

Midland

The City’s strategic centre.

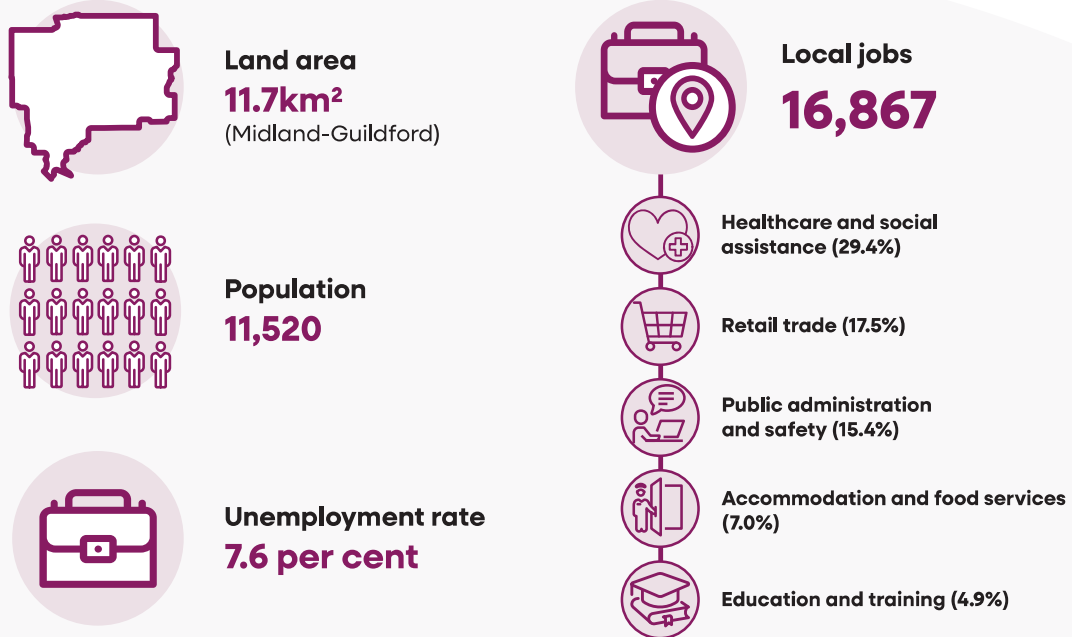
Located only 16km from Perth CBD and 6km from the domestic and international airports, Midland’s population is projected to grow to 20,974 by 2036 – an increase of 45 per cent since 2016.

Midland contains passenger and freight rail services and is the gateway to the Swan Valley, Avon Valley, Wheatbelt and Eastern States of Australia.

The combined value of recent, committed and potential projects (public and private) exceeds \$5b and includes the transformation of the regional hospital, health campus, Railway Square, Midland Saleyards, New Junction and Midland Gate shopping centre.

Midland’s strategic location, investment profile, competitive land values, diversity of services, anticipated population growth and land availability make it ripe for redevelopment and investment.

Priority: continue to grow jobs and support redevelopment (short-term).



Opportunities	Constraints
<ul style="list-style-type: none"> Affordable and developable land Renewal and refurbishment of underutilised land Higher density residential Growth in education, healthcare and enterprise Strong retail core Public transportation and investment Wide consumer catchment 	<ul style="list-style-type: none"> Perception of safety Fragmented land ownership