



# WELLINGTON TOWN CENTRE PLAN

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# 1.0 Introduction

The Wellington Town Centre is the heart of the local community. It is a shared place that provides for the day to day needs of the community including a place to gather and socialise. Ensuring the town is a successful centre will provide benefits for the local community as well as local business and the region. Benefits of a revitalised Town Centre are linked to a stronger

tourism presence, reduced leakage from the local economy, employment opportunities, civic pride and community life.

The Wellington Town Centre Plan provides a strategic framework to re-vitalise the Town Centre and establish a vision for its future. The key aim of the Plan is to create a safe, attractive and vibrant Town Centre for the future.

## Town Centre approach from the north



Source: DRC 2020

## View from Maughan Street/Mitchell Highway east toward silos



Source: DRC 2020

## 1.1 Wellington Town Centre

Wellington is located in the NSW Wellington Valley at the junction of the Macquarie and Bell Rivers and the foot of Mount Arthur. Wellington is the second-oldest town west of the Blue Mountains in NSW.

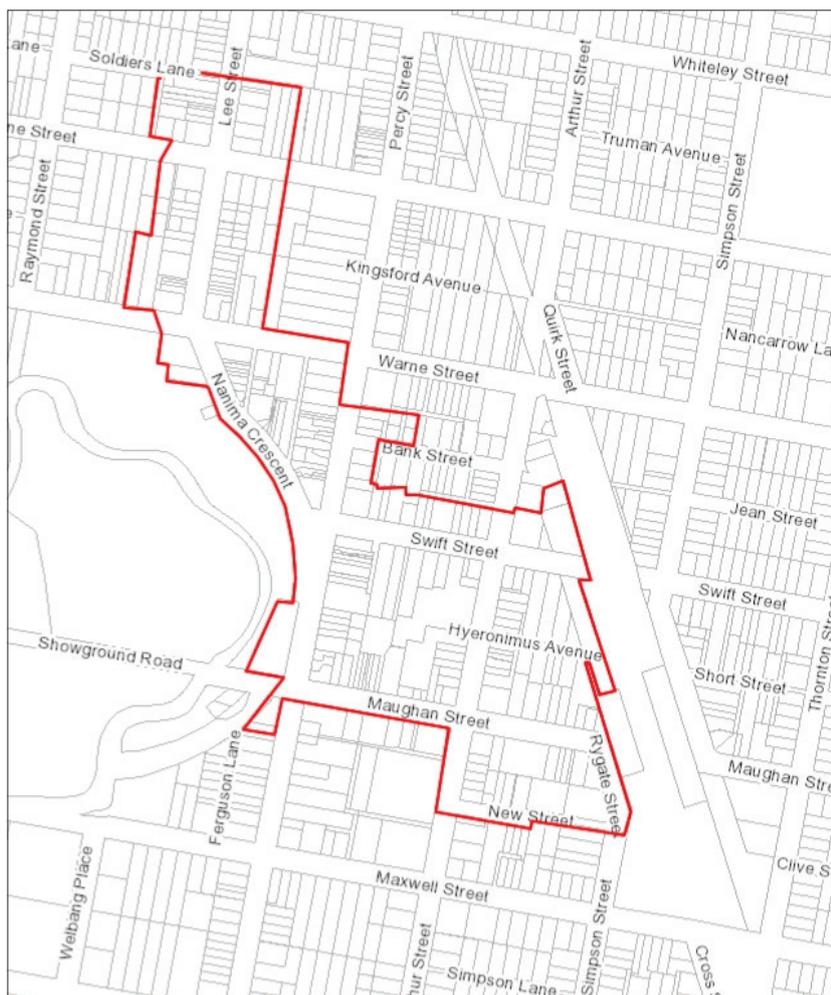
The Town Centre is characterised by wide main streets laid out in a grid pattern roughly bound in the east by the railway line and the Macquarie River in the west. The Town Centre contains a range of shops from small retail services to large full size modern supermarkets. One of the town's main attractions is the award winning Cameron Park that has been recognised as one of the most attractive public gardens in rural New South Wales.

The Study Area focuses on the retail, commercial, civic and residential land uses zoned B2 Local Centre

in the Wellington Local Environmental Plan 2012 and also a portion of Cameron Park. The study area as shown below stretches from New Street in the south of the Centre to Soldiers Lane in the north. The eastern and western boundaries of the Centre are generally defined by the Macquarie River and the railway line respectively.

The Centre primarily services local residents as well as visitors and workers using the centre. The Mitchell Highway, also known as Nanima Crescent adjacent Cameron Park forms the main spine of the centre. Warne Street, Swift Street and Maughan Street run east west connecting the Highway with retailers in the Centre's east. Fong Lees Lane, the subject of several public art works and Union Bank Lane provide fine grain connections to Nanima Crescent.

Figure 1: Wellington Town Centre Study Area

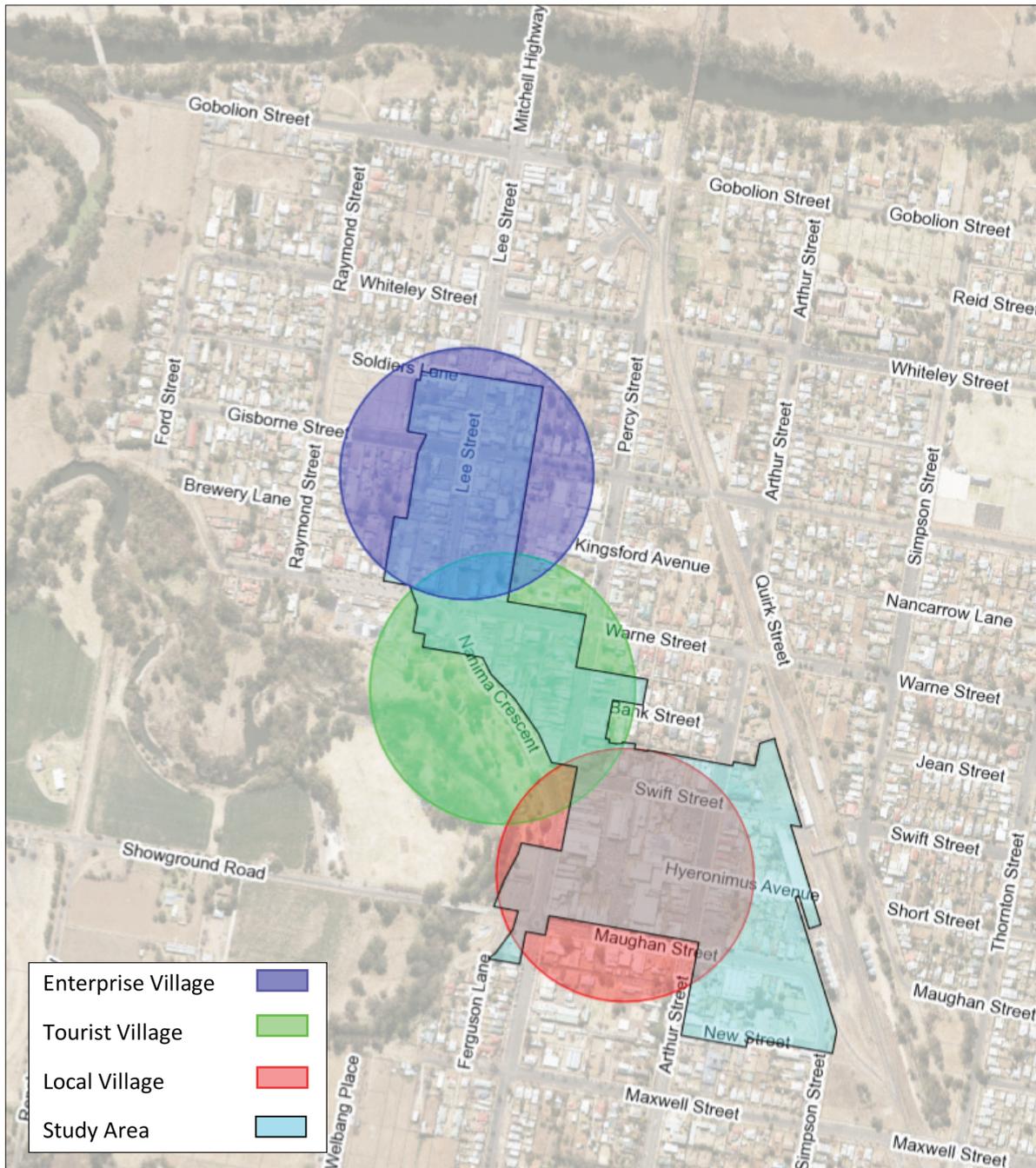


Source: DRC 2020

## 1.2 Three villages - Three Themes

The long linear nature of the Centre means that whilst it has been analysed in its entirety, for the purposes of formulating revitalisation actions and strategies it has also considered in the context of three general villages or precincts.

Figure 2: Three villages of the Wellington Town Centre



Source: DRC 2020

## Village 1 – Local Village

The Local Village is the southern extent of the Centre and generally covers that area from Maughan Street in the south to Swift Street in the north and encompasses a portion of Arthur Street.

The Local Village provides the southern entrance to the CBD and is characterised by local retail services that generally attract high levels of day-time pedestrian traffic. Coles and Woolworths Supermarkets act as anchors and a newsagency and bakery compliment the day to day local service offering.

The Wellington Library, Post Office, Court House and the disused Wellington Gaol and Police Station are also located within this precinct, whilst Wellington Railway Station lies at its eastern periphery. Generally the built form in this precinct is characterised by a range of contributory buildings built to the front boundary line with some larger infill developments setback from the street.

Figure 3: Village 1 Local Village



Source: DRC 2020

Mitchell Highway (Maughan Street) supermarket exit



Wellington Court House



Percy Street, adjacent Cameron Park



## Village 2 – Tourist Village

The Tourist Village can generally be described as the central area from Swift Street in the north to Warne Street in the south and encompassing part of Nanima Crescent, Fong Lees Lane, Union Bank Lane

and Percy Street, Cameron Park and the Wiradjuri Community Centre being constructed at the time of preparing this Plan.

Figure 4: Tourist Village



Source: DRC 2020

Cameron Park is the centre and main attraction of the Tourist Village, adjoining western side of Nanima Crescent (the town's main street).

The tourist village provides opportunities for activation and revitalisation through enhanced

tourism opportunities including, the planned Wiradjuri Community Centre, Cameron Park upgrades and access improvement, the promotion of heritage values around Fong Lees Lane and walking and bicycle linkages across the Bell River.

### Mitchell Highway adjacent Cameron Park



### Village 3 – Enterprise Corridor Village

The Enterprise Corridor Village is at the northern extent of the Centre and is identified generally as that area around Lee Street from Warne Street in the south, north to Soldiers Lane and includes the northern entry to the centre. Land uses in this area

tend to be situated on larger lots, taking advantage of prominent positions fronting the Mitchell Highway with a range of setbacks. Land uses include car dealerships, fast food outlets, restaurants, service stations and car servicing outlets.

Figure 5: Enterprise Corridor Village



Source: DRC 2020

## Lee Street in the Enterprise Village



## 2.0 Project Background

### 2.1 History

The Wellington Town Centre Plan has been prepared in response to the Council resolution of 10 December 2018 and is also a key action of Council's Community Strategic Plan 2040. The overall aim of the Plan is to address the demise of the Wellington Town Centre and to provide a framework to support the revitalisation of the Centre.

### 2.2 Objectives

The objectives of the Wellington Town Centre Plan are as follows:

- Define the boundaries of the Wellington Town Centre.
- Identify the entries to the Wellington Town Centre.
- Make the Town Centre a pedestrian friendly environment through improved amenity and streetscape.
- Preserve the local scale and feel of the Centre.
- Create comfortable, safe places for people to enjoy.
- Increase tourism to the Centre.
- Incorporate Cameron Park into the Town Centre.
- Embrace and support Wellington's varied heritage.
- Generate potential clustering of uses so as improve foot traffic.
- Look for 'quick wins' to activate Centre while longer term initiatives are developing.

### 2.3 Purpose

The purpose of the Wellington Town Centre Plan is to identify the key challenges for the Centre and to provide a strategic framework for its revitalisation including key actions and responsibilities.

### 2.4 Methodology

The preparation of the Wellington Town Centre Plan involved four stages:

- Stocktake of existing strategic documents regarding solutions to the issues facing the Wellington Town Centre.
- Community consultation to understand the current perceptions, issues and desires of centre users.
- A technical review of the issues and constraints impacting the Town Centre by staff and specialist consultants.
- Formulation of a suite of actions for specific centre precincts and throughout the centre.

### 2.5 Background Documents

A stocktake of current reports and studies was undertaken and used to inform the draft Plan where possible. Previous studies and reports include:

- Dubbo Regional Council Community Strategic Plan 2040.
- Wellington 2025 Community Strategic Plan.
- Wellington Development Control Plan 2013.
- Wellington Main Street Beautification Plan Staging Review for Wellington Council, Moir Landscape Architecture 2015.
- Swift Street Renewal Streetscape Analysis Package for Dubbo Regional Council, Moir Landscape Architecture 2018.
- Wellington Heritage Inventory, NSW Department of Premier and Cabinet, 2001.



Building Our Future



## WELLINGTON DEVELOPMENT CONTROL PLAN 2013

Council meeting 25 November 2019 repealed Chapter A11  
Please see the Community Participation Plan 2019 for notification details.



Draft plan exhibited March 2013  
Plan adopted by Council at the meeting of 22 May 2013  
Plan came into effect 1 July 2013

## 2.6 Community Engagement

To provide all stakeholders with an opportunity to actively participate throughout the planning process, Council prepared an engagement strategy designed to maximise input from the community and to integrate the unique perspectives of Town Centre retailers and customers.

The engagement activities informing the preparation of the draft Plan were conducted in four phases: an invitation for online submissions, a community listening phase, a targeted focus group and letters to individual retailers.

To introduce the project and to ensure maximum awareness about the consultation process, a media release and advertisements were placed in local print media. The advertisements were also published on Council's facebook page.

### Online feedback

- An online form for stakeholders to provide their stories about Wellington was placed on the Council facebook page, questions related to how stakeholders use the Centre and the issues they see and what the Wellington Town Centre means to them.

### A community listening phase

- Undertaken by engagement specialist, Concepts of Change over seven days, this stage involved one on one discussions with 44 stakeholders aimed at providing an understanding of how stakeholders use the Centre, their perception of the of it and how change could be initiated.

### Questions included

- What's it like to live here?
- What's it like to work here?
- What's it been like to stop here (for people passing through)

### Targeted Focus Group

- Specialist consultants, Concepts of Change also held discussions with eight selected stakeholders that represented a cross sections of the community using focussed questions aimed at providing an understanding of how stakeholders use the Centre and the long and short term issues they see facing the Centre.

### Targeted Retail Feedback

- Council wrote to known retailers in Wellington asking them to provide feedback regarding the current problems with the Centre, missing services and future plans.
- The draft Public Exhibition Plan was also publicly exhibited for three months. Retailers and previous submitters were invited to comment.
- An Online Survey was also undertaken as well as newspaper advertisements, radio and other online promotion.

## 2.7 Key Findings

### Online Forum

Online consultation resulted in seven submissions from local residents and revealed the following key general thoughts about the future of the Town Centre and how it could be improved:

- The Town Centre needs some beautifications as shop fronts are displayed poorly and there are several vacant shops.
- More events which are family friendly similar to Dubbo's Dream Festival.
- More community engagements would help activate the centre.
- The Town Centre needs shops which are occupied and maintained, currently there are a lot of vacant damaged shop fronts.
- Council and shop owners should work together in addressing vacancies.
- Example of Narooma on the South Coast contacting home based businesses and helping them move into the main street.
- Council should provide incentives for businesses to locate in the main street and should prevent business from opening in side streets.
- Council should be sourcing and using local services and products.
- Increase the number of roundabouts to slow down traffic in the Main Street.
- Sick trees should be replaced with disease and heat resistant species.
- It would be good if the streetscape was more reminiscent of the colonial and indigenous past.
- The signage in the main street is ugly. Would like to have stricter regulations in place for appropriate signage.
- Would like to see more clothes shops and a Kmart in Wellington to encourage Dubbo residents to spend money.
- Restaurants such as Italian, fish and chips, pizza, coffee, Vietnamese and Thai and places that serve alcohol but don't have gambling facilities would increase activity.

### Retail consultation

Six submission were received by a range of business operators, owners and a manager in the Wellington Town Centre area. Key findings included:

- Generally the retailers that responded had been in the centre from 2.5 to 25 years and all of them saw themselves operating in the centre in the long term.
- Vacancies and broken shop fronts detract from the centre.
- Subsidised leases could attract retailers to the centre.
- A buy local campaign could help.
- More parking for cars, caravans and motor homes.
- Relocation of Visitor Information Centre to Library building due to more accessible parking for buses and caravans.
- A more concentrated Town Centre could improve trade.
- Food and drink premises, general retailing, electronic, clothing and discount stores could improve activity in the centre.
- Wellington's existing heritage could be used to activate the town.
- Grant funding to improve disability access to buildings for increased Council approval for new businesses.
- Timed parking on the Eastern side of Nanima Crescent and Percy Street.
- The old Caltex site should be purchased by Council and turned into a green space with seating areas.
- Negotiate lower price of lease/rentals of commercial buildings.

## Community Listening Phase

This phase revealed the following general feelings and concerns regarding the Centre and the Town as a whole. Key themes included:

- A strong community spirit.
- Concerns regarding vacant shops and the loss of some retailers.
- A strong appreciation of Wellington's varied heritage.
- There is the potential to use art within the Centre.
- The need for revitalisation and beautification to showcase Wellington to tourists as well as local residents.

## Focus Group

The focus group involved the targeted responses of eight stakeholders regarding the boundaries of the Town Centre and suggestions for its future.

## Short Term Recommendations

- Mass painting of dilapidated and tired looking shop fronts.
- Suggestions regarding the number of people who could help including Wellington arts, church groups and work for the dole.
- Repurposing of the Caltex site, community garden or passive green space.
- Look into new business opportunities in the Centre.

## Medium Term Recommendations

- Drop in centre for young people in the Wellington Town Centre.
- Co-working centre to encourage professionals to locate to Wellington.
- Repairs cafes, fitted out with tools and materials to assist in repairing goods.
- Enhancing the role of Cameron Park, the wall was raised as a perceived barrier to the parks use.
- Encourage the town to be an artsy town.

## Long Term Recommendations

- Encouraging local community support by the employment of a community liaison officer.

## 2.8 Public Exhibition

- The public exhibition phase including the online survey gave the public an opportunity to comment on the draft Plan. Comments received related mainly to traffic calming measures, the need for revitalisation and promotion of heritage, concern about vacant shop fronts, the general public domain and the Cameron Park masonry wall.
- Submissions have been analysed and amendments made to the Plan where appropriate.

Figure 6: Different Town Centre boundaries identified by members of the community focus group



Source: DRC 2020

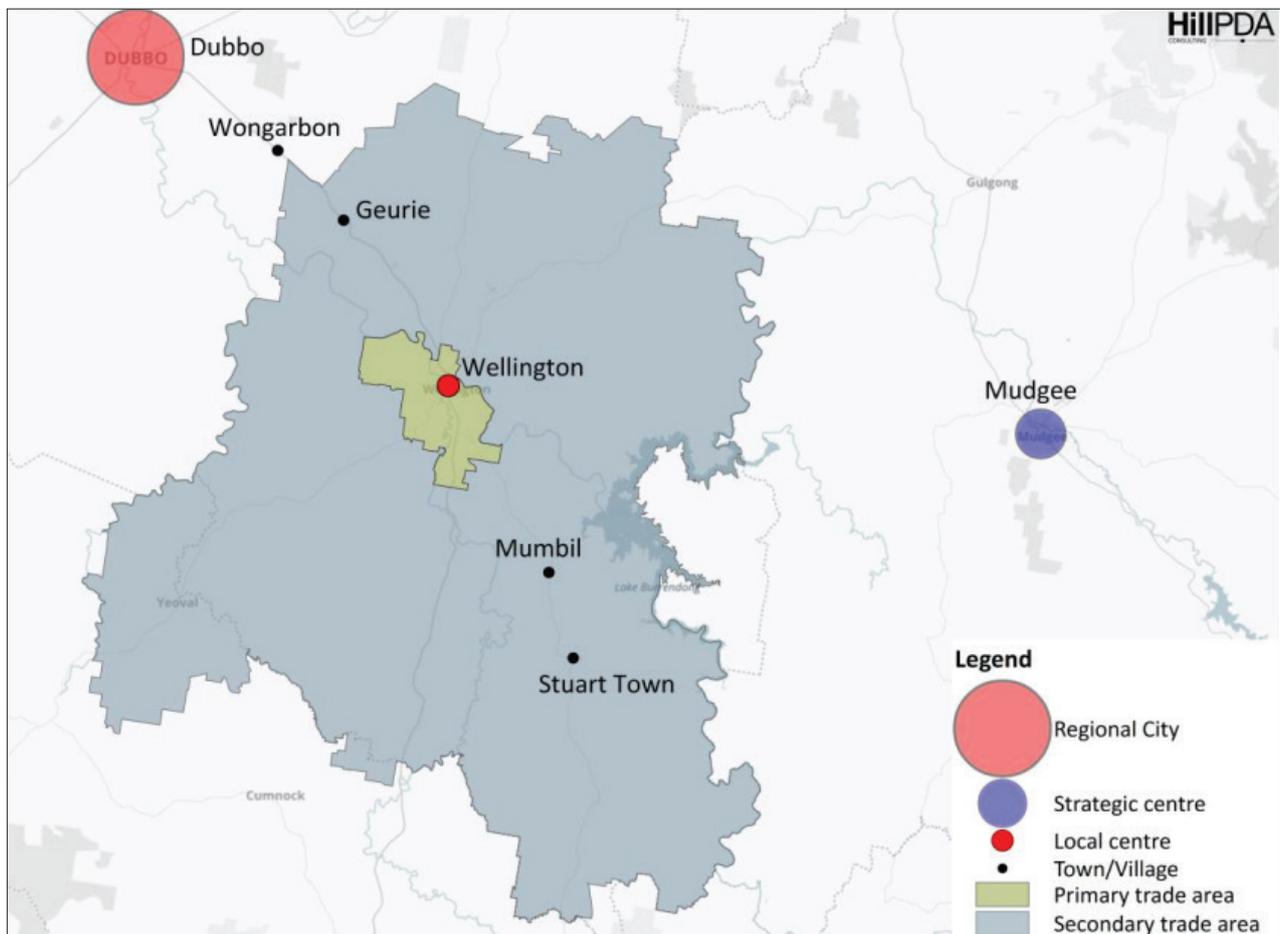
# 3.0 Background

## 3.1 Regional Context

The town of Wellington is located within a 45km drive of the Dubbo CBD, a 90km drive from Mudgee and 95km drive of Orange and is within the Dubbo Regional Local Government Area.

A number of natural assets are also located within Wellington including the Wellington Caves, Mount Arthur and the Macquarie and Bell Rivers. Two correctional facilities are also located near the town. Wellington is also a focus for solar and wind energy development and its location in close proximity to the 332 kilovolt transmission line provides opportunities for network connection.

Figure 7: Regional Context



Source: HillPDA 2020

## 3.2 Community Profile

In 2020 there are 9,158 people living in the former Wellington LGA (REMPPLAN), with just over half this number 4,735 living in the town.

The number of residents in the former LGA is expected to reach 9,976 by 2040 (REMPPLAN).

Of the Wellington SSC, 48.0% were male and 52.0% were female. Aboriginal and/or Torres Strait Islander people made up 27.8% of the population. The median age of people in Wellington (NSW) (State Suburbs) was 44 years. Children aged 0 - 14 years made up 19.2% of the population and people aged 65 years and over made up 24.1% of the population.

According to 2016 ABS journey to work data, Wellington generated around 1,255 jobs which is projected to increase to 1,385 jobs in 2041, representing an increase of 130 jobs over the period.

## 3.3 Heritage

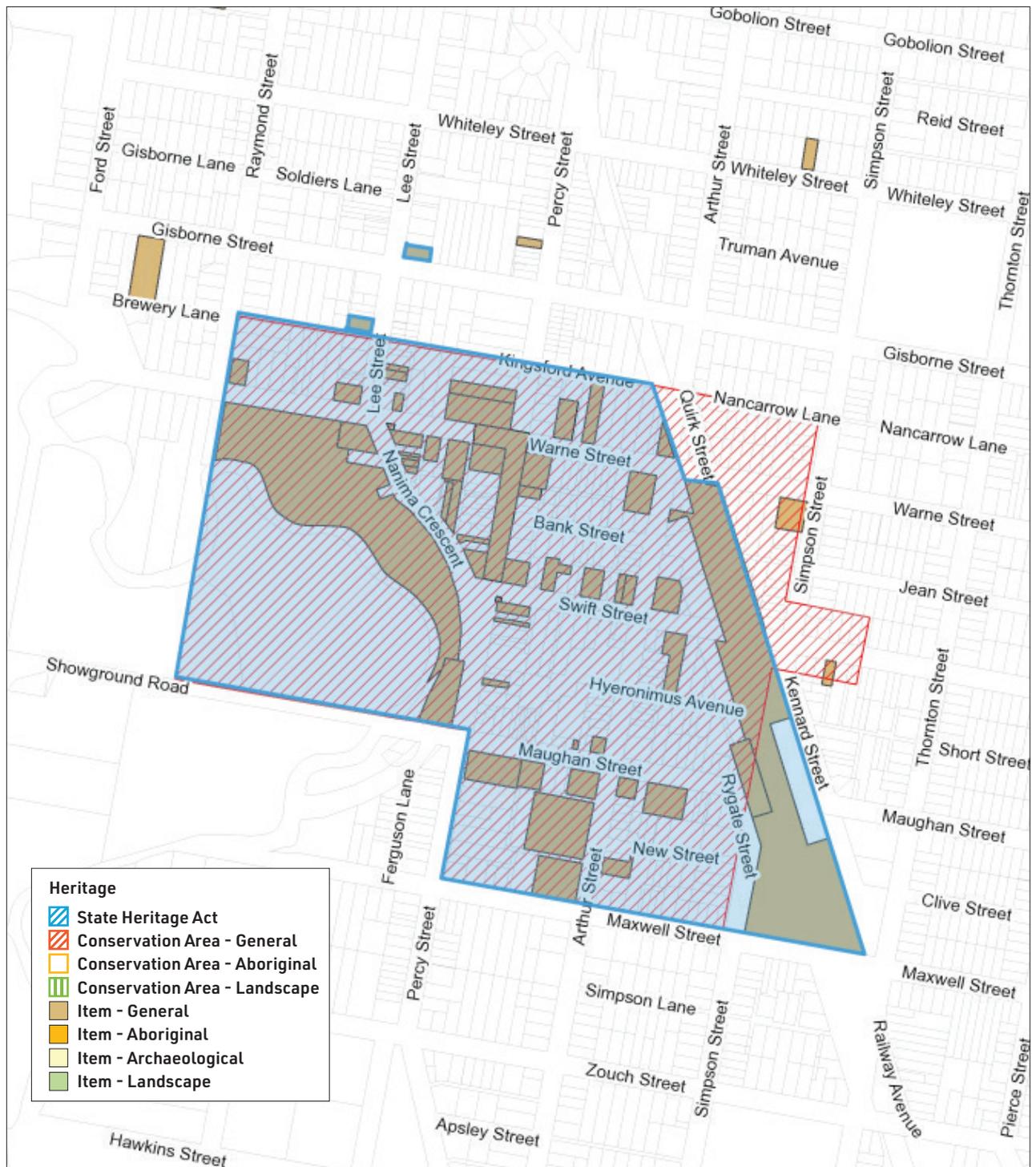
The Wellington area was originally occupied by the Wiradjuri people. Explorer John Oxley was the first European to report on the area in 1817 and named it "Wellington Valley" after Arthur Wellesley, 1st Duke of Wellington. Wellington was originally established in February 1823 by Lieutenant Percy Simpson as a convict settlement.

The town of Wellington was not proclaimed until 1846, making it the second township to be established west of the Blue Mountains in NSW. This area is now the subject of a Heritage Conservation Area identified in the Wellington LEP 2012 and a large proportion is listed on the State Heritage Register as shown in Figure 8.

Wellington has a rich history associated with the gold rush of 1875 which led to the construction of many historic buildings present in the Town Centre today. The Wellington Town Centre Plan Heritage Study undertaken by specialised heritage consultant Graham Hall identified the following heritage attributes and characteristics within the town:

- A high proportion of older buildings, 70% of which are listed or graded as contributory
- Many buildings have lost awnings or first floor verandahs which extended over the street
- A higher than usual proportion of shops retain original shop fronts

Figure 8: Wellington Heritage Conservation Area



Source: HillPDA 2020

The Wellington Town Centre retains examples of its historic development across a broad range of themes, including Aboriginal heritage, European heritage, Chinese culture and other social heritage

such as maritime heritage, natural heritage and themes such as agriculture, transport, health government, law and order.

Figure 9: Fong Lee and Co Store, Wellington NSW



Source: Australian Broadcasting Corporation, 2020

## 4.0 Policy Context

### 4.1 Local Planning Framework Wellington LEP 2012

Wellington is located within the Dubbo Regional Council LGA and is subject to the provisions of the Wellington LEP 2012. In accordance with the Wellington LEP, the Wellington Town Centre is primarily zoned B2 Local Centre which permits a range of retail, commercial and residential developments and has the following zone objectives:

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area.
- To encourage employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.

The Wellington LEP 2012 identifies a large proportion of the Wellington Town Centre as a Heritage Conservation Area as well as the presence of several key heritage items.

### Wellington Development Control Plan 2013

The Town Centre is also subject to the provisions of the Wellington Development Control Plan 2013. These provisions are generally flexible in relation to design, landscaping, waste management and car parking. Specific provisions exist for development of and within the vicinity of heritage items and within the Heritage Conservation Area.

# 5.0 Technical Analysis and Summary

The suggested actions for revitalisation of the Wellington Town Centre are based on community feedback, technical studies and an analysis of the physical constraints and issues that impact the Centre including analysis of walkability, economic viability, vacancy levels, land use, built form, way finding and access, heritage and traffic, planning controls and the public domain.

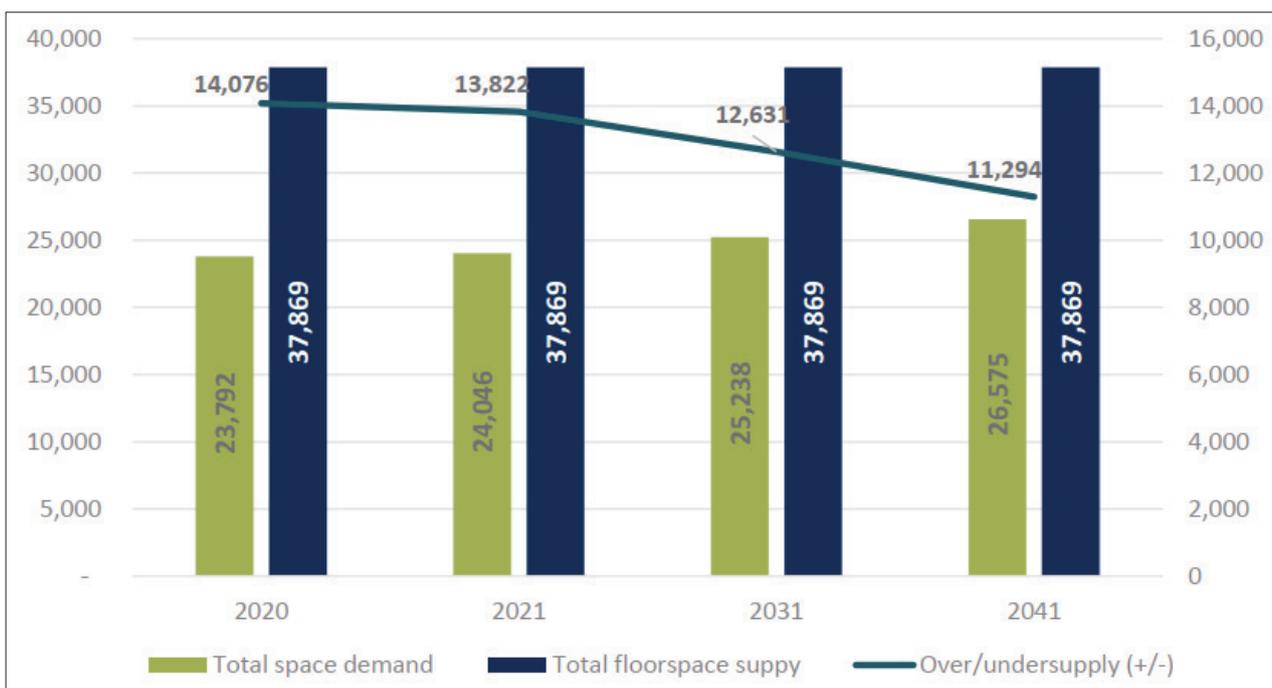
The following technical studies informed the analysis of the Town Centre:

- Wellington Town Centre Economic Analysis and floor space audit, HillPDA, 2020-03-22.
- Wellington Town Centre Heritage Study, Graham Hall, 2020-03-22.
- Wellington Town Centre Public Domain Strategy, Moir Landscape Architecture, 2020.
- Traffic Issues Summary, Chris Stapleton, 2020.

## 5.1 Size of the Town Centre

The spread out nature of the Town Centre, a lack of clear focus for business activity and limited or inconsistent amenity reduces pedestrian activity and works to limit the potential for an active main street. The highly dispersed nature of the retail offering (with the exception of Coles and Woolworths Supermarkets) also makes it difficult to define the actual Town Centre and over time has prevented the potential clustering of complimentary services.

Figure 10: Size



Source: HillPDA 2020

## 5.2 Walkability

The Wellington Town Centre is around 1,100m in length (B2 Local Centre Zone), this length is around 40% over the 800m benchmark for walkability (HillPDA, 2020) which reduces the opportunity to capture the retail trade of customers walking from one end to another.

Council may investigate the potential retraction of the B2 Local Centre Zone with the aim of increasing walkability and permeability on purchasing properties to capitalise on existing pedestrian activity.

## 5.3 Concentration of Anchor Land uses and Orientation

Coles and Woolworths Supermarkets are located in close proximity in the southern part of the Centre. This concentration of uses draws trade from the northern part of the Centre and reduces potential activation of the remainder of the Centre.

The orientation of Coles Supermarket, facing the carpark rather than addressing Percy Street creates a long blank façade fronting a highly visible main street, reducing activation in this part of the Centre and opposite Cameron Park.

Council may investigate planning control incentives that could make other sites on the other side of town attractive for large anchor retailers and should investigate the potential purchase of key sites in prominent locations to activate the Town Centre or build on existing pedestrian activation.

## 5.4 Economic Viability

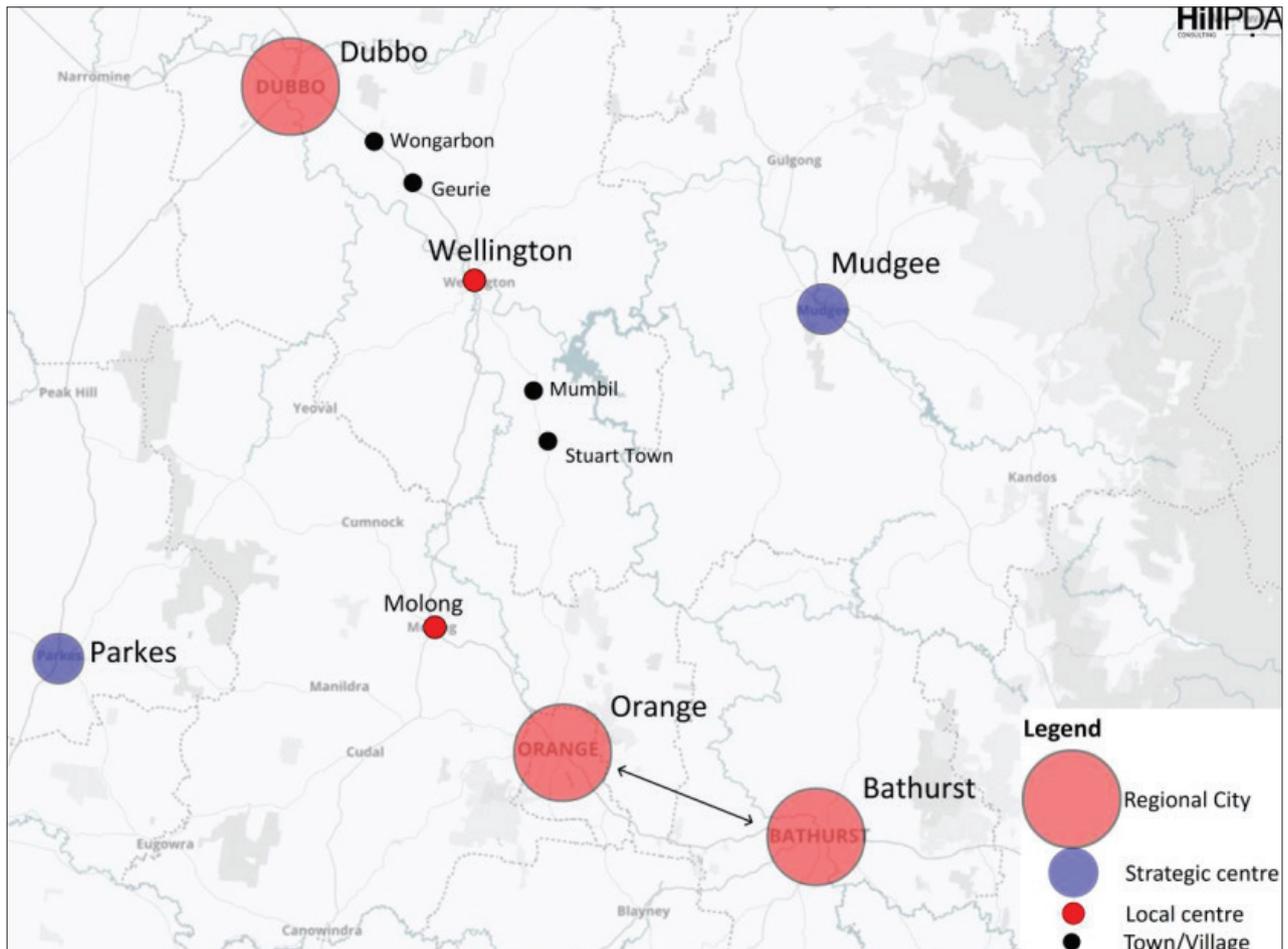
### Proximity to Other Centres

Wellington's location relative to the regional cities of Dubbo and Orange and the strategic centre of Mudgee limits its potential retail catchment and increases competition resulting in leakage from the local economy and reducing the amount of commercial/retail space supportable.

### Vacancies and Commercial and Retail Demand

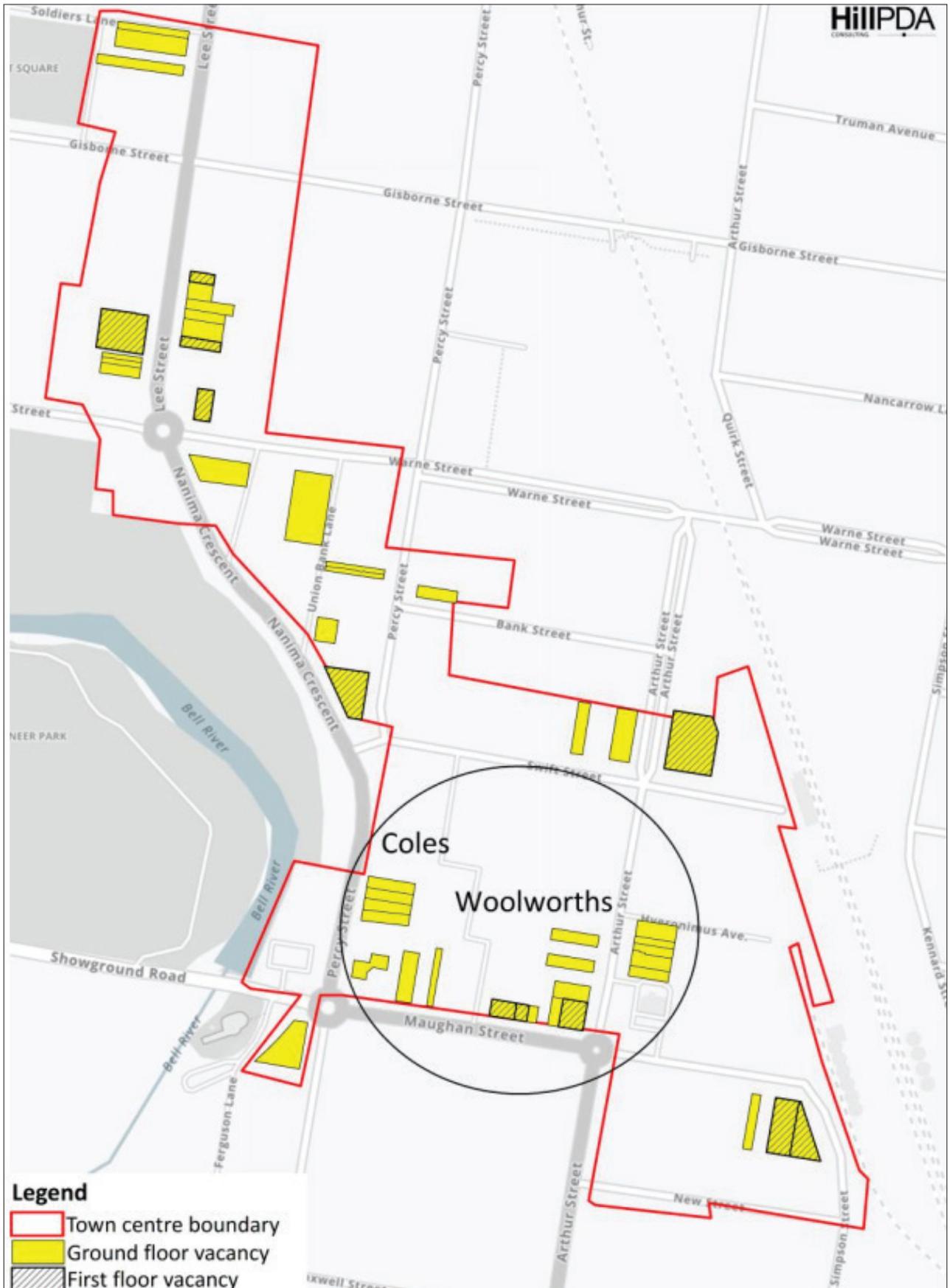
A land use audit undertaken by HillPDA in January 2020 revealed that 27% of the premises within the Wellington Town Centre are vacant (including the adjoining B6 Local Enterprise Zone). It is thought that this is likely to be the direct result of an estimated oversupply of 14,075m<sup>2</sup> of commercial and retail floor space in the Centre.

Figure 11: Surrounding Retail Environment



Source: HillPDA 2020

Figure 12: Vacancies in Wellington CBD



Source: HillPDA 2020

Unoccupied premises discourage pedestrian traffic and if vacant over the long term, can result in unmaintained premises and associated safety concerns as is evident several parts of the Centre. Of concern, one third of all vacancies in the Centre are concentrated around the Coles and Woolworths Supermarkets where pedestrian traffic is concentrated.

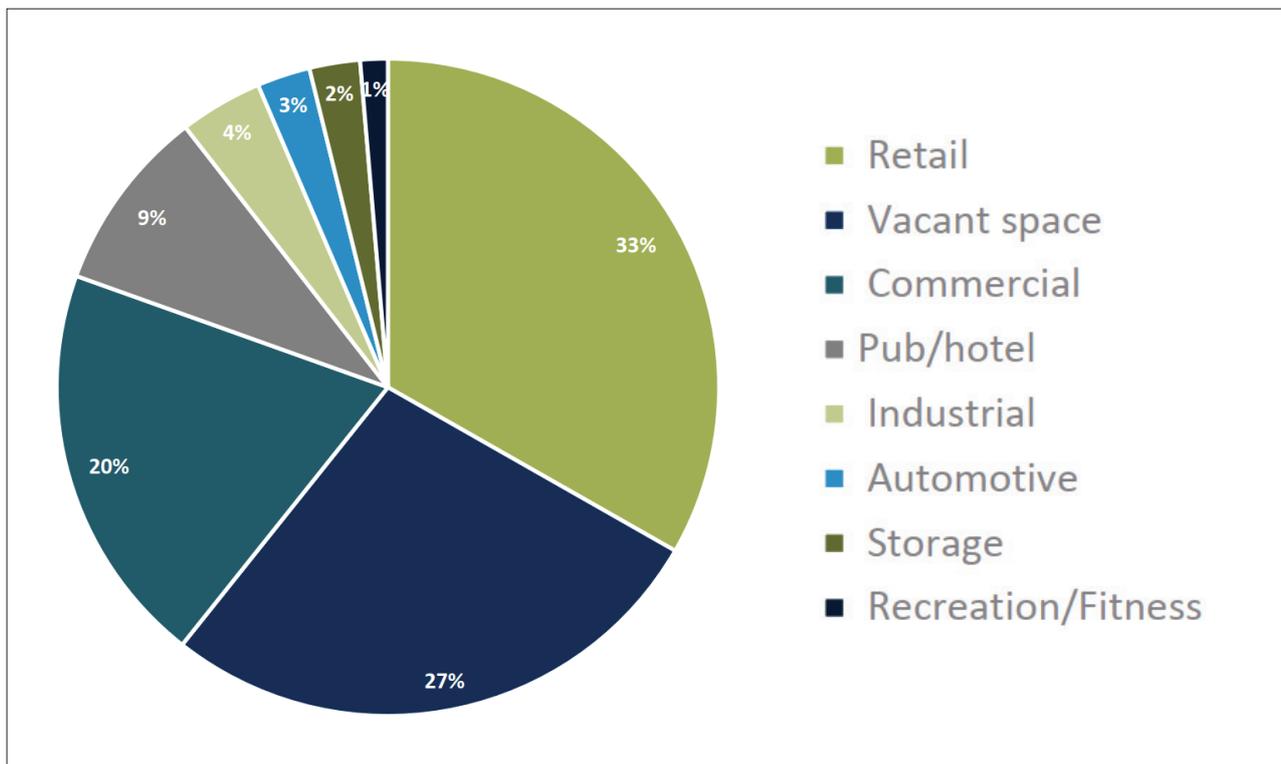
Unless the Town Centre can be revitalised and meet the expectations of the community, there is a risk of discretionary spending elsewhere, reducing the Town Centre to basic service provision, rather than allowing a vibrant mix of essential services, businesses and social recreation and community functions to develop.

## 5.5 Land Uses and Zoning

A range of land uses are situated in the Wellington Town Centre, including residential, commercial, retail, community and education. Residential uses account for 20% of total floor space, followed by retail use at 20% and commercial use at 12% (HillPDA Landuse Audit, 2020). Of note only 6% of the Centre uses were café or restaurants further reducing potential foot traffic.

The composition of floor space in the Wellington Town Centre is illustrated in Figure 13 below.

Figure 13: Floor Space Composition in Wellington:



Source: HillPDA 2020



## 5.6 Landownership

- The Centre's highly fragmented landownership pattern reduces the potential for large transformative redevelopments thereby representing a potential barrier to redevelopment.

## 5.7 Connectivity and Access

- The masonry wall around Cameron Park adjoining Nanima Crescent limits physical and visual access to the Park.
- The railway is a barrier to access from the residential development adjoining the eastern side of the Centre.
- The railway bridge at Swift Street is in a poor state and is difficult to access discouraging connection of residential areas on the eastern side of the centre with commercial uses.

## 5.8 Traffic, Access and Parking

- The Mitchell Highway runs north-south through the eastern side of the town, limiting connection of the eastern side of the centre with Cameron Park and creates a major barrier to safe pedestrian access especially for children and the elderly and discourages outdoor dining and other footpath activities on Nanima Crescent.
- Redevelopment potential along the Mitchell Highway is also limited by its function as a major traffic route.
- Access to Coles and Woolworths Supermarkets is difficult to navigate as a result of poor signage and the orientation of Coles with the rear facing Percy Street. There is no entrance to the supermarket carpark via Maughan Street.
- The carparks of Coles and Woolworths supermarkets are poorly maintained and do not offer shade.
- Caravan parking is limited and may prevent tourists from stopping.

## 5.9 Streetscape and Public Domain

- A large number of vacant sites in highly prominent locations create voids in the streetscape and exacerbate an existing low level of pedestrian activity and safety concerns.
- Existing tree cover is present throughout Wellington, however tree planting is inconsistent and poorly maintained.
- Lack of street furniture in key locations.
- Unsealed street verges.
- Poor road marking condition.
- Limited tree cover for shelter.
- Large expanses of hard surface contribute to an urban heat island effect.
- Lack of a cohesive town entry strategy for the town or the CBD, limiting any sense of arrival or understanding of the identity of the town.

## 5.10 Contamination

- Several sites within the Town centre are identified as being the subject of contamination, thereby necessitating costly remediation prior to redevelopment.

# 6.0 Key Strengths and Opportunities

There are a number of existing strengths present in the Wellington Town Centre, these strengths provide opportunities to revitalise the Town Centre and are detailed below:

## 6.1 Town Entry Statements

Town entry statements could be provided using a coordinated tree planting approach. It is suggested that trees be planted to identify the entry to Wellington at the sound attenuation mound in the north adjacent to the Mitchell Highway and also in the south at the current town entry sign.

### Opportunity/Action

- Town entry statements in the form of tree planting at the noise attenuation mound adjacent the Mitchell Highway in the north and Cypress Avenue in the south (subject to RMS approval). It is suggested that *Acer x freemanii* "Armstrong" be planted as they have an upright growing nature required in circumstances where there is limited space, these would also be subject to RMS approval.

Figure 14: Red Maple (*Acer x freemanii*)



Source: Digger Nursery Association, 2020

A secondary avenue is planned to be planted on the western approach of the CBD, along Showground Road. The tree species chosen for this avenue is *Acacia pendula*, or Silver Wattle and has been selected

for its drought hardiness, attractive silver-grey foliage and consideration of aerial conductors in the immediate vicinity. This species is also endemic to the area.

Figure 15: *Acacia pendula*, or Silver Wattle

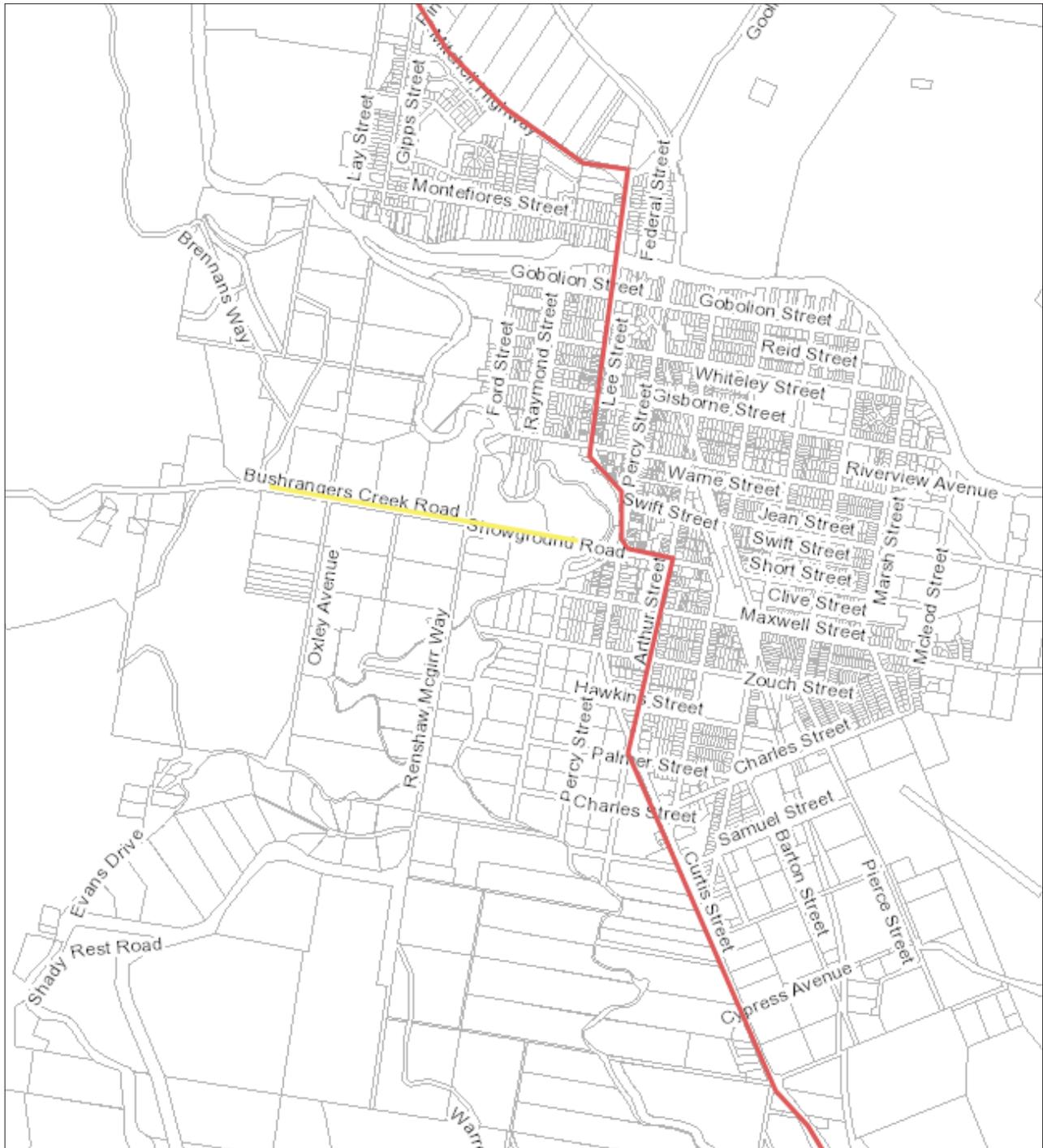


Source: Alchetron, The Free Social Media

A Wellington Street Tree Master Plan is in the early stages of development, with the town's trees audited in late 2019. The Wellington Street Tree Master Plan will cover all streets within Wellington, and provide strategic direction on the plantings (species), priorities and methodologies that will be

employed moving forward. The goal of this Master Plan is to improve the aesthetics of the streetscapes of Wellington, improve planting consistency to help reduce recurrent maintenance costs, improve the canopy cover of the township and to help buffer Wellington from warming climatic trends.

Figure 16: Locations of proposed town entry statements



Source: DRC 2020

## 6.2 CBD Entry Features

There are currently no CBD entry statements to identify the entrance to the CBD. Entry statements could be provided as part of a cohesive public domain strategy for the Town.

### Opportunity/Action

- Designing CBD entry statements as part of a cohesive public domain strategy for the Town, entry features could be provided on a proposed roundabout at Gisborne and Lee Streets and also the roundabout at the Mitchell Highway/ Arthur Street and Arthur Street.

Figure 17: Location of Town entry feature - northern entrance



#### 1. Entry feature

Potential sculptural entry feature to roundabout. Opportunity to signify entry and guide visitors into the Town Centre.

#### 2. Pedestrian walkway

Extend walkway for future commercial use and provide opportunity for street seating.

#### 3. Streets trees

Revitalise the street planting. Provide shaded street-side parking and create pleasant and inviting pedestrian footpath.

#### 4. Median planting

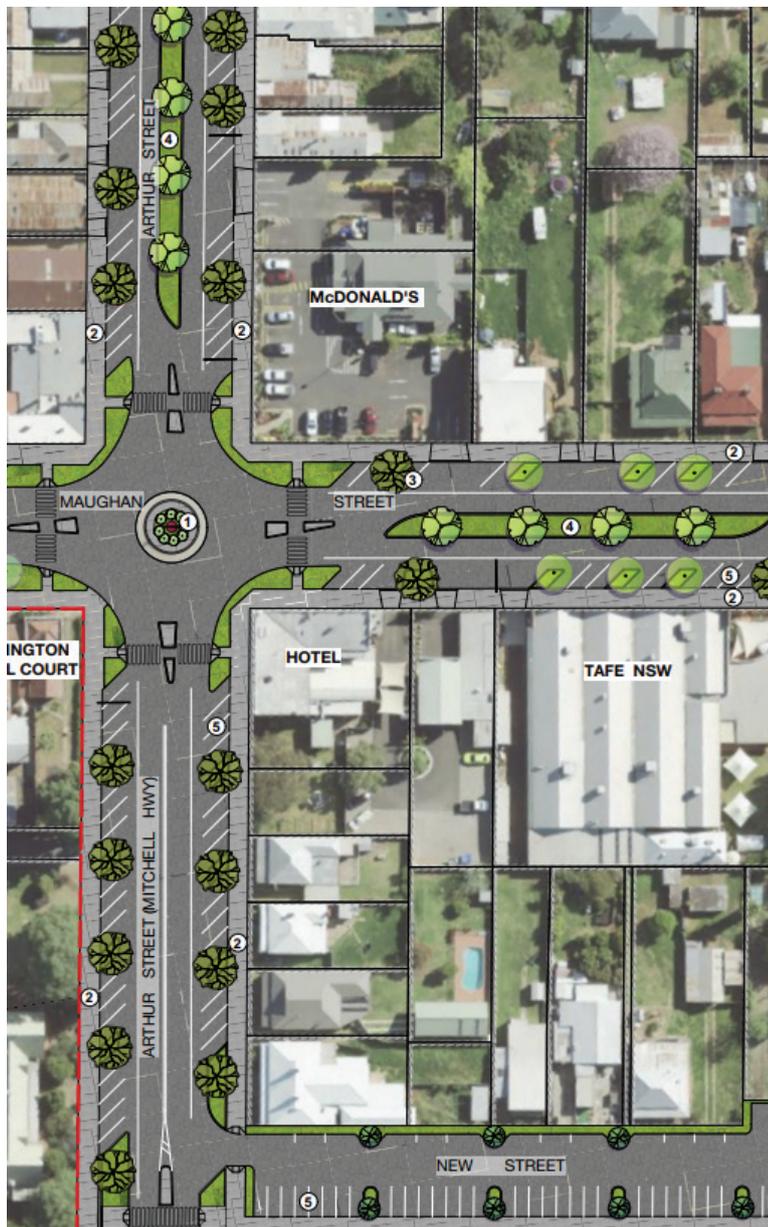
Proposed street trees and under storey planting in the median strip. Improve the view of street.

#### 5. Street carpark

Formalise parking opportunities and provide convenience for adjacent retail.

Source: Moir Landscape Architecture, 2020

Figure 18: Location of Town entry feature - southern entrance



- 1. Entry feature**  
 Potential sculptural entry feature to roundabout. Opportunity to signify entry and guide visitors into the town centre.
- 2. Pedestrian walkway**  
 Extend walkway for future commercial use and provide opportunity for street seating.
- 3. Streets trees**  
 Revitalise the street planting. Provide shaded street-side parking and create pleasant and inviting pedestrian footpath.
- 4. Median planting**  
 Proposed street trees and under storey planting in the median strip. Improve the view of street.
- 5. Street carpark**  
 Formalise parking opportunities and provide convenience for adjacent retail.

Source: Moir Landscape Architecture, 2020

### 6.3 Cameron Park/Pioneer Park

Cameron Park is a key attribute and landmark for the Town Centre. The Park is located in a highly visible location and provides an opportunity to activate the Centre’s eastern core. Pioneer Park adjoins Cameron Park on its western side and is the site for a variety of local sports.

In line with the adopted Cameron Park Master Plan Council has already completed a number of major works within the Cameron Park Precinct. These improvements have been focussed on improving the recreational opportunities for the community and improving connectivity both within the Cameron Park Precinct, and to other attractions including the Wellington Showground and Mount Arthur Nature Reserve. Some of the improvements that have already been carried out, or are actively being planned are shown below in figure 19:

1. Redevelopment of the Visitor Information Centre and installation of a regional quality playground (1.). This project has involved the installation of a playground valued at \$500,000, removal of old outdated amenities and subsequent replacement of new disabled compliant facilities (\$245,000) and the refurbishment of the Visitor’s Information Centre (\$600,000) to the new Wiradjuri Community Centre.
2. Cameron Park / Pioneer Park Pedestrian Bridge (2.). Council is actively seeking funding to replace the existing pedestrian bridge over the Bell River.
3. Wellington Library Outdoor Reading Area (3.). Work will be commencing shortly to develop an outdoor reading area within the park.

Figure 19: Projects in Cameron Park/Pioneer Park within the Study Area



Source: DRC 2018

## Opportunity/Action

- Increasing physical and visual access to the Park and its connection with the eastern side of Nanima Crescent could be achieved through the partial removal of the masonry fence along Nanima Crescent. Whilst the Park is a Heritage

Item in the Wellington LEP 2012 and the State Heritage Register, investigations by a qualified heritage consultant could be undertaken explore avenues to determine if partial removal of the wall is feasible.

## Cameron Park Masonry Fence



## 6.4 Traffic and Access

The Mitchell Highway is a State Highway linking north-western NSW with Dubbo, Bathurst and eventually Sydney. The Highway also forms part of the National Highway A32 corridor, which stretches from Sydney to Adelaide via Dubbo and Broken Hill and has the potential to bring significant numbers of tourists to town.

The existence of two supermarkets in the vicinity of one another provides an opportunity capitalise on existing activity and enhance vehicle legibility.

### Opportunity/Action

- Installation of signage to encourage light vehicles to enter the Town Centre, rather than continuing on the Highway.
- Replace roundabout at Maughan and Percy Streets with a more pedestrian friendly arrangement (subject to RMS approval).
- Replace roundabout at Maughan and Arthur Streets with a more pedestrian friendly arrangement that will also serve to channel traffic into the Town Centre and help to define entry to the Town centre (subject to RMS approval).
- Increase access and egress from the shopping centre carpark by providing a right hand entry and exit onto Maughan Street.

### Exit from supermarkets onto Maughan Street

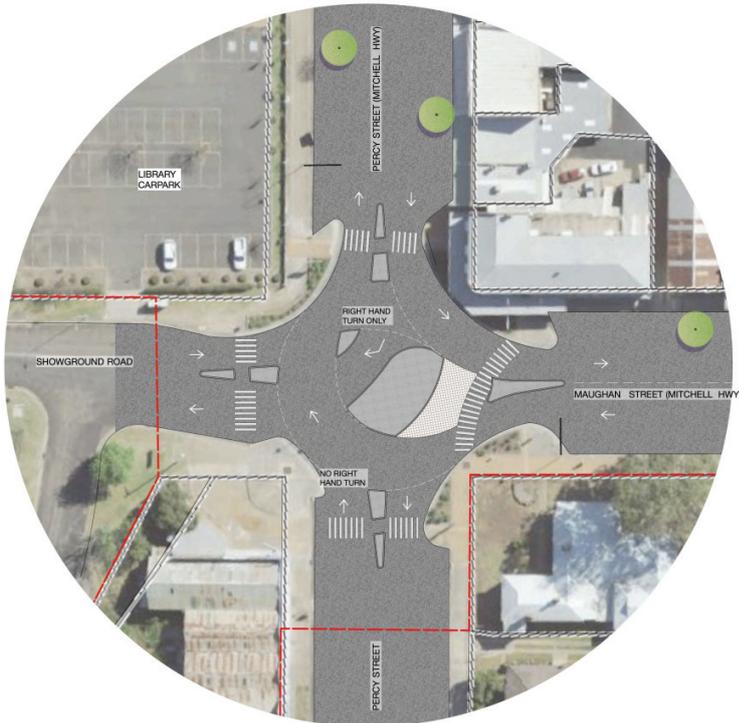


Figure 20: Maughan Street, intersection with Percy and Arthur Streets.



Source: Moir Landscape Architecture, 2020

Figure 21: Concept: Maughan and Percy Street – pedestrianised intersection



Source: Moir Landscape Architecture/ Stapelton, 2020

Figure 22: Concept: Maughan and Arthur Streets – pedestrianised intersection



Source: Moir Landscape Architecture/ Stapelton, 2020

## 6.5 Heritage

As previously mentioned, Wellington Town Centre has a high proportion of older buildings as well as shopfronts that make an important positive contribution to its local character and provide landmarks that assist with orientation within the Town. Preservation, restoration and or repurposing of existing heritage buildings can help them play a prominent role in the local character of the town in addition to attracting tourists.

### Re-use of a heritage item

There are a number of interrelated requirements regarding the re-use of a heritage item. Whilst a change of use may be permitted for some heritage items, unless the 'new part' of the building is minor, a change of use will necessitate physical building changes and compliance with the Building Code of Australia, the Environmental Planning and Assessment Regulations and the Disability Discrimination Act.

Council could prepare a policy around the minimisation of requirements for retrospective compliance with the Building Code of Australia under the Planning and Environment legislation or in some cases could investigate raising the footpath to overcome disabled access issues.

### Former Wellington Gaol and Police Station

The former Wellington Gaol and Police Station on Maughan Street present a long blank façade. Re-purposing could provide a mechanism to re-activate this side of Maughan Street. Council has secured a \$250,000 grant from the NSW government for the re-purposing of the site and is currently working with the community to identify a suitable future use of the space.

Figure 23: Maughan Street, intersection with Percy and Arthur Streets.



Source: Moir Landscape Architecture, 2020

## Kimbell's Kitchen heritage item



Source: DRC 2020

## Wellington Post Office



Source: DRC 2020

### Opportunity/Action

- Council to investigate policy around the minimising retrospective compliance with the BCA.
- Council to provide a clear, plain English, advice for shop owners regarding adaptive reuse of heritage items.
- Council to investigate feasibility of a verandah re-construction program.
- Council to investigate local heritage fund for heritage items in Wellington.
- Council to continue investigate options for reuse of former gaol and police station.
- Council to prepare tourism brochure regarding heritage of Wellington.
- Preparation of a heritage study for Wellington Town Centre including potential re-classification of contributory items to heritage items.

## 6.6 Planning Framework

The Centre is primarily zoned B2 Local Centre in the Wellington LEP 2012 and whilst the subject zoning is not an impediment to redevelopment, a wide range of uses are permissible under the current zoning, and this could be reviewed to better reflect the objective of Town Centre activation and vibrancy.

### Opportunity/Action

- Review of current land use zoning with a view to reflect the vibrancy and activation desired in the centre including potential retraction of the B2 Zone.
- Investigate potential planning incentives to encourage development in the Centre.

## 6.7 Tourism and Special Events

Wellington is home to Mount Arthur, the Wellington Caves and the Japanese Gardens tourist attractions which draw significant numbers of tourists from outside the local area. Opportunities exist to capitalise on existing tourist numbers by providing increased connectivity with the existing shops.

Wellington also currently holds several special events including the Wellington Rotary Markets, Vintage Fair and Swap Meet, Wellington Arts and Sculpture Festival and the Wellington Boot Racing Carnival. The Fong Lees Lane Festival is a fantastic example of a local laneway festival that sees the laneway transformed into an outdoor eating venue with buskers and night lanterns.

Fong Lees Lane and Union Bank Lane offer potential micro scale connections to the eastern side of the centre, these connections could be utilised to house permanent and temporary public art installations and could be transformed through night time illumination and offer suitable temporary dining destinations.

### Opportunity/Action

- Organising evening cinemas, arts and crafts event or music or wine festival which could be held near existing retail premises and possibly the space adjoining Wellington Library and to capitalise on the activity generated by existing events to increase activity in the remainder of the Town Centre.
- Temporary festivals utilising Fong Lees Lane and Union Bank Lane as well as the surrounding area including Cameron Park. Discuss Fong Lees Lane Festival with 'Wellington Arts'.
- Investigate funding available for laneway beautification/upgrade.

## Fong Lees Lane Festival



Source: [www.wellingtontimes.com.au](http://www.wellingtontimes.com.au)

## 6.8 Public Art

Fong Lees Lane contains several examples of existing public art related to the Chinese heritage of the town and is part of the Town's existing art trail and the Fong Lees Lane Festival.

### Fong Lees Lane Public Art



Source: DRC 2020

Art works in prominent locations, can generate interest and contribute to civic pride as well as funnel foot traffic to key locations. Fong Lees Lane is highly visible from Nanima Crescent, however is in need of maintenance and repair and could be the subject of further promotion to encourage pedestrian activity in this location.

### Opportunity/Action

- Creation of a Wellington Art Trail through the Town Centre celebrating Wellington’s rich Chinese, Aboriginal and European heritage and reinforcing key pedestrian links. Council could invite submissions from interested parties, the trail could be focussed around Fong Lees Lane.
- A concept design to be developed for the repair and beautification of Fong Lees Lane with community input.

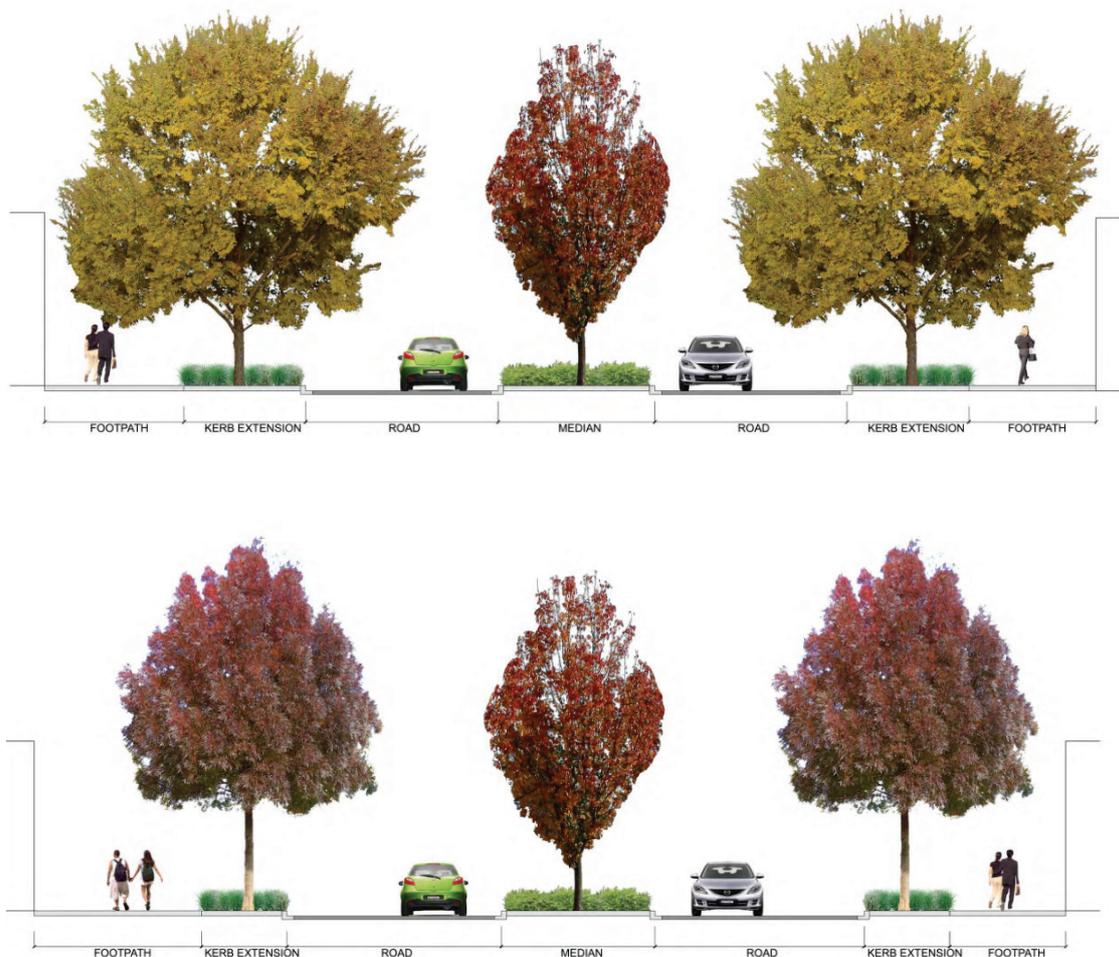
## 6.9 Public Domain

The Wellington CBD public domain requires a cohesive public domain strategy, including new and repaired pavements, seating, lighting, signage and public spaces.

### Opportunity/Action

- Preparation of a detailed public domain strategy to celebrate Wellington’s rich heritage, through framing important views, increasing passive surveillance, making spaces more comfortable as well as to supporting the culture and enterprise in the Town.

Figure 24: Arthur Street Concepts



Source: Moir Landscape Architecture, 2020

## 6.10 Council Led Activation

Given the existing pedestrian activity associated with the existing supermarkets and exposure associated with properties fronting the Mitchell Highway, Council could purchase properties to capitalise on this existing activity and exposure to increase activation and provide entry landmarks.

- Investigate the purchase former Caltex service station site at the corner of Lee and Warne Streets for development.

### Opportunity/Action

- Investigate the purchase five properties at 24 – 32 Maughan to create a community hub including community centre and garden fronting Maughan Street. Development of this space would capitalise on existing pedestrian activity associated with Coles and Woolworths Supermarkets and could provide an incentive for people to spend time in the Centre.

### 24-32 Maughan Street, Wellington



Source: DRC 2020

Figure 25: 24-32 Maughan Street



Source: DRC, Geocortex base

### Thirroul Community Centre, Wollongong LGA, NSW



Source: Wollongong Council website, 2020

## Crows Nest Community Centre at night



Source: North Sydney Council website

## Former Caltex Service Station at Lee and Warne Streets



Source: DRC 2020

Figure 26: Former Caltex Site



## 7.0 Implementation

This section identifies a range of actions required to address the issues identified in the Wellington Town Centre. Some actions are precinct specific whilst others apply throughout the Study Area.

The following tables identify a priority level and corresponding time frame for each action to be achieved over a two, four to six year and six plus year period depending on the resourcing and associated timeframes.

Implementing the Wellington Town Centre Plan will require involvement from a range of divisions within Council, the community and consultation with State Government. Each action will need to be adequately scoped and a project plan prepared where necessary.

The Plan will be reviewed initially in 2 years after this every 4 to 8 years, in line with Council's Community Strategic Plan to monitor progress and update where necessary.

### 7.1 Centre Wide Actions

NO	ACTION	PRIORITY
1	<b>Infrastructure</b> Investigate a regular footpath cleaning program for the Wellington CBD, including budgetary requirements and impacts moving forward with Council's 20/21 budget.	Medium
2	<b>Liveability</b> Investigate the provision of town entry statements including significant tree planting at key entrances to the town. Subject to RMS approval.	Short
3	<b>Liveability/Infrastructure</b> Utilise Moir LA proposed public domain concept plans to prepare detailed Public Domain Strategy in accordance with Council's Cultural Plan 2020-2025 where necessary.	Medium
4	<b>Development and Environment</b> Investigate a program to restore awnings and verandahs throughout the centre, initially focussed on key locations.	Medium
5	<b>Development and Environment</b> Investigate development of a program to relax the retrospective BCA requirements for the re-use of heritage items.	Short
6	<b>Development and Environment</b> Prepare clear, plain English advice for shop owners regarding adaptive re-use of heritage items, accessible on Council's website.	Short
7	<b>Development and Environment</b> Investigate and promote funding sources for heritage items in Wellington.	Short
8	<b>Culture and Economy</b> Include information regarding heritage of Wellington and public art in the Dubbo Region Visitor Guide and the New Residents Guide.	Short

NO	ACTION	PRIORITY
9	<b>Development and Environment</b> Prepare a heritage study for Wellington Town Centre including the significance of heritage items and recommend amendments to the Wellington LEP 2012.	Short
10	<b>Culture and Economy</b> Develop a heritage walks focussed on significant people and landmarks with input from community consultation and in accordance with Council's Cultural Plan 2020-2025.	Medium
11	<b>Culture and Economy</b> Develop a local art trail celebrating the town's varied heritage, including Fong Lees Lane, potentially incorporate into heritage walks action, utilising community input. Include potential use of vacant shop fronts to display art.	Short
12	<b>Culture and Economy</b> Encourage markets and festivals near retail development/ possibly adjacent to the library. Investigate existing festivals occurring in the Town and consult with relevant stakeholders to ensure events are coordinated and benefits for the town are maximised in accordance with Council's Cultural Plan 2020-2025.	Short
13	<b>Liveability</b> Investigate the installation of CCTV in locations in key parts of the centre and Cameron Park.	Medium
14	<b>Development and Environment</b> Investigate land use zoning and development controls for the Town Centre, with a view to encouraging large retailers to the northern part of town and encouraging small business. Council may also investigate the potential retraction of the B2 Local Centre Zone with the aim of increasing walkability and permeability.	Short
15	<b>Culture and Economy</b> Investigate development of pop up stores through potential rent subsidies to reduce long-term vacancies in accordance with Council's Economic Development Delivery Plans.	Short
16	<b>Development and Environment</b> Investigate the location of identified contaminated sites and methods for funding remediation of potentially contaminated prominent vacant sites.	Medium
17	<b>Liveability</b> Prepare Wellington Street Tree Masterplan for the whole of Wellington.	Short
18	<b>Infrastructure</b> Prepare an analysis of parking provision and needs in Wellington. Stage One to include options for caravan parking at No 101-111 Percy Street, Wellington. Stage Two to include an analysis of on-street parking.	Short
19	<b>Development and Environment</b> Investigate CBD entry options with RMS.	Short

## 7.2 Local Village Actions

NO	ACTION	PRIORITY
20	<b>Infrastructure</b> Investigate provision of right in and right out turns for the supermarket carpark and Maughan Street. Consultation with RMS is required.	Long
21	<b>Infrastructure</b> Repair Council owned supermarket carparks, add shelter through landscaping, investigate CCTV options, formalise car parking. Investigate options for repair of privately owned Woolworths carpark.	Medium
22	<b>Culture and Economy</b> Investigate themed CBD entry designs at Mitchell Highway and Arthur Streets.	Medium
23	<b>Infrastructure</b> Discuss plans to funnel light traffic into the CBD including reconfiguring roundabouts on Mitchell Highway and Percy and Arthur Streets with the RMS. Prepare concept designs for discussion purposes.	Medium
24	<b>Organisational Performance</b> Investigate the purchase 24-32 Maughan Street to create a community hub including community centre and garden.	Long
25	<b>Liveability</b> If feasible, develop initial concepts for construction of a community centre.	Long
26	<b>Culture and Economy</b> Identify a suitable future use for the former Wellington Gaol and Police Station aligned with Council's Cultural Plan 2020-2025.	Medium

## 7.3 Tourism Village Actions

NO	ACTION	PRIORITY
27	<b>Infrastructure</b> Investigate narrowing the visual/physical width of Nanima Crescent and increasing the visibility/relocation/number of pedestrian crossings and refuges. This action will be subject to consultation with the RMS.	Long
28	<b>Liveability</b> Continued upgrades to Cameron Park including pedestrian bridge to Pioneer Park (funding being investigated), playground, Wiradjuri Cultural Centre.	Short/ Medium
29	<b>Liveability</b> Investigate feasibility of partial removal of the wall around Cameron Park to allow physical and visual connections from Nanima Crescent to the park and Bell River. This action will require a specific heritage study to confirm the heritage value of the wall.	Long
30	<b>Development and Environment</b> Prepare concepts for the repair and beautification of Fong Lees Lane for community consultation.	Short

## 7.4 Enterprise Corridor Village Actions

NO	ACTION	PRIORITY
31	<b>Development and Environment</b> Investigate current status of the former service station site at the Corner of Lee and Warne Streets, Wellington.	Short
32	<b>Culture and Economy</b> Investigate CBD entry design at roundabout of Lee Street and Gisborne Streets.	Medium



Cnr Church and Darling streets, Dubbo  
Cnr Nanima Crescent and Warne Street, Wellington



Ph: 02 6801 4000 W: [dubbo.nsw.gov.au](http://dubbo.nsw.gov.au)

