<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.0 Public Spaces in The Town Centre: Potentials &amp; Problems</td>
<td>3</td>
</tr>
<tr>
<td>Characteristics of a Good City</td>
<td>6</td>
</tr>
<tr>
<td>Traffic Free Streets, Squares &amp; Parks: Overview</td>
<td>5</td>
</tr>
<tr>
<td>Key Pedestrian Routes &amp; Destinations</td>
<td>6</td>
</tr>
<tr>
<td>Privately Owned Spaces &amp; Arcades</td>
<td>7</td>
</tr>
<tr>
<td>A Fractured Town Heart</td>
<td>8</td>
</tr>
<tr>
<td>Micro-Climate (A Hot Town in Summer)</td>
<td>9</td>
</tr>
<tr>
<td>Midland Life, Work &amp; Play</td>
<td>10</td>
</tr>
<tr>
<td>Night-Time Activities</td>
<td>11</td>
</tr>
<tr>
<td>Evaluation of Street Frontage &amp; Ground Level Activity</td>
<td>12</td>
</tr>
<tr>
<td>Attractive Street Frontages</td>
<td>13</td>
</tr>
<tr>
<td>Unattractive Street Frontages</td>
<td>14</td>
</tr>
<tr>
<td>Inadequate Ground Level Activity</td>
<td>15</td>
</tr>
<tr>
<td>Afterhours Safety Audit</td>
<td>16</td>
</tr>
<tr>
<td>2.0 Using the Town Centre: Usage Patterns (Autumn 2006)</td>
<td>17</td>
</tr>
<tr>
<td>Usage Patterns</td>
<td>18</td>
</tr>
<tr>
<td>Test Walks</td>
<td>19</td>
</tr>
<tr>
<td>Daytime &amp; Evening Pedestrian Traffic</td>
<td>20</td>
</tr>
<tr>
<td>Pedestrian Traffic in the Streets</td>
<td>22</td>
</tr>
<tr>
<td>Stationary Activities in the Town Centre</td>
<td>23</td>
</tr>
<tr>
<td>Seating Options</td>
<td>25</td>
</tr>
<tr>
<td>Cafes on Sidewalks &amp; Spilling into Public Space</td>
<td>26</td>
</tr>
<tr>
<td>3.0 Observations</td>
<td>27</td>
</tr>
</tbody>
</table>
introduction

This report presents an evaluation of the quality and success of public spaces in Midland. It has been prepared to assist those with an interest in Midland to plan and manage for a more active, vibrant, safe and economically successful town centre.

Midland Town Centre is at a significant stage in its development. Several major projects such as the Juniper Gardens, Midland Transit Oriented Development, The Crescent, Midland Oval and Midland Gate Shopping Centre will provide new opportunities for Midland complementing the work that has been undertaken over recent years. These new developments will shape the Town Centre, contributing to the urban environment.

The quality of a town centre’s urban environment has a vital role to play in its attraction to local and international visitors, business investors and to community development. Few experts understand the issue or have had as much impact on assisting cities to respond to such opportunities than Professor Jan Gehl. His methodology provides a concise tool for understanding the patterns of activity in urban areas and for intervening in public spaces to enhance their vitality, attractiveness and safety.

This study of public life in the Midland Town Centre has adopted Professor Jan Gehl’s methodology of analysis of public space and public life. This study, undertaken on behalf of the Midland Redevelopment Authority in March 2006, provides a snapshot of public space and public life occurring within the Centre. This information will be used as a foundation for reshaping Midland over the coming years to realise its true potential as the social and economic centre of the region.

This report is divided into three parts:

1.0 Public Spaces in the Town Centre
Analysis of the more prominent public spaces (and some privately owned spaces), with special focus on their qualitative potential and problems.

2.0 Using the Town Centre
Study of usage patterns: pedestrian movement and stationary activities, as well as cultural and commercial activities occurring in the streets and other spaces.

3.0 Observations
Observations of the environmental quality of the town centre, based on an analysis of the urban space and study of urban life.

Study Area
The area of this study is described on the map opposite.
1.0 public spaces in the town centre: potentials & problems
1.0 Characteristics of a good city

A key feature of successful town centres throughout the world is attractive public gathering spaces. Generally they are the spaces which exist between, in and around buildings and which are accessible to the general public. They can be external (for example streets, squares, parks, rivers) internal (for example libraries, museums, train stations) or external and internal quasi-public (for example universities, shopping malls, sports grounds).

Public spaces provide a realm for everyday social life. Historically they have been a place for markets, festivals or even religious events and exhibit a civic character that transcends the commercial activities that occurred there.

Successful public places attract people because they are active, vibrant, safe and exciting places. Around the world these places have certain common characteristics despite differences in local socio-economic and geographic settings.

Successful public places convert people from short term (in and out) users of the space to long term users (people who linger for a while and perhaps participate in other activities). The success of the place depends on the nature of the activity undertaken. Activity can be classified as Necessary, Optional and Social.

Necessary Activities

These activities are generally compulsory in nature such as walking between different places (home to school/work, shopping) or waiting for public transport. Typically, they are everyday tasks which an individual carries out to fulfil their needs usually with no other choice. Consequently, the quality of the physical environment will have little impact on whether or not the individual undertakes such activities because of their necessary nature.

Optional Activities

Optional activities are those which are pursued if an individual has the desire, time and place to do so, such as sitting, standing around or sunbathing. Typically they are passive recreational activities carried out by an individual by choice. The quality of the physical environment is important in how it influences people’s decisions to undertake such activities.

Social Activities

Social activities occur as a result of the first two activities (necessary and optional) and are dependant on the presence of other people in public places. Such activities include conversations, passive contacts (observing or listening to other people). These activities occur spontaneously due to people moving about within the same space. Life Between Buildings, Gehl (2001)

A qualitative evaluation of urban space within Midland begins with the study of the quality of the environment for pedestrians. An interesting place for people provides:

- diverse and dynamic urban spaces with a variety of people oriented activities;
- a welcoming and vibrant heart which invites people to stop and enjoy the experiences offered by a lively and active urban space; and
- a city loved by citizens and visitors alike.

A good quality urban environment provides a variety of opportunities to participate in Necessary, Optional and Social Activities:

- Optional and Social Activities are the important factors in creating a sense of vibrancy and interest; and
- A city that provides only for Necessary Activities fails to reach its potential.

Factors that provide for necessary, optional and social activities are described in the following:

Walkability

- Room to move;
- Comfortable climate conditions – sun, shade and protection from wind;
- Pleasant facades for interest;
- Legibility – a clear structure in the pedestrian system;
- Connectivity between important destinations;
- Good walking rhythm with few interruptions;
- Few and short waiting times at intersections; and
- Public seating to rest on.

Day and Night

- Attractive and effective lighting; and
- Mixture of functions.

Forum for Social and Cultural Exchange

- Space for cultural activities and communication;
- Space for street theatre, music and small scale commercial activities; and
- Democratic urban space – for all people.

Sensory Experiences

- Low levels of noise disturbance;
- Intimate urban spaces;
- Beautiful views and fine details; and
- Interesting facades, display windows and exhibitions.

Opportunities to Stay

- Room for stationary activities;
- Good climatic conditions;
- Visual interest;
- Provision for seating: public, cafés and secondary seating such as steps and planter boxes; and
- Good integration of functional and recreational activities.
1.0 traffic free streets, squares & parks: overview

The northern end of the Old Great Northern Highway has been closed to traffic and accommodates office activity with significant provisions for public seating. All other streets in Midland are open to traffic, which in part can be erratic and confusing due to Great Eastern Highway, which serves as a local, regional and interstate connection. The one-way pair of Great Eastern Highway and Victoria Street prioritise traffic over local traffic, cyclists and pedestrians.

Juniper Gardens is a new urban park close to Midland Gate. The gardens feature a contemporary shelter and a variety of informal and formal seating options. Established trees and quality landscape design create a pleasant and comfortable space in proximity to commercial and mixed-use zones within the city centre and nearby residential areas. As Midland develops, Juniper Gardens will provide a valuable forum for relaxation and interaction.

Carnegie Park is centrally located in relation to the traditional main street. It provides respite from the city centre in close proximity to an area of high activity. The park is relatively under patronised despite its prime location. Two of its three edges provide little activity with the park lacking some of the qualities of landscape that encourage people to sit and enjoy the space.

Quality landscape design, ample shade and a strong sense of identity define Midland Square as an urban space that is attractive and enjoyed by office workers. However, patronage is significantly reduced on weekends due to the inactivity of the office precinct.

Carnegie Park

Juniper Gardens

Midland Square

1. Carnegie Park
2. Juniper Gardens
3. Midland Square
**1.0 Key pedestrian routes & destinations**

An analysis of the major destinations within the Midland Town Centre and the routes between these destinations reveals a disconnected, poor quality pedestrian system.

Key destinations within the Town Centre include:
- Midland Gate Shopping Centre;
- Centrepoint Shopping Centre;
- Midland Train Station and Bus Interchange;
- City of Swan/Department of Land Information/Centrelink office precinct; and
- Old Great Northern Highway/Helena Street ‘main street’ retail/commercial strip.

The Town Centre is dissected by two major east-west routes (Great Eastern Highway and Victoria Street), with several other important routes providing connections to the regional area (Morrison Road, Keane Street, The Crescent).

Several lower order routes provide connections with the major routes, servicing the surrounding area and various land uses.

The dominance of the east-west routes contribute to the problem of too much “through traffic” and lack of balanced circulation within the town resulting in fragmentation of land uses and activity.
Large internalised shopping centres such as Midland Gate and Centrepoint provide a controlled environment for pedestrians away from traffic noise and weather extremes. A multitude of retail services contained under the one roof allows for shoppers to access all needs in one trip, often by car. Commercial activity is not able to operate autonomously outside of centre hours due to the limited external connection to surrounding public space, and many can be opened and closed at the discretion of management bodies. As a result, these spaces can be limited in their ability to function properly and often lack the organic qualities of true public places.

Centrepoint is situated as a separate entity and barrier to the surrounding urban fabric and affords minimal provision for through connection. From the interior of Centrepoint, connection to public spaces on the outside of the building is minimised through the minimal provision of entry and exit points and a lack of windows. Existing windows, which have the potential to provide some level of connection to the outdoor space, are heavily pasted with signage. Entry points are generally located to establish stronger connections between the car park and the building rather than the building and the public space that surrounds it. Public space on the outside of these buildings, dedicated to car parking, service and delivery is generally dull and unattractive.

Construction currently being undertaken at Midland Gate will provide an active interface at street level. Previously fronted with a carpark, active shopfronts at street level will improve the integration of Midland Gate with the surrounding urban fabric and provide connectivity in a zone that formerly served as a psychological barrier to pedestrian movement.

Centrepont: Long blank facades address the street and fire escapes provide connection to the street only during rare occasion when the building needs to be evacuated.

Opening hours: Connections provided by privately owned arcades can be opened or closed at the owner’s discretion.

Enclosed arcades: Enclosed arcades provide a connection to car parks behind activity zones but can be dull spaces.

Open air arcades: An interface is provided to a connection to the car park behind.

Arcades
Car Park Linkages

Car parks provide formal and informal linkages which increase the permeability of the city centre. They can be beneficial if designed to provide comfort for the pedestrian. This is rarely done.
The Midland Town Centre is characterised by several predominant through routes and key land use nodes.

The dominance of Great Eastern Highway and Victoria Street have contributed to the problem of too much “through traffic” and lack of balanced circulation within the town resulting in fragmentation of land uses and activity. Businesses located along these streets generally cater for passing traffic with on-site parking to the front resulting in the eroding of a comfortable and safe pedestrian environment.

The dominance of these through routes has resulted in land uses which are effectively isolated from one another, minimising opportunities for good economic and social relationships to develop.

Similarly, the existing Centrepoint and Midland Gate Shopping centres serve as a one stop shop for retail trade. This activity is internalised with the spaces surrounding the building dedicated to car parking, service and delivery, resulting in a dull and lifeless public environment.

Centrepoint’s location within the Midland Town Centre has formed a barrier between the Midland Train Station and the traditional town centre with minimal provision for through connections.

**1.0 a fractured town heart**
1.0 **micro-climate (a hot town in summer)**

Midland is located within the Temperate Zone of Western Australia and experiences the same climate characteristic of the wider Perth metropolitan region.

However, as Midland is situated approximately 25 kilometres inland, it often does not experience the cooling effect of the sea breezes which provide relief from the hot easterly breezes that prevail during the summer months.

This local micro-climatic condition together with a built environment that lacks shade and protection from the elements means that Midland can be perceived as a hot and harsh environment for pedestrians.

**Trees and awnings provide shelter from climatic extremes (Sunday market day).**

**Large expanses of asphalt compound the effects of summer heat.**
1.0 midland life, work & play

The Midland Town Centre is characterised by three significant retail nodes being the Midland Gate Shopping Centre, Centrepoint Shopping Centre and the traditional town centre ‘main street’ uses situated around Helena Street and Old Great Northern Highway.

An office precinct exists just north of The Avenue at the end of Old Great Northern Highway comprising the offices of the City of Swan, the Department for Land Information and Centrelink along Keane Street.

This segregation of activity together with the absence of residents and the lack of night-time activity means that the town lacks vibrancy and vitality during the day and at night.

Midland Grower Markets on Sunday are an excellent contribution to the town. They show how vibrant and interesting the town could be with the right mix of interest and pedestrian comfort.

A limited choice of cafes, pubs, and bars is provided in the city centre and eating out in Midland is geared more towards taking away than dining out and alfresco.

The Junction Hotel is unkempt and has the hallmarks that are more characteristic of an antisocial environment. It does not communicate the qualities that would attract the general population.

The Council Club Hotel is an attractive bar with an alfresco terrace that provides a view of passing street life.

On Sundays, the main street is closed to traffic for market day, which swarms with activity as street side vendors, purveyors of fresh produce and the occasional busker contribute to the type of cosmopolitan atmosphere generally associated with Fremantle.
There is night-time activity in the Midland Town Centre. Night time activity is limited mainly to a few takeaway food outlets, restaurants and pubs, a cinema, "drive thru" bottle shop and an adult shop. Some soccer training occurs on Midland Oval on Wednesday night but this is hidden from town.

Night time activities within the Midland Town Centre are disjointed. Other urban centres in the Perth metropolitan area contain agglomerations of cafés, bars, restaurants and cinemas, which all contribute to a sense of vibrancy, vitality and perceived levels of public safety.

Midland is a town desperately in need of the public and student nightlife that comes with inner city residential living and educational establishments.
Building frontages are the point of interaction between public and private space, the activity that occurs within a building and the activity that occurs outside. Both enrich each other. The façade communicates information regarding function, quality and type. Façades that are rich in detail, interesting to look at and create a narrative, define the experience of the journey through the urban space.

Street frontages have been assessed as good, average or poor according to the following criteria:

- Diversity of type and texture;
- Attractiveness and beauty of the façade;
- Levels of interest exhibited by the façade;
- Connection/interaction between the outdoor public space and private space within the building; and
- Relation to human scale.
1.0 attractive street frontages

Factors that contribute to an attractive street frontage are:

- Diversity of functions;
- No blank or inactive facades;
- Interesting relief or modulation of the façade;
- Quality materials and refined details; and
- Small units with many doors.

Attractive street frontages in Midland are a mix of traditional and modern buildings with a variety of texture and styles. Midland exhibits a strong historical context and the streetscape is peppered with a variety of robust architectural styles. These buildings provide a sense of identity to the urban fabric and define an interesting and textural urban edge with a good level of connection between the interior of the building and the street.
1.0 unattractive street frontages

Many of Midland’s street frontages lack a sense of quality through lack of maintenance, poor or unimaginative styling or the sense harshness created by long blank façades. Unattractive street frontages are characteristic of areas of the city centre where low levels of pedestrian and cultural activity were recorded.

Many of the street frontages in Midland are pasted with excessive levels of signage and advertising with the purpose of attracting the attention of fast moving traffic. Much of the built fabric along Victoria Street and Great Eastern Highway is of a scale that relates to pedestrian traffic but signage responds to the scale irrespective of the perception and comfort of the pedestrian.

Factors that contribute to an unattractive street frontage:

- Large units with few or no doors;
- No visible variation of function;
- Closed, passive or blank facades;
- Monotonous façades; and
- Lack of detail.
1.0 inadequate ground level activity

Many buildings throughout the Midland City Centre are disconnected from the street either by way of design, lack of windows or through covering existing windows with signage and advertising materials. Information is communicated about the land uses within but this disconnects the use from public life and adds to a lack of interest at street level.

**Disconnection by design:**
An electronics store provides the illusion of connection to the street. Through the imitation of windows at street level, the deficiency of this building has been recognised but inadequately addressed.

**Disconnection: Lack of windows:**
If a building fails to interact with the street, people on the street will not interact with the building. In this case, pedestrians cannot use the building from the frontage to the street. The building has been designed to address the street architecturally but the front fortress like facade offers no connection to the ground space. There is no interaction between the building and the street other than that it looks as though it faces Great Eastern Highway.

**Disconnection: Signage proliferation:**
Signage is generally designed to attract the attention of automobile traffic rather than to cater for the interests of pedestrians. At street level, a pedestrian would need to stand within the carriageway to experience the full impact of the sign whereas an interesting window display could convey more information about the functions within the building and provide a more interesting view from the street.
1.0 afterhours safety audit

Our perception of safety after hours is generally influenced by the environmental quality of the urban environment. In particular, people generally feel safe and secure where the urban environment exhibits good lighting, passive surveillance from buildings, visibility from passing traffic and areas of pedestrian activity.

After hours safety and security within the Midland Town Centre’s is generally perceived to be limited. This is due to the lack of well-lit areas and a sufficient level of after hours business and pedestrian activity.
This part of the report contains information on public space usage in the Midland Town Centre. It was collected on clear, sunny days on Saturday 18th March and Tuesday 21st March 2006.

The information can be compared with the qualitative assessment in Part 1 of this report to show how the form of the Town affects its use. The information can also be used to show where change and investment is needed to enhance the Town and realise its potential.
2.0 usage patterns

The information below summarises how the study was undertaken and will assist in reviewing the study in the future.

Data Collection Methods

• Field Observation
• Counting of pedestrian traffic and recording of stationary activities

Data Collection Periods

• The study was carried out on Tuesday and Saturday. Other formal studies that have been carried out suggest that usage patterns are identical for Tuesdays, Wednesdays and Thursdays. Saturdays are more likely to give a representation of pedestrian activity that is a result of choice rather than necessity.

Data Collection Times

• Weekday activity was studied between 10am and 10pm in order to cover both day and night usage patterns. The survey was undertaken on Tuesday 21st March 2006.
• Saturday activity was studied between 10am and 2pm to cover morning, and afternoon periods. The survey was undertaken on Saturday 18th March 2006.

Conditions For Study

• Fine weather, sunshine and light winds. The temperature ranged between 16° through to 33° on Saturday 18th March 2006, and 17° through to 35° on Tuesday 21st March 2006 (Source: Bureau of Meteorology).
• The study was performed in fine weather as it is considered that public activity would be at its highest under these conditions.

Pedestrian Study Counts

• Pedestrian counts were sampled at 10-minute intervals across points A, B and C along seven study routes throughout the Midland City Centre. Figures were converted to an hourly figure representing pedestrian activity at each sample point. Pedestrian counts were made up of both ‘near’ and ‘far’ which represents counts either side of the street.

Stationary Activity Counts

• Counts of stationary activities were sampled over hourly intervals along each of the study routes. Results have been culminated to represent morning, lunch, afternoon and evening time intervals.
Three test walks were selected in the city centre, two of the routes provide alternate paths from the railway station to the City of Swan and Department of Land Information Offices. The third route is an equal distance from the Town Hall to Midland Gate on Cale Street.

These routes were selected according to the predominant movement patterns as demonstrated by pedestrian surveys between the rail and bus interchange to the main street and office precinct, which are essentially pedestrian oriented destinations. Route 1 is the natural path of least resistance; Route 2 is the most direct route from departure point to arrival point and each of these routes contains two sets of traffic lights. Route 3 is a direct route from departure to arrival point with only one set of traffic lights.

The pedestrian count demonstrated that pedestrian movement was greater along Route 1 than the more direct and faster Route 2. A long blank façade to the west side of Helena Street constitutes an uninteresting pedestrian experience and the alternative is to cross to the eastern side of the road, all of which may act as a psychological barrier or deterrent for people considering this route. It is interesting to note that journey from the railway station to the office precinct in both cases constitutes a longer duration than travelling from the Town Hall to Midland Gate which lacks pedestrian amenity and the is generally a car dominated environment. Waiting at traffic lights contributes greatly to the time taken from departure point to destination and in the case of Routes 1 and 2, constitutes a greater portion of the journey than walking. Making pedestrians wait this long is a real deterrent to walking.

Route 1:
Walking Time: 5min 05 sec
Waiting Time: 5min 20 sec
TOTAL TIME: 10 min 25 sec

Route 2:
Walking Time: 4min 20 sec
Waiting Time: 5min 20 sec
TOTAL TIME: 9 min 40 sec

Route 3:
Walking Time: 5 min 10 sec
Waiting Time: 2 min 40 sec
TOTAL TIME: 7 min 50 sec
2.0 daytime & evening pedestrian traffic

The most significant pedestrian movements recorded within the study area during the weekday were the area between the City of Swan and Department of Land Information offices and around the rail/bus interchange.

The area in between the City of Swan and Department of Land Information offices experiences a steady pedestrian flow throughout the day with significant movement during lunch hours.

The area around the rail/bus interchange experienced the highest levels of pedestrian movement within the study area with a significant level of activity occurring during mid to late afternoon (around 3pm to 6pm).

Little or no pedestrian movements were recorded after hours except for some activity around the intersection of Helena Street and Old Great Northern Highway and adjacent to the bus/rail interchange.
Pedestrian movement on Saturday is extremely low. There is some movement around the train station and Centrepoint Shopping Centre but virtually none outside Midland Gate Shopping Centre. Midland is failing as the region's lifestyle and community heart. What life there is, is hidden inside shopping centres. The region's heart is almost dead. Fremantle by comparison is busiest on the weekend.
2.0 pedestrian traffic in the streets

The weekday and weekend pedestrian study outcomes are summarised below.

**Weekdays**

**Helena Street:**
- Minimal pedestrian traffic close to the railway station;
- Pedestrian traffic channelled through Centepoint and away from Helena Street;
- Path of least resistance from railway station and along the western side of Centepoint;
- Slightly increased pedestrian movement between Great Eastern Highway and Victoria Street; and
- Pedestrian activity is focused on one side of the street.

**Great Northern Highway:**
- A higher level of pedestrian movement is evident along Old Great Northern Highway; and
- Pedestrian movement focused on the southern side of the street.

**Great Eastern Highway:**
- Minimal pedestrian activity;
- Activity mainly on northern side of Great Eastern Highway;
- Lack of service and visual amenity; and
- More diversity and levels of interest.

**The Avenue:**
- Minimal Pedestrian Activity and a slight peak at lunchtime.

**Cale Street:**
- Nil pedestrian activity [Note: east side of Cale Street was closed for construction of Midland Gate Shopping Centre].

**Evening Weekdays**

Activity throughout the city centre is generally minimal but some areas exhibit slightly more activity than others. The rail and bus interchange is an active zone. Similarly, Helena Street experiences some activity as a result of the pizza outlet, TAB and the Junction Hotel. This activity extends up to the Old Great Northern Highway and onto the main street. Some areas experience nil activity such as Cale Street and The Avenue.

**Weekends**

**Helena Street:**
- A similar proportion of pedestrian activity as during the weekdays;
- Great Northern Highway: Minimal pedestrian activity;
- Great Eastern Highway: A higher degree of activity that is mainly focused on the northern side of the highway;
- The Avenue: Nil to minimal Pedestrian Activity; and
- Cale Street: Nil pedestrian activity.
Stationary activities are activities such as waiting at traffic lights, waiting for a bus and standing at an ATM, based on necessity. Activities such as sitting in a café and street theatre are optional and are reflective of a presence of people who have a desire to engage with the urban environment irrespective of life’s necessities. Optional activities present an organic quality to the city.

The following provides a sample of the data gathered. A full data set can be obtained from the authors of this study as part of the next update.

ROUTE 1 (TUES):
Stationary activities evident in this area influenced by the railway station and interchange facility. A high level of standing and sitting activity was recorded in the vicinity of the train station during periods when people would generally be commuting to and from work or school. Activity is mainly reflective of people waiting for public transport and is mainly necessary activity as opposed to the activities that people participate in by choice.

ROUTE 3 (TUES):
The high incidence of standing along this route is influenced by a minimal provision of seating facilities and the quality of seating provided. A relatively high level of activity exists along this route but blank façades, a vast treeless car park and lack of quality seating in Carnegie Park fail to provide a forum for a balanced mix of stationary activity to take place.

ROUTE 4 (TUES):
A more diverse range of services and amenities are located in this area. The provision of cafés, an alfresco bar and terrace and restaurants influence a more balanced mix of stationary activities. A variety of quality seating is provided in a landscaped park setting around the office precinct and the office workers contribute to an increased level of seating activity around lunchtime. Low-level stationary activity in the evening is sustained by the café, bar and pizza shop and is mainly people standing.

ROUTE 5 (TUES)
The main street commercial area and the office precinct influences a similar pattern of stationary activity as Route 4. The highest incidence of stationary activity was recorded in the evening as people sitting in cafés.
ROUTE 1 (SAT):
Saturday patterns of stationary activities are similar to that of weekdays and mainly influenced by the train station but with fewer people recorded engaging in those activities. A high incidence of sitting and standing is associated with people waiting to use public transport.

ROUTE 3 (SAT):
A reduced level of activity was recorded in this area but stationary activities on Saturday were similar to that of weekdays activity patterns. The quality of seating is poor and the Great Eastern Highway creates the conditions for a noisy environment deterring pedestrians from stationary activities.

ROUTE 4 (SAT):
Café seating activity was recorded as being the predominant activity overall but limited to lunchtimes only. Although this area provides a variety of pedestrian amenities and higher levels quality seating, minimal activity was recorded. Reduction in activity could be influenced by inactivity within the office precinct over the weekend.

ROUTE 5 (SAT):
Nil to low stationary activity in this area may also be a result of dormancy within the office precinct on weekends. Activity on the main street is minimal and there is an absence of cultural activities such as street performance, except for the Sunday market.
2.0 seating options

A good city centre offers a variety of seating possibilities, which includes formal and informal seating opportunities. Public benches placed in well-considered locations can provide a vantage point to view the dynamic and changing activities that occur within an urban environment.

Stairs, ledges and planter boxes provide secondary, less formal seating opportunities. Alfresco cafes offer visitors to a city a place to engage in a culmination of civic and cultural experiences whilst providing an opportunity to eat or relax.

This seat is designed to prevent people from sitting for long periods of time. The benches behind appear arbitrarily placed and exhibit a limited relationship to the fabric of the city and the activity within it. The benches appear to face backwards in relation to the activity on the street.

Seating which provides shelter and is oriented with views toward public activity are inviting and interesting places to be. These opportunities are limited in Midland.

Steps under a shade structure provide an inviting place to sit and observe.

A sense of enclosure provides a definition of space and orientation towards the centre provides a view of passing activity. These opportunities are limited in Midland.

Formal Seating

Informal Seating (length)
2.0 cafes on sidewalks & spilling into public space

There are few examples where activity within buildings spills out onto the street. There is some presence of café seating around the city centre but for the most part, the city lacks alfresco activity.

Some shops add some interest and diversity by displaying their products in the public arena.

Some shopfronts provide visual connection between indoors and outdoors but bi-folding doors could allow greater interaction.
3.0 Observations

The town of Midland was once a thriving centre, acting as the commercial, social and cultural heart of the region extending out to the Wheatbelt. Recent decades have seen a focus on through traffic and internalised shopping centres surrounded by car parking.

The civic making skills of previous generations have been forgotten and many of their achievements lost. The summary of problems and challenges described below appear daunting. It will not be easy to turn Midland around although the process has already begun.

The Midland Redevelopment Authority and the City of Swan are committed to revitalising Midland and are planning major projects in the area. It must also be said that from little things, big things grow. A government can’t make Midland vibrant. Its merchants, residents and communities can.

Problems And Challenges

Street Frontages
- Disconnection from the street and public life;
- Largely unattractive;
- Signage proliferation is excessive;
- Uninteresting facades;
- Lack diversity and interest; and
- Respond to car traffic rather than pedestrian traffic.

Seating
- Minimal seating provisions;
- Seating lacks quality;
- Few places to sit with a view of street activities;
- Lack of seating diversity (benches, cafes and secondary seating on steps and ledges);
- Seating that lacks quality lacks patronage;
- Juniper Gardens is a new urban park close to Midland Gate. The gardens feature a contemporary shelter and a variety of informal and formal seating options;
- Key areas for repose and observation of public life such as Carnegie Park are neglected; and
- Areas with high incidences of standing activity lack quality seating provisions.

Diversity of Functions
- Few choices available for optional activities;
- Necessary activities abound;
- Few night time activities available;
- Midland is a 9-5 city and is not active after hours;
- Night time activities within the Midland City Centre are disjointed;
- Agglomerations of cafes, bars, restaurants and cinemas contribute to a sense of vibrancy, vitality and perceived levels of public safety and are not present in Midland’s heart;
- Centrepoint and Midland Gate are limited in their ability to function as true public spaces but attract much of the activity away from public spaces;
- Quality landscape design, ample shade and a strong sense of identity define Midland Square as an urban space that is attractive and enjoyed by, office workers, visitors and residents of Midland; and
- Stationary activities evident in this are reflective mainly of people waiting for public transport.

Qualities of Urban Space
- Lacks interest in built form but some quality exists;
- Few places that provide a sense of intimacy;
- Blighted visual qualities such as signage proliferation;
- Lacks relief from climactic extremes;
- Noisy highways disturb the peace in the city centre;
- Cultural activities such as street performance is non existent;
- Lacks vitality and liveliness;
- Large expanses of asphalt compound the effects of summer; and
- Midland exhibits a strong historical context and the streetscape exhibits a variety of robust architectural styles.

Pedestrian Activity
- Pedestrian activity is reflective mainly of necessary activity;
- Few pedestrians engaging activity outside of traditional commuting and work hours;
- Pedestrian traffic channelled through Centrepoint and away from Helena Street;
- Pedestrian activity is often focused to one side of the street; and
- Some areas experience nil activity such as Cale Street and The Avenue.

Connectivity
- Barriers segregate activity and flow within the city centre;
- Traffic lights interrupt pedestrian flow and increase journey times;
- The main street has little definition as the heart of the city;
- Centrepoint is situated as a separate entity and barrier to the surrounding urban environment;
- The area of car parks used as informal pedestrian linkages is greater than the area of formal linkages provided by enclosed and open air arcades;
- Long blank façades disconnect destinations by making the pedestrian journey dull and uninteresting;
- Connections provided by privately owned arcades can be opened or closed at the owner’s discretion disconnecting places after hours;
- Disconnection of building from street life by design, lack of openings and signage proliferation; and
- Waiting at traffic lights contributes greatly to the time taken from departure point to destination and in the case of Routes 1 and 2, constitutes a greater portion of the journey than walking.