

**Midland Redevelopment Authority**  
Sustainability Policy Statement

**Introduction**

Sustainable development aims to meet the needs of the present without compromising the ability of future generations to meet their own needs (United Nations' Brundtland Commission, 1987).

Parallel with the global shift towards sustainable development is the emergence of a move to measure sustainability across a 'triple bottom line' of three broad criteria: economic (i.e. financial), environmental and social parameters, which means that development should result in benefit across all three areas. Western Australia is amongst a few Governments pioneering the 'triple bottom line' approach.

In September 2003 the Western Australian State Government released the Western Australian State Sustainability Strategy which defines sustainability as "Meeting the needs of current and future generations through integration of environmental protection, social advancement and economic prosperity". The strategy aims to encourage government, communities and business to contribute to sustainability.

Government is leading by example – every agency will be expected to implement and report on how they are contributing to improving sustainability in Western Australia.

The State Government has developed a number of tools, such as the State Housing Strategy and the WA Greenhouse Strategy, which together with the State Sustainability Strategy, will provide the framework for agencies such as the Midland Redevelopment Authority (MRA) to assist with achieving sustainability goals for WA.

This Policy Statement outlines the MRA's approach to sustainable development and the principles which underpin this. It reflects the existing philosophy of the MRA, which has been to take a long term view on how best the development of the MRA land can benefit the region and the State as a whole. The MRA and the people of Midland recognise that sustainability is a cornerstone of future prosperity and community strength.

Sustainability principles are incorporated in all the planning which guides the decisions and progress. Within the organisation, too, sustainability is a core value, with our administrative structures geared around best practice in environmental and human resource sustainability.

During the past four years the MRA has sought out best practice procedures in sustainability and attempted to incorporate them into the agency's work. The introduction of the Sustainability Code of Practice and the accompanying Action planning process will provide a framework for incorporating these processes into our strategic planning, and provide a means of measuring the outcomes.

## **Sustainable Development and the MRA**

The MRA is committed to revitalising Midland by creating an excellent urban environment within the Midland redevelopment area.

*MRA's vision is that Midland will be a vibrant regional centre with a strong sense of identity recognised for its cultural diversity and growing opportunities in commerce, education and the arts.*

Overarching this vision is the commitment to creating value through sustainable development. Sustainable development is implicit in everything the MRA does and cannot be segregated as a discreet outcome for the MRA. When planning strategies to achieve the vision described above, the MRA considers each of the triple bottom line criteria in relation to each strategy and works towards synergies which will result in making a positive impact in more than one, and often all three, of the triple bottom lines.

The MRA's four Business Objectives demonstrate how the triple bottom line is integral to MRA's business:

1. Revitalise Midland and strengthen it as a strategic regional centre.
2. Integrate development with maximum benefits for the city and the community.
3. Maintain and enhance environmental, social, heritage and cultural values within and around the redevelopment area.
4. Invest responsibly for sustainable economic outcomes.

The following summarises how the MRA will address the three key areas of the triple bottom line and outlines some specific deliverables within each. As outlined, these three areas are each individually important, however, many initiatives undertaken by the MRA make an impact across more than one area. This is demonstrated in the attached table, which highlights some of the key initiatives of the MRA and the sustainability outputs associated with each.

### **Environment**

The MRA will focus on delivering a vibrant regional centre in Midland which has minimum impact on the environment.

This will be achieved by managing design, planning and construction with a focus on the basic principles of reduce, reuse and recycle.

Examples of initiatives that will be managed to achieve this outcome include:

- Recognition of existing environmental and urban fabric and focusing on revitalising and reusing where appropriate. At the same time focusing on reducing urban sprawl and promoting infill development.
- Planning subdivisions and housing density to ensure land development is planned to have minimal environmental impact including waste management and resource usage.
- Creating housing design guidelines to ensure housing construction is environmentally sensitive, and minimizes resource usage. Buildings will be measured on environmentally sustainable design ratings.
- Transit Oriented Development which focuses high density living close to major transport hubs to encourage use of public transport.
- Regeneration of public land including Helena River

### **Social Resources**

The MRA will build and sustain a strong community within Midland by focusing on preserving and enhancing the sense of place of the area, derived from its unique built, natural and social history.

This will be achieved by:

- Ensuring an inclusive engagement and consultation with the community.
- Incorporating liveable neighbourhoods and transit oriented development principles.
- Creating community meeting places and encouraging the safe use of public open spaces and safer pedestrian usage through the design of new and renewed public spaces, enhanced lighting, landscaping and the use of public art.
- A program of public art using the talents of local artists and designing pieces that reflect the local character, history and culture.
- Preserving the unique heritage of Midland through a dedicated Heritage Strategy to manage use of valuable heritage places within the area (and in particular the former Midland Railway Workshops).
- Revitalising and valuing many unique heritage places, preserving them and converting them to new uses.
- Promoting the development of a Rail Heritage Centre within the former Midland Railway Workshops.
- Encouraging education and employment development through a new business incubator, planning for new commercial precincts, planning for new educational campus and a program of attracting educational facilities to Midland including a community learning precinct.

### **Economic Resources**

The MRA will facilitate the development of a thriving regional centre within Midland while investing responsibly for sustainable economic outcomes.

This will be achieved through:

- Maximizing opportunities to create local employment.
- Evaluating initiatives using MRA's financial feasibility plan which will ensure key investment decisions secure the best whole of project results for the MRA. The MRA will also apply Risk and Asset Management procedures and protocols.
- Encouraging education and employment development through a new business incubator, planning for new commercial precincts, planning for new educational campus and a program of attracting educational facilities to Midland including a community learning precinct.
- Working with other key business groups to facilitate job opportunities and growth and to reduce relocation of employment from the region.

### **Measuring Our Performance**

The State Sustainability Strategy has recommended a range of strategies to ensure government is driving the transition to a sustainable future for Western Australia. These strategies include the requirement for each agency to prepare an Action Plan which outlines how it will respond to the State Government's Sustainability Code of Practice.

The MRA has a Sustainability Action Plan which outlines mechanisms for the organisation to report on its sustainability performance. The MRA will report on the implementation of the Code of Practice in its Annual Reports from 2004/05.

**Table 1**  
**Example of Triple Bottom Line Performance for Key Projects**

MRA PROJECTS				
	<b>Transit Oriented Development</b>	<b>Mixed Used Development</b>	<b>Rail Heritage Centre</b>	<b>Improved Transport Networks</b>
<b>SOCIAL</b>	<p>TOD is a method of enhancing community and creating a less car dependant community.</p> <p>Around the train station TOD principles are being introduced to change the focus of the town and improve social benefits associated with the train station and bus interchange</p>	<p>Mixed use developments create diversity in land use and improved human interaction resulting in a 24 hour city with reduced crime, increased vitality and a 'sense of place'. This form of development also encourages pedestrian movements and reduces the necessity for car movements.</p>	<p>The development of a Rail Heritage Centre on the site of the former Railway Workshops will provide a tourism destination.</p> <p>The Centre would also be a recognition of the social and built heritage of the area.</p>	<p>The community is provided with better access and connectivity.</p> <p>The extension of roads such as Lloyd Street provide better regional access, transport route alternatives and links to facilities such as the airport.</p>
<b>ENVIRONMENTAL</b>	<p>Reduced reliance upon cars and improved public transport options to reduce pollution.</p> <p>TOD also relies on increased density of development which reduces the take up of land for development purposes.</p>	<p>Efficient use of land and denser development reducing the need for additional land take up and car dependence.</p>	<p>The adaptive reuse of heritage buildings reducing the requirement for additional land and building resources</p>	<p>Improved transport networks include the planning for bus systems such as a CAT bus and allowing adequate space for the future development of alternatives such as light rail. These all reduce the reliance on cars.</p>
<b>ECONOMIC</b>	<p>Reduces cost of infrastructure in servicing urban areas. Increased job creation through the development of a mixed use high density development around the transport node.</p>	<p>People live and work in the one space, improving economic diversity within the city.</p>	<p>Tourism and flow on economic development and community growth.</p>	<p>Improved networks correlate with improved access which is an enhanced economic driver for Midland as a regional centre.</p>