

Currently future development in Seymour is constrained by the Goulburn River and flooding to the west. The northern, eastern and southern boundaries however are less defined. Figure 7 outlines the proposed settlement boundary for Seymour. This is based on a consideration of the key natural attributes of Seymour such as topography and vegetation, slope and flooding, as well as interfaces with existing infrastructure and land uses. Specifically Seymour's settlement boundary is defined as:

- **South** – The southern boundary of Seymour is defined by the Australian Light Horse Memorial Park, existing buffers to the former land fill and areas of significant slope (greater than 15%) towards the Goulburn River.
- **East** – The eastern boundary is generally defined by Telegraph Road which contains significant roadside vegetation and will provide a natural interface to farming uses to the east. The boundary is also defined by a gas pipeline and buffer.
- **North East** – Highlands Road defines much of the north-eastern boundary. It, like Telegraph Road contains significant roadside vegetation and will provide a natural interface to farming uses to the north. The Seymour Waste Management Facility and its buffer also provide a logical limit for the township here.
- **North** – A number of existing land uses and land use buffers define the boundary for growth to the north. Whilst some residential growth is supported north of Tarcombe Road, this will be limited by the Seymour Waste Management Facility and its buffer, existing industrial zoned land, as well as significant roadside vegetation along Back Mountain Road.

The settlement boundary is fixed for the foreseeable future. If land supply reduces to less than the 15 years projected demand, the boundary should be reviewed.



Ensure heritage places, such as the former police station on Tallarook Street, are retained.

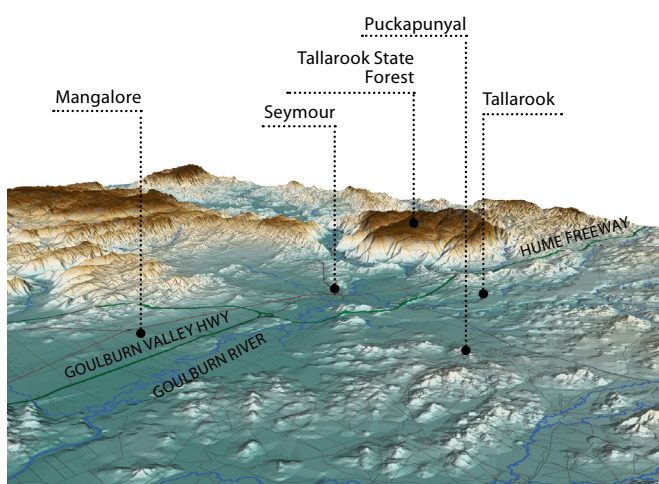
### 5.2.3 Landscape Setting

The 'country' character of Seymour has been identified as an important feature of the town. This character is largely influenced by the natural and rural setting of Seymour including the riverine features of the Goulburn River corridor, the agricultural landscapes of the floodplain and lowlands, and the distinctive landforms of the surrounding hills.

Seymour sits at the confluence of several landscape character areas including riverine floodplains, dry forest and grassy woodlands. The Goulburn River and its riverine floodplains provide a highly significant natural setting for the town, an important habitat and recreation resource, a critical visual reference and a link to the history of the township. The surrounding foothills are located to the north-east, east and south of the township and include existing hills and ridges. These provide a framework, a sense of containment within the natural landscape and a visual backdrop for the town. Areas of agricultural land located on the lower lying areas provide visual contrast to the riverine landscape and the foothills and in key locations, are an important contributor to the scenic quality of the setting. Retaining and strengthening the sense of connection to the landscape both within and surrounding the town is an important focus for the Structure Plan and will help support a strong and dynamic identity for Seymour. This will be achieved through the retention of key views within existing areas and future design of new development areas that responds to existing natural and assets.

Another important element of the towns landscape setting are the creeks and drainage corridors; including Goulburn River, Whiteheads Creek, Back Creek, etc; that will form an integrated open space network across the town, connecting residents to schools, activity centres, parks and environmental features. The open space network will support neighbourhoods that boast an individual identity and character.

Figure 8 Existing topographic setting of Seymour - Looking south east



## 5.2.4 Perceptions

The Seymour Perception and Liveability Survey was undertaken in 2016 and revealed that the 'country' lifestyle and the natural environment (including the Goulburn River, parks and reserves) were key attractive attributes of Seymour. Other key attributes contributing to Seymour being an attractive place to live included the affordable housing and being a family friendly town. The Structure Plan aims to reinforce and strengthen these positive attributes.

The survey also revealed some of the attributes that were considered less appealing. Seymour was perceived as being too far from their existing place of employment and that there was a lack of job opportunities. A key focus of the Structure Plan is to support opportunities for job creation within the local community. The Structure Plan seeks to support a diverse range of employment activities and ensure the development of a sustainable and resilient local economy. Refer to Section 5.4 Employment and Economic Development, for further details.

During consultation participants indicated that an enhanced physical appearance could be a positive change and improve people's perception of Seymour. The Structure Plan outlines a number of strategies to improve the appearance of the township. Broadly these include encouraging high quality built form, as well as streetscape and public realm improvements. Strategies and actions relating to these improvements are generally included as part of Section 5.7 Community Facilities and Open Space.



The Goulburn River is a valued feature of Seymour.

## 5.2.5 Entrances and Exits

Major entries are important in establishing a sense of arrival and reinforcing the local character of a town. They provide a 'window' to the town, which creates first impressions of the local community and can reinforce local pride.

The Seymour Structure Plan identifies a number of gateways and arrival experiences that are important to establishing a sense of arrival into Seymour.

Primary gateways include the intersection of Emily Street and Tallarook Street, and the intersection of Anzac Avenue, Wallis and Station Street. These locations signify arrival into Seymour's Town Centre. Secondary gateways signify arrival into the developed areas of the township and include:

- The bridge crossing of Goulburn River and Emily Street along the western approach into town;
- The bridge crossing of Whiteheads Creek and Emily Street along the northern approach into town; and
- The intersection of Anzac Avenue (Goulburn Valley Highway) and Hume and Hovell Road and the changing landscape character and land uses.

These gateways are connected by key roads that provide an arrival experiences. These key roads include Hume Highway, Anzac Avenue and Emily Street.

Many of these roads have limited visual connection with the wider landscape, however they provide views to the cultural landscape of the town and a 'first impression' of Seymour as a place and a community. The relationship between the regional landscape and the landscape of the township is important.

The Structure Plan seeks to enhance these arrival experiences into Seymour through additional tree planting and upgrading streetscapes as well as enhancing views to natural features, open space and heritage elements.



Signage located along Emily Street, on western approach into Seymour

## 5.2.6 Arts, Culture and Events

Arts and culture provide outlets for imagination and innovation within the community. They enable opportunities to accept, appreciate and respect diversity and difference within the community.

Seymour has an active arts and culture community including performing arts, literature, music, visual arts and hobby groups. The Old Post Office located in Seymour is a restaurant and a fine art gallery, which displays artworks from local artists during ongoing small scale exhibitions. Seymour however does not have a purpose built art gallery. There are opportunities to provide a flexible exhibition space to enhance the contribution of arts and culture within the community. There are also opportunities to incorporate exciting and relevant public art into future projects across Seymour.

Seymour has the strongest collection of visual and performing arts in the Shire and events such as the Tastes of the Goulburn have developed into a successful and growing feature of the annual calendar. Seymour Racecourse and Kings Parks are considered as key event sites as part of Mitchell Shire Council's Arts, Culture and Events Strategy 2014/19. This being said, there are currently no major civic spaces provided within activity centres that allow for the community to come together. There are opportunities to provide a civic space(s) within activity centres to encourage additional local events that bring the community together and create a sense of pride and belonging.



Seymour Old Post Office provides the location for a fine arts gallery.

## 5.2.7 Heritage

### Aboriginal Heritage

The Registered Aboriginal Party (RAP) for the study area is the Taungurung Clans Aboriginal Corporation (TCAC).

The Taungurung nation occupied a large area along the catchments of the Goulburn and Campaspe Rivers and Broken Creek including what is now considered as Seymour. Areas along the Goulburn River were used for camping and food collection, while the area near the lagoon (now King's Park) were used for corroborees.

Overall, archaeological investigations undertaken within the geographic region indicate high levels of aboriginal archaeological potential were associated with rises and crests which overlook creeks and waterways. These areas are predominately located within 100m of major waterways such as the Goulburn River.

A desktop assessment identified a total of 18 registered aboriginal heritage sites within the study area. The most common occurring site types were low density artefact distributions.

A field survey, including consultation with the TCAC, identified 2 contemporary scarred trees and a possible location of a corroboree within the study area that have not yet been placed on the Victorian Aboriginal Heritage Register (VAHR). Identified sites will require protection and offer potential opportunities for interpretation. The Structure Plan seeks to work with the TCAC to protect and manage these places of significance and where appropriate, celebrate them in order to raise awareness and an appreciation of aboriginal heritage in Seymour.



Scarred trees located along the Goulburn River.

## Post Contact Heritage

Heritage is an important aspect of local character and identity valued by residents in Seymour. It is unique and authentic, provides a connection to the past and can enrich a community's appreciation and experience of a place.

The Victorian Heritage Inventory, Heritage Overlay, Heritage Register and the National Trust of Victoria identifies 28 post contact heritage sites previously recorded in the study area. These heritage sites were generally commercial and domestic sites i.e. built heritage and relate to Seymour's settlement, railway, agricultural and military histories. Additionally the Old Goulburn Bridge was identified as a key settlement heritage place, the Vietnam Veterans Commemorative Walk and The Australian Light Horse Memorial Park were identified as key military heritage places and Seymour Railway Station and Seymour Railway Heritage Centre as key railway heritage places.

The Structure Plan seeks to retain and celebrate existing heritage sites and places for the enjoyment of future generations. There are also opportunities to celebrate these heritage places through interpretation and education to tell the story of Seymour.



Heritage buildings such as the Railway Club Hotel, on Station Street.

## 5.2.8 Community Involvement

Mitchell Shire and, in particular Seymour, have a range of active community groups involved in heritage related programs, environmental programs, business development etc. Involving the community in the future planning and revitalisation of Seymour has potential benefits for both the community and Council.

For the community, involvement enables people to influence the future planning and design of Seymour, provide a deeper understanding of the issues at play, and understanding of what can realistically be delivered through the project process. For Council, community involvement provides an understanding of local aspirations, offers new interpretations and ideas for existing places and spaces, and can help foster partnership opportunities between Council and the community.

Feedback received during consultation demonstrated that the local community have a strong interest in local issues and would like to be involved in future decision making. The Structure Plan supports the future engagement of the local community, through their participation in actions flowing from this Structure Plan.

**HAVE YOUR SAY ON THE FUTURE OF SEYMOUR.**  
[www.seymour3660.com.au](http://www.seymour3660.com.au)

**HOW CAN I GET INVOLVED?**  
"Know Your River". Join us for information on the Emerging Ideas Paper for Seymour; a self-guided short river walk and children's activities.  
> Start anytime between 1pm – 4pm, Sunday 19 June (starting at Rotary Park)  
Drop in Sessions at the Seymour Sports and Aquatic Centre:  
> 3:30pm – 7:30pm, Thursday 9 June 2016  
> 12:30pm – 3:30pm, Wednesday 22 June 2016  
> 10am – 1pm, Tuesday 28 June 2016  
Seymour Winterfest at Kings Park  
> 11am – 3pm, Sunday 3 July 2016  
Drop in at any stage during these times.  
Contact Strategic Planning on 5734 6200 to find out more.

**STAGE 2: EMERGING IDEAS PAPER**  
The Emerging Ideas Paper outlines a preliminary vision, principles and aspirations for Seymour, which are proposed to be used as a framework to develop strategies and actions for the future of Seymour.  
To view the Emerging Ideas Paper and join the online conversation visit [www.seymour3660.com.au](http://www.seymour3660.com.au).  
Feedback will be invited until Monday 4 July 2016.

MITCHELL SHIRE COUNCIL  
ENGAGING MITCHELL

Poster prepared for the Seymour Emerging Ideas Paper providing opportunities for the community to contribute to the development of the Seymour Structure Plan.

## 5.2.9 Strategies and Actions

- S1.1** Discourage population growth outside the settlement boundary identified on Figure 7.
- S1.2** Retain key views and vistas to the surrounding landscape i.e. along key roads and from open space areas.
- S1.3** Provide future public realm treatments that contribute to the character of Seymour i.e. streetscape treatments and park aesthetics.
- S1.4** Orientate future residential development towards key landscape features to maximise the benefits of the surrounding landscape.
- S1.5** Beautify key gateways and entrances as identified on Figure 7 through landscape treatments and additional street tree planting to ensure they provide a positive contribution to the arrival experience.
- S1.6** Reinforce primary gateways through a strong built form presence and signage that provides a clear signal of entry.
- S1.7** Investigate opportunities to provide a civic space and spaces for markets and events within activity centres, as identified on Figures 9-11.
- S1.8** Ensure aboriginal and post contact heritage sites are retained and protected from the impacts of future development, including aboriginal heritage sites not yet placed on the Victorian Aboriginal Heritage Register.
- S1.9** Identify opportunities for heritage interpretation across Seymour, as part of a broader signage strategy for the town and ensure new buildings and / or extensions to heritage buildings are sympathetic to the heritage qualities of Seymour.
- S1.10** Develop a landscape plan for the Hume Freeway, Goulburn Valley Highway, Anzac Avenue and Emily Street that creates a staged entry and reinforces key gateways into the town.



Identify opportunities for heritage interpretation and wayfinding signage.