



# WELSHPOOL PLACE PLAN

# An Introduction to Welshpool

The Welshpool Place Plan is a collection of 'place-based' action plans that guide the allocation of funding and resources in the neighbourhood.

The Town of Victoria Park includes the western edge of the Welshpool industrial area. Strategically located close to the Perth CBD, Kewdale freight terminal and major transport routes, Welshpool provides an excellent location for industry to do business. Over the past few decades, the area has transitioned to serving a diverse range of industries, building resilience in the area while still playing a vital role in serving the automotive and thriving hospitality industry within the Town of Victoria Park. Welshpool has an important role to play in serving the local economy and ensuring a diverse range of employment is available within the Town that enhances our economic resilience and diversity.



# Snapshot

## HISTORIC

### Pre-Settlement

The Noongar people are the original inhabitants of the south-west of Western Australia, with Whadjuk being the language group for the area now known as the Town of Victoria Park. The Whadjuk people have a close connection to this country and the Derbarl Yerrigan (Swan River). The provision of fresh water and hunting grounds made the banks of the Derbarl Yerrigan regular camping spots.

### Post-Settlement

#### 1912

The Welshpool Mechanics Institute was founded in 1912 and became an important organisation in the Town not only as an educational institution for Perth's car industry but also as place for social community gatherings.



#### 1949

Since the early 20th century Welshpool has played a key role in Australia's mechanics, agriculture, construction and manufacturing industries with key companies such as Chamberlain Agriculture producing its first tractors in Welshpool in 1949.



#### Late 1940s - Early 1950s

The area played a significant role in building Perth as one of the first industrial areas in the city. For example, significant portions of the Causeway Bridge were manufactured in the Welshpool Factory of Forwood Downs Engineering in the late 1940s and early 1950s.



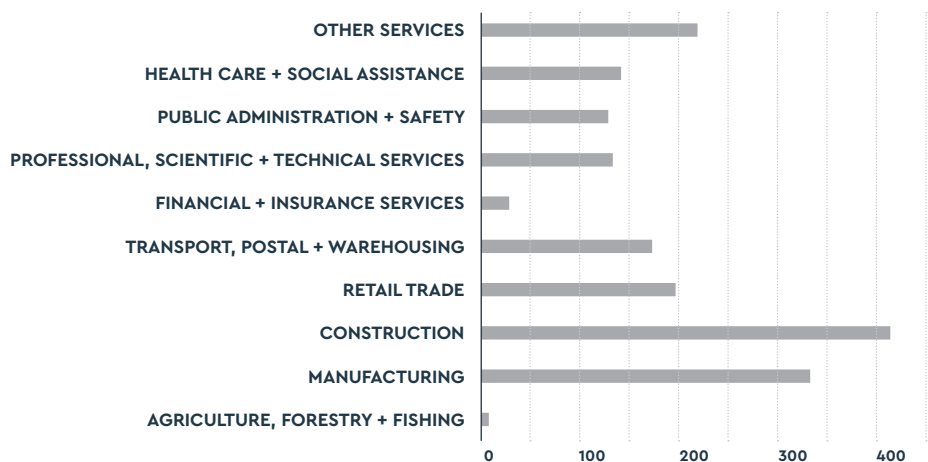
# Snapshot

## ECONOMIC

The Welshpool area in the Town of Victoria Park plays an important role in strengthening the diversity and resilience of the local economy. As a unique light industrial area close to the Perth CBD, it provides a diverse range of employment opportunities servicing businesses and industry within the Town and the inner Perth region.

Manufacturing and Construction industries play a significant role in the Victoria Parks local economy and produce a high number of jobs in Welshpool. With much of the Town's economy relying on hospitality, food, and retail services, these industries strengthen the resilience of the local economy by increasing the diversity of local jobs.

### JOBS PER INDUSTRY



\*All data sourced from the Australian Bureau of Statistics, 2016 Census.

## ENVIRONMENT

Welshpool is the Town's primary industrial area. The growth of this use has left little to no remnant bushland. The limited remaining recreational space in this area provides valuable green space to locals and workers. The Urban Forest Strategy provides an opportunity to address canopy coverage and biodiversity in Welshpool over time.



WELSHPOOL YARD

# The Purpose of Place Plans & How They Have Been Created

The Place Plans provide a 'place filter' on the Town's suite of Informing Strategies to create a clear 'work list' for each of the neighbourhoods within the Town.

The Place Plans directly inform the Town's Corporate Business Plan, which is a requirement for all Local Governments. An outline of the role of the Place Plans in the Town's Integrated Planning and Reporting Framework is provided below.



The Place Plans are action plans that clearly demonstrate what is planned to be delivered in each neighbourhood across the entire organisation. This provides a clear, one-stop shop for the community to access critical information about their neighbourhood, while also providing the means for a cross-departmental approach to the delivery of great place outcomes.

The Place Plans organise the range of projects and initiatives identified for each neighbourhood across all of the Town's suite of strategic documents and plans. These projects are cross checked against the direction set in the Town's Strategic Community Plan, other Strategies, current data and best practice to ensure they are relevant. The list of Town Strategies and Plans that have been reviewed are contained in Volume 1 – Town Wide.

Some of the Town's strategies and plans provide high level guidance for the direction and type of work the Town should be undertaking, while others provide very specific place actions.

The Place Plans provide a critical cross-departmental lens on these strategies and plans. Clear, detailed and relevant projects are carried over, while high level strategic statements are, where appropriate, extrapolated into clearer projects. This ensures that the Place Plans contain clear, actionable projects that can be planned, budgeted and delivered.

The level of consultation and community involvement will be delivered as appropriate for each project in accordance with the Town's Policies. Every project is different and the level of community engagement and involvement will be assessed on a project-by-project basis.

# Reading this Document

Each project is explained using the following three step process



## STEP 1 DIAGNOSIS



## STEP 2 ANALYSIS



## STEP 3 SOLUTION



## STEP 4 STRATEGIC CATEGORY

Actions might be delineated with one or more of the following icons, demonstrating that the action is linked to or is fulfilling a key strategic focus of the Town.

### Covid-19 Strategy

These projects will contribute to the economic recovery of the Town following the Covid-19 pandemic emergency

**S** Survive   **R** Revive   **T** Thrive

#### SOCIAL RECOVERY

- S1** Maintain the social fabric of our community
- R1** Reconnect our local community
- T1** Re-imagining the community

#### ECONOMIC RECOVERY

- S2** Maintain our local economy
- R2** Reactivate the local economy
- T2** A new and revived local economy

### Other categories:



#### GREENING

This is a project that will contribute to the Town's strong focus on greening and increasing canopy coverage.











#### ADVOCACY REQUIRED












This project requires advocacy at multiple levels to attract funding and/or support from State or Federal Government.



#### CLIMATE CHANGE ADAPTATION & MITIGATION

This project will be a significant contributor to the Town's climate change adaptation and mitigation efforts.

Action 6.01 Welshpool Place Group	
	Businesses in Welshpool share much in common and their collective voice is important to the future of the area.
	The Welshpool industrial area within the Town of Victoria Park is unique to other areas of Welshpool and faces different challenges. The Town can help bring likeminded business owners and workers together to make the area a safe and attractive place to work in the future.
	Facilitate the creation of a Welshpool Town Team or Place-Based Organisation in conjunction with the City of Canning.
 <b>R1</b> <b>T1</b> <b>R2</b> <b>T2</b>	
Action 6.02 Direct Access To Orrong Road	
	Improving the accessibility and safety for vehicles accessing Orrong Road from Welshpool is crucial to the area's economic success as a light industrial area.
	<p>The Town's Integrated Movement Network Strategy identifies the need for a signalised intersection at Orrong Road to improve accessibility and safety for vehicles accessing the industrial area. This would eliminate the need for many heavy vehicles to use the local road network unnecessarily and provide more direct access to the Perth CBD and Airport for businesses in Welshpool.</p> <p>The Town has been negotiating with Main Roads WA on this issue who have indicated the desire to install a signals at the intersection of President Street as part of a larger upgrade to Orrong Road.</p>
	Advocate for the installation of a signalised intersection at Orrong Road / Briggs Street, or alternatively Orrong Road / President Street.
 <b>T2</b> <b>R2</b> 	

Action 6.03 Level Crossing Removal	
	As part of the broader METRONET program, the state and federal government have committed funding to remove the level crossing at Welshpool Road to improve road safety, accessibility and amenity in this area.
	Removing the level crossing at Welshpool road will not only improve the safety and efficiency of Welshpool Road, it will improve access to the area and ease pressure on the Town's local road network. Depending on the design of the level crossing and the option pursued by the state government, this project will also improve the amenity of the area and enable better connectivity across the rail line with more crossing points for pedestrians and opportunities for public open space.
	Partner with METRONET and the City of Canning to deliver Grade-Separation of Welshpool Road and the railway line.
 <b>T1</b> <b>T2</b>   	
Action 6.04 Cohn/Planet Intersection	
	There are several traffic management interventions that need to be reviewed beginning with treatments at the intersection of Cohn Street and Planet Street.
	The intersection of Cohn and Planet Street has been modified over the years to limit heavy vehicles from using residential streets unnecessarily. This resulted in the installation of a thin and somewhat unsafe traffic island restricting traffic from turning at this intersection. The Town will be investigating a modification to this intersection that would enable traffic to turn easily from Cohn Street to the industrial area without enabling traffic to use residential streets unnecessarily.
	Investigate a modification to the intersection of Cohn Street and Planet Street.
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WELSHPOOL YARD



WELSHPOOL OFFICES

### Action 6.05 Train Station Precinct Plans



As part of the METRONET upgrades to Oats Street Station, the Town is seeking to partner with the state government to create station precinct plans.



New Train Stations and rail configurations at Oats Street Station as part of the States METRONET program provide an opportunity to deliver redevelopment train station precincts, with new residential and commercial development, public open space, upgraded public open space and community facilities.



Prepare a Station Precinct Plan for Oats Street Station Precincts in partnership with METRONET.



### Action 6.06 Orrong Road Upgrade



The State Government are planning a major upgrade to Orrong Road to improve traffic efficiency. The upgrade is likely to impact traffic conditions in Carlisle.



The Orrong Road is under the jurisdiction of Main Roads WA who have conducted a planning study and design to upgrade the road between Great Eastern Highway and Leach Highway. MRWA's preferred option is considered a 'duck and dive' that would significantly enhance the capacity and efficiency of the route. However, the option would also impact the Town's local transport network and local amenity in some areas. The Town will partner with the State Government to work through the options for a potential upgrade to ensure the best option is achieved for the local community.



Partner with State Authorities on a potential upgrade to Orrong Road and assess the impact any future design might have on the adjacent community.





# Volume 6 Welshpool Action List

KEY ACTION/PROJECT	RESPONSIBLE TEAM	SUPPORT TEAM	TIMING *all timing to be determined				STRATEGIC ALIGNMENT	CORPORATE BUSINESS PLAN	CATEGORY	
			20/ 21	21/ 22	22/ 23	23/ 24				
6.01	Facilitate the creation of a Welshpool Town Team or Place-Based Organisation in conjunction with the City of Canning.	Place Planning	Community Development	Ongoing				Community Charter		
6.02	Advocate for the installation of a signalised intersection at Orrong Road / Briggs Street, or alternatively Orrong Road / President Street.	Technical Services	Place Planning	Ongoing				Integrated Movement Network Strategy 2013	EN3.1.4	
6.03	Partner with METRONET and the City of Canning to deliver Grade-Separation of Welshpool Road and the railway line.	Place Planning	Technical Services Stakeholder Relations	Ongoing				Integrated Movement Network Strategy 2013	EN3.1.4	
6.04	Investigate a modification to the intersection of Cohn Street and Planet Street.	Technical Services	Place Planning					Nil		
6.05	Prepare a Station Precinct Plan for Oats Street Station Precinct in partnership with METRONET.	Place Planning	Urban Planning	Ongoing				Draft Local Planning Strategy 2019	EN1.1.9	
6.06	Partner with State Authorities on a potential upgrade to Orrong Road and assess the impact any future design might have on the adjacent community.	Technical Services	Place Planning Main Roads Western Australia C-Suite	Ongoing				Integrated Movement Network Strategy 2013	EN3.1.14	



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