



Midland Local Area Plan



July 2021-2026



SOLDIERS
1914

Midland Town Hall



Message from the Mayor

The City of Swan comprises a large land area with diverse communities. Planning for such a diverse area requires creative solutions.

Local Area Plans provide the opportunity to recognise the unique character and needs of these diverse communities.

Local Area Planning involves local community members working together with the City to identify the specific issues affecting their community and, to produce a plan that provides solutions to meet the specific needs of their local area in support of its unique character. This Local Area Plan is therefore an important document for the City to plan for infrastructure and services and manage change at a local level.

The City appreciates the tremendous support and contribution made by community members and other stakeholders in developing this Local Area Plan.

A handwritten signature in black ink that reads "Kevin Bailey". The signature is written in a cursive style and is positioned above a horizontal line.

Cr Kevin Bailey

Mayor
City of Swan



1.0 Local Area Plan Introduction

The City's Place Management approach to service delivery recognises that the City is made up of many communities which may have very different needs and aspirations. Documents such as the City's Strategic Community Plan (SCP) and Local Planning Strategy (LPS) guide the City's business planning by identifying future land use, strategies and actions at the district level but do not necessarily identify the particular needs and aspirations of individual communities.

1.1 What is Local Area Planning?

Local Area Planning involves community members working with the City to identify specific issues affecting their community and to produce a plan that provides solutions to meet the specific needs of their local area. Local Area Plans (LAPs) provide the opportunity to recognise the unique character and needs of our diverse communities. They focus on planning for the management of future growth as well as providing community services. Each LAP identifies a broad range of issues that affect the local area and, in consultation with the local community, establishes priorities for the area, consolidating strategies and actions.

The LAPs consolidate the outcomes and objectives from the SCP and the strategies and actions from the LPS and further develop these specific to the relevant local area and prioritise them. These priorities are guided by a vision and objectives for the local area, established through the community consultation conducted with the community and set out in Part 2 of the LAP. Importantly, outcomes of the LAPs, importantly, also provide feedback to the LPS and SCP.

The LAPs comprise of a Background Report, Community Consultation Feedback and Priority Plan.

1. Background Report

The City undertakes a thorough review of the current practices in Midland and discuss the known issues in the Community.



2. Community Consultation

The City conducts community consultation to confirm the known issues discussed in the Background Report and investigates further to understand how the community wants to develop over the next 5 years.



3. Midland Local Area Plan

The information from the community consultation is collated and discussed with the relevant internal and external stakeholders. This information is used to outline the priorities of the Midland Local Area.



4. Annual Review

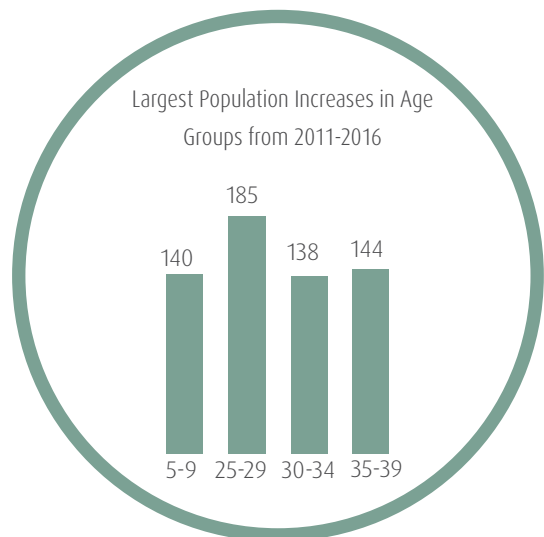
The City will review the Midland LAP annually and provide an update on the City's website.



2.0 Snapshot of Midland Area

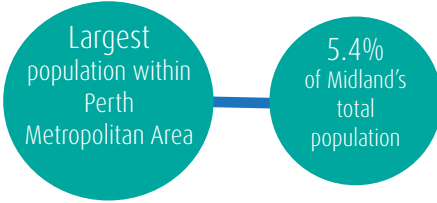
The Midland local area comprises the localities of :

- Midland;
- Viveash;
- Woodbridge;
- Midvale (part – within the City of Swan);
- Bellevue;
- Koongamia; and
- Middle Swan (part – south of the Roe Highway).



Need for Assistance

6.1%



Aboriginal and Torres Strait Islander Peoples



Household Income/Week

\$400 or less	\$650 or less
9.5%	31.4%
\$650 to \$2500	\$2500 or more
56%	10.8%

Population of Midland Local Area



13,573




No Qualification - **44.3%**
 Vocational - **21.1%**
 Bachelors or more - **12.1%**
 Advanced Diploma or Diploma - **7.3%**



Midland Local Area Priorities

These priorities show what is most important to the community based on the feedback received during the consultation. The City is listening to the community and providing services in line with these priorities. The City will provide an annual update on these priorities which will be available on the [City's website](#).

Midland Local Area Priority	City of Swan Actions and Developments	Community Strategic Plan Strategies
<p style="text-align: center;">  Improve community safety and antisocial behaviour in the Midland Town Centre </p>	<p>The consultation results show that the community is concerned with public safety in Midland town centre. The City has a close working relationship with the Midland Police and bordering Local Governments to jointly address crime.</p> <p>The City will be reviewing the Community Safety Plan, which determines the City's direction for community safety and looks at the City's role as a service provider, in partnerships and as an advocate for the community. Feedback from the consultation highlights that the community has concerns with antisocial behaviour in Midland town centre. The review of the Community Safety Plan will investigate strategies that the City can implement to make the community feel safer.</p>	<p>S1.1 Build a strong sense of community health, wellbeing and safety.</p>



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<p style="text-align: center;">2</p> <p>Ensure Midland has public open space that caters for the community</p>	<p>The City is investing in the public open space and recreational facilities in the Midland Local Area and has identified this as a key priority in the City's 20/21 Corporate Business Plan.</p> <p>The City completed Stage 1 of Weeip Park in 2020 which included a grassed space and a dedicated youth zone including shade sails, a climbing wall, basketball hoop and landscaping. Stage 2 is underway and will complete the play area with cubby houses, a slide tower, wetland play area, climbing equipment and toddler's safe play space. The park recognises Midland's history and heritage through public art and interpretative elements with over 650 trees planted.</p> <p>The City of Swan completed stage 1 of a new outdoor recreation space at Lot 300, Gray Drive, Midvale which includes the delivery of a skate park.</p> <p>Swan Active Midland is going through an extensive \$16 million refurbishment. Construction will commence in August 2021 and the refurbishment is expected to be completed in 2023.</p> <p>The following assets are scheduled for upgrades or replacements within the lifetime of this LAP (subject to funding):</p> <ul style="list-style-type: none"> -Holmesdale Park, Woodbridge - Ron Jose Pavilion, Midland - Viveash Park, Viveash - Lloyd Penn Park, Koongamia - Koolbardie Park, Midland 	<p>B2.1 Manage current and future assets and infrastructure</p>



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<p style="text-align: center;">3</p> <p>Facilitate the retention of trees, bushland and improve Midland’s connection to the Swan and Helena River</p>	<p>The City encourages the retention of existing trees, native bushland and the protection of the rivers where appropriate. The City has prepared a draft Urban Forest Plan as a response to the loss of tree canopy as clearing of vegetation increases with continued development. This Plan seeks to provide healthy and diverse landscaping on public and private land, supporting biodiversity, preserving natural amenity and protecting valuable natural plant resources as the region develops. It is recognised in the City’s 20/21 Corporate Business Plan that it is a priority to increase canopy cover in the Midland Local Area.</p> <p>The portion of the Helena River in the Midland local area is maintained by the Lower Helena Association (formed in 2011) who undertake on-ground operations including weed control, native planting and water quality improvement planting (Lower Helena Association Inc, 2018). Actions are guided by the Helena River Catchment Group Action Plan 2012 – 2022 (Eastern Hills Catchment Management Program, 2014).</p> <p>The condition of the foreshore is being monitored along John George Walk Trail, Reg Bond Reserve, Swan Regional River Park, Ray Marshall Park and Woodbridge foreshore, with hotspots identified for on-going monitoring. Wangalla Brook in Koongamia is currently part of a five year foreshore restoration and revegetation project, with works having commenced at the western end. Unfortunately a fire last summer has caused a setback but the project is continuing including in upstream areas of the Brook.</p>	<p>N2.2 Protect our natural resources for future generations.</p> <p>E3.1 Strengthen the capacity and integration of the tourism industry</p>



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<p style="text-align: center;">4</p> <p>Promote and Protect Midland's heritage</p>	<p>The City has a Local Heritage Survey and Heritage List which categorises properties with heritage value. The City is currently reviewing 36 properties across the Midland Local Area which were nominated for the Local Heritage Survey in 2020. A full review of the Local Heritage Survey is scheduled to be undertaken in 21/22. The protection of heritage assets is identified as a priority under the City's 20/21 Corporate Business Plan.</p> <p>Midland is a Strategic Metropolitan Centre which services the local and wider community including a rural catchment. Midland is undergoing a process of change through the Midland Activity Centre Structure Plan, draft Midland Design Guidelines, and Development WA area (formally Metropolitan Redevelopment Authority). These documents acknowledge and highlight the history of Midland and how this needs to be incorporated into new development. The progression of these documents are included in the 20/21 Corporate Business Plan.</p> <p>The City of Swan acknowledges the Wadjuk-Noongar people as the traditional custodians of the land and their connection to land and community. The City recognises the significance of their cultural heritage, beliefs and relationship with the land. The City has created a draft Reconciliation Action Plan (RAP). The RAP will formalise a commitment between the City and the Wadjuk-Noongar and other Indigenous peoples living and working in Swan. Developing the RAP enables the City to develop greater cultural awareness and professional development practices that will strengthen relationships with Aboriginal and Torres Strait Islander stakeholders, and ensure more effective and relevant service delivery to Aboriginal and Torres Strait Islander peoples and communities.</p>	<p>B2.1 Manage current and future assets and infrastructure</p> <p>S1.2 Build social inclusion and connectivity in local places and areas</p>



Midland Local Area Priority	City of Swan Actions and Developments	Community Strategic Plan Strategies
<p style="text-align: center;">5</p> <p>Improve traffic safety and congestion</p>	<p>The City will continue to monitor roads and intersections in regards to traffic safety. Traffic flow and parking is a priority for the Midland Local Area in the City's 20/21 Corporate Business Plan.</p> <p>The Midland Access and Parking Strategy was adopted by Council in 2013 following approximately four years of investigation and consultation. The Strategy is a broad document that sets parameters and actions to improve access, regulate parking, and move to a more sustainable situation. The primary objective of the Strategy is a focus on customer parking in the Midland area to support the local business economy. Generally, on-street parking is provided with restrictions i.e. time limited to encourage turnover and discourage longer term parking. On-street parking in close proximity to businesses should be prioritised for customer parking.</p> <p>There are several planned infrastructure upgrades in the Midland Local Area which will help with traffic safety and congestion:</p> <ul style="list-style-type: none"> - Main Roads is planning the Orange Route - Lloyd Street Extension - Morrison Road widening (subject to Council decision) - Roe Highway Interchange at Morrison Road (part of the City's 20/21 Advocacy Priorities) <p>There are several known hotspots which the City is investigating:</p> <ul style="list-style-type: none"> - Clayton Street, Midland - The intersection of Toodyay and Lloyd will be investigated and upgraded as required to improve performance and safety of the intersection (subject to funding). <p>The consultation identified speeding as a prominent issue for the Midland Local area. Speeding is a widespread problem across the City and Perth Metro area, and traffic calming incurs a high cost and can divert the issue to other streets in the area. Enforcement is the most appropriate action to mitigate inappropriate driver behaviour. Where the results of traffic counts indicate excessive speeding, the City will report these locations to the Police. The City generally does not install traffic calming devices.</p>	<p>B3.1 Advocate and provide sustainable transport solutions</p>



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<p style="text-align: center;">6</p> <p>Ensure there are adequate community services</p>	<p>Midland has a diverse community which has a variety of needs. The City's services have recently been affected by Covid-19.</p> <p>Homelessness was identified as a concern in the consultation. In May 2019, prior to the COVID pandemic, the City of Swan partnered with Indigo Junction and RUAH for Connections Week to survey people who are experiencing homelessness in Midland. This survey identified that 149 people are experiencing homelessness in Midland including 52 children. It was identified that families make up 27% of Midland's homeless compared to just 2% in Perth and 7% in Fremantle. Of the families identified in Midland, 92% are Aboriginal and/or Torres Strait Islander. At the November 2020 Council meeting, the Council resolved to approved the CEO to draft a joint funding submission with Indigo Junction to the State Government for outreach program.</p> <p>The Swan City Youth Service (SCYS) in Midland is a Not-for-Profit (NFP) organisation supported by the City and other tiers of government that operates as a one-stop-shop for young people aged 12 to 25 years. The SCYS offers a range of educational, recreational, life skills, and art and music programs. A variety of services are offered including drug and alcohol counselling, mental health support, weekly medical clinics, assistance with finding accommodation and accessing Centrelink or any other services required. Swan Active and Midland Library also run programs and initiatives for young people throughout the year and particularly during school holidays. The City also facilitates drop in services within a 2km radius of Middle Swan at SCYS, RISE youth, PCYC and Our Place LGBTIQ+.</p> <p>Community Care Services offers a variety of support services designed to assist eligible clients who are frail aged or living with dementia, and their carers. The City also provides the Active Seniors Program at Swan Active in Midland and programs at Midland Library, that are inclusive and welcoming across all cohorts. The Midland Seniors Network was recently started by the City and includes representation by the Swan District Senior Citizens; Seniors of Swan, Midland Probus Club, The Rotary Club of Midland, Swan Districts Lions Club, and Country Women's Association (CWA) – Midland Branch. This network is aimed at identifying critical concerns relating to seniors in the area. There are several aged care opportunities either approved or in the process including the rezoning of the former Swan Districts Hospital site and Elvire Chalets.</p>	<p>S1.1 Build a strong sense of community health, wellbeing and safety</p> <p>S1.2 Build social inclusion and connectivity in local places and areas</p> <p>S2.1 Build service delivery options to meet the future needs of aged, youth, families and children</p>



Midland Local Area Priority	City of Swan Actions and Developments	Community Strategic Plan Strategies
Continued.	<p>Continued: The City coordinates the East Metropolitan Multicultural Network (EMMN), which engages with CaLD communities and relevant agencies in the area to promote service access and equity.</p> <p>A lot of these services are facilitated by the volunteer community in the City. The City adopted the amended City of Swan Volunteer Plan 2020-2025 at the September 2020 Council meeting.</p>	
<p>7</p> <p>Facilitate streetscape improvements</p>	<p>The City has planned streetscape improvements such as tree planting, lighting and public art.</p> <p>A Midland street lighting audit was undertaken in 2014 and the City is rolling out upgrades. The City continues to roll out improvements which include the following (subject to funding):</p> <ul style="list-style-type: none"> - Ferguson Street, Middle Swan, Great Northern Highway, Midland and Elgee Road, Midland <p>The City has a tree planting program where verge trees will be planted at the request of the adjacent resident if they commit to watering initially to establish the tree. The City has also prepared the draft Urban Forest Strategy in response to a loss of trees across the City. Midland has been identified as a priority and the City is currently exploring options to increase the canopy cover. The Urban Forest Plan was advertised in May 2021.</p> <p>The City has undertaken a coordinated street tree planting program in Bellevue in 2020/21, in accordance with the Bellevue Landscaping Masterplan which was an action of the Bellevue East Land Use Study. The City has planted 133 street trees on the verges in Bellevue.</p> <p>It is expected that Metronet will undertake some streetscaping improvements around the new station between Cale and Helena Street.</p> <p>The Public Art contributions from development applications have been reserved in a Public Art Fund. The Public Art funds in the Midland Local Area have been committed to a variety of murals in the Midland CBD and as functional elements in playspace renewals. The City is now forming a Public Art Strategy to highlight key opportunities throughout the City and will consider requests as part of this process.</p> <p>The feedback received in the community consultation included requests for entry statements in the Midland Local Area. Many of the suggested locations were on Main Roads land, or land that will be affect by major scheduled infrastructure. At this time it is not a priority for the City but this can be reconsidered once the infrastructure upgrades are completed.</p>	<p>N2.2 Protect our natural resources for future generations</p>



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<p style="text-align: center;">8</p> <p>Create a vibrant place through place activation, community events and community consultation</p>	<p>The consultation results show that the community would like to see place activation projects and community events.</p> <p>The City's Place Stakeholder Officers, Community Development officers and Youth Officers work with the community to activate the Midland local area. The City supports the Midland Markets which are now located in the City of Swan and Ladgate carpark on Morrison Road.</p> <p>The community has asked for more investment into the façades of the shops, specifically on Great Northern Highway. These shops are privately owned, however the City does provide support to business owners in other ways such as training on how to set up or expand a business, identifying investment and how to improve a business plan. The City is working on a Midland Investment Strategy in 20/21, which will prioritise how the City can encourage investment in the Midland Town Centre. Furthermore, Action 4 from the City's Economic Development Strategy, states that a brand and marketing strategy for Midland will be developed to attract more business and household investment. This branding strategy will be investigated in 2021.</p> <p>Midland is a Strategic Metropolitan Centre and policies have been put in place to facilitate redevelopment of areas to ensure Midland is catering not just for the local community but for the wider eastern metro catchment. The City acknowledges that will require changes to the Midland streetscape and requires extensive consultation with the community. The City is committed to better engagement with the Midland community with regards to matters of policy and development as outline in the 20/21 Corporate Business Plan.</p>	<p>B1.1 Create community places to live, relax and work.</p> <p>S1.2 Build social inclusion and connectivity in local places and areas.</p> <p>E2.1 Advocate and attract business and investment opportunities</p> <p>E3.1 Strengthen the capacity and integration of the tourism industry</p>



Midland Local Area Priority	City of Swan Actions and Developments	Community Strategic Plan Strategies
<p style="text-align: center;">9</p> <p>Facilitate cycle and public transport options</p>	<p>The City's Cycle Network Plan has identified two priorities for Midland:</p> <p>Stratton to Midland Link:</p> <p>Infrastructure upgrades aiming to improve the cycling link from Stratton to Midland, which includes shared path upgrades on Lewis Jones Cross, a new Toodyay Road bicycle-only path, Lloyd Street shared path upgrade, and improvement to on-road cycling along Templeman Place, The Crescent and Cale Street.</p> <p>Viveash - Woodbridge – Midland Cycling Link Improvement:</p> <p>Improvement to cycling link from the John George Trail along the Swan River foreshore in Viveash to Woodbridge Station and the Midland Rail Principle Shared Path. Proposed improvement includes constructing a new shared path along First Avenue and providing a crossing facility at the intersection of Great Eastern Highway and First Avenue.</p> <p>The State Government and Metronet have plans to relocate the Midland Station to Cale Street to bring it closer to the heart of the Midland Town Centre. The new location will improve connections to Midland Gate Shopping Centre, Midland Health Campus and New Junction.</p>	<p>B3.1 Advocate and provide sustainable transport solutions</p>
<p style="text-align: center;">10</p> <p>Review the interface between residential and other zones</p>	<p>The City will be reviewing the Local Planning Scheme in 21/22 which will review zones in the City and the permitted uses. The consultation raised concerns from the Bellevue community that there are land use conflicts between the residents and industrial area.</p> <p>The City initiated the Bellevue East Land Use Study (BELUS) on the 14th August 2013 in response to community concerns with the encroachment and expansion of industrial and commercial developments within the existing predominantly residential neighbourhood. The City is currently reviewing the 70 recommendations in the Bellevue East Land Use Study and presenting the results to Council at the April 2021 council meeting with recommendations to initiate several scheme amendments.</p>	<p>1.1 Create community places to live, relax and work.</p>



Woodbridge Park

www.swan.wa.gov.au



city of swan

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This document can be made available in alternative formats on request.