

Retail Core Refresh 2022/23

Phase Two - Murray Street Mall



Context

Introduction

The City recently completed the refresh of Hay Street Mall. Following the success of this project, a similar program of works is proposed for Murray Street Mall. The refresh of both malls is an interim measure to extend the life of the retail core with minimal disruption until major key developments such as Carillon City, and the Connor Quinlan Buildings are completed.

Murray Street Mall had a significant upgrade in 2005 to coincide with the opening of the new Perth Underground Station. Murray Street Mall's proximity to Forrest Place combined with high footfall generated by the train stations has attracted some of the world's largest retail brands. While the original upgrade has served the city well, an accumulation of clutter over the years and aging street furniture has had a visual and physical effect on the mall's aesthetic and function.

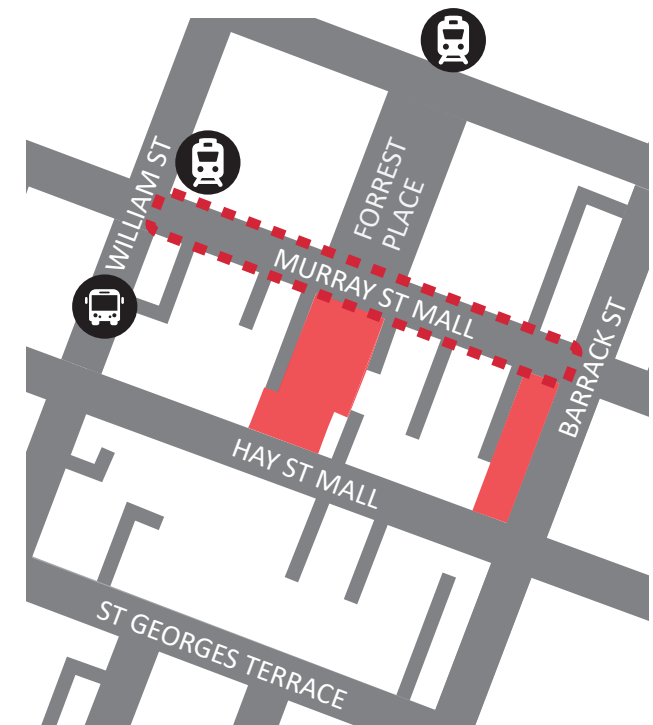
The aim of the concept is to reinvigorate Murray Street Mall through the introduction of new street furniture and way-finding signage, murals, and other minor work to encourage people to stay and spend time in the mall.

This will be achieved through the introduction of more structure to the mall and the removal of redundant items while balancing the spatial and infrastructure requirements for small event spaces.

“Good cities know that streets move people, not just cars. Great cities know that streets are also places to linger and enjoy.”

- Brent Toderian

Noted Urbanist, former Vancouver Chief Planner



Location plan

Key new developments

Retail Core Refresh

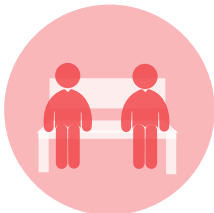
Phase One Hay Street Mall (Completed early 2022)

What we addressed



Tired infrastructure

- Extensive painting & refresh
- New wayfinding signs



Social seating

- Variety of options
- Tables with integrated lighting



Infrastructure for events

- Upgraded event power
- Integrated in light poles



Decluttered & renewed

- Redundant items removed
- Commissioning of new murals

Final outcome



New street furniture



Mural by Jade Dolman



Mural by Joanna Brown



Mural by Peta Roebuck



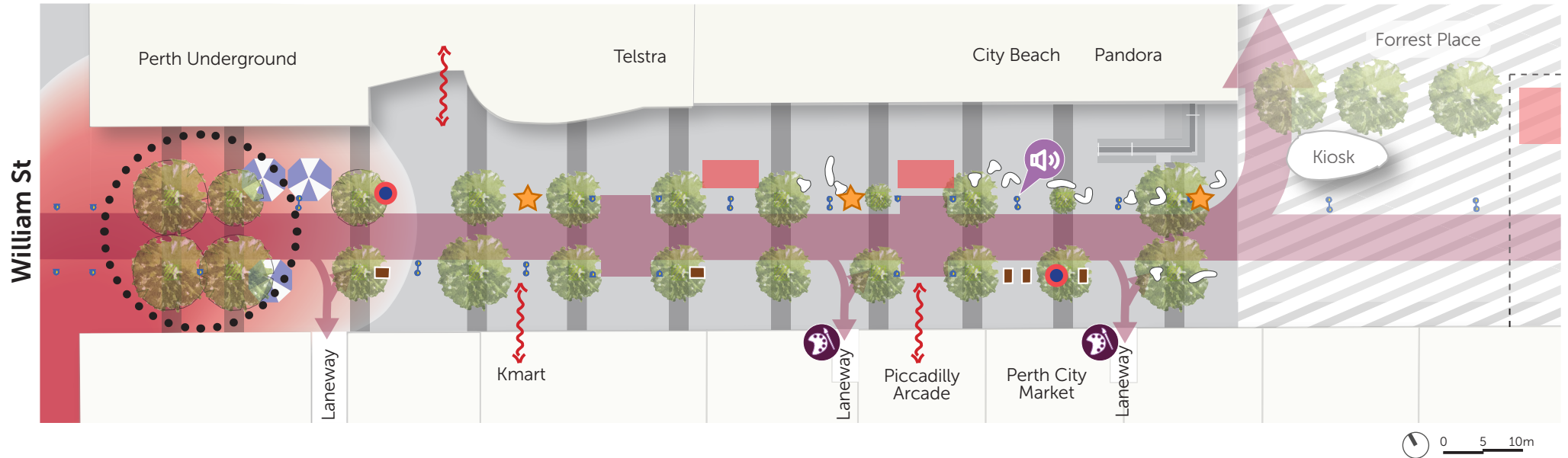
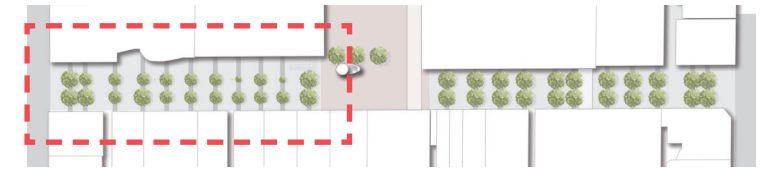
Diverse seating options



New wayfinding signage

Existing Conditions & Constraints

Murray Street Mall - West

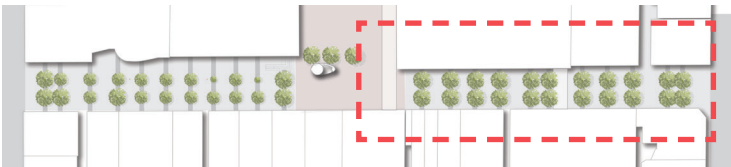


LEGEND

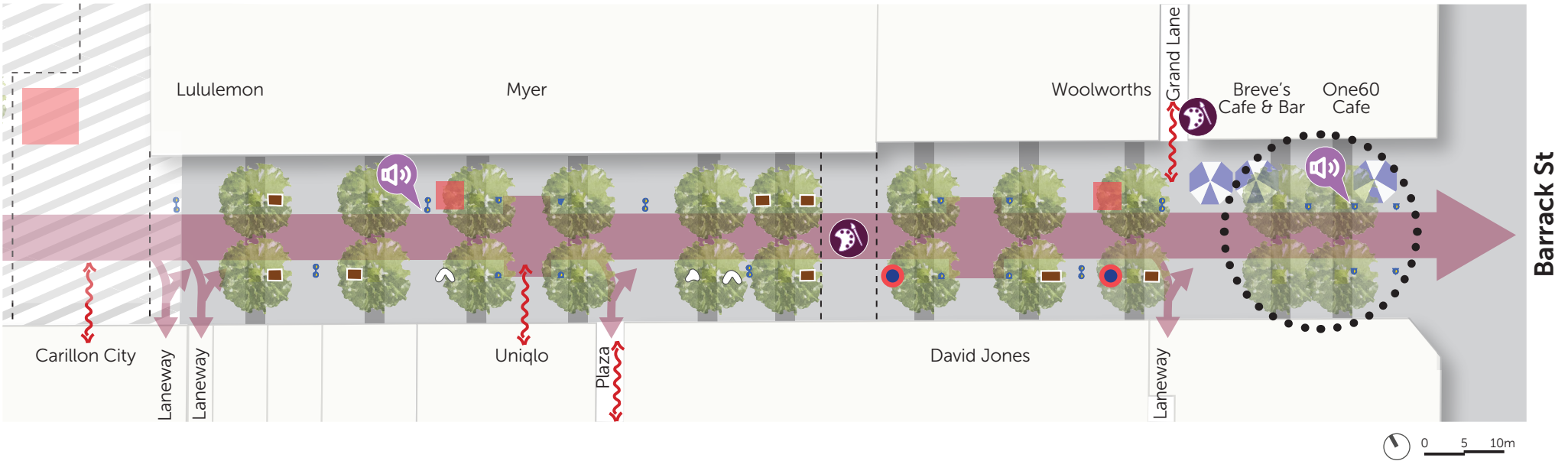
- | | | | |
|--|------------------|--|--------------------|
| | Vehicle access | | Seats |
| | Busking space | | Lightpoles |
| | Event space | | Pedestrian hotspot |
| | Sculptural seats | | Entry threshold |
| | Through link | | Blank walls |
| | Outdoor dining | | Speakers |
| | Public payphones | | Forrest Place |

Existing Conditions & Constraints

Murray Street Mall - East



Location Plan



LEGEND

- Vehicle access
- Busking space
- Event space
- Sculptural seats
- Through link
- Outdoor dining
- Public payphones
- Seats
- Lightpoles
- Pedestrian hotspot
- Entry threshold
- Blank walls
- Speakers
- Forrest Place

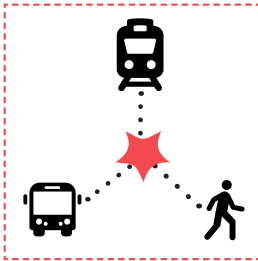
Strengths and Challenges

Murray Street Mall

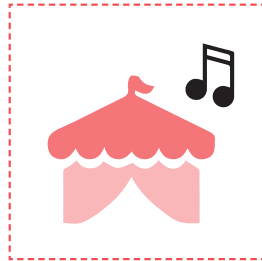
Strengths (things to build on)



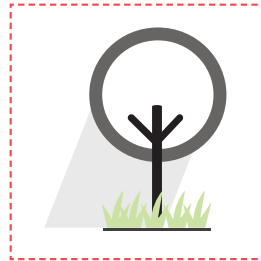
Good footfall



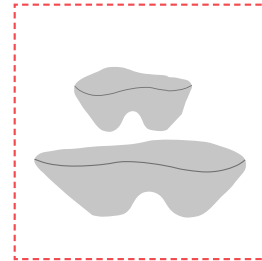
Well connected



Regular events



Urban greening



Sculptural seats



Outdoor dining



Premier retail

Challenges



Lack of structure



Lacks seating options



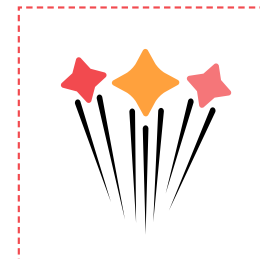
Needs love



Cluttered



Lacks sense of place



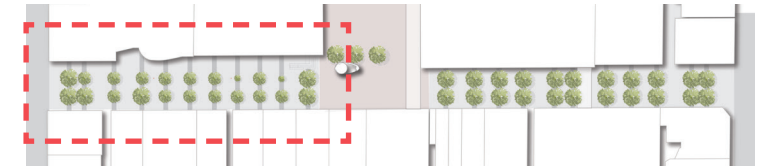
Lacks sense of arrival



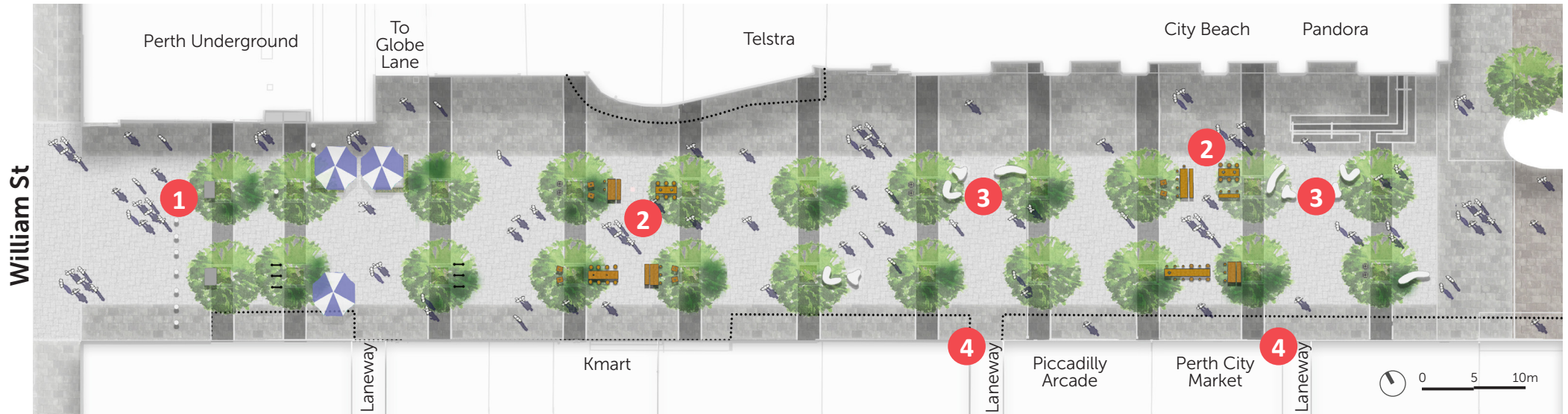
Competing uses

Concept

Murray Street Mall - West



Location Plan



New signage & feature lighting to trees



New furniture suite & refresh of existing lightpoles



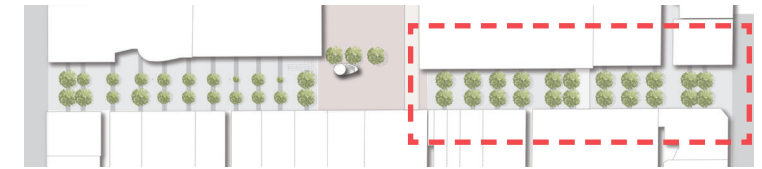
Soundscape and refurbish David Walker sculptural seats



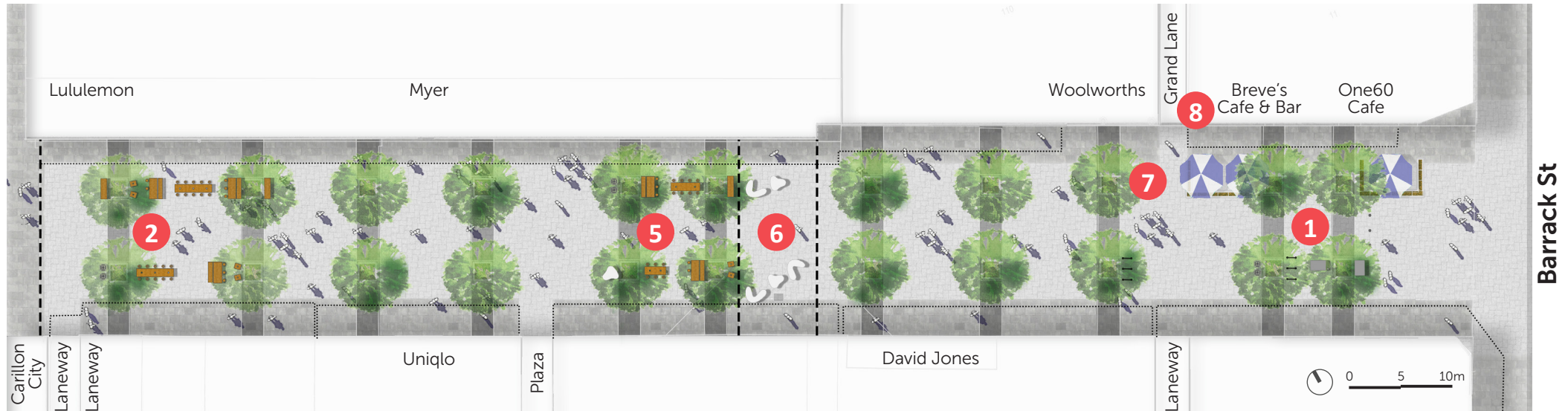
Opportunity for a mural

Concept

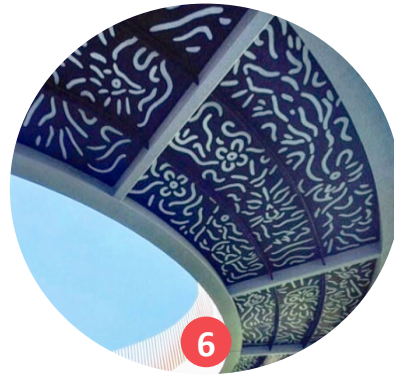
Murray Street Mall - East



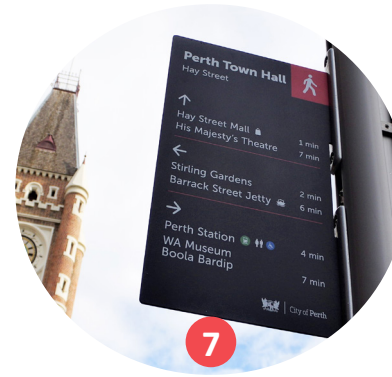
Location Plan



New seating nodes
(conceptual illustration)



Opportunity for a mural & lighting
to the soffit of the bridge



New flag wayfinding
signage throughout



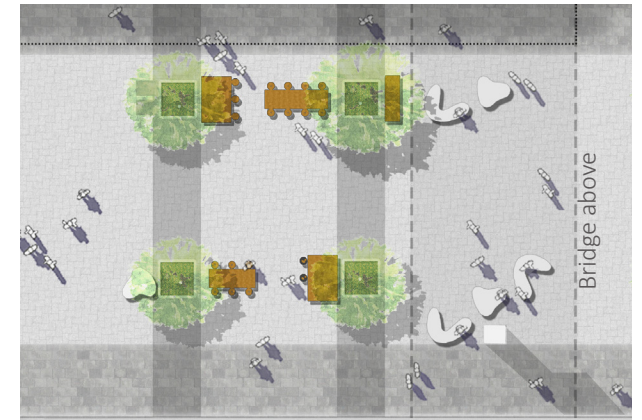
Opportunity for Grand Lane
placemaking mural

Proposed Seating Node

Murray Street Mall



Future - Conceptual illustration



Proposed seating - detailed plan



Current