Pilbara's Port City Growth Plan





A vision for a nationally significant regional city













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FINAL B	Final for WAPC Endorsement (V2)	17/12/12

ADVERTISING

The Town of Port Hedland Local Planning Strategy	certified for advertising on 27	September 2011.
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Signed for and on behalf of the Western Australian Planning Commission
an officer of the Commission duly authorised by the Commission (pursuant to the Planning and Development Act 2005)
2 7 DEC 2012 Date
ADOPTED
The Town of Port Hedland hereby adopts the Local Planning Strategy, at the Ordinary meeting of the Council held of the 23 moday of 20 MAY, 2012 MAYOR CHIEF EXECUTIVE OFFICER
ENDORSEMENT
Endorsed by the Western Australian Planning Commission on 5 July 2012.
an officer of the Commission duly authorised by the Commission (pursuant to the Planning and Development Act 2005)
2 7 DEC 2012



MAYOR'S FOREWORD

The Town of Port Hedland and lead consultants RPS have been working hard and collaborating with industry, business and community to create this document–Pilbara's Port City Growth Plan. This document provides a framework towards achieving Council's vision of transforming Hedland into Pilbara's Port City of 50,000 people. Our City will boast an attractive and vibrant CBD areas with public open spaces, cafes, restaurants, boutiques, offices and residential dwellings. Our Spoilbank Marina will be the highlight of our rugged and picturesque coastline – the marina will include the world's best entertainment, recreation and tourist facilities including boat pens, boardwalk with cafes, fishing and bait stores as well as areas for parks, public swimming and environmental interpretative

opportunities.

Council understands that one of the biggest issues facing Hedland is the lack of accommodation and housing and the rising cost of living. Pilbara's Port City Growth Plan will assist Council in finding solutions to these problems to ensure our City becomes an attractive and sustainable place for families to live in. Since the City Growth Plan forums, short and medium-term solutions have already been identified and implemented – marking a positive direction forwards for Council and Hedland.

Over the next 24 years, Council will work with partners including Federal and State Government, industry, local businesses and community to achieve our vision of transforming from a regional town which is an important export hub, to Pilbara's Port City – a nationally significant friendly City boasting a population of 50,000 and some of the world's best infrastructure, community spirit and our unique North-West coastal lifestyle. Pilbara's Port City - where parents can raise their children, young people can come and make their mark, grandparents can enjoy times with their grandchildren and long term residents chose to retire and live locally.

To each and every one of you it is your involvement, the completion of significant infrastructure projects, the working together as a team and your continued support that will ensure Port Hedland – Pilbara's Port City achieves our vision and is one of the top cities to live in by 2035.

Kelly Howlett

Mayor, Town of Port Hedland



CEO'S FOREWORD

Our vision is clear – by 2035 Port Hedland will be Pilbara's Port City, a nationally significant friendly City where people want to live and are proud to call home.

Pilbara's Port City Growth Plan will help us achieve this vision – it will be Council's key strategic document which will outline key focus themes that are significant to the growth of Port Hedland into a regional City.

The Growth Plan takes into consideration previous strategies, plans and consultations including last year's Pilbara Placemaking Series by FORM, the Town of Port Hedland Land Use Master Plan (LUMP) and the Town's Strategic

Plan 2010-15. There will be two parts to the Growth Plan: a visioning document and an implementation plan which will draw upon the visioning document.

The Growth Plan will be a detailed document addressing underlying social, economic and environmental issues in a defined area to achieve a 'sustainable city', including increasing economic diversity, private and public sector investment and improved infrastructure co-ordination. Projects need to be delivery focused, and where necessary, delivered through partnerships; and outcomes and benefits will reflect the community's vision for the area and enable stakeholders to coordinate their plans and programs with our vision to achieve an integrated approach to implementation.

The Pilbara's Port City Growth Plan has undergone extensive background work to enable it to reach its current stage. The project has a steering group comprised of the Town of Port Hedland, Pilbara Cities, Department of Planning and LandCorp. A stakeholder reference group has also been formed involving representatives from government, resources, small business and community groups.

Pilbara's Port City Growth Plan has involved extensive consultation with the broader community to incorporate their vision and ideas for the direction and growth of Port Hedland into a City they want to call home. The Town of Port Hedland and their consultants have undertaken a series of focus groups and workshops on a variety of identified themes, followed by a two day forum finalising key points and ideas gained from the consultation.

The Growth Plan also focuses on improving the community in which we live in – this includes providing more facilities and amenities, introducing new community initiatives, supporting community groups and not-for-profit organisations and ensuring all the needs of members of the community are continually addressed to a satisfactory level. Community is the cornerstone of any place and is one of the key foundations to building an attractive City.

I am looking forward to working with our stakeholders, partners and the community in achieving our vision for Hedland and I believe this document is key to ensuring we address all issues which arise on our journey to becoming Pilbara's Port City.

Paul Martin

Chief Executive Officer, Town of Port Hedland





EXECUTIVE SUMMARY

Western Australia's Pilbara Region, and Port Hedland particularly, have grown to become the economic might of the Australian economy on the back of an internationally significant resource industry. Port Hedland is already the largest bulk commodity port in Australia. Total expansion of the port is expected to increase to a capacity of 895 million tonnes per annum (mtpa) - an impressive 400% increase from today. In 2010/11, the Port Hedland Port Authority exported \$40b worth of exports (199 million tonnes).

Despite this, national and state level re-investment in Port Hedland since the 1960's has not been at a nationally significant level. The resulting growth pressures are acknowledged in the *Western Australian Planning Commission's Pilbara Planning & infrastructure Framework (2011)*, where severe infrastructure shortages, high living costs, demand for amenity improvement and housing affordability are all identified as major constraints to Port Hedland's sustained growth and development as a Pilbara City.

The Pilbara Planning and Infrastructure Framework provides a blueprint for the long term growth and sustainable development of the Pilbara Region, and identifies both Port Hedland and Karratha as Regional Cities of 50,000 people by 2035.

What is Pilbara's Port City Growth Plan?

Pilbara's Port City Growth Plan ('the Growth Plan') provides a high level strategic blueprint to facilitate the sustained growth of Port Hedland into Pilbara's Port City with a population of 50,000 people. It is being driven by the need to modernise and transform Pilbara towns to support long term economic activity in the region, improve the quality of life for existing residents and to attract and retain new residents. The Growth Plan builds on many of the aspirational themes of previous Port Hedland plans which have sought to guide the future structure and form of growth. It incorporates all land within the municipality of Port Hedland, with primary focus on the settlement areas of South and Port Hedland.

The Growth Plan provides guidance on:

- How we will provide for significant population growth, create local employment and investment and diversify the economy;
- How our city will reflect cultural and landscape values through development of community and sense of place;
- Where will urban and industrial growth be located and what forms of land use, transport and activity centres will support this;
- How Pilbara's Port City will relate to its landscape, protect natural environmental assets and respond to the challenges of climate change; and
- What infrastructure will be necessary to support the growth of Pilbara's Port City.

The Growth Plan has been prepared alongside a second document, Pilbara's Port City Implementation Plan ('the Implementation Plan'). Among other things, the Implementation Plan will provide details on the actions required to 'de-constrain' land in the precincts identified, prioritisation (timing) of those activities, as well as the broad roles and responsibilities of the key stakeholders involved in ensuring a timely delivery of the projects and programs.

What kind of city will Pilbara's Port City be?

Pilbara's Port City Growth Plan is based on the vision that:

"A nationally significant, friendly city, where people want to live and are proud to call home".

The vision is supported by 5 core themes that have informed the Growth Plan's preparation:

- Sustained and Diversified Economic Growth providing opportunities for regional and local employment generation to address the gaps in employment outcomes within the community and providing the right conditions for robust economic growth to occur across a range of industries.
- 2. **Strengthening Local Communities & Culture** fostering the development of safe, friendly and inclusive communities that call Port Hedland home. Providing places and space that reflect and enhance the unique character, indigenous and non-indigenous heritage and identity of the area. Building resilience within the community and providing services and facilities for a range of diverse community needs and interests, so as to reduce disadvantage and improve social cohesion.
- 3. **Housing Diversity & Land Supply Capacity** providing an orderly and adequate supply of affordable land along with increased choice in affordable housing products and tenure options to cater for a diverse and permanent population.
- 4. **Environmental Protection and Change Adaptation** the protection and enhancement of natural environmental and cultural assets, biodiversity, air and water quality, and building resilience against the long term effects of climate change.
- 5. **Building & Maintaining Infrastructure Capacity** strategic and urban transport, utilities and communications infrastructure are provided in a timely, sustainable and efficient manner to cater for a growing resident population and increasing economic activity.

Why are we preparing the City Growth Plan?

Port Hedland has a Gross Regional Product of \$3.3b and comprises 1.8% of the Western Australian economy. The Port Hedland economy has grown 61.3% over the last 3 years. If we are to provide for the future of Port Hedland, and achieve our vision, Port Hedland will have grown significantly beyond even its current size. From a current estimated total population of 19,216 it will have reached 50,000 people.

Existing growth pressure has already seen average house prices of \$1.12m (March 2011), which is 2.3 times higher than the average Perth house price (\$480,000 – March 2011). Similarly,

Building and Maintaining Infrastructure Capacity

"A nationally significant, friendly city, where people want to live and are proud to call home"

Environmental Protection and Change Adaptation

Housing Diversity and Land Supply

"Pilbara's Port City Growth Plan identifies land and housing capacity for some 23,000 dwellings and a population of over 54,000 people - providing certainty for city growth confidence in the local housing market"

Figure i : City Growth Plan Core Themes

average rental rates are \$1,772 per week (March 2011) some 4.6 times higher than average rental rates in Perth (\$380 per week – March 2011). Median house prices have already increased 14% over the last two years, with rental rates also increasing 14% during that period. The resultant issues of housing affordability and land supply are already highly prevalent and will increase unless a coordinated land release program and accompanying affordability measures are undertaken.

These types of steps must be taken in a coordinated way, though. The principles of 'responsible growth' must be used to ensure the primacy of Port Hedland's port and resource infrastructure is protected and enhanced for the longer term. Similarly environmental attributes and coastal vulnerability must be considered before developing new areas. Infrastructure and transport must be planned to coincide with new urban or industrial land; and most importantly, the strong cultural and landscape values that typify Port Hedland must be captured as the city grows through new community and cultural facilities and programs.

The Growth Plan has also been prepared to satisfy the core

recommendations of the State Government's Port Hedland Dust Taskforce. Among other matters, these require the preparation of a plan which:

- Identifies sites for new development in the entirety of Port Hedland:
- Identifies appropriate locations in the West End of Port Hedland for redevelopment such as additional commercial premises, entertainment complexes and short stay accommodation facilities;
- Prescribes additional planning controls to address amenity issues associated with living in an area with elevated levels of noise and dust.

Preferred Scenario for Growth

The Growth Plan examined several scenarios for growth and adopted an approach most aligned with a 'Rapid City Growth' scenario, which recognises the importance of expansion in both existing urban settlement areas of South and Port Hedland in the

short and medium term. It recognises that South Hedland will support the City Centre as the primary regional centre, while the East End of Port Hedland will be developed as a high amenity coastal community with a Neighbourhood Centre serving local needs.

The West End will be a commercial/cultural hub recognising the primacy of the Port, while offering entertainment and cultural experiences to residents and visitors. This approach offers the basis for strengthening the connectivity between South and Port Hedland through the early development and expansion of Wedgefield and Airport land. It is based on having a balance of urban infill and immediate new land development.

An important legacy of the Growth Plan will be to provide certainty for all stakeholders as Pilbara's Port City grows to 50,000 and beyond. The Growth Plan identifies land capacity to accommodate 54,000 people, while also identifying longer term urban land bank requirements for continued growth.

Figure ii below illustrates the spatial distribution of total dwellings under the preferred scenario.

Strategies for Growth

Pilbara's Port City Growth Plan identifies land and housing capacity for some 23,000 new dwellings (allowing also for normalised vacancy rates within the market) and a population of over 54,000 people - providing certainty for city growth and confidence in the local housing market. For the first time, Pilbara's Port City will have clear strategies to map and implement growth across five core themes. Spatially, the Growth Plan identifies 16 Growth Precincts, broadly setting out how land should be used and developed – and protecting the primacy of the Port and resource infrastructure and operations. In addition to non-spatial strategies, these precincts provide the foundations for the following:

- Significant new residential development capacity (in excess of demand for a population of 54,000), including:
 - 23,043 new dwellings (28,577 total including existing stock);
 - 17,440 new dwellings in South Hedland;
 - 5,643 new dwellings in Port Hedland;
 - No additional dwelling capacity in West End.
- Providing housing diversity and housing choice to cater for future growth of both permanent and temporary accommodation;
- Approximately 125,000 sq/m of additional retail/commercial floor space;
- A cultural hub in the West End of Port Hedland and a new retail centre in the East End;
- Delivery of a regional City Centre for South Hedland; and

 Approximately 2,161ha of additional strategic industrial land and 450ha of additional general/light industrial land.

To meet the needs of a growing population, the Growth Plan also identifies a range of strategies and initiatives required to address the core themes. In particular, housing has been identified as by far the most critical impediment to economic growth and a range of strategies have been articulated to address this issue; failure to address this issue in a pro-active and robust fashion could impair all future growth.

Other strategies and initiatives have also been identified to facilitate enhancement of the quality of life for Port Hedland's residents, including the creation of safe, friendly and inclusive

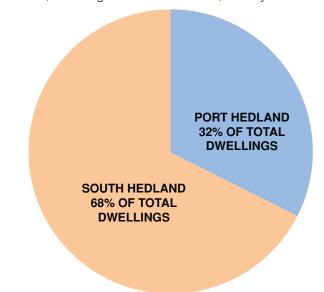


Figure ii: Spatial Distribution of Dwellings under the preferred growth

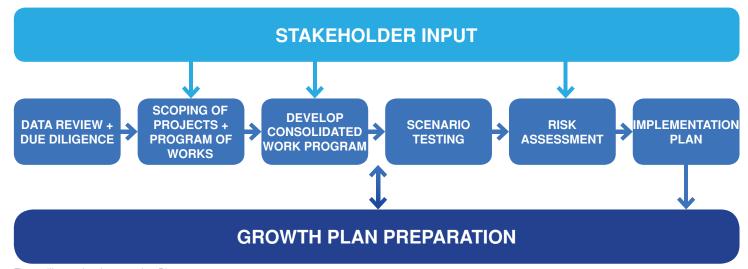


Figure iii: Implementation Plan

communities; expanding job and related opportunities for current and future residents; addressing infrastructure, including public transport, services; and ensuring that current and future developments are built in a manner which respects and preserves the region's indigenous and non-indigenous heritage, and meets the challenges of the climatic conditions and environmental constraints.

Making it Happen. Delivering on the Growth Plan

Supporting the Growth Plan is a separate document entitled Pilbara's Port City Implementation Plan ('the Implementation Plan'). The Implementation Plan sets out programs for the delivery of all recommended work across each of the five core themes – comprising economic, community, environmental, housing/land and infrastructure projects and programs. It will include a broad set of actions, roles and responsibilities, timing, and other information required to inform the delivery plans and programs of project partners.

Delivering the outcomes required to meet the Growth Plan vision will require a 'whole of Government' approach and commitment by many stakeholders across the region and the state – with sustained levels of support and resourcing. Critically, this transformation will need to be led at the local level by a strong and well resourced Local Government, playing a central role in the coordination of activities, investment initiatives and the development of strong and effective delivery partnerships.



Figure iv: Front covers of Growth Plan and Implementation Plan

A vision of Pilbara's Port City



"A place of 'northern Australian life', Pilbara's Port City Centre is a dynamic, accessible and inclusive place that is the heart of the South Hedland community and the major regional centre for the City of 50,000 people. It is an exciting destination for visitors, business people and residents. It has great public spaces, friendly streets, landmark buildings and architecture. There are many visual cues through public art and spaces, and a strong association with indigenous heritage and the natural landscape. Like the many other destinations throughout Pilbara's Port City, culture and social destinations are woven into the fabric of the City Centre."

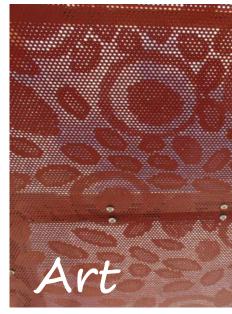




"The East End Urban Village is Port Hedland's primary residential area. The area, encompassing Cooke Point and Pretty Pool, offers significant housing density and diversity together with sport and recreation opportunities, and school and community facilities. At its core is a retail and mixed use village offering a range of local convenience as well as dining and entertainment choices. Strong links to the coast and mangrove environs have been established offering residents and visitors alike a closer connection with the landscape."



"The West End is the Port City's soul – perhaps like Fremantle to Perth, it is a unique and interesting place. It supports the growing port activity, yet remains people friendly and accessible. It is busy with day time workers, many of whom leave their offices to enjoy lunch in outdoor cafes and bars. As evening arrives, the West End transforms into a place popular with tourists observing Australia's largest tonnage port and the coastline, while travellers and the wider city population enjoy the many cultural, dining and entertainment activities."





CONTENTS

1.0	INTRODUCTION	13		5.3.3	ENABLING COMMUNITY INFRASTRUCTURE	72
1.1	PILBARA'S PORT CITY	14		5.3.4	CELEBRATING CULTURAL ASSETS	72
1.2	SCOPE	16	5.4	HOUSI	NG DIVERSITY AND LAND SUPPLY	72
1.3	CONTEXT AND ROLE	17		5.4.1	LAND SUPPLY CAPACITY	72
1.4	METHODOLOGY	19		5.4.2	HOUSING DIVERSITY	72
	1.4.1 PROJECT APPROACH AND DECISION MAKING	19		5.4.3	ARCHITECTURAL VERNACULAR	74
	1.4.2 PROJECT ELEMENTS	20	5.5	ENVIR	ONMENTAL PROTECTION AND CHANGE ADAPTATION	76
	1.4.3 STRUCTURE OF THIS DOCUMENT	20		5.5.1	CONSERVING BIODIVERSITY AND ECOSYSTEMS	76
	1.4.4 COMMUNITY ENGAGEMENT	21		5.5.2	PROTECTING FLORA AND FAUNA	76
	1.4.5 SUSTAINABILITY FRAMEWORK	22		5.5.3	SUSTAINABLE NATURAL RESOURCE MANAGEMENT	76
	1.4.6 INTEGRATED GROWTH MODEL	22		5.5.4	CLIMATIC CHANGE AND ENVIRONMENTAL RISK MANAGEMENT	76
0.0	WOLDN FOR DURANA PORT CITY	00		5.5.5	LOCAL ENVIRONMENTAL AMENITY AND POLLUTION REDUCTION	77
2.0	VISION FOR PILBARA'S PORT CITY	23		5.5.6	ADDITIONAL MANAGEMENT ACTIONS	77
2.1	CITY GROWTH PRINCIPLES	26		5.5.7	WATER SUPPLY	77
2.2	CITY GROWTH THEMES	26		5.5.8	WASTEWATER	78
3.0	CHALLENGES AND OPPORTUNITIES FOR GROWTH	33		5.5.9	STORMWATER AND EARTHWORKS	78
3.1	POPULATION AND DEMOGRAPHICS	34		5.5.10	POWER	78
3.2	ECONOMY	35		5.5.11	GAS SUPPLY	78
3.3	HOUSING AND LAND SUPPLY	38		5.5.12	TELECOMMUNICATIONS	79
3.4	LOCAL COMMUNITIES, CULTURAL HERITAGE AND LANDSCAPE CHARACTER	40		5.5.13	RECYCLING AND WASTE MANAGEMENT	79
3.5	CLIMATE AND ENVIRONMENT	46		5.5.14	PEDESTRIAN AND CYCLE NETWORKS	79
3.6	INFRASTRUCTURE	49		5.5.15	ROAD NETWORKS	80
0.0				5.5.16	PUBLIC TRANSPORT NETWORKS	80
4.0	CITY GROWTH SCENARIOS	53		5.5.17	FREIGHT AND LOGISTICS	81
4.1	SCENARIO 1: IN-LAND CITY GROWTH	55		5.5.18	SAFEGUARDING AND ENHANCING STRATEGIC ASSETS	81
4.2	SCENARIO 2: COASTAL CITY GROWTH	56	5.6	GROW	TH PRECINCTS FOR PILBARA'S PORT CITY	82
4.3	SCENARIO 3: RAPID CITY GROWTH	57		5.6.1	PRECINCT 1 – WEST END	84
4.4	OTHER SCENARIOS FOR GROWTH	58		5.6.2	PRECINCT 2 – EAST END URBAN VILLAGE	88
4.5	PREFERRED SCENARIO FOR GROWTH	59		5.6.3	PRECINCT 3 – PORT AUTHORITY & FINUCANE ISLAND	92
4.6	PLANNING BEYOND 50,000	59		5.6.4	PRECINCT 4 – REDBANK	94
5.0	CITY GROWTH STRATEGY	61		5.6.5	PRECINCT 5 – DAMPIER SALT & SURROUNDS	96
5.1	FRAMEWORK FOR GROWTH	62		5.6.6	PRECINCT 6 – WEDGEFIELD INDUSTRY & LOGISTICS	98
3.1	5.1.1 URBAN DEVELOPMENT AREAS	62		5.6.7	PRECINCT 7 – AIRPORT & SURROUNDS	100
				5.6.8	PRECINCT 8 – PIPPINGARRA	102
	5.1.2 ACTIVITY CENTRES 5.1.3 INDUSTRIAL DEVELOPMENT	62 65		5.6.9	PRECINCT 9 – WESTERN GATEWAY	104
		65		5.6.10		106
	•				PRECINCT 11 – CITY CENTRE	108
E 0		66			PRECINCT 12 – SOUTH HEDLAND EAST	112
5.2	STRATEGIES FOR SUSTAINING AND DIVERSIFYING ECONOMIC GROWTH	67			PRECINCT 13 – EASTERN GATEWAY	114
	5.2.1 BEING PREPARED FOR GROWTH	67			PRECINCT 14 – SOUTHERN	116
	5.2.2 AFFORDABILITY AND ACCESSIBILITY	67			PRECINCT 15 - BOODARIE	118
	5.2.3 TRANSIENT WORKFORCE ACCOMMODATION	68			PRECINCT 16 - PORT & SOUTH HEDLAND SURROUNDS	120
	5.2.4 DEVELOPING UNIQUE CAPABILITIES	68		0.0.10	THEOMOT TO TOTAL GOOTH HEBENING COMMOCKED	120
	5.2.5 ASSISTING LOCAL BUSINESSES	69	6.0	SUMM	ARY AND IMPLEMENTATION	123
. .	5.2.6 MARKETING AND ATTRACTING INVESTMENT	69	6.1	SUMM	ARY AND IMPLEMENTATION	124
5.3	STRATEGIES FOR STRENGTHENING LOCAL COMMUNITIES & CULTURE	70		ADDE	IDIV A. CTATE DECIONAL AND LOCAL DI ANNUNO CONTEST	407
	5.3.1 FRAMEWORK FOR COMMUNITY DEVELOPMENT AND PLACE-MAKING	70			IDIX A: STATE, REGIONAL AND LOCAL PLANNING CONTEXT IDIX B: TECHNICAL SUMMARIES	127 135
	5.3.2 ATTACHMENT TO PLACE AND LIVABILITY	72			IDIX C: REFERENCE / SOURCE MATERIAL	161
				2 44 4 44 4		.01

FIGURES

Figure i :	City Growth Plan Core Themes	6
Figure iii:	Implementation Plan	7
Figure ii:	Spatial Distribution of Dwellings under the preferred growth scenario	7
Figure iv:	Front covers of Growth Plan and Implementation Plan documents.	7
Figure 1.1	Gross Regional Product and Share of National Economy, Port Hedland, 2009/10 (Source: ABS 5206.0 National Accounts and AEC group)	14
Figure 1.2	Aerial Context Plan	15
Figure 1.3	Port Hedland Regional Context	16
Figure 1.4	Town of Port Hedland Boundaries	16
Figure 1.5	Port and Key Infrastructure	17
Figure 1.6	Project Approach	19
Figure 1.7	Decision Making.	19
Figure 1.8	Project Elements	20
Figure 1.9	Core City Growth Plan Documents	20
Figure 1.10	Sustainability Framework	22
Figure 2.1	Sustained and Diversified Economic Growth	27
Figure 2.2	Strengthening Local Communities and Culture	28
Figure 2.3	Housing Diversity and Land Supply	29
Figure 2.4	Environmental Protection and Change Adaption	30
Figure 2.5	Building and Maintaining Infrastructure Capacity	31
Figure 3.1	Historical Population Growth, Port Hedland, 1996 -2010 (Source - ABS 2011, AEC group, 2011)	34
Figure 3.2	Composition of Total Service Population, 2010 (Source - AEC group, 2011)	34
Figure 3.3	Future Population Growth, 2011 - 2031 (Source - AEC group, 2011 and RPS, 2011)	35
Figure 3.4	Gross Regional Product (\$b), 2006-7 to 2009-10 (Source - AEC group, 2011)	35
Figure 3.5	Percentage of Gross Regional Product by Industry, 2009-10 (Source - AEC group, 2011)	36
Figure 3.6	Gross Regional Product by Industry, 2031-32 (Source - AEC group, 2011)	36
Figure 3.7	Gross Regional Product and employment by Industry, 2009-10 (Source - AEC group, 2011)	37
Figure 3.8	Labour Force and Unemployment, 2004 to 2010 (Source - AEC group, 2011)	37
Figure 3.9	Current estimated population and dwelling requirements for 50,000 target. (Source - AEC group, RPS, 2011)	38
Figure 3.10	Retail Floor Space Demand 2010 - 2031 (Source - AEC group, 2011)	38
Figure 3.11	Commercial Office Floorspace Demand, 2010 to 2031 (Source - AEC group, 2011)	39
Figure 3.12	Industrial Land Demand 2010 - 2031(Source - AEC group, 2011)	39
Figure 3.13	Age and Gender, Port Hedland LGA 2009 (Source - ABS 2010a)	40
Figure 3.14	Wages and Salaries, Port Hedland LGA, 2004 and 2008 (Source - ABS 2010b)	40
Figure 3.15	Heritage and Indigenous Registered Sites.	41
Figure 3.16	South Hedland Native Title Agreement Area	42
Figure 3.17	Port Hedland Coastal Vulnerability Study Model Results(Cardno, 2011)	46
Figure 3.18	Threatened Flora and Fauna (Source - DEC, 2011)	47
Figure 3.19	Contaminated Sites (Source - DEC, 2011)	48

Figure 3.20	Port Activity, 2006-2010 (Source - Port Hedland Port Authority 2010)	49
Figure 3.21	Existing Primary Road and Rail Networks (Source - AECOM, 2011)	49
Figure 3.22	Port Hedland Existing Bus Network (Source - AECOM, 2011)	50
Figure 3.23	South Hedland Existing Bus Network (Source - AECOM, 2011)	50
Figure 3.24	South Hedland Existing Path Network (Source - AECOM, 2011)	50
Figure 3.25	Port Hedland Existing Path Network (Source - AECOM, 2011)	51
Figure 3.26	Water Supply and Demand for Forecast Population (Source - WGE. 2011)	51
Figure 4.1	Spatial Distribution of Total Dwellings by Growth Scenario (Source: RPS 2011)	54
Figure 4.2	In-Land City Growth	55
Figure 4.3	Coastal City Growth	56
Figure 4.4	Rapid City Growth	57
Figure 4.5	Comparison of Growth Scenarios against Growth Plan Core Themes	58
Figure 4.6	Medium Term Spatial Distribution of Dwellings Under Preferred Scenario (Source: RPS 2011)	59
Figure 4.7	Longer Term Spatial Distribution of Total Dwellings (Beyond 50,000 people) (Source: RPS)	59
Figure 5.1	Growth Framework Flowchart.	62
Figure 5.2	Urban Expansion Framework.	62
Figure 5.3	New Dwelling Supply Capacity, 2016-2031 (Source: RPS)	63
Figure 5.4	New Dwelling Supply and Demand (Source: RPS)	63
Figure 5.5	Activity Centre Framework.	63
Figure 5.6	Pilbara's Port City Growth Plan Activity Centre Role and Function.	64
Figure 5.7	Industrial Framework	65
Figure 5.8	Distribution of Recreation and Community Facilities (indicative only)	65
Figure 5.9	Net additional demand for community infrastructure/facilities, 2011-2031	66
Figure 5.10	Framework for Community Development and Place Making Strategies.	70
Figure 5.11	Overall Growth Plan Spatial Framework	73
Figure 5.12	Port Hedland Coastal Vulnerability Study Map (Cardno, 2011)	77
Figure 5.13	Port Hedland Proposed Path Network.	79
Figure 5.14	South Hedland Proposed Path Network.	79
Figure 5.15	Road Upgrades	80
Figure 5.16	South Hedland Proposed Bus Network.	81
Figure 5.17	Precinct Location Plan	83
Figure 5.18	Precinct 1 Dwelling Capacity Scenarios	86
Figure 6.1	Plan to 'Make it Happen'.	124