



PORT HEDLAND WATERFRONT PLACE PLAN

PREPARED BY VILLAGE WELL
23 / 06 / 2014

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ACKNOWLEDGEMENT

Village Well acknowledges the generous support of the Port Hedland community, project stakeholders and project team, who participated in the workshops and surveys and provided valuable insights on Port Hedland coastal life and expressed enthusiasm for the Waterfront project.

In particular Village Well would like to thank Anthropos Australis, LandCorp, NSPM, South Hedland Library, Taylor Burrell Barnett and the Town of Port Hedland.

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Executive Summary

Placemaking is a way of creating more authentic, vibrant and sustainable places through processes of researching, engaging and doing.

The Town of Port Hedland understands the value of the town's rich heritage, its young and talented community and its magnificent natural environment. Council has a strong track record of engaging its community in planning for the future of their rapidly growing town. Council's placemaking approach aims to agree a shared vision for the future and to work together with community and business to realise the vision.

In 2012, after many years of planning, the Town of Port Hedland and the State Government committed significant funding to the development of a Marina and related waterfront recreation amenities. In early 2014, Town of Port Hedland engaged Village Well to develop a Vision and Place Plan for the Waterfront. This report is the result of this placemaking project.

PURPOSE AND OBJECTIVES OF THE PLACE PLAN

The overall aim of this placemaking project has been to develop a vision for the Waterfront that is supported by the community and to provide placemaking

advice to the Town in the form of a Place Plan that will assist in guiding project design and delivery, including delivery of community, recreational and tourism infrastructure.

The specific objectives of Place Plan project have been to:

- Engage and consult with a broad section of the Port Hedland community to explore community aspirations for the Marina and Waterfront and related opportunities and challenges;
- Articulate a shared vision for the Waterfront based on place research and consultation findings;
- Provide placemaking recommendations regarding how to achieve the vision.

WATERFRONT AND MARINA LOCATION

At the time of commencement of the project, the Town and its State Government partner Landcorp were exploring two site options, one at Spoilbank and an alternative site further east. The place research and recommendations have therefore focused on the general locale of Port Hedland's urban foreshore.

METHODOLOGY AND REPORT STRUCTURE

The Place Plan was developed from the following research:

- Extensive desktop research

regarding the history and strategic context

- Field studies
- Stakeholder engagement.

The community consultation was a key part of the project, and included four separate workshops with stakeholders, community representatives, Town of Port Hedland Executives and Elected Members, as well as an online survey to reach a broader audience

The Place Plan report presents the place research findings, including the consultation findings. It presents the Place Vision and Principles and a suite of placemaking recommendations, which are summarised below.

PLACE RESEARCH

Village Well's place research examined the historical and strategic context of the Port and water-based recreation in Port Hedland including:

- Investigation of the character and culture of Port Hedland
- A review of the existing plans and strategies
- Analysis of exemplar Waterfront projects.

Specific research regarding the proposed site was not undertaken in detail, because the preferred site had not been conclusively determined at the time.

CONSULTATION FINDINGS

Overall there was strong support for the development of a waterfront recreation destination in Port Hedland. Key aspirations identified were:

- A social and recreational destination for everyone, not just an elite;
- A place to appreciate the much-loved Port Hedland coast – the ‘theatre of the waterfront’
- A place to relax and enjoy the good life (casual with a touch of luxury);
- Green, shady and inviting public realm, near the centre of town;
- A fully functioning marina with quality facilities for small fishing and leisure boats as well as large yachts;
- A balanced, moderately scaled development, that provides community and environmental benefits as well as commercial success.

The wide-ranging discussion also raised some broader issues worth noting:

- Marina or Waterfront? – People had different levels of awareness of what the project was about;
- Creating the ‘heart’ – People want to create a ‘heart’ for the town, that fills a perceived gap and brings all Port Hedlanders together;
- Who will come to Port Hedland? – People were excited about the tourism potential, but were not clear about what tourists would seek to experience.

THE ESSENCE OF PORT HEDLAND

The distinctive character and culture of the town is captured in the Essence of Port Hedland – a set of succinct themes outlining the positive qualities and identities of Port Hedland. The Waterfront and other key development projects need to embody and promote the essence of Port Hedland.

A VISION FOR THE WATERFRONT

The vision captures the broad aspirations for the Waterfront as a distinctive experience. The Vision is:

Port Hedland Waterfront, at the edge of the old town, is the heart of the community and the number one destination for visitors.

The Waterfront embodies the essence and paradox of Port Hedland – natural coastal beauty alongside busy port industry; diverse social gatherings and quiet, solitary rituals; hard-working lifestyles rewarded by waterside leisure time; people from near and far, all in one place.

GUIDING PRINCIPLES

The vision is supported by the following guiding principles:

- The heart of Port Hedland
- The Pilbara Coast experience
- Green oasis
- Vibrant and casual, with a dash of luxury
- Wildlife treasures
- A well-managed Waterfront for everyone
- Locals create authenticity.

PLACEMAKING RECOMMENDATIONS

The Place Plan is a guide to realising the Vision by ensuring that the development as a whole enables certain activities and functions and provides specific attributes and programs for the benefit of the broad community.

There are two categories: general placemaking recommendations and specific area recommendations.

General placemaking recommendations relate to the themes of:

- Creating the heart;
- Cultivating a green oasis;
- Telling local stories;
- Sustaining the environment; and
- Contributing to the local economy.

Specific area recommendations relate to seven key areas of the proposed Waterfront, six of which are designated as deliverables in existing project funding agreements: Marina; Promenade and Pathways; Recreational Areas; Event Green, Campground; and commercial and retail (Village Hub).

An additional area and function is recommended by Village Well for inclusion in the mix of place outcomes - Dock Square - a public space that is the focal point for social and tourism related retail activity.

Primary recommendations within each area are:

- A new wharf in the Marina;
- Marapikurrinya Visitor Centre and markets in the Dock Square
- A jetty, atmospheric lighting, an arbor and extraordinary water art along the promenade and pathways;
- A bespoke children’s park with an industrial / maritime theme, wildlife habitat and Marapikurrinya drinking fountains in the recreational areas;
- North West Festival and a new Indigenous Music Meet-up event in the Event Green;
- An eco-tourism operator and a bush tucker garden in the campground;
- A focus on seafare and locally made gifts in the Village Hub.

The following full report documents the place research, vision and recommendations in detail.



1.0 Introduction

Over the last decade, as the mining boom in Western Australia has peaked, the township of Port Hedland has struggled to meet the needs of its thousands of new residents and transient workers. However, with the completion of the Port expansion and related town infrastructure with funds drawn from mining profits, the Town of Port Hedland is now leading strategies to improve Port Hedland's liveability.

The Town of Port Hedland has been working with the State Government to explore and develop new infrastructure projects and new economic development opportunities including tourism and recreation.

The prospect of a Marina and related waterfront recreation amenities has been a dream of many in the Port

Hedland community for a long time. It is regarded as a potential 'game changer' for the township, not only by providing much needed boating and recreation facilities for the existing community, but by encouraging more transient residents to lay down roots in Port Hedland. It is also envisaged that it will bring significantly more visitors to Port Hedland to explore the remarkable natural and cultural riches of the Pilbara.

In 2012, the Town of Port Hedland and the State Government committed a \$40 million and a \$112 million contribution respectively towards the Waterfront development including a marina, a caravan park site, pedestrian promenades, event and recreation spaces, accommodation and housing, as well as cafes, bars and eateries.

In early 2014 the Town of Port Hedland commissioned Village Well to develop a Place Plan to assist in guiding the next stages of planning and design of the waterfront and to engage with community stakeholders regarding their perspectives and preferences.

Village Well commenced research in March 2014, including a series of placemaking workshops and surveys.

During the research phase, the project title was changed from Port Hedland Marina to Port Hedland Waterfront to better reflect the project intent and scope (Refer to 3.0 Consultation Findings section).

This Place Plan report details Village Well's research, engagement findings and recommendations.



1.1 Background

A 'marina' for Port Hedland has long been championed by community leaders as a game changer for the town, providing facilities to meet local demand for water-based recreation and leisure opportunities and creating a social and leisure destination for local, national and international visitors.

A number of studies have been undertaken over recent years to explore and test the location, scope and feasibility of the precinct. The Spoilbank has been the preferred location and an alternative site further east near Point Cooke is also being investigated in response to concerns about Spoilbank raised by some stakeholders regarding potential conflicts with freight activities at the port.

Local and State government funding for the project has been specifically designated to a marina and a range of community and visitor facilities, including a large event and recreation space, a caravan park site, public spaces and amenities, short-term accommodation for visitors and permanent housing.

1.2 What is placemaking?

Placemaking is the art and science of making authentic, vibrant and resilient places through a holistic, multi-disciplinary approach to planning and development. It involves understanding the culture and qualities of a place and the wisdom of its community; articulating a vision; and delivering the vision through plans, designs and outcomes on the ground.

Placemaking benefits the broader community as much as it benefits investors, developers and property owners. Placemaking builds community goodwill, gives investors and businesses confidence, enables innovative solutions and creates places that people love.

1.3 Objectives of the Placemaking Project

The objectives of the Place Plan project have been to:

- engage authentically with the Port Hedland community to integrate community perspectives and aspirations for the Waterfront;
- develop a Place Plan that will help guide the next stages of design and development of the Waterfront, including masterplanning and landscaping, as well as social, economic and cultural programs.



1.4 A Placemaking Approach for Port Hedland Waterfront

Initially Village Well conducted detailed research of the context of the Waterfront, including:

- Investigation of the character and culture of Port Hedland (building on previous place research);
- A review of the existing plans and strategies of the Town of Port Hedland;
- Analysis of exemplar Waterfront projects.

Village Well then conducted workshops and distributed a survey to consult widely with community stakeholders regarding their

perspectives, ideas and aspirations for the Waterfront.

Multidisciplinary analysis by the Village Well team informed the development of the Place Vision and recommendations to guide future project design and development.

1.5 About this Place Plan report

The Place Plan for Port Hedland Waterfront captures the history and culture of the place today, and articulates a clear, compelling vision for the future Waterfront, supported by a set of practical recommendations to guide the development.

The Place Plan is intended to be used by the Town of Port Hedland and LandCorp to inform site selection as well as briefs for future design works and to communicate the project vision to the community, stakeholders and potential partners.

Due to the uncertainty of the location, the recommendations included in the Plan are specific to Port Hedland's coast, but do not relate to a specific site. It is expected that more detailed place planning will be undertaken in relation to the selected site.

The Report consists of the following sections:

2.0 Lay of the Land

A brief summary of the local context, experiences, history and a snapshot of Port Hedland's community. Benchmark case studies of comparable waterfront projects are also discussed.



3.0 Consultation Findings

A summary of key findings from the four place visioning workshops and the community survey.

4.0 Essence of Port Hedland

Five themes that capture the most distinctive Port Hedland qualities and experiences.

5.0 Vision and Guiding Principles

An aspirational vision statement about the Port Hedland Waterfront, supported by a set of Guiding Principles.

6.0 Opportunities and Challenges

A series of key opportunities, gaps and challenges are identified based on the analysis of the 'Lay of the Land' and engagement findings.

7.0 Placemaking Recommendations

Placemaking recommendations provide guidance for the overall Waterfront development and for specific areas and functions within the Waterfront.

8.0 Next Steps

The report ends with notes regarding how the Place Plan is intended to be used in the next stages of the Waterfront planning and development.

2.0 Lay of the Land

2.1 Introduction

During the Pilbara wet season, five creeks appear out of the dry red earth and converge as they near the coast to create a small oasis. Marapikurrinya, referring to the five finger shape of creeks in the language of the Pilbara's Traditional Owners, is now known as Port Hedland.

After European settlement about 150 years ago, Port Hedland's growth accelerated exponentially when the iron ore mining boom began in the 1960s. In its early years, the port town was home to a successful pearling industry and was a stopover for passenger ships travelling up the west coast and through to Asia. Wool, livestock, gold, and pearl shell were exported from Port Hedland to

Australia's southern and eastern cities and today the port boasts the title of the world's largest bulk export port.

Situated 1,600km north of Perth, Port Hedland today is the primary freight gateway to the resources industries of the North West and also a doorway for visitors to the rugged beauty of the Pilbara.

Also dotted through the vast Pilbara landscape are towns such as Karratha, Tom Price and Marble Bar, each with their own distinct heritage and identity. Outside of the Pilbara, 600km to the East of Port Hedland is Broome and just over 1,300km to the North West is Bali and Indonesia.

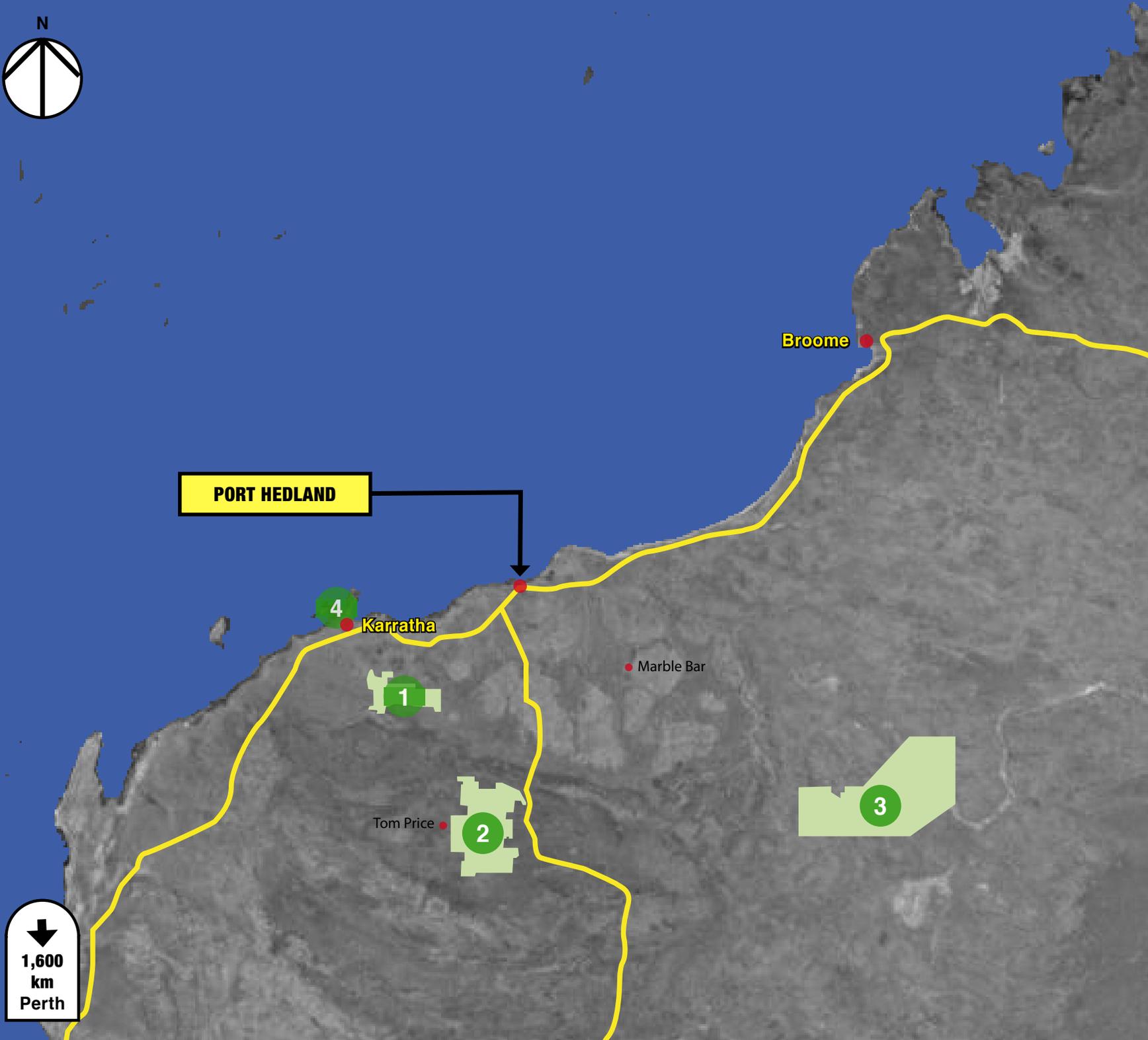
Millstream and Karijini National Parks are within easy driving distance (2-3

hours) of Port Hedland and Karlamilyi National Park lies further beyond. Located near Karratha is the Dampier Archipelago, a leisure paradise offering exceptional boating, fishing and diving opportunities.

Port Hedland is known to its Indigenous Kariyarra and Nyamal people as Marapikurrinya, referring to the five finger formation of the tidal creeks feeding into the harbour. As an oasis drawing an abundance of animals, Marapikurrinya functioned as a meeting place for the Indigenous people for hundreds of years.

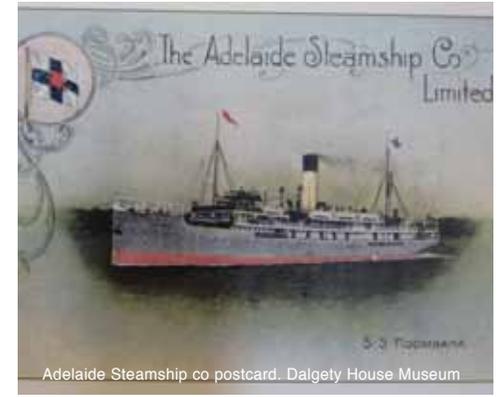


Regional Destinations map



Nature destinations

1. Millstream-Chichester National Park
2. Karijini National Park
3. Rudall River National Park
4. Dampier Archipelago



2.2 Story of the Land

A NATURAL OASIS

Port Hedland is endowed with a wildly beautiful natural landscape. The land, sea and sky are vast in scale and vibrant in colour. It is a changing landscape, marked by a dry season which scorches its red earth and a wet season which rejuvenates the thirsty landscape, at times momentarily shutting down the township during cyclonic activity.

Water has played a key role in the settlement of the township and its identity today. Just as the Indigenous community named the area in reference to the formation of natural tidal creeks, the first European settlers

to disembark were drawn in by what looked to be a calm inland lake surrounded by the green of mangrove trees.

The coastal environment of Port Hedland is an important asset for the community and a key attraction for tourists. The 7 kilometre long stretch of north-facing shore provides sweeping views of the ocean and a spectacular backdrop to enjoy watching sunrises and sunsets, typical of the Pilbara coast. The tidal movements have become an integral part of Hedlanders' rhythm of life in the town, determining daily outdoor rituals. The calm waters create a favourite spectacle – the 'staircase to the moon'.

An abundance of marine life are found in local waters. October to March is the most celebrated season when hundreds of Flatback Turtles make their way to the beach for nesting.

Looking inland, the vast landscapes show various faces of the ancient land, slowly shaped and marked over 2.5 billion years. The dominant red hue of the earth contrasts with the seemingly endless blue sky.

In such an environment, people's leisure time is enjoyed in nature. Camping and four-wheel drive (4WD) adventures are popular ways to enjoy the rugged landscape, seasonal wild flowers and countless clear star-filled night sky.

Drawing on these stunning natural features and on the back of the growth of the mining industry, the Town of Port Hedland recognises the importance of developing their tourism industry¹. This is due to its proximity to renowned national parks and a unique Indigenous cultural heritage.

THE FOUNDATIONS OF A TOWNSHIP

Port Hedland prides itself on a long and colourful history far beyond the beginning of the iron ore story.

4,000 years ago most areas of the Pilbara region were occupied or had been traversed by the Indigenous people and 28 languages would have been spoken prior to European settlement.



Indigenous history and culture are strongly present in the region. Port Hedland has significant Indigenous cultural heritage sites such as Two Mile Ridge, Pretty Pool and Twelve Mile Camp. A range of engravings, Thalu, shell middens, artefact scatters, ceremonial, mythological and camp sites are found across the area. Further into the Pilbara, over 700 Indigenous archaeological sites and 10,000 spectacular rock engravings provide a glimpse into how Indigenous people lived and related to the land and the sea.

Europeans first settled in Port Hedland during the second half of the 1800's, and the town was named after Captain Peter Hedland, the first European to set anchor in 1863.

The region was particularly fortunate with the ocean's offering – pearls. By the late 1860's the region was one of the richest pearl fields in the world, drawing pearlivers from as far as Japan.

Transportation became key to creating a linkage between surrounding townships and the world beyond. The first Port Hedland jetty was constructed in 1896 to serve the pastoral industry. The completion of the jetty was integral to the influx of machinery, building materials and food that enabled construction and settlement of the town.

Passenger ships also frequented Port Hedland's growing port, since travel by land was almost impossible. The Adelaide Steamship Company

provided luxury steamship travel for Port Hedland's residents, notably the SS Koombana, connecting the Township with the rest of Australia.

With the discovery of gold in the Marble Bar area, the first railway in the Pilbara was opened between Port Hedland and Marble Bar in 1911, connecting with the jetty. In addition to the sea and land transport, the first airfield was established in 1921 and provided essential services such as postal deliveries and later the Royal Flying Doctor Service.

The pastoral industry almost collapsed after a severe drought between the mid 1930s and early 1940s and the economic focus of the region shifted towards the mining of gold, tin and copper as well as the pearling

industry. From here, Port Hedland's diverse and multicultural community grew from strength to strength, with migrants from China, Japan, Timor, Malaysia and the Torres Strait, who were attracted to the wealth of its shores.

However, it was the discovery of vast deposits of iron ore that catalysed a new period of economic development never before seen in Port Hedland. In 1965, a significant scaling of mining activities saw this small town of 1,200 people grow exponentially, turning the area into a thriving centre of activity in Australia's north-west.



Photographer: Samantha Bell



Photo: Care for Hedland Environmental Association



Photographer: Samantha Bell

THE COMMUNITY

Today Port Hedland is home to a dynamic community of 20,000 people with a rapid growth rate of 5.5% (almost double the WA average of 2.8%)². Consistent with other mining towns, it has a relatively young population, with an average age of 31.2 years and a high proportion of children. The demographic consists of approximately 2,200 Aboriginal and Torres Strait Islanders with the remaining residents having primarily British and European ancestries. Two or more languages are spoken in approximately 15% of the homes of Port Hedlanders, with the most widely spoken languages other than English being Malay, Afrikaans and Tagalog³.

More than 3,000 temporary residents working in mining related businesses are in Port Hedland at any one time. That number is expected to grow significantly in the immediate future⁴. Port Hedland also attracts other seasonal workers, such as backpackers, due to high wages and the uniqueness of the region.

Beneath the scale of big industry is a town home to an eclectic community of people who share and celebrate their diverse values and traditions. Thriving cultural and community initiatives and small-scale businesses are testament to the community's strength.

The Courthouse Gallery is at the heart of the historical West End, and acts as a key cultural destination for the community and tourists. The gallery actively showcases local artists' artworks, organises public programmes and sells local arts and craft in its gallery shop. The West End Market, regularly held in the Courthouse Gallery Gardens, is also a place where local talent of all sorts are on show – from fine arts, crafts, culinary arts to music.

The Spinifex Hill Artists, an Indigenous art collective founded in 2008, has been very successful in promoting the Indigenous art of the region through exhibitions, winning awards and contributing to public art and design projects.

Established in 1994, HARTZ (Hedland Arts Council) is the longest running arts group in Port Hedland. It actively engages with the Port Hedland and the regional communities through various community art events and workshops.

Wangka Maya Pilbara Aboriginal Language Centre is an organisation dedicated to the preservation and promotion of Aboriginal languages and culture. It works closely with Aboriginal elders to record and foster Aboriginal languages, culture and history, ensuring that the knowledge and tradition is passed down to the next generations and shared with the broader community.



Photo: Town of Port Hedland

Various community groups cultivate the community spirit and care for the land and people of Port Hedland. Among them the Care for Hedland Environmental Association, an independent community group, who provide a diverse range of conservation-based volunteer programs and activities for the Hedland community. Activities include turtle monitoring, a garden club, waste management and education.

The Hedland Well Women Centre, a government funded service operating for over 20 years offers a variety of free services and programs to promote the health and wellbeing of women.



Photo: Town of Port Hedland

The service engages over 12,000 women, children and visitors each year. Programs such as Cooking Up A Storm and The Hedland Patchworkers and Quilters are invaluable social opportunities for women and a great platform for creative engagement.

Bloodwood Tree Association and Youth Involvement Council are organisations that provide vital support for those at risk. Bloodwood Tree Association, an incorporated Aboriginal organisation, supports those who are homeless or alcohol affected through accommodation and training. The Youth Involvement Council engages the youth through various after school programs and awareness campaigns.



Photo: Town of Port Hedland

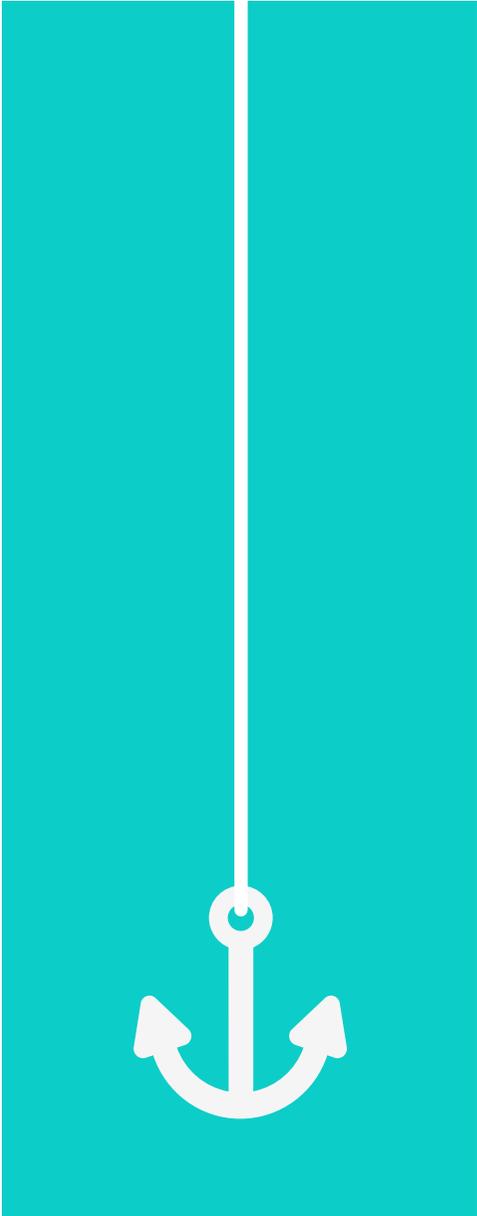
RECREATION

Port Hedlanders love their active lifestyle. Cool months are a perfect time for enjoying the outdoors, and even in hotter weather people enjoy walking, jogging and cycling along the foreshore when the sun is low. Various sporting groups, for both children and adults, enjoy playing at the ovals, reserves and the state of the art Wanangkura Stadium. Recreational facilities scattered around Port Hedland and South Hedland cater for residents in both suburbs.

The sea is an active playground for Port Hedlanders. Port Hedland is famous for excellent fishing and other activities such as boating, sailing, water skiing, jet skiing, diving and swimming which take place along



the urban coast of Port Hedland⁵. Yachties as well as other social members congregate in the newly built Port Hedland Yacht Club, which has been operating since the late 1970s.



BOOM AND BEYOND: LOCAL AND GLOBAL INDUSTRIES

Port Hedland is primarily a port town, functioning as a crucial hub for the Pilbara – the ‘engine room of the Australian economy’. 90% of the economy is attributed to mining and port related activities⁶. The port’s significance continues to grow and it currently processes the highest tonnage of cargo in Australia and is one of the largest iron ore loading ports in the world⁷. In addition to iron ore, major resource activities in the area include natural gas, salt and manganese.

The larger-than-life scale of mining and port activities has a strong impact on the landscape around the town

and the way of life of Port Hedlanders. Huge mining machinery, salt mounds and cargo trains are part of the constant scenery and 24 hour dynamic of the town.

The impact of these industries is also visible in the formation of the town. South Hedland, first developed in the 1970s in response to the mining boom, it is separated from Port Hedland by a large expanse of port and mining operations in between.

Diversification of the Town’s economy is one of the key strategies identified in Pilbara’s Port City Growth Plan published by Town of Port Hedland in 2012. The development of the Waterfront would significantly assist

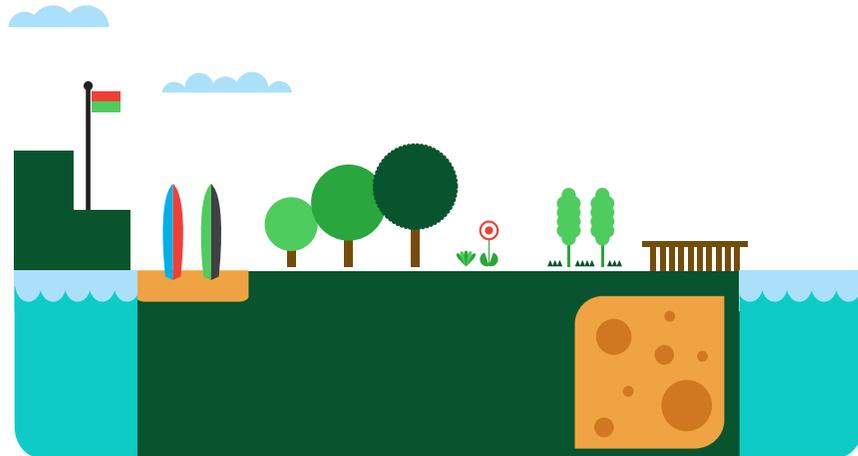
in achieving this goal, together with development in tourism, small business, human services and provision of accommodation to suit the needs of future populations.

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1. Town of Port Hedland (2012). Pilbara’s Port City Growth Plan
 2. Town of Port Hedland (2012) Annual Report 2011/12
 3. Australian Bureau of Statistics (2011) Census Data.
 4. Town of Port Hedland (2012) Draft FIFO and TWA Strategy
 5. Port Hedland Authority (2013) Environmental Management Plan 2013-2014
 6. Town of Port Hedland (2013). Port Hedland International Airport Redevelopment Strategy Overview
 7. Port Hedland Port Authority (2014) Port Handbook



2.3 Waterfront Case Studies

The following case studies illustrate waterfront projects that have successfully created vibrant destinations for visitors and tourists as well as significant benefits for the local community.



MARINA HILLARY BOAT HARBOUR



Located within Marmion Marine Park 20 minutes drive from Perth CBD, Hillary Boat Harbour is a popular weekend destination for Perth residents and tourists. Originally developed to support the America's Cup in the late 1980s, the harbour has experienced significant improvement and growth over time.

The harbour is a destination not just for boat owners but for everyone. Besides 400 boat pens, its diverse offer includes restaurants, cafes and shops of various kinds as well as the Naturaliste Marine Discovery Centre, the Aquarium of Western Australia and a fun park with waterslides and

mini golf. Visitors can also spend a whole day without hurting their wallet, enjoying a safe swimming beach and picnicking on the grass.

The Harbour is an ideal base for tourists. The resort apartments on the harbour provide rooms with sweeping views of the ocean, and water-based recreation opportunities include boat hire, whale watching, diving tours and a ferry to Rottnest Island.

With so much on offer, the place is busy on weekdays and weekends, day and night. At night the restaurants spring to life and weekend markets add to the buzz on the weekend.

MARINA MANDURAH OCEAN MARINA



Once a sleepy fishing village with a degraded inlet 72km south of Perth, Mandurah is now a vibrant cosmopolitan hub and enviable residential location since the development of Mandurah Ocean Marina.

The mixed-use marina incorporates more than 500 pens for recreational, commercial and club use, a resort, residential and commercial activity in a Venetian style network of canals and walkways. The project became a catalyst for tourism and employment, transforming Mandurah into a waterside living and leisure oasis.

Residents enjoy an active and convenient lifestyle with numerous restaurants and recreational options at their doorsteps. The marina is busy well into the evening, and on the weekend live music, free activities and a farmers' market keep visitors entertained.

Walkability contributes significantly to the enjoyment of Mandurah's marina. Various amenities such as public open space with plenty of places to sit and areas for children to play, fishing jetty and a sailing club are linked via high quality boardwalks and promenades.

SWIMMING AREA CAIRNS ESPLANADE LAGOON



Cairns' well-known landmark, the Esplanade Lagoon, is set on the Cairns foreshore in the heart of the town and has transformed the tourism landscape in the northern Queensland town. This saltwater swimming lagoon overlooks Trinity Inlet, providing a safe and picturesque swimming destination in a previously beach-less town.

Free and open to everyone, the 4800m² lagoon has sandy edges, shaded timber decks for lounging, landscaped gardens and grassed areas. Water in the lagoon is saltwater pumped and filtered from the inlet. Lifeguards patrol the lagoon from 6am to 9pm all year round.

The lagoon caters for all generations, with a themed children's water playspace, a skate park and volleyball courts. School holiday programs, regular fitness classes on the foreshore and a Saturday market keep the place activated all the time.

In the daytime, a generous canopy provides sun protection, and in the evening, the area is beautifully lit and provides the best vantage point to watch the sky over the ocean as the sun sets.



DISTINCTIVE LANDMARKS

THIRD WAVE KIOSK



The Third Wave Kiosk at Torquay surf beach is an unpretentious iconic landmark. Combining a café, toilet and change rooms, it is a striking structure evoking maritime industry, yet also blending with the landscape and weathering naturally.

Constructed using recycled sheet piles typically used for seawall and pier construction, the kiosk was developed by Surf Coast Shire to provide tourist and visitors amenities for a busy beach side location. Despite its modest size, the kiosk has become a well-loved and patronised icon of Torquay.

PROMENADE

ST KILDA PROMENADE



The beach in Melbourne's St Kilda has historically been a destination for people from all over town. The promenade redevelopment in 2007 expanded the width of the promenade from 5m to 10-14m and created a sense of generosity, accommodating various previously conflicting activities, including cycling, walking, jogging and sitting.

The distinctive promenade design morphs into an undulating wall in parts, enabling people to sit down to enjoy the views or try bicycle tricks. Walking on the promenade people encounter different elements along the way, from play equipment, public art to cafes and club houses.

Environmental sustainability is also a key feature of the promenade. Water sensitive design includes systems to capture grey water from the public showers, then reuses the water to irrigate the surrounding flora.

3.0 Consultation Findings



3.1 Purpose and process

As part of the visioning process for the Place Plan, Village Well facilitated four workshops with various stakeholder groups in Port Hedland during March 2014. Consultation via a survey was also conducted, covering similar territory to the workshops.

The overall objective of the consultation process was to explore community and stakeholder perspectives regarding the waterfront development to help inform the vision and the Place Plan.

The workshops and survey were divided into three parts:

- 'Imagining the Waterfront'
- 'The Visioning'
- 'Imagining Place Experience – Close Up'.

'Part 1: Imagining the Waterfront' explored the essence of the waterside lifestyle and Port Hedland coast in particular.

'Part 2: The Visioning' explored the overall feel and experience of the waterfront and explored who will dive in, work in and visit the Waterfront.

'Part 3. Imagining Place Experience – Close Up' delved in detail into imagined experiences of different areas of the waterfront, investigating opportunities and challenges as well as potential placemaking partners and contributors.

At the time of the workshops, the project was called 'Port Hedland Marina'. The project was renamed 'Port Hedland Waterfront' for the subsequent survey, to better reflect the broader scope of the redevelopment project (Refer to 3.4 Reflections). The project is referred to as the 'Waterfront' throughout the report for consistency.

3.2 Participants

Village Well facilitated four placemaking workshops with the following groups:

- Stakeholders with a specific interest in the project (18 people)
- Community representatives, primarily residents of Port Hedland (22 people)
- Town of Port Hedland Executives (8 people) including project team members.
- Town of Port Hedland Elected Members (6 people) including three executive members as observers.

The Stakeholder workshop participants included representatives from Port Hedland Port Authority, Town of Port Hedland including two elected members, Pilbara Development Commission, BHP Billiton, RSL and TS Pilbara.

The Community workshop was attended by a broad range of community representatives, many of whom were long-term residents of Port Hedland and boating enthusiasts. There were also representatives from Port Hedland Yacht Club, Game Fishing Club, local businesses and services and local media. The project was called Port Hedland Marina at the time of the workshop, and this seems to have contributed to high attendance of boat related groups and lack of other general interest groups.

A survey was also developed as a means to engage with the broader community and was promoted by the Town of Port Hedland. The survey included similar questions to those asked in the workshops and 55 people responded.



3.3 Consultation Findings

This section summarises the findings from the four workshops (Community, Stakeholders, Town of Port Hedland Executives and Elected Members) and the survey.

PART 1: IMAGINING THE WATERFRONT

WHAT'S SPECIAL ABOUT WATERSIDE LIVING AND WATERSIDE HOLIDAYS?

Overall, the most important qualities identified related to:

- experiencing the water – tranquility and peacefulness, touching and playing with water; and
- social activities – catching up with friends, fish and chips, funky bars, music and entertainment.

WHAT'S SPECIAL ABOUT PORT HEDLAND'S COAST?

Responses reflected the special qualities people appreciate about Port Hedland in general, and emphasised how much the coast means to Port Hedlanders.

The special experiences most frequently referred to were the beauty of a remote, vast landscape, the views of the port and industrial activities ('theatre of the waterfront'), stunning sunsets and changing weather effects, marine wildlife and fishing.

PART 2: THE VISIONING

WHY A WATERFRONT?

Elected members were asked to revisit the underlying purpose of the Waterfront. (Other workshops did not address this question.)

Overall, the group focused on provision of local amenities that were not currently available, such as facilities for outdoor recreation, a safe harbour and a place for boating, a place for large social gatherings and outdoor community recreation and entertainment.

The Executive group also indirectly responded to this question, articulating the two primary reasons:

- To attract national and international tourists and leisure lifestyles (yachting)
- To provide a heart for the whole Port Hedland and South Hedland community.

The Council representatives expect the Waterfront to have a positive impact on overall liveability and local employment, therefore attracting more people to live and stay in Port Hedland, as well as to visit for leisure and access to the Pilbara for longer periods of time.

VISIONING THE WATERFRONT 2030

Two key qualities came through strongly in the visioning exercise: a strong sense of place and a heart for the town.

Many participants want a Waterfront that, through its design and experiences, captures a distinctive Port Hedland experience.

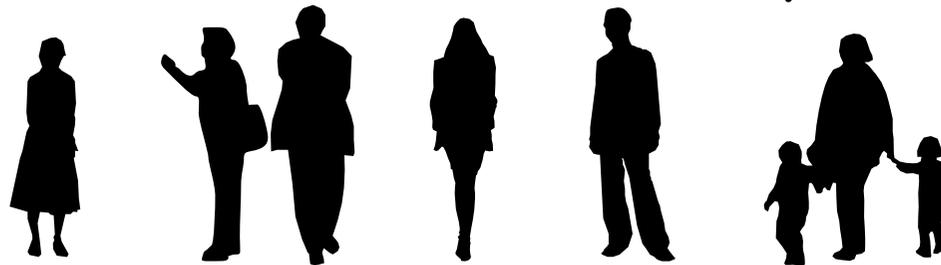
'The heart for the town' was often described as a vibrant and busy meeting place for everyone in the Town, regardless of age or backgrounds. The Waterfront was envisaged as very much owned by the community, and connecting Port and South Hedland as 'one' town.



It is unbelievable!! We can still enjoy the rawness of the rocky sand under our feet, watch the sunset at a little funky beach bar, then walk to our campsite for the night!!

The marina has brought much needed energy into the area - bringing the residents of Port and South together as one town.

The best thing I like about it is that it fits comfortably in its place, not too intrusive and the colours and materials really fit into the environment.



PORT HEDLAND WATERFRONT'S PERSONALITY

People imagined the Waterfront by describing its ideal personality traits. The most frequently mentioned traits were:

Friendly / welcoming

Beautiful

Alluring

Sophisticated (but relaxed)

Practical

Vibrant

Affordable

A bit different with its own personality

Extroverted with a quiet side

Nature Loving

WHO IS IT FOR?

Participants overwhelmingly agreed that the Waterfront should be for people of all ages and abilities and not limited to exclusive groups of people.

In all workshops, participants described the following key groups of people:

- Locals – families, kids, young-people, couples, friends, dogs
- People on boats (both local and visitors) – tinnies, yachts, yacht club, TS Pilbara, cruises, recreational, commercial (fishing, tours)
- Tourists – backpackers, wealthy tourists, grey nomads, international visitors, people returning to Port Hedland, visiting retirees, cruise ships, interstate, eco-tourists, Visitors from inland towns (Karratha and Marble Bar), internal tourism*.

* It was noted that there is a demand for a local holiday 'get away' for Port Hedlanders seeking a weekend escape without travelling far.

WHAT WOULD YOU LIKE TO SEE AT PORT HEDLAND WATERFRONT?

There was a strong desire for a variety of eateries including one-of-a-kind gourmet experiences, ocean views, alfresco dining and fresh local seafood. While there was a desire for 'classy' restaurants, the majority preferred affordable and casual dining such as fish and chips, including take-away options.

Cafés and shops were also popular choices. Cafes to enjoy breakfast and great coffee were frequently mentioned.

Interesting shops that are not currently offered in town were also considered to be an important part of the mix, reflecting the community's strong desire to have a social destination in town.

Other frequently mentioned attributes included safe swimming area (beach / lagoon), more than one accessible boat ramp and a special play area for children.

WHAT WOULD YOU NOT LIKE TO SEE AT PORT HEDLAND WATERFRONT?

Anti-social behaviour was most frequently mentioned, such as drunkenness and aggressive behaviour that would spoil the fun and relaxed atmosphere.

People also expressed a dislike for high-rise buildings and 'over development', rubbish, lack of greenery and degradation of environment, expressing their aspiration for modest scale development that is inclusive and respects the wildlife and landscape of Port Hedland.



PART 3: IMAGINING PLACE EXPERIENCE: CLOSE UP

PLACE EXPERIENCE IN DETAIL

Participants zoomed into the caravan park and camping ground, recreational areas, shops and services and the event space and imagined their experience in each place:

• The caravan park and camping ground

Group activities such as beach volleyball, bonfires and story telling were identified as important, as well as more solitary water activities such as fishing and crabbing, turtle watching and learning to sail.

To facilitate these experiences, the caravan park and camping ground was expected to have a community kitchen and a hall, easy access to the water and related facilities.

Shaded social areas were noted as necessary to provide places for picnics and BBQs. Food trucks could add amenity and festivity during the busy season.

• The recreational areas

Participants expected that locals and visitors would frequent the Waterfront's public space mainly to enjoy a range of water activities including safe swimming, water play, water sports, boating and yachting as well as fishing.

Other identified opportunities included walking, cycling, beach volleyball, personal and group exercises as well as a game of bocci.

Participants expressed a desire for high quality boat launching facilities with cleaning stations as well as opportunities for jetty fishing.

A cinema and bowling alley were also mentioned as desirable wet weather recreational destinations.

• Shops and services

Participants agreed that the Waterfront would need a cluster of shops and services to support leisure, water recreation and tourism.

There was strong support for a visitor information centre and boat tour operations. Other ideas that were discussed with divided views were a microbrewery, a fish market and a seven star resort hotel.

Indigenous cultural experiences were strongly supported by participants.

Tourism offers could also include

parachuting, jet skis, and hot-air ballooning. Local eateries with a focus on fresh seafood was discussed.

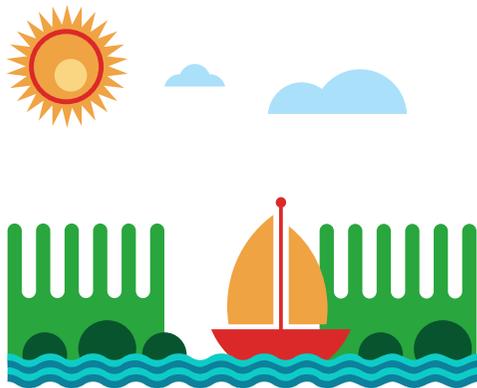
Commercial operators were envisaged including boat services and fishing industries.

• The event space

It was recognised that the event space would have a dual purpose; for organised events and also as a place for everyday outdoor recreation including casual and organised group activity.

Participants noted that the climate would affect uses. In the dry season the event space would be used most actively. Ideas included concerts, operas, elite sports events, expos and conferences and markets. In the wet season, evening events were envisioned.

Shaded, grassed areas were considered essential attributes of the event space. Proximity to shops was also considered important.



OPPORTUNITIES

The most significant opportunity identified was to create a social heart for the whole town, which currently does not exist.

A swimming area was seen as a potential drawcard for families, while the marina would attract boating enthusiasts involved in national and international sailing and yachting, who currently are unable to stop at Port Hedland.

New commercial operations such as day trip boat tours and cruises were identified as opportunities by many participants.

Community and educational programs, and information centre were also often mentioned as opportunities.

CHALLENGES

Funding was mentioned most frequently as a challenge, followed by the existing environmental constraints such as climate, turtles and environmental impact of the development.

Several issues regarding the potential Spoilbank location were highlighted, mainly relating to potential health risks from dust and potential traffic conflicts between the port and the marina.

The cost of living and provision of affordable accommodation were also frequently mentioned by residents and Councillors as challenges for the

WHO CAN CONTRIBUTE?

Participants identified four groups of contributors who could assist in the successful delivery and management of the Waterfront:

• **The project partners**

Town of Port Hedland and LandCorp

• **Government bodies**

Pilbara Development Commission, Department of Transport, Port Hedland Port Authority, Environmental Protection Authority, Department of Environment and Conservation, Dusk Taskforce, Department of Fire and Emergency Services, Western Australia Police, Disability Services Commission and neighbouring towns

• **Businesses**

Mining companies, Port Hedland Chamber of Commerce, South Hedland Business Association, small businesses, developers, and tourism and hospitality operators

• **Community groups**

Traditional Owners, Port Hedland Historical Society, Wangka Maya, Care for Hedland and other environmental groups, Port Hedland game fishing club, Port Hedland Yacht Club, Recfishwest, volunteer sea rescue, HARTZ, FORM, schools and the community

WHAT DOES SUCCESS LOOK LIKE?

Overall, recognition as a leisure destination and high levels of patronage of the Marina and tourist and retail operations were seen as the most important measures of success.

Notably, protection of the environment was also seen as a key measure of success, reconfirming their care for Port Hedland's natural landscape and wildlife.

There was also mention of measures that reflected the aspiration for the waterfront to be a game changer, for example: more people living in Port Hedland instead of flying in and out.



3.4 Reflections

The wide-ranging workshop discussions also raised some broader issues of strategic relevance to the project vision and approach to design and development:

Marina or Waterfront?

It became clear in the workshops, particularly in the community workshop, that many people perceived the project as primarily boating facilities (a marina) with ancillary public realm and retail. However, the discussion and the survey both revealed a strong desire for quality public spaces and facilities to enable the broader community to enjoy social and recreational experiences by the water.

After the workshop sessions, Village Well recommended that the project title be changed, to reflect the broader scope of the project. The project team approved the project name change to 'Port Hedland Waterfront'.

Creating the 'heart'

The importance of the Waterfront as a place for the whole community was strongly expressed in all workshops.

Participants identified the Waterfront as an opportunity to create a destination for people from both Port Hedland and South Hedland, bridging the geographically divided town and creating a new social focus in a splendid setting.

These discussions reflect the need not only to create recreational amenities but also to create a symbolic central place that the Town currently lacks. 'Recreational heart of Port Hedland' appropriately captures the aspirations people have for the waterfront.

Who will visit Port Hedland?

In all workshops and survey, participants identified the waterfront as the opportunity for tourism. They imagined a variety of tourists, from backpackers, grey nomads and Pilbara residents to international luxury tourists.

However there appeared to be a lack of deep knowledge about potential tourism markets and related trends and preferences.



4.0 Essence of Port Hedland

The Town of Port Hedland has been planning for the future growth of the township and as part of this process has consulted extensively with the local community. The 'Strategic Community Plan 2012 – 2020' and 'Port Hedland: Shaping a Cosmopolitan Port City' have both been informed by extensive community engagement which explored the community's vision of itself in the next decades.

These key strategic documents, together with the Pilbara's Port City Growth Plan and Village Well's research and consultation for the airport redevelopment and the waterfront have together informed the 'Essence of Port Hedland' – five key themes that capture the most distinctive qualities of the place and the community's aspirations.

Key themes

A coastal oasis of abundant sea life, red raw earth, and endless Pilbara sky

A welcoming, friendly and diverse community with active lifestyles

Many stories and proud traditions of Indigenous culture, pearling, shipping, aviation and mining

A hidden treasure trove of local enterprises, celebrating the convergence of different traditions and passions

Building new industries for the township as a lasting legacy of the mining boom



Photographer: Samantha Bell



Photo: Town of Port Hedland



Watercolour artist Louise Joesbury (left) with Valda Sesar (seated) and Winnie Sampi (photo by Karina Semmler)



Photographer: outbackjoe.com



Photo: Town of Port Hedland

5.0 Waterfront Vision and Principles

Port Hedland Waterfront, at the edge of the old town, is the heart of the community and the number one destination for visitors.

The Waterfront embodies the essence and paradox of Port Hedland – natural coastal beauty alongside busy port industry; diverse social gatherings and quiet, solitary rituals; hard-working lifestyles rewarded by seaside leisure time; people from near and far, all in one place.

Guiding Principles

The heart of Port Hedland

Close to the traditional town centre, Port Hedland Waterfront is the social heart of the community – a place for everyday rest and recreation, for social gatherings, outdoor entertainment, water sports and much more.

The Pilbara coast experience

Large ships coming and going, beautiful sunsets, nesting turtles... The Waterfront combines the iconic experiences of the Pilbara coast and captures its rugged beauty, its sense of isolation and timelessness. The public realm, buildings, art, interpretation and community events proudly celebrate this remarkable ancient land and its people, past and present.

Green oasis

Between the red earth and brilliant blue ocean, the Waterfront is a cool green oasis that provides respite from the dry heat of the Pilbara. In the heat of the summer, beautiful mature trees provide gentle shade, and during winter a colour burst of wildflowers pleases the eye.

Vibrant and casual, with a dash of luxury

The Waterfront is welcoming and relaxed. Everyone can enjoy the waterside for free or find a bit of luxury. It is a place to have fish and chips in the shade with your feet in the sand or to dress up for an evening out, pamper yourself by getting a massage or check-in overnight at premium accommodation. This mix of contrasts brings a constant energy to the Waterfront.

Wildlife treasures

The ocean and its tidal edge is a treasure trove of wildlife cherished by the local community. There are many ways to explore and encounter marine life and the coastal eco system. The buildings and infrastructure protect the natural environment. The local community actively nurtures indigenous flora and fauna.

A well-managed Waterfront for everyone

The Waterfront provides convenient access and flexible, efficient facilities to enable a wide variety of water-based activities to thrive there. It provides safe berths for local and visiting sailors and easy access to the water for other boaters. There are ample facilities and services for boats and for fishing. A protected beach with nearby play areas provides a safe swimming environment for children and adults.

Locals create authenticity

The Waterfront is owned and operated by the locals. Homegrown shops and services thrive. Markets and galleries celebrate local talent. Visitors and tourists love getting to know the real Port Hedland.



Photo: Town of Port Hedland



6.0 Opportunities and Challenges

Village Well has identified a number of key placemaking opportunities and challenges for Port Hedland Waterfront, based on the analysis of the Lay of the Land, strategic documents and consultation findings.

Opportunities and challenges are summarised in the following pages using the Village Well 5 P's of placemaking framework (people, physical environment, planet, product and program).

6.1 Opportunities

People

- The entrepreneurship of the Port Hedland community can be tapped into to create a distinct and authentic shopping village.
- The Waterfront has the potential to bring people together from Port Hedland and South Hedland.
- The sea and coastal areas are already a significant focal point for community recreation and there is strong local demand for a safe harbour and boating facilities.
- An attractive, flexible and affordable waterfront destination will significantly improve the liveability of Port Hedland, potentially attracting people to make it a more permanent home.

Physical Environment

- The unique natural and industrial environment of the Port Hedland coast provides a distinctive identity for the Waterfront, distinguishing Port Hedland from other waterfronts and marina destinations.
- The proximity to the coast inherently contributes to the liveability of the Town and has the potential to draw visitors from inland and other regions.
- If the Waterfront is to be located at Spoilbank, the project has the potential to function well as the heart of Port Hedland due to its central, accessible location and proximity to West End.
- The warm climate encourages outdoor activities all year round. The heat and cyclones are challenges people are willing to embrace.

Planet

- Natural systems are some of the most treasured aspects of the Port Hedland coast. The local community are keen to protect and enhance the natural environment and are actively involved in flora and fauna care and management.
- There is an opportunity to incorporate sustainable design and technologies in the marina facilities and public areas to demonstrate leadership in environmental sustainability.

Product

- The destinational nature of the Waterfront provides an opportunity to include new products and services previously not feasible in Port Hedland.
- A successful Waterfront would significantly appeal to tourists, travelling along or around the coast of Western Australia.
- Currently there are limited visitor accommodation options - more choice and variety of accommodation facilities would support a range of tourists.
- A mix of tourism services and residential housing would help sustain retail activities and vibrancy of the Waterfront throughout the year.
- The Waterfront has the potential to significantly increase demand for new maritime, leisure and tourism services, generating diverse local employment opportunities.
- Local creative groups could be involved in creating specific features of the Waterfront, such as public art, furniture, fittings landscape features.
- The town's entrepreneurs could promote specific commercial and retail services and products at the Waterfront.

Program

- Regional boat events could be presented at Port Hedland.
- The Waterfront could support, complement and expand recreational activities and programs already occurring along the coast.
- Inclusion of community facilities would support community and social activities at the Waterfront.
- Regular community events and recreational and cultural activities would help make the place a destination.
- Education programs could raise awareness of the coastal environment and celebrate the diversity of Port Hedland's coast.
- Existing sailing and boating groups could provide regular public events or education programs.
- Aboriginal organisations could develop and operate visitor information and cultural tourism



6.2 Challenges

People

- The Waterfront will be used by various users, both with boats and without. The development must take a balanced and fair approach to the needs of diverse user groups.
- The integration of a residential community is critical to the feasibility of development and also the ongoing activation / vibrancy of the Waterfront. Challenges include affordable housing and potential conflicts between residential, commercial and recreational functions.
- If the Waterfront is to be located at Spoilbank, dust risks would need to be addressed appropriately.
- Anti-social behaviours would need to be managed appropriately.

Physical Environment

- Securing an ideal location is a challenge due to various constraints such as industrial dust, natural habitats and conflicting water traffic.
- Heat, cyclones and tides would affect the operation and infrastructure of the marina and other seaside recreational facilities.
- If the Waterfront is to be located at Cooke Point, it is less likely to be a successful 'heart' due to its distance from the existing town centres and community facilities.

Planet

- The Waterfront development and marina activities would have a significant impact on the marine environment. The mitigation of negative impact is a shared responsibility of the governments, developers and the local community.
- If the Waterfront is to be located at Cooke Point, the development may have increased impact on sea turtles.

Program

- Seasonal and climatic extremes would need to be considered in relation to programming.

Product

- Ensuring affordability is difficult in Port Hedland due to the impact of the mining industry as higher construction costs.
- While tourism is an opportunity, high travel and accommodation costs and sheer distance from major cities could discourage interstate and international travellers from visiting Port Hedland.
- There may be difficulty in securing a critical mass of successful retail and service operators to create a vibrant activity hub, particularly in the early phases.
- Existing community organisations (including Aboriginal groups) would probably need financial support to develop new products / services for Waterfront tourism.



7.0 Placemaking Recommendations

A set of placemaking recommendations has been developed, in response to the key findings from community engagement, place research and other strategic documents. The recommendations relate to the intended place experience, attributes and place programs.

The two types of recommendations are categorised under the following headings:

- 7.1 General placemaking recommendations; and
- 7.2 Specific area recommendations.

7.1 General Placemaking Recommendations

General recommendations relate to overall Waterfront experience and attributes, both physical and non-physical.

The recommendations are divided into the following five themes:

- Creating the heart;
- Cultivating a green oasis;
- Telling local stories;
- Sustaining the environment;
- Contributing to the local economy.



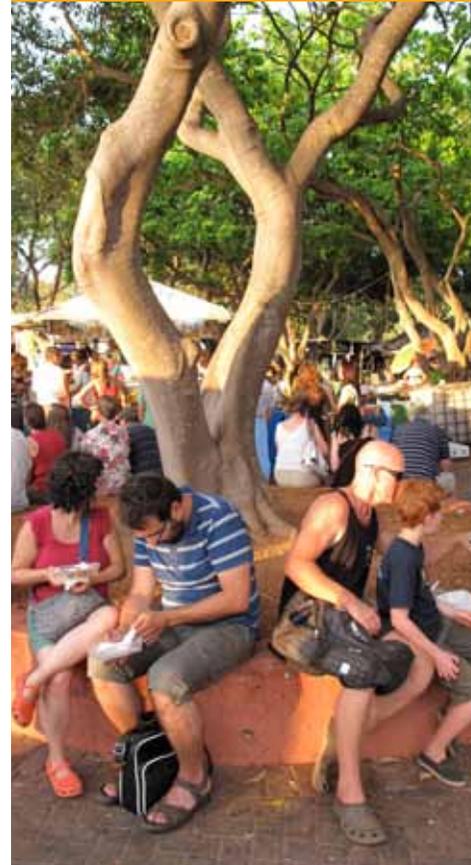
7.1.1 General placemaking recommendations - Creating the heart

1. Locate the Waterfront as close as possible to the historic town centre in the West End to strengthen the 'destinational' nature of the Waterfront.

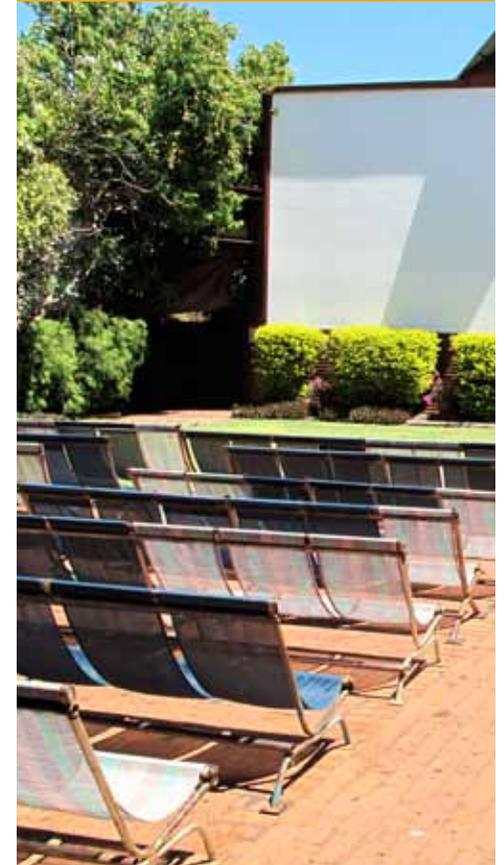


2. Prioritise walking in the Waterfront area and connect the Waterfront with the surrounding area via shady and comfortable continuous footpaths and bike paths as well as with convenient public transport.

3. Provide generous, high quality and durable public spaces, ensuring accessibility and flexibility for a variety of community activities and events.



4. Enable a range of activities both on weekdays and weekends, day and night, particularly night markets and regattas, and an outdoor cinema.



7.1.1 General placemaking recommendations - Creating the heart



5. Ensure that the roads and car parks do not dominate the Waterfront or divide the commercial activity hub from the Waterfront recreational area.

6. Ensure continuous public access to the Waterfront and align the best views to the public realm instead of private buildings.



7. Connect the Waterfront with the Town's other destinations via new, prominent pathways and enhance navigation with built form as well as signage.

8. Provide a shuttle service from Port Hedland Airport to the Waterfront.



7.1.2 General placemaking recommendations - Cultivating a green oasis

1. Plant and irrigate trees, shrubs and grass throughout the Waterfront public realm using recycled or harvested water.

Select trees with generous canopies and other plantings that provide food and habitat for birds.



2. Ensure the public realm and building design celebrates the natural landscape and wildlife of the Waterfront.

3. Provide ample seating with natural and constructed shades throughout the public realm.



4. Create pockets of colour with native flowers and ornamental plants throughout the Waterfront.

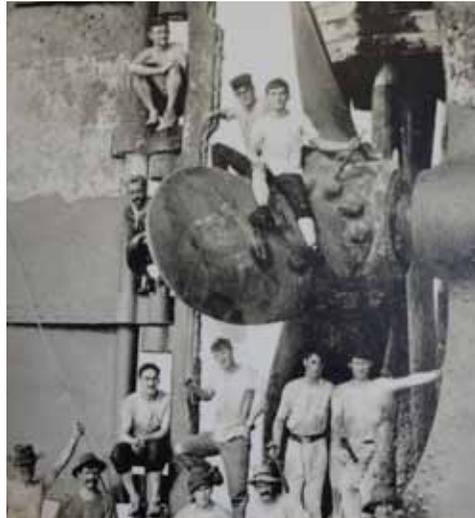
7.1.2 General placemaking recommendations - Cultivating a green oasis

5. Provide pockets of grassed areas for sitting, playing and picnicking.



7.1.3 General placemaking recommendations - Telling local stories

1. Interpret the landscape, habitats and indigenous plants through high quality signage.



2. Create an evocative and entertaining story trail throughout the public realm and online via Council's website. Describe historical moments in different voices, including Kariyarra and Nyamal people.

Refer to:

- Report of the South Hedland Kariyarra Cultural Interpretive Signage Project by Anthorpos Australis; and
- Hedland Voice by the Port Hedland Historical Society and the Town of Hedland.

3. Incorporate local rocks in the public realm landscaping, celebrating their colours and textures.



Photo: LandCorp

4. Ensure that the building design reflects the vernacular of the area.

Refer to Pilbara Vernacular Handbook – Port Hedland as a guide and resource.

7.1.3 General placemaking recommendations - Telling local stories

5. Pilot a local ambassador program where local volunteers take tourists / visitors for sight-seeing walks, telling the unique stories of the area.



Photo: Joseph Mischyshyn



6. Work with local Indigenous groups to develop products and services that cater to tourists, for example, guided tours, a small gallery that exhibits and sells local art and bush tucker cooking classes showcasing Indigenous flavours.

7. Name key elements within the Waterfront with Indigenous names, in consultation with Traditional Owners.



8. Promote the Port Hedland Waterfront as a unique place where industry, community, luxury and nature meet. Identify specific markets related to each theme and develop information and services to attract these audiences to the Waterfront.

7.1.4 General placemaking recommendations - Sustaining the environment

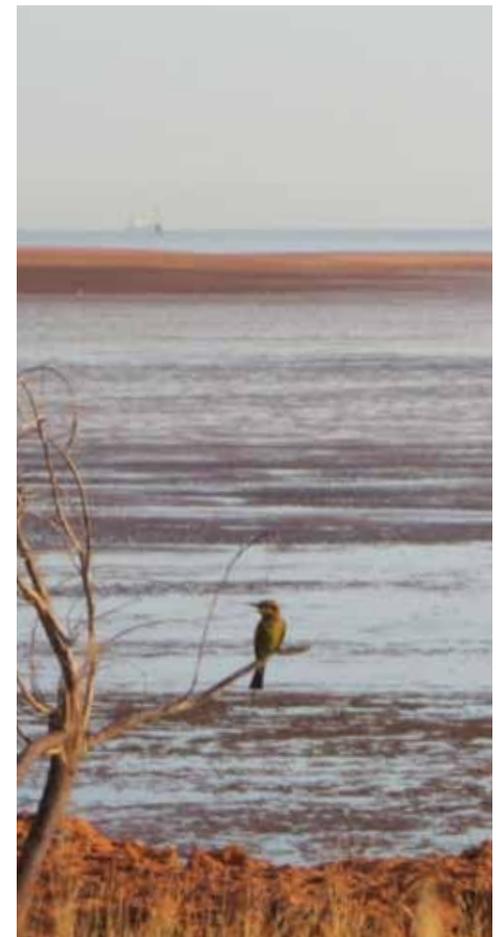
1. Implement environmentally sustainable design, material selection and construction methods. Where possible encourage the reuse of building materials from the local area.



2. Implement rain water harvesting to irrigate the landscape.



3. Power public realm lighting from solar energy sources.



4. Enhance natural eco systems by retaining and improving natural habitats and vegetation.

7.1.4 General placemaking recommendations - Sustaining the environment

5. Ensure that private sector development is environmentally sustainable through rigorous selection processes and strong guidelines.



6. Support Care for Hedland Environmental Association to provide education programs for local schools and to implement regular clean up and maintenance projects.

7. Provide incentives to local food & beverage businesses to replace use of styrofoam, plastic containers and plastic bags with biodegradable alternatives. Promote this program through environmental education campaigns.



8. Encourage people to dispose of rubbish responsibly through creative signage that raises awareness of potential impacts on natural habitat.

7.1.4 General placemaking recommendations - Sustaining the environment

9. Educate Waterfront residents and visitors about their potential impact on turtles and other wild life and guide appropriate behaviours.



WINNER
2010 Indigenous Tourism Award
Sponsored by the Gumaija Aboriginal Corporation
Bookabee Tours
2010 Ecotourism Australia Gecko Awards

eco
TOURISM
AUSTRALIA
Kym Cheatham,
CEO, Ecotourism Australia

10. Attract and secure eco-tourism operators to provide visitor and tourist accommodation and tour services.

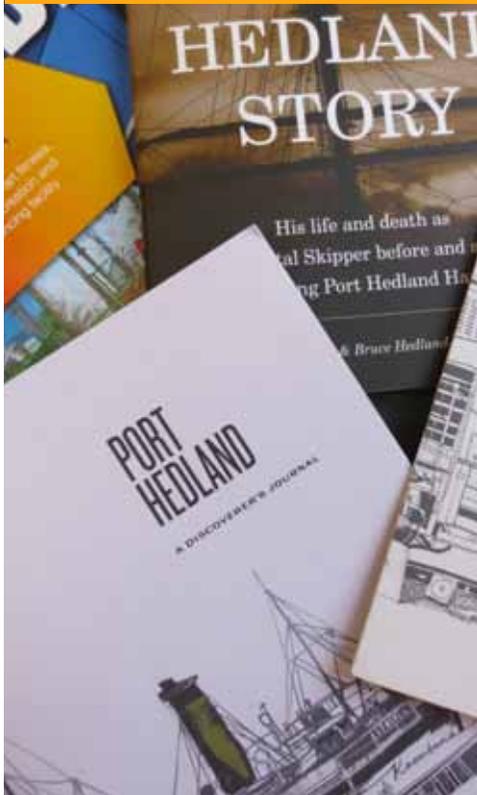
11. Promote the environmental sustainability of the Waterfront through a dedicated page on the Waterfront website.





7.1.5 General placemaking recommendations - Contributing to the local economy

1. Partner with Tourism Western Australia and The Pilbara Development Commission to research potential tourist markets and develop strategies to attract a variety of visitor types to Port Hedland.



2. Attract local businesses and operators as tenants and limit chain outlets.



3. Seek expressions of interest from local producers regarding regular food and craft markets at the Waterfront. Support the development and operation of a regular market at the Waterfront.



4. Partner with Small Business Centre East Pilbara to support incubator businesses that provide quality local products and services at the Waterfront.

7.1.5 General placemaking recommendations - Contributing to the local economy

5. Set up a place management structure that involves co-contribution of funds and resources from Waterfront businesses for promotion, activation and community programs.



6. Work with local vocational education providers such as the Pilbara Institute to create training opportunities during the construction of the Waterfront.

7. Establish a Port Hedland Waterfront domain name / website from the early stages of development to promote the vision for the Waterfront and placemaking and partnership opportunities.





7.2 Specific Area Recommendations

A suite of specific placemaking recommendations are listed under the following seven key areas of the proposed Waterfront.

- Marina
- Dock square
- Promenade and pathways
- Recreational areas
- Event green
- Campground
- Village hub.

Six of these areas are designated as deliverables in existing project funding agreements. The Dock Square is an important new component that provides a focal point for the community.

Primary recommendations are intended to produce significant impacts from a placemaking point of view.

Other supporting recommendations are categorised under activities, attributes and programs.



7.2.1 Marina

The marina is a key anchor of the Waterfront, a new stop-over for regional boaters and a blue playground for the locals. A welcoming public realm is complemented by a wide variety of community activities on the water.

PRIMARY RECOMMENDATIONS

Port Hedland's New Wharf

A public Wharf is recommended for the Waterfront, as a place for the community to enjoy traditional port recreation including fishing and boat watching, as well as access for boats.

A new Wharf, integrated with the Promenade and running along the length of the Marina, would provide unobstructed views of the boats and related activities at the sea edge. The Wharf is a magnet for boat watchers and people trying their hand at fishing.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the marina enables the following activities:

- Berthing and maintenance of a variety of boats, from small recreational dinghies to commercial vessels and large yachts
- Boat watching
- Launching boats from ramps
- Boat / day tours
- Small commercial fishing with sustainable practices
- Buying seafood directly 'off the boat'.

ATTRIBUTES

Partner with appropriate agencies and businesses to develop and manage the marina, with the following necessary attributes:

- High quality facilities for local boating users: for example, multiple ramps that can be used in all tide conditions with cleaning stations
- Unobstructed views of boats and the water from the wharf
- Sufficient number of pens for local boating groups
- Hire opportunities for sailboats, kayaks, paddle boats, and diving.
- Sufficient number of pens for casual users.

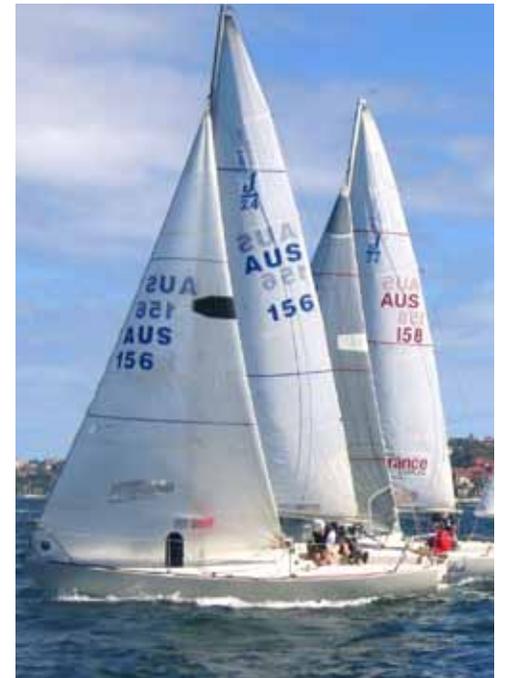
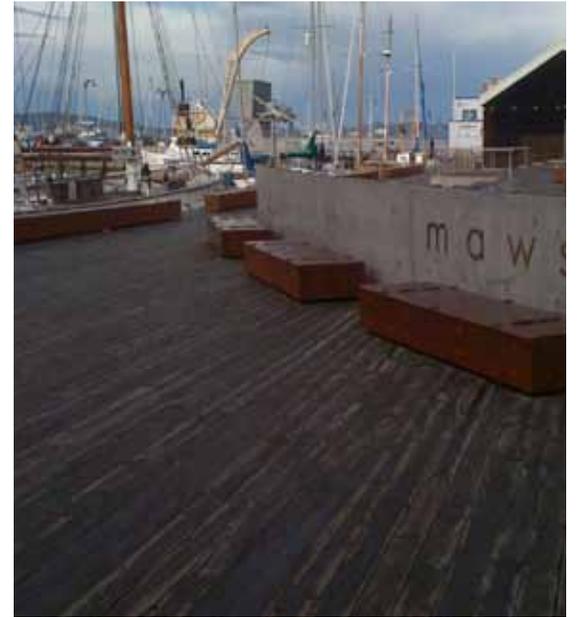
PROGRAMS

Implement the following programs:

- Involvement of the boating community throughout the functional design process to ensure that the facilities meet their needs
- A training program to develop 'home-grown' boat / day tour operators
- A water-themed festival, showcasing boats, local seafood and other seafare, special boat tours.

Attract and support the following programs:

- Community sailing programs by local groups such as the Port Hedland yacht club
- Regional / international sailing rallies
- Regattas
- Boat shows
- Dragon boat races
- Maritime market trading in pre-loved goods.



7.2.2 Dock Square

Port Hedland's main square is an inviting public space, adjacent to the promenade, with vibrant eateries along its edges and superb views over the ocean. A cluster of canopied trees at the centre of the gently sloping square, creates shade and a place for people to meet and rest.

PRIMARY RECOMMENDATIONS

A public square is recommended for the Waterfront, as a social focus of the whole town community and an attraction for visitors.

The following specific features would anchor the square as a key destination.

Marapikurrinya Welcome Centre

Adjacent to the Square, a visitor centre would be an essential first stop for visitors to Port Hedland.

The Centre would provide local information and booking services, as well as free rental of bikes, volleyballs, volleyball nets, bocci and other play / sports equipment.

The Centre would ideally also house a new exhibition and discovery centre (working title: Marapikurrinya Living Museum), an immersive exhibition of Kariyarra culture and the history of the 100 year old Pilbara Port.

A small Council-owned commercial space would support community and cultural activities at affordable prices.

Included in the same building would be public change rooms and toilets for visitor convenience.

Markets in the Square

Markets would be a regular attraction at the Square - food markets on weekend mornings and monthly makers' markets on Friday evenings, would bring locals together to share their ideas and their pride in Port Hedland.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the Square is a welcoming and sociable place, enabling small and large community events happen in the square and private functions spill outdoor in Dock Square.

Enable the following activities:

- Enjoying a drink or a meal while the kids run around safely, within sight
- Sampling local products at the weekend Market in the Square
- Participating in community celebrations
- Taking photos with the ocean backdrop
- Eating icecreams under the trees
- Watch other people coming and going, like the Pilbara tide.

ATTRIBUTES

Partner with appropriate agencies and businesses to develop and manage the Dock Square, with the following necessary attributes:

- Gently sloping paved square
- At least two edges of the square occupied by a cafe, bar and other eateries with outdoor dining overlooking the Square
- A cluster of trees with canopies shading parts of the Square
- A shallow pond
- Generous bench seating
- Bicycle racks
- Power supply for events, food trucks and pop-up market stalls.

PROGRAMS

Develop and produce the following programs:

- Consultation with local F&B operators, tourism providers, community organizations, artists and artisans to inform the development and management of markets in Dock Square
- Outdoor cinema (scaled up version of the existing outdoor movies in the West End).

Attract and support the following programs:

- Active community programs by local community organisations such as the yacht club and RSL
- Charity run events
- Busking.



7.2.3 Promenade and Pathways

The Waterfront is a walkers' paradise, thanks to the promenade and pathways that connect internally and with the surrounding areas. Walking is safe and pleasurable with superb ocean views, generous plantings and no fast moving vehicles.

The promenade and pathways are enjoyed by everyone, for early morning dog walks and family passeggiata in the evenings. On the weekends, these pathways are full of life.

PRIMARY RECOMMENDATIONS

Several features of the pedestrian network are specifically recommended for the Waterfront, including:

- A jetty
- An arbor over the promenade
- Specialist lighting of the promenade and jetty
- A significant artwork relating the sea:

Jetty

The jetty will jut out into the water, providing great views back onto the Waterfront and providing a perfect spot for fishing, promenading and getting away from it all. There will often be spontaneous jumping and diving competitions and swimming from the jetty, enjoyed by young and old.

Atmospheric lighting

There will be a special atmosphere at night with the clever lighting solutions that keep the promenade, jetty and pathways illuminated for visitors. Eliminating glare, the lighting and public realm will provide clear views of the ocean horizon at night and will not disturb the wildlife.

The arbor

A beautiful arbor will extend along large sections of the promenade, with flowering Indigenous vines creating

a spectacular, shady walk all year round. The bespoke timber and steel structure will echo the feel of the old Port and fits subtly with the landscape.

Art in the water

A spectacular artwork will be located near the shore. A mesmerizing experience that is transformed when the tide comes in and takes on a different experience at night.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the promenade, jetty and pathways enable the following activities:

- Waking, cycling and skating
- Dog walking and evening stroll
- Sitting and resting
- Viewing, touching and smelling plants along the paths
- Fishing, jumping, diving off the jetty
- Reading information about the place and its history.
- Pondering the meaning of the amazing artwork on the shore.

ATTRIBUTES

Partner with appropriate agencies, businesses and creatives to design and realise the following place attributes:

- Comfortable, continuous and visible pedestrian connections between the Waterfront promenade and the existing path along the waterfront
- A generous promenade wide enough to accommodate pedestrians, dogs, cyclists and skateboarders simultaneously, with shade and shelter throughout the promenade
- A number of stopping points for specific activities along the promenade, including a generous shady areas, where people can gather and sit as a group
- Shaded seating areas with fishing rod holders and water taps for cleaning
- Interpretive signage
- A special lookout with binoculars over the water
- A 'wild zone' of natural landscaping
- Dune walking trails
- Landings near the high water mark for fish washing
- Down lighting located close to the ground and integrated into seating and pathways.



Photo: Lat 27



Photo: Lat 27



Photo: Lat 27



7.2.4 Recreational Areas

A chain of public outdoor recreational areas along the Waterfront are connected by the promenade. Each area has a different character – succulent gardens, children's playscapes, shady BBQs.

Spontaneous community life comes together in these areas on the weekends, with free yoga sessions, beach-sport tournaments and community events. At the same time, it is always possible to find pockets of tranquility to enjoy quiet fishing and watching cargo lights sway over the water.

These spaces are sufficiently flexible to enable multiple activities in at different times of day.

PRIMARY RECOMMENDATIONS

Several features of the recreational areas are specifically recommended for the Waterfront, including:

Children's playscape

The children's park at the Waterfront will be one-of-a kind with a strong port and maritime theme. The playground envisioned as a destination in itself, attracting both visitors and locals. Reclaimed materials and historical artefacts would be combined with imaginative sculptural objects to create an imaginative landscape for exploration and play.

Habitat

Recreational areas are places to encounter wildlife of the Port Hedland coast. A well-designed platforms enables close-up appreciation of habitats without damaging them. Dense and diverse native vegetation attracts bird species and crabs occasionally pop their heads up from the sand.

Marapikurrinya drinking fountains

The five creeks that give Port Hedland its Indigenous name Marapikurrinya are acknowledged by five delightful drinking fountains placed near each recreation area. Each fountain is

accompanied by a small garden featuring a specific indigenous plant, as a celebration of the life that the creeks bring to this oasis. Local artisans have designed the fountains to tell their stories in different ways.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the recreational areas enable the following activities:

- Strolling and promenading
- Sitting and watching the sea
- Nature appreciation
- BBQs and picnics
- Exercise
- Being refreshed by the water fountains
- Interpretation of history, culture and nature of Port Hedland
- Fishing
- Playing in an unique mining themed play space
- Beach sports
- Having small private events in a grassy area.

ATTRIBUTES

Partner with appropriate agencies, businesses and creatives to design and realise the following place attributes:

- Location by the water, retaining views of the water and horizon

- A water-based playscape and land-based playscape including a bespoke play environment for children (refer to Children's playscape)
- Fishing spots and grassed areas, connected by the promenade
- Five sculptural drinking fountains
- A safe swimming area, accessible from early morning to late evening
- Grassed areas on the waterfront
- A small grass area that can be available for hire / booked events
- A 'Pilbara Garden' that represents Indigenous flora of the Pilbara
- Landscaping that celebrates the contrast of tidal movement
- Beach sports area with volleyball poles, preferably easily accessible from the campground

PROGRAMS

Develop and produce the following programs:

- Free yoga and tai chi during the dry season
- Small community events such as weekend BBQ's and live music

Attract and support the following programs:

- Fishing competition
- Cycling groups and events
- Sunset beach volley tournament.



7.2.5 Event Green

The Event Green is an outdoor event space that adds an important dimension to the destinational nature of the Waterfront.

The Town's major outdoor entertainment events take place here. The beautiful setting and proximity to waterfront recreation make for a uniquely Port Hedland experience.

When events are not on, people enjoy a range of casual and organised group activities.

PRIMARY RECOMMENDATIONS

It is recommended that the Event Green is designed to be flexible enough to cater for specific entertainment events such as the North West Festival and a broad range of other community events such as the recommended Indigenous Music Meet-up (see below).

It is recommended that the large entertainment or sports events are not part of the brief for the event space because these events are better suited to venues with appropriate management structures.

North West Festival

North West Festival is a premier event in Port Hedland, attracting people from all over the Pilbara and beyond. The Event Green would fit the atmosphere of North West Festival perfectly, with the blue ocean view, generous green and touch of red earth.

Indigenous Music Meet-up (concept only)

Six times a year, there would ideally be a gathering of Indigenous and other musicians from the Pilbara at the Event Green for a musical celebration of the

change of season. Each season, an inspirational artist from the west and north of Australia would be invited to lead the event, which generally involves collaborations with local musicians and informal concerts for local audiences, including school groups. The event would be a proud part of the Town's event calendar and has helped build Port Hedland's reputation as a vibrant place that proudly supports its Indigenous community.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the Event Green enables the following activities:

- Community events and festivals of various scales
- Casual ball games
- School concerts

ATTRIBUTES

Partner with appropriate agencies and businesses to develop and manage the Event Green, with the following necessary attributes:

- Location near the water and with the views of the water
- A large expanse of grassed area, irrigated using rainwater harvested from hardscaped areas

- A low, landscaped amphitheatre on one side of the green for event viewing
- Generous natural and constructed shading surrounding the northern and western sides of the open area
- Hardscaped areas and services for 'back of house' event operations.

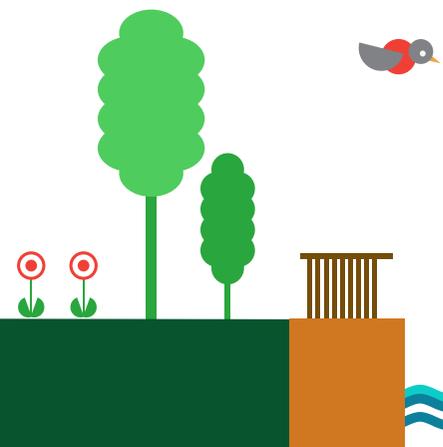
PROGRAMS

Implement or relocate the following Council-supported events and programs:

- North West Festival
- Indigenous Music Meet-up (or similar)
- Spinifex Spree Carnival
- Community concerts
- New Year and Australia Day celebrations and fireworks
- Harmony Day celebrations
- Christmas carols.

Attract and support the following programs:

- Outdoor theatre performances
- Indigenous festivals including the relocation of the Nindji Nindji Festival
- Community events
- Travelling circuses
- Kite flying competitions and other airbourne hobby competitions
- Dog training
- Car rallies
- Club fundraisers
- Shuttle services to other key areas during large events.





7.2.6 Campground

The campground is a regular holiday destination for all sorts of travellers as well as residents and school groups from nearby areas.

Informal tree plantings and sea views give a sense of The Pilbara's beautiful wild landscape.

Family friendly facilities are next to the recreational areas, dunes and the water.

School groups frequent the campground to learn about ecological sustainability. Grey nomads and other tourists meet daily around the quality communal kitchen.

PRIMARY RECOMMENDATIONS

Several features are specifically recommended for the campground:

Successful eco-tourism operator

Nestled discreetly in naturally landscaped surroundings, the campground will proudly demonstrate leading environmental conservation principles in both its design and its operations. The cabins and on-site tents will be climate smart and water is recycled from showers to irrigate the grounds. Solar energy will support the night lighting and rubbish is recycled.

Bush tucker garden

The bush tucker garden will provide a fun and unique opportunity to learn about the area's Indigenous culture. Located near the kitchen, the garden will feature bush tucker from Western Australia, with detailed descriptions about the use of the plants. Campers will be welcome to try the plants in their cooking, and occasional cooking classes will attract interested participants.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the campground enables the following activities:

- Group activities such as bon fires, story telling and cooking
- Booking and participating in guided walking tours
- Fishing and crabbing
- Children's play
- Table tennis and ball games
- Orienteering.

ATTRIBUTES

Partner with appropriate agencies and businesses to develop and manage the campground, with the following necessary attributes:

- The campground is located near recreational areas, with direct access to the water
- High quality landscape and a natural setting that evokes the Pilbara wilderness
- A kiosk / café with quality local produce, catering for both campers and general public visiting the recreational areas
- BBQs and picnic spaces, shared with the recreational areas
- A communal kitchen near the bush tucker gardens

- A playspace using natural materials located within a natural setting, differentiating it from playspaces on the waterfront

- Table tennis tables under shade
- A large covered 'shed' for informal gatherings both day and night
- Spaces for group activities such as bon fires, story telling areas, areas to play games and sports etc.

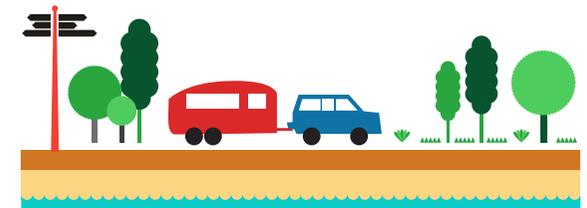
PROGRAMS

Design and support the following programs:

- Turtle watching guided tours and other nature programs
- Tour booking facilities
- Herb / bush tucker garden.
- Consultation with schools regarding the planning and design process to meet their needs.

Attract and support the following programs:

- Food trucks during the busy season
- School camps and excursions.





7.2.7 Village Hub

A cluster of eateries, shops and services create a social hub for the enjoyment of local residents as much as visitors.

These shops and services encircle Dock Square with outdoor dining and merchandising forming part of the activity of the Square.

Authentic Port Hedland flavours and experiences are a constant theme not only in the eateries, but also in small grocery stores, snack shops and gift shops. A cluster of complementary beauty, health and lifestyle services are an essential part of the mix.



PRIMARY RECOMMENDATIONS

Specific qualities are recommended for the commercial areas, including a focus on seafare and locally made gifts:

A focus on seafare

Mouthwatering smells of fish and chips will draw people to their source. Seafare will be a common theme in other eateries as well as convenience fishing supply stores and gift shops.

Locally made gifts

Visitors to Port Hedland will be happily surprised with the range of eclectic and unique gifts to take home. From homemade chutney, and beautiful landscape photography, to dynamic Indigenous painting, there will be something for everyone at the Village Hub.

SUPPORTING RECOMMENDATIONS

ACTIVITIES

Ensure that the village hub enables the following activities:

- Enjoying the sense of a sea-side holiday with shops and services emphasising on sea recreation and seafood dining.
- Dining, from breakfast to dinner and evening drinks with music
- Shopping, from Waterfront residents buying bread and newspapers, Port Hedlanders enjoying boutique clothes shopping to visitors finding uniquely Port Hedland souvenirs and buying fishing gear
- Wedding receptions and other celebrations
- Living and working above the shops or near the sea
- Boat maintenance services.

ATTRIBUTES

Partner with appropriate agencies and businesses to develop and manage the Village Hub, with the following necessary attributes:

- A cluster of complementary retail and commercial premises to ensure critical mass and vibrancy
- A variety of dining options from affordable family dining to business lunches.
- A fish and chips shop as well as other restaurants that serve local

seafood and provide takeaway options. The fish and chips shop should be locally owned and serve high quality fish, creating an authentic 'must-go' place for locals and visitors.

- Pubs / bars with both open and intimate settings
- A high quality restaurant that can cater for special occasions such as weddings and conferences
- Small retail spaces that are affordable for small local businesses
- A mix of operators sharing proximity to the best views
- Opportunities to dine on a boat / pontoon on the water
- Convenience and everyday retail for Waterfront residents including a bakery and newsagent
- Boating and fishing-related commercial premises
- Residential above retail/commercial
- Seasonal pop-up retail on the beach during the early phases of the development
- Bike racks
- At least two Automatic Teller Machines.

PROGRAMS

Attract and support the following programs:

- Pop-up retail and dining during early development phases
- A food and wine festival
- Summer beer gardens
- Food trucks that complement other retail.



8.0

Next Steps

The Place Plan is intended to be used to guide the next stages of planning and design of the Waterfront. In particular, the Place Plan is intended to be used by the Town of Port Hedland and LandCorp to inform site selection as well as briefs for future design works and to communicate the project vision to the community and potential partners.

Due to the uncertainty of the location of the Waterfront development, the recommendations included in this Place Plan refer to Port Hedland's urban coast, but do not relate to a specific site. It is expected that more detailed place planning will be undertaken in relation to the selected site.

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