

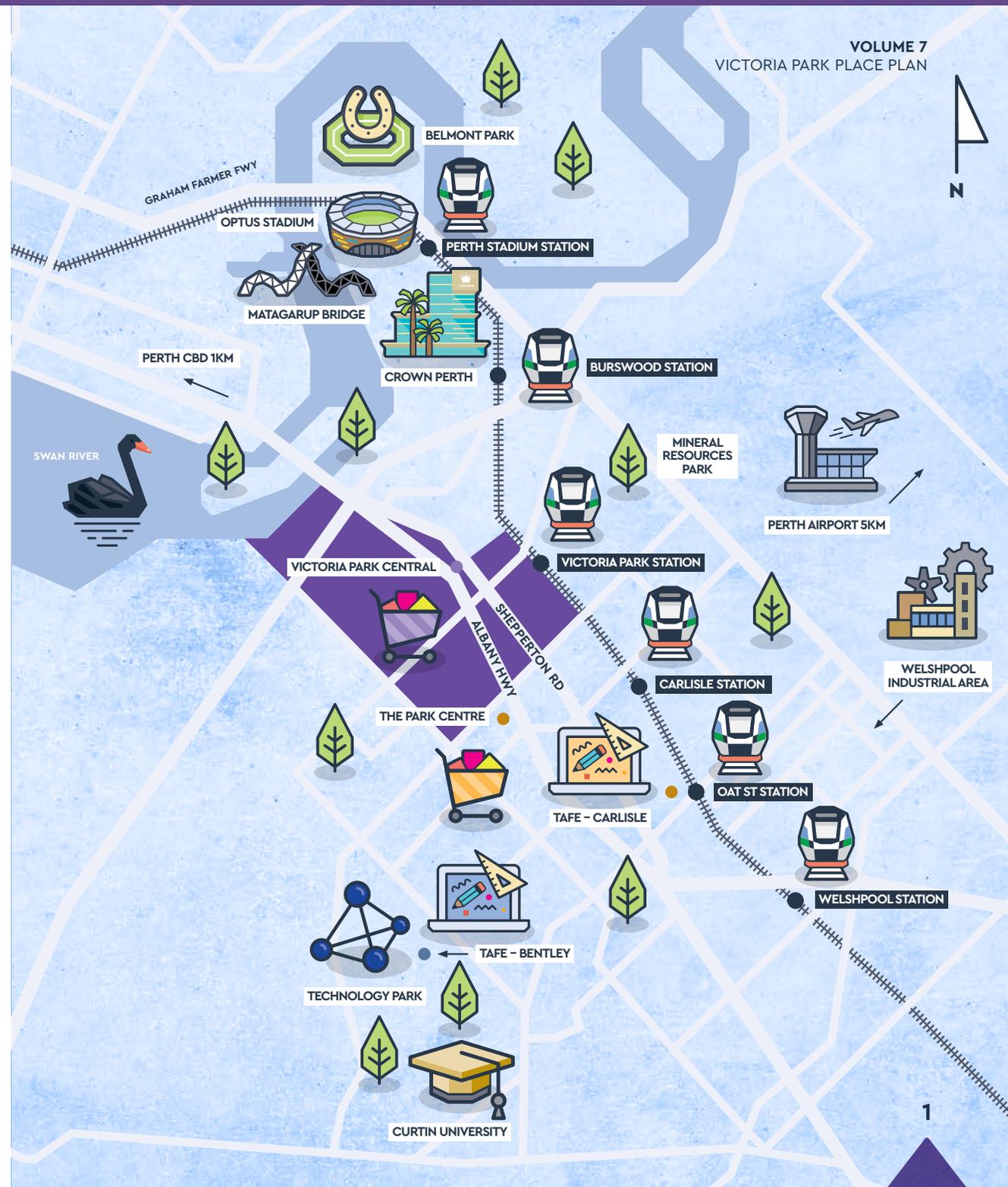


# VICTORIA PARK PLACE PLAN

# An Introduction to Victoria Park

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

Victoria Park is the heritage heart of the Town. It is home to numerous character cottages from the early 20th century, many of which have been lovingly restored, as well as leafy streetscapes and several state-registered heritage buildings. McCallum Park and Taylor Reserve provide opportunities for recreation and events with stunning views of the Perth skyline. Albany Highway offers an eclectic range of local businesses and is home to the Town of Victoria Park's administration offices. Victoria Park is the gateway to the Town from the CBD, and a much-loved place to live and visit.



# 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

**1841**

The first Causeway Bridge (known then as Perth Bridge) was completed linking the Victoria Park area with the other side of the river.



**1891**

Quarter acre blocks offered in the newly subdivided Victoria Park Estate.

**1894**

Victoria Park State School was opened.

**1901 – 1911**

New subdivisions advertising the area as "only two miles from Town" with the "grandest views of the Colony" saw population quadruple.

**1905**

The Perth Electric tramways service first ran a tram to the terminus at the Corner of Albany Road and Rushton Street.



**1950's**

The Victoria Park area experiences a surge of new home construction in the post war era of the.

**1994**

Town of Shepperton (later renamed Victoria Park) proclaimed as an outcome of the 1993 Perth City Council Restructuring Act.

**1850**

The construction of Albany Road, a permanent route of Perth to Albany, is aided by the arrival of convicts in 1850.



**1896**

Victoria Park Hotel was the first hotel built in Victoria Park with records for its licencing being noted as early as 1896.

**1897**

Victoria Park deemed to be sufficiently settled to warrant municipality status.

**1912**

Victoria Park Post Office was constructed as a sign of the growing population base.

**1917**

Victoria Park officially joined the Perth City Council.

**1917**

The Soldier's Memorial was created in Memorial Gardens signalling a collective expression of grief and loss, as well as strengthening of local identity.

**1925**

Reclamation of land along the shores of the Swan River authorised.

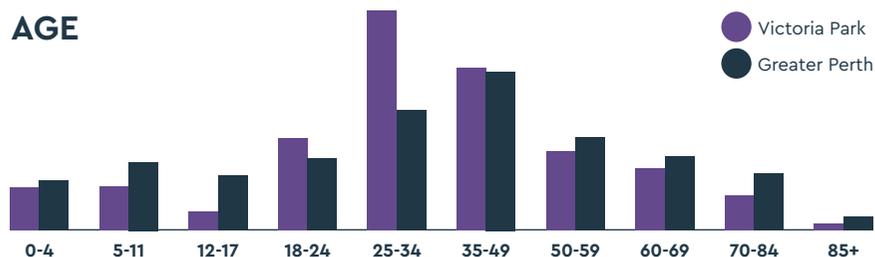
**1940's - 1960's**

Victoria Park develops as a retail hub due to the diversion of heavy traffic from Albany Highway to Shepperton Road.



# Snapshot

## DEMOGRAPHIC



### CAR OWNERSHIP



**POPULATION FORECAST**  
▲ 518 BY 2036

**LANGUAGES ONLY ENGLISH**  
VICTORIA PARK: 58.8%  
GREATER PERTH: 73.5%

## ECONOMIC



### 2016 COMMON INDUSTRIES



**EMPLOYMENT IN THE ACCOMMODATION + FOOD SERVICES**  
VICTORIA PARK: 10.9%  
GREATER PERTH: 6.5%

### VISITATION



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

# Snapshot

## ENVIRONMENT

Victoria Park runs from the banks of the Swan River inland towards the heart of the Town. The steep ridgeline that cuts through the suburb provides some of the highest vantage points across Victoria Park to the Swan River and Perth city. The lower areas, including McCallum Park, are within the Swan River flood plain. The Swan River itself falls under DBCA and the Swan River Trust. McCallum, Raphael, Read and Hawthorne Parks, together with Memorial Gardens, provides the majority of the public open space in the suburb. Proposed Park Streets and the implementation of the Urban Forest Strategy will see improvements to the tree canopy within Victoria Park.



RAPHAEL PARK



OAK TREES ON COLUMBO STREET



MCCALLUM PARK



VIEWS TO THE PERTH CBD FROM MCCALLUM PARK

# 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.



MEMORIAL GARDENS . CREDIT: CITY OF PERTH

**Action 7.01**  
Victoria Park Place Group



Giving community the power to improve their place and run activities that bring people together, makes happier and healthier communities.



Place Groups are collectives of local residents, businesses and others who come together to making many small changes to their place over time. They can develop their own plan of action and apply for grant funding from the Town and other bodies. They can raise funds to spend on their place.



Facilitate the creation of a Victoria Park Town Team or Place-Based Organisation.



R1 T1 R2 T2

**Action 7.02**  
Incrementally improving Albany Highway Public Realm



There is limited urban open space along Albany Highway where people are able to comfortably gather.



Currently there are no formal public spaces along the Victoria Park end of Albany Highway, with the exception of the Read Park and Memorial Gardens.

'Old Places, New Spaces' is a program targeting places within the Town that can be renewed and upgraded for greater community use and benefit. This program was developed following a Council resolution to investigate alternative options for the use of laneways and intersections along Albany Highway and was later broadened by the Town to include all public areas of interest, also known as the public realm.

Through the Old Places New Spaces program the Town has committed to preparing a concept plan to establish an urban open space in the Victoria Park end of Albany Highway.



Prepare and implement a concept plan for Old Spaces New Places Project No. 3.



R1 R2 T2



MCCALLUM PARK RIVERFRONT



ALBANY HIGHWAY - MAIN STREET



NEWLY DEVELOPED - VIC PARK QUARTER



**Action 7.03**  
McCallum Park & Taylor Reserve Masterplan

 The Town has prepared a design for the improvement of McCallum Park/Taylor Reserve that has not yet been built.

 McCallum Park and Taylor Reserve are two highly visible parks located next to each other on the Swan River foreshore. Currently, aside from their waterfront location there is little that would encourage people to use the space. The Town and community have created a vision for these parks that celebrates their importance and makes them meaningful places for residents and visitors to use. The Town is now in a position to undertake detailed design of the concept plan and realise the community's vision for the space.

 Undertake detailed design for the Taylor Reserve & McCallum Park Concept Plan - 'McCallum Park Active Area'.

 **R1 T1 R2 T2**  

**Action 7.04**  
Albany Highway Precinct Plans

 The planning framework that guides development on Albany Highway is outdated and does not provide clear direction for its future.

 There is a need to update the Towns planning framework to provide for a modern and responsive approach to the planning of the three town centres along Albany Highway. A Precinct Plan for the Victoria Park Town Centre will provide the necessary updates to the planning framework to allow the envisaged growth and development in the Local Planning Strategy.

 Prepare a Victoria Park Town Centre Precinct Plan to guide updates to the Local Planning Scheme and Local Policy Framework.

 **T1 R2 T2**   



DUNCAN STREET



VICTORIA PARK TRAIN STATION



THE SHEPPERTON ROAD UNDERPASS NEEDS A REFRESH

### Action 7.05

#### Duncan Street Streetscape Improvement Plan



Duncan Street is largely a poor quality environment for people using Victoria Park Train Station to access Albany Highway.



Duncan Street is the main thoroughfare connecting Victoria Park Train Station to Albany Highway. As a result it has a role in connecting people with major nodes of activity, public open spaces and civic spaces such as schools.

Despite its importance in connecting people and place, the treatment of the public realm is poor. The street largely prioritises space for vehicles over pedestrians. The lack of street trees, frequent traffic movement, and narrow footpath widths are impacting pedestrian comfort in a negative way.

Improvements to the streetscape including street tree planting, well placed street furniture, increasing footpath widths and reducing intersection widths will help to encourage more walking and improve the overall attractiveness of the street. Where possible the needs of active transport modes should be prioritised over the needs of vehicles.



Prepare a Streetscape Improvement Plan to transform Duncan Street.



### Action 7.06

#### Improvements to the Shepperton Road and Causeway Bridge Underpasses



Poorly kept underpasses in Victoria Park are encouraging anti-social behaviour and discouraging pedestrian movement through the Town.



Underpasses within the Victoria Park tend to lack lighting, passive surveillance and are generally uninviting environments. Upgrading these underpasses would likely encourage greater pedestrian movement around the Town and add to the aesthetic of the public realm. Upgrades should consider improvements to lighting and passive surveillance, installation of public art, wayfinding and greenery.



Investigate and advocate for improvement to the Shepperton Road and Causeway Bridge underpasses.





**Action 7.07**  
Gloucester Street Safe Active Street

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Despite being a key route for cyclists, Gloucester Street does not provide a best practice cycling environment.

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Efficient and safe movement of cyclists through the Town is a key measure to reduce reliance on private cars for transport. Gloucester Street is a primary route for people cycling through the Town and is a suitable site for a Safe Active Street. The Town can seek grant funding from the Department of Transport to convert Gloucester Street to a Safe Active Street and continue to build Perth City's Long Term Cycle Network.

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Advocate to the Department of Transport for a Safe Active Street on Gloucester Street.

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**T1**  

**Action 7.08**  
Night-time bus services along Albany Highway

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There are not enough night time bus services along Albany Highway.

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Businesses along Albany Highway are reliant on night time visitors to the area. Whilst the Town does not provide bus services, it should advocate to the Department of Transport for improved night time bus services along Albany Highway. This would help to improve access to local businesses and support the night time economy.

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Advocate for improved night-time bus services along Albany Highway.

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**R1** **R2** **T2** 





THE BROKEN HILL HOTEL

**Action 7.09**  
Advocate for Trackless Trams

 Trams are a more permanent, attractive and economically impactful form of public transport than buses.

 The Towns Integrated Movement Network Strategy sets out the Towns aspirations for a safe, well connected and sustainable transport system. This transport system features the introduction down Albany Highway, connecting Causeway East interchange and Curtin University.  
The Town should continue to support and advocate for Albany Highway, where the focus is on activation and access.

 Advocate for a Trackless Tram route on Albany Highway.

 **T1** **T2**  

**Action 7.10**  
Incremental transformation of Albany Highway through Micro Projects

 The Albany Highway public realm is tired and improvements are required to improve pedestrian comfort and support the local economy.

 Albany Highway is well known for its myriad of independent businesses and as a foodie hot spot. The street however faces increasing challenges to remain competitive in tough economic conditions. The public realm and the functionality of the street plays a role in attracting people to the street, strengthening its identity and creating distinct points of difference. By providing an inviting and comfortable public realm people are more likely to linger longer and spend time amongst the local businesses.

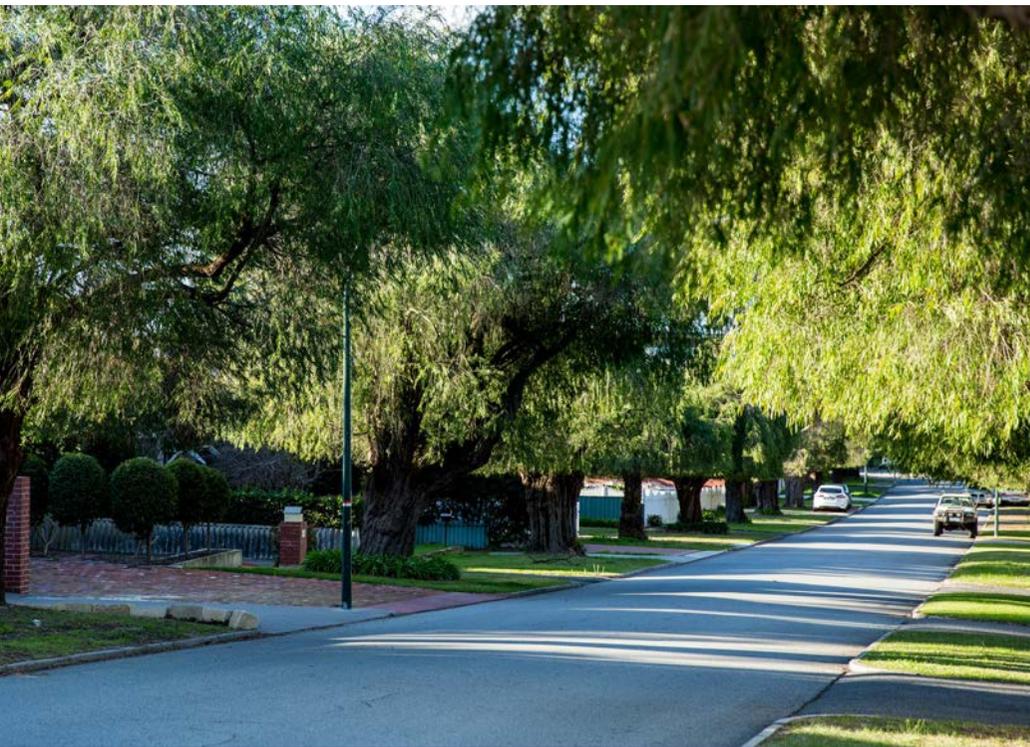
The Victoria Park end of Albany Highway is significantly lacking in street trees and planting in general, could be improved by de-cluttering signage and implementing a consistent street furniture palette as well as being open to accommodating other innovative opportunities that improve the user experience. These incremental improvements should be accommodated by a more agile approach to the Town's Capital Works program as well as capitalising on the significant commitment to the implementation of the Urban Forest Strategy. Incremental improvements mixed in with more significant improvements emerging from future Precinct Plans and the Old Space New Places program is in accordance with the Public Open Space Strategy and Activity Centre's Strategy.

 Incrementally transform the Albany Highway public realm through a range of micro projects.

 **R1** **R2** **T2** 



A NARROW PEDESTRIAN WALKWAY ACROSS THE CAUSEWAY BRIDGE



UNDERGROUNDING THE POWER ALLOWS FOR TREES TO GROW OVER THE STREET

### Action 7.11 Linking the City and Town



Victoria Park is on the doorstep of Perth City, but there is no comfortable way for people to walk from one to the other.



Pedestrians and cyclists travelling between the city centre of Perth and Victoria Park currently have to cross the narrow and uncomfortable Causeway Bridge. There is currently no buffer space between cyclists, pedestrians and cars which makes the footpath unsafe. In addition, should the Causeway Bridge need to accommodate other forms of travel in the future (i.e. bus lanes, light rail) the pedestrian footpath would need to be removed entirely.



Advocate for the construction of a Bicycle and Pedestrian Bridge connecting McCallum Park to the City of Perth.



### Action 7.12 Undergrounding Power



Areas of Victoria Park still have overhead power lines that affect the attractiveness and walkability of the streetscape.



The majority of the overhead power lines across the Town have been converted to underground power supply. Portions of Victoria Park have not yet been undergrounded and The Town has sought to engage in the State Underground Power Program. There is a commitment to underground power in:

- Victoria Park West; and
- Victoria Park East (west of Kent Street)

By undergrounding power in these areas it is expected that there would be greater reliability in power supply, better street lighting, a reduction in tree pruning meaning the tree canopy can reach maturity, and removal of overhead power lines. This results in more walkable streets.



Implement the State Underground Power Program in Victoria Park.



**Action 7.13**  
Improve the Miller Street and Shepperton Road intersection

	The intersection at Miller Street and Shepperton Road is unsafe.
	The Miller Street and Shepperton Road intersection is a four way intersection controlled by traffic signals. Due to a number of crashes occurring at the intersection the Town will seek support and funding from Main Roads Western Australia to address to safety of the intersection and make necessary upgrades.
	Advocate for Blackspot upgrades to the Miller/Shepperton intersection.
 	

**Action 7.14**  
Pedestrian Crossings at Canning Highway

	Canning Highway is a major barrier to pedestrian movement and can impact community access to public open space.
	Public Open Space in the Town should be walkable. Canning Highway is a busy road that moves over 4000 vehicles an hour at its peak and provides a significant barrier for pedestrians trying to reach McCallum Park and Taylor Reserve.
	Advocate for the creation of a pedestrian crossing at Taylor Street, Canning Highway, and Gloucester Street.
  	

**Action 7.15**  
Laneway Improvement Program

	The laneways that run parallel to Albany Highway require an upgrade.
	Albany Highway is supported by a number of laneways that service the back of house needs of many of the businesses along Albany Highway.
	These laneways are unattractive, not well lit, and not well cared for by the businesses that use them. As a result they do not appear comfortable or as safe places to spend time. There is an opportunity to beautify these laneways, improve the lighting and work with local businesses to enable and encourage them to use the laneways more productively. Where possible businesses should be encouraged to open onto and use the laneway.
	Investigate the development of a Laneway Improvement Program (including lighting) for laneways running adjacent to Albany Highway.
   	



CANNING HIGHWAY IS A BARRIER TO THE RIVER

# Volume 7 Victoria Park 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			
7.01	Facilitate the creation of a Victoria Park Town Team or Place-Based Organisation.	Place Planning	Community Development	Ongoing				Community Charter	
7.02	Prepare and implement a concept plan for Old Spaces New Places Project No. 3.	Place Planning	Technical Services				Activity Centre Strategy 2018 Streets Ahead Action Planning: Albany Highway Urban Public Spaces 2019 – 2022 Public Open Space Strategy 2019	CL3.3.3 	
7.03	Undertake detailed design for the second stage of the Taylor Reserve & McCallum Park Concept Plan – 'McCallum Park Active Area'.	Project Management Office	Place Planning Infrastructure Operations				Public Open Space Strategy 2019 Taylor McCallum Concept Plan 2017	CL3.3.4 	
7.04	Prepare a Victoria Park Town Centre Precinct Plan to guide updates to the Local Planning Scheme and Local Policy Framework.	Place Planning	Urban Planning				Draft Local Planning Strategy 2020	EN1.1.1 	
7.05	Prepare a Streetscape Improvement Plan to transform Duncan Street.	Place Planning	Technical Services				Integrated Movement Network Strategy 2013 Albany Highway Townscape Review 1996 City of South Perth and Town of Victoria Park Joint Bicycle Plan 2018 Public Open Space Strategy 2019	EN3.1.4 	
7.06	Investigate and advocate for improvement to the Shepperton Road and Causeway Bridge underpasses.	Place Planning Community Development	Technical Services Infrastructure Operations				Public Open Space Strategy 2019		
7.07	Advocate to the Department of Transport for a Safe Active Street on Gloucester Street.	Technical Services	Place Planning				City of South Perth and Town of Victoria Park Joint Bicycle Plan 2018 Public Open Space Strategy 2019		

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			
7.08	Advocate for improved night-time bus services along Albany Highway.	Technical Services	Place Planning	Ongoing				Integrated Movement Network Strategy 2013	EN3.1.4	   
7.09	Advocate for a Trackless Tram route on Albany Highway.	C-Suite	Technical Services Infrastructure Operations	Ongoing				Integrated Movement Network Strategy 2013	EN3.1.4 EN3.2.1	   
7.10	Incrementally transform the Albany Highway public realm through a range of micro projects.	Place Planning	Technical Services	Ongoing				Urban Forest Strategy 2018 Town of Victoria Park Urban Design Study 2000 Activity Centre Strategy 2018 Streets Ahead Action Planning: Albany Highway Urban Public Spaces 2019 – 2022 Public Open Space Strategy 2019 City of South Perth and Town of Victoria Park Joint Bicycle Plan 2018 Integrated Movement Network Strategy 2013	EN3.1.4	   
7.11	Advocate for the construction of a Bicycle and Pedestrian Bridge connecting McCallum Park to the City of Perth.	Place Planning	Technical Services	Ongoing				City of Perth City Planning Strategy, 2019		   
7.12	Implement the State Underground Power Program in Victoria Park.	Technical Services	Western Power					Integrated Movement Network Strategy 2013	EN3.1.4	 
7.13	Advocate for Blackspot upgrades to the Miller/Shepperton intersection.	Technical Services	Infrastructure Operations					Integrated Movement Network Strategy 2013	EN3.1.4	
7.14	Advocate for the creation of a pedestrian crossing at Taylor Street, Canning Highway, and Gloucester Street.	Technical Services	Place Planning					Public Open Space Strategy 2019		 
7.15	Investigate the development of a Laneway Improvement Program (including lighting) for laneways running adjacent to Albany Highway.	Place Planning	Technical Services Infrastructure Operations					Activity Centre Strategy 2018		   



TOWN OF  
**VICTORIA PARK**



**WE'RE OPEN**  
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