GENERAL

Why are there two design scenarios for each area?
The two scenarios illustrate different design possibilities or staging options for how the precincts might evolve. They allow the community and stakeholders to look at the ideas across both and provide feedback on preferred ideas. We are not asking to choose one scenario over the other, but rather tell us what think about the specific ideas so that we can use these to refine the ideas into a consolidated plan.

WEST END

What is the difference between Scenario 1 and Scenario 2?
The two scenarios test different approaches to improvement movement, access, and activity in the West End, whilst sharing the same goal of strengthening the Spoilbank Marina and Wedge Street as key community and visitor destinations.

Scenario 1 focused on creating a consolidated Activity Hub at the Spoilbank Marina by identifying a possible future realignment of Sutherland Street to make the area more pedestrian-friendly and connected to the foreshore.

Scenario 2 retains the same activity focus at the marina but with an alternative extra gateway along Taplin Street, improving way-finding and access into the West End. It retains Sutherland Streets current alignment but proposes upgrades for walkability and safety. As in Scenario 1, Wedge Street continues as the main commercial strip.

What is the difference between an activity hub and a commercial node?
The role of the West End town centre is now significantly diminished, whereby it is now operating as a smaller activity centre. This is because the main focus is for South Hedland Town Centre to be the primary commercial centre for Hedland. The foreshore area on the northern side of Richardson Street between the Town Jetty and old boat ramp is a popular local, visitor and tourist recreational location for ship viewing. The purpose of the proposed expansion of Marapikurrinya Park would be to strengthen Port Hedland's 'Place-Brand' by creating an iconic esplanade park in the town centre and enhancing this recreational location, which also supports local businesses (i.e. cafes).

Why relocate the War Memorial?
Relocating the War Memorial to the expanded Marapikurrinya Foreshore Esplanade Park would allow the space to be purposefully designed to accommodate ANZAC Day services and commemorative events within a central, accessible and scenic setting. The design could incorporate a dedicated ceremonial area, with temporary closure of Richardson Street providing additional space for attendees and ensuring safe, pedestrian-friendly access during major events.

This location would also enable the memorial to function as an everyday place of reflection for residents and visitors, enhancing the cultural and historical significance of the war memorial in a foreshore setting. Improvements to Marapikurrinya Park and

Richardson Street would create a more connected and walkable environment, supporting both community use and civic gatherings.

Positioning the memorial within this prominent waterfront setting would further strengthen Port Hedland's identity and place brand, offering a respectful and visually striking landmark that integrates remembrance with the town's coastal character and visitor experience.

Will there be new development opportunities?
Yes. Key non-residential development sites are identified around Portside and along the coastal corridor for tourism, hospitality, and mixed-use projects

What are the building height and design guidelines?
Non-industrial buildings are generally one to two storeys, but heights up to nine storeys can be considered if they achieve design excellence and address light spill impacts on turtle nesting areas.

How do the two design scenarios relate to or account for the Coastal Hazard Risk Management Adaptation Plan (CHRMAP)?
The current CHRMAP shows West End significantly impacted by coastal erosion (see Images 1 and 2 below).

Image 1 West End (Marapikurrinya Park area)

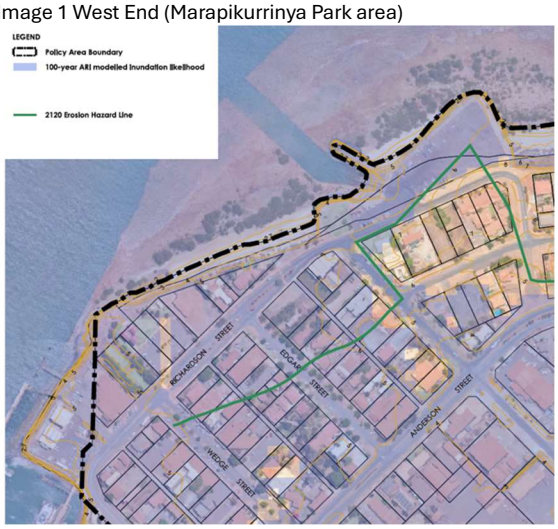
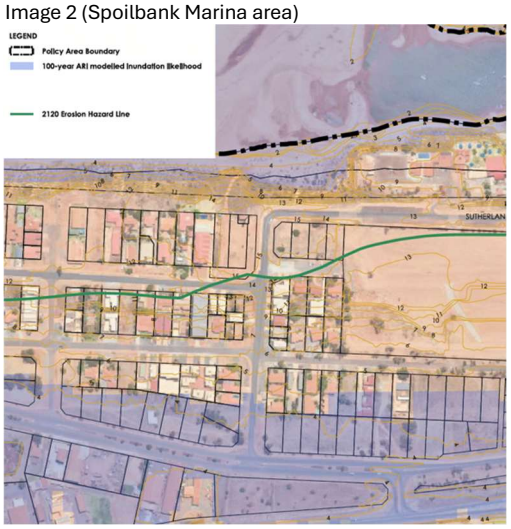


Image 2 (Spoilbank Marina area)



Both scenarios consider the findings and recommendations of the Town's CHRMAP by recognising the need for continued coastal protection and resilience planning in the West End.

The CHRMAP has already guided the construction of new sea walls along the edge of Marapikurrinya Park up to the old boat ramp to mitigate coastal erosion. Both scenarios acknowledge that further seawall extensions are likely to be required along the Sutherland Street road reserve between the old boat ramp and the marina to protect the valued coastal promenade that links the town centre to the marina.

Tourist and Short-Stay accommodation (STRA) is a 'sensitive land use' so shouldn't there be a reduction in this type of use?
Whilst WEIS1 makes residential land uses non-conforming, Tourism and STRA uses (restricted to 3 months max in any 12-month period) is permissible as a transitional land use within the West End PSP. Tourism and STRA is a sensitive land use, but it is also considered a 'transitional land use' between port operations and permanent residential use.

Why create a new coastal road?
The idea for the new coastal road stemmed from the need to create a stronger more legible connection between the town centre and the marina, which has a higher amenity.

SOUTH HEDLAND TOWN CENTRE

What is the difference between Scenario 1 and Scenario 2?
Scenario 1 focuses on consolidating activity around a single 'Main Street Hub' centred on Wise Terrace. It aims to reinforce Wise Terrace as the focal point of the town centre with active frontages, improved pedestrian shade, and a town square between Wise Terrace and McLarty Boulevard. This scenario introduces flexibility in building heights by allowing single storey development to encourage investment and activation. It also includes a 'Northern Gateway Node' near the relocated aquatic centre and Integrated Sports Hub to acknowledge activity north of the town centre.

Scenario 2 explores a dual-hub model, strengthening Wise Terrace as the 'Main Street Hub' while establishing a new 'Civic and Community Hub' to the north around the old TAFE site and Integrated Sports Hub. Wise Terrace remains the active main street with upgraded streetscapes and public spaces, but the current two-storey minimum building height requirement is retained to maintain a strong built form presence along Wise Terrace. The northern hub would accommodate civic and community uses such as a re-purposed TAFE site and relocated aquatic centre, linked to Wise Terrace by improved connections across Hamilton Road.

How tall can new buildings be?
Currently the Town of Port Hedland Local Planning Scheme No. 7 requires a mandatory minimum two storey building height. However, the scenarios explore the idea of setting a new single storey building height with multiple storeys being optional for landowners/developers. Taller buildings (up to nine storeys) may be supported where design excellence and community benefit can be demonstrated through a Design Review Panel process

What happens to existing community sites like the bowling club or TAFE?
These sites are proposed for adaptive re-use into new community or cultural facilities, maintaining local heritage while supporting town centre revitalisation.

What kinds of development are planned?
- New retail and office uses along Wise Terrace.

- Potential civic and community facilities (e.g. library, performing arts or cultural centre) at the former TAFE site.
- Adaptive re-use of the former TAFE and bowling club sites.
- Potential Aboriginal Cultural Garden with artist wall.
- Short-stay accommodation.