



GOVERNMENT OF
WESTERN AUSTRALIA

YAGAN SQUARE



**A PLACE TO
CONNECT AND
CELEBRATE
WESTERN AUSTRALIA**

YAGAN SQUARE

This brochure provides information to those interested in leasing tenancies at Yagan Square and details about the various event spaces available.

Yagan Square will see the return of food markets, community and city life to the heart of the CBD.

Connecting William, Wellington and Roe Streets, and located in the arms of the historic Horseshoe Bridge, Yagan Square will be the city's primary community, meeting and celebration place and a major tourist destination.

It will be a showcase of WA in the heart of the CBD - a place that recognises and celebrates WA's heritage, produce, environment and culture; representing the coming together of Aboriginal and non-Aboriginal cultures and creativity that is unique to the city.

Yagan Square will include a lively pedestrian thoroughfare lined with shops and alfresco dining, shaded grass terraces, native gardens, a children's playscape, an iconic digital tower and flexible spaces for performances and events.



Artist impression, Yagan Square aerial (view south towards CBD).

A UNIQUE SHOWCASE OF WESTERN AUSTRALIAN PRODUCE

Western Australia's exceptional food and beverages will be at the heart of this exciting new development through restaurants, a market hall and dining environment, with leasing opportunities now open. This iconic destination in the heart of the city will attract tenants who share a passion for local, seasonal produce.

DELIVERING A CULINARY DESTINATION

The people of Perth were asked what they wanted to see at Yagan Square. Their ideas for local food and markets, public art, community and cultural attractions and events have been incorporated into the design and activation themes:

CELEBRATION - celebrating the quality, provenance, seasonality and flavours from across regional WA.

COMMUNITY - bringing people together across a shared table, a market stall, a festival event or a chef's master class.

CULTURE - acknowledging both the ancient traditional culture and the diversity of global cultures that make WA the incredible place it is.

The growing tourism trend towards culinary destinations will put Yagan Square on the map as the first stop to gain a taste of WA. Research has identified four out of five people who visited WA said they were interested in culinary tourism experiences.

CONNECTING FOOD AND CUSTOMERS

We want to reflect the produce of every region of WA across the restaurants, cafés and food retail businesses at Yagan Square.

By working with the seasonality, the regions, the farmers and producers, your business will benefit from being part of the unique and exciting Yagan Square.

Business benefits may include:

- A managed calendar of events to attract people to the venue and drive sales.
- Participation in seasonal produce promotions and new product launches.
- Pop up stalls, markets and food festivals to drive consumer spend at the venue.
- Chef demonstrations and food and beverage master classes that cross promote your offering.



**WE WANT THE BEST
THE STATE HAS TO
OFFER ON A PLATE AND
WE'RE GOING TO WORK
ALONGSIDE YOU TO
HELP YOU DELIVER THIS
VISION OF A SHOWCASE
OF WA PRODUCE.**



A PLACE

FOR PEOPLE

Yagan Square will be an extraordinary place to visit and experience WA's culture, heritage and environment.

The Metropolitan Redevelopment Authority (MRA) will work with Yagan Square tenants, stakeholders, government agencies and arts and events communities to deliver a year-round program of exciting events and activities.

Our unique approach to Aboriginal cultural engagement means that the event programming for Yagan Square will also tie into the important Noongar culture's six season calendar, which shapes and influences all cycles of life.

A broad events program will cater for everyone – city workers, residents, commuters, families and children, school groups and tourists. Yagan Square will deliver a strong culture and arts program including international and community events; a range of events that showcase WA food and beverages; and musical and theatrical performances to delight everyone.

OUR APPROACH TO PLACE MANAGEMENT

Through the State Government of WA, the MRA is breathing new life into Perth through urban renewal and place making. From the beach, to the city and the hills, our projects are creating communities with new living and business opportunities, public open spaces, facilities and lively places for people to enjoy.

We've developed a unique Place Making Business Model to deliver dynamic, authentic and sustainable places. Combining our three key roles as place manager, developer and planning regulator, we can take projects from vision setting, through master planning, to development, sales, project marketing and place management.

PUBLIC ART TO ENGAGE AND INSPIRE

Highly engaging, interactive and integrated public art will be found throughout Yagan Square - from video, digital art and sculpture, to water features, pavement treatments, projections and Aboriginal art.

An iconic digital tower will be a beacon for the city, displaying a mix of cultural and commercial content and light art. The lake-inspired digital canopy provides shelter over the meeting place, as well as a canvas for projections and lighting.

Future mobile apps will also allow visitors to engage in stories of public art, Aboriginal and European culture, heritage and educational information.

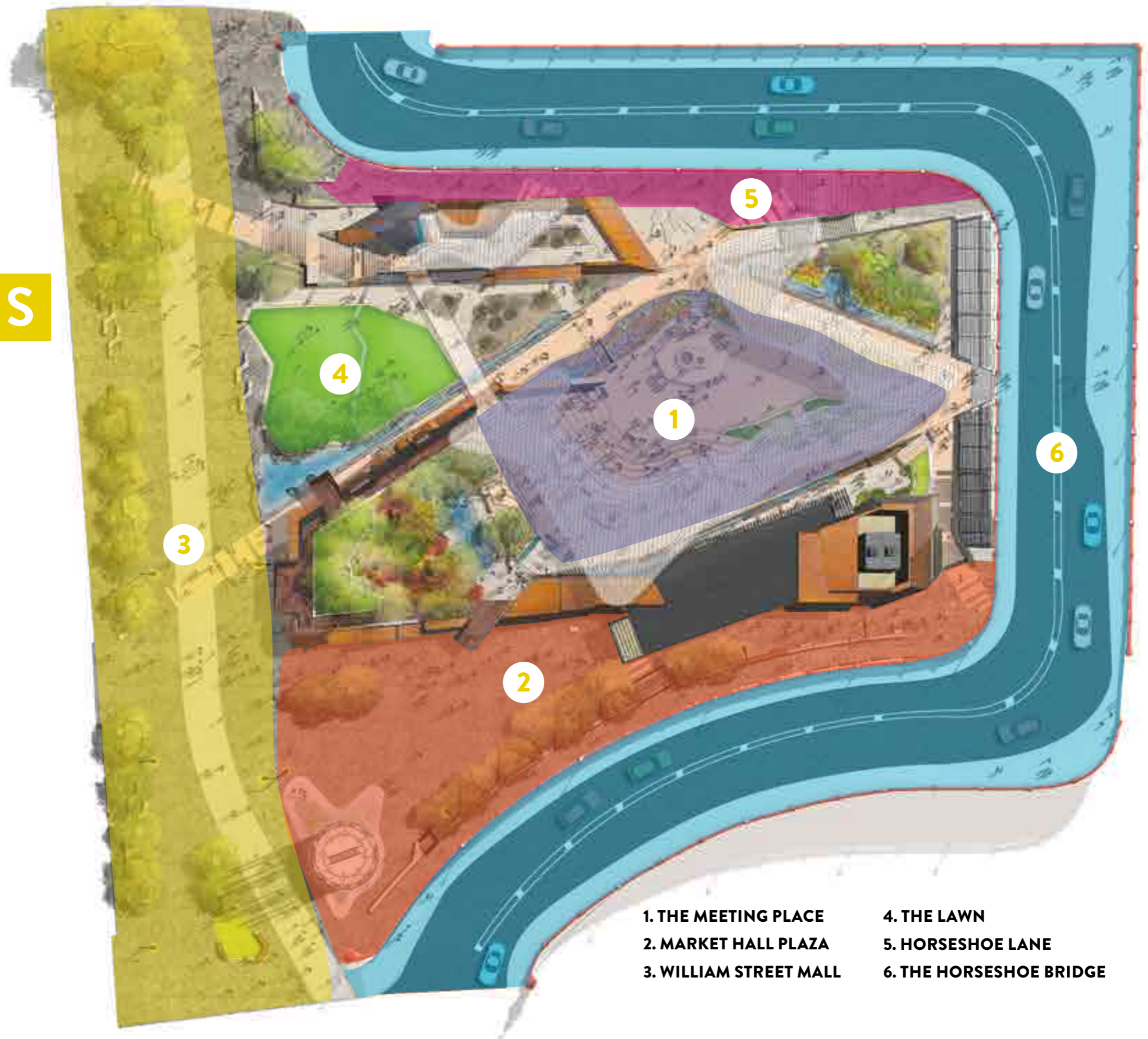


EVENT SPACES

With construction expected to be complete in early 2017, Yagan Square offers a number of destinations and opportunities for flexible and unique entertainment and events, including:

- Celebration places
- Permanent markets and temporary kiosks
- Gardens, greenery, shade
- Integrated public art
- Intergenerational play
- Water themes and naturescape
- Interactive digital media

The total event capacity for Yagan Square for major events, such as New Year's Eve, is 45,000.



1. THE MEETING PLACE
2. MARKET HALL PLAZA
3. WILLIAM STREET MALL

4. THE LAWN
5. HORSESHOE LANE
6. THE HORSESHOE BRIDGE

THE MEETING PLACE

(UPPER LEVEL)

The Meeting Place is on the upper level of Yagan Square and will be a flexible space with seating, performing and social spaces, creating a unique and active meeting place in the heart of the square. It reflects a natural place of convergence rather than a formal auditorium, which enhances its function as a social and cultural space as well as an event destination.

Designed to embrace the natural curve of the amphitheatre, a canopy - symbolising the lake system that originally occupied the site - provides shade cover during the day. At night, a spectacular lighting installation on the underside of the canopy will bring the area to life.

SIZE:

- 605m²

CAPACITY:

- 700 picnicking
- 1,000 seated
- 2,400 standing

SERVICES:

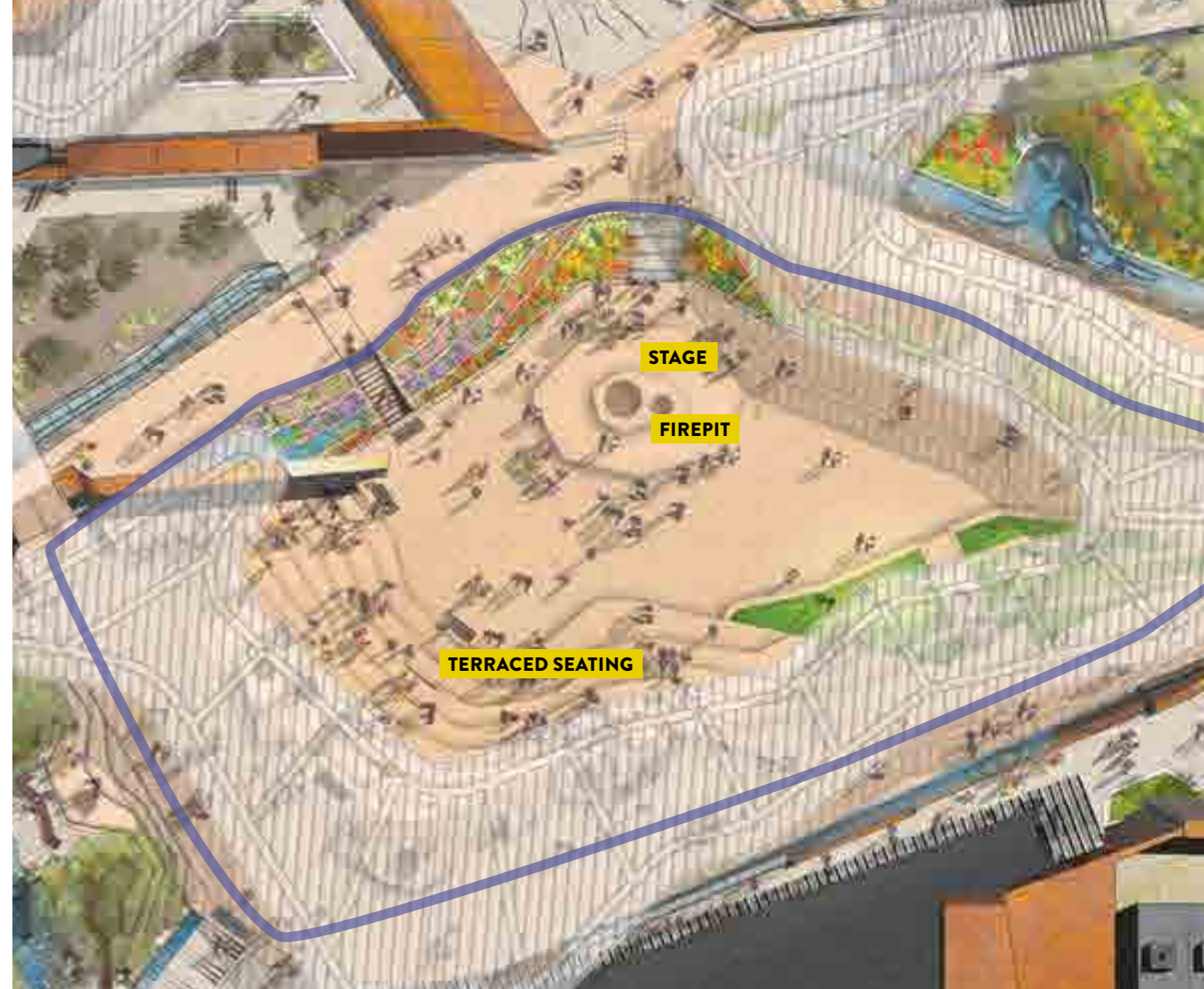
- 2 x water connections
- 1 x 40amp (3 phase)
2 x 10amp (Stage area)
- 1 x 40amp (3 phase)
2 x 10amp (FOH position)

SUITABLE FOR:

- Concerts
- Theatre
- Dance
- Film

OTHER INFORMATION:

- The north side of the amphitheatre has been identified as a suitable location for a 10m x 6m temporary demountable stage.
- For smaller events, a permanent raised stage platform has been designed in the Meeting Place to be available for use with minimum bump in.
- Rigging points will be provided to the underside of the canopy.
- The Meeting Place is overlooked by the outdoor dining deck of the upper level restaurant.
- Public toilets will be available at the upper level restaurant.



MARKET

HALL PLAZA

(GROUND LEVEL)

Market Hall Plaza, south of the Market Hall, is a generous open public space defined by the Horseshoe Bridge.

It will be a highly flexible urban space accommodating pedestrians, Market Hall visitors, pop-up vendors, markets and events.

It will provide a direct and open link through Perth City Link from the Perth Train Station and accommodate large numbers of commuters and spectators for major Perth Arena events.

The space is anticipated to host a range of temporary events and retail activity including temporary markets, buskers and street performers as well as larger events using marquees and temporary stages.

SIZE:

- 1,166m²

SERVICES:

- 6 x 40 amp 3 phase – retaining wall
- 2 x 40 amp 3 phase – Digital Tower
- 8 x water connection – retaining wall
- 2 x sewerage connection – retaining wall
- Broadcast connection – Digital Tower

SUITABLE FOR:

- Pop up vendors
- Markets
- Shows
- Short term activations
- Corporate events



WILLIAM STREET MALL

(GROUND LEVEL)



William Street Mall, linking Wellington and Roe Streets and adjoining Market Hall Plaza, is the largest public open space of Yagan Square.

The mall is generous in width and can accommodate large volumes of visitors for major parades and events.

SIZE:

- 3,796m²

CAPACITY:

- 5,300 standing

SERVICES:

- 2 x 40amp (3 phase)

SUITABLE FOR:

- Festivals
- Large scale events
- Street parades



THE LAWN

(GROUND LEVEL)



The Lawn overlooks the William Street Mall and provides a natural auditorium for watching events. It will be a flexible space for social activities, gatherings and intimate events.

SIZE:

- 416m²

CAPACITY:

- 500 picnicking
- 800 seated
- 1,600 standing

SUITABLE FOR:

- Small events
- Activations
- Pop up vendors



HORSESHOE

LANE

(GROUND LEVEL)



Sheltered next to the Horseshoe Bridge, Horseshoe Lane will be a place of intimate social interaction providing a connection to Roe Street from the Horseshoe Bridge.

The Lane is overlooked by two levels of bar and restaurant tenancies which are proposed to have alfresco dining, providing passive surveillance and activation.

SIZE:

- 418m²

SUITABLE FOR:

- Pop up vendors
- Buskers



ENQUIRIES

Yagan Square will provide a range of opportunities for temporary activation and events. For enquiries regarding events, weekend markets, pop-up tenancies, digital tower and canopy usage, and sponsorship, contact: yagansquare@mra.wa.gov.au

For more information about Yagan Square, visit www.yagansquare.com.au

ABOUT THE METROPOLITAN REDEVELOPMENT AUTHORITY

As a key agency of the State Government of Western Australia, the MRA is breathing new life into Perth through urban renewal and place making. From the beach, to the city and the hills, our projects are creating communities with new living and business opportunities, public open spaces, facilities and lively places for people to enjoy.

www.mra.wa.gov.au



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