

City of
Bayswater

Investment prospectus



bayswater.wa.gov.au

**Seize the opportunity to invest in Perth's
most sought after inner-city location.**



Acknowledgement of Country

Ngalla City of Bayswater kaatanginy baalapa Noongar Boodja baaranginy, Wadjuk moort Noongar moort, boordiar's koorra koorra, boordiar's ye yay ba boordiar's boordawyn wah.

The City of Bayswater acknowledges the Traditional Custodians of the land, the Whadjuk people of the Noongar Nation, and pays its respects to Elders past, present and emerging.



Open for investment

Located six kilometres north-east of Perth's CBD, Bayswater is a vibrant inner-city municipality bordering the picturesque Swan River.

The City of Bayswater comprises the suburbs of Morley, Noranda, Embleton, Bedford, Bayswater, Maylands and parts of Mount Lawley and Dianella.

The City is experiencing growth with its current population of 71,796 forecast to reach 100,000 by 2050.

The State Government recognises the strategic significance of Bayswater and has invested heavily in the City with a number of road and rail projects underway. New stations are being constructed in Bayswater, Morley and Noranda as part of METRONET.

Once complete, the \$253 million redeveloped Bayswater Train Station will be the second largest in WA. The Midland Line, Forrestfield-Airport Link and Morley-Ellenbrook Line will all converge at Bayswater Station.

In 2021 the State Government handed DevelopmentWA planning control of the area surrounding the Bayswater Train Station.

DevelopmentWA is now working to attract investment to support the revitalisation of the town centre.

Upgrades to the Tonkin Highway corridor by the State and Federal Governments worth \$290 million will result in a reduction in travel times and improved transport connections to the City's industrial and commercial areas.

The City has focused on putting planning frameworks in place to encourage growth and attract investment.

Our vision for Morley as a vibrant retail hub with a mix of apartments, bars and restaurants is shared by Vicinity, who recently announced its planned \$150 million upgrade of the Morley Galleria.

Along with the City's CEO Jeremy Edwards, I would like to take the opportunity to share with you our achievements so far and our vision for the future, and invite you to invest in the City of Bayswater.

Mayor Filomena Piffaretti



“

The State Government has invested heavily in the City of Bayswater with a number of road and rail projects underway. New stations are scheduled for construction in Bayswater, Morley and Noranda as part of METRONET.

”

The City of Bayswater at a glance



Area covered

34.62km²



Population

71,796



Born overseas

50.8%



Median age

38



Suburbs

Bayswater, Maylands, Bedford, Embleton, Morley, Noranda, and parts of Mount Lawley and Dianella



Town centres

Morley, Maylands, Bayswater and Noranda



71,796

people, living in

32,142

dwellings



Renters

30%

Median weekly rent

\$565

The City of Bayswater economy

The major industry sectors contributing to output and employment in the City include manufacturing, construction, retail and health care.



Local businesses

6,000+



Output

\$8.2 billion



Local jobs

20,798



Building approvals

309

Largest employer

Retail trade

Exports

\$2.26 billion

Employed residents

66%

Approvals value

\$195.35 million

Sources:

2021 Australian Bureau of Statistics and reiwa.com.au/the-wa-market
2020/21 profile.id EMRC comparison
REMPAN EMRC

Location, location, location

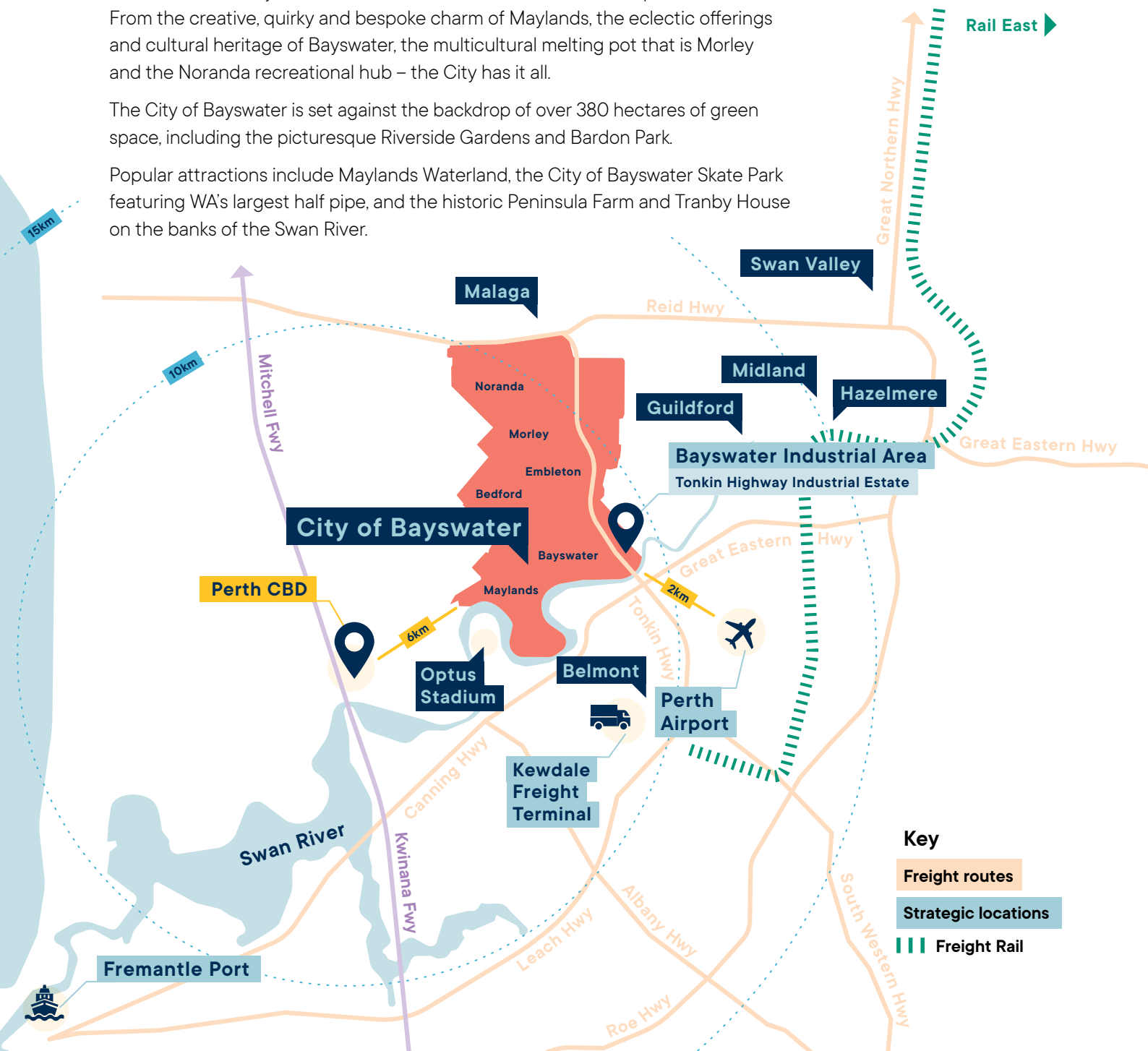
The City of Bayswater is only six kilometres north-east of Perth's CBD, along a 10-kilometre stretch of the Swan River.

Conveniently located just two kilometres west of Perth International Airport, Bayswater is well connected to WA's major road and rail transport systems.

Bayswater is home to a culturally diverse and vibrant community. Within its boundaries the City has four town centres, all with their own unique character. From the creative, quirky and bespoke charm of Maylands, the eclectic offerings and cultural heritage of Bayswater, the multicultural melting pot that is Morley and the Noranda recreational hub – the City has it all.

The City of Bayswater is set against the backdrop of over 380 hectares of green space, including the picturesque Riverside Gardens and Bardon Park.

Popular attractions include Maylands Waterland, the City of Bayswater Skate Park featuring WA's largest half pipe, and the historic Peninsula Farm and Tranby House on the banks of the Swan River.



Making the right connections

A number of State Government road and rail projects are commencing construction in Bayswater, Morley and Noranda as part of METRONET.

Significant State and Federal Government-funded projects are currently underway in the City of Bayswater. These infrastructure projects will cement Bayswater's position as one of the most favourable locations for easy access to, and from, all points around Perth and WA.

The \$253 million Bayswater Train Station redevelopment is under construction. The station is an important METRONET precinct, connecting the Midland Line, Forrestfield-Airport Link and Morley-Ellenbrook Line. This will give people the option to travel to the airport, Swan Valley tourist region, the CBD and beyond, right from the heart of Bayswater.

The \$290 million State and Federal Government-funded Tonkin Gap Project will provide a high-quality north-south transport link, connecting industrial and commercial areas to important supply chains.

Train stations

- 1 Bayswater Train Station (new)
- 2 Morley Train Station (new)
- 3 Noranda Train Station (new)

Industrial areas

- 5 Bayswater Industrial Park
- 6 Tonkin Highway Industrial Estate (new)

Rail links

- Forrestfield-Airport Link (new)
- Morley-Ellenbrook Line (new)
- Midland Line

Roads

- 4 Tonkin Gap Project



Reid Hwy

Lightning Swamp Bushland

Northlink WA
Morley to Muchea

Noranda Town Centre

Noranda Shopping Village

Noranda

Morley

Coventry Village

Galleria Shopping Centre

Morley Activity Centre

Embleton

Bedford

Bayswater

Bayswater Town Centre

Key

Industrial area

Town centre

Maylands Town Centre

Maylands

Mt Lawley

Riverside Gardens

Swan River

10 minutes
to Perth Airport

15 minutes
to Perth CBD



Planning for the future

The City's current population of 71,796 is forecast to grow to 100,000 by 2050. The City has adapted its planning framework to accommodate future growth by supporting investment in the City.



Morley Activity Centre
Walter Road West, Morley

Areas ripe for investment

Morley Activity Centre

Morley is one of the most significant strategic centres outside the Perth CBD. It links directly with the Perth CBD via a high frequency bus route and will directly link with the new Morley Train Station.

The Morley Galleria Shopping Centre is a key site in Morley. Owners of the Morley Galleria, Vicinity, recently announced their plans to invest \$150 million in stage one of the upgrade of the shopping centre.

The City is confident the revitalisation of the Morley Galleria will act as a catalyst for future growth and investment in the area.

The City has created its planning framework to support the growth of a bustling shopping and business centre serving the north-eastern metropolitan region of Perth.

Our vision is to stimulate a versatile mix of employment opportunities, entertainment and housing options in a sustainable living environment that encourages the use of public transport, walking and cycling. A wide variety of land uses are permitted to support this vision, along with generous height provisions with no height limit at Morley's core.



Bayswater Town Centre

Bayswater Town Centre is a bustling urban high street with a strong connection to the Swan River.

DevelopmentWA's Redevelopment Scheme combined with the construction of the new Bayswater Train Station has created significant development opportunities within the Bayswater Town Centre.

The Bayswater Town Centre will be connected to the Perth Airport via the Forrestfield-Airport Link and to the northern suburbs via the Morley-Ellenbrook Line. Bayswater will be the largest station outside the Perth CBD.

The planning framework introduced by DevelopmentWA will encourage more people to live within walking distance of the train station. It aims to conserve the character of the area while allowing for heights of up to 15 storeys.



Artist impression of Bayswater Town Centre, Bayswater.

Illustration: Mike Edwards Architecture

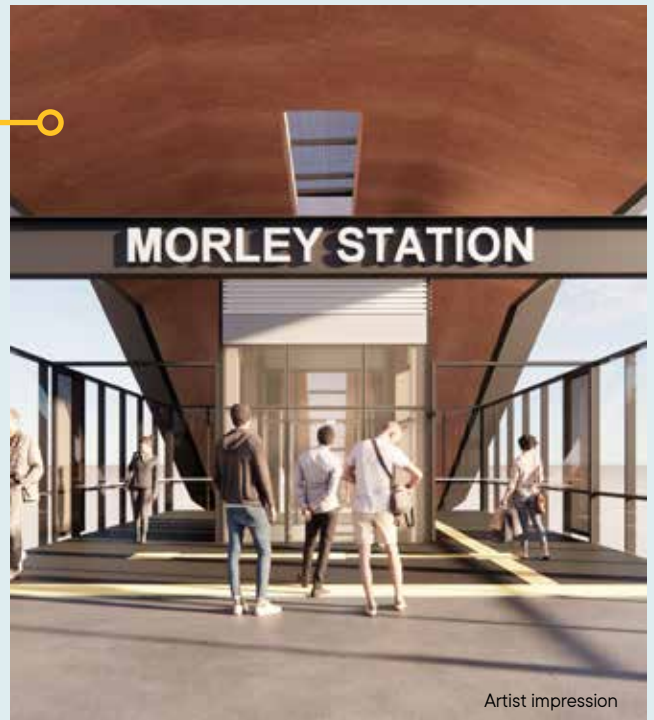
©MIKE EDWARDS 2021

Morley Train Station

Located on METRONET's Morley-Ellenbrook Line, the future Morley Train Station will service residents in Morley, Embleton and the northern section of Bayswater, and provide new employment and living options within walking distance of the station.

The City and the State Government have partnered to develop a more detailed planning framework that will encourage higher density and residential growth.

The State Government has committed to a new bus interchange and a high frequency bus service linking the new Morley Train Station with the Morley Activity Centre.



Artist impression



Meltham Train Station Precinct

The Meltham Train Station Precinct is located between the Bayswater and Maylands Town Centres and the Beaufort Street café strip. Along with access to the thriving shopping strips, residents in this precinct can easily access the Perth CBD by train or by catching one of the frequent buses.

Meltham is a residential area with significant opportunity for growth. The planning framework allows for heights of up to six storeys in the area surrounding the train station.

Noranda Town Centre

Hawaiian's Noranda shopping centre is a busy neighbourhood centre supported by two major retailers. Located across from a recreational hub, Noranda Town Centre has benefitted from recent community infrastructure and streetscape improvements, and is a lively hub where the local community gather.



Investing in Bayswater

Maylands Town Centre

In 2017 Maylands was named one of the coolest neighbourhoods in Australia by Lonely Planet.

Creative and quirky, Maylands is home to thriving café strips on popular Whatley Crescent and Eighth Avenue. Maylands has a mix of heritage buildings and new developments, and is a short 10-minute train ride or 15-minute bus ride to the Perth CBD. It has easy connections to Optus Stadium and the Crown Casino precinct and is a stone's throw away from the Swan River.

The planning framework in Maylands allows for buildings of up to eight storeys on both sides of the Maylands Train Station. New apartment buildings have recently been constructed on the northern side of the train line.



Maylands Town Centre,
Eighth Avenue, Maylands

Tonkin Highway Industrial Estate

The Tonkin Highway Industrial Estate is less than 10 kilometres from the Perth CBD and three kilometres from Perth Airport. Part of the broader Bayswater Industrial Estate, this premier estate is conveniently located next to Tonkin Highway, which connects to Roe Highway, Reid Highway, Great Eastern Highway and Leach Highway.

Train and bus access is located 800m from the estate. The Tonkin Highway Industrial Estate features generous public landscaped spaces and entry statements, on-street parking, substantial street trees and carries a 'general industrial' zoning with opportunities for some commercial activities.



Talk to us

The City is keen to encourage investment as part of its commitment to economic development.

You can contact the Economic Development team by emailing economic.development@bayswater.wa.gov.au





City of
Bayswater

61 Broun Avenue, Morley WA 6062

Civic Centre Opening Hours: 8.30am - 4.30pm (Monday to Friday)

Mailing address: PO Box 467 Morley WA 6943

P: 9272 0622 | F: 9272 0665 | TTY: 9371 8493

mail@bayswater.wa.gov.au | bayswater.wa.gov.au

 facebook.com/bayswatercity

 instagram.com/cityofbayswater

