken, there will be opportunities for ongoing community input and ideas, and this may lead to other ideas and projects emerging. This way the community will continue to play an important role in shaping the place they live in - and bringing the vision for Brooklyn and Altona North to life.

Bringing the vision
to life.....





PART 6

MAKING IT HAPPEN

helping the community to bring the vision and projects to life...

Throughout the Vision and Place Projects parts of the Better Places process, Council undertook a variety of consultation initiatives to generate a high level of awareness for the program within the community and provide a wide range of creative ways for the Seabrook and Altona Meadows residents to give their feedback on the vision and projects and to stay involved.

Part 6 provides a summary of the consultation process and feedback that was received, and is then followed by a summary of the next steps to be undertaken for delivery of the Place Projects.

6.1 CONTINUING TO ENGAGE AND CONNECT WITH THE COMMUNITY

Throughout September and October 2022, the community was invited to help 'SHAPE' the vision for Seabrook and Altona Meadows by providing feedback on the vision, key themes and principles outlined in Part 4 of this document. The community was also asked to share their ideas for future projects that they would like to see undertaken to bring the vision to life.

Based on the feedback received, the 6 Place Projects outlined in Part 5 of this document were put together. From mid March through to mid April 2023, the community was provided with an opportunity to provide their review and input into the proposed Place Projects, and to nominate which projects they would like to be involved with into the future.

The following section provides a summary of the consultation process and the key findings from the Stages 2 and 3 consultation.



Out + About Festival and Consultation

Engagement was undertaken through a variety of channels:

VISION CONSULTATION

(Stage 2 Consultation)

Dates: 15/09/2022 to 15/10/2022

Participate site visits: 887

Out + About Festival Stalls

Comments Received: 978

PLACE PROJECTS CONSULTATION

(Stage 3 Consultation)

Dates: 15/03/2023 to 15/04/2023

Participate site visits: 1336

Participate survey contributors: 133

Total number of responses: 238

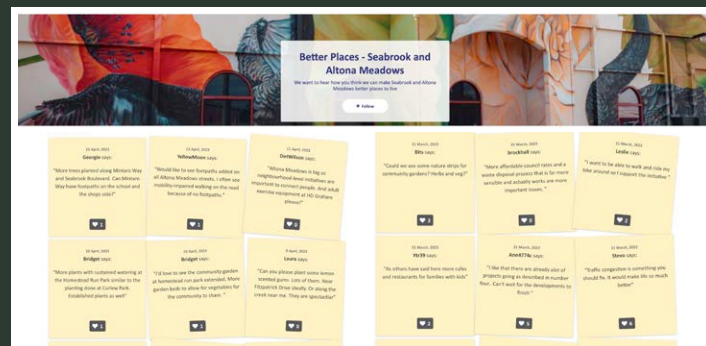
Returnable Flyer Mailout

Flyers and public awareness messages were sent out for the Vision and Place Project phases. Details of the engagement process, Participate website and a language helpline were also provided.



Participate Website

A summary of the Vision and Place Projects were added to the Participate web page providing the community with an opportunity to view and give their feedback on-line.



Out + About Festival

Out and About Festival was held in Bruce Comben Reserve in September 2022. The festival included live performances, food trucks and kids entertainment. 3 marquees with giveaways were provided based around the vision themes and gave the community an opportunity to provide feedback and have face-to-face discussions.



Focus Drop-In Sessions

On-line drop-in sessions were held to provide community with an opportunity to ask questions and provide detailed feedback.

Have Your Say

Timeline

- ✔ **Stage 1 - Consultation - Love, Change & Ideas**
Consultation closed on 30 June 2022
 - ✔ **Stage 2 - Consultation on draft vision, principles & project ideas**
15 September 2022 - 15 October 2022
 - ★ **Stage 3 - Consultation on draft Projects**
15 March 2023 - 15 April 2023



6.2 SUMMARY OF THE COMMUNITY RESPONSE TO THE VISION

VISION

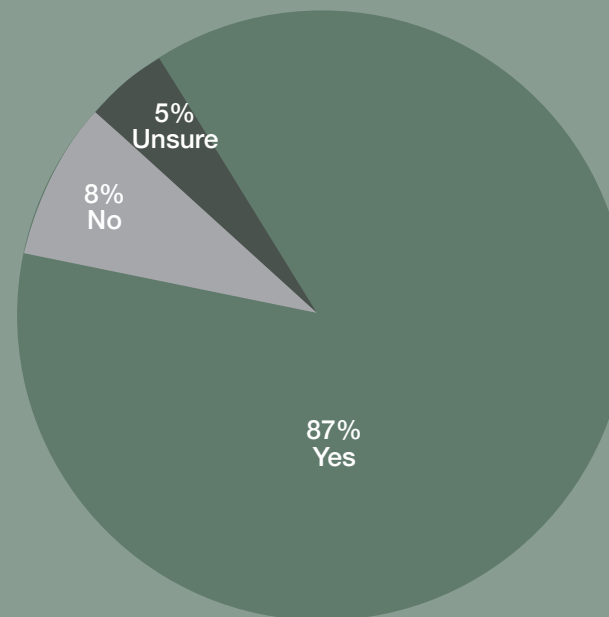
What we heard:

Overall feedback for the Better Places Seabrook and Altona Meadows vision was very supportive, with over 87% of respondents saying that they supported the vision. A total of 85 responses were received, with less than 9% of people saying that they did not support the vision.

Does the community support the draft vision?:

The first question was simply “Do you agree that the draft vision is consistent with how you’d like to see Seabrook and Altona Meadows shaped into the future?”

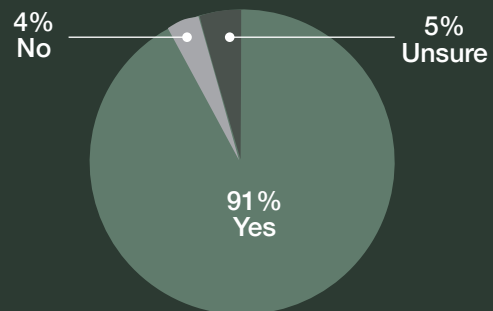
- Yes
- No
- Unsure



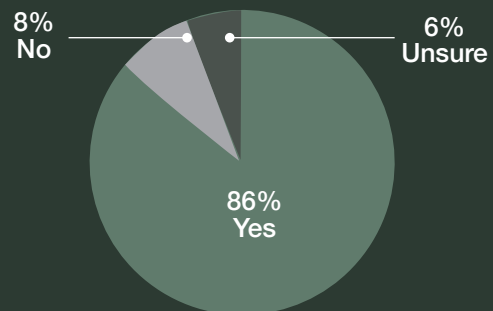
While the majority of residents supported the vision, some thought it did not go far enough. Below are some notable comments received:

- A local high school is definitely important to us if we are going to stay in the area.
- The Point Cook Road and freeway access and lack of public transport needs to be addressed as a matter of urgency.
- Council must provide some after hours enforcement - illegal parking (particularly heavy vehicles) vandalism and graffiti doesn't occur 9-5.
- I know bus / cycling / walking was mentioned, but train services to Aircraft, Laverton and even maybe Westona need to be improved, especially on weekends.
- Public transit is really bad!!! My teen can't get home after 10pm on the bus - that is just not safe! PLEASE improve transit frequency.

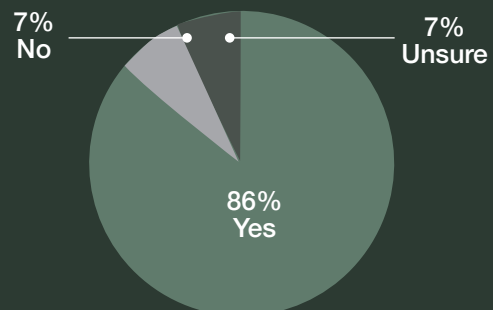
Do you support the theme and principles proposed for **'Pride of Place and Local Identity'**?



Do you support the theme and principles proposed for **'Bringing The Community Closer Together'**?



Do you support the theme and principles proposed for **'A Place That Is Easier and Safer To Move Around'**?



What projects do you think should be undertaken to bring the vision to life?

Respondents were given the opportunity to provide ideas for projects they believed should be undertaken to make the vision happen. All of the suggestions have been considered and catalogued for future reference as part of the ongoing evolution of projects.

Some of the key ideas included:

PRIDE OF PLACE AND LOCAL IDENTITY Cleanliness / Putting equal effort into our nature strips and roundabout gardens as is done in Williamstown / Better welcome signs / Cleaning up Bruce Comben after weekend rugby / The entrance to the suburb from Newland St, Freeway & Railway Avenue need to be made more visually appealing, Newland St exit really brings the suburb down / Central Square could look better, inside & out / Activate spaces to bring communities together / More planting Altona Creek / Picnic tables along creek / Sustainability focus for our world heritage listed wetland / Viewing platforms and signage / The path around 100 steps can seem lonely and unsafe / Make Skeleton Creek as pretty as Cherry Lake / Yes continuing greening of the suburbs / Even signboards containing info about our local flora and fauna in the shopping car parks would be great / I've loved the murals on the underpass at Pt Cook Rd and Skeleton Creek and the Seabrook shops, it would be nice to have more places to stop and look along the Skeleton Creek path into Altona from Seabrook / More local engagement with residents and building awareness of what's happening / Call in elders of the community to contribute and team them with young adults to have an overall participation / Update of Seabrook shopping centre. It's pretty sad looking, dated and not very inviting / Planting more grassland areas or natives similar to one on Henry St Altona Meadows / Indigenous history or stories about Skeleton Creek posted along creek / The entry to AM off the freeway is gross. Always overgrown and covered in rubbish / To help with the dumping of rubbish, having more bins along Skeleton Creek would be nice

BRINGING THE COMMUNITY CLOSER TOGETHER It would be great if there were more activities in the Seabrook community centre, activities for all ages such as art and craft (knitting) or Zumba for example / More opportunities to meet and socialize for retired people during the day, walking, exercise groups, family days and festivals, pop up cafes / More seating in public reserves such as Bruce Comben so people can gather / More kids activities, - mostly have to leave the suburb / More shops with independent food outlets and outdoor dining / A high school where kids are able to go to school in their neighbourhood - this would have many benefits including community but also health and eased traffic congestion if kids are able to walk to school / More toilets around the perimeter of the suburb for walkers and cyclists etc would be great / The Altona Green end is lacking a community space option to meet such as cafes / Independent high school lacking in the west generally / Upgrade playground spaces with newer designed play equipment, water & nature play / Plant more trees - provide more shade / More cafe corners to develop by buying vacant land or allowing selected rezoning in appropriate areas where people can gather / The water park and upgrade of the basketball arena are great starts - putting more public toilets into the many parks and green areas around our area / Also as mentioned a high school for Altona Meadows and Seabrook primary schools to feed into / More amenities in Seabrook. Maybe a coffee shop at the Homestead Run park or community centre. Apart from the park, there aren't many options in Seabrook to gather and socialise / A coffee shop in Seabrook, somewhere to meet with the locals / Open the community centre and staff it again / Celebrate cultural festivals together - so that we can learn about one another's culture and how to be respectful and celebrate our diversity / Regatta down Skeleton Creek / Bigger community garden plot (Seabrook has been a wonderful start and I often see people collecting herbs) / Summer sounds, evening movies at the reserves (can also support our food trucks who have been struggling since covid) / Promote the farmers market better / Localised and targeted social media / Local markets, pop up coffee carts along Skeleton Creek, pop up music events at local parks, pop up food trucks

A PLACE THAT IS EASIER AND SAFER TO MOVE AROUND Pedestrian crossing at Merton / Queen Street round about Altona Meadows with lights. That roundabout is very busy now and should have lights to cross / A pedestrian crossing with lights or a footbridge at the top of Point Cook Rd is a must. It's a disgrace that people trying to get to Aircraft station can't cross the road safely / More police visibility / While this doesn't fall in the remit of council, it would be good to make public spaces including the train station more safe (feel safe, especially for women) increasing CCT and also have authorised officer at the train station in the evenings as there is no staff at the station / Pedestrian crossings at Point Cook Road, along Central Ave and Merton and Queen St round about. Horrifying seeing kids, parents with prams trying to cross / Pedestrian access on Queen at bridge / Clear signage of how to get from Central Ave to overpass to get to station / Better promotion of services already available are needed - I only recently learnt of the Altona North Park and Ride bus service / Easier access to a train route is important / Easing the bottleneck from Point Cook Road getting on to the freely eastbound / If I could have HBCC focus on just one thing, it'll be to making Aircraft station more accessible (and more quickly accessible) / The hooning which happens in particular along Homestead Run is horrible / A coherent bicycle network that is safe so people can go from anywhere to everywhere safely / We are in desperate need of a pedestrian bridge over Laverton Creek next to the Sports Centre / Fill the pot holes in the roads / Better lighting on bike path / The main issue is to get rid of the hoons in cars and motorbikes

6.3 SUMMARY OF THE COMMUNITY RESPONSE TO THE PLACE PROJECTS

PROJECTS

What We Heard..And What Will Happen:

The feedback received in response to the six Place Projects was largely very positive. Nearly every project received suggestions in some way. Some were minor comments while others were quite large and detailed.

All comments received during this stage will be compiled and included in the implementation handbook that is being created. This is an internal document that helps guide each project as it moves from planning to implementation. In this way, the feedback that was provided for each project will form part of the brief for the project as it moves into the ongoing design and implementation phases of each project. It is also important to note that, as each project evolves, the community will be provided with additional opportunities to have input as more detail becomes available.

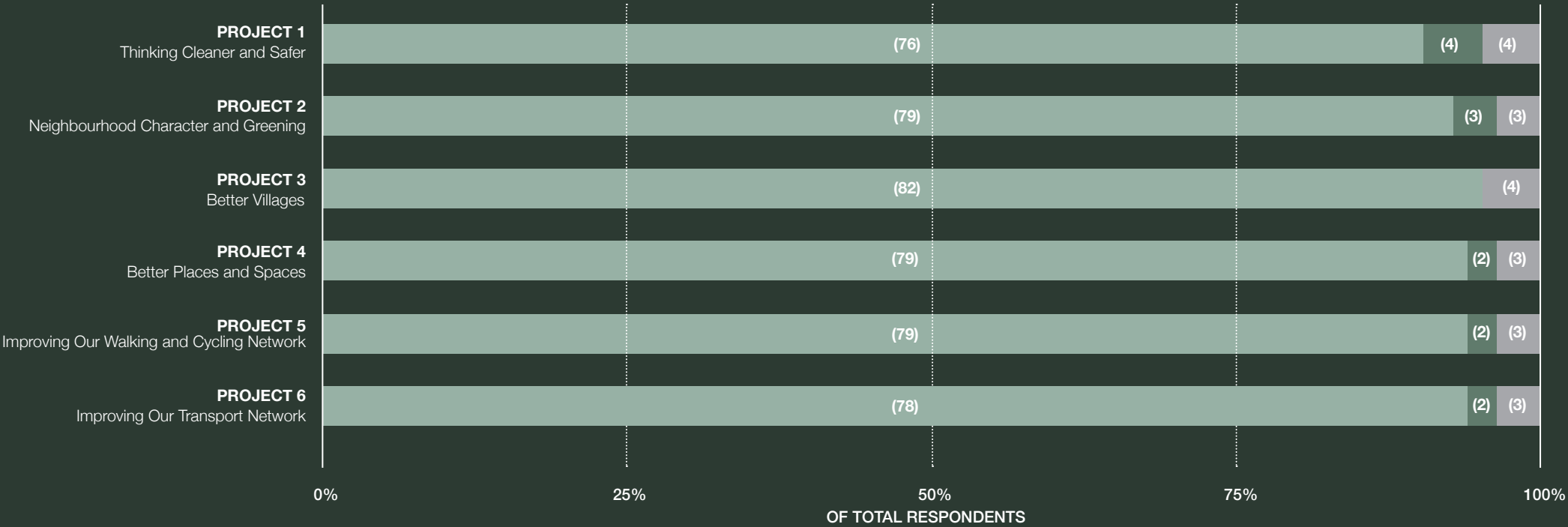
WHAT WE HEARD

6.3 SUMMARY OF THE COMMUNITY RESPONSE TO THE PLACE PROJECTS

Does the community support the proposed projects?

Residents were then asked whether they supported the potential projects proposed under each theme. Whilst the projects at this stage were just a high-level description of the scope / idea, the question provided a means of gauging the level interest and support and check to see if the process was on track.

Yes
Unsure
No
() No. of responses



6.3 SUMMARY OF THE COMMUNITY RESPONSE TO THE PLACE PROJECTS

PROJECTS

Some of the key comments that were received and will be incorporated into the implementation of the projects include:

TRAFFIC CONGESTION AND FREEWAY ENTRIES

One of the most frequently proposed ideas was to alleviate traffic congestion on Point Cook Road / Central Avenue and enhance pedestrian and cyclist links to Aircraft Station and Laverton Station. To achieve this, Council is already working closely with the Department of Transport and Planning to secure funding and implement additional measures that will improve vehicular movement and safety along Point Cook Road and Central Avenue. Council has also undertaken the necessary designs to add extra traffic lanes and intersection improvements for Central Avenue. Furthermore, Council is advocating to the Department of Transport and Planning for funding to support these improvements. The recent \$79 million upgrade announcement by Labor in the election for the Point Cook Road / Central Avenue will be utilized by the Council to advocate for solutions to alleviate traffic congestion and resolve safety concerns. Additionally, Council will use this funding to improve pedestrian and cyclist safety and access to Aircraft Station and Aviation Road.

COOLER STREET NOMINATIONS

A number of individuals submitted requests for their streets to be considered for inclusion in the Cooler Streets program. Once the Place Guide has been formally adopted, the implementation phase for Better Places will commence, offering interested parties the opportunity to formally nominate their street for participation in the Cooler Streets implementation.

CATCH ME AT.....MORE IDEAS

While consulting the draft place guide projects, several people suggested their concepts for 'Catch Me At' pilot projects. Once the Place Guide is adopted and the Better Places project implementation begins, we will collaborate closely with the local community to determine favoured locations and create ideas for the two 'Catch Me At' pilot projects. Our goal will be to identify potential community leaders and other activation opportunities for further exploration.

LOCAL HIGH SCHOOL

Strong feedback from the community was received on the need to have a high school developed within Altona Meadows. The community felt that the absence of a local high school is a key public infrastructure gap, and in some instances, is forcing people to move away from the area. The provision of a high school would also enable kids who currently go to primary school in the area to stick together through the next stage of their schooling, which would help foster greater community cohesion.

The planning and provision of education services is a state government responsibility. Previous communication with the government on this issue had indicated that while the current population forecasts and capacity of existing schools within the catchment could accommodate anticipated enrolments, this information was reviewed annually as part of the Department's state-wide planning for schools.



the next steps....

turning the vision
into reality

6.4 PLACE PROJECT DELIVERY

The Place Guide provides a mix of both shorter-term projects that will be able to be implemented quickly, as well as longer term projects that are larger and more complex, and will require more extensive design and consultation.

It is envisaged that the main parts of the planning, consultation, design and implementation of the mid to longer-term projects will occur throughout 2023-2028. Some of the larger scale projects may require additional government partnerships and funding, meaning that their staging and complete delivery will extend beyond 2028. However, for these projects, the aim will be to undertake the design phases and deliver initial stages within the 2023-2028 timeframe.

Its important to note that implementation timelines will be refined as projects evolve through ongoing consultation and design processes. As part of the ongoing delivery plan for Better Places Seabrook and Altona Meadows it is also proposed that an annual 'check-in consultation' will be undertaken to measure delivery and community satisfaction for the action and outcomes of the various projects.



At the start of this process we asked people to share their hopes and ideas for the future of Seabrook and Altona Meadows - and we have shaped these into a vision and set of projects that will transform the local area over the next few years.

It is a bold vision, but we can make it happen.

It will involve a lot of change in a relatively short period of time.

It will be challenging, and it will require a lot of work.

But is a vision that has the potential to benefit us all, and its success will ultimately depend on everyone getting involved, working together and supporting the projects as they evolve.

So how can you help to bring this vision to life?...

GETTING INVOLVED

If there are projects which you are particularly interested in or think you can contribute to, please get in touch through Council's Customer service number on 1300 179 944. As the projects start up we will keep you up to date and let you know how you can become involved.

SPREADING THE WORD

Bringing this vision to life will involve input from everyone - government, the private sector and individuals in the community. Part of the challenge is often just getting the word out - getting people interested and excited, making connections and getting the right people involved.

So if you know someone who you think might be able to help, let them know or let us know. For example, maybe you know someone who works in government, at a university or has a unique business that could apply their expertise on one of the projects. Or maybe you are a part of local sporting or community group that you think could become actively involved.

Start the conversation - you never know where it will go.

PARTNERSHIPS AND INVESTMENT

Better Places is essentially about creating a vision for change that is supported by the community, and then bringing that change to life. Council will stimulate and drive this process, but some of the projects will require further government support and investment. The projects will also open-up opportunities for partnerships and may kick-start other different or related projects. We will be actively looking for partners and investors to help deliver the Better Places projects and to deliver longer term improvements and changes that support the Better Places vision. If you would like to discuss partnership and investment opportunities or propose an idea, please get in contact through Council's Customer service number on 1300 179 944.

ACKNOWLEDGEMENT

The development of the Seabrook and Altona Meadows Place guide has been undertaken with the support and input from Wetland Ward Councillors, Cr Matthew Tyler and Cr Diana Grima.

BETTER PLACES

Seabrook &
Altona Meadows



LOVE



CHANGE



IDEAS



Note: all efforts were made to ensure that the information in this document is true and accurate at the time of printing, however no responsibility will be taken for any errors or omissions. Photographs contained in this document have been gathered from various sources and may have copyright issues - they should not be reproduced without appropriate credit or purchasing of stock photography.