



CITY OF SWAN – MIDLAND OVAL

Place Making Strategy 30 January 2017





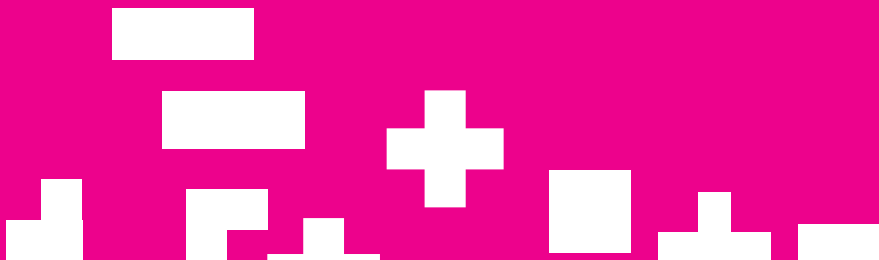
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EXECUTIVE SUMMARY

As a place that has traditionally been both a gateway and convergence point for the Perth Metropolitan area and regions beyond, Midland has developed a strong identity from established industries such as freight, agriculture and commercial exchange, backed by a strong 'can do' culture. It has been 'built by hand' throughout the generations of locals and enterprising families who have lived and worked side by side to establish a strong regional centre, realising and embracing the area's potential through both prosperity and downturn.

After some long periods of prosperity in the region, by the year 2000, the economic climate shifted and revitalisation was much needed, bringing with it a new appetite for investment from the private sector. As an integral part of the Midland Town Centre, revitalisation of Midland Oval has long been identified as a key opportunity for its potential to unify different town centre precincts and strengthen the overall destination experience for locals and visitors. Early plans for its redevelopment date back to 1968.

With the planning framework for the precinct now firmly established through the adoption of the Midland Oval Redevelopment Masterplan (MORM) in 2015, the purpose of this Place Making Strategy is to identify the key elements required to transition Midland Oval from Masterplan and into destination development. Creating a place that is attractive and well utilised by the local community and visitors requires an approach that unites physical planning and design with longer term destination development drivers.

The Strategy has been developed in response to key concepts and directions from the City of Swan's MORM community engagement program and to meet the needs of a diverse range of users and audiences.

The recommended Place Proposition for Midland Oval is for it to continue an important role and function that it has historically played – being "Midland's Local." As a place where people can make friends, do business, exchange ideas, live, relax or play – right in the city's heart, the place making vision is supported by three key themes:

- **Connections and Crossroads:** Bringing the best of the region together in one place, unifying all parts of the Midland town centre and connecting locals and visitors through meeting places, celebration spaces, attractions and facilities
- **Big Backyard:** The place to tell stories, catch up with friends in familiar and surrounds. With a focus on recreation and play and an urban fabric that reflects the region's lifestyle and celebrates its regional produce
- **Built by Hand:** An urban form and landscape that is reflective of the town's urban fabric. A blending of old and new that celebrates the people, families and partnerships that have built the town and honours its cultural mix and "can do" attitude.

Three main public spaces have been identified across the precinct, as the focus for social and community life:

1. **Midland Piazza:** The precinct's primary destination and social, cultural and community focal point, celebrating the Midland way of life. Functioning as, and themed around, Midland's "Big Backyard," it has four distinct zones:
 - **Urban Plaza** – the precinct's primary space for organised events and activities – from flagship annual festivals such as Midlandia to incidental and daily attractions such as makers markets
 - **Midland Showcase** – A multipurpose facility located in the centre of Midland Piazza, this flexible and permeable building will be a major activity anchor for the space, comprising local food and beverage operators and community meeting and collaborative working spaces at ground floor with generous alfresco space fronting the Piazza to the north and east
 - **Urban Lounge** – with a focus on urban play, and welcoming to people of all ages, this will feature feature multipurpose urban play pieces, moveable and skateable furniture and interactive attractions such as a possible climbing wall
 - **Cale Street Extension** – A vibrant ground floor mix of curated retail, food and beverage with generous alfresco will frame the eastern edge of the Urban Plaza and create a strong link to proposed civic uses north of The Avenue and through to The Grandstand (see below)
2. **The Grandstand:** Midland's new urban recreation ground, it will be the place to meet friends, exercise alone or with a group, kick a ball, picnic or walk the dog. As a modern interpretation of the former Midland Oval, it will feature contemporary recreation uses including nature play, public art and interpretive attractions that capture site-specific history.
3. **Residential Park:** A shift in energy from the activity focus of Midland Piazza and The Grandstand, it is primarily a green, landscape experience, featuring relaxation and reflection zones, some nature play elements and edible landscape features.

A range of Place Making Strategies have been developed to provide a clear framework for the City of Swan to deliver the precinct vision:

EXECUTIVE SUMMARY

Permanent attractions and programmed installations

A series of attractions are proposed throughout the precinct, supplemented by events and programs to support place activation and visitor attraction:

- Midland Crossroads Discovery Trail showcasing all elements of Midland's regional heritage, including indigenous and European history, the Railways and the site specific history of Midland Oval woven throughout the site, commencing at Juniper Gardens and concluding in the Residential Park
- Edible landscape trail – interpretation of the region's landscape identity and DNA, this edible landscape concept would commence as a very urban expression at Midland Piazza and would evolve through the three feature public spaces before concluding at the Residential Park
- Feature canopies made from natural materials weaving throughout the precinct, framing the public spaces and creating a visual journey
- Grandstand-style seating framing the proposed Grandstand recreation space will provide a nod to the site's former use and heritage and frame the community oriented informal recreation and kickabout space
- The Big Backyard prototype space – a "tongue in cheek" homage to the great Australian backyard lifestyle which could be programmed as a stand alone seasonal installation or as an extension as part of a major event or festival, such as Midlandia
- A series of events, celebrations and smaller scale activities which focus on perception change and diversifying of audiences

Staging and place activation

Given the long term nature of revitalisation projects like Midland Oval, implementing a series of short term activities that paint a picture of the experiences and places proposed under the long term vision will be critical. Three short term activation zones are proposed:

- Juniper Gardens: A focus on revitalisation of this existing space through improved place amenity, activity and engagement with local businesses on The Crescent
- Built by Hand Precinct: Activating city-owned properties along The Avenue / Keane Street through modern interpretation of Midland's "Built by Hand" legacy showcasing Midland's creative community and emerging local enterprise through short term, programmed uses (subject to ownership and current tenure arrangements and development staging)
- Midland Oval Demonstration Zone: Enabling people to continue physical engagement with / access to the Oval during revitalisation through trial programmed special events and activities ahead of long term delivery.

A Place Activation hierarchy has been developed that articulates the different events and activities that will need to work together to bring the place to life.

Place branding and positioning

In the context of Midland's regional positioning as a rural / urban gateway and convergence point and the recommended Place Proposition of "Midland's Local," developing and executing place positioning and branding strategies that communicate the destination's unique purpose and role is essential. In the short term, positioning and place branding should focus on articulating and 'selling' the project and place vision in a compelling written and visual medium, providing a comprehensive and unified communications direction to influence market perception and support investment attraction and certainty around project delivery. Long term, the brand will need to transition to that of a destination focussed offer with application across multiple touch points.

Partnerships and community development

Developing strong local partnerships and fostering an engaged community – both onsite and from surrounding areas – will be integral to the precinct's overall success. The partnerships focus for Midland Oval should extend across residential, community, business, corporate and regional sectors. In the context of utilising place activation strategies as a driver to catalyse longer term change at Midland Oval, inclusive and strong relationships with all stakeholders are critical. A People and Places working group is recommended to establish a stewardship approach through engagement with local community and stakeholder groups.

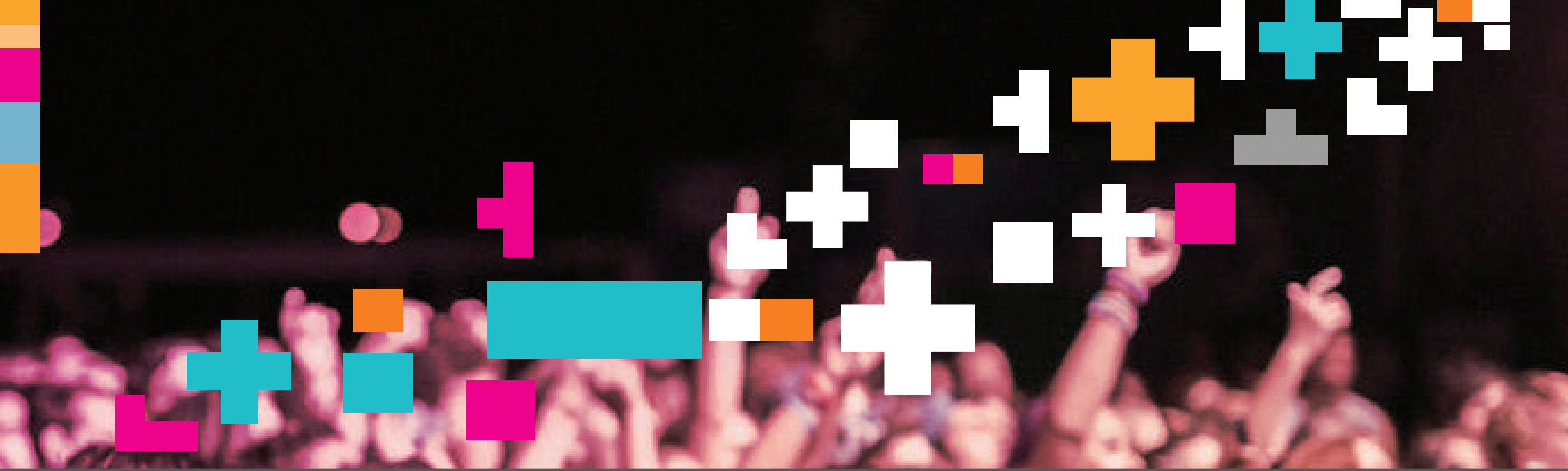
Public Art, interpretation and heritage

Celebrating and acknowledging both site-specific and broader regional stories through unique, interactive public art, heritage and interpretation initiatives should be a core component of the place making response. The proposed Midland Crossroads Discovery Trail installation should be supported through additional opportunities for interpretation including paving, lighting, water features, street furniture, digital elements and programmed artworks.

Public space management

With precinct public life and urban experiences occurring within the three significant public spaces, the place management requirements of large scale public destinations will require City of Swan's existing place based management approach and services to evolve enable full execution of the vision and visitor experience through:

- Dedicated management of major attractions including public spaces, public art, council-owned building assets, the event screen and other public facilities
- Support services including marketing, visitor services, security, site presentation and programming



CONTEXT



MIDLAND OVAL REDEVELOPMENT MASTER PLAN

The Midland Oval Redevelopment Masterplan (MORM) developed by Cox, Howlett and Baily Woodland was adopted by City of Swan in November 2015. The Masterplan seeks to build upon Council's vision for the precinct and identify opportunities to enhance access, connectivity, commercial and social exchange.

- The following themes and ideas characterise the vision for the Masterplan:
- A connected road and open space network with a strong relationship with surrounding context
- Strong mixed use development with activated edges at ground to support vibrancy
- Iconic identity with a connected civic heart
- Support financial viability through diversity of land use with appropriate mix, density and scale.

VISION:

- Strong Midland identity
- Clear civic and community heart
- Active community spaces
- Key connections to existing assets
- Provide urban framework for the future

INTENT:

- Iconic destination
- Broad community use
- High quality streets
- Urban village that recognises history
- Day / night activation
- Inclusive and social flexible spaces



Cox Howlett & Bailey Woodland 5

The project area is known as the 'Midland Oval Precinct', comprises approximately 11 hectares of land bounded by Morrison Road, Keane Street, The Crescent and Sayer Street in Midland.

FROM PLAN TO PLACE

In the context of the MORM, the planning framework for the precinct has been established and the purpose of this Place Making Strategy is to apply a multi functional perspective that identifies the key elements required to transition Midland Oval from Master Plan to a much loved destination.

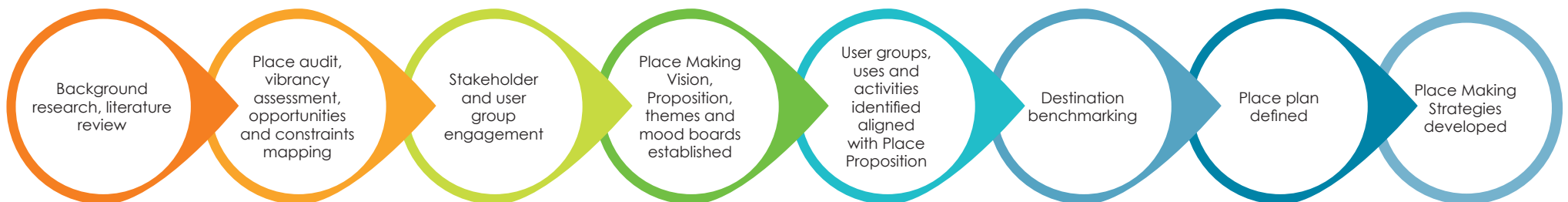
Creating a place that is attractive and well utilised by both the local community and visitors, requires an approach that unites physical planning and design with longer term destination development drivers.

This Place Making Strategy considers Midland Oval's current performance and future potential by examining:

- How it will be used, by who and when
- What key destinations, facilities and amenities are required
- How it is positioned to attract visitors and investment
- How it could be programmed and managed to ensure the ultimate place experience delivers on the vision
- How the precinct could be improved in the short term, whilst planning for long term project delivery
- The people and partnerships required for successful ongoing place management and long term viability.

METHODOLOGY AND APPROACH

The diagram below provides an overview of our methodology in developing this Place Making Strategy.





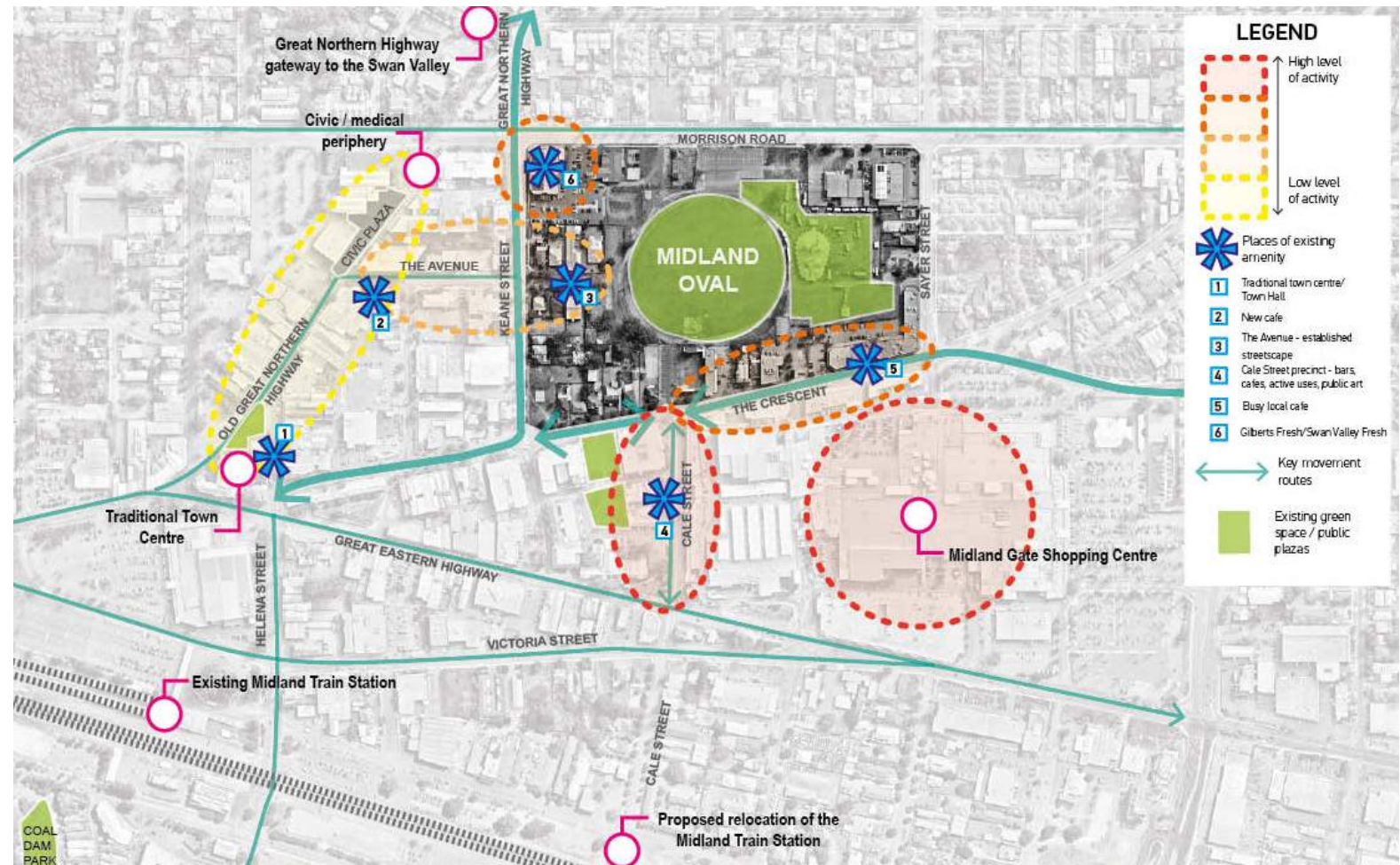
PLACE ANALYSIS



MIDLAND OVAL PLACE AUDIT

A place audit identified existing energy spots and points of interest / amenity to be leveraged as part of the Midland Oval Place Making Strategy. Today, activity within the precinct varies greatly and key 'hot spots' are:

1. The unique Midland built form character along The Avenue / Keane Street
2. The Crescent and Cale Street as the central energy generators due to:
 - Midland Gate retail anchor
 - Active uses along Cale Street which provide a good connection into the precinct (public art, food and beverage tenancies)
3. Gilberts Fresh is also a strong retail activity generator and a unique local attraction in its own right



OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES

1. A celebration of the site (and region's) history, former uses and stories of its people and personalities
2. Highlight Midland Oval's role in community, recreation and social life, expressing this through nomenclature, public art, interpretive signage and public realm design
3. A continuum of edible landscape throughout and references to former domestic produce gardens / general food produce theme of the surrounding region
4. Leverage the area's rich history and unique landscape through a showcase interpretive installation which serves as a major, destination drawcard
5. Strengthen the connection and integration of the precinct with the Midland town centre and surrounding anchors
6. Continuation of energy and activity from Cale Street as a logical extension into the site. Leverage this through short term activation uses to build momentum on site. Focus short term activation strategies in one key area close to town centre to avoid dilution
7. Introduce high quality open spaces which are active, purposeful and facilitate recreation, informal sport, activity and social exchange
8. Ensure a mix of formal and informal spaces that appeal across generations
9. Green space which accommodates a range of active and passive uses and caters to key user groups and demographics of the area, e.g. play equipment for children, active spaces for teenagers to meet informally, and recreation opportunities for seniors such as walking paths
10. Encourage uses that are complementary to the dominant retail uses around the site (Midland Gate). Create market sensitive terms to enable business operators who will pioneer / establish activity within the Oval precinct

CONSTRAINTS

1. Positioning of the oval in the context of town centre – competition vs complementary
2. Midland Gate presently consumes most of the activity in the town centre. A distinctly different offer will be required for the Oval precinct
3. Managing community expectations around green space allocation, design, location, use and function whilst balancing overall revitalisation goals for the precinct
4. Low patronage / usage means the Oval is not currently part of the broader community's regular rituals
5. Limited tangible fabric remaining to incorporate into new development
6. Managing community perception and ensuring authentic interpretation and application through project delivery
7. General fragmentation of built form and public realm surrounding the site – from big box retail to workers cottages, town centre, high presence of at grade car parking etc
8. Achieving and maintaining momentum during project delivery – long timeframes
9. Fragmented land ownership may present a challenge to delivering a consolidated outcome





THE STORY OF MIDLAND OVAL



THE STORY OF MIDLAND OVAL

As a place that has traditionally been both a gateway and convergence point for the Perth Metropolitan area and regions beyond, Midland has developed a strong identity from established industries such as freight, agriculture and commercial exchange, backed by a strong 'can do' culture.

It has been 'built by hand' throughout the generations of locals and enterprising families who have lived and worked side by side to establish a strong regional centre, realising and embracing the area's potential through both prosperity and downturn. Further afield, the connection other Western Australian people and their families have with Midland can't be underestimated and has also had a profound and lasting impact on the local culture and values.

Midland Oval – Play, Compete, Socialise, Entertain

Midland Oval has been central to community life since its opening in 1901 and throughout a long evolution as home to various recreation activities – from lawn bowls to trotting, cricket, tennis, football, soccer and lacrosse. In particular, Midland Oval boasted one of the state's best and fastest cycling tracks which, in 1949, was put to good use in hosting one of the heats of the Australian Professional Track Cycling Championships – a first for WA.

'...we used to go over there every Friday night, all us young blokes, we used to love it there, watch the cycling, watch all these world champions riding on Midland Oval.'

'we used to call it the 'Rec'... if you went in the proper entrance, you would have to pay...but for a few of the homes, their back fence circled on to it and you could see everything from there..'

By 1968, the Oval's redevelopment potential was identified, as its facilities were limited and expansion opportunities were not possible on the site. A long history of planning ensued until a Masterplan was formally adopted by the City of Swan in November 2015. By this time, all formal recreation uses had been relocated to other new and custom built recreation facilities within the City of Swan.

However, the community's informal connection with Midland Oval has continued in those years since, and the place has been used for recreation and play – to kick a footy, bat a ball, walk the dog or exercise – as well as other community activities.

More recently, the community's appetite for activities and events that celebrate the local identity and introduce new contemporary cultural experiences has grown, highlighted by the success of Midlandia (Fringe Festival), TROPfest and Hyperfest. These have inspired and delighted locals and visitors, bringing with them new audiences and demonstrating new possibilities for Midland Oval.

The vision for the 2015 Midland Oval Redevelopment Masterplan is to deliver an iconic destination for Midland, with high quality public realm, active community spaces and streetscapes and new uses including civic, retail, commercial and residential; and creating connections through to other central destinations.

To support revitalisation goals, it will be important to continue to celebrate the unique, original essence of Midland Oval and the role it has played for more than 100 years as the community's recreational and social focal point. From a place making perspective, a unique opportunity exists to pay homage to the social and community connections that were formed through activities held at the Oval, the people who were instrumental in creating and bringing life to the place, while introducing level of amenity and activities that suit today's growing community – set against a built form and landscape backdrop that highlights Midland's unique way of life.

In its next iteration, the vision is for the Oval to continue to be "Midland's Local" – a place where people can make friends, do business, exchange ideas, live, relax or play – right in the city's heart.

THE STORY OF MIDLAND OVAL

MIDLAND OVAL - A SNAPSHOT OVER TIME



Source: Midland Oval History Presentation, City of Swan

SIGNIFICANT MILESTONES

1890	Midland Junction gazetted as a town	1949	Australian Professional Track Cycling Championships heat	1998	Midland Football Club plays its last game at the Oval and football relocated to Midland Sports Complex
1895-97	Midland Junction population doubles	1952	"Monster" sports carnival held, including Midland Gift cycling and running	1999	Tennis, Lawn Bowls and Baseball relocated to Midland Sports Complex
1901	Government Railway Workshops moved to Midland Midland Recreation and Junction Ground opens for recreation uses: Football, Lawn Bowls, Cycling (including night cycling), Lacrosse, Tennis, Cricket	1963	Original grandstand damaged by storm and demolished	2013	Soccer relocated
1906-1907	First cycling track laid Grandstand built	1964	New pavilion built	2014	Place Activation Initiatives Commence – Hyperfest, Tropfest, Midlandia
1920's	Trotting a popular pastime	1968	Oval redevelopment potential identified and planning commences	2015	Midland Oval Redevelopment Masterplan adopted (November)
1935	Improved cycling track laid Grandstand relocated	1981/82	Cricket relocated to Lilac Hill		
1937	Trotting Track removed	1989	Cycling relocated to Midvale Speed Dome		
1948	A fatal site accident results in death of electrician Albert Clough	1993-2015	Various redevelopment schemes prepared		



PLACE POSITIONING



MIDLAND – REGIONAL POSITIONING

Midland Oval is an integral part of the Midland Town Centre and its revitalisation will bring the opportunity to unify different precincts and strengthen the overall destination experience for locals and visitors. Midland's current positioning within Perth's metropolitan destination set is at the nexus of city and country, reflecting its long held and widely recognised role as the Eastern Gateway. Moving forward, this positioning and role will continue to be relevant and underpin the purpose and function of the place. It is also a unique point of difference that the Midland Oval revitalisation will strengthen and evolve.



Coast/Suburban
 Aussie beach experience
 Sunsets and sandy white beaches
 Tourism, retail and commercial infrastructure
 Strong residential population
 Revitalisation underway



Rural
 Food, wine, gourmet products and experiences
 Strong regional brand offer
 Large events, concerts, popular wedding venue region
 Local growers and producers
 Emerging residential population
 Emerging accommodation and B&B market



Rural/Urban
 Birthplace of WA railways
 Convergence point for city and country
 Industrial heritage and culturally significant assets
 Historic town centre with strong links to Swan Valley, Guildford, Perth Hills



Urban
 Commercial and business heart and celebration precinct
 Revitalised city centre - small bar scene, laneways
 Arts and entertainment, retail, food and beverage, accommodation
 Kings Park, Elizabeth Quay, Northbridge, Swan River Foreshore



Urban/Coast
 Port City - industrial heritage
 Arts and creative industries influence
 Cafe culture
 Strong migrant influences
 City centre rejuvenation underway
 Eclectic mix of housing, business, industry
 Tourism destination



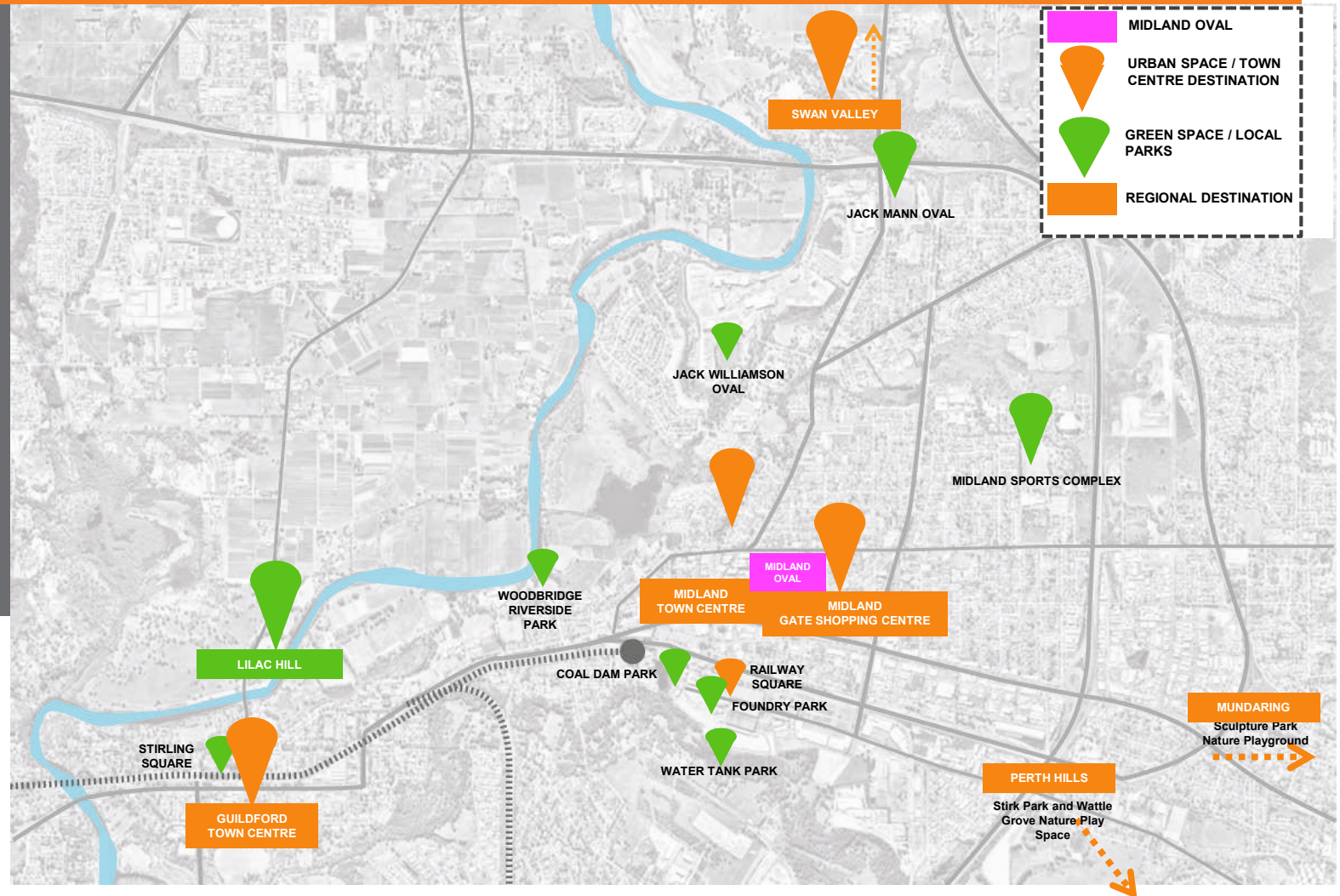
Rural/Suburban
 Scenery and views
 Scenic drives
 Character townships
 Food and wine Nature based activities

MIDLAND OVAL – LOCAL DESTINATION LANDSCAPE

Moving from the Metropolitan destination set, understanding Midland's local destination hierarchy is important in the context of articulating a unique role and purpose for Midland Oval.

Currently anchored by destinations such as Swan Valley, Lilac Hill, Guildford, Midland Gate Shopping Centre and the Perth Hills, Midland's local destination context will change considerably in the next 5 – 10 years with delivery of new places including:

- Railway Square (MRA): A cultural heritage destination featuring mixed use development, a hotel, hardstand public spaces and capacity to host major events
- Water Tank, Foundry and Coal Dam Park (MRA): Feature green spaces adjacent to Railway Square with a mix of active and passive uses
- Midland Sports Complex and POS (City of Swan): Plans for expansion of this facility are underway
- Midland Town Centre Master Plan (City of Swan): Future enhancement of Midland's traditional urban heart with a focus on the potential of Old Great Northern Highway and Helena Street for activation.





PLACE VISION



MIDLAND OVAL – PLACE PROPOSITION

MIDLAND OVAL MASTER PLAN PURPOSE

A vibrant mixed use commercial, residential, retail and community precinct that returns it to the 'heart' of the Midland community.

NEW CIVIC
IDENTITY

ICONIC
HEART

ECONOMIC
VIABILITY

STICKY
EDGES



MIDLAND OVAL PLACE MAKING VISION

Harnessing the energy that's built a strong region, Midland Oval will unite its people and places and celebrate the local way of life. Signaling a new urban dimension for Perth's eastern gateway, it will be a place to make a home, kick a ball, do business, rest a while and visit with family and friends.





PLACE PROPOSITION

**MIDLAND'S
LOCAL**

THEME 1:

CONNECTIONS AND CROSSROADS

- Bringing the best of the region together in one place
- The gateway to an urban or regional experience
- Unifying all parts of the Midland town centre
- Connecting locals and visitors through meeting places, celebration spaces, attractions and facilities



THEME 2:

BIG BACKYARD

- Comfortable, familiar and inclusive spaces that reflect the region's lifestyle
- Recreation and play – fun and social, not passive or ornamental
- A place to tell stories and catch up with friends
- Nourish and delight – celebrating regional produce, sow it and grow it



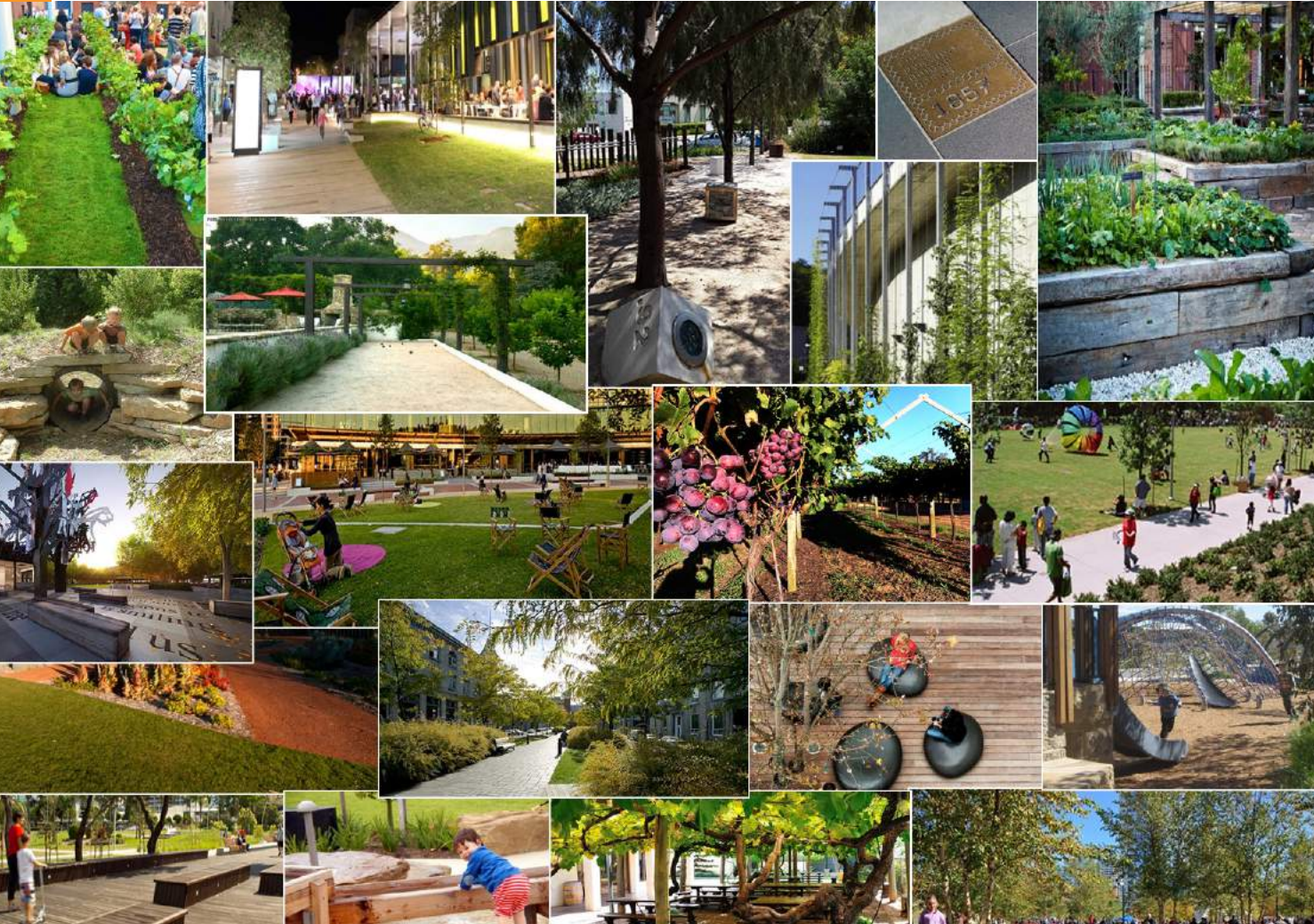
THEME 3:

BUILT BY HAND

- An urban form and landscape that is reflective of the town's urban fabric. A blending of old and new
- Warm, engaging, tactile material and colour palette
- Celebrating the people, families and partnerships that have built the town
- Honouring the 'Midland way' – mateship, cultural mix and "can do" attitude



PUBLIC OPEN SPACE VISION



DESIGN INTENT

- Green, soft scaping in balance with urban-scape spaces
- Consolidated open space – a symbolic reflection of former uses and functions
- Focus on comfortable, unpretentious and inclusive spaces
- Interpretive elements
- Midland DNA – river, scarp, food, valleys, wine, cycling and other recreation
- Community connections
- Visual connection to green from town centre
- Activity and nature / water / adventure play

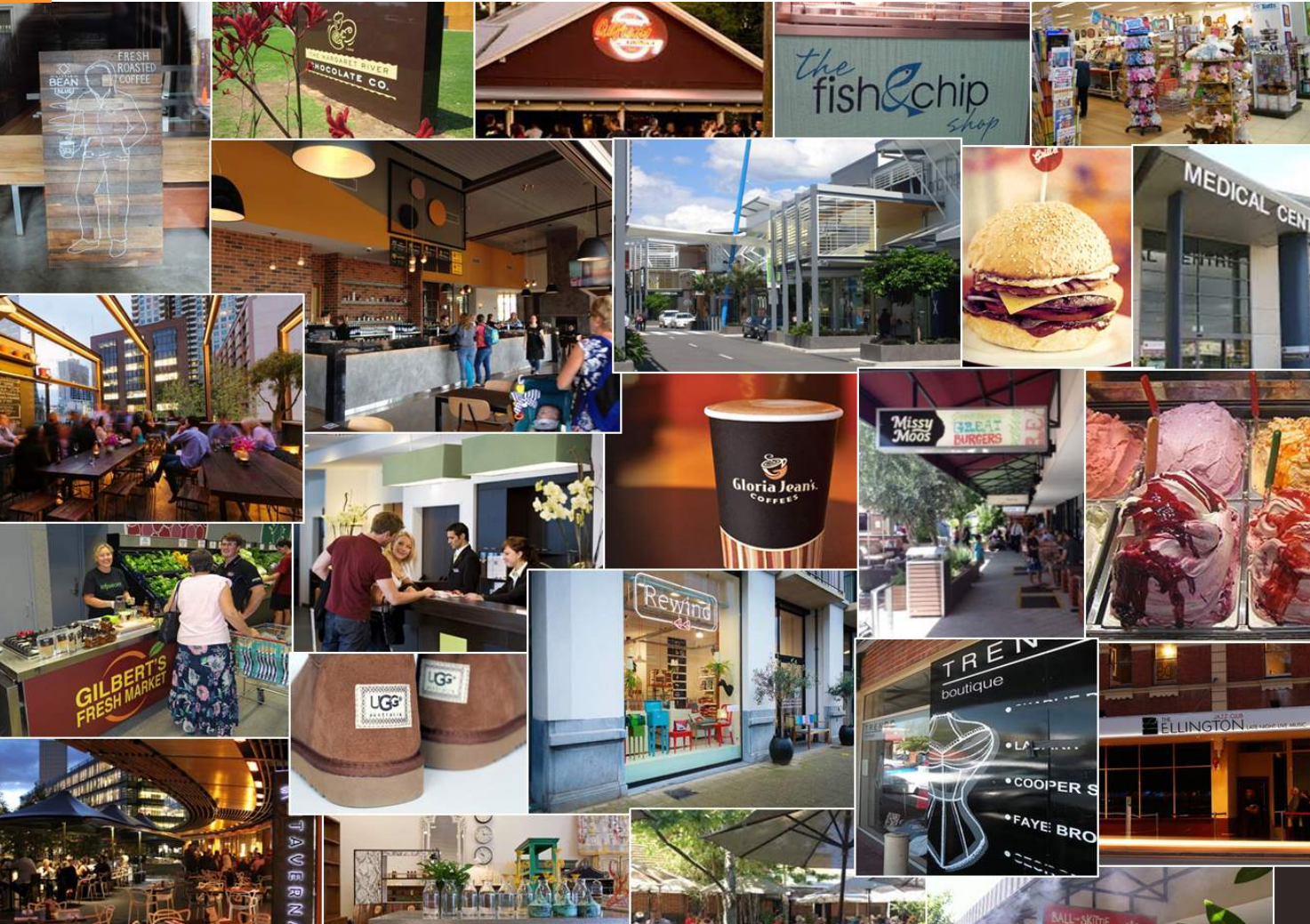
BUILT FORM VISION



DESIGN INTENT

- Material palette sympathetic to the existing town centre, incorporating threads of red brick and natural materials
- Using architectural features and departures of colour as eye-catching focal points in the precinct
- Fine grain built and façade detailing form that emulates a modern interpretation of the 'Built by Hand' theme for the precinct
- Breaking up larger developments with a built form rhythm that references the development pattern in the traditional town centre
- Include greenery around building façades and front setbacks where possible to soften the built environment
- Create a sense of openness in the precinct through creative use of glazing and building openings, and lighting of buildings during the night
- A focus on designing for the human-scale in all buildings

RETAIL AND BUSINESS MIX VISION



INTENT

- Uniting the town centre through a complimentary but differentiated mix
- Enable big brands and local offer to sit side by side
- Curation strategy to incorporate local icons
- Strong anchors such as family friendly dining, overlooking / adjacent public space
- Evening venues to extend economic activity

PLACE ACTIVATION VISION

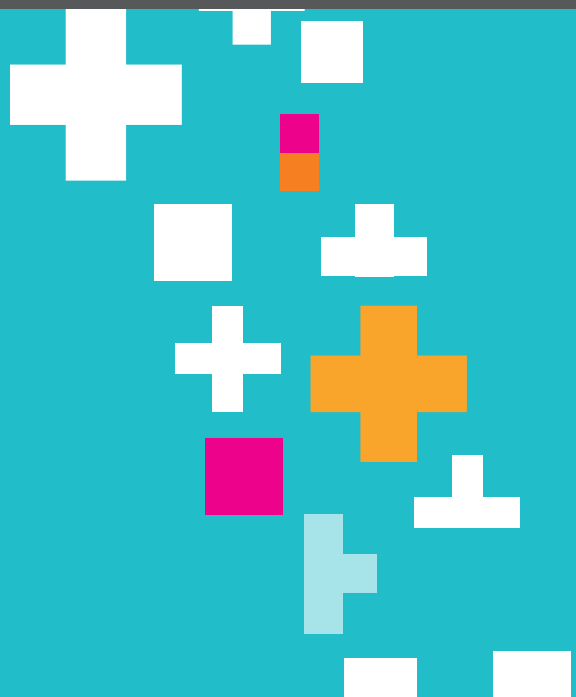


INTENT

- Primary focus on layout and infrastructure to support daily uses – kickabout, family / social gatherings, play
- Create opportunities for informal games – back yard cricket, footy etc
- Encourage group fitness / exercise activities
- Utilise building facades for projections / lighting and large screen / event infrastructure
- Accommodate organised events within Urban Plaza – eg markets
- Explore co-location of large scale, stand alone event infrastructure with building facades or other assets
- Prioritise multifunctional and flexible spaces that can be curated by event organisers



PLACE PLAN





KEY USER GROUPS AND AUDIENCES

To enable the Place Proposition and create Midland's new urban heart, attracting a diverse range of users to the precinct will be essential. The Place Plan described in this section has been developed in response to key concepts and directions that arose from

community feedback captured through the City of Swan's Midland Oval Redevelopment Masterplan community engagement program.

USER GROUPS CONSIDERED IN THE PLACE MAKING STRATEGY				
Local workers and businesses	Multicultural groups	Landowners and investors	Cyclists	Diners and shoppers
Local and future residents	Joggers and walkers	Parents with prams	Young people and teenagers	Tertiary students
Sport and recreation groups	School children	Emergency services	Retirees / seniors	Indigenous community
Retailers	Community groups and service providers	Event goers	People with a disability	Creatives and 'space activators'
F&B operators	Skate-boarders	Tourists and day trippers	Foodies, diners and people watchers	Visual artists and musicians
Homeless people	Small business / start ups	Regional visitors – from Hills, wheatbelt etc	Fitness fanatics	Heritage enthusiasts

HIGH LEVEL PLACE REQUIREMENTS ACROSS ALL USER GROUPS
Green open spaces – active, usable with enough space to kick a ball
Outdoor facilities, events and family friendly attractions – a day / night destination
Shade, shelter, free wifi, toilets, power connection, changing facilities, bike racks
Places that are welcoming to all age groups from children to teenagers, adults and seniors
Celebration and storytelling of the site and region's rich history – all in one place
Connected (transport) and integrated as part of Midland – not a stand alone place
Local suppliers and business, encouraging collaborative working and creative uses
Good place management to complement physical changes – visitor safety and security
A range of quality, affordable places to dine and shop

MORE SPECIFICALLY

MULTI-CULTURAL GROUPS AND STAKEHOLDERS

- ✓ Celebration / recognition of multicultural heritage (visual and narrative)
- ✓ Intergenerational local families and connections to community rituals
- ✓ Role played in building and supporting the region's growth
- ✓ Personal contact, connections and networks
- ✓ Supporting local independent businesses
- ✓ Multicultural events and activities
- ✓ Education – sharing their unique skills / knowledge (language, story telling, food)
- ✓ Opportunity to bring Midland's unique history and heritage together in one place

VISITORS – LOCAL, REGIONAL AND DAY TRIPPERS

- ✓ Connections and convenient access - walkability
- ✓ Local cafes / local Midland 'feel'
- ✓ Always something happening (markets / movies / concerts – and regular community activities)
- ✓ Great range of food options – family friendly and affordable, cafes, food vans, restaurants etc
- ✓ Space – playgrounds next to café/toilets – water, shade – sensory experience
- ✓ Places for quiet contemplation
- ✓ Attractions that are 'uniquely Midland – not a carbon copy of other places
- ✓ Safe and interesting playgrounds
- ✓ Well appointed parklands
- ✓ Friendly and welcoming atmosphere
- ✓ Well maintained facilities / amenities
- ✓ Pleasant places to linger
- ✓ A varied and unique retail offer

LOCAL BUSINESSES / START UPS / INVESTORS

- ✓ Planning policies that promote investment
- ✓ Regular programming - to draw large crowds
- ✓ Activities that attract a diverse audience
- ✓ An agreed vision to encourage future investment
- ✓ Economic development support – incentives, business plan development, responsive rent / tenure, marketing support

SPORTING ENTHUSIASTS, RECREATION GROUPS, JOGGERS, WALKERS, FAMILIES

- ✓ A green recreation space large enough to throw / kick a ball
- ✓ Informal grass and soft scape areas
- ✓ Dog park, exercise equipment
- ✓ Sports bar / casual places to socialise
- ✓ Feel safe at night – practical and creative lighting
- ✓ Well maintained facilities / amenities
- ✓ Celebration of the site's former uses and sporting heritage

HOW THE PLACE MAKING STRATEGY ADDRESSES THIS

Destination planning and design

- An agreed Place Making vision, Proposition and themes which support Master Plan objectives
- Strategies to position Midland Oval as Midland's urban heart – a "must visit" local place
- A unified visual theme for built form and open space to inform design guidelines
- A destination hierarchy which defines function purpose and identity of public spaces
- Key attractions, uses and activities and user groups have been defined
- Comfortable, safe, welcoming public spaces with a local flavour – prioritising human scale and comfort

Heritage and interpretation

- Acknowledging both site specific and broader regional stories through unique, interactive public art, heritage and interpretation initiatives
- A material palette that is sympathetic to the existing town centre, incorporating threads of red brick and natural materials
- A celebration of Midland's "DNA" – the Helena and Swan Rivers, Darling Scarp, Food Production, Swan Valley, agriculture, sport and recreation, family and conviviality

Activation and programming

- Active programming, installations and eventing from large scale, iconic to casual and incidental elements which align with the Place Making themes and proposition
- Leveraging existing site assets to facilitate short term and staged activation, such as a "Built by Hand" Precinct, temporary activation at Juniper Gardens and a Midland Oval demonstration space
- An approach which prioritises local partnerships and co-creation opportunities to foster community stewardship and ownership
- Strategies that enable a connected and engaged "on-site" community

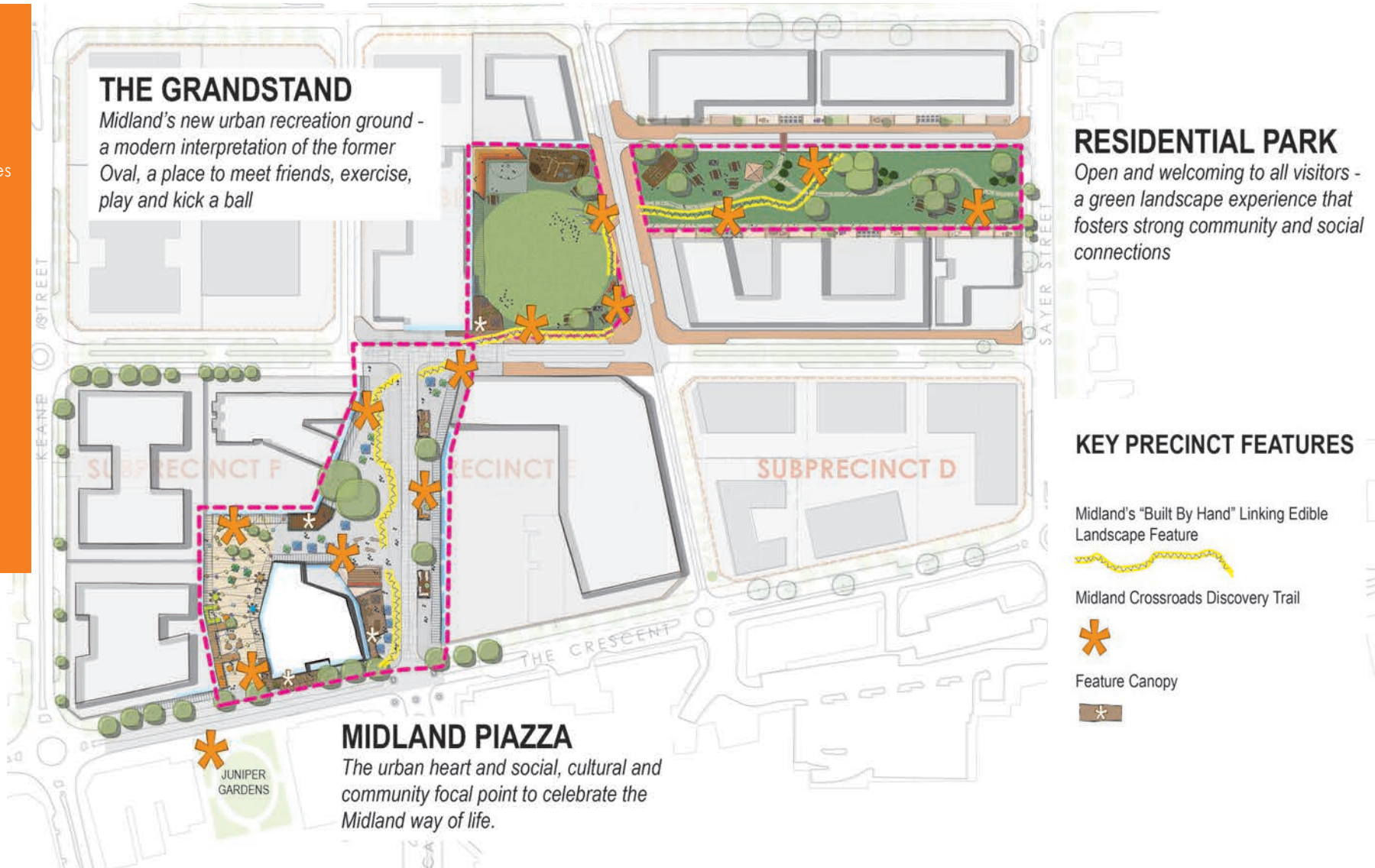
Public space management

- Evolving the current Place Management approach to meet the unique requirements of an urban destination
- Collaborative place management with other local stakeholders to achieve complementary programming across town centre spaces
- A recommended destination focussed Operational Plan to guide long term place performance and management

PLACE PLAN

The Midland Oval Place Plan has been developed to meet the needs of a diverse range of users and to fulfil a unique need for Midland's city centre. Three main public spaces are recommended across the precinct, as the focus for social and community life.

The Place Plan direction responds to a recommended shift in direction for the original MORM, in response to community feedback, which has seen the introduction of "The Grandstand" as an evolution from the Civic Forecourt space that was depicted in the adopted Masterplan.



PLACE SNAPSHOTS – MIDLAND PIAZZA

PRIMARY DESTINATION

The precinct's urban heart and the social, cultural and community focal point, celebrating the Midland way of life. Functioning as, and themed around, Midland's "Big Backyard," the Midland Piazza has four distinct zones – the Urban Plaza, the Midland Showcase, the Urban Lounge and the Cale Street extension.



KEY PLACE FEATURES

Urban Lounge Zone

- 1 Urban play pieces
- 2 Skateable furniture
- 3 Outdoor chill zone
- 4 Catenary lighting

Urban Plaza Zone

- 1 Event screen
- 2 Alfresco dining
- 3 Canopies, public art
- 4 Landscape feature and discovery trail
- 5 Programmed activities and events

Midland Showcase Zone

- 1 Family friendly local food "icons"
- 2 Co-lab working/meeting spaces
- 3 Indoor/outdoor cross over
- 4 Precinct "control room"

Cale Street Extension Zone

- 1 Active ground floor
- 2 Retail, food, beverage
- 3 Alfresco dining
- 4 Generous canopies and awnings
- 5 Parklets

ZONE 1: URBAN PLAZA

Framing an extension of Cale Street and uniting The Avenue and The Crescent, the Urban Plaza is a key connection point and the precinct's primary space for organised events and activities – from flagship annual festivals such as Midlandia to incidental and daily attractions such as makers markets.

ZONE 2: MIDLAND SHOWCASE

A multipurpose facility located in the centre of Midland Piazza, this flexible and permeable building will be a major activity anchor for the space, comprising:

- Local food and beverage operators at ground floor (east) with generous alfresco space fronting the Piazza to the north and east
- Commercial operators could include local 'icons' such as Gilberts Fresh, Alfred's Kitchen, Swan Valley operators, an icecreamery and other family friendly, affordable, quality food offers
- Collaborative working / community meeting spaces could be located at ground floor (east)
- The building should blur the lines between indoor and outdoor and could accommodate other uses such as administration space for community groups and service providers, creative enterprise, small business, child care, function and events space and should also host the precinct's "control room"
- It will be important for the City of Swan to retain ownership and management of this asset to deliver the desired ground floor business mix and place activation goals and to potentially generate precinct management revenue



ZONE 3: URBAN LOUNGE

With a focus on urban play, and welcoming to people of all ages, this will be a colourful, vibrant space that could function as an outdoor meeting and "chill out" space. A close indoor / outdoor interface with the Midland Showcase's western façade will be important. This space would feature multipurpose urban play pieces, moveable and skateable furniture and interactive attractions such as a possible climbing wall.



ZONE 4: CALE STREET EXTENSION

With a focus on urban play, and welcoming to people of all ages, this will be a colourful, vibrant space that could function as an outdoor meeting and "chill out" space. A close indoor / outdoor interface with the Midland Showcase's western façade will be important. This space would feature multipurpose urban play pieces, moveable and skateable furniture and interactive attractions such as a possible climbing wall.





URBAN DESIGN PRINCIPLES:	ASSETS TO SUPPORT PLACE ACTIVATION	KEY ATTRACTIONS
<ul style="list-style-type: none"> Active building frontages facing the piazza and urban lounge through curated tenancies, large openings, glazing, lighting, painted walls, fine-grain detailing. No servicing or blank walls Wide awnings provided on building edges to provide pedestrian shelter and define the ground plane Midland Showcase – large openings and open edges allowing activity to spill onto the street, multiple tenancy frontages at ground floor built flush with surrounding pavement to allow easy indoor / outdoor, encourage wide awnings and multiple entry points – alfresco dining located along the northern and eastern frontages Urban Lounge - Sense of enclosure created for the urban lounge by providing wide awnings and a narrow entry way from The Crescent's adjacent active tenancies. A focus on passive surveillance through large openings, glazing, and interesting feature lighting. Places to sit/benches located along building edges to allow people-watching. Catenary / low hanging feature lighting to emphasise enclosure Maintain a line of sight from Cale Street into the piazza, with key alfresco dining, public art features and landscaping along the eastern edge Fine grain built form detail and natural materials to echo the landscape and "Built by Hand" theme – tied in with contemporary urban materials that differentiate its role as the primary urban space 	<ul style="list-style-type: none"> Large screen (possibly integrated onto Midland Showcase façade) Digital projectors, AV Hard stand for stage bump in Storage space within Midland Showcase – for temp seating, shade, other assets Public toilets, change rooms Three phase power Wifi 	<p>Uses within Midland Showcase building</p> <ul style="list-style-type: none"> Urban play pieces Content on large screen Interactive public art – paving, canopy, urban play, lighting projections A "Built by Hand" linking edible landscape feature "Midland Crossroads" – discovery trail Seating, shade/ shelter, skateable furniture Outdoor chill zone / meeting rooms Programmed events and activities Cale Street retail, food and beverage offer
USER GROUPS, USES AND ACTIVITIES		
	<p>Primary user groups:</p> <ul style="list-style-type: none"> Local residents, workers and visitors Families with young children Event organisers Community service providers Community groups – senior citizens Young people – 10-18 Regional visitors and tourists <p>Operating hours:</p> <ul style="list-style-type: none"> Public Realm - 24/7 Midland Showcase – 9am – 10pm 	<p>What will people see and do?</p> <ul style="list-style-type: none"> Meet friends / family Sit and relax Coffee / drink / meal Attend an organised activity – outdoor cinema, markets, festival Utilise Urban Play zone Utilise a co-working or meeting space Experience a 'snapshot' of the regional offer



PLACE SNAPSHOTS – THE GRANDSTAND

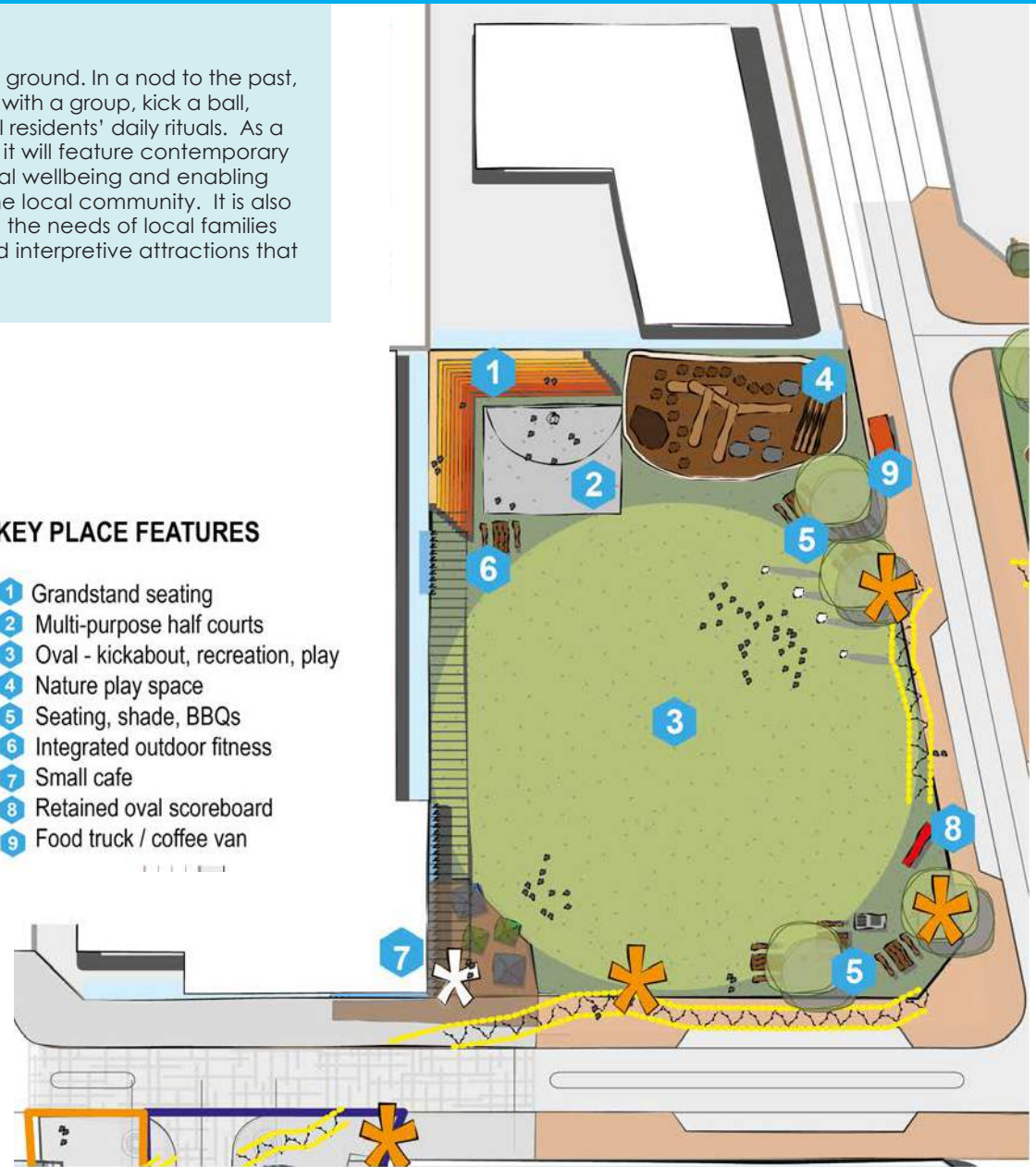


SECONDARY DESTINATION – THE GRANDSTAND

The Grandstand is Midland's new urban recreation ground. In a nod to the past, it will be a place to meet friends, exercise alone or with a group, kick a ball, picnic or walk the dog, it will be a vital part of local residents' daily rituals. As a modern interpretation of the former Midland Oval, it will feature contemporary recreation uses and attractions, a focus on general wellbeing and enabling the social connections and networks valued by the local community. It is also the home to a nature play experience that meets the needs of local families with young children and will feature public art and interpretive attractions that capture site-specific history.

KEY PLACE FEATURES

- 1 Grandstand seating
- 2 Multi-purpose half courts
- 3 Oval - kickabout, recreation, play
- 4 Nature play space
- 5 Seating, shade, BBQs
- 6 Integrated outdoor fitness
- 7 Small cafe
- 8 Retained oval scoreboard
- 9 Food truck / coffee van





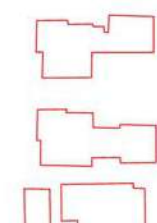
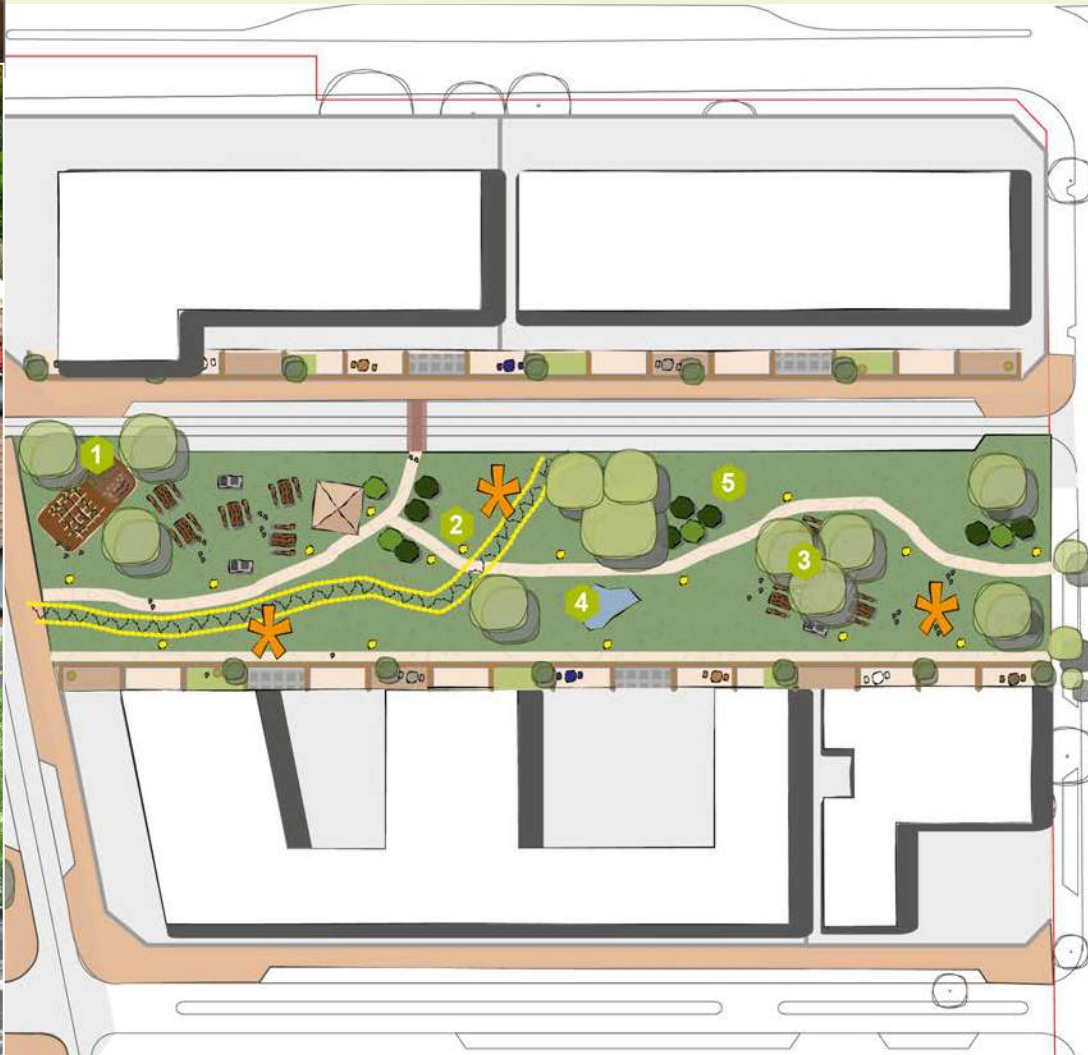
USER GROUPS, USES AND ACTIVITIES	ASSETS TO SUPPORT PLACE ACTIVATION
<p>Primary user groups:</p> <ul style="list-style-type: none"> • Precinct residents • Local residents • Local visitors and workers <p>Operating hours:</p> <ul style="list-style-type: none"> • 6am – 6pm <p>What will people see and do?</p> <ul style="list-style-type: none"> • Meet friends / family • Sit and relax • Watch kids / friends play • Picnic / BBQ • Walk the dog 	<ul style="list-style-type: none"> • Storage space for temporary / moveable recreation assets • Public toilets, change rooms • Permeable building ground floors and indoor / outdoor cross over • Seating, shade, lighting, shelter • Hard stand for temporary food truck • Dog walking amenities • Wifi
KEY ATTRACTIONS	URBAN DESIGN PRINCIPLES
<ul style="list-style-type: none"> • Grandstand seating – public art feature and interpretation of former site uses • Multipurpose half courts • Tennis / handball wall • Nature play space for children • Kickabout green space – football, soccer etc • Running track – including event start / finish • BBQ facilities including seating, shelter • Integrated outdoor fitness equipment • Outdoor yoga 'room' and stretch spaces • Small scale café – south eastern corner of civic building • Continuation of precinct-wide attractions: <ul style="list-style-type: none"> • A "Built by Hand" linking edible landscape feature • "Midland Crossroads" – discovery trail, communicating Midland Oval's history on site 	<ul style="list-style-type: none"> • Provide large openings and glazing along southern and western edges adjacent the space to ensure passive surveillance; no servicing or blank walls • Wide awnings provided on building edges to provide pedestrian shelter and define the ground plane • Provide building access points onto the Grandstand area • Tie in colourful materials that support the intent and function of the space – ie activity, sport, recreation and wellbeing and anchor these with the natural materials present across the site • Incorporate "play" elements on building facades (e.g. tic tac toe)

PLACE SNAPSHOTS – RESIDENTIAL PARK



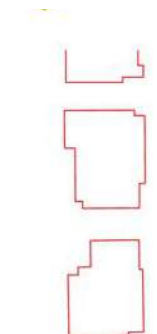
TERTIARY DESTINATION – RESIDENTIAL PARK / DARLING PARK

The focus of local community life, this space will play an important role in fostering a cohesive and resilient local population and social network. A space that is open and welcoming to all visitors, it conveys a shift in energy from the activity focus of Midland Piazza and The Grandstand. It is primarily a green, landscape experience, featuring relaxation and reflection zones, some nature play elements continuing from The Grandstand at the western end, and the culmination of the "Built by Hand" edible landscape feature.



KEY PLACE FEATURES

- 1 Small nature play
- 2 Feature lighting
- 3 Seating, shade, BBQs
- 4 Waterscape
- 6 Reflection and relaxation





USER GROUPS, USES AND ACTIVITIES	ASSETS TO SUPPORT PLACE ACTIVATION
<p>Primary user groups:</p> <ul style="list-style-type: none"> • Precinct residents • Local residents • Local visitors and workers <p>Operating hours:</p> <ul style="list-style-type: none"> • 6am – 6pm <p>What will people see and do?</p> <ul style="list-style-type: none"> • Meet friends / family • Sit and relax • Watch kids / friends play • Picnic / BBQ • Walk the dog 	<ul style="list-style-type: none"> • Seating, shade, shelter • BBQ's, picnic facilities • Dog walking amenities • Possible water scape
KEY ATTRACTIONS	URBAN DESIGN PRINCIPLES
<ul style="list-style-type: none"> • Small continuation of nature play space for children • Green focus • Feature lighting • BBQ facilities including seating, shelter • Continuation of precinct-wide attractions: • A "Built by Hand" linking edible landscape feature, culminating in community garden beds – veggies, fruit, other produce • "Midland Crossroads" – discovery trail • Possible water scape for reflection and relaxation 	<ul style="list-style-type: none"> • Fine grain built form detail and natural materials to echo the landscape and "Built by Hand" theme • Ground floor courtyards adjacent the park to create a residential and community feel, transitioning to the park • Upper floors set back to emphasise ground floor courtyards and residential scale within the built form • Upper floors provide large openings and glazing overlooking the park to ensure passive surveillance • Distinctive passive zones – some in areas of light, and some adjacent trees/shaded areas to provide different experiences



ACTIVATING MIDLAND OVAL

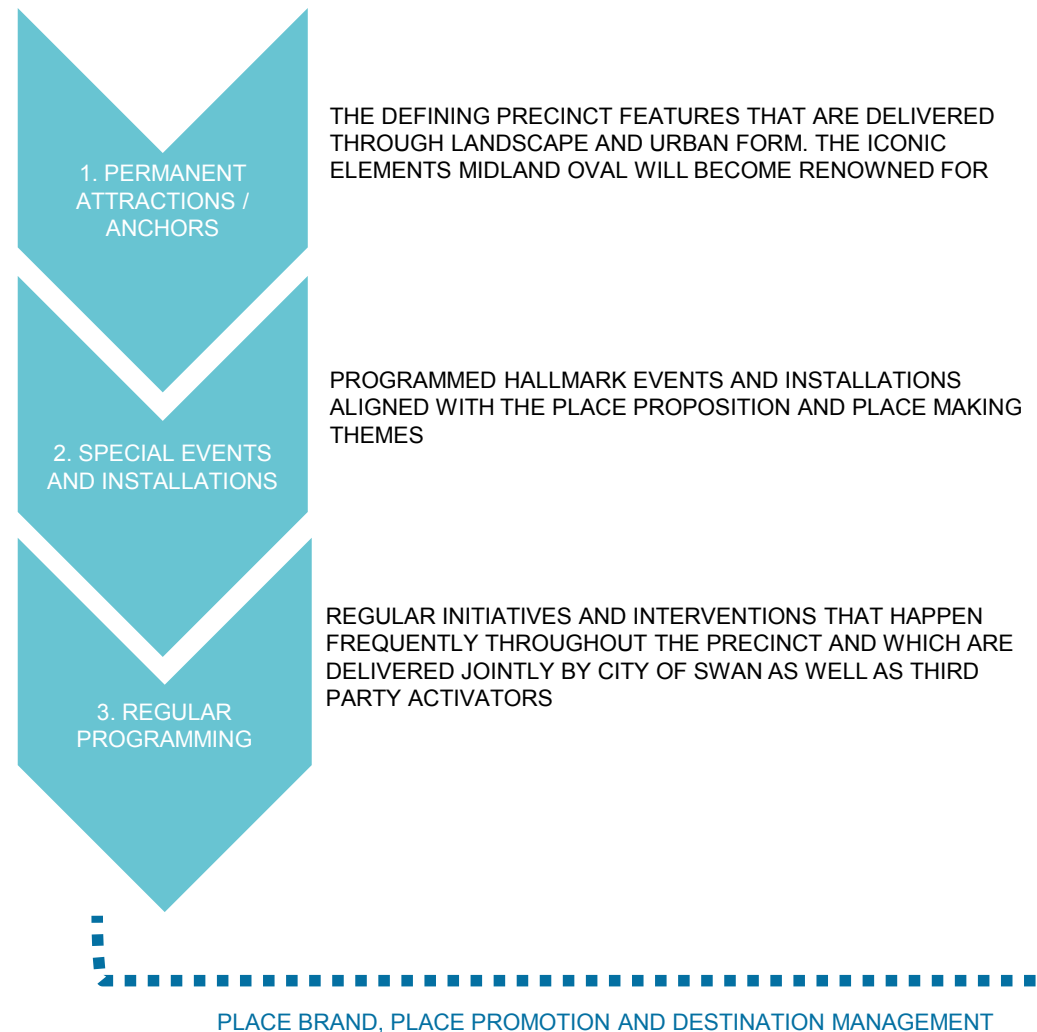


PLACE ACTIVATION

Successful place activation is more than special events. It requires close interdependency between land use, built form, public realm, retail and business mix along with proposed precinct activities and attractions, marketing and positioning, programming and management. For Midland Oval, a Place Activation hierarchy has been developed that articulates the different components that will need to work together to bring the place to life.

In the context of the hierarchy, a series of flagship concepts have been developed in line with the Place Proposition and Place Making themes. These concepts require further development in due course. Many present a range of extension programming and audience engagement opportunities, and have been designed to encourage broad participation and ultimately strong community ownership and commitment.

ACTIVATION HIERARCHY



PROGRAMMING MATRIX

	THEME 1: CONNECTIONS AND CROSS ROADS	THEME 2: BIG BACKYARD	THEME 3: BUILT BY HAND
<p>1. PERMANENT ATTRACTIONS / ANCHORS</p>	ACTIVATION INITIATIVES		
	<ul style="list-style-type: none"> q MIDLAND CROSSROADS DISCOVERY TRAIL q ICONIC BUILDING IN THE ROUND – MULTI PURPOSE CENTRE IN PIAZZA q PUBLIC ART 	<ul style="list-style-type: none"> q RUNNING TRACKS AND RECREATION q GRANDSTAND SEATING q HARDCOURTS q URBAN AND NATURE PLAY q PUBLIC ART 	<ul style="list-style-type: none"> q LINKING EDIBLE LANDSCAPE FEATURE q ICONIC TIMBER CANOPIES q PUBLIC ART
	ACTIVATION INITIATIVES		
<p>2. SPECIAL EVENTS, INSTALLATIONS AND PROGRAMS</p>	<ul style="list-style-type: none"> q MIDLANDIA* q TROPFEST* q NAIDOC CELEBRATIONS q TINY LIBRARIES INSTALLATION q REGIONAL RITUAL CELEBRATIONS – E.G. HARVEST / WILDFLOWERS 	<ul style="list-style-type: none"> q BIG BACKYARD ‘GIANT’ PROTOTYPE INSTALLATIONS q ANNUAL AUSTRALIA DAY CELEBRATION – BIG BBQ COMPETITION q HYPERFEST* q ANNUAL ‘BACKYARD PARTY’ AS PART OF MIDLANDIA q MONSTER SPORTS CARNIVAL 	<ul style="list-style-type: none"> q CO-DESIGN COMMUNITY GARDENS q ANNUAL ‘MIDLAND MAKE IT FESTIVAL’
	ACTIVATION INITIATIVES		
	<ul style="list-style-type: none"> q BOOK AND VINYL EXCHANGE q OUTDOOR CINEMA q COMMUNITY ORGANISATIONS AND SOCIAL CLUB ACTIVITY 	<ul style="list-style-type: none"> q WELLNESS ACTIVITIES q URBAN PICNICS AND GAMES q LONG TABLE DINNERS 	<ul style="list-style-type: none"> q MONTHLY MIDLAND MAKERS FAIR q MULTI-CULTURAL FOOD MARKETS q MIDLAND FARMERS MARKETS q COMMUNITY WORKSHOPS
<p>3. REGULAR PROGRAMMING</p>	ACTIVATION INITIATIVES		
	<ul style="list-style-type: none"> q BOOK AND VINYL EXCHANGE q OUTDOOR CINEMA q COMMUNITY ORGANISATIONS AND SOCIAL CLUB ACTIVITY 	<ul style="list-style-type: none"> q WELLNESS ACTIVITIES q URBAN PICNICS AND GAMES q LONG TABLE DINNERS 	<ul style="list-style-type: none"> q MONTHLY MIDLAND MAKERS FAIR q MULTI-CULTURAL FOOD MARKETS q MIDLAND FARMERS MARKETS q COMMUNITY WORKSHOPS
	ACTIVATION INITIATIVES		

ACTIVATION CONCEPTS

INTERACTIVE MIDLAND HISTORY INSTALLATION

CONCEPT

- A Midland Crossroads Discovery Trail installation showcasing all elements of Midland's regional heritage, including indigenous and European history, the Railways and the site specific history of Midland Oval
- Would be woven throughout the site, commencing at Juniper Gardens and concluding in the Residential Park
- A key module could include a wall installation that tells the story of the region:
 - A linear story of the region's heritage, including key milestones, personalities, local families etc
 - A series of images on the wall that are only visible through use of flash photography, creating a sense of discovery for visitors.
 - Provides 'instagramming' opportunities and rich content for social media to support visitor attraction
- Interpretive history installation to commence at Juniper Gardens with anchor elements in Midland Piazza, The Grandstand and the Residential Park, with satellite sites woven throughout the site to take visitors on a journey of discovery
- Opportunity to incorporate Audio Visual to share oral histories
- An innovative approach and contemporary regional drawcard



PERMANENT ANCHOR
ATTRACTION

PLACE MAKING
THEMES:

- Connections and Crossroads
- Built by Hand



ACTIVATION CONCEPTS

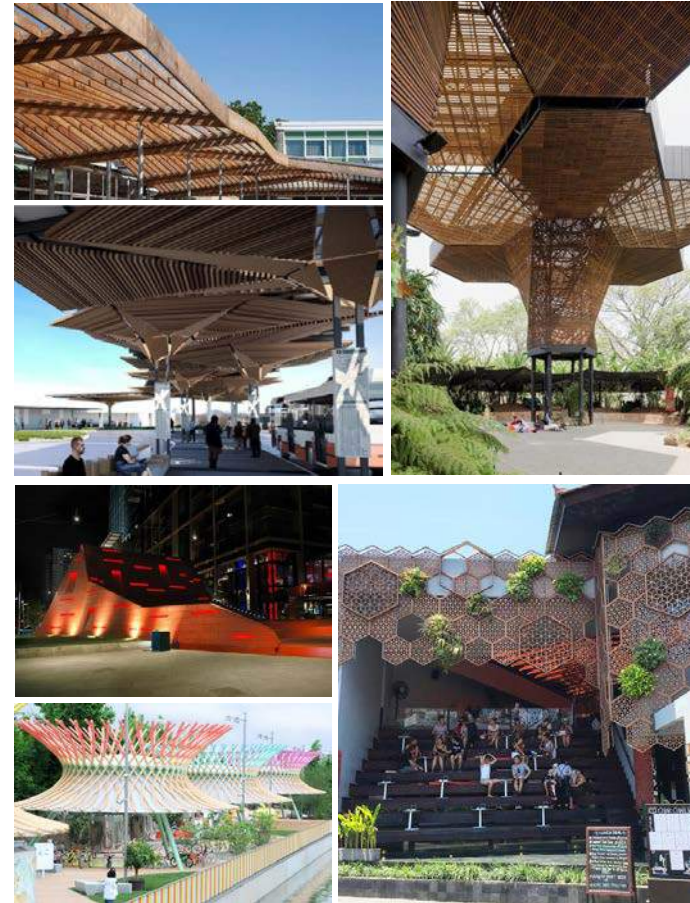
PRECINCT CANOPY AND GRANDSTAND SEATING

CONCEPT – PRECINCT CANOPIES

- Feature canopies made from natural materials that demonstrate the “Built By Hand” theme. These would weave throughout the precinct, framing the public spaces and creating a visual journey
- Natural materials to complement the proposed precinct palette
- The backdrop for feature lighting, projection and other ephemeral opportunities
- Providing shade, shelter and protection from the elements

CONCEPT – GRANDSTAND SEATING

- Grandstand-style seating to be created framing The Grandstand recreation space and incorporating the Scoreboard
- Provides passive surveillance of the open space
- A nod to the site's former use and heritage
- Opportunity to create a strong landscape feature to anchor The Grandstand and something that is unique to Midland Oval
- Reiterates the intent of The Grandstand recreation space as a place for sport, friendly competition and socialisation



PERMANENT ANCHOR
ATTRACTION

PLACE MAKING
THEMES:

- Big Backyard
- Built by Hand



ACTIVATION CONCEPTS

BIG BACKYARD – PROTOTYPE INSTALLATIONS, PROGRAMMING AND EVENTS

CONCEPT

- Programmed as a stand alone seasonal installation which is a tongue in cheek homage to the great Australian backyard lifestyle
- A possible extension as part of a major event or festival, such as Midlandia
- Execution of a family friendly "Big Backyard Party" which transforms the space for evening activation
- Core target audience would be families, young people and young at heart
- Activate the space through giant versions of common backyard features – such as a boom box, BBQ's deckchair seating, hills hoist clothesline, swimming pool etc
- Opportunity to integrate as part of a proposed Midland Makers festival or as a stand alone event through an ephemeral public art program
- A unique regional attraction not currently offered elsewhere in Perth



PROGRAMMING

- Summer installation
- Day / night activation

PLACE MAKING THEMES:

- Big Backyard
- Built by Hand



ACTIVATION CONCEPTS

ANNUAL CELEBRATIONS AND EVENTS

CONCEPT

- A series of flagship annual events and smaller, frequent programs that are 'owned' by Midland Oval and draw from the Place Making Themes.
- Suggested flagship events could include:
 - Midlandia
 - Big Backyard
 - A seasonal, regional food and wine event with a unique twist – eg La Tomatina Festival
 - Australia Day Big BBQ
 - Midland Makers Festival
 - A significant sport / recreation event centred around cycling or running
- Incidental site programming would include:
 - Farmers markets
 - Outdoor cinema
 - Regional ritual celebrations – such as harvest / wildflower season
 - Seasonal celebrations – Christmas tree, Easter egg hunt etc



PROGRAMMING

- Seasonal programming
- Long weekends
- Day / evening focus

PLACE MAKING THEMES:

- Big Backyard
- Built by Hand
- Connections and Crossroads



ACTIVATION CONCEPTS

SOCIAL AND COMMUNITY CONNECTIONS – STORY TELLING

CONCEPT

- A concept to strengthen connections with the library by weaving it through the precinct
- A series of small box shaped structures or “book nooks” are installed around the precinct to connect the different buildings with the library and encourage reading, storytelling etc in the public spaces
- People are encouraged to borrow a book and return a book
- The system is free of charge and intended to be self managed (in time) with resource support to be provided by City of Swan during inception
- The opportunity for additional extension programming would include:
 - A book and vinyl exchange to be held in the Piazza featuring second hand books and vinyl for purchase or exchange
 - Featuring local musicians and authors for programmed events as part of the market place
- This is part of a community-led global movement <https://littlefreelibrary.org/>



PERMANENT SITE
INSTALLATION
WITH EXTENSION
PROGRAMMING

PLACE MAKING
THEMES:

- Big Backyard
- Built by Hand
- Connections and Crossroads

ACTIVATION CONCEPTS

MIDLAND OVAL BY NIGHT

CONCEPT

With a focus on perception change to attract a diverse audience, and build from existing events such as Midlandia and Tropfest, night time activation concepts would comprise evening elements of permanent site installations and dedicated evening programming initiatives. The focus for evening / night time activity would primarily be at Midland Piazza.

PERMANENT ATTRACTIONS WITH NIGHT TIME EXTENSION:

- Precinct-wide assets to be designed to include feature lighting and evening interpretation:
 - Midland Discovery Trail – with a customised evening module available via app / iphone
 - Precinct Canopies
 - Edible Landscape Linking Installation
- Midland Piazza:
 - Urban Plaza: Event Screen and feature lighting, alfresco, lighting projections
 - Urban Lounge: Play equipment with inbuilt lighting, catenary and other feature lighting, street furniture
- The Grandstand:
 - Feature lighting of Grandstand seating, oval, nature play and BBQ / seating areas
- Residential Park:
 - Feature lighting of nature play, BBQ / seating areas and water feature

PROGRAMMED ACTIVATION CONCEPTS:

- Film events – Tropfest, Family Film Festival, Aussie Film Festival
- LED bike interactive challenge that is a contemporary spin on former cycling uses. The aim is to convert peak power output into a beautiful light display.
- BBQ Festival – a late afternoon / evening event building on the Big Backyard theme including cooking demonstrations, music, competitions – for example, craft beer, sausage making (or other BBQ products), showcasing flavors from the Swan Valley
- Night Games – installation of feature play equipment in the Urban Lounge with in-built lighting (for example "Swing Time" at Boston Park)
- Light Up Midland - an interactive flooring installation that weaves through the precinct, aimed at children
- Long table food / wine events could be held in the Residential Park (long term) to celebrate harvest or other seasonal events. This could also be a community development initiative to welcome new precinct residents



PERMANENT SITE INSTALLATIONS AND EXTENSION PROGRAMMING

PLACE MAKING THEMES:

- Big Backyard
- Built by Hand
- Connections and Crossroads



PLACE MAKING STRATEGIES



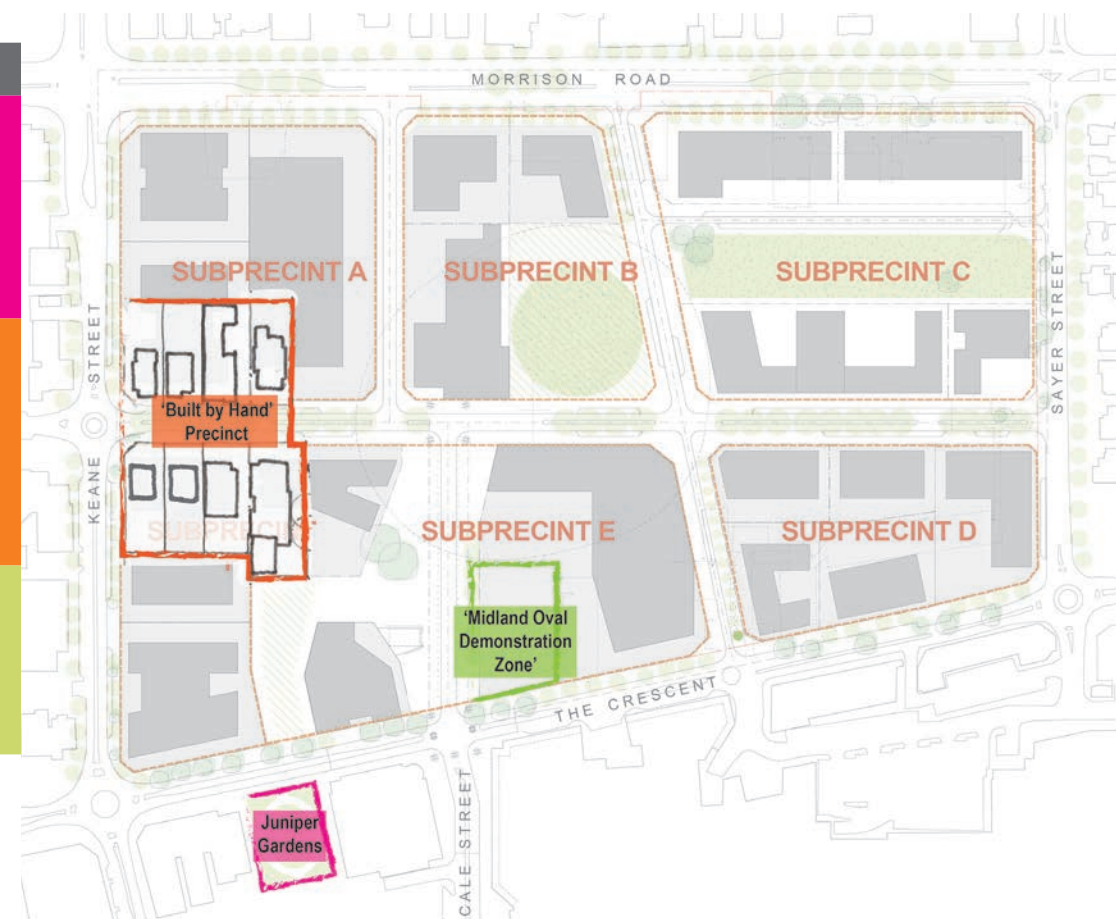
STRATEGY 1 – STAGING PLACE ACTIVATION

Given the long term nature of revitalisation projects like Midland Oval, implementing a series of short term activities that paint a picture of the experiences and places that will come as part of the long term vision is an effective way to engage stakeholders and the community and take them on a journey during the course of project delivery timeframes. The recommended approach for temporary and short term precinct activation for Midland Oval comprises:

1. Establishing three short term activation zones that could function together or separately during project delivery staging
2. Delivering short term place activation events, programming and installations in line with the longer term concepts which are outlined

Short term Activation Zones

Place	Purpose
Juniper Gardens	<ul style="list-style-type: none"> • Physically and symbolically integrate Juniper Gardens and Midland Oval • Revitalise an underperforming public space • Improve place amenity, activity and engagement with local businesses on The Crescent • Use short term activation to test opportunities for longer term re-design
Built by Hand Precinct	<ul style="list-style-type: none"> • Activate city-owned properties along The Avenue / Keane Street, subject to property tenure and development staging • Demonstrate a modern interpretation of Midland's "Built by Hand" legacy of manufacturing, making and growing • Showcase Midland's creative community and emerging local enterprise through short term, programmed uses • Early establishment of a program of uses that can be re-located to the Midland showcase building in the longer term
Midland Oval Demonstration Zone	<ul style="list-style-type: none"> • Enabling people to continue physical engagement with / access to the Oval during revitalisation • Trial programmed special events and activities ahead of long term delivery • Demonstrate the intended look / feel / experience of key longer term destinations



STRATEGY 1 – STAGING PLACE ACTIVATION

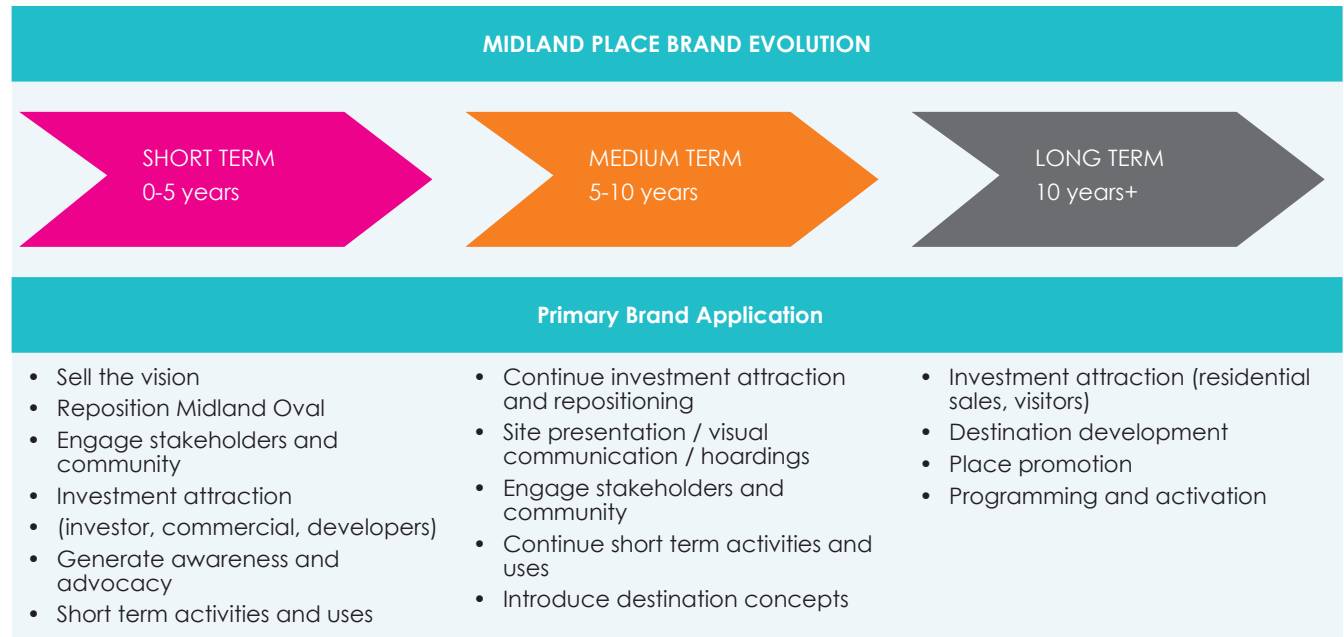
STRATEGY	ACTIONS AND INITIATIVES		ALIGNMENT WITH MORM OBJECTIVES
Leverage the site's surrounding assets to embed sense of place and community involvement throughout Midland Oval project delivery	<p>Built by Hand Precinct</p> <ul style="list-style-type: none"> • Deliver a short term "Built by Hand" precinct in City-owned properties located along The Avenue / Keane Street, subject to property tenure and precinct development staging • Position and market this as precinct that demonstrates Midland's "built by hand" legacy through a modern interpretation of the theme • Possible uses could include local enterprise, artists, makers, innovators and producers • Uses should be programmed and change over time in line with the precinct's temporary purpose • In due course, re-locate the precinct uses to the multipurpose / community building space within the Midland Piazza to be permanent attraction / activity 	Short - medium	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Economic wellbeing of existing and new business
	<p>Juniper Gardens</p> <ul style="list-style-type: none"> • Consider Juniper Gardens as an extension of the Midland Oval Precinct for Place Activation purposes • Program and manage the space with a series of short term events and activities aligned with Place Making Themes as outlined in the programming section • Develop a short term place activation plan for Juniper Gardens incorporating: <ul style="list-style-type: none"> • Short term physical improvements such as temporary seating, shade and play equipment • Short term programs such as public art installations, pop up activities, programs targeted at young people • In the long term, consider revitalising Juniper Gardens to improve physical and social connections with Midland Oval and support performance of surrounding businesses 	Short - medium	<ul style="list-style-type: none"> ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business
	<p>Midland Oval Demonstration Space</p> <ul style="list-style-type: none"> • Introduce a project demonstration space at Midland Oval that can be used to showcase the project. Subject to development staging, this could be the existing Outdoor Cinema site • Design and deliver a temporary / pop up mini replica of the Midland Piazza in terms of look / feel, uses and programs / activities • Welcome the community to utilise and spend time in the space • Program the space in line with the concepts outlined in Place Activation Opportunities (prior section) • Continue to activate Midland Oval through existing short term uses and established events such as the Outdoor Cinema, HyperFest and TropFest 	Short - medium	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Encourages and attracts high quality investment

STRATEGY 2 – STRATEGIC POSITIONING AND PLACE BRANDING

In the context of Midland's regional positioning as a rural / urban gateway and convergence point and the recommended Place Proposition of "Midland's Local," developing and executing place positioning and branding strategies that communicate the destination's unique purpose and role is essential to engage community and key stakeholders, attract investment, facilitate project delivery and, on completion, re-enforce the "on the ground" visitor experience. In the medium to longer term, creating a strong place brand and attracting strong visitation are interlinked.

Visitor destinations that thrive do so because they signal a united proposition across all touch points – from initial research via online channels through to the real life, physical characteristics and experiences that a place offers.

In the short term, positioning and place branding should focus on articulating and 'selling' the project and place vision in a compelling written and visual medium, that provides a comprehensive and unified communications direction for City of Swan staff and Councillors. At this point it will also need to support investment attraction by influencing market perception and certainty around project delivery.



STRATEGY 2 – STRATEGIC POSITIONING AND PLACE BRANDING

STRATEGY	ACTIONS AND INITIATIVES		ALIGNMENT WITH MORM OBJECTIVES
Position and brand Midland Oval as Midland's urban heart – a “must visit” local place	Adopt a staged approach to place positioning: Phase 1 – Establishment <ul style="list-style-type: none"> • Develop a Midland Oval Place Blueprint to guide and accompany all project communications, to comprise: • Place Narrative – honouring and acknowledging past uses and community role • Place Vision – outlining the project's community benefits and it's future role and function for Midland • Project Narrative – key project facts and planning / development • A rich, visual expression of intended the place experience for key public places • Signal opportunities for community involvement with the project / site • A range of consolidated communications tools to guide internal and external precinct communications • Availability in a variety of mediums and across all City communication channels 	Short - medium	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Economic wellbeing of existing and new business
	Phase 2 – Develop and Consolidate <ul style="list-style-type: none"> • Establish a Place Brand: <ul style="list-style-type: none"> • Create a destination name, brand and identity to support the Master Plan vision and Place Proposition • Develop a suite of visual assets (artist impressions, CGI renders etc) to demonstrate Midland Oval's future destination offer • Apply the place brand to short term activation projects • Develop a destination focussed online presence and consolidate project, place and activation information • Develop a destination based marketing plan to build general awareness and communicate Midland Oval as a multipurpose destination • Align detailed landscape, urban design and place management strategies with the place brand • Develop a Communications Plan focused on generating community / user engagement with the project; leverage project champions and local identities to encourage broader reach and 'buy in' • Create a user engagement campaign that encourages people to share their stories and memories of Midland Oval, to be incorporated into on site stories / interpretation 	Short - medium	
	Phase 3 – Maintain and Rejuvenate <ul style="list-style-type: none"> • Conduct annual monitor and review process to evaluate Place Brand effectiveness • Ensure governance and management frameworks established for the precinct encompass place brand performance. A cross section of representation including City, community and business stakeholders will be vital in its ongoing management. 	Medium - long	<ul style="list-style-type: none"> ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business

STRATEGY 3 – PARTNERSHIPS AND COMMUNITY DEVELOPMENT

Developing strong local partnerships and fostering an engaged community – both onsite and from surrounding areas – will be integral to the precinct's overall success. It will be important for the site to physically and programmatically reach out to, and welcome in, existing residents, businesses, visitors and other stakeholders. Working closely with local community groups and the City's existing partnerships and bringing these onto the site will form a strong connection and network between existing and new places.

The partnerships focus for Midland Oval should extend across residential, community, business, corporate and regional sectors. In the context of utilising place activation strategies as a driver to catalyse longer term change at Midland Oval, inclusive and strong relationships with all stakeholders are critical.

A comprehensive and segmented analysis of City of Swan's key stakeholders, sponsors, partners and potential key influencers will be necessary to map relationships and create clarity around long term strategic opportunities that can be seeded by supporting short term activities.

With the stakeholder and partner landscape ranging from larger government organisations and corporates through to small community groups, adopting a very strategic approach to stakeholder and partner engagement and management will be paramount to achieving Place Activation strategies.

Category	Example
Community	Recreation, culture, heritage and environmental interest groups; recreational users and residents of Midland Oval
Cultural and tourism	Festivals, institutions, artists, musicians, tourism and culture-based events organisations
Government	Management and governance authorities, local and state government
Corporate	Local business operators, private asset owners, tenants
Philanthropic	Individual or organisational funding contributions
Sponsors	Corporate entities and government agencies, event suppliers

STRATEGY 3 – PARTNERSHIPS AND COMMUNITY DEVELOPMENT

STRATEGY	ACTIONS AND INITIATIVES		ALIGNMENT WITH MORM OBJECTIVES
Strategic partnerships	<ul style="list-style-type: none"> • Develop a Partnerships Plan to support precinct development and place activation goals and encourage long term precinct ownership and involvement • Establish a Midland Oval "People and Places" Working Group to champion place-based initiatives for the precinct. This group could include community champions such as: <ul style="list-style-type: none"> • Members of local families with a connection to Midland Oval • Youth representatives with an interest in Midland's future evolution • Local business representatives • Identify 2-3 annual projects on which to engage the Working Group • Establish regular meetings (quarterly) • In time, extend this group to be a reference group and part of the Place Governance Framework. Further scoping of this initiative will be required 	Short - medium	<ul style="list-style-type: none"> ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business
Opportunities for local participation	<ul style="list-style-type: none"> • Encourage community involvement in short, medium and longer term precinct activation initiatives: <ul style="list-style-type: none"> • Implement an 'open call' or 'EOI' process to encourage ideas, suggestions and initiatives to support site activation and community development • Develop / provide a feedback mechanism to receive comments, suggestions and new ideas that could form part of ongoing initiatives • Utilise local stakeholders and interest group networks to build on the Midland Oval Place Narrative through an Oral History project that captures associations and memories of Midland Oval, then utilizing these in precinct interpretation strategies • Leverage the local visual arts 'scene' to conceptualise and deliver permanent and temporary / ephemeral public art, in line with the Place Making themes • Identify co-design opportunities for key features within the precinct public realm – for example, skateable furniture, landscape installations, play equipment • Introduce co-located meeting and 'make it' spaces within the potential multi-purpose building in Midland Piazza • Work with the Whadjuk Corporation to develop a cultural narrative and deliver public art opportunities described in section Strategy 5 	Short - medium	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business

STRATEGY 3 – PARTNERSHIPS AND COMMUNITY DEVELOPMENT

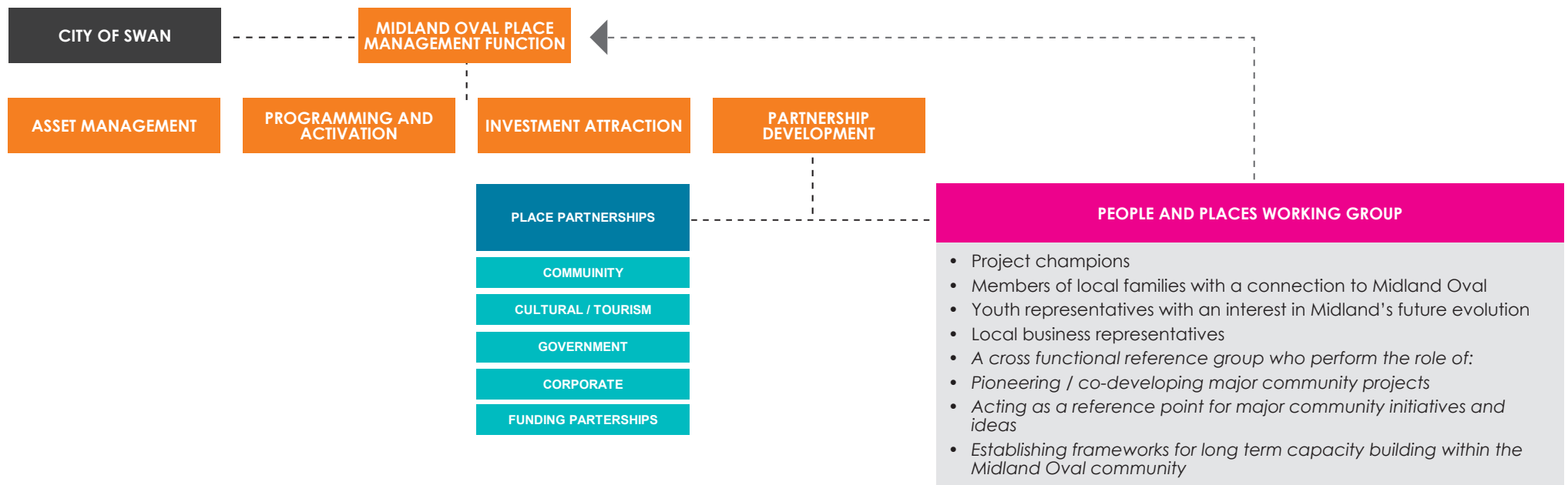
STRATEGY	ACTIONS AND INITIATIVES		ALIGNMENT WITH MORM OBJECTIVES
Cohesive local business community	<ul style="list-style-type: none"> Facilitate an on-site business mix that complements the city's broader commercial profile Engage existing local businesses, particularly those on Cale Street / The Crescent and surrounding Juniper Gardens, in short term place activation opportunities and longer term destination marketing Leverage relationships with regional food and beverage 'icons' and explore opportunities for them to have a presence on site – for example: wineries, producers, destination food and beverage operators and niche offerings such as Alfred's Kitchen 	Medium	<ul style="list-style-type: none"> ✓ Mixture of activities and higher density development to create the critical mass ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business
A networked resident community	<ul style="list-style-type: none"> Work with developers to build social connections for on-site residents through: <ul style="list-style-type: none"> Welcome packs that outline precinct and regional attractions Resident and purchaser events i.e. welcome BBQs, Christmas parties, breakfast in the park, wine and cheese evenings, group fitness etc Development of an online forum as a tool for residents to communicate with each other. Include calendar of events, noticeboard, local news, discussion board etc In the long term, consider establishing an informal residents group or community activities association and encourage their input, involvement and ownership in the planning and coordinating small scale events and programs 	Medium - long	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Mixture of activities and higher density development to create the critical mass ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business
Strong regional partnerships	<ul style="list-style-type: none"> Leverage existing relationships with regional Councils and tourism organisations / operators to raise awareness of the project and its destination potential From a destination / tourism development perspective, promote Midland Oval as a centrepiece of the Midland experience 	Ongoing	<ul style="list-style-type: none"> ✓ Strong sense of place ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business



STRATEGY 4 – PUBLIC SPACE MANAGEMENT

With precinct public life and urban experiences occurring within three significant public spaces, the management approach will require a consolidated and multidisciplinary destination focus. City of Swan has a strong track record in delivering place based management and services and this philosophy and practice forms a strong foundation for Midland Oval. However, as an urban precinct focused around a series of public spaces, the management and activation approach for Midland Oval will need to be tailored to its specific destination needs to enable the full execution of the vision which consolidates the visitor experience through:

- Its major attractions and internal destinations, including public spaces, built form, art and other assets
- Support services including the infrastructure and conveniences required to ensure the place functions effectively for its users – such as good customer service, access and linkages, signage and wayfinding, operating hours, public facilities etc
- Place management including marketing, visitor servicing, security, site presentation, events and activities



STRATEGY 4 – PUBLIC SPACE MANAGEMENT

STRATEGY	ACTIONS AND INITIATIVES		ALIGNMENT WITH MORM OBJECTIVES
Dedicated Destination Management	<ul style="list-style-type: none"> • Develop and implement a tailored destination management model for Midland Oval • Incorporate the current Midland Place Manager role and function into the destination management model and evaluate future multidisciplinary team resourcing, considering: <ul style="list-style-type: none"> • Destination marketing and promotion, including partnerships and sponsorships • Public space programming and management • Tenant curation and property management • Public place management – security, cleaning, asset management and site presentation • Evolve the current Place Management approach to meet the unique requirements of an urban destination setting: <ul style="list-style-type: none"> • Retain ownership of strategic assets including the proposed multi-purpose building in Midland Piazza • Examine feasibility of retaining ownership of key retail assets in the short (0-5 years) and medium (5-10 years) • Curate and manage these retail assets to ensure the business mix vision is delivered • Retain ownership and management of revenue generating assets such as car parks to fund precinct specific operations, marketing and activation strategies • Maintain a high level of public presentation, asset management, visitor safety and security • Establish a management framework and define the roles and responsibilities of stakeholders and partners with an active role in the precinct • Establish a destination management evaluation framework aligned with the Community Strategic Plan, considering commercial performance, visitor attraction and satisfaction • Develop a destination focussed Operational Plan to guide performance: <ul style="list-style-type: none"> • Visitor safety and security • Parking and vehicle management • Sustainable resource use • Budget framework and management • Approvals and licensing • Resourcing – responding to precinct operating hours • Plant, vehicles, equipment 	Medium	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Recognises the important current and future role of public transport ✓ Mixture of activities and higher density development to create the critical mass ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business
Public Place Programming	<ul style="list-style-type: none"> • Develop an events and programming strategy to guide ongoing activity in Midland Oval's public spaces • Implement an annual calendar of events and programs in line with the Place Activation concepts described previously in this document <ul style="list-style-type: none"> • Focus organised events at Midland Piazza • Facilitate seasonal 'flagship' events at Midland Piazza and incidental programming in line with concepts outlined in this document. Focus on diversifying audiences and local perception change • Deliver these by continuing partnerships with arts and cultural organisations such as Artrage as well as emerging business and creative industries locally and regionally • Continue to deliver unique local festival programs such as Midlandia and TropFest, hosted at Midland Piazza and extending throughout the city centre • Ensure ongoing public place programming is linked to place making themes to build a strong place identity • As the volume and frequency of events increases with maturing of the precinct, ensure event application and management processes are streamlined and facilitate third party activation of the precinct • Work collaboratively with MRA and other local stakeholders to achieve complementary programming with significant local places such as Railway Square 	Medium	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Recognises the important current and future role of public transport ✓ Mixture of activities and higher density development to create the critical mass ✓ Strong sense of place ✓ Increases residential population and coexistence of business and residents ✓ Encourages and attracts high quality investment ✓ Economic wellbeing of existing and new business

STRATEGY 5 – PUBLIC ART, HERITAGE AND INTERPRETATION



Beyond Midland Oval, the Midland region is a place with a rich Indigenous and European heritage that has shaped the community's cultural profile. The Whadjuk Noongar people are the custodians of the land and have inhabited the Swan coastal plain for more than 40,000 years, where it has provided a natural abundance of food and water.

Local European history has encompassed themes of agricultural development and enterprise, with the well-known Midland Railways and post-war migration and settlement, which has since borne generations of enterprising local families.

Celebrating and acknowledging both site specific and broader regional stories through unique, interactive public art, heritage and interpretation initiatives should be a core component of the place making response for Midland Oval.

Public art, heritage and interpretation opportunities that should be further considered, in line with the Place Proposition of "Midland's Local" and the Place Making themes of "Connections and Crossroads," "Built by Hand," and "Big Backyard" could include:

1. **PAVING DESIGN** - Incorporating themed patterns into public realm paving. An opportunity for flagship Indigenous artwork at the Midland Piazza
2. **MULTI PURPOSE BUILDING; ROOF CANOPY** – This could be imprinted with artwork that reflects the Midland landscape, to be illuminated at night. This also represents an opportunity for flagship Indigenous artwork
3. **LIGHTING** – comprising both fixed street lighting and opportunities for sculptural and suspended elements across key spaces within Midland Piazza, Urban Lounge, Residential Park

4. **WATER FEATURE** – Possibly incorporated into Midland Piazza, creating movement, sound and a cooling effect in the space, the water feature could accommodate interactive lighting and projections
5. **STREET FURNITURE** – aligned with the "Built by Hand" theme, seating, rubbish bins and other street furniture could be customised for the site
6. **DIGITAL SCREEN / LIGHTING PROJECTION / SOLAR LIGHTING** – an ephemeral opportunity for local digital or other artists to create content for display on the proposed big screen or via lighting projectors located at key points in Midland Piazza
7. **TEMPORARY ART WALL AND PROGRAMMED ARTWORKS** – a temporary / ephemeral art wall could be located in the Urban Lounge area with installations programmed and changed quarterly
8. **ARBORS / GREEN WALL ART** – uniting landscape design, public realm activation and public art, a series of green canopies / arbors would be a strong precinct marker with the structural base, integrated lighting or landscape plantings featuring as the art piece
9. **URBAN LOUNGE** – intergenerational urban play components could feature musical soundscapes, climbing, viewing and educational play elements
10. **GRANDSTAND SEATING AND SCOREBOARD** – At The Grandstand, introducing customized seating to view recreation activities and "people watch" could double as a public art piece, also incorporating the scoreboard

STRATEGY 5 – PUBLIC ART, HERITAGE AND INTERPRETATION

STRATEGY	ACTIONS AND INITIATIVES		ALIGNMENT WITH MORM OBJECTIVES
Connecting Midland's rich heritage	<ul style="list-style-type: none"> • Position Midland Oval as a convergence point to celebrate and communicate the full range of stories of the region's evolution • Deliver a connective interpretive trail throughout the precinct, from Juniper Gardens to the Residential Park, that is aligned with the place making themes and brings together stories related to: <ul style="list-style-type: none"> • Indigenous heritage (as told by the Whadjuk people) • European settlement and the town's unique role/ purpose • Multicultural communities – particularly the impact of post-war migration • Railway history • Agriculture and the local economy • Social and community life • Work with the Whadjuk Corporation to develop a cultural narrative endorsed by the traditional owners • At The Grandstand, specifically communicate and interpret the story of Midland Oval and its role as the community's recreation and social focal point • In partnership with key local stakeholders and community groups that have been associated with Midland Oval, develop and publish a commemorative document focusing on key events and moments, social and community networks, and significant individuals and families, such as: <ul style="list-style-type: none"> • Steele Bishop – cyclist • Courty Brothers – football • Gartrell Family – sporting goods • Walter "Wally" Watts – cricketer, scoreboard namesake 	Short - medium	<ul style="list-style-type: none"> ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Encourages and attracts high quality investment
Public Place Programming	<ul style="list-style-type: none"> • Take a holistic, integrated view of public art across the Midland Oval precinct vs delivering a series of "stand alone" artworks • Develop a public art strategy for the precinct, incorporating public art opportunities described overleaf • Embed public artists into the public realm design team to achieve an integrated response • Identify ephemeral art opportunities which serve a role of precinct activation, and embed these into precinct programming 	Medium – long	<ul style="list-style-type: none"> ✓ Lively and safe, with round the clock activity ✓ Is attractive and convenient to walk in ✓ Strong sense of place ✓ Encourages and attracts high quality investment



CONCLUSION



CONCLUSION

The Midland Oval revitalisation is a rare opportunity to unite the town centre, welcome new residents and business and create a series of diverse public places where the local community and visitors can meet, socialise and recreate in a setting that celebrates the region's unique physical and social identity.

Transitioning Midland Oval from its current role as an informal and underutilised recreation space into a place that is a thriving, vibrant focal point for community life is a complex task that will require delicate balance of interdependencies such as project development staging, urban design drivers, economic and investment attraction strategies and sustaining constructive and rewarding community engagement and involvement.

Celebrating the role that Midland Oval has played in local community life for more than 100 years will be key to enable highly valued recreation, social and community rituals to continue during and after project delivery. In this context, a multifaceted place-led approach to project implementation will be required, as outlined in this Place Making Strategy. An important element will be to embed and deliver place making strategies immediately and continue these throughout each stage, through to project completion.

In summary, Place Making priorities for Midland Oval are:

Short Term:

- Confirm and deliver short term place activation zones and complementary programming, to encourage community ownership and participation
- Establish a Midland Oval Place Blueprint to guide and accompany all project communications and establish direction for a Place Brand
- Develop a Partnerships Plan and encourage community involvement in short term place making strategies and build momentum to co-deliver the long term vision
- Establish a Midland Oval "People and Places" Working Group to champion place-based precinct initiatives

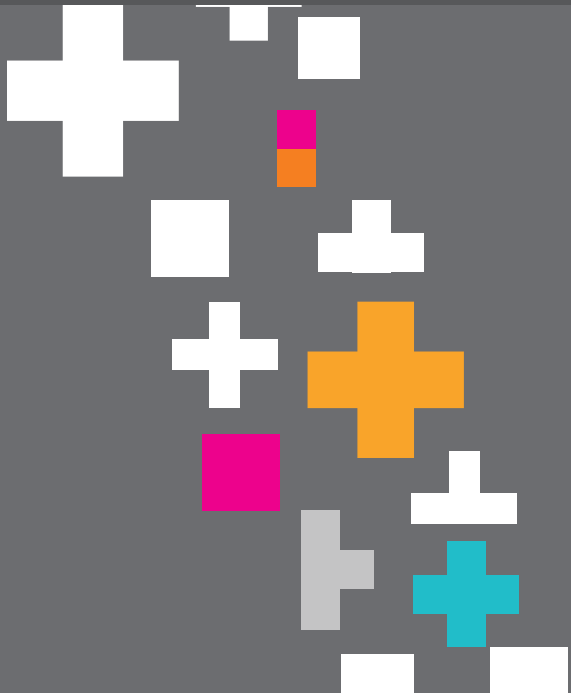
Medium Term:

- Deliver the public realm and precinct-wide activation assets
- Facilitate a precinct business mix that complements the city's broader commercial profile, engage with surrounding local businesses and leverage local food and beverage 'icons'
- Retain ownership of strategic assets including the proposed Midland Showcase building and other potential revenue-generating assets that support ongoing place management
- Develop and implement a tailored destination management model for Midland Oval and supporting Operational Plan
- Develop a specific events and programming strategy to guide ongoing activity in the public realm, linked to place making themes
- Take a holistic, integrated view of public art across the precinct and embed public artists into the detailed design team

Long Term:

- Continue to implement recommended place branding and positioning strategies to recognise Midland Oval as a regionally significant destination
- Work with developers to build social connections for on-site residents
- Consider establishing an informal residents group or association to input into planning and coordinating small scale events and programming

BENCHMARKS



BENCHMARKING MIDLAND OVAL

Rouse Hill Town Centre – Market Square



Description / overview	<p>Rouse Hill Town Centre is a regional, greenfield mixed-use town centre development approximately 35 kilometres north west of the Sydney CBD. Rouse Hill pioneered a new approach to retail development by turning a retail shopping centre box inside out. Rouse Hill Town Centre is owned and managed by GPT. Rouse Hill Town Centre is part of the New Rouse Hill, a master planned community delivered by a joint venture between Lend Lease and The GPT Group, in partnership with Landcom and the NSW Department of Planning.</p> <p>The town centre includes a successfully designed civic square of less than 1,000m2, servicing the town centre with a footprint in excess of 164,000m2 through an efficient use of space. The civic square is located at the junction of Main Street and Civic Way, amongst a range of retail, residential and food and beverage uses.</p>			
Relevance to Midland Oval	<p>Rouse Hill Town Centre has become the civic heart and urban gateway for surrounding communities in Sydney's rapidly expanding North West corridor. Anchored by retail, food and beverage and civic uses including library and community centre, it provides a similar context to that of Midland Oval and is a benchmark for achieving quality urban outcomes in an urban / regional context.</p>			
Key features	<p>Attractions / point of difference</p> <ul style="list-style-type: none"> • Open civic square amongst urban town centre setting. • A focal point and market place for community events. • Water play, activities for families. • Markets – farmers market, Sydney boutique markets, baby and children's market. • Ability to host events, buskers welcome. • Dogs are permitted in public spaces, water stations provided. 	<p>Green / public open space</p> <ul style="list-style-type: none"> • Urban plaza with garden beds and mature trees and hedges. • Recycled water use. • Centralised, recessed water pond with water play. • Seamless integration with surrounding streets and footpaths. • Numerous benches and opportunities to sit, in addition to alfresco dining. 	<p>Built form</p> <ul style="list-style-type: none"> • Surrounding two edges of the square, sense of enclosure created by trees. • Three to four storeys in height. • Open, permeable, active ground floor uses (food and beverage, alfresco dining). • Upper storeys commercial and residential, fine grain facades. 	<p>Amenity & Facilities</p> <ul style="list-style-type: none"> • The public space is in use most hours of the day, supported by surrounded active food and beverage uses. • Custom-designed bench seating, accompanied by alfresco seating under awnings and moveable umbrellas. • Mature trees lining the civic square and providing shade. • Lighting – both poles and fairy lights on trees, and CCTV.
<p>Key Lessons Learnt</p>				
<ul style="list-style-type: none"> • The inclusion of mature trees and garden beds soften a hardscape urban environment. Retain existing trees onsite and incorporate into Midland Piazza is critical to achieving the vision for this space • Locating the 'town square' along active streets. Ensuring Midland Piazza maintains a strong connection to the existing activity along Cale Street is important for Midland Oval. • Installed furniture/hardscape whilst allowing flexible spaces for events. Incorporating flexibility for events into design, whilst providing some permanent infrastructure will be key to activation of Midland Oval's public spaces • Limiting the amount edges with active facades. Concentration of active edges where required has been considered in terms of public space layout for Midland Oval. 				

BENCHMARKING MIDLAND OVAL

University of Technology Sydney – Alumni Green



<p>Description / overview</p>	<p>The Alumni Green is a vibrant, tree-lined space at the heart of the university grounds above the library and sports hall. ASPECT Studios won a design competition held by the University to design its main outdoor space. The university, well known for its Brutalist architecture, has created 'sticky edges' and an outdoor space that offers students and staffs a place to linger through the integration of technology facilities.</p> <p>The Green contains three distinct zones: 'The Green', 'The Heart' and 'The Garden':</p> <ul style="list-style-type: none"> • 'The Green' is a large, raised turf platform that can be used for both special events and informal daily activities. The landscaped edges of the green are informal seating areas. • 'The Heart' is modelled after town squares like Federation Square in Melbourne and the Pompidou Centre in Paris and is a ceremonial gathering space for students and visitors. • 'The Garden' is a mini oasis of trees and plants shading a series of connected student 'pods'. Each pod contains facilities ranging from power outlets for laptops, BBQ facilities and even Ping Pong tables. 			
<p>Relevance to Midland Oval</p>	<p>Although the University of Technology Sydney is an educational institution, the Alumni Green provides a multitude of public spaces with differing roles and offer, creating a unique primary meeting and socialising space on the campus. Defining a clear hierarchy of public spaces for Midland Oval and delineating uses is a key consideration for Midland Oval to create enjoyable places for people to linger.</p>			
<p>Key features</p>	<p>Attractions / point of difference</p> <ul style="list-style-type: none"> • Key university events – orientation, garden parties, union events, programs, ceremonial/celebratory events. • Moonlight cinema. • Providing access to technology /internet in an 'outdoor lounge room' type environment. • An area for outdoor recreation and relaxation. 	<p>Green / public open space</p> <ul style="list-style-type: none"> • Blend of hard and soft scape elements. • Large flexible lawn areas. • Installed seating and infrastructure. • Low garden beds and edges surrounding key areas of activity. • Open green area with access to sunlight, a cool shaded garden. 	<p>Built form</p> <ul style="list-style-type: none"> • A mix of contemporary and old buildings. • High density tertiary institutional buildings. 	<p>Amenity & Facilities</p> <ul style="list-style-type: none"> • Power outlet facilities for technology. • WIFI access throughout the precinct. • Installed ping pong tables • Seating and gathering places on every edge. • Permanent seating as well as movable deck chairs, chairs and rugs. • Umbrellas providing shade in key seating areas. • Contemporary hanging lighting
<p>Key Lessons Learnt</p>				
<ul style="list-style-type: none"> • Creating a hierarchy of spaces of different scales has been a key consideration at Midland Oval, ensuring a clear delineation of the uses and role between the 'Residential Park', 'The Grandstand' and 'Midland Piazza'. • Integrating physical infrastructure (technology) and social infrastructure has anchored The Green and has also been an important consideration at Midland Oval. • Providing movable furniture allows users to customise their experience at The Green. Activation opportunities at Midland Oval (particularly within The Piazza and The Grandstand) should incorporate many layers – with incidental activities and infrastructure that assists to personalise the space and maintain flexibility of use. • Providing flexible spaces that can be utilised day-to-day, but also for events/celebrations ensures The Green is active throughout the campus year. Ensuring Midland Oval is designed to accommodate a range of events and programming with relatively little infrastructure and 'make good' requirements will support the attraction of quality events and activities from third parties. 				

BENCHMARKING MIDLAND OVAL

Noosa Junction Station



Description / overview	<p>Noosa Junction Station is a Sunshine Coast transport and community hub by Bark Design Architects, Guymer Bailey Landscape and SKM. The station is Noosa's new key transport hub and aims to create a relaxing environment and space for people to linger. It captures the revitalised look and feel of Noosa that is consistent with the sophisticated Noosa-style ambience consistent with the emerging cafes, yoga studio, and other retail outlets. This is particularly reflected in the choice of materials and vegetation.</p>			
Relevance to Midland Oval	<p>Noosa Junction Station is a primary community hub and transport interchange and accommodates numerous people throughout their day-to-day activities, allowing them to utilise its practical function as well as stay and linger, much like the role of Midland Oval as a community meeting point. Its unique response to Noosa's character through materiality and design is an interesting lesson for Midland, to create a unique place that conveys to its natural assets.</p>			
Key features	<p>Attractions / point of difference</p> <ul style="list-style-type: none"> Public art display. Illuminated projections at night time. Free express shuttle to University of the Sunshine Coast. Noosa aesthetic (subtropical and coastal character) through built materials and vegetation 	<p>Green / public open space</p> <ul style="list-style-type: none"> Filtered light and shade through shade structures and vegetation. Replanting of existing vegetation. One hundred mature trees. Trees, shrubs and groundcover. Mulched garden beds. Lawn area at the northern entry. 	<p>Built form</p> <ul style="list-style-type: none"> Eighty year old timber elements used in the bus shelters. Arbour made from ironbark and tallowwood timbers sourced from 1930s Mackay wharves. Seats made from ironbark and spotted gum timbers sourced from old rail bridges circa 1950s. Split level platform. 	<p>Amenity & Facilities</p> <ul style="list-style-type: none"> Seven bus bays. Seating areas (built benches), tables and benches. Arbour and screens providing areas of shade (shade pods). Bike racks. Cafes and food/beverage outlets.
<p>Key Lessons Learnt</p>				
<ul style="list-style-type: none"> Noosa aesthetic articulated through materiality, landscaping and design to provide a point of difference. Create a clear Midland character/theme that can translate across elements of built form, landscape and design has been central to this Place Making Strategy and should be carried through into landscape design as well as Design Guidelines to inform built form outcomes. Public art displays, including night time features for late night patrons is a key feature at Noosa Junction. Ensuring that the role of public art is integrated across the precinct at Midland Oval with extension opportunities for evening / night will be important for visitor attraction and supporting patronage of the proposed late night food and beverage outlets. Noosa Junction is a key connection point to the local university. Maintaining connections to surrounding institutions and strengthening Midland Oval's connection to Cale Street and the link to the future Midland Train Station will be critical to the precinct's success. 				

BENCHMARKING MIDLAND OVAL

Jewell of Brunswick



Description / overview The Jewell of Brunswick is a new public space (approximately 600m²) at the southern gateway of Moreland (on Sydney Rd), in Melbourne's inner north. Once a grey, unsafe and under-used road space it now comprises raised lawn, trees, seating and a series of decks. The space has introduced play into the Jewell village. Originally trialled as a pop-up street closure in 2014, which saw a reduction in crime statistics and positive growth for local businesses. During this time, the organization worked with the community on DIY seating and a street mural, along with the planning of several events, activities, performances, and workshops. An initiative to build a climbing wall was supported by Department of Justice funding to be made permanent. Following the success of the program the Moreland City Council conducted community consultation regarding the future permanence of the project and received overwhelming support. Given this overwhelming interest, planning soon began, and funding for the project came from City Hall, the Victorian Government Community Crime Prevention Program as well as a grant from Melbourne Water—together totalling \$760,000 AUD. The final plan consisted of grass mounds, trees, seating, bike racks, lighting, as well as a climbing wall (a suggestion by 84% of public engagement participants). The space, called the "Jewell of Brunswick," opened in the summer of 2015. Including events and activities such as small markets, food trucks, and cultural performances, the site is maintained and managed by City Council. It is now a family-friendly community hub, destination and urban refuge and has improved the connectivity with Brunswick station.

Relevance to Midland Oval The Jewell of Brunswick is a great benchmark for components of Midland Oval, whereby local involvement has seen the improvement of a key part of the town centre, and introduced a place that caters for multi-functional purposes, particularly youth.

Key features	Attractions / point of difference	Green / public open space	Built form	Amenity & Facilities
	<ul style="list-style-type: none"> Climbing/bouldering wall. Skate concrete edges. Street art, graffiti art, public art. Street festival. 	<ul style="list-style-type: none"> Lawn area. Trees. Decking. Various hardscape areas with murals/art. 	<ul style="list-style-type: none"> Commercial buildings framing either side of the public space/ 2 storeys max. 	<ul style="list-style-type: none"> Movable furniture, deck chairs, umbrellas. Activities for kids/teenagers. Seating edges (double as skate furniture). Hard and softscape.

Key Lessons Learnt

- Creating multiple facilities/attractions for youth, not just 'another skate park'. Introducing play into public art and street furniture, including skate-able furniture and other physical activities (such as a climbing wall) has been incorporated into the Place Plan for Midland Oval.
- Providing lots of seating (places to hang out) and moveable furniture for a customizable experience. Creating a multitude of seating spaces or outdoor 'rooms' that allow people of all ages to sit and watch activities within the spaces – particularly for the Urban Lounge zone at Midland Piazza will be critical to how this space functions.
- Maintaining an active place program including events, small markets, food trucks and cultural performances to keep interest in and attraction to the place. Activating Midland Oval in line with the Activation Hierarchy will ensure major celebrations and incidental attractions will keep people coming back for more and sustain visitation.
- Incorporating street art as part of active programming has achieved good results for the community. Designating spaces, particularly within the Urban Lounge, that can be incorporated as part of an event or festival for creating public art is a key activation opportunity that will result in community ownership through enduring artworks.

Commentary

- Ensure that a range of different events can occur in the Piazza space, but that they are programed regularly and 'renowned' events that people will travel to

