



Town of
Port Hedland

SOUTH HEDLAND

PLACE PLAN



The Town of Port Hedland would like to acknowledge the Kariyarra, Ngarla, and Nyamal people as the Traditional Custodians of the Town of Port Hedland lands. We recognise their strength and resilience and pay our respects to their Elders past and present.





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PART 1: DEVELOPING THE PLACE PLAN

The Town of Port Hedland (the Town) has engaged the services of Town Team Movement, ASPECT Studios and wOnder to ensure the activation and delivery outcomes of the South Hedland Place Plan are driven by a place-led approach.

Project Introduction

The Town's vision is 'To be Australia's leading Port Town embracing community, culture and environment'. As part of this commitment, the Town recognises the art and practice of placemaking as an effective tool to assist in achieving their objectives. Importantly, the Town is actively seeking to embed the principles of placemaking into the culture of their organisation and South Hedland community.

The Inception Meeting with the project team on 22 February 2021 outlined the following project objectives to support this direction:

1. Develop a grassroots strategy, which is led by the community and creates a sense of ownership
2. The strategy should address anti-social behaviour perception challenges, public realm upgrades and vacant land
3. The plan should empower the community to work in stronger partnership with the Town and incentivise future commercial and private development



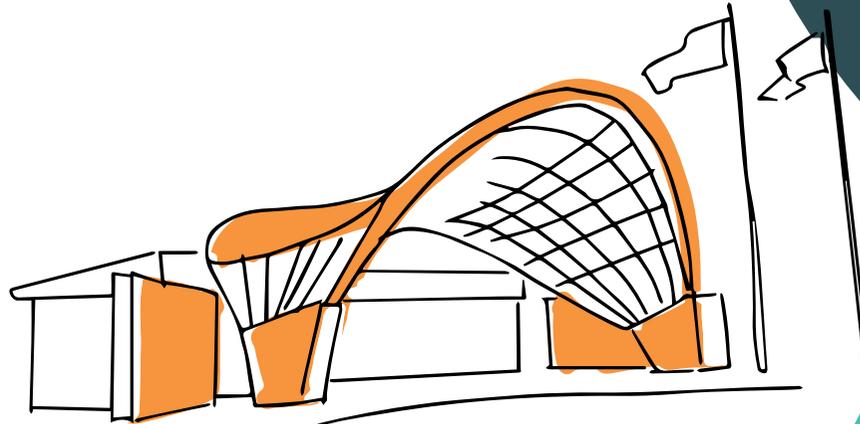
The Town would like to also involve other internal departments and investigate a place-led governance approach for on-going project work

Developing the South Hedland Place Plan using an approach that is place-led will ensure that local challenges are addressed in a tangible way that will support the Town of Port Hedland and South Hedland residents to:

Inspire and Enable the Community



Plan and Activate Commercial & Cultural Anchors



Live in a Healthy and Prosperous Environment



Activate and Facilitate Pride in Public Spaces



ABOUT THE PLACE PLAN

The South Hedland Place Plan and the place-based approach targets the specific circumstances of a place through engagement and facilitation with the community and a broad range of local organisations from different sectors as active participants in the plan's development and implementation.

Place-based approaches are not for the faint-hearted - they require the right mix of capabilities, mindsets, policies and resources from both community and government.

The objective is to focus on shared outcomes and, crucially require local government to partner with local people and organisations when defining and working towards these outcomes.

Who is involved?

Community is the driving force. Community leads action or is an equal partner with government in designing and implementing an initiative focused on something that matters to them. They are supported to partake in decisions about design and implementation.

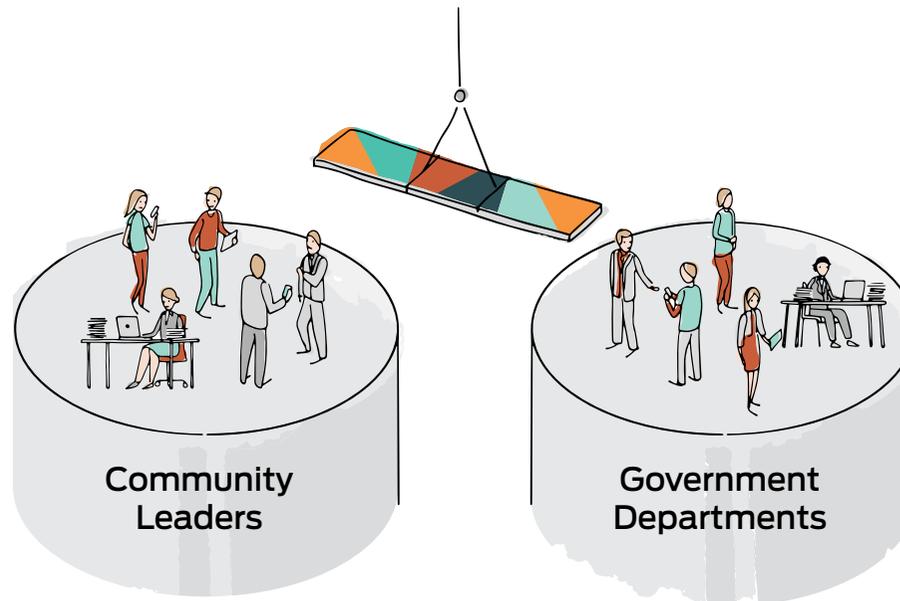
Local government is an essential player partnering with community or as a key enabler to their leadership and action. Its resources, knowledge and connections are important to support an initiative.

Placemaking is both an ethos and a practical application to improving places. It focuses on collaboration, communication and connections and mutual responsibilities. Placemaking, by definition, can't be done by individual people or a department of government working in isolation.

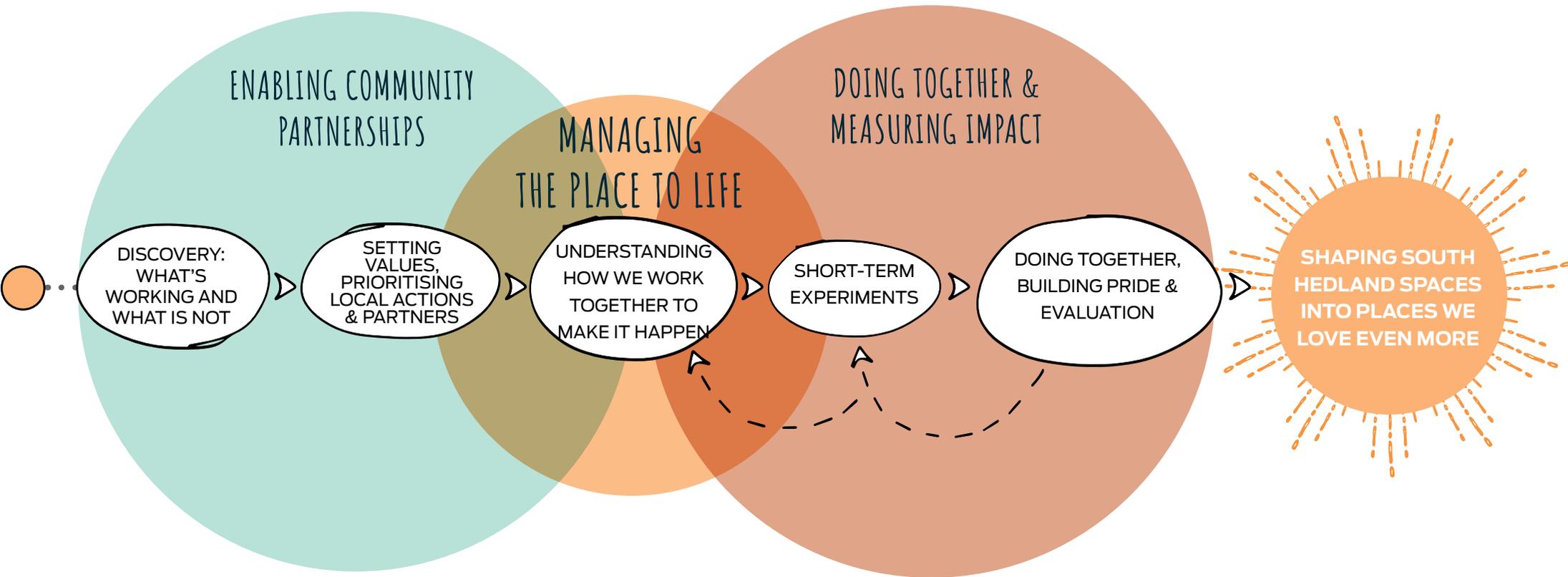
Placemaking does not just involve experts and professionals. Everyone should have the opportunity to be involved. It promotes changes to culture and thinking as much as physical outcomes. Both are important.

PLACE VISION & ACTIONS:

'Bridging' resilient levels of trust, collaboration and activation

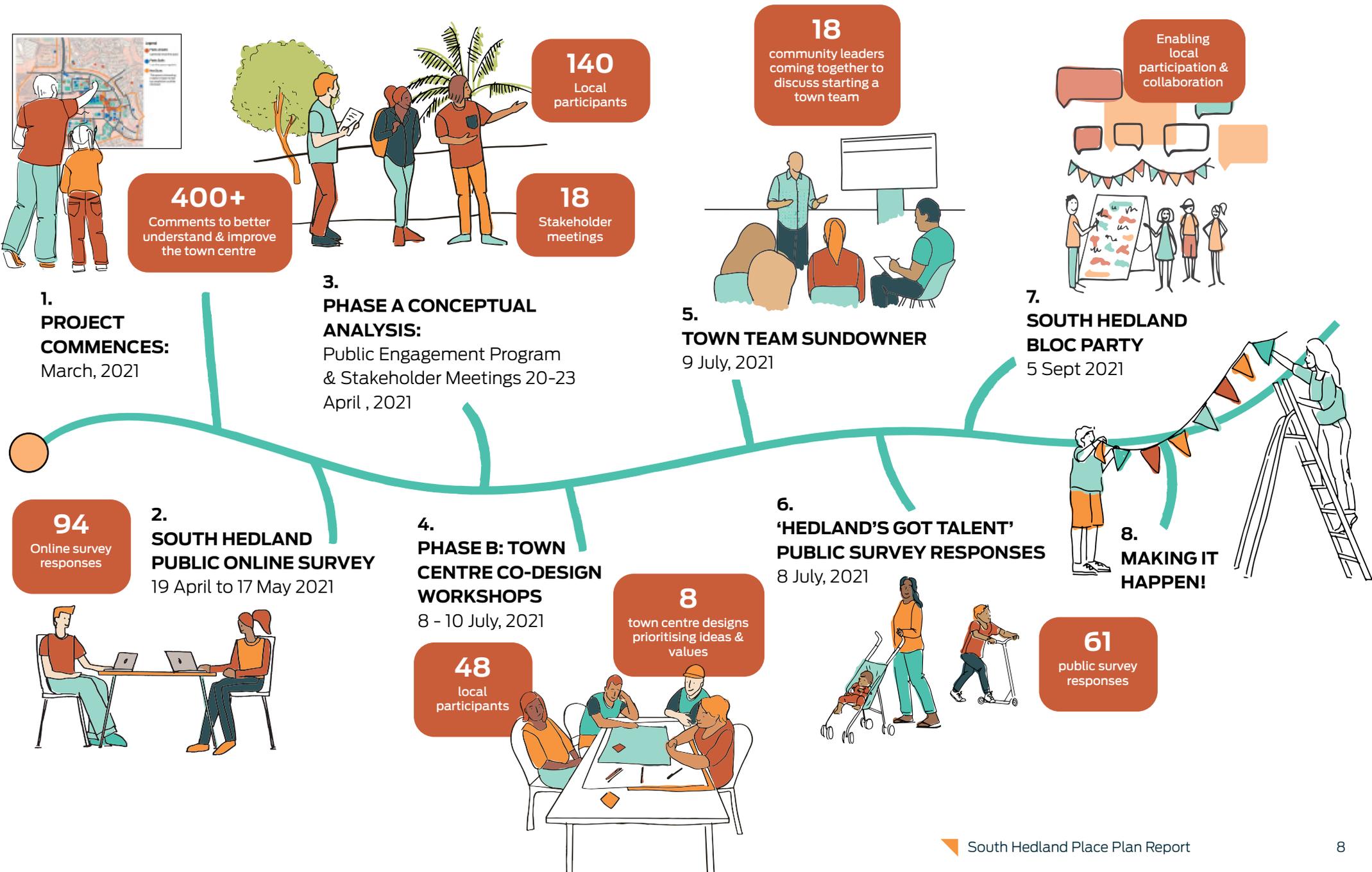


THE SOUTH HEDLAND PLACE PLAN ENGAGEMENT JOURNEY



HOW WE ENGAGED WITH LOCALS

Our timeline highlights each engagement phase and the level of feedback provided.



WHAT YOU TOLD US: KEY MESSAGES

What we heard from locals is that there is an undeniably high level of community pride and love for South Hedland.

However, this is not always displayed publicly in the town centre and it is missing the critical software and hardware ingredients of creating a great place.

The following phases of the place plan outline place values and priority projects that can start to shift a positive perception of public spaces, create public enthusiasm, renewed civic life and encouragement for future high quality development.

WHAT IS THE PROBLEM?

- Pride is not visible in public spaces
- Town Centre is designed for convenience, not comfort
- Feels unsafe and unwelcoming
- Intimate places and connection is missing
- Public realm is generic
- Lack of connection between destinations
- Pubic spaces don't invite people to stay
- The dominant experience is the shopping mall

WHAT IS THE OPPORTUNITY?

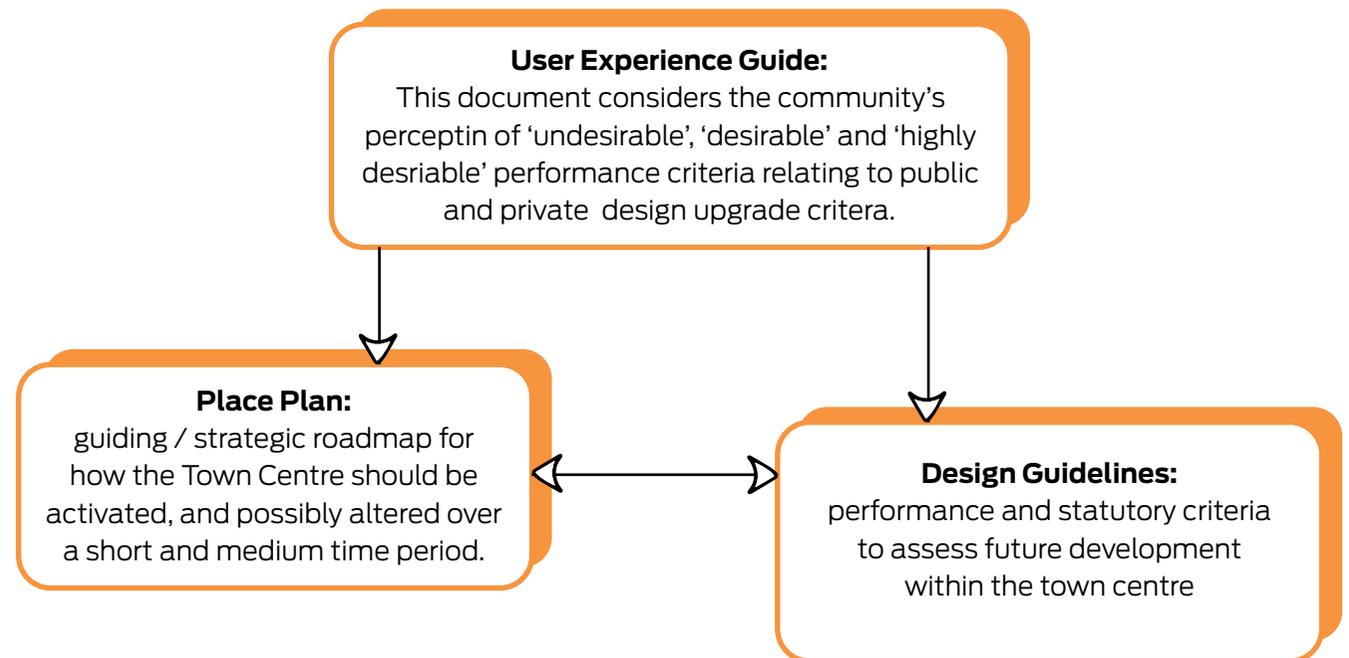
- Catalyst for positive change
- Create a place of comfort
- Work together to develop a natural environment, social connection and loveable spaces
- Showcase the pride of Hedland through community-led beautification, narrative and activation
- Encourage walkability, safety and a choice of well-connected destinations
- Collaboration with stakeholders



PART 2: HOW THE PLACE PLAN WORKS

The South Hedland Place Plan is a collaborative document for both the community and the Town to access, which provides clear and critical information about what will be happening in the Town Centre. The Place Plan also reinforces the Town's mindset shift towards community-led outcomes and a place-based approach, to emphasise internal cross-departmental collaboration for the benefit of enabling great place outcomes.

The Place Plan combines a suite of three documents to organise the diverse outcomes, feedback, projects and initiatives identified for the Town Centre that align with the Place themes and values and the community feedback obtained during Phase A: Contextual Analysis and Phase B: Community Engagement.



RELATIONSHIP WITH OTHER STRATEGIES

The Town's vision is *'To be Australia's leading Port Town embracing community, culture and environment'*.

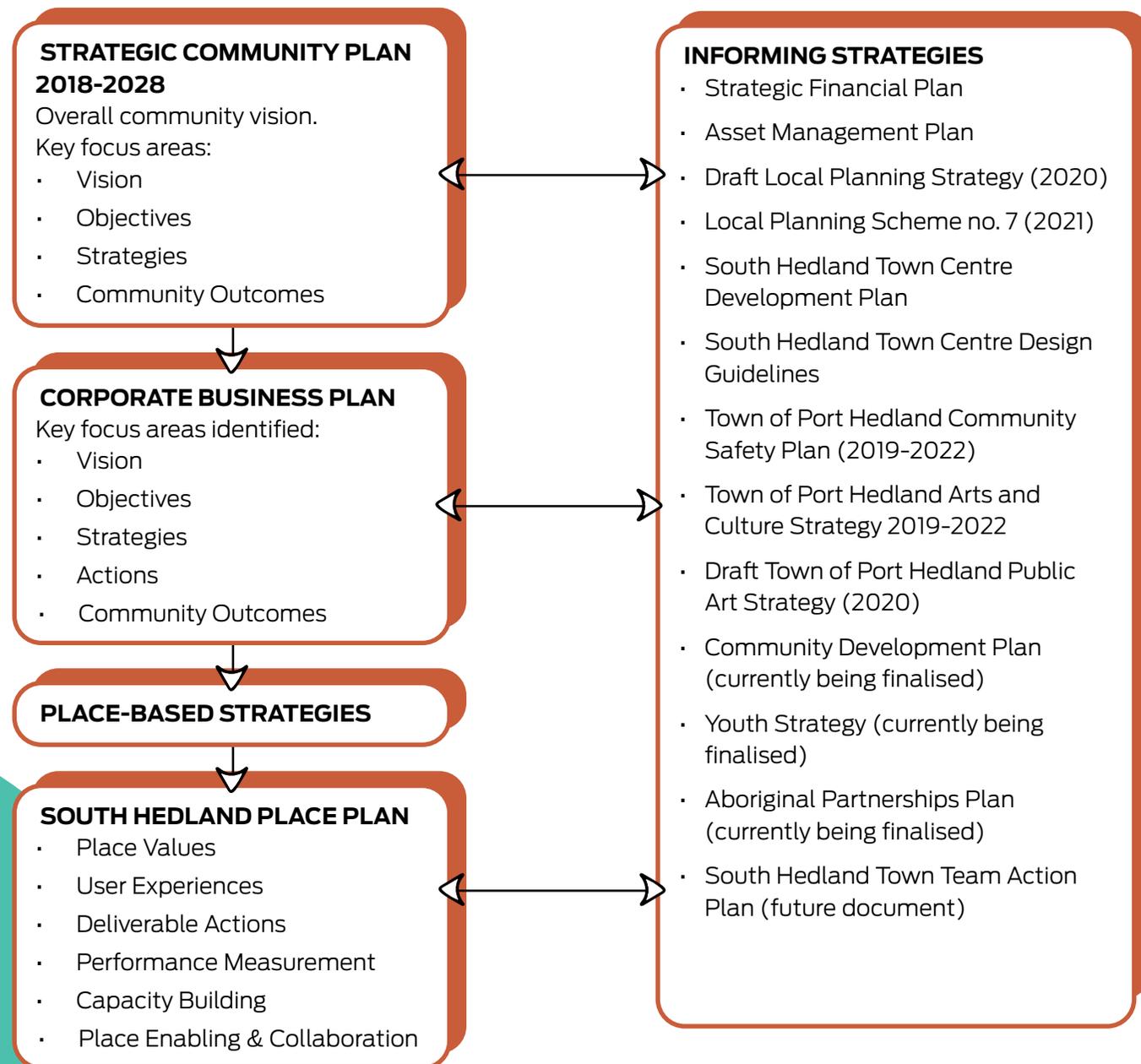
The Place Plan is designed to complement the existing and future strategic plans and policies constructed by the Town.

Values

Going forward, each project actioned out of the Place Plan will be undertaken with a level of consultation and community involvement that is appropriate for each project in accordance with the Town's Policies. Every project is different and the level of community engagement and involvement will be assessed on a project-by-project basis.



How the Place Plan fits in with other strategies



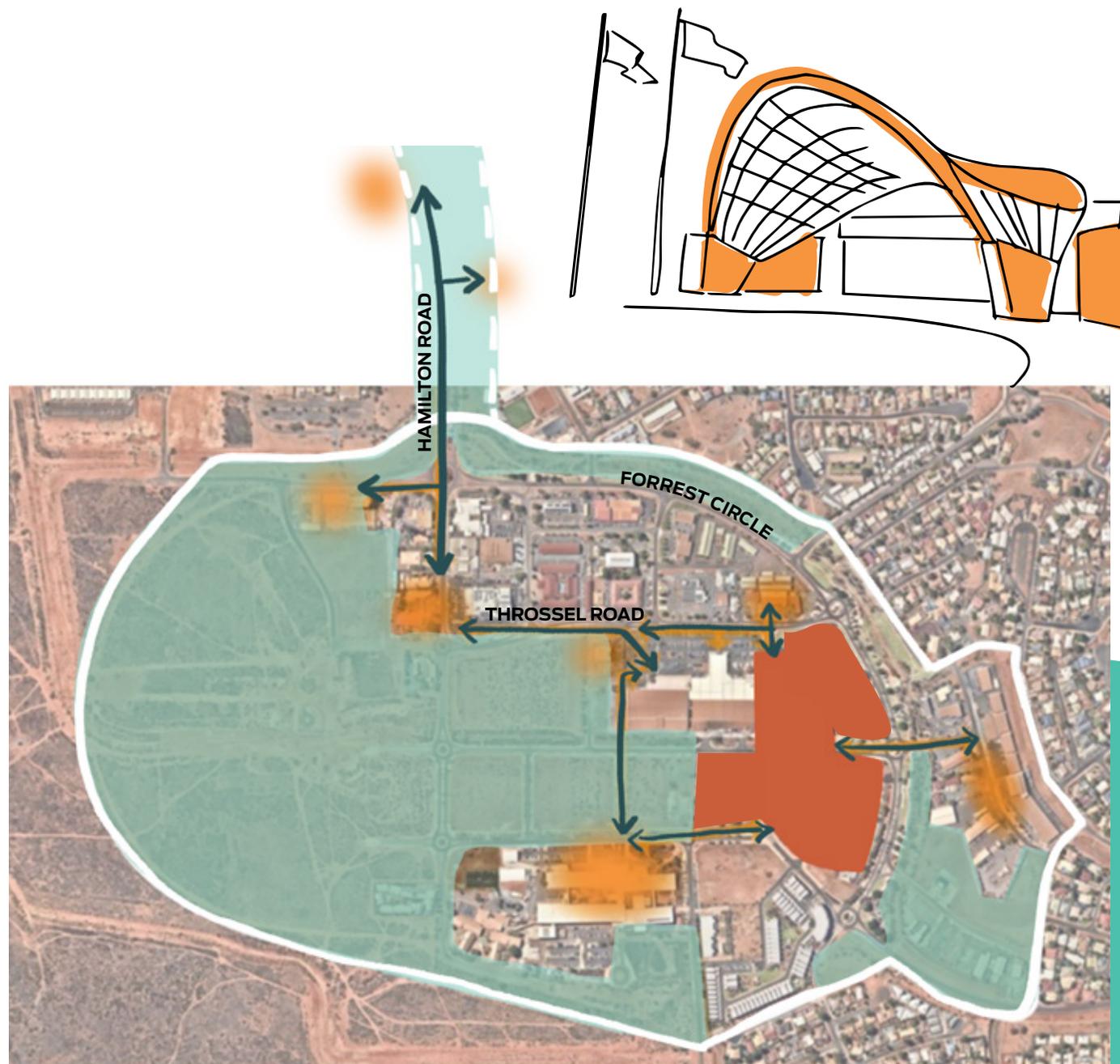
STUDY AREA

The study area encompasses the Hamilton Road entrance and the South Hedland Town Centre, expanding out to include the bulky goods retail and some service industrial uses to the East of the Town Centre.

The town centre has been broken down into three separate, but connected precincts in order to prioritise actions to improve the city centre core area and also ensure improved comfort, safety and walkable connections to existing and future destinations. The action list breaks down the priority projects within each town centre zone.

Precinct Zones:

-  1. City Centre Core – interventions are focused on short-term results, in activation, perception and physical improvement of the spaces
-  2. Connector zones – areas between dispersed destinations, with a focus on growing the liveliness in the city centre core, once established, to the other destinations in the area
-  3. City Centre Periphery – areas for interventions that prepare the area for long-term investment



PLACE THEMES

Place values have been developed as a result of community engagement aspirations and needs for improvement within the town centre. The place themes are intended to be a way of representing and organising the community engagement outcomes and future priority themes.

Place Themes:

Guiding every action and intervention in the South Hedland Town Centre.

Place Theme 1: Invest in the Fundamentals

Invest capital costs to get the fundamentals right – e.g. shade & cooling, all else comes later. Fundamentals to be made explicit.

Place Theme 2: Pride of Hedland

Create ownership in mind and spirit, e.g. develop the design, construction and operations of places with local people

Place Theme 3: Oasis in the Pilbara

Defining the landscaping environment of the town centre so that it celebrates the open landscape of the Pilbara, including the intimacy and relief of shade, vegetation and sounds and feelings of the flora and fauna

Place Theme 4: Activate with Locals

Build on the town square as living room for Aboriginal and non-Aboriginal users and support user diversity to grow

Place Theme 5: Building the Core

Creating connections between current destinations to grow a core, start at the centre and gradually expand





Place Theme 1:
Invest in the
Fundamentals



Place Theme 2:
Pride of Hedland



Place Theme 5:
Building the Core



Place Theme 4:
Activate with Locals



Place Theme 3:
Oasis in the Pilbara

PART 3: ACTION LIST (MAKING IT HAPPEN)

The action list is all about making it happen! The actions are designed to be practical and set clear guidance for priority projects to be completed over the next few years with the aim of creating a safer, more comfortable and active town centre.

Each project and associated actions has been informed through the various stages of the engagement program and represent the community's strategy for creating an even better South Hedland.



Priority Project #1:

START A SOUTH HEDLAND TOWN TEAM

Core Place Value: Activate with Locals

0-3 Year timeframe (2022 - 2024)

Overview: Throughout the place planning engagement journey, locals have acknowledged that there is a significant level of community pride and interest in getting involved to create an even better South Hedland Town Centre.

Not only is it the right thing to enable residents and businesses to support the positive growth and development of the town centre, but it is actually a critical ingredient to the economic and social sustainability and on-going success of the city centre core area.

Creating public ownership, trust and responsibility over time will enhance the level of respect for infrastructure, enhance the perception of safety and support added vibrancy, community connection and support for local businesses. These impacts also have the opportunity to be a positive change in perception of the town centre and a catalyst for future development opportunities.



Priority Project #1:

START A SOUTH HEDLAND TOWN TEAM

Core Place Value: Activate with Locals

0-3 Year timeframe (2022 - 2024)

MILESTONE ACTIONS

Year One (2022)

- Facilitate a town team workshop to organise the team and prioritise projects
- Create a fun town team name and brand
- Encourage and support community-led actions
- Work with the Town Team to install banners with positive messages on Throssel Road
- Employ a Place Facilitator
- Start a 'pitch night' for low cost and quick win grants
- Help to Co-Design the City Centre Core Area
- Host a placemaking conference. Continue building momentum and learn new skills

Year Two & Three (2023-24)

- Reflect on year one and continue encouraging and support community-led actions
- Work with the Town to find new ways of driving innovation and making it easier to get things done
- Consider a leadership course for community and government participants
- Monitor the health and activity of volunteers

KEY COLLABORATORS

Internal Departments:

- Communications
- Planning (lead)
- Community Development (Engagement, Youth Services, Grants and Events)
- Economic Development

External Departments:

(ask to participate and get involved)

- South Hedland Town Team
- Spinifex Studios
- YIC
- Julyardi Aboriginal Corporation
- Kariyarra Aboriginal Corporation
- BHP
- FMG
- Bloodwood Tree Association
- Gateway Village
- Town Team Movement
- Portside Town Team
- Care for Hedland
- Port Hedland Chamber of Commerce
- South Hedland Square
- Compass Group



Help the Town Team get started



Host a Regional Placemaking Conference



Promote the Pride of South Hedland!

STARTING THE TOWN TEAM JOURNEY INCLUDES...

STEP ONE: FEBRUARY - MARCH 2022

1. Facilitating a meeting to bring together interested stakeholders and community leaders to inspire positive change through a 'Town Team Community Building Workshop'
2. Work together with the town team members and develop a community-led action plan and setup a simple organisation structure, which encourages getting things done!
3. Create a town team brand and spread the awareness of the community vision and future actions. Encourage more people to get involved if there are gaps in the functioning of the organisation.
4. Work with the Town Team and use the vision and values to create banners to be installed on Throssel Road

STEP TWO: FEBRUARY - MARCH 2022

5. Getting started on Year One town team actions to build on the local community vision
6. Employ a 'Place Facilitator' for South Hedland to be the local government champion of creating great places and driving placemaking initiatives, engagement, external partnerships and internal collaboration
7. Getting the town team involved in and possibly leading engagement programs to support the co-design and implementation of hardware upgrades (inc Wise Tce)
8. Setup a 'pitch night' for administering quick and simple grants focused on short-term and low-cost projects.
9. Developing a positive and pro-active relationship between the town team, local government and relevant stakeholders. Focus on enabling and partnership of activities
10. Providing seed funding and reaching out to external bodies for additional sponsorship (if necessary)
11. Host a Pilbara-wide placemaking conference for the purpose of boosting the awareness, collaboration and education towards community-led placemaking and leadership

STEP THREE: 2023 - 2024

12. Take the time to continue building a positive relationship with the town team. Workshop areas of improvement to drive innovation and cut internal red tape to improve the customer journey of community-led initiatives, which focus on making it easier to get things done. Topics may include the event approval process, grant funding, and general collaboration with council staff.
13. Consider employing place managers for other centres in Hedland and investigate what a place-based organisation looks like for the Town of Port Hedland
14. Make sure you are checking-in with the town team, monitor the health and enthusiasm of volunteers (ensuring to avoid volunteer burnout), organisation structure, partnerships with council staff and funding of projects
15. Consider a leadership bootcamp course for aspiring community champions and staff members

Priority Project #2:

BRINGING WISE TERRACE TO LIFE

Core Place Value: Investing in the Fundamentals

0-2 Year timeframe (2022 - 2024)

Overview: Overwhelmingly, the South Hedland community has told us that Wise Terrace should be closed for cars and open for people.

However, this is not as simple as it may seem. How is the area transformed and inviting for people? How is the space activated? How do we attract more locals and visitors to stay longer in the town centre, connect and support our local businesses?

The community has told us that the Wise Terrace transformation should create a natural, cultural and activated town centre feel. The centre is currently a place of convenience, and it needs to be a place of comfort. This will require a dramatic investment in the fundamentals of creating great places including shade, seating, passive surveillance and activity.

And this journey of transformation cannot be created by just local and state government departments. What we have learned from past experience in upgrading the hardware of the town centre, is that development requires authentic community buy-in, ownership and respect of assets. This may mean a slightly longer process than just design and construct to ensure the community is leading the co-design outcomes, and is included in construction of landscaped elements and on-going activation of the main street.

Before



After

Priority Project #2:

BRINGING WISE TERRACE TO LIFE

Core Place Value: Investing in the Fundamentals

0-2 Year timeframe (2022 - 2024)

MILESTONE ACTIONS

Year One (Jan-April 2022)

- Develop a town centre public assets management and maintenance plan
- Setting up a collaborative project team with internal staff, external stakeholders and community groups
- Detailed Co-Design Workshop

Year One (April - Dec 2022)

- Finalise concept plan with landscape architect.
- Implement temporary seating and shade options
- Facilitate a one-month Wise Tce Prototyping event with community leaders
- Finalise city centre core area detailed design
- Apply for external funding (if necessary)

Year Two (2023)

- Construct Wise Tce Project. Include community tree planting and landscaping projects
- Activate with community support
- Create a community management and maintenance plan with community stakeholders

KEY COLLABORATORS

Internal Departments:

- Communications
- Planning (lead)
- Community Development (Engagement, Youth Services, and Events)
- Economic Development
- Infrastructure Operations
- Environmental Health (community safety)
- Project Management
- Engineering

External Departments:

(ask to participate and get involved)

- South Hedland Town Team
- Spinifex Studios
- YIC
- Julyardi Aboriginal Corporation
- DevelopmentWA
- BHP
- Bloodwood Tree Association
- Construction & Landscape Contractor
- Landscape Architect (consultant)
- South Hedland Square



Co-Designing with wider parts of the community



Prototype outcomes with community leadership



Reconstructing an awesome Wise Tce!

HOW TO: PROTOTYPE ALONG WISE TERRACE & RECLAIM PUBLIC SPACES!

What it means to 'Prototype' Design Solutions

Prototyping or trialling public space design solutions is about the ability to create and test a project immediately and with direct community involvement. Initial projects are often temporary—relatively inexpensive and inform the medium and longer-term design and activation solutions. This approach allows the community to better understand and be more informed about what's happening in an area. And it's tangible - people can move around street furniture, test new ideas in an inexpensive manner and vote with their feet to determine the most popular outcomes.

Why Prototype?

There is growing momentum to get “back to the basics” of what makes cities thrive. Many of the most effective and immediate solutions are lighter, quicker, and cheaper than traditional top-down approaches to improving cities.

People are beginning to see how communities can be created and transformed by making a series of affordable, human-scale, and near-term changes.
– Project for Public Spaces

Intended Design & Activation Outcomes

Developments and neighbourhoods shaped by the principles of placemaking not only succeed on a practical level, but also increase quality of life, provide a sense of belonging and have emotional resonance. People tend to be happier, more productive and more inclined to care for thoughtfully designed spaces.

Places that generate these good feelings progressively attract more people, more investment and more business.”

– Great Place Guide, City Renewal Authority



1. EXAMINE THE CURRENT STREET DESIGN. WHAT IS WORKING AND WHAT IS NOT WORKING?



2. WORK WITH THE COMMUNITY TO CO-DESIGN AND TRIAL NEW LOW-COST INTERVENTIONS



3. FINALISE PERMANENT DESIGN WITH COMMUNITY SUPPORT AND RE-CONSTRUCT WISE TCE FOR PEOPLE!



4. CELEBRATE & CONTINUE COMMUNITY-LED ACTIVATION AND STRENGTHENING THE VIBE OF SOUTH HEDLAND

STARTING THE WISE TCE JOURNEY INCLUDES...



STEP ONE: JANUARY - APRIL 2022

16. Setup an internal project team for delivering the main street transformation project.
 Review the engagement, prototyping and construction times and update where necessary.
17. Use the design guidelines and an external consultant (if necessary) to develop a tree species masterplan for the town centre. This will provide an option list of the most suitable tree species for Wise Terrace, the Core Area, Connector Zones and City Centre Periphery. Consider doing the same for an urban furniture style guide.
18. Invite relevant stakeholders to participate in the co-designing process of Wise Terrace.
 Invite an external workshop facilitator and landscape architect to manage the engagement if necessary.

STEP TWO: APRIL - NOV 2022

19. Ensure the co-design process is detailed enough to practically design and re-construct Wise Terrace. Include real design constraints including budget, natural surveillance requirements, tree species, seating and shade options, etc. Also, ensure the design has local aboriginal significance through art and landscape specifications.
20. Engage a landscape architect to use the results to develop a concept design based on the co-design outcomes. The concept should be endorsed by the workshop participants and include a stage for testing the design through prototyping.
21. Close Wise Terrace for two weekends during the winter months and implement events and activities to prototype the concept design. Include shade, seating, examples of tree species, pop up restaurants, art and events so people understand the desired look and feel of the renewed Wise Tce.
22. Document the results of the prototyping and bring together the project team, engagement participants and landscape architect to finalise a concept design.
23. Adopt the concept design through council and complete detailed landscape design and an activation plan.

STEP THREE: 2023 - 2024

Feb - July 2023

24. Construct the Wise Terrace transformation project. Include young people and community members to assist with the landscaping and maintenance of public space. Collaborate with South Hedland Square to develop a renewed leasing and curation model of tenancies to fit the pedestrian orientated public space.

Aug - Oct 2023

25. Organise a Wise Terrace Opening Party and consider a week long celebration of transforming Wise Terrace through community partnerships
26. Debrief with stakeholders and develop a community partnership plan to include on-going management of maintenance, cultural and youth activation and business development with all relevant partners.

2024

27. Implement Wise Tce community partnerships plan and ensure collaboration continues. Items should include youth maintenance, town team activations, safety and community building initiatives and partnerships to increase public art, wayfinding and other cultural activities.

Priority Project #3:

FOCUS ON SECURITY & SAFETY

Core Place Value: Pride of Hedland

Overview: The outcomes of our CPTED, Site assessment and public engagement program raised a high number of issues regarding the security and safety of the South Hedland Core area. Some of the major issues include:

- Lack of lighting along public space pedestrian corridors
- Poor natural surveillance
- Lack of positive events and activity in the evening and on weekends
- Lack of ownership and respect of public assets and street furniture throughout the town centre

As a result, there are some fundamental upgrades and changes to public attitudes required to reduce crime, vandalism and promote the positive aspects of the South Hedland Town Centre.

Some of the actions proposed include encouraging positive new development with increased surveillance of public space, improved lighting, events after dark and bringing the community along the journey of revitalising the town centre. Note that some of the actions proposed are reiterated from other priority projects within the place plan.



FOCUSING ON SECURITY & SAFETY

Core Place Value: Pride of Hedland

0-3 Year timeframe (2022 - 2024)

MILESTONE ACTIONS

YEAR ONE (2022)

- 28. Adopt the updated Design Guidelines and associated User Experience Guide to encourage high quality development in the town centre
- 29. Develop a town centre public assets management and maintenance plan to upgrade seating, shade and lighting
- 30. Implement new lighting within the town centre and temporary seating and shade
- 31. Continue to reach out and work with South Hedland Square to replace all necessary lighting within their car parks
- 32. Investigate and scope a major evening event for South Hedland, which includes light installations and encourages people to walk throughout the town centre core area

YEAR TWO (2023)

- 33. Commence implementation of new lighting along pedestrian corridors. Continue working with South Hedland Square and encourage upgrades to their existing car parking areas.
- 34. Implement 'Light Installation Festival' major event
- 35. Consider a youth events and capacity building program to encourage more positive interactions within the town centre

YEAR THREE (2024)

- 36. Continue to upgrade town centre with public assets and infrastructure as identified as outcomes of Wise Tce Revitalisation Project (PP2)

KEY COLLABORATORS

Internal Departments:

- Communications
- Planning (lead)
- Economic Development
- Environmental Health (community safety)
- Project Management
- Infrastructure Operations
- Events

External Departments:

(ask to participate and get involved)

- South Hedland Town Team
- YIC
- Julyardi Aboriginal Corporation
- DevelopmentWA
- BHP
- Bloodwood Tree Association
- Construction & Landscape Contractor
- Landscape Architect (consultant)
- South Hedland Square



Creating a comfortable environment and promoting positive activity



Encourage evening activation



New development to include strong natural surveillance

Priority Project #4

PROMOTE LOCAL CREATIVES & HOSPOS

Core Place Value: Pride of Hedland

0-3 Year timeframe (2022 - 2024)

Overview: The South Hedland Square Shopping Centre holds a dominant position within the South Town Centre as the main destination of residents. Another key cultural destination is the South Hedland Library, located 450m from the entry of the shopping centre.

Whilst these two destinations or anchors are in close proximity, they do not result in any connectivity, as residents have clarified they prefer to drive instead of walk to each location, which results in decreased activation and public surveillance. The first recommendation is to investigate opportunity for a community hub within the shopping centre with an active frontage addressing Wise Terrace.

Another issue raised during the engagement program is a lack of a diverse local shopping experience. It is recommended to work closely with the Port Hedland Chamber of Commerce to investigate new opportunities for a retail incubator hub, restaurants and retail tenancies.

Creating more local food, creative and cultural offerings will act as a catalyst to attract more businesses and development opportunities into the town centre.



PROMOTE LOCAL CREATIVES & HOSPOS

Core Place Value:

0-3 Year timeframe (2022 - 2024)

MILESTONE ACTIONS

YEAR ONE (2022)

- 37. Investigate the opportunity of a temporary community hub in a tenancy at the South Hedland Shopping Centre along Wise Tce and decide if it is a viable decision.
- 38. Setup a popup library activation as part of the Wise Tce Prototyping project (Aug 2022)
- 39. Work with Port Hedland Chamber of Commerce (PHCCI) and create a business case for establishing a co-working hub, retail incubator and temporary hospitality outlets within the town centre
- 40. Encourage PHCCI to open a new office with staff in the South Hedland Town Centre
- 41. Work with PHCCI to establish a 'Franchise Expo' promoting existing and future retail and hospitality tenancies within the town centre. Use the place plan to promote the future town centre vision and revitalisation.

YEAR TWO (2023)

- 42. Establish a leasing and management arrangement with PHCCI to develop a retail, co-working and/or hospitality incubator program

- 43. Work with the PHCCI to provide infrastructure to implement and promote agreed programs
- 44. Ensure interested businesses are aware of future council and private development opportunities

YEAR THREE (AND BEYOND)

- 45. Continue implementation of incubator programs and promoting future retail and hospitality opportunities
- 46. Create a new plan for transition of temporary outlets into future permanent development sites

KEY COLLABORATORS

Internal Departments:

- Planning (lead)
- Corporate Services
- Community Development & Library Services (co-lead)
- Infrastructure Operations

External Departments:

(ask to participate and get involved)

- South Hedland Town Team
- PHCCI
- South Hedland Square
- Junction Co (The Bungalow)



Setup Pop Up Library and spill out onto Wise Tce



Implement retail incubator program

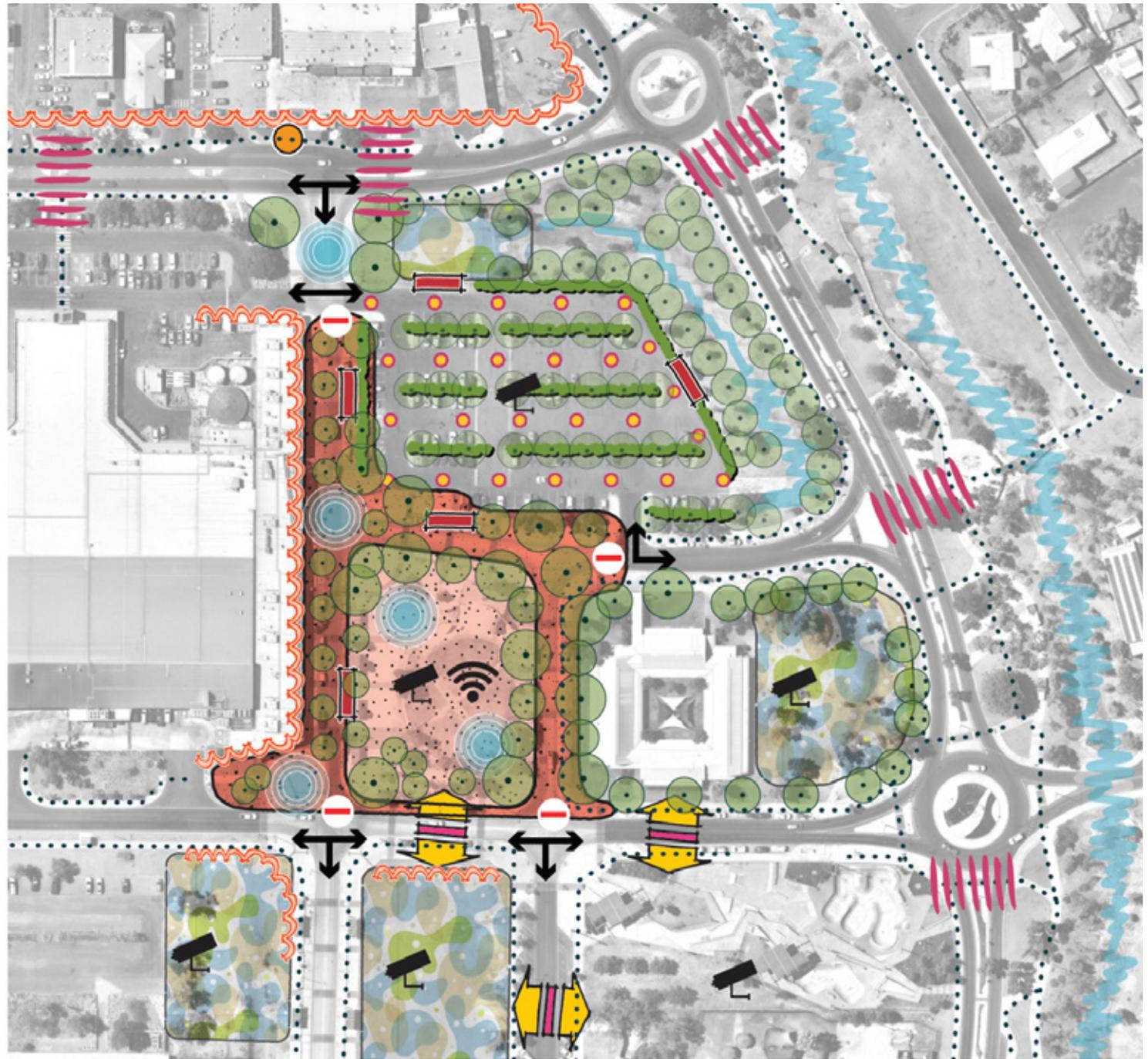


Promote temporary and permanent hospitality businesses

TOWN CENTRE CORE AREA PROJECTS MAP

Legend

- Town Centre Core Area
- ~ Active Edge / Alfresco
- Wise Terrace Pedestrian Zone with Natural materiality
- Town Centre Living Room & Event Space
- ||||| Pedestrian Crossing
- >>> Playful Connections to Youth Zones
- Pedestrian Paths
- ◎ Feature Lighting Opportunity
- ~ Living Stream
- Improved Car Parks (lighting & planting)
- Shade Trees
- Parklet / Temporary Structure
- Temporary Activation Spaces
- 📹 Safe & Secure Places
- 📶 Public Wifi
- No Vehicle Access
- ↔ Vehicle Direction



Priority Project #5:

CULTURAL WAYFINDING AND PUBLIC ART IMPLEMENTATION PLAN

Core Place Value: Investing in the Fundamentals 0-5 Year timeframe

Overview: The place plan community engagement program identified a strong need to design and implement entry statements into the city centre core area and connector zones, which visually communicate the pride of Hedland. It is important these entry statements are culturally relevant and involve local participation.

The wayfinding should include various mediums and be multi-purpose and relate to building the fundamentals of creating great places to incorporate shade, seating and playful infrastructure. The cultural narrative and story-finding mission should include new cultural events to teach locals and tourists about aboriginal cultural and story's of the Pilbara.

The major entry statement projects should be funded using the the Town's Percent for Art Policy and other stakeholder partnerships.



Priority Project #5:

CULTURAL WAYFINDING AND PUBLIC ART IMPLEMENTATION PLAN

Core Place Value: Investing in the Fundamentals

0-5 Year timeframe

MILESTONE ACTIONS

Year One & Year Two

- 47. Review the place plan site map and adopt key public art and cultural wayfinding locations
- 48. Work with the town team, Aboriginal Elders and other key stakeholders to document local stories that may be represented as design briefs for site specific public artworks
- 49. Develop a cultural narrative wayfinding plan for major entry statements and general wayfinding signage
- 50. Work with the town team and consider events and wayfinding activations to learn more about the Pilbara story

Year Three and Beyond

- 51. Implement general wayfinding plan to showcase local stories and provide directions to important landmarks and destinations
- 52. Begin to design and construct major artwork entry statements in accordance with the percent for art policy within the site map locations. Start with the entry statement into the core area located near the corner of Throssel Road and Wise Tce
- 53. Consider a digital information screen with cultural elements

KEY COLLABORATORS

Internal Departments:

- Planning (lead)
- Public Art
- Project Management
- Engineering
- Works
- Events

External Departments:

(ask to participate and get involved)

- Spinifex Studios
- Local Artists
- Julyardi Aboriginal Corporation
- DevelopmentWA
- Bloodwood Tree Association
- South Hedland Town Team
- Kariyarra Aboriginal Corporation



Cultural events to learn about Pilbara Story



Cultural and directional wayfinding totems



Digital Information Board

Priority Project #6:

PEDESTRIAN CONNECTIVITY & GREENING

Core Place Value: Investing in the Fundamentals
0-5 Year timeframe

Overview: The place plan community engagement program identified a strong need to design and implement entry statements into the city centre core area and connector zones, which visually communicate the pride of Hedland. It is important these entry statements are culturally relevant and involve local participation.

The wayfinding should also be multi-purpose and relate to building the fundamentals of creating great places to incorporate shade, seating and playful infrastructure.



PEDESTRIAN CONNECTIVITY & GREENING

Core Place Value: Investing in the Fundamentals
0-5 Year timeframe

MILESTONE ACTIONS

Year One

- 54. Adopt the User Experience Guide and prioritise locations for building connections to destinations outside the town centre core area
- 55. Organise community planting days and vegetate the verge of streetscapes along the vacant development sites in accordance with the 'town centre periphery map' using the user experience guide. Create a maintenance and management plan to ensure on-going growth and compatibility with future development construction projects
- 56. Leasing of the car parking area by the Town to facilitate additional landscaping and shade

Year Two and Three

- 57. Using the 'town centre periphery map' and design 'bridging' pedestrian connections across local streets and connect the residential and town centre zones. Focus on future greening projects and promoting walkability
- 58. Design playful and natural spaces alongside streets with wider verges and linear parks

Year Four and Beyond

- 59. Start to implement the pedestrian connection designs and build a walkable, playful and natural look and feel between the town centre core, periphery area and residential zone. Whenever possible, utilise the community and young people to get involved in greening projects. This will continue to build the sense of pride and ownership of public spaces

KEY COLLABORATORS

Internal Departments:

- Works (lead)
- Planning
- Environmental Health (community safety)
- Project Management
- Community Development

External Departments:

- (ask to participate and get involved)
- South Hedland Town Team
 - YIC
 - Julyardi Aboriginal Corporation
 - DevelopmentWA
 - Construction & Landscape Contractor
 - Landscape Architect (consultant)



Community planting days



Bridging pedestrian connections into core



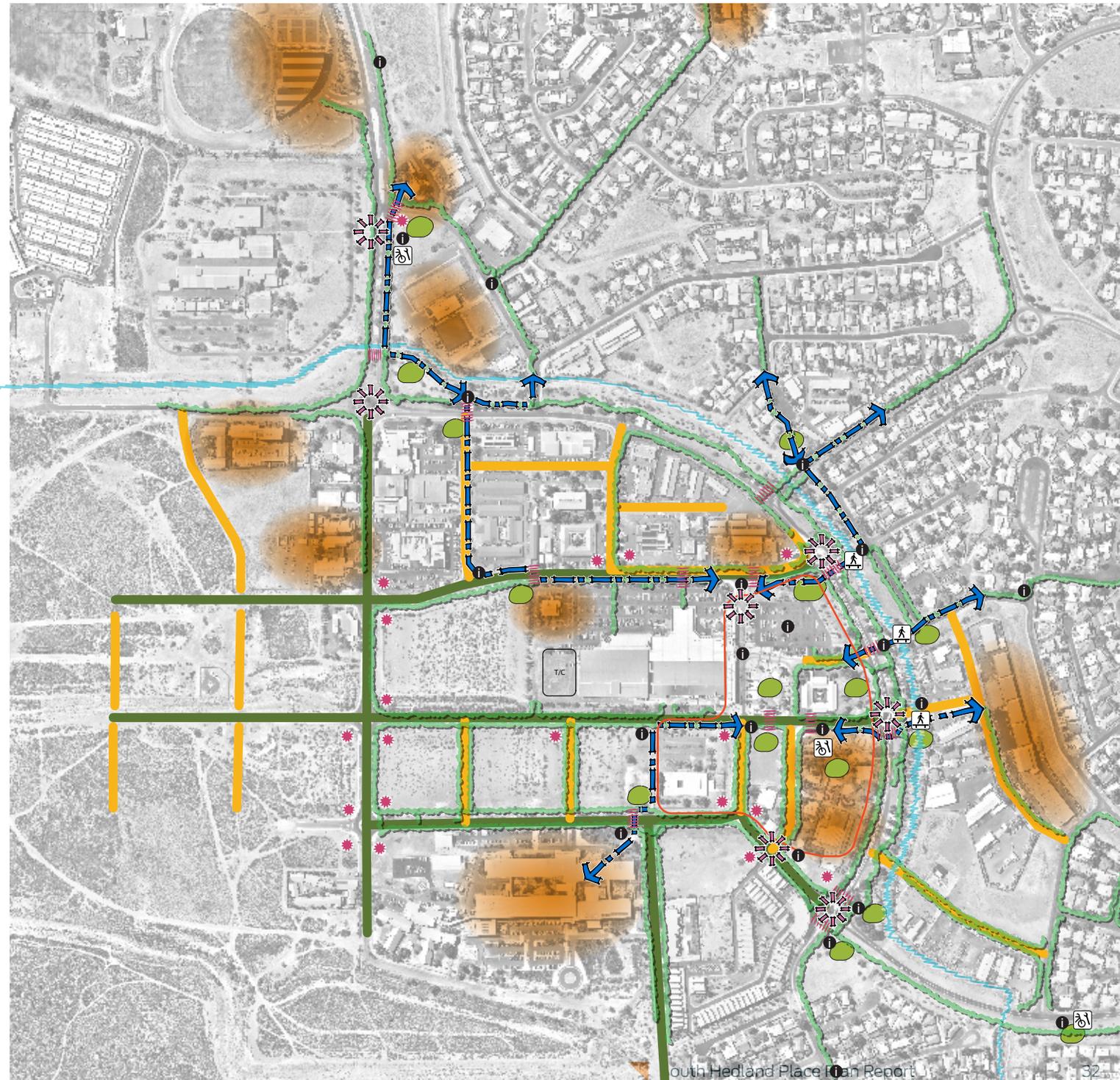
Playful spaces to connect destinations

TOWN CENTRE CONNECTOR ZONES & PERIPHERY PROJECTS MAP

Legend

-  Destinations
-  Boulevard Streets (dense planting)
-  Active Streets (active edge)
-  Town Centre Core Area
-  Pedestrian Crossing
-  Vegetated Pedestrian Paths
-  Pedestrian Desire Lines
-  Future Cultural Precinct
-  Living Stream
-  Landmark Corners
-  Gateway Art / Entry Statement
-  Bike Repair Station
-  Wayfinding Locations
-  Raised Boardwalk Crossing
-  Micro Open Space Locations
-  Temporary Heavy Vehicle Traffic

Note:
All references and requirements for shade cover is referred to within the South Hedland Town Centre Design Guidelines (updated 2022)



LET US KNOW YOUR GREAT IDEA AND MAKE IT HAPPEN!



Something missing in the action plan? Or do you have a new idea to get involved? We welcome all on-going feedback, new opportunities to test ideas and building capacity within our community.

ACTION

What are you going to do?

.....
.....
.....
.....

WHEN

When will you act?

.....
.....
.....
.....

HOW

How are you going to realise your action?

.....
.....
.....
.....

PARTNERS

Who do you need to help you?

.....
.....
.....
.....

COST

How much do you think it will cost?

.....
.....
.....
.....



GET INVOLVED!

Town Teams are positive and proactive organisations that include businesses, landowners, stakeholders and residents working collaboratively with their local government to improve a place or area, often a town centre or 'main street'.

Town Teams are 'doers'. They:

- Provide vision and leadership
- Are A-political in their approach
- Get stuck in and have a go rather than waiting for "someone else" to do "something"
- Independent from governments
- Run by the community for the community

The Town Team model is open and inclusive. It helps to break down the sectional interests that often divide businesses, residents and local governments.

Town Team Movement is an 'underarching' non-profit organisation that aims to make it a bit easier to Act Local and make it happen in your community.

If you're interested in getting involved in your local South Hedland Town Team contact the Town of Port Hedland or Town Team Movement at hello@townteammovement.com



PREPARED BY

Town Team Movement

ASPECT Studios

Wonder City + Landscape

“A city is a set of opportunities and possibilities.”

- Marcus Westbury, founder of Renew Newcastle and author of ‘Creating Cities’

