

# Midland 2017 Challenge: City Centre EBD

Perth, Western Australia

## Project Type

Urban Revitalisation/TOD

## Date

2007

## ESD Role

EBD leader

## Project Size

Approximately 25 hectares

## Client

City of Swan and Midland  
Redevelopment Authority

## Implementation Status

Too recent to know

## Further Information

[www.mra.wa.gov.au](http://www.mra.wa.gov.au),

[www.swan.wa.gov.au](http://www.swan.wa.gov.au)



The City Centre EBD is a sequel to the 1997 Midland Revitalisation Charrette, also led by ESD (see Midland Charrette Summary Sheet). After a decade of progress, the City of Swan and the Midland Redevelopment Authority (MRA) asked ESD to re-insert itself into the on-going revitalisation mix, in order to re-assess Midland's progress with fresh but informed eyes, and to catalyse another 'great leap forward' for the next decade. ESD joined the MRA and City of Swan staff, and their existing consultants, including most importantly The Planning Group (TPG), the MRA's long-term urban design consultants, for this five-day EBD, held in October of 2007.

The joint City/MRA/Consultant team collaborated with key institutions, land and business owners, and agency heads to indicatively design over twenty key sites, effectively the entire City Centre. Key development and infrastructure proposals will increase resident and worker population within the TOD walkable catchment, and will improve public realm urban amenity, permeability and walkability of the movement network. Key EBD challenges were to overcome the three major outstanding impediments to the City's revitalisation, by relocating the divisive and noisy freight railway out of Midland, by converting a divisive one-way couplet into high amenity two-way boulevards, and by improving the blank frontages of the existing Midland Gate enclosed mall into new business frontages, greeting the adjoining streets.

After a decade since the Charrette of relatively invisible infrastructure and decontamination improvements to the large heritage Railway Workshops, the EBD proposed improvements to current designs to gain more vitality, amenity and much more density, both for adaptive re-use of key buildings and for many new buildings respecting the existing heritage.

While it is too early to know whether these proposals will succeed, the concluding public meeting was attended and enthusiastically lauded by numerous State and Local Government officials and key stakeholders. An EBD outcomes report is being prepared, and implementation continues apace.