

## 2.0 VISION FOR PILBARA'S PORT CITY



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*A nationally significant, friendly City where people want to live and are proud to call home.”*



The City of Port Hedland is recognised on the national stage as the economic gateway to the Pilbara and wider North Western Australia – a strategic economic hub supporting regional and national industries, and providing its residents and visitors with a wealth of lifestyle and recreation opportunities. It is a City with an increasingly diversified economy, providing a range of regional services and capitalizing on the important flow-on opportunities from the resource sector, agricultural investment, and the expansion of industrial, logistics and airport development.

Increased land availability, supply and built construction choice continues to attract and retain a permanent population. The population profile has changed significantly as a result, with increased levels of seniors and young people more reflective of Port Hedland's role as diverse and inclusive regional city. Cultural experiences and healthy lifestyle choices are available for those choosing to live in Pilbara's Port City, with modern sports facilities and a choice of local recreation and arts and cultural destinations. As a city responsive to its environmental attributes, Port Hedland is connected with the landscape, while caring for the environment



Pilbara's Port City continues to grow while celebrating and building on its important historic indigenous and cultural links. The West End of Port Hedland recognizes the primacy of the Port, while serving as the civic and cultural heart of the historic town site. It offers the City's residents a range of unique attractions; supplying quality office and commercial space for the multitude of new businesses locating in the City. After attending an art exhibition residents and visitors take an evening stroll along the foreshore before enjoying a meal at one of the new restaurants.

Urban development has progressed significantly, with an expanded retail centre located at the Boulevard and a new local centre in the east end providing improved amenity and retail choice for the growing east end community. People have the choice of apartment living with ocean views, townhouses or terrace homes though to traditional single dwellings. All are in close proximity to new schools, sporting and community facilities.



Wedgefield has established itself as a centre for light industry, transport and logistics, whilst heavy industries are increasingly locating in the Boodarie Strategic Industrial Area, with room to grow and capitalise on the availability of strategic transport and utilities infrastructure. The development of bulky goods and commercial premises on the airport land opposite Wedgefield has helped to strengthen connections between Port and South Hedland and provide further diversity in local business and employment opportunities.

Most importantly, as the major regional centre, Port Hedland's City Centre in South Hedland is recognised as the hub for regional government public sector and business activity. The Town of Port Hedland provides a range of local community services and civic facilities here, including the aquatic centre, library and leisure centres. Commercial, retail and mixed business developments have thrived along the 'main street', and the health precinct developed around the regional hospital provides a range of employment opportunities and health services for local families and visitors. Many of the City's residents now live and work in the South Hedland city centre.

Pilbara's Port City is an outward looking, cosmopolitan place that reflects northern Australian life. It is confident of its place as a nationally significant regional Australian city.



## 2.1 CITY GROWTH PRINCIPLES

Following on from the vision for Port Hedland, a number of principles have been established from community consultation and input that form a guiding framework to ensure development is in line with the values of the community:

1. **Making Port Hedland home:** a place where our families and visitors feel welcome.
2. **Developing Port Hedland's resourcefulness:** building on our entrepreneurial, DIY culture with innovation and creativity, to make things happen.
3. **Revealing Port Hedland's riches:** celebrating our unique local character and valuing our diverse strengths - from an ancient landscape that is home to one of the world's oldest living cultures, to our natural resources and new industry, to our leading Indigenous art, and our reputation as the friendliest community in the region.
4. **Connecting Port Hedland with the world:** leveraging the world's largest port facility, our international airport, and our growing multicultural community to connect internationally.
5. **Building Port Hedland's resilience:** by building a strong community, investing in education, diversifying our economy and looking after our environment to ensure opportunities for all in the long term.
6. **Giving Port Hedland's best and expecting the best:** a place where our environment, commercial and cultural life showcase the quality of our community.
7. **Celebrating Port Hedland's vibrancy:** making our connected, attractive neighbourhood centres alive with activity and opportunities that are accessible to the whole community.

## 2.2 CITY GROWTH THEMES

Aligned with the vision, the following core themes have been adopted to guide the development of the Growth Plan and its subsequent implementation:

1. **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.

In addition to these, 'Responsible Growth' is an over-arching objective across all themes to ensure that growth is delivered within a framework of limited land use conflict and human health risk, avoiding the dangers of short term gain coupled with long-term expense.

Within each theme, a number of elements guide Pilbara's Port City Growth Plan:





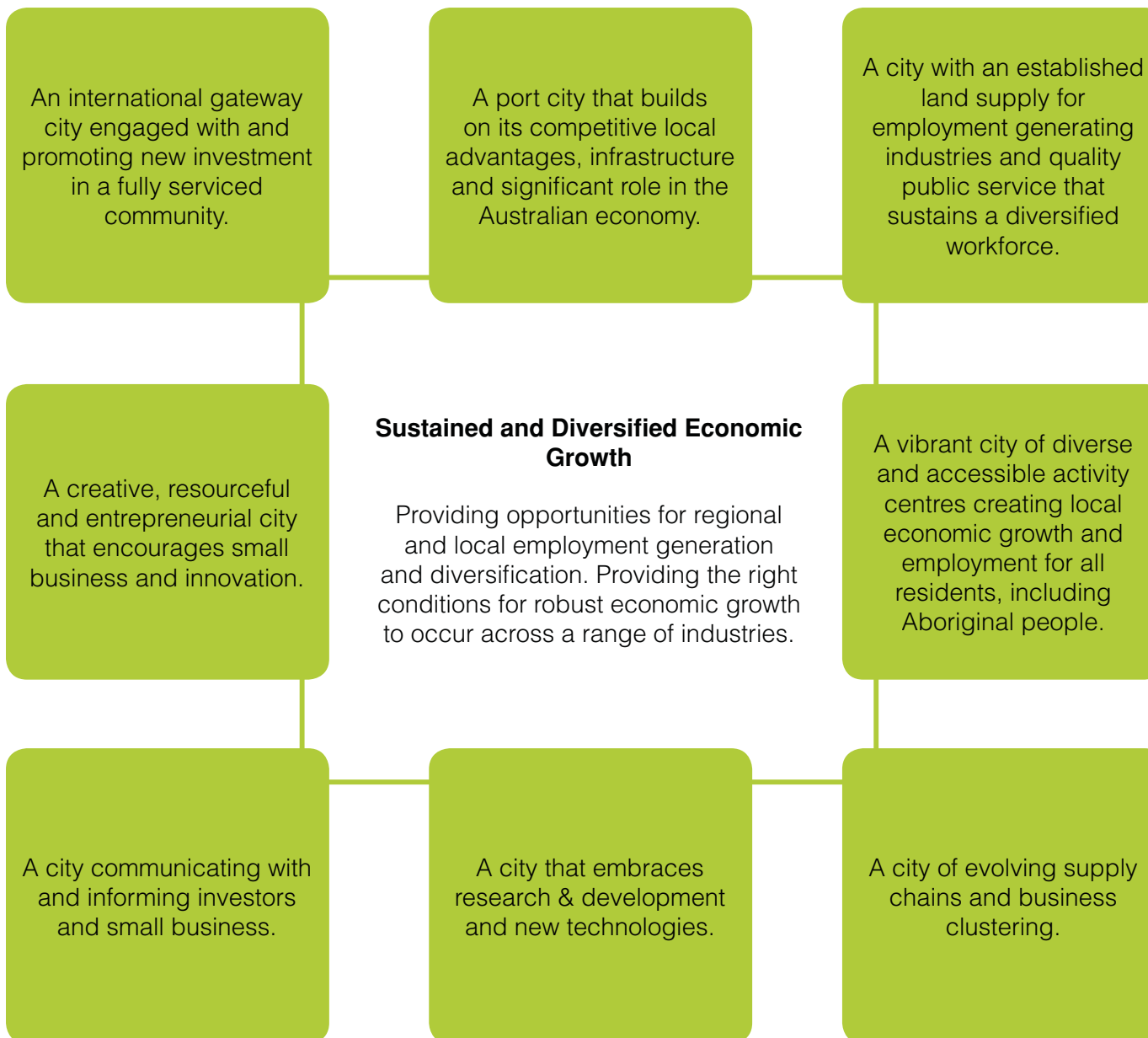
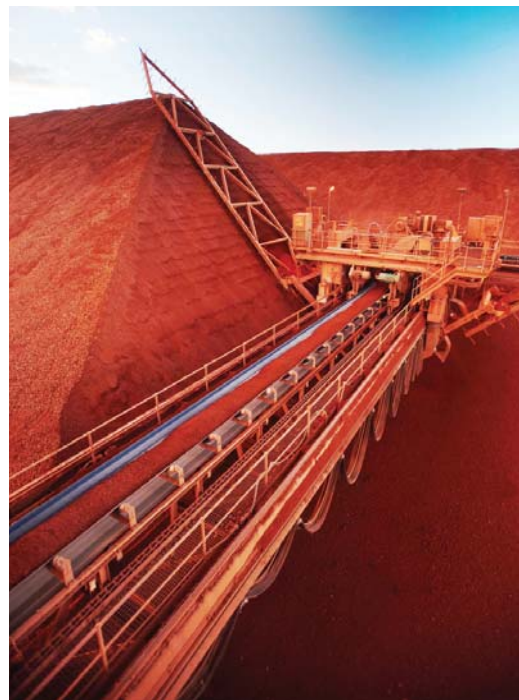


Figure 2.1: Sustained and Diversified Economic Growth

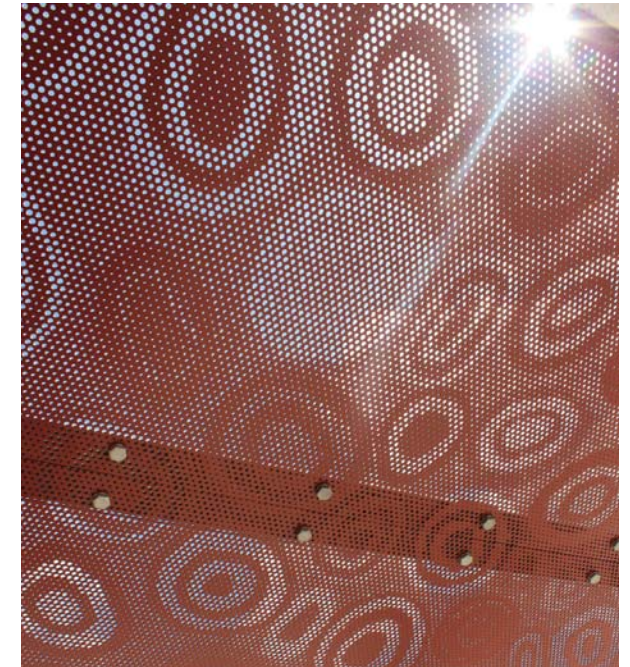




A city of healthy lifestyle and sporting opportunity.

A rich and cosmopolitan city: a confident and outward looking place that is inclusive, supportive and the friendliest community in the region.

Cultural Capital:  
A city of art and creativity, preserving and encouraging diversity in language and culture.



A place of tourism opportunity with links to landscape, indigenous language and culture, and history.

#### Strengthening Local Communities & Culture

Fostering the development of safe, friendly and inclusive communities that call Port Hedland home. Providing places and spaces that reflect and enhance the unique character and identity of the area. Providing services and facilities for a range of diverse community needs and interests, so as to reduce disadvantage and improve social cohesion.

A city of education choice and opportunity that promotes excellence.



A place with its own sense of architecture and built form that reflects Port Hedland's cultural heritage and vibrant future.

An accessible city where public transport is a readily available and places of interest are available to all.

One City One Culture:  
A city of neighbours, where community-minded residents are connected and share skills and experiences.



Figure 2.2: Strengthening Local Communities and Culture



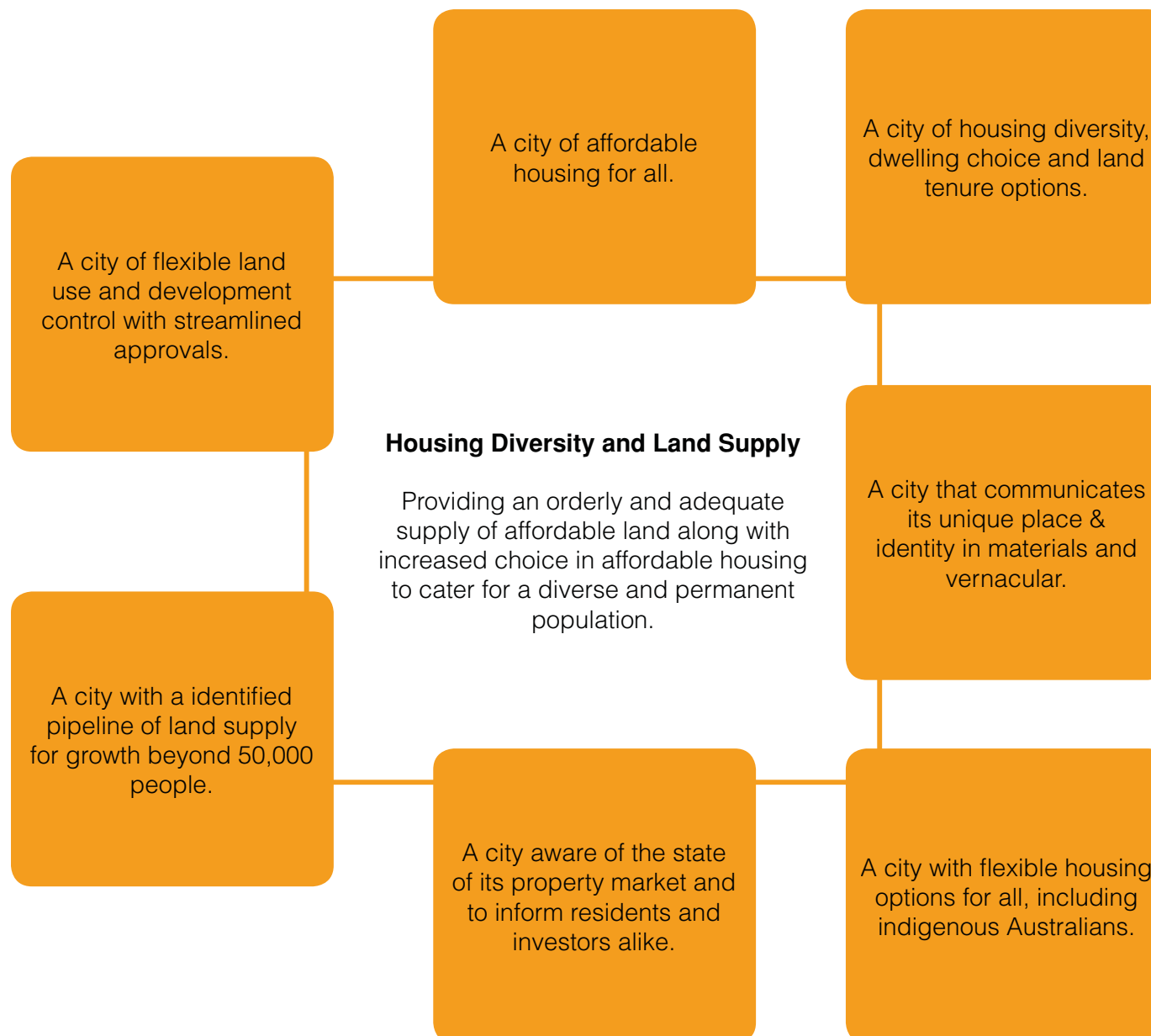


Figure 2.3: Housing Diversity and Land Supply





A city of best practice, where the balancing of environmental, cultural and commercial objectives showcase the quality of the community.

A city that is connected to its unique environmental attributes.

A city that protects and preserves its natural environment, landscape and heritage.

A city preparing for the opportunities and challenges of a low carbon future.

#### Environmental Protection and Change Adaptation

The protection and enhancement of natural environmental assets, biodiversity, air and water quality, and building resilience against the long term effects of climate change.

A city that manages growth to limit land use conflict and human health risk.

A city of resilient people, adapting to the vulnerabilities of climate and climate change.

A culturally and environmentally informed city with programs for education and awareness.

A city that manages its environmental footprint.



Figure 2.4: Environmental Protection and Change Adaptation





A city that embraces new and 'Green' technology.

A city safeguarding and enhancing its strategic assets.

A city building and managing strategic corridor capacity.



An adaptable city with an array of solutions to development and stormwater management.

### Building and 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.

A city of safe, efficient and integrated transport.

A city with essential urban services readily available and with capacity for growth.

A city with convenient and sustainable transport options for all.

A city with a connected local street network and capacity for growth.



Figure 2.5: Building and Maintaining Infrastructure Capacity



