

INVESTMENT FOCUS

NEW JUNCTION



New Junction is an 11ha urban redevelopment located in the Midland CBD. Midland is a Western Australian strategic metropolitan centre with strong future growth forecast.

Midland's city centre offers significant redevelopment opportunities for investors and developers to increase their potential for financial return.

A vibrant community originally settled as a township in 1832, Midland in Perth's north east is a 25 minute drive to the CBD and 10 minutes from domestic and international airports.

With a rail link in the heart of town and located on the doorstep of the Swan Valley, new generations are choosing to call the historic town of Midland home with the population set to double in the next 30 years and plenty of development opportunities on offer.



24,561 2051
POPULATION

15,967 2020
POPULATION



750-1,000
NEW DWELLINGS



23,000m²
NEW RETAIL FLOOR SPACE



12,200m²
RESTAURANT SPACE



75,000m²
NEW OFFICE FLOOR SPACE



17.2%
PUBLIC OPEN SPACE

LOCATION IS KEY

Midland acts as the gateway to the Swan Valley, Avon Valley and the Wheatbelt. As the primary business centre in the east and north east, businesses attract and service residents of Perth Hills, Chittering, Gingin, the Wheatbelt and the Avon Valley.

New Junction is the redevelopment of Midland Oval and surrounding land, located adjacent to the original town centre and recently redeveloped Midland Gate Shopping Centre. Opening in 1901, Midland Oval was the original sporting precinct of the town, and over the years it was home to various recreational activities – from lawn bowls to trotting, cricket, tennis, football, soccer and lacrosse.

CREATED FOR THE FUTURE

The 11 hectare New Junction precinct is on track to become an iconic, vibrant and diverse destination in Midland. It represents \$680 million of new construction work, a \$990 million boost to the local economy and a \$2.2 billion boost to the WA economy.

The vision is to develop an iconic destination for Midland with high quality public realm, active community spaces, streetscapes and new uses including civic, retail, commercial and residential.

Signalling a new urban dimension for Perth's eastern gateway, it will be the new heart of Midland and a place to make a home, kick a ball, do business, rest a while and visit with family and friends.



ACTIVATING GROWTH

New Junction, bounded by Morrison Road, Keane Street, the Crescent and Sayer Street is a Master planned project expected to accommodate approximately 1,500 – 2,000 residents typically in four to seven level mixed use buildings.

Some 23,000m² of new retail floor space, 12,200m² of restaurant space and 75,000m² of new office floor space is planned along with civic and hospitality uses.

The Midland Oval Redevelopment Urban Design Guidelines provide an outline of the principles, key priorities and processes to guide great urban design, architecture and sustainable development of the precinct.

The redevelopment is anticipated to take 10 to 15 years for both public and private development. The City currently owns significant landholdings in New Junction and considers this key to the revitalisation of the precinct. As a result, the City has the ability to create appropriately sized lots for development and take a proactive role in the strategic release of lots to the market.

The first stage was building the key linking road, Junction Parade, and Weeip Park, a significant community park that interprets the sites indigenous and sporting history, while providing open space for recreation.

De Mol Investments Pty Ltd have completed the first residential apartment building. Catalyst is an eight level building with a mix of one, two and three bedroom rental apartments. Three other residential sites are under contract.

OPPORTUNITIES AVAILABLE

Sites range from 1,000m² to 1ha, with the typical lot approximately 4,000m². Building heights range from three to ten storeys.

Opportunities are available for residential, mixed use residential, mixed use commercial and serviced apartments/hotels.

For more information visit www.newjunction.com.au

INFORMATION AND SUPPORT

There are many other opportunities available in addition to those mentioned previously, and the City of Swan welcomes you to contact us to find out more. There are also numerous channels of information and support available to assist existing and new businesses:

City of Swan

www.swan.wa.gov.au/Business-support

www.swan.wa.gov.au/Develop-invest

www.swan.wa.gov.au/Develop-invest/Reasons-to-invest

Swan Valley Visitor Centre

www.swanvalley.com.au/Home

WA Planning Commission

www.planning.wa.gov.au/default.aspx

www.planning.wa.gov.au/Metro-East-JDAP.asp

Department of State Development

www.dsd.wa.gov.au

Development WA

www.developmentwa.com.au

