



Midland

PROUD HISTORY
EXCITING FUTURE

Midland Master Plan

Prepared for the MRA by
HASSELL



MRA

Metropolitan
Redevelopment
Authority



The MRA acknowledges the traditional owners – the Noongar People – the custodians of the land on which we work. We pay respect to their elders both past and present.

The MRA believes that building strong, respectful partnerships with Aboriginal people and communities is fundamental to achieving our goals for reconciliation, and our goals for the delivery of appropriate services. This Midland Master Plan embodies the vision of the MRA's Reflect Reconciliation Action Plan: building relationships and raising awareness for future Reconciliation Action Plans that align with our business and sphere of influence.

Prepared for the MRA by

HASSELL

Front cover image: Workshop Building, Midland.
Image by the Metropolitan Redevelopment Authority.

HASSELL
Podium Level, Central Park Building
152-158 St Georges Tce
Perth, Western Australia

T + 61 8 6477 6000
hassellstudio.com
@HASSELL_Studio
HASSELL Limited
ABN 24 007 711 435

Version: 6.1 Final
Master Plan Report 21.05.15

01

Introduction

Page 01

Background	01
A New Master Plan for Midland	01
Strategic Context and Planning Framework	01
Redevelopment Area Objectives	02
Gap Analysis and Development Process	02
Freight Rail	02
Midland Metro Concept Plan 2010	04
Master Plan	05

02

Vision

Page 06

Vision Statement	01
Midland Master Plan Objectives	01
Midland's Success and Achievements	01

03

Context

Page 09

Midland as a Strategic Metropolitan Centre	06	10
Midland Overview	07	11
Demographic Trends and Influences	08	12

04

The Master Plan

Page 14

Master Plan Key Outcomes	15
Strengths and Weaknesses Plan	16
Midland's Strengths and Weaknesses	17
Midland Master Plan	18
Proposed Land Uses	19
Precinct Plan	20
Precincts	21
Indicative Development Floorspace and Yields	22
Proposed Maximum Building Heights	23

05

Functional Elements

Page 24

Land Use and Urban Form	15	25
Built Form and Heights	16	26
Public Domain, Open Spaces and Private Realm	17	27
Streets and Walkability	18	28
Public Transit	19	29
Pedestrian and Cycle Path Network	20	30
Public Car Parking	21	31
Activation and Place Management	22	32
Sustainable infrastructure	23	33





introduction

01 Introduction

Background

In 2000, the Midland Redevelopment Authority was formed, providing the first genuine opportunity to revitalise parts of the Midland town centre, including the former Railway Workshops (The Workshops) and city centre.

One of the Authority's first activities was to provide a draft Concept Plan in 2000. In 2005 a review of this Concept Plan was undertaken and a new *Midland Metro Concept Plan 2010* was released. The *Midland Metro Concept Plan* provided a vision for the revitalisation of Midland into a vibrant regional centre, bringing widespread economic, social and environmental benefits.

In 2008, the *Midland Metro Concept Plan* was updated (and approved by the Midland Redevelopment Authority Board) to reflect the outcomes of an Enquiry by Design process that was undertaken in conjunction with the City of Swan and which included a high level of community engagement. This update illustrated additional land use and development opportunities.

Over the past decade, the Midland Redevelopment Authority has led the urban renewal of Midland with the development of inner city apartments, dress circle residential dwellings, a large format retail precinct, new public spaces featuring attractive landscaping, street furniture and public art and the adaptive reuse of several heritage buildings within The Workshops precinct. These and other activities have fostered the community's confidence and a strong partnership with the local government authority, the City of Swan.

The work to revitalise Midland has continued following the establishment of the Metropolitan Redevelopment Authority (MRA) in 2012. A significant regional healthcare precinct is emerging with the construction of the Midland Public and Private Hospital and a new GP Super Clinic opening nearby, while the redevelopment of The Workshops precinct continues to gather pace.

A New Master Plan for Midland

In 2013 the MRA worked with the City of Swan to contribute towards the City's *Midland Activity Centre Master Plan*.

Following the release of the Plan, the MRA committed to undertaking a review of the last approved MRA guiding document for Midland, the *Midland Metro Concept Plan 2010*, as well as the work done prior to the formation of the new MRA.

This review identified that the *Midland Metro Concept Plan 2010* needed to be updated, and the decision was made to use this opportunity to convert the Concept Plan (and corresponding Report) into a Midland Master Plan - a first for Midland.

This new Midland Master Plan needed to consider changes in the metropolitan strategic planning framework, population growth and economic development. It also needed to build on the successes of the previous planning framework (including the *Midland Metro Concept Plan* and *Midland Redevelopment Scheme*) to guide future planning and development.

The Terms of Reference for the Master Plan were to:

1. Build on the work undertaken to date in revitalising Midland;
2. Demonstrate best practice outcomes;
3. Create a flexible framework that can respond to changing opportunities;
4. Stimulate investment in Midland; and
5. Achieve momentum and sales.

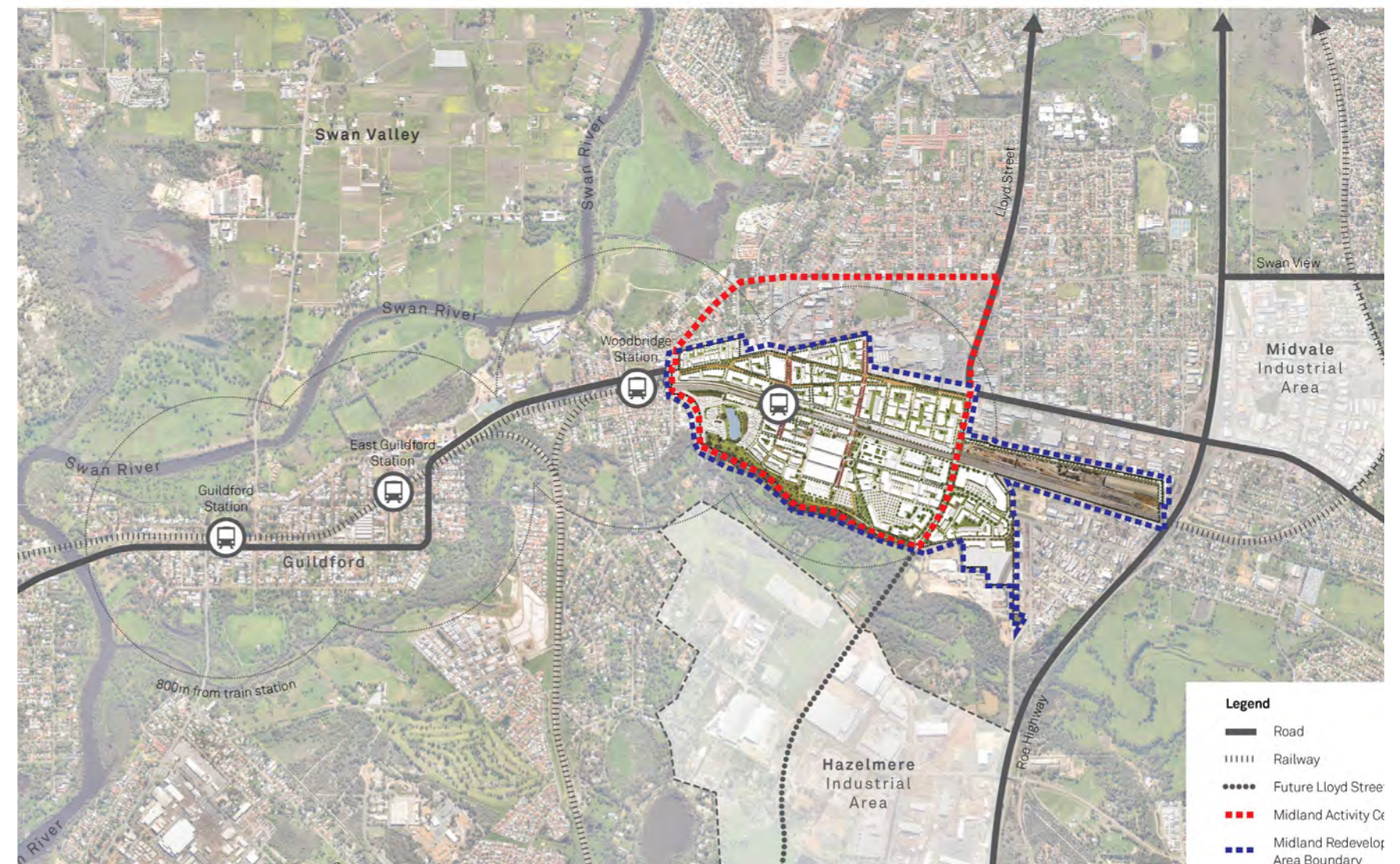
The Master Plan is a strategic and aspirational document that will guide the MRA in preparation of an updated statutory planning framework, including a new Redevelopment Scheme and Design Guidelines. The Master Plan also informs the preparation of other implementation packages, including a place plan, place activation strategy, commercial strategy and public art strategy.

Strategic Context and Planning Framework

The Master Plan should be read in conjunction with the following:

1. WA Planning Commission's *Directions 2031 and Beyond*: a strategic planning strategy that guides Perth's growth and urban form;
2. WAPC's *State Planning Policy 4.2: Activity Centres for Perth and Peel*;
3. City of Swan's *Midland Activity Centre Master Plan* (2013);
4. MRA's *Strategic Plan 2014-2018*; and
5. Department of Transport's *Draft Public Transport Plan for 2031*.

These policies and plans establish Midland's context within the metropolitan region. It has a strategic position as a key centre in Perth, with important links to surrounding employment, residential and town centre precincts, as shown in the diagram below. Midland's role extends beyond that of a strategic metropolitan centre; it is also a regional serving the Perth Hills, Avon Arc and beyond.



Midland's geographical context showing links to surrounding centres and employment areas.

01 Introduction

Redevelopment Area Objectives

The Master Plan has been prepared to ensure Midland's ongoing regeneration is consistent with the MRA's Redevelopment Area Objectives, defined by the *Metropolitan Redevelopment Authority Regulations 2011*.

The Redevelopment Area Objectives are:

1. To build a **sense of place** by supporting high-quality urban design, heritage protection, public art and cultural activities that respond to Perth's environment, climate and lifestyle;
2. To promote **economic wellbeing** by supporting, where appropriate, development that facilitates investment and provides opportunity for local businesses and emerging industries to satisfy market demand;
3. To promote **urban efficiency** through infrastructure and buildings, the mix of land use and facilitating a critical mass of population and employment;
4. To enhance **connectivity** and reduce the need to travel by supporting development aimed at well-designed places that support walking, cycling and public transit;
5. To promote **social inclusion** by encouraging, where appropriate, a diverse range of housing and by supporting community infrastructure and activities and opportunities for visitors and residents to socialise;
6. To enhance **environmental integrity** by encouraging ecologically sustainable design, resource efficiency, recycling, renewable energy and protection of the local ecology.

Gap Analysis and Development Process

In preparing the Master Plan, the MRA and HASSELL undertook a review of all existing research, the MRA's current planning framework and non-MRA planning documents which had the potential to influence the redevelopment project area. Current planning and development works were also considered, to establish the extent of committed or proposed developments which needed to be reflected in the Master Plan. These included:

1. The lot layout of The Workshops sub-precinct generally, including Railway Square;
2. Potential relocation of the train station to Cale Street and redevelopment of the existing train station site;
3. The aspiration for an at grade pedestrian, cycle and vehicle crossing at Cale Street;
4. Construction and long term expansion of the Midland Public and Private Hospital;
5. The Lloyd Street underpass;
6. Potential freight rail realignment; and
7. A proposed university presence.

The Master Plan development process also considered the challenges and successes in the delivery of the existing *Midland Metro Concept Plan*, how the MRA's redevelopment objectives could be addressed, how changing social economic conditions would affect Midland and how the Master Plan could reflect long-term, high quality employment, education and research opportunities within the region. This would ensure Midland's success and resilience as a strategic metropolitan centre.

Freight Rail

It has been a long standing ambition of the MRA, and its predecessor, the Midland Redevelopment Authority, to see the existing freight rail line realigned out of the Midland City Centre in the long term.

In parallel with the master plan preparation, the Western Australian Planning Commission (WAPC) is leading an inter-agency working group to define a preferred alternative freight rail route with the objective of securing a new rail reserve within the Metropolitan Region Scheme (MRS).

Whilst the construction of the alternative freight rail line is a long term prospect, establishment of a reservation is required now to protect the opportunity for realignment. The realignment allows for future intensification of development in Midland.

Whilst the WAPC led work is yet to be completed, the MRA, in preparing the master plan, has made provision for this long term vision for Midland and the subsequent opportunities that a realigned freight rail line creates.



Midland Workshops 2013. Photography courtesy of the MRA.

01 Introduction
Midland Metro Concept Plan 2010
(2008 Update)

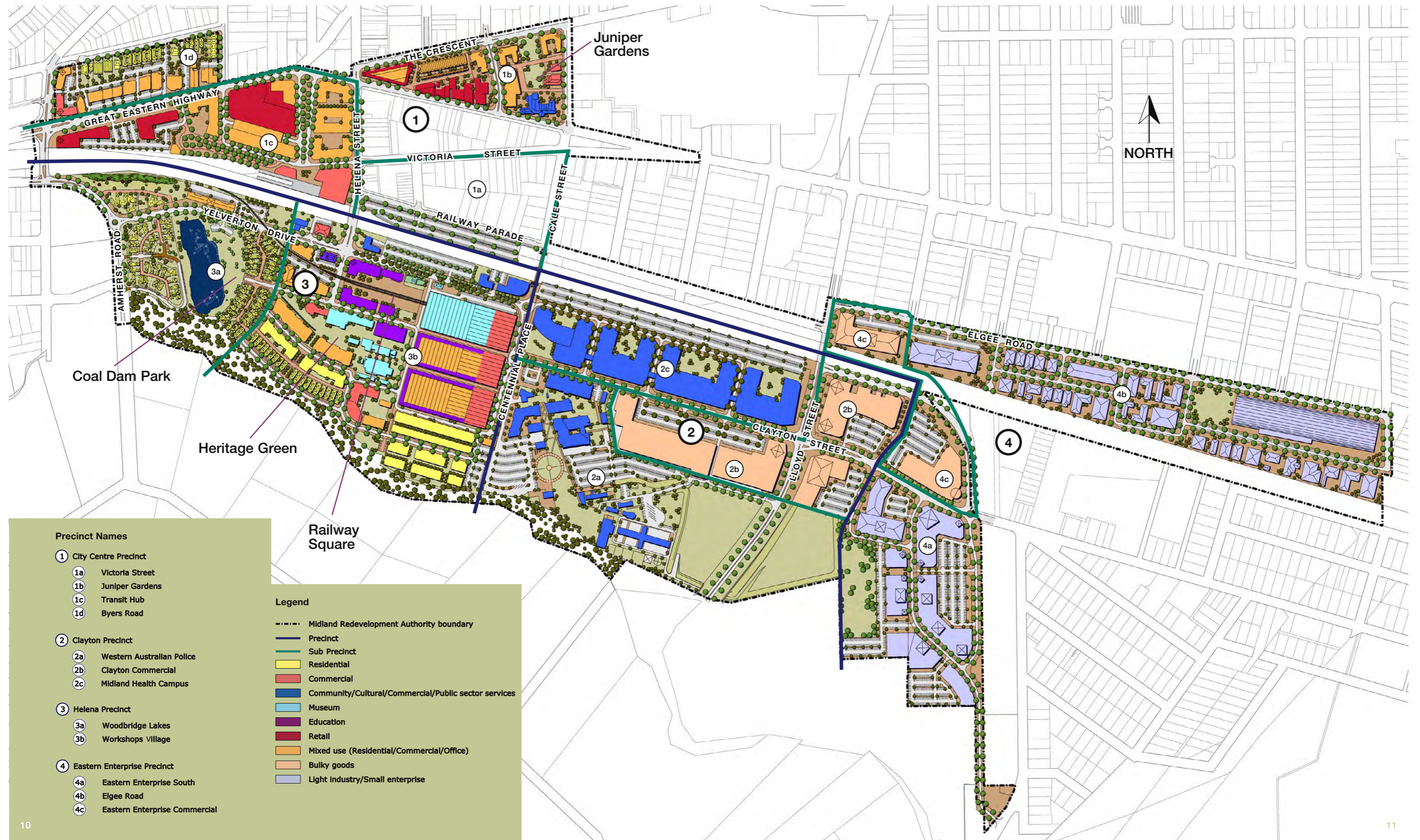
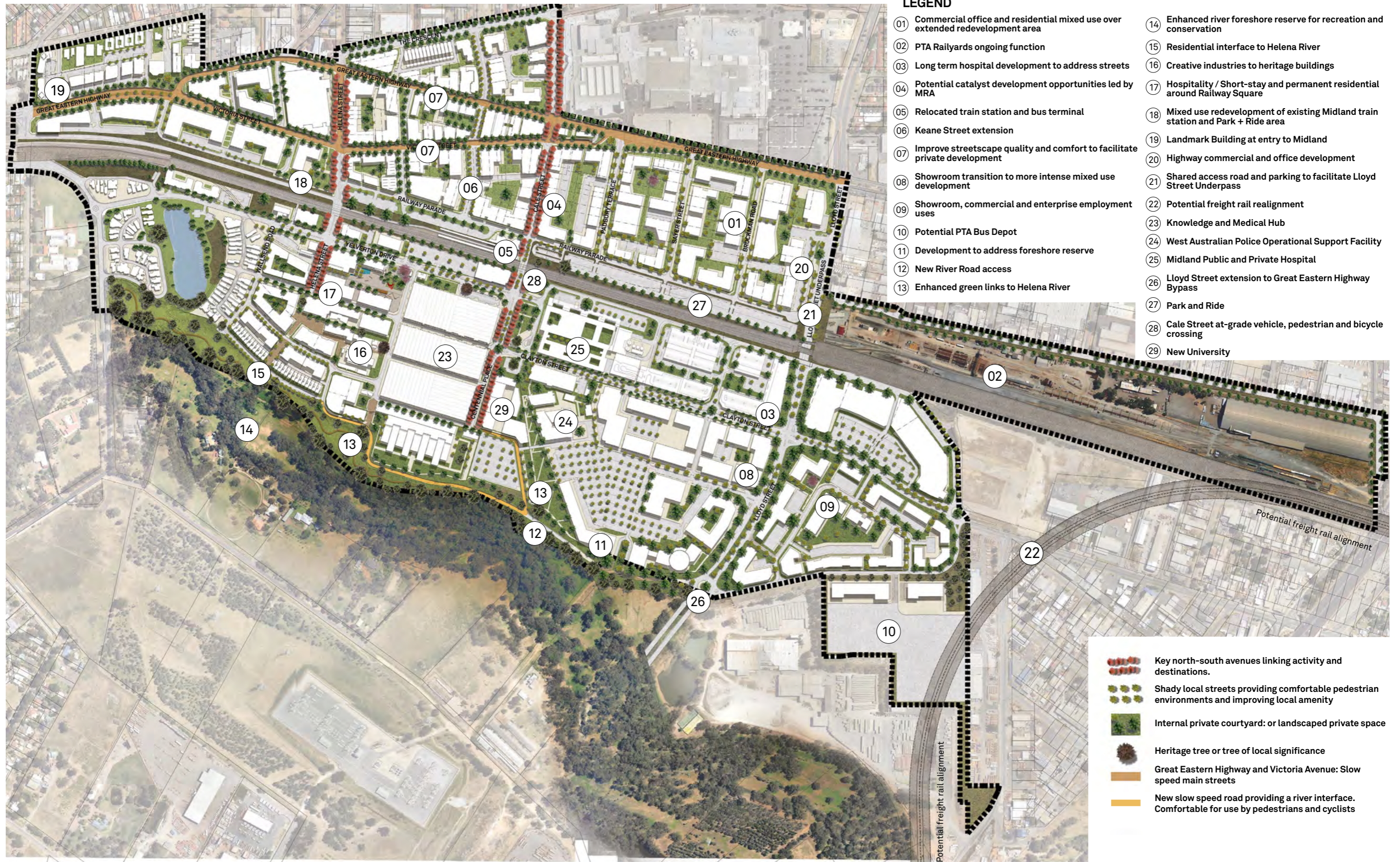


Image 01: Existing Midland Concept Plan, prepared by TPG

01 Introduction Master Plan



LEGEND

- 01 Commercial office and residential mixed use over extended redevelopment area
- 02 PTA Railyards ongoing function
- 03 Long term hospital development to address streets
- 04 Potential catalyst development opportunities led by MRA
- 05 Relocated train station and bus terminal
- 06 Keane Street extension
- 07 Improve streetscape quality and comfort to facilitate private development
- 08 Showroom transition to more intense mixed use development
- 09 Showroom, commercial and enterprise employment uses
- 10 Potential PTA Bus Depot
- 11 Development to address foreshore reserve
- 12 New River Road access
- 13 Enhanced green links to Helena River
- 14 Enhanced river foreshore reserve for recreation and conservation
- 15 Residential interface to Helena River
- 16 Creative industries to heritage buildings
- 17 Hospitality / Short-stay and permanent residential around Railway Square
- 18 Mixed use redevelopment of existing Midland train station and Park + Ride area
- 19 Landmark Building at entry to Midland
- 20 Highway commercial and office development
- 21 Shared access road and parking to facilitate Lloyd Street Underpass
- 22 Potential freight rail realignment
- 23 Knowledge and Medical Hub
- 24 West Australian Police Operational Support Facility
- 25 Midland Public and Private Hospital
- 26 Lloyd Street extension to Great Eastern Highway Bypass
- 27 Park and Ride
- 28 Cale Street at-grade vehicle, pedestrian and bicycle crossing
- 29 New University

- Key north-south avenues linking activity and destinations.
- Shady local streets providing comfortable pedestrian environments and improving local amenity
- Internal private courtyard: or landscaped private space
- Heritage tree or tree of local significance
- Great Eastern Highway and Victoria Avenue: Slow speed main streets
- New slow speed road providing a river interface. Comfortable for use by pedestrians and cyclists








Midland: Proud History: Exciting Future

Midland has the opportunity and the ability to become a thriving city serving Perth's eastern region, Perth Hills, the Avon Arc and beyond. As a major employment destination with a high degree of self-sufficiency, Midland can deliver an attractive, affordable, productive and sustainable city living environment beside the rivers in the eastern corridor.








The Midland Master Plan establishes a number of objectives in support of the vision for the redevelopment project area. It also establishes a robust framework for development and decision making into the future. The Master Plan embodies the MRA redevelopment area objectives for Midland, which focus on establishing diversity, supporting integration, recognition of heritage and the creation of high quality places for people.




1 To build a **sense of place** by supporting high quality urban design, heritage protection, public art and cultural activities that respond to Perth's environment, climate and lifestyle

-  The Workshops as a heritage icon
-  Slow speed zone with pedestrian emphasis
-  New development contemporary in design
-  Scale, form and materials of new development appropriate to heritage context
-  Interpretation that celebrates Midland's stories and past

2 To promote **economic wellbeing** by supporting, where appropriate, development that facilitates investment and provides opportunity for local businesses and emerging industries to satisfy market demand

-  Connectivity and amenity close to public transport
-  Attract higher education and lifelong learning institutions
-  Foster links between industry and public institutions such as the Midland Public and Private Hospital
-  Provide a high quality public realm and mix of uses to promote ideas and exchange between people and business
-  Housing choices to suit the knowledge worker





3 To promote **urban efficiency** through infrastructure and buildings, the mix of land use and facilitating a critical mass of population and employment

-  Activation to bring residents, workers, students and visitors
-  Inner city lifestyle: density and diversity
-  Creative industries, education, lifestyle focus
-  Diverse employment opportunities and self-containment (within 800 metres walkable area from train station)
-  Support realignment of freight rail out of Midland's centre






4 To enhance **connectivity** and reduce the need to travel by supporting development aimed at well-designed places that support walking, cycling and public transit

-  Relocate train station and bus interchange to centre of Midland
-  Activated street edges
-  Residential uses overlooking public spaces
-  Density to deliver critical mass of activities and people near to train and bus stations
-  Improve amenity of streets for pedestrians and cyclists
-  Potential for an at-grade pedestrian, cycle and vehicle crossing of the rail line at Cale Street

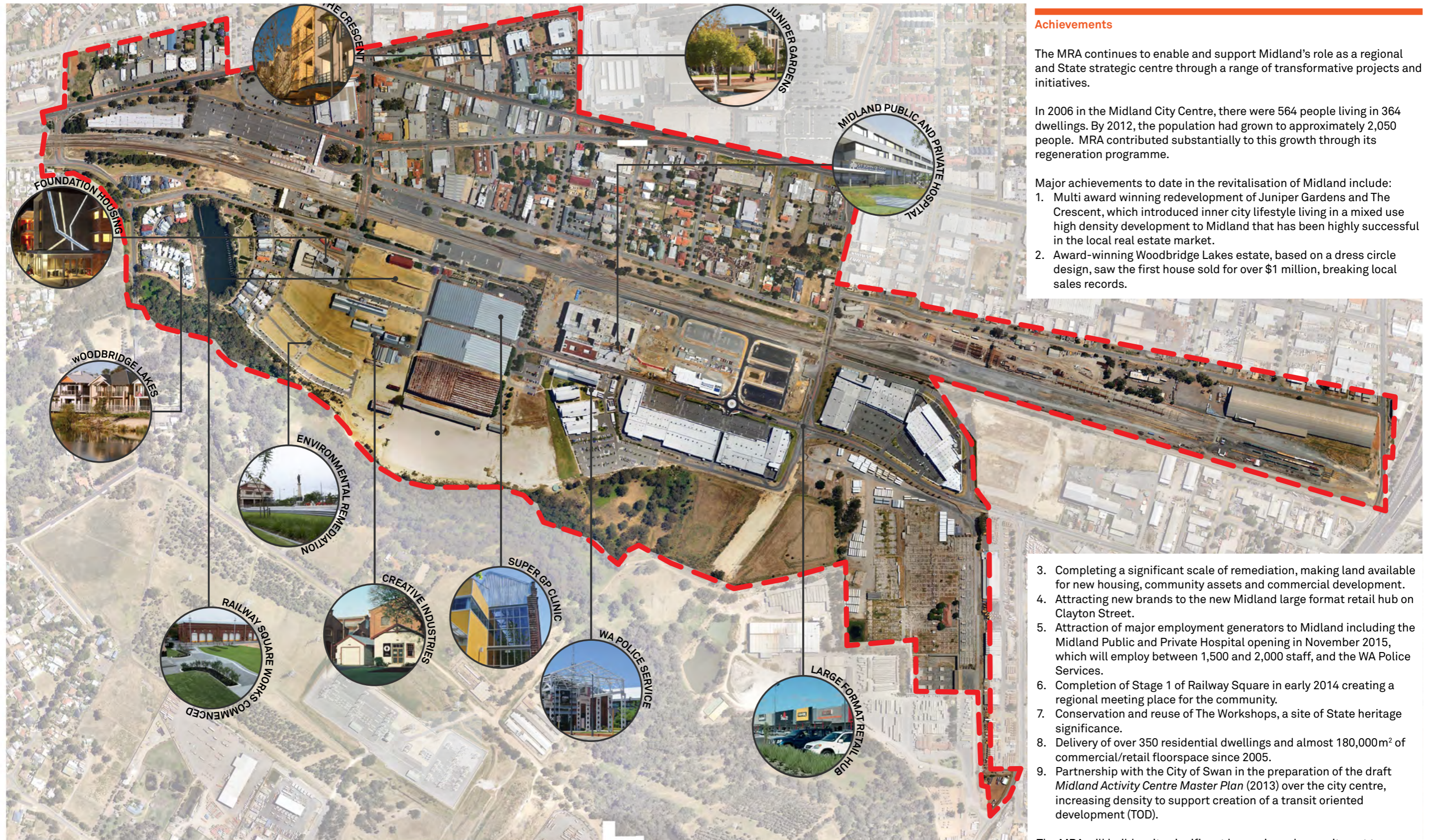
5 To promote **social inclusion** by encouraging, where appropriate, a diverse range of housing and by supporting community infrastructure and activities and opportunities for visitors and residents to socialise

-  Providing a range of housing types and price points to broaden Midland's demographic base
-  Provision of affordable housing options
-  Railway Square: a new space for all
-  Public realm designed to allow incidental interactions and activities for visitors and residents to live, work and play

6 To enhance **environmental integrity** by encouraging ecologically sustainable design, resource efficiency, recycling, renewable energy and protection of the local ecology

-  Mix of uses and intensity of development to support sustainability
-  High degree of energy, water and waste efficiency inherent to building design
-  Emphasis on cycling and walking, strong connections to north of railway line and station
-  Catalyst projects to promote Midland's vision
-  Purple pipe network installed for future non-potable water delivery to lots
-  Pursuing integrated water harvesting opportunities

02 Vision Midland's Successes and Achievements



Achievements

The MRA continues to enable and support Midland's role as a regional and State strategic centre through a range of transformative projects and initiatives.

In 2006 in the Midland City Centre, there were 564 people living in 364 dwellings. By 2012, the population had grown to approximately 2,050 people. MRA contributed substantially to this growth through its regeneration programme.

Major achievements to date in the revitalisation of Midland include:

1. Multi award winning redevelopment of Juniper Gardens and The Crescent, which introduced inner city lifestyle living in a mixed use high density development to Midland that has been highly successful in the local real estate market.
2. Award-winning Woodbridge Lakes estate, based on a dress circle design, saw the first house sold for over \$1 million, breaking local sales records.

3. Completing a significant scale of remediation, making land available for new housing, community assets and commercial development.
4. Attracting new brands to the new Midland large format retail hub on Clayton Street.
5. Attraction of major employment generators to Midland including the Midland Public and Private Hospital opening in November 2015, which will employ between 1,500 and 2,000 staff, and the WA Police Services.
6. Completion of Stage 1 of Railway Square in early 2014 creating a regional meeting place for the community.
7. Conservation and reuse of The Workshops, a site of State heritage significance.
8. Delivery of over 350 residential dwellings and almost 180,000m² of commercial/retail floorspace since 2005.
9. Partnership with the City of Swan in the preparation of the draft *Midland Activity Centre Master Plan* (2013) over the city centre, increasing density to support creation of a transit oriented development (TOD).

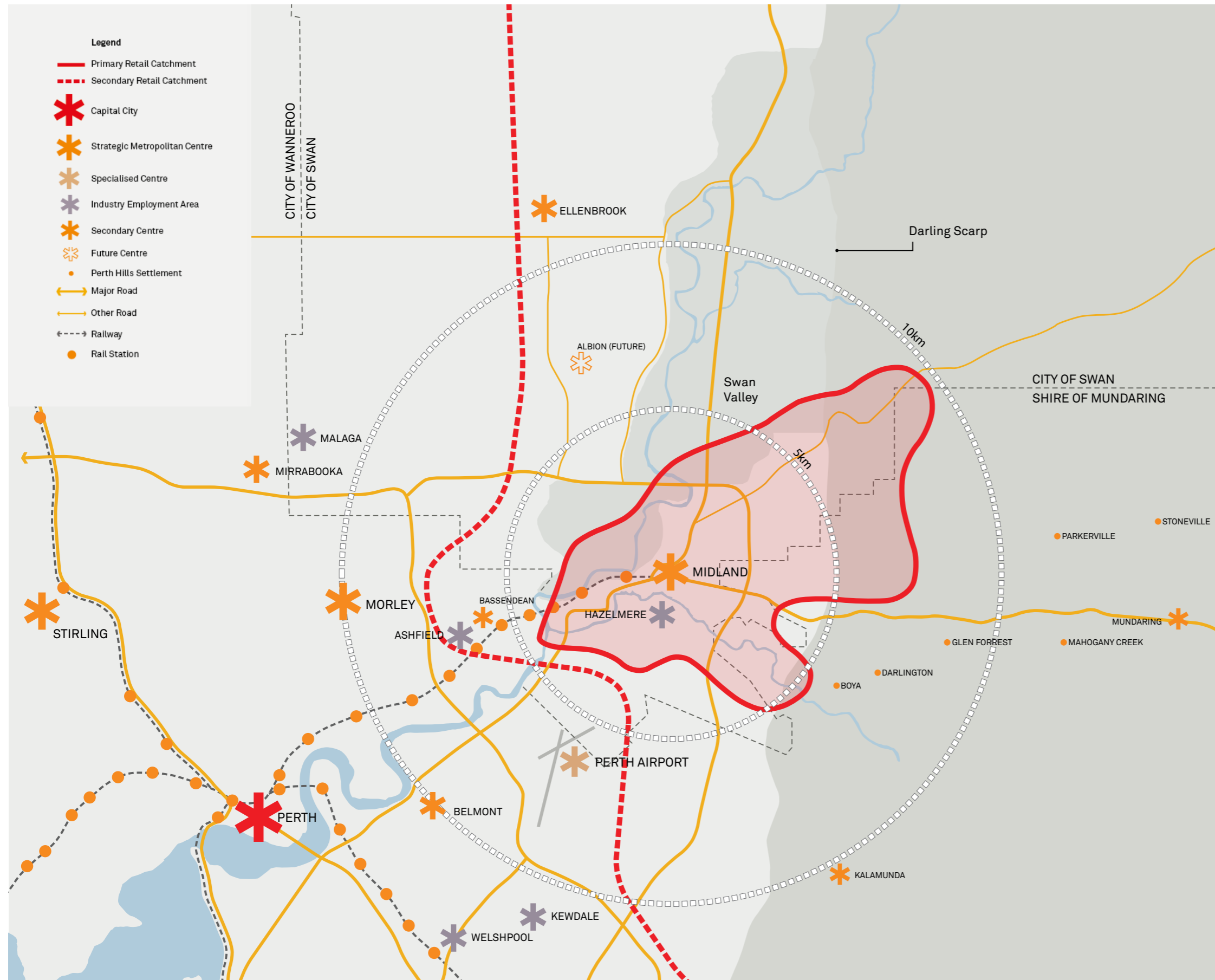
The MRA will build on its significant legacy in and commitment to Midland to embrace the many opportunities that lay ahead.



Juniper Gardens, Midland. Photography by the MRA.

03 Context

Midland as a Strategic Metropolitan Centre



Reinforcing Midland's Strategic Position

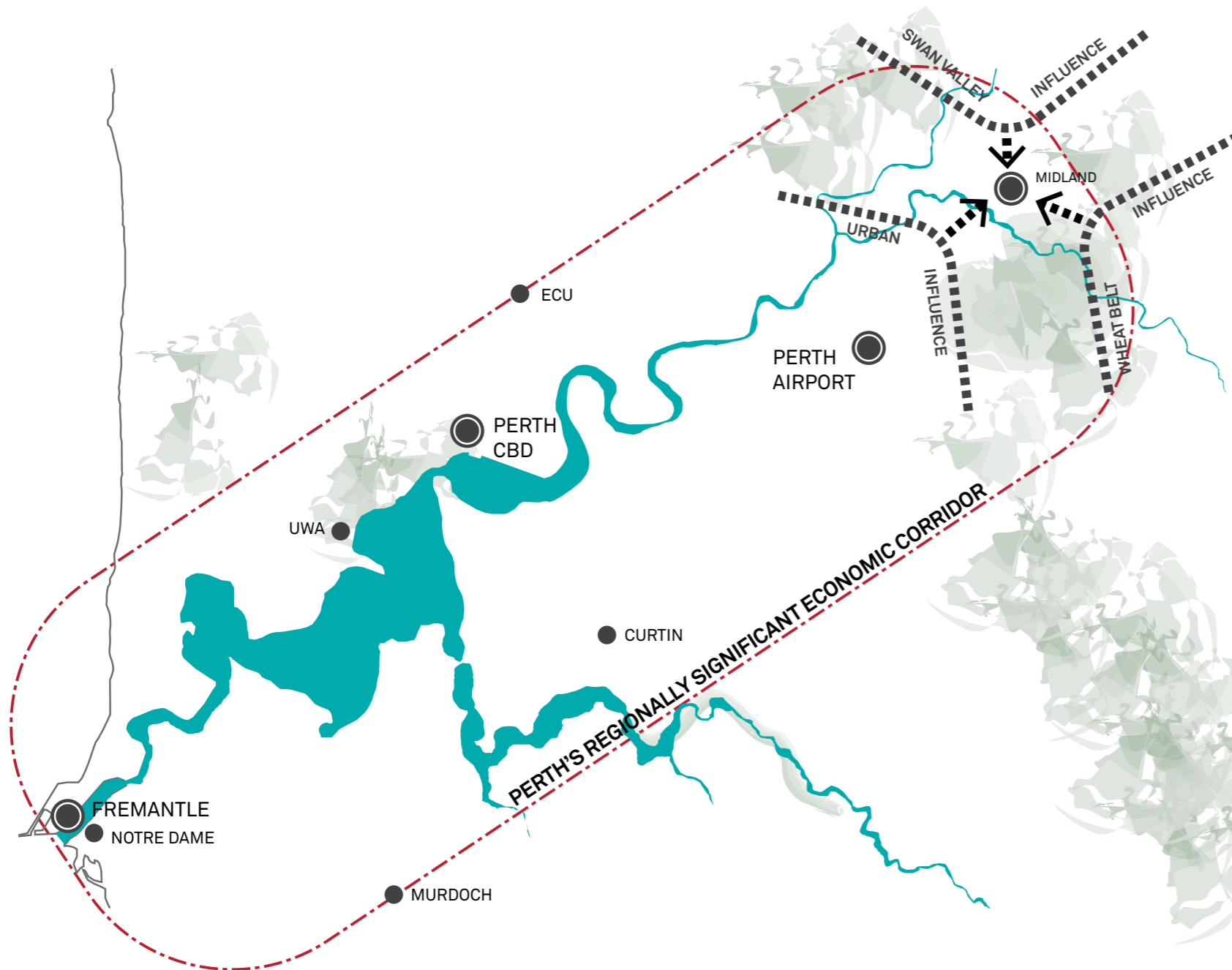
Situated within the City of Swan and located 17km from the Perth City Centre, Midland is the regional centre for the Perth metropolitan north-eastern corridor and rural Wheatbelt area. It has the terminus for the Midland railway line, just 25 minutes from the Perth Train Station, and sits between the Swan and Helena rivers. Midland is also a strategic metropolitan centre, which means the State Government has identified it second only to Perth (amongst others) in terms of its role in providing for the mix of services, activities and functions for the community.

Directions 2031 and Beyond and *State Planning Policy 4.2 Activity Centres for Perth and Peel* require Midland to host a diverse mix of community, commercial, civic and residential development. There must be a focus on public transit within an 800 metre walkable catchment for dwelling density targets.

Midland currently contains a number of the above elements which ensure a successful strategic metropolitan centre; however, there are still many opportunities for improvement. In seeking to address these opportunities, the City of Swan *Midland Activity Centre Master Plan* (2013) proposes a mix of land uses throughout the city centre, focused on sustainable public transit infrastructure and a high quality public realm. The *Midland Activity Centre Master Plan* targets residential densities of 45 dwellings per gross hectare, along with a city centre population of up to 12,000. The MRA will continue to deliver higher densities in its redevelopment area. The potential freight rail realignment provides scope for more intense development opportunities in the long term.

In this context, Midland has the capacity to capitalise on new and confirmed infrastructure investment, including the Midland Public and Private Hospital, to create new employment and service opportunities. Appropriate housing to satisfy these knowledge workers is required, along with a contemporary mix of uses in an urban setting framed by a high quality public realm.

For the Midland Master Plan, this means acknowledging the general requirement to attract more residents and high quality jobs to reinforce Midland's strategic position. It means investment in infrastructure, such as the new transit station at Cale Street, improved road connections and a public realm that provides a comfortable setting for social exchange. It means attracting higher education and learning institutions, so research, education and business entities can enhance the potential of future investment in health and related industries.



Midland as a Smart Community

A smart community circulates people, products and ideas quickly and efficiently. Through the effective implementation of design and place making, a smart community accommodates and accelerates invention, innovation and creation of good ideas.

Smart communities are:

- Globally Connected - through communication infrastructure and transport links, with a strong identity at a global scale. Future health and university facilities offer this opportunity.
- Regionally Networked - Strong physical, social, transport and digital connections promote strong integration. Infrastructure and support are provided as catalysts to research and development activities and to encourage clusters of related activity.
- Places for People - Knowledge workers choose where to live and work based on quality of lifestyle factors. An active and interactive lifestyle is supported by and promotes public life and celebrates our climate and outdoor way of living.

A Lifelong Learning and Knowledge Hub

Midland's economic and geographic context will significantly shape growth in the future. Midland can capture the benefits from its connections to the Avon Arc and broader wheatbelt, to the Swan Valley and to the metropolitan region. To boost this potential, Midland has been identified as Perth's next university location by the State Government; this reinforces Midland's role as a strategic metropolitan centre within a corridor of 'smart jobs' along the Swan River to Fremantle.

To further enhance Midland as a highly functioning centre with a strong economic base, the following elements need to be incorporated into the master plan.

High Quality Connections

Strong physical, social, transport and digital connections promote seamless integration across the redevelopment area. Infrastructure and support are provided as catalysts to research and development activities and to encourage clusters of related activity. Key research organisations can be strategically located to support a network of related industry and research activities, which in turn will foster start-up facilities. Midland benefits from free WiFi in selected public areas and existing high bandwidth communication infrastructure (fibre optics) to support organisations such as Landgate, WA Police and the Midland Public and Private Hospital.

A High Quality Environment

The continued development of a high quality public realm with strong amenity will attract redevelopment within Midland. The residential areas, with their quiet, leafy streets, pedestrian scale, access to parks and conveniences will become particularly treasured. In the town centre too, amenity is improving, with tree lined streets, protected pedestrian foot paths, good lighting, shops and cafes at ground floor level and high quality built form. This high quality environment, combined with excellent accessibility, encourages businesses to locate within the area.

The 'Third Place'

Commerce and business is dynamic and the way people interact and exchange ideas is continually changing. A relatively new factor in the work place today is the notion of the 'third place'. No longer is business conducted just in the traditional office setting; meetings and work are occurring more and more in semi-public places like cafes and restaurants. Midland's emerging mix of these activities helps to attract and retain businesses and employees.

03 Context

Demographic Trends and Influences

Midland has a critical role as the employment centre for the north east sub region of Perth. With more jobs than working residents, Midland has an employment self-sufficiency of over 100 per cent.

Midland's employment self-containment is relatively high meaning that a significant number of people who live in Midland also work in the area.

There is an opportunity to attract more of the people that work in the area to also live in the area. This increases the local capture of retail expenditure and provides significant transport benefits by reducing trip distances.

Midland has a growing health sector employment base in the area. Supplying greater housing options at an appropriate price point will help capture this market as the health sector expands over the coming years.


The new Midland Public and Private Hospital will trigger a number of opportunities in the area including ancillary health care and aged care services. Given the demographics of the area and higher than the Perth average of baby boomers, aged care services will be an important growth area.

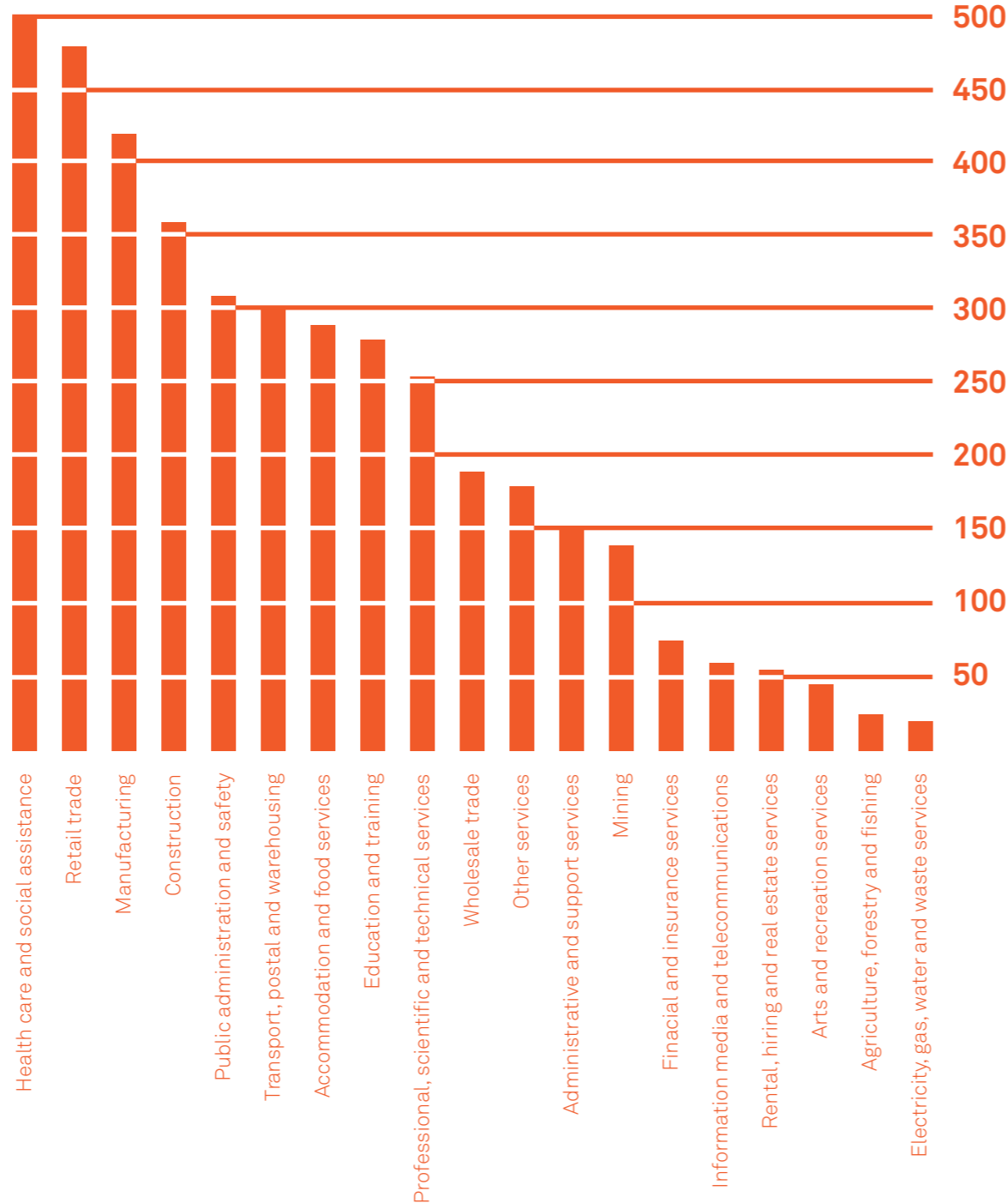
Midland will need to provide higher-level education for people yet to enter the workforce, as well as those already in the workforce who require ongoing training in their field or retraining. Evidence shows that Midland is firmly a white collar employment area, however most jobs are untrained occupations, such as retail services. (Economic Opportunity Study, MacroPlanDimasi, 2013)

There is an opportunity for a tertiary education facility to leverage off the existing service employment base. There are strong and growing synergies with health, hospitality and retail services.

Midland's proximity to the Swan Valley and Wheatbelt presents an opportunity for higher and specialised education/training in agricultural sectors such as viticulture and food science.

Tourism is also a major growth opportunity in the area, building on the recent and significant growth in business tourism in the area. The attractiveness of the area to business visitors is enhanced by its proximity to the Perth Airport, while the Swan Valley provides opportunities not only for leisure tourism but also for the corporate conference market.

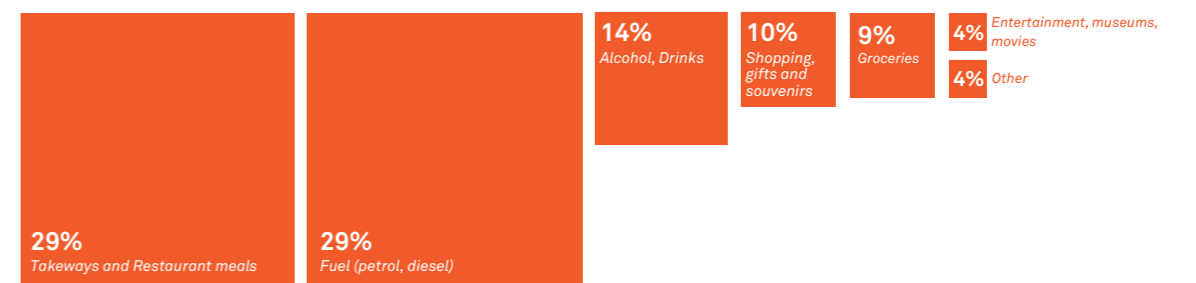
 Industry Employment by population within Midland



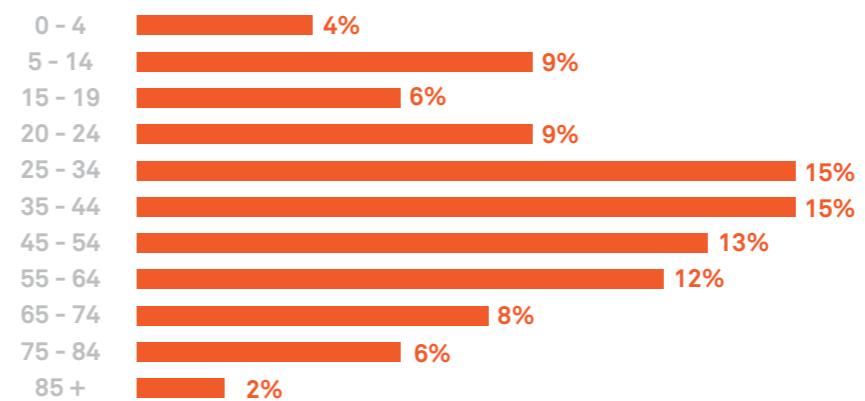
 Overnight Visitors within Midland Redevelopment Project Area



 Day trip visitor's expenditure as a proportion of total spending



 Population size by age in Midland



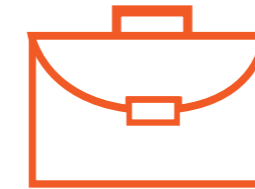
Source information:
Midland Redevelopment Area Economic Opportunities, 2013, Macroplan Australia



Residents



Dwellings



Jobs



Dwellings / Ha

	Residents	Dwellings	Jobs	Dwellings / Ha
Existing ⁽²⁰¹²⁾	2,050 ^(a)	983 ^(a)	5,000 ^(b)	5.9 ^(a)
Future* ⁽²⁰³¹⁾	7,300	3,700	12,300+	22.3
Full Build Out*	14,000	7,000	18,300+	42.3

Young professionals, young families and working aged people will add to Midland's existing demography

A mix of dwelling types are required, most notably small to medium sized apartments to accommodate future young professional couples and small families

Jobs that contribute to the knowledge, health, professional services and service industries

Densities that achieve State targets for Midland as a strategic metropolitan centre

Source information:
 (a) City of Swan and ABS Census data. Note, this figure represents population within the (2011) redevelopment project area only. A larger resident population exists within the city centre outside the redevelopment project area.
 (b) Department of Transport: Public Transport for Perth in 2031
 * Sourced from project assumptions regarding potential long term development outcomes.



the master plan



A new transit station to support Midland's transit oriented development

- The existing Midland train station and bus interchange is broadly acknowledged as requiring an upgrade to enable it to function as a high quality transit interchange.
- Development of a new transit station and bus interchange at Cale Street /Railway Parade will significantly enhance accessibility to Midland's activity nodes - Midland Public and Private Hospital, Midland Gate Shopping Centre, The Workshops and Railway Square.
- By relocating the train station and bus interchange to Cale Street, Midland's urban framework is enhanced by strengthening the role of Cale Street as a north - south movement and activity corridor. Relocation of the train station and bus interchange is an aspiration of the master plan and requires commitment and funding across Government agencies.
- By planning for potential freight rail realignment out of Midland's centre in the long term, scope is provided for continued delivery of higher density development.



A knowledge hub supported by world class university and health facilities

- The new Midland Public and Private Hospital is an important employer and activity generator within Midland. It offers excellent opportunity to create an 'Ed-Med' precinct focused around knowledge intense jobs that will promote economic generation.
- The State Government has committed to the development of a university in Midland, which may take the form of a single entity or a facility that provides research and teaching space for multiple organisations. Combining learning, research and health facilities within a precinct enables cross fertilisation of knowledge and acts as a magnet for additional knowledge intense businesses to locate in Midland. There is also an opportunity to provide affordable student housing to further enhance Midland's diversity and housing choice.
- Midland's rich cultural heritage offers excellent opportunities to attract and house both knowledge and creative industries that will help to generate a liveliness and critical mass of people to support cafes, restaurants, small bars and a strengthened retail offering.



A high quality public realm that supports activity, interaction and wellbeing

- A high quality public realm is critical to forging a knowledge economy within Midland while also providing opportunities for social exchange. A hierarchy of urban spaces will be provided, each with a distinct yet complementary role to the broader activity centre.
- Midland's public realm will strengthen links to the Helena and Swan Rivers and maximise the environmental condition of that important green corridor. The Helena River will be rejuvenated to function as a place of recreation and enjoyment for the local community and visitors, while also providing points of amenity and outlook for residential, commercial, education and health development.
- Midland's streets will become green and leafy, helping to minimise the impact of the urban heat island effect. They will be safe and comfortable, promoting new residents and employees to walk between activity centres, creating an urban environment that promotes broad public health.
- Streets are designed around The Workshops to maximise pedestrian and cyclist comfort, including limiting vehicle speeds to 30 km/hour.



A connected and balanced movement network that supports Midland's urban framework

- Cale Street will connect across the rail line to The Workshops and Midland Public and Private Hospital, enabling an at-grade pedestrian, cycle and vehicle crossing. This may be staged, with pedestrian and cycle connections in the short term.
- The MRA and City of Swan will work with other State Government agencies to improve the functionality and amenity of Great Eastern Highway and Victoria Street through slower speeds and potential two-way flows.
- Midland's street network will facilitate an improved cycle network that connects activity nodes, areas of amenity and employment areas.
- Public transport throughout Midland will be enhanced through construction of a new transit station at Cale Street.
- Pedestrian and cycle travel modes will be prioritised, followed by public transit and vehicles, providing a balanced approach to the movement network.
- New development will support walking and cycling by containing high quality end of trip facilities.
- Lloyd Street underpass and future extension to Great Eastern Highway Bypass.
- Support expansion of the Midland shuttle bus to provide an effective central area transit service for the city centre.



Sustainable urban form that enables a mixed use urban centre

- Development throughout Midland will be intensified to enable mixed use that promotes public transit use and other sustainable forms of movement.
- Development will promote activation of important public spaces such as Railway Square, Cale Street, Juniper Gardens, Helena Street, The Crescent, Great Eastern Highway and Victoria Street.
- Development intensity will increase to support greater activation throughout Midland.
- Opportunity exists for sustainable infrastructure such as a precinct cooling system servicing the knowledge hub (hospitals and university facilities), or the use of surplus treated grey water/ stormwater to reticulate the public spaces.

04 The Master Plan Strengths and Weaknesses Plan



04 The Master Plan Midland's Strengths and Weaknesses

Strengths



Midland's new transit station is an opportunity to significantly enhance the quality of the public realm, accessibility to Midland's activity nodes, improve entry impression and define a renewed sense of place. The new transit station design must have an emphasis on civic architecture, high quality urban design and integrate the urban fabric north and south of the rail line.



Transit Oriented Development around the future transit station at Cale Street will enhance accessibility to public transport, enhance Midland's role as a destination on the transit network and facilitate more intense activity, employment and living opportunities consistent with State policy targets.



Freight rail is proposed to be realigned in the long term, providing a more amenable living environment, minimising noise impacts and allowing long term, more intense development opportunities within the city centre.



Midland's Knowledge and Medical Hub is a significant new step in regeneration of the centre, anchored by the Midland Public and Private Hospital and New University. It contributes to Midland's knowledge economy, enhances presence and sense of place through civic architecture and brings an intensity of jobs and people to support Midland as a strategic metropolitan centre.



Creative industries can offer a richness to the urban experience, providing a depth to Midland's economic and social life. The Helena precinct has been identified to accommodate a range of creative industries within historic buildings.



Heritage and character provide a rich tapestry upon which contemporary built form can be woven to enhance Midland's urban fabric. The Workshops are significant to the whole of Western Australia and are becoming a draw card for Midland's future development. More broadly, heritage buildings in the city centre help establish Midland's unique sense of place.



High quality living will contribute to Midland's role as a strategic metropolitan centre and will attract knowledge workers and creative professionals to enhance Midland's emerging health, education and research industries.



Passenger rail may be extended to Bellevue in the long term, providing for development potential over car parks and minimising commuter vehicle traffic in the city centre.



Views to the Perth Hills from Midland provide a connection to landscape and entrench a sense of place. Maintaining these views will retain Midland's point of difference from other centres and enhance its local distinctiveness.

Weaknesses



Land contamination exists as a reminder of Midland's industrial past. The MRA has invested heavily in remediating large parts of the redevelopment area, however work is still to be done to fully remediate areas to the east of Lloyd Street relating to the former WA Meat Industry Association site.



Poor Connectivity is a key weakness limiting movement, and convenience of access north and south of the railway. With ongoing redevelopment of The Workshops and the opening of the new Midland Public and Private Hospital, it is now critical to establish strong connections between activity nodes north and south of the rail line. This is important to Midland's ongoing success and performance as an activity centre.



One-way roads may assist traffic movement through a centre, but they are not conducive to a slow vehicle environment that supports pedestrians and cyclists, nor do they provide for desired legibility.



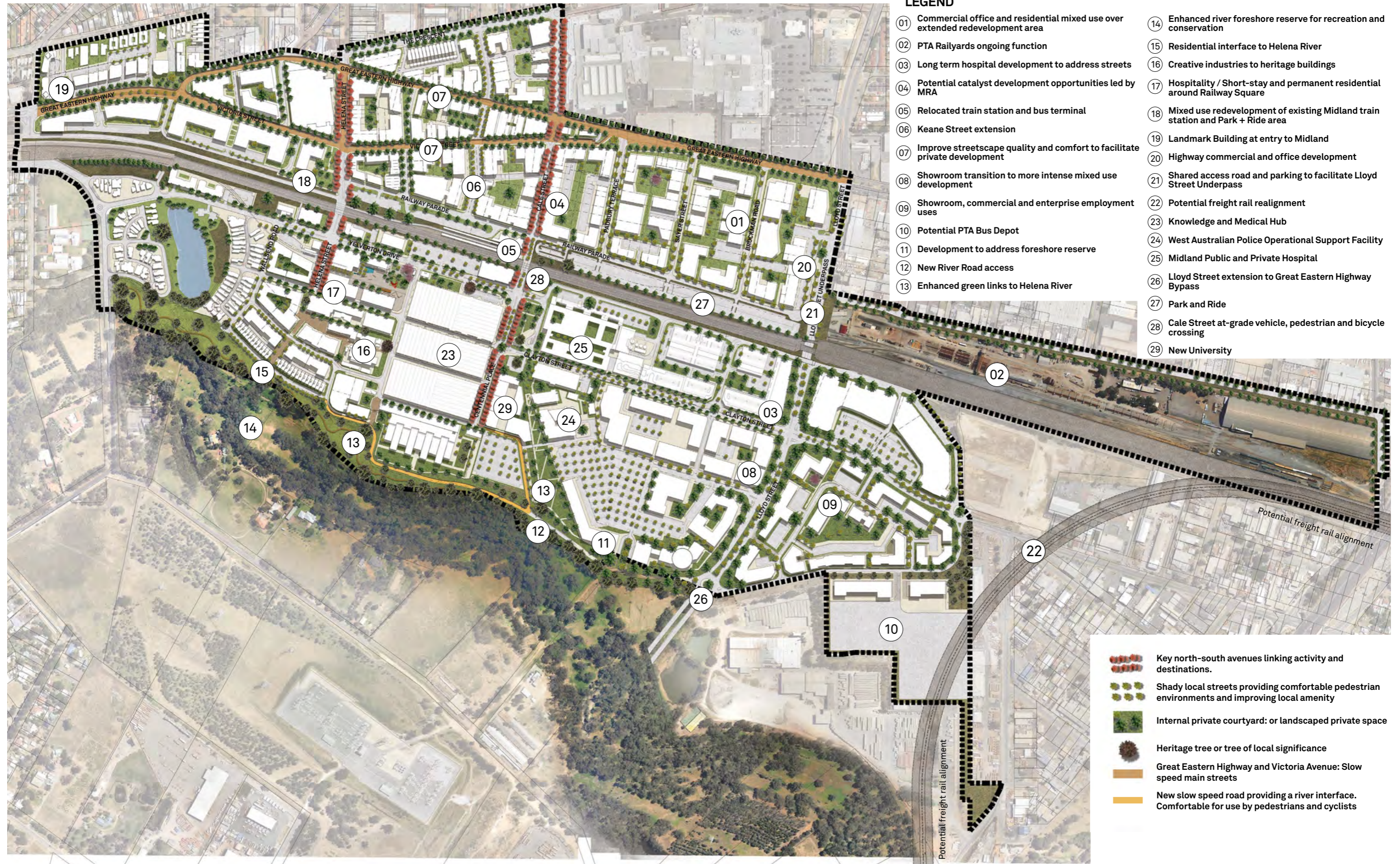
Noise and vibrations from freight rail impacts on the amenity of development surrounding Midland's central rail line. Relocating the rail line is critical to progressing Midland's long term regeneration.

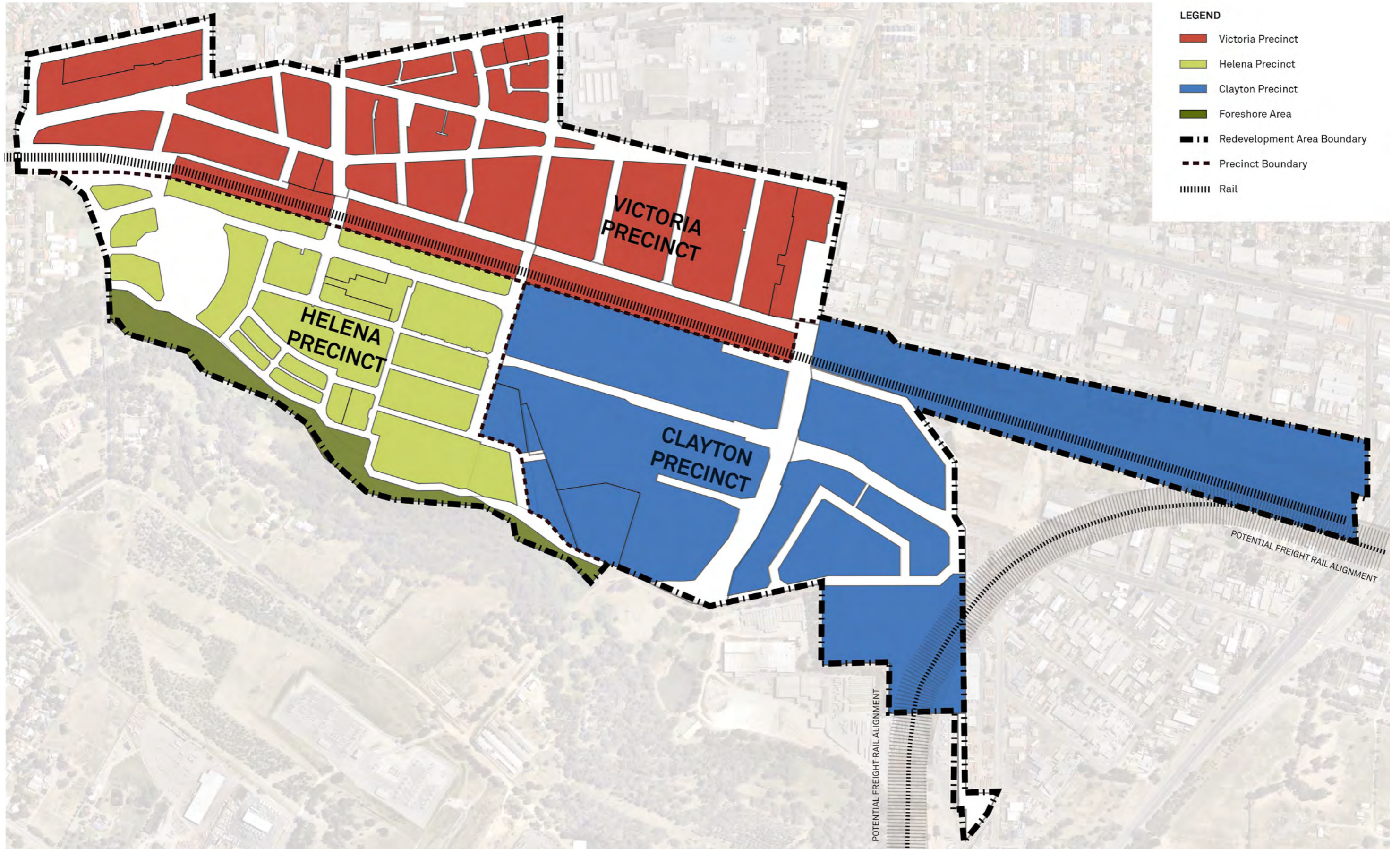


Short stay accommodation is in short supply in Midland. With its proximity to Perth Airport, the Swan Valley, demand in relation to the Midland Public and Private Hospital and to support its role as a strategic metropolitan centre, additional short stay accommodation is warranted in Midland.



Noise impacts from the future third runway at Perth Airport. New residential and commercial development will need to be constructed appropriately to minimise internal noise impacts from aircraft.





04 The Master Plan Precincts

Victoria Precinct

The Victoria precinct focuses on Midland's traditional town centre core along Great Eastern Highway and the intended intensified development around the future Cale Street transit station.

The evolution of the Victoria Precinct will strengthen Midland's role as a strategic metropolitan centre. New retail and commercial opportunities will be focused around Great Eastern Highway, The Crescent, Cale Street, Helena Street and Victoria Street. Supporting residential, commercial and office development will occur throughout the Victoria Precinct, with landscaping improvements enhancing amenity and more shops, cafes and restaurants promoting street activity.

Buildings will maintain a pedestrian scale at street level. Along important commercial streets, development will provide a typical high street experience with taller built form setback from the street edge. On cross streets between Victoria Street, Great Eastern Highway and Railway Parade, development can be setback from boundaries, providing additional landscaping opportunities to improve micro-climate and overall pedestrian amenity.

Development intensity will increase near the future Cale Street transit hub, with high density mixed use development adding vibrancy, convenience and amenity to the expanded city centre.

Significant heritage properties will be retained with new contemporary development to respect the existing heritage context.

Great Eastern Highway and Victoria Street will be promoted to be slow speed and provide two-way flow. This will assist movement and wayfinding throughout Midland.

A significant proportion of the Victoria precinct is in private ownership therefore redevelopment opportunities will focus around the public realm, the Public Transport Authority land and any land holdings the MRA purchases to facilitate outcomes.

Helena Precinct

As the home of the Midland Railway Workshops and associated heritage buildings, the Helena Precinct embodies Midland's cultural, social and working past. This significant heritage fabric provides a rich foundation for redevelopment focused around an improved public realm.

The Workshops will become a vibrant area with contemporary buildings, interesting public spaces and restored and adapted historic buildings.

The former Workshop buildings provide an excellent opportunity for a knowledge and medical hub with the range of potential uses including, health, education, office, research and cultural uses. Residential development is also envisaged, creating an active mixed use neighbourhood.

A new public square - Railway Square - will be a lively civic place in the heart of the development, surrounded by cafes, shops, restaurants and bars on the ground floor and residential, office and hotel/short stay uses above.

To the west of the three large Workshops buildings, an urban framework is largely established through roads, open spaces and subdivided land. This Master Plan has identified some intensification of the development sites within The Workshops to maximise the number of people, be they employees or residents, within Midland. Development of the precinct will seek to address the significant level differences with the Helena foreshore, enhancing physical and conceptual connections.

The Helena River foreshore reserve will be rejuvenated for recreation and amenity purposes, making it an important feature of the redevelopment area. Complementing the active role of Railway Square, the Helena River foreshore will accommodate enhanced vegetation as well as the possible addition of bicycle and footpaths, barbecue areas, play spaces, shade structures and seating. New paths and facilities will be sensitively located outside of the river floodway and conservation wetland areas.

Clayton Precinct

The Clayton Precinct is the focus for medium to high intensity, employment focused land uses south of the rail line. It accommodates the Midland Public and Private Hospital, WA Police Operations Support Facility and existing showrooms. Currently comprised of large parcels of vacant and underutilised land, there is significant potential for intensified development as land becomes remediated and showrooms relocate in the longer term.

The Clayton Precinct east of Lloyd Street will be developed for high quality showroom, commercial and enterprise employment uses. These uses will complement the Bellevue light industrial area and derive synergies with Midland's emerging health and proposed education industries.

The Clayton Precinct will potentially be affected by the future relocation of the freight rail line out of Midland city centre. The long term alignment is intended to sweep to the south of Midland and connect to the Kewdale Terminal, affecting a portion of land identified for the future PTA bus depot. The low intensity nature of the bus depot (surface parking) makes its use of the freight corridor an appropriate interim use. There will be no buildings or major infrastructure placed within the freight rail corridor.

The PTA Rail Yards will continue to function as they currently do for the foreseeable future. In this regard, this Master Plan review has not proposed development, but rather, identifies it for future planning.

Victoria Precinct

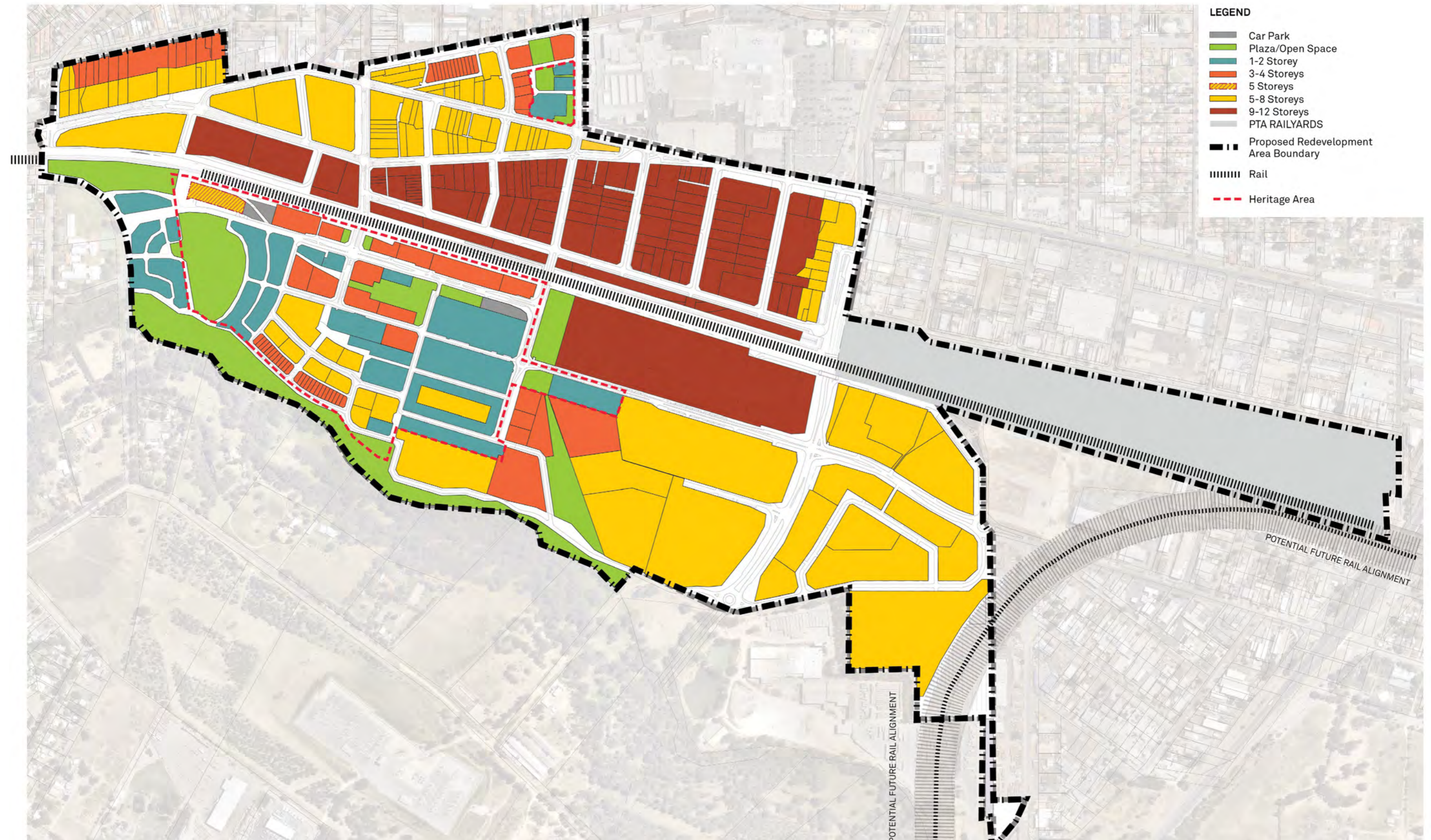
Helena Precinct

Clayton Precinct

	Victoria Precinct	Helena Precinct	Clayton Precinct
 Office	11,500 sqm	14,450 sqm	-
 Mixed Use	220,000 sqm	3,000 sqm	2,800 sqm
 Commercial	26,200 sqm	-	96,000 sqm
 Civic	-	10,000 sqm	177,000 sqm
 Creative Industries	-	3,500 sqm	-
 University	-	46,000 sqm	-
 Retail	9,300 sqm	-	-
 Cultural	1,400 sqm	5,400 sqm	-
 Residential Dwellings	5,671	1,212	112

Note: floor areas are net lettable area.

04 The Master Plan Proposed Maximum Building Height



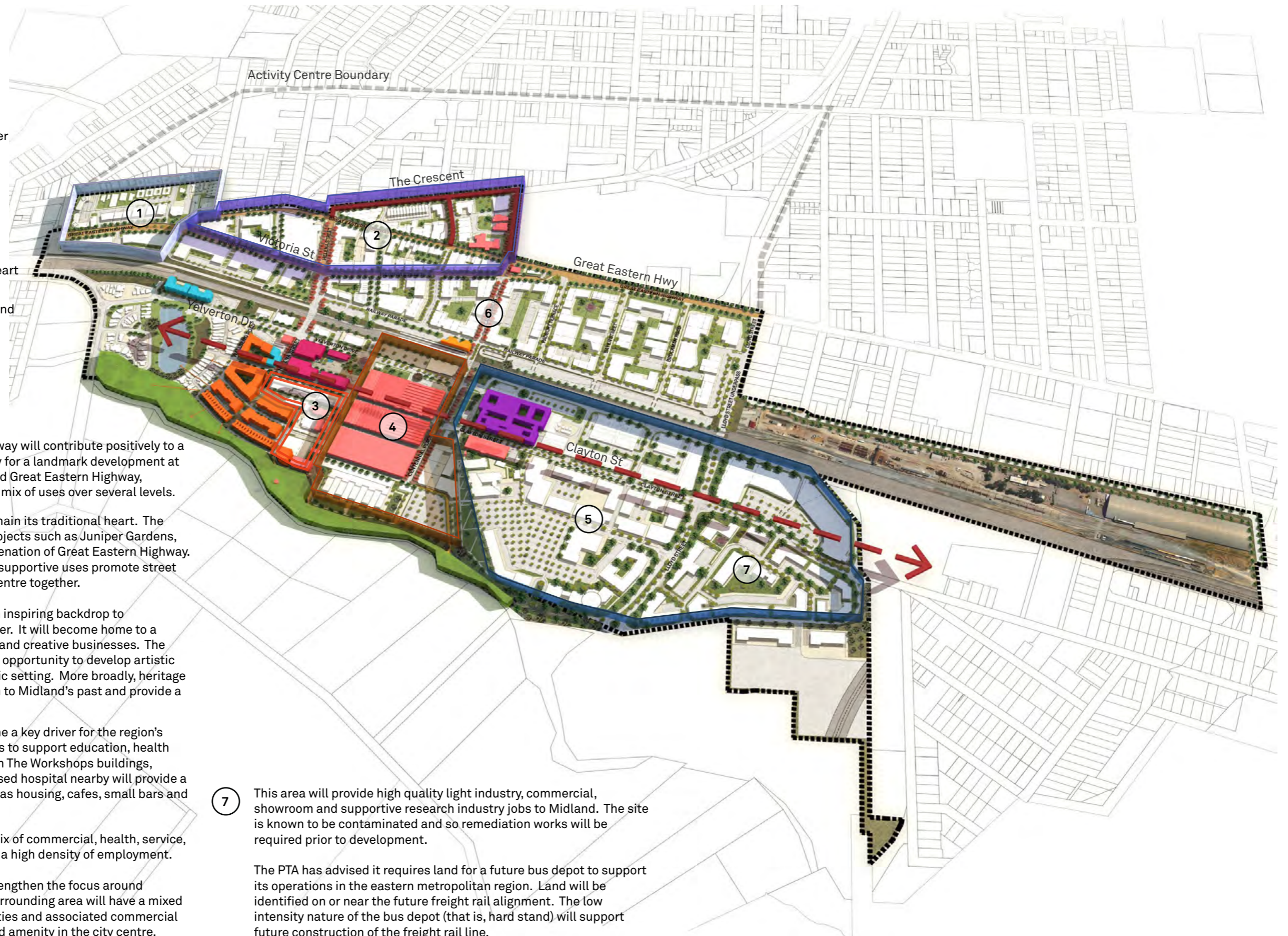


functional
elements

05 Functional Elements Land Use and Urban Form

LEGEND

-  Darling Scarp Vista
-  Enhanced Green Links to Helena River
-  Creative Industry Quarter
-  Railway Square
-  New Living Opportunities
-  Committed Affordable Housing
-  Employment Focus
-  Gateway to Midland
-  Town Centre: Midland's traditional heart
-  Knowledge hub
-  Committed Project: Midland Public and Private Hospital
-  Proposed New Transit Station
-  Main Street Activity
-  State Listed Heritage Properties



- 1 Development on Great Eastern Highway will contribute positively to a sense of arrival. There is opportunity for a landmark development at the intersection of Morrison Road and Great Eastern Highway, incorporating an active frontage and mix of uses over several levels.
- 2 Midland's town centre is and will remain its traditional heart. The town centre is reinforced through projects such as Juniper Gardens, The Crescent and the intended rejuvenation of Great Eastern Highway. Shops, cafes, restaurants and other supportive uses promote street activity and help to bind Midland's centre together.
- 3 Midland's heritage buildings offer an inspiring backdrop to development of a new creative quarter. It will become home to a thriving collection of artists' studios and creative businesses. The creative quarter will enable a unique opportunity to develop artistic and enterprising ventures in a historic setting. More broadly, heritage listed buildings provide a connection to Midland's past and provide a unique sense of place.
- 4 Midland's knowledge hub will become a key driver for the region's economy. It will contain a mix of uses to support education, health and knowledge industries. Housed in The Workshops buildings, offices, learning spaces and a proposed hospital nearby will provide a foundation for supportive uses such as housing, cafes, small bars and studio space.
- 5 This area of Midland will contain a mix of commercial, health, service, enterprise and other uses to provide a high density of employment.
- 6 A new transit station precinct: To strengthen the focus around Midland's new transit station, the surrounding area will have a mixed use focus with jobs, living opportunities and associated commercial land uses to provide convenience and amenity in the city centre.

- 7 This area will provide high quality light industry, commercial, showroom and supportive research industry jobs to Midland. The site is known to be contaminated and so remediation works will be required prior to development.

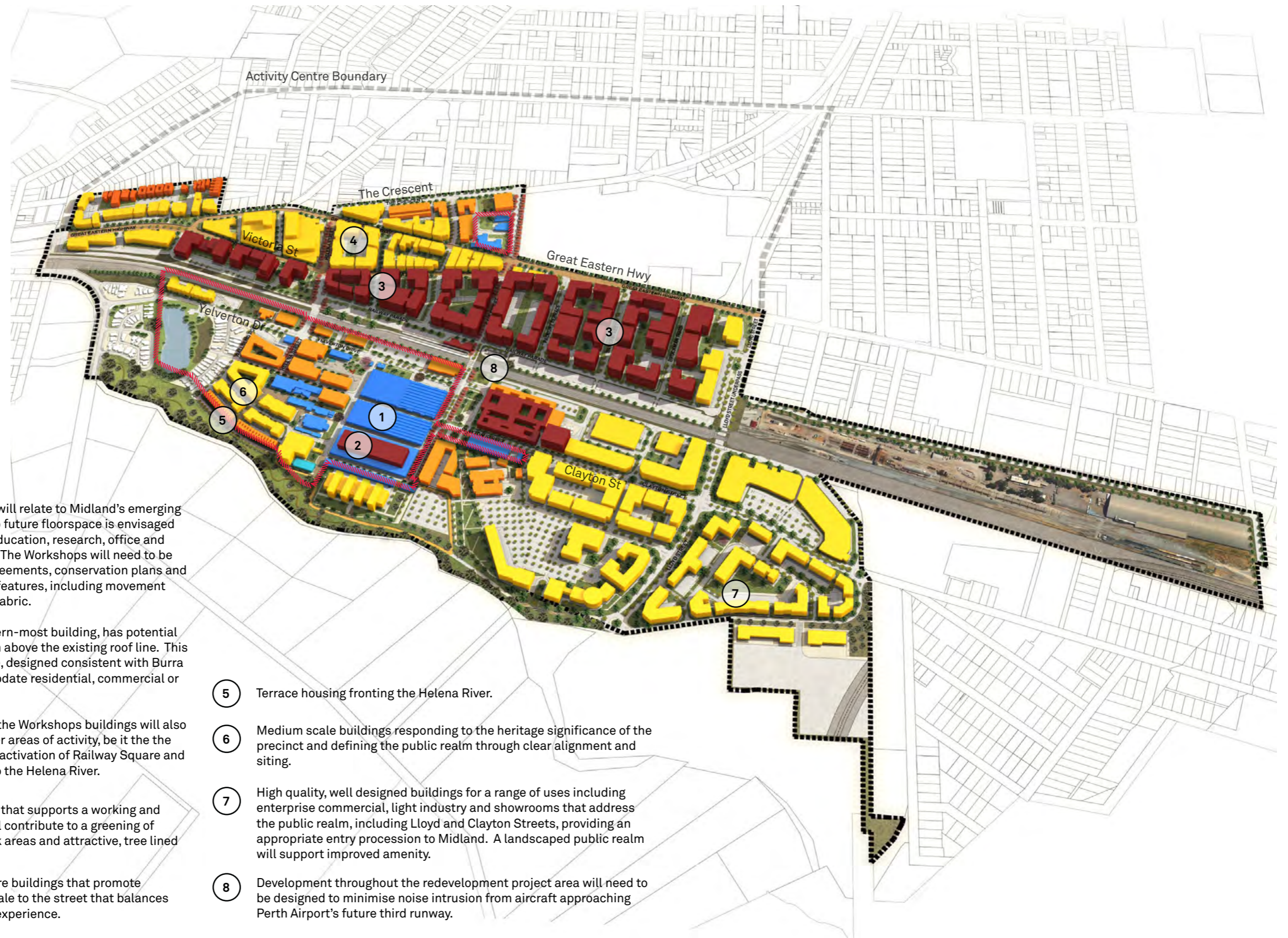
The PTA has advised it requires land for a future bus depot to support its operations in the eastern metropolitan region. Land will be identified on or near the future freight rail alignment. The low intensity nature of the bus depot (that is, hard stand) will support future construction of the freight rail line.

05 Functional Elements Built Form and Heights

LEGEND

- 1 - 2 Storeys
- 3 - 4 Storeys
- 5 - 8 Storeys
- 9 - 12 Storeys
- Heritage Area

Note: Lot 602 Yelverton Drive will be a maximum 5 storeys.



① The role of The Workshops buildings will relate to Midland's emerging health and education precinct and so future floorspace is envisaged to accommodate a range of health, education, research, office and cultural facilities. Redevelopment of The Workshops will need to be consistent with adopted heritage agreements, conservation plans and is likely required to retain important features, including movement pathways, machinery and industrial fabric.

② Block 3 of The Workshops, the southern-most building, has potential to accommodate landmark built form above the existing roof line. This should be contemporary architecture, designed consistent with Burra Charter principles and may accommodate residential, commercial or other supporting land uses.

Redevelopment and conservation of the Workshops buildings will also contribute to reinforcing links to other areas of activity, be it the the Midland Public and Private Hospital, activation of Railway Square and improved links from the city centre to the Helena River.

③ Potential for mixed use development that supports a working and living environment. Development will contribute to a greening of Midland through landscaped setback areas and attractive, tree lined streets.

④ Midland's traditional heart will feature buildings that promote pedestrian comfort - presenting a scale to the street that balances the need for intensity with an urban experience.

⑤ Terrace housing fronting the Helena River.




⑥ Medium scale buildings responding to the heritage significance of the precinct and defining the public realm through clear alignment and siting.

⑦ High quality, well designed buildings for a range of uses including enterprise commercial, light industry and showrooms that address the public realm, including Lloyd and Clayton Streets, providing an appropriate entry procession to Midland. A landscaped public realm will support improved amenity.

⑧ Development throughout the redevelopment project area will need to be designed to minimise noise intrusion from aircraft approaching Perth Airport's future third runway.

05 Functional Elements

Public Domain, Open Spaces and the Private Realm

- LEGEND**
-  Built Form
 -  Railway Square
 -  Public Green Space
 -  Private Green Space
 -  Activated Boulevard Corridor
 -  Boulevard Corridor and Quality Built Edge
 -  Green Links
 -  Entry Marker (through built form)
 -  Open space link investigation opportunity



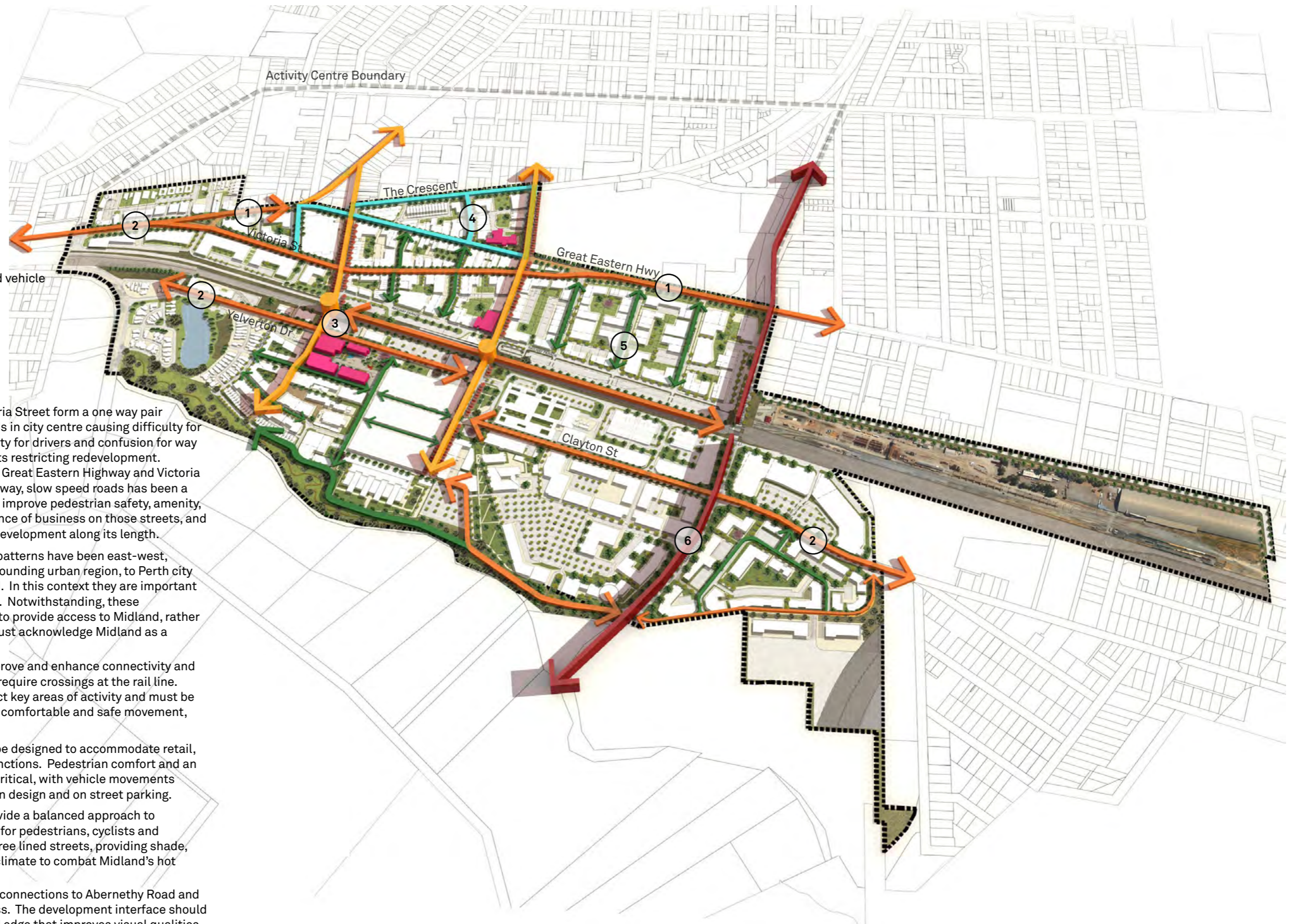
- ① A key focus for Midland's ongoing regeneration is the creation of a hierarchy of high quality public places that reinforce the structural elements of the city centre and provide opportunities for place making and development. These spaces will become neighbourhood hot spots; areas for urban activity, engagement and exchange.
- ② The Helena River will be activated to provide a renewed outdoor recreation space for Midland. Having the combined effect of improving environmental and social performance, the river area will also help to attract future development to the redevelopment project area. Green connections between the Helena and Swan River corridors will help conceptualise Midland as a town between two rivers. The future embankment road adjacent to the Helena River will also reinforce this connection and will bring visitors down to the river edge.
- ③ Railway Square will be an important public space for events, organised activities and cultural programmes. Framed by The Workshops and associated buildings, Railway Square is set to become a distinctive and attractive community hub. Contemporary new development to the south and west of the square will frame the space, activate it and provide complementary land uses. Railway Square will complement the function of other spaces throughout Midland, including the future redevelopment of Midland Oval.
- ④ Links between activity nodes and civic spaces will be reinforced through safe, comfortable and well-designed streets.

- ⑤ Great Eastern Highway and Victoria Street will become activated, pedestrian oriented streets, characterised by wide footpaths, street tree planting, high quality street furniture and ample bicycle parking.
- ⑥ There is potential for additional urban pockets of public open space within the Victoria Precinct to provide relief from the urban form and potential connections to the future transit station (location indicative).

05 Functional Elements Streets and Walkability

LEGEND








- Cultural Node
- North South Connections
- East West Connections
- Local Streets
- Retail focused main streets
- High Traffic Boulevard
- Existing at-grade pedestrian and vehicle crossing



- ① Great Eastern Highway and Victoria Street form a one way pair highway network with high speeds in city centre causing difficulty for pedestrians to cross, poor legibility for drivers and confusion for way finding with low amenity of streets restricting redevelopment. Conversion of the one way pair of Great Eastern Highway and Victoria Street to a pair of traditional two way, slow speed roads has been a long term ambition of the MRA to improve pedestrian safety, amenity, legibility, the economic performance of business on those streets, and to increase attractiveness for redevelopment along its length.
- ② Midland's traditional movement patterns have been east-west, providing connections to the surrounding urban region, to Perth city and to the Perth Hills and beyond. In this context they are important district and regional connections. Notwithstanding, these connections should be designed to provide access to Midland, rather than through Midland - design must acknowledge Midland as a destination.
- ③ North south connections will improve and enhance connectivity and access within Midland. This will require crossings at the rail line. Importantly, these streets connect key areas of activity and must be designed to promote convenient, comfortable and safe movement, particularly for pedestrians.
- ④ Streets in Midland's heart must be designed to accommodate retail, hospitality and entertainment functions. Pedestrian comfort and an attractive urban environment is critical, with vehicle movements slowed through appropriate urban design and on street parking.
- ⑤ Local streets are designed to provide a balanced approach to movement, with equity of access for pedestrians, cyclists and vehicles. They will be attractive tree lined streets, providing shade, comfort and an improved micro-climate to combat Midland's hot summers.
- ⑥ Lloyd Street will provide regional connections to Abernethy Road and the Great Eastern Highway Bypass. The development interface should provide an attractive, landscaped edge that improves visual qualities of the area.

05 Functional Elements Public Transit

LEGEND







-  Built Form
-  Future Transit Station
-  Walkable catchment from Station
-  Passenger Rail
-  Future Proposed Bellevue Rail Extension
-  Existing and Potential Bus Routes including any potential future expanded shuttle service
-  Potential freight rail realignment

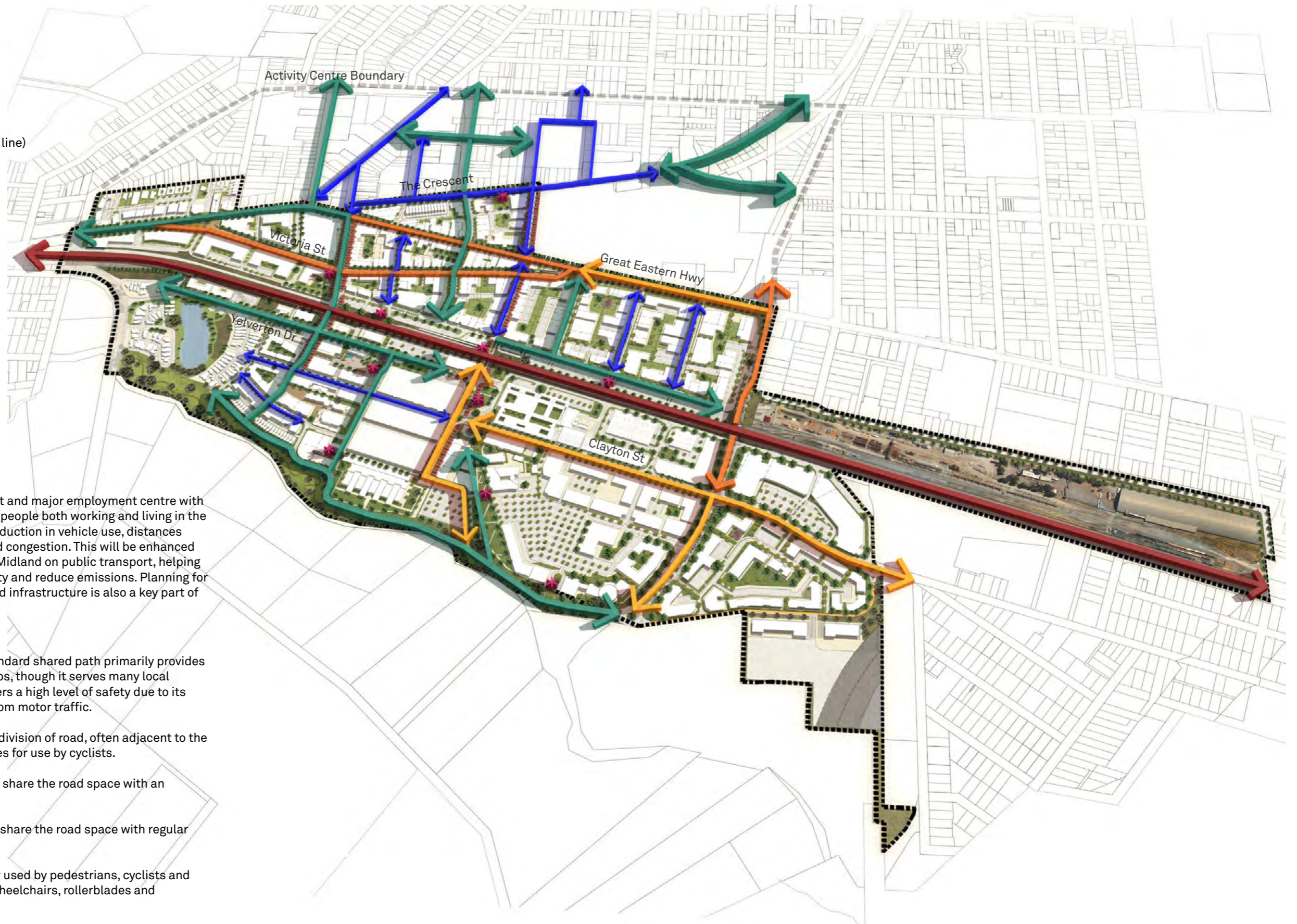


- ① To support a highly functioning city centre and to provide public transit facilities appropriate to a centre like Midland, a new rail and bus interchange is seen as an essential component. A new transit station at Cale Street will provide improved bus and rail integration, and improved access to existing and planned activity nodes throughout Midland, notably the Midland Public and Private Hospital, Midland Gate and future development of The Workshops. Land to the north and east of the transit station has been identified for high density, mixed use development in order to support the new transit station location.
- ② There is long term opportunity for development of a new station at Bellevue (east of Roe Highway) for park and ride rather than building expensive decked parking at the new Midland transit station. This reduces city centre traffic congestion whilst fostering infill transit oriented development at Bellevue that can transform this almost forgotten area and helps promote more cycle and pedestrian friendly developments. The new station would be located near to Roe Highway.
- ③ Public transport bus connections will be provided throughout Midland's centre. Importantly, these bus services will provide connections to key activity and employment generators.
- ④ Freight rail will be relocated outside of Midland's centre in the long term, minimising noise and vibration impacts and assisting with proposed north-south road connectivity.

05 Functional Elements Pedestrian and Cycle Path Network

LEGEND

-  Principal Shared Path (along rail line)
-  Separate On-Road Cycle Lane
-  Shared Bus/Cycle Lane
-  Shared Car/Cycle Lane
-  Shared Paths
-  Dedicated Public Cycle Parking



As a transit oriented development and major employment centre with a high degree of self-sufficiency (people both working and living in the area), there is expected to be a reduction in vehicle use, distances travelled, commute time and road congestion. This will be enhanced by regional workers travelling to Midland on public transport, helping to increase safety and productivity and reduce emissions. Planning for improved bicycle accessibility and infrastructure is also a key part of providing for Midland's future.

Glossary

Principal Shared Path: a high standard shared path primarily provides for regional commuter bicycle trips, though it serves many local destinations along the way. It offers a high level of safety due to its high standards and separation from motor traffic.

Separate On-Road Cycle Lane: A division of road, often adjacent to the kerb, marked off with painted lines for use by cyclists.





Shared Bus / Cycle Lane: Cyclists share the road space with an identified bus lane.

Shared Car / Cycle Lane: Cyclists share the road space with regular vehicle traffic.

Shared Path: an off road pathway used by pedestrians, cyclists and other transport modes such as wheelchairs, rollerblades and skateboards.

05 Functional Elements Public Car Parking

LEGEND

-  Built Form
-  Future or existing at Grade Public Car Parking
-  Potential location for Multi-Storey Car Park
-  Opportunity for future decked public parking











- ① At grade car parking offers short to medium term park and ride for the Midland transit station. Should a new park and ride passenger rail station be developed at Bellevue, there is potential for redevelopment of the at-grade parking to further enhance the Midland Activity Centre.
- ② As Midland Public and Private Hospital develops, it is likely decked parking facilities will be required for visitors and staff in order to make effective use of land. These will be located to ensure more active development fronts the street.
- ③ Decked parking for the knowledge and medical hub. The ground floor will be activated by offices, consulting rooms and other similar uses.

Note: Long term fee paying commuter car parking stations are to be provided throughout the redevelopment project area in areas to be determined.

05 Functional Elements Activation and Place Management

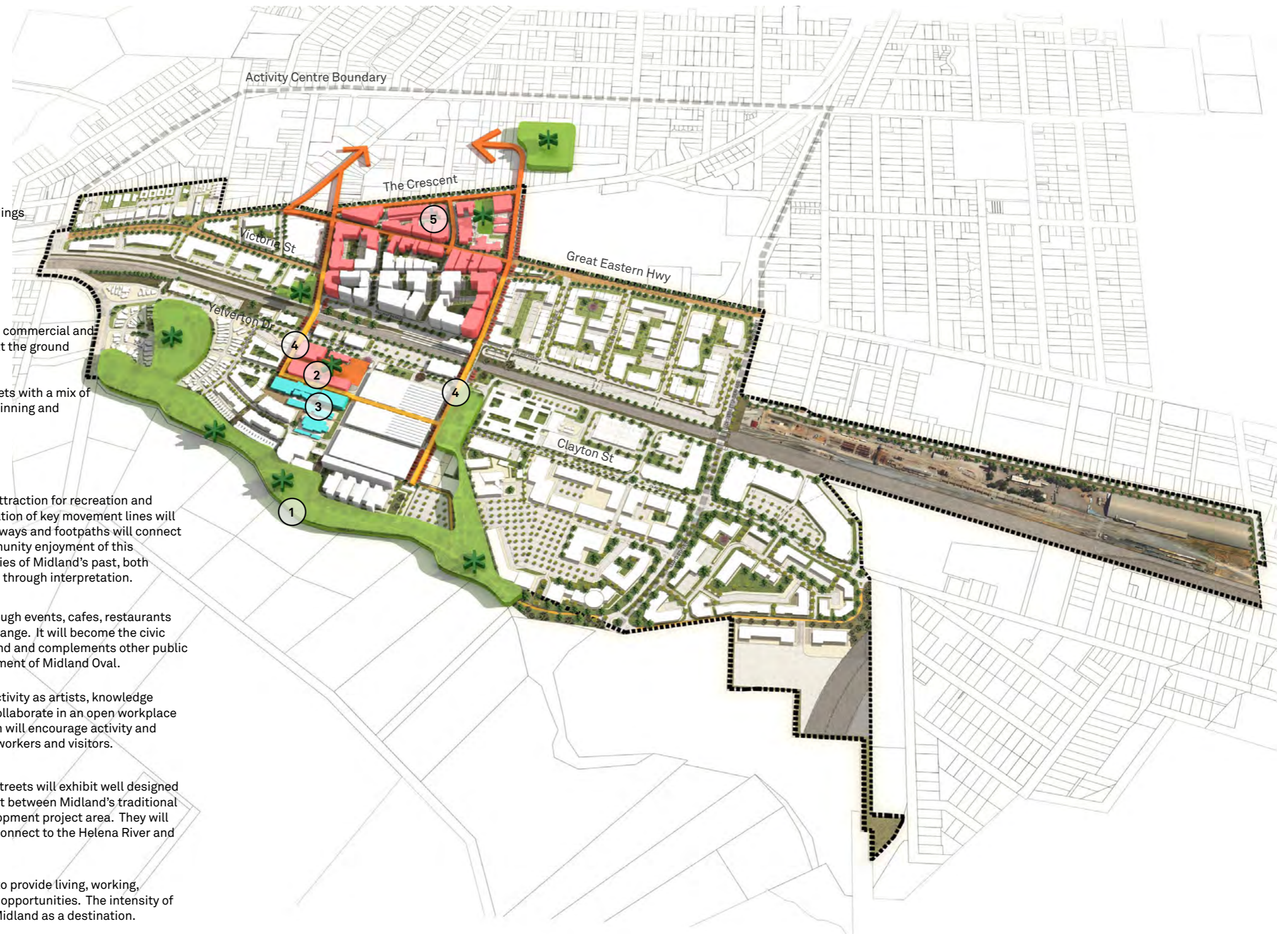
LEGEND

-  Built Form
-  Highly Active Building Edges (retail, hospitality)
-  Railway Square
-  Creative industries in heritage buildings
-  Green Space
-  Semi Active Streets *
-  Highly Active Streets **
-  Recreation/Activity Node

* Semi Active Streets - Streets with commercial and mixed land uses, including offices at the ground floor







** Highly Active Streets - Main streets with a mix of uses including retail, commercial, dining and entertainment

- ① The Helena River will become a key attraction for recreation and leisure activity. Nodes at the termination of key movement lines will provide a point of destination. Cycle ways and footpaths will connect these nodes and allow broader community enjoyment of this important environmental asset. Stories of Midland's past, both European and Indigenous will be told through interpretation.
- ② Railway Square will be activated through events, cafes, restaurants and opportunities for incidental exchange. It will become the civic and social heart of this part of Midland and complements other public spaces such as the future redevelopment of Midland Oval.
- ③ The creative quarter will buzz with activity as artists, knowledge workers and associated industries collaborate in an open workplace setting. The high quality public realm will encourage activity and social exchange between residents, workers and visitors.
- ④ High quality north-south connector streets will exhibit well designed streetscapes that promote movement between Midland's traditional town centre and the broader redevelopment project area. They will function as key lines of activity that connect to the Helena River and workshops precinct.
- ⑤ Midland's social heart will continue to provide living, working, entertainment, hospitality and retail opportunities. The intensity of activity here is highest - promoting Midland as a destination.



05 Functional Elements Sustainable Infrastructure

LEGEND

-  Drainage Swales
-  PV Solar Array
-  Rejuvenated Helena Foreshore
-  Helena Energy Project
-  Green Streets
-  Grey Water Network

Green Streets have a high quality public realm with focus on delivering a comfortable shady urban environment. They will form the primary pedestrian movement networks across Midland.



- ① An installed photovoltaic solar array helps to reduce the carbon emissions of the project area.
- ② The Helena Energy Project aims to reduce carbon emissions by installing shared infrastructure that improves heating, cooling and energy efficiency. This may include central electric chillers, a district thermal network, mini cogeneration for heating and solar photo voltaic cells to rooftops.
- ③ A grey water network collecting water from institutional functions and utilising that throughout Midland's public realm.
- ④ Water sensitive urban design principles employed through open space systems.
- ⑤ Syphonic drainage to street blocks with water directed to storm water for aquifer re-charge.



Midland

PROUD HISTORY
EXCITING FUTURE