HEDLAND
ON THE HORIZON

FACT SHEET

WHAT DO WE KNOW?

Rich History

Port Hedland has over 40,000 years of rich history with the Kariyarra people being the traditional owners of the land in the West End. The West End has 129 years of maritime history and is part of the original Port Hedland townsite, with strong ties to the growth of the mining industry since the 1960s.

Dust and Land Use Conflict

Residential and port operations grew in parallel, creating land use conflict. This led to the 2018 Dust Management Taskforce report and the gazettal of the West End Improvement Scheme No. 1 in 2020, which prohibits new residential development.

Buy-Back Scheme

The Port Hedland Voluntary Buy-Back Scheme (PHVBS), managed by Hedland Maritime Initiative (HMI) in 2021 and has acquired over 60% of the eligible residential properties to reduce sensitive land uses near the port.

Current Role

Despite a declining residential population, West End remains an important activity centre with commercial, tourism, community and port-related uses.

WHAT IS THE PORT HEDLAND WEST END PSP?

Port Hedland West End is expected to evolve into a port-supporting mixed-use area with key activity nodes (e.g. Wedge Street, Spoilbank Marina) and a focus on tourism, business and open space. The Port Hedland West End Precinct Structure Plan (PSP) will guide this transition.

What is the purpose of the PSP?

A Precinct Structure Plan (PSP) is a long-term strategic plan for land use, movement, infrastructure, environment and development in the Port Hedland West End. The PSP will guide investment, redevelopment and changes to planning rules.

What are the key objectives of the PSP?

- Support port operations whilst managing land use impacts.
- Establish West End as a tourism and employment destination.
- Protect heritage and enhance public spaces.
- Improve environmental resilience and liveability.

Why is a PSP needed?

The PSP will align future land uses with Local Planning Framework, address existing challenges such as land fragmentation, infrastructure constraints and environmental risks. The PSP will also provide certainty for landowners, developers, and the community about future development potential and land use.

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PORT HEDLAND WEST END: KEY AREAS AND FEATURES

Precinct Highlights

- **Wedge Street:** historic "main street" with shops and cafes
- **Marapikurrinya Park:** ship-watching, events, and playground
- **Spoilbank Marina:** hub for recreation, boating and tourism
- **Glass Lane & Courthouse Gardens:** shaded pocket parks
- **Strike Park:** green southern gateway to town centre

Industrial Interface

- Strong links with the port through freight, logistics, and light industry
- Future business park potential in the industrial precinct

Accessibility

- **Key roads:** Anderson Street, Sutherland Street, Wilson Street
- Walking and cycle links to the marina and beach

Topography

- Town Centre sits slightly higher than the industrial area (approximately 5 to 6 metres above sea level) whilst the industrial area sits approximately 3 to 4 metres above sea level.
- The urban areas between Anderson Street and the coastal foreshore are generally the higher parts of the PSP area, being situated on the primary dune system. As a result, these have scenic coastal views, offering high amenity locations for tourist and short stay accommodation.

Refer to: Site Context Plan

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OPPORTUNITIES FOR THE PORT HEDLAND WEST END

Strategic Location

- Adjacent to the world's largest bulk export port
- Prime views of coastal and port activity – unique tourism asset

Emerging Projects

- *Spoilbank Marina:* new boat pens, public space, and potential for short-stay accommodation.
- *New Seafarers Centre:* café, accommodation, park integration.
- *LEAF Project:* green buffers improving air quality and amenity.

Tourism Potential

- Short stay and eco-tourism near Cemetery Beach and Spoilbank.
- Historic Wedge Street and Marapikurrinya Park as cultural nodes.
- Flatback turtle nesting and port-viewing as key drawcards.

Employment and Industry Growth

- Stimulating new land uses in the West End will support port operations and improve the viability of the West End
- Potential for training centres (e.g., Maritime College)

Public Spaces & Amenity

- Opportunities for park upgrades and town centre revitalisation
- Existing coastal pathways linking beaches, marina and town

Vacant Spaces

- Large, underutilised landholdings offer opportunity for new development
- Potential for catalyst projects to unlock private investment

Heritage and Culture

- Rich maritime and Aboriginal heritage
- Potential for heritage tourism and adaptive re-use

Refer to: Opportunities Plan

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PORT HEDLAND WEST END: CONSTRAINTS & CHALLENGES

Environmental Risks

- Coastal Hazards: Erosion, storm surge, rising sea levels
- Dust from port operations: artificial light affects a turtle nesting
- Limited water supply and high groundwater levels
- Flatback Turtle nesting areas which are sensitive to light pollution
- Flood risk in low-lying industrial areas

Market & Social Challenges

- Limited housing supply, high rents, and FIFO workforce reliance
- Difficulty attracting and retaining workers
- Lack of education and childcare

Land use Conflicts & Regulation

- Dust and noise from port activities
- Sensitivity between nearby residential and industrial uses

Refer to: Constraints and Challenges Plan

Development & Infrastructure Constraints

- Aged infrastructure, high construction costs, and land fragmentation
- Sewer and water networks near capacity – limits large developments
- Residential uses restricted by Improvement Scheme No. 1
- Stormwater and groundwater management challenges
- No gas network; water upgrades not scheduled until 2031
- ACH sites require due diligence and/or Section 18 Aboriginal Heritage Act approval, the later depending on type of development.
- European State and Local Heritage registered sites require heritage protection

Amenity Issues

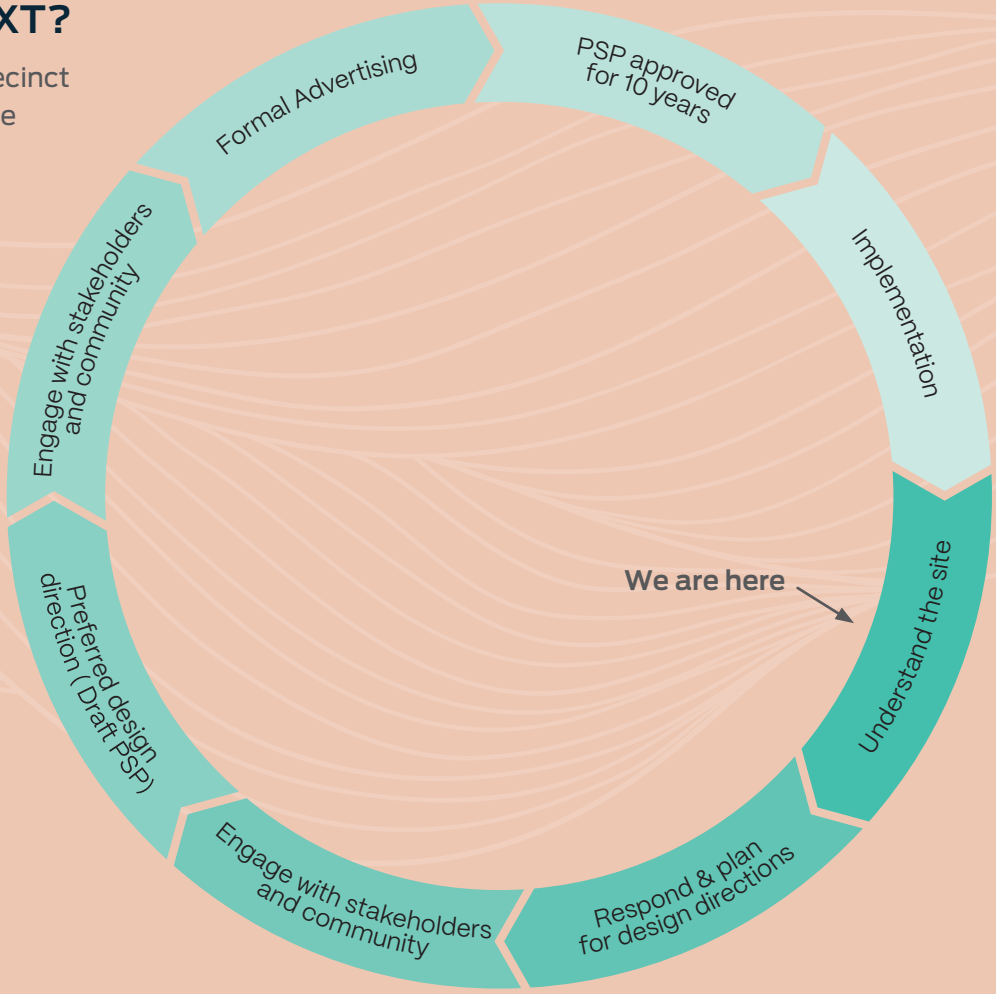
- Aged and vacant buildings
- Poor streetscapes with little shade and amenity
- Lack of pedestrian activity and active street fronts

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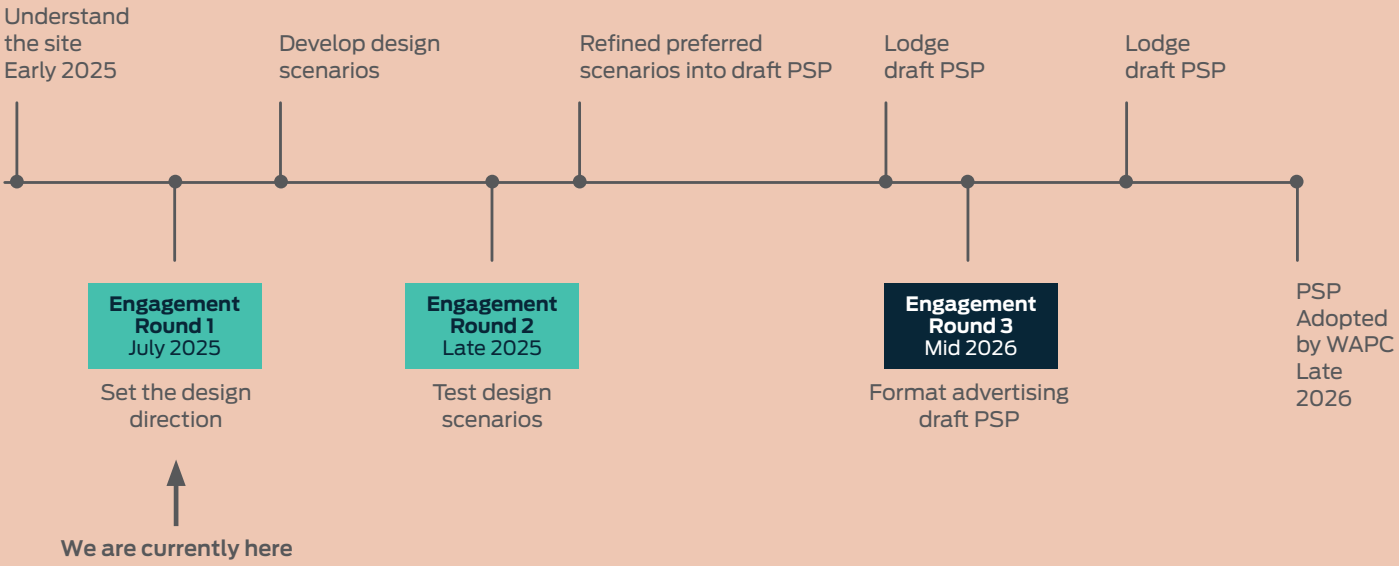
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WHAT HAPPENS NEXT?

The process for preparing a Precinct Structure Plan is depicted in the following circle figure.



The timeline below demonstrates the overall project timeline for preparing the PSPs.



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The diagram below depicts the two different process approval pathways for each PSP.

Port Hedland West End

Preparation of PSP
Lodgement of PSP with WAPC

Cl. 56: List of the requirements and content and matters to be addressed within the PSP.

Cl. 57 s.57(1) WAPC must advise the Applicant if the level of information provided in the PSP is acceptable.

If not, WAPC to request further information. WAPC also provides Applicant with estimate of application fee in its response.

S.57(2) WAPC conformance of PSP provided in writing once Applicant has paid the application fee.

↓

Advertising of PSP (BY DPLH)

s.58(1) . WAPC must advertise the PSP to the community and seek referral agency comments within 28 days of conformance.

s.58(2) WAPC must advertise the PSP by letter-drop, newspaper, website (i.e., ToPH website) and on-site sign for a min. period of 14 days.

S.58(3)(a) WAPC must make the advertised PSP available for inspection at DPLH office(s) during business hours.

↓

WAPC Determination of PSP

s.59 WAPC to consider all submissions and if it is felt necessary, Applicant to modify the PSP to address submission issue(s) and WAPC may deem it necessary to re-advertise the modified PSP.

s.60 WAPC determination notice in writing to Applicant.

South Hedland

Preparation of PSP
Lodgement of PSP with Town of Port Hedland

An application for a structure plan must be submitted to the local government.

Upon receipt, the LG must consider must advise the Applicant if the level of information provided in the PSP is acceptable. If not, LG to request further information within 28 days from receipt of application.

↓

Advertising of PSP (BY ToPH)

LG must advertise a proposed structure plan for a min. 42 days.

Sch. 2, cl. 18 The local government must provide the WAPC with a copy of the structure plan and accompanying material.

Sch. 2, cl. 18 LG to give notice of the advertised structure plan to owners and occupiers likely to be affected by the structure plan, and notice (i.e., via Town website).

↓

Local Government report to WAPC (ToPH Council Meeting)

Sch. 2, cl. 20. Following advertising, the Local Government has 60 days to prepare a report on the structure plan and submit to the WAPC. The report must include a schedule of submissions received during the advertising period with LG comments and recommendations in response, the LG assessment on the structure plan and a recommendation as to whether the structure plan should be approved or not.

↓

WAPC Determination of PSP

Sch. 2, cl. 22 (1) (2). Prior to making a determination, WAPC may require modifications to the structure plan. Based on the modifications, this may require re-advertising.

Sch. 2, cl. 22(5). The WAPC has 120 days to determine the structure plan. This can be put on hold if the WAPC requests further information from the applicant or Local Government.

Sch. 2, cl. 22. WAPC determination notice in writing to Applicant.

Scan this QR Code to view the Project Webpage and participate in engagement activities

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Site Context Plan



Legend

- West End Structure Plan Boundary
- Surrounding context area
- Public open space & landscaping
- Heavy vehicle road
- District distributor road
- Key coastal pedestrian pathway
- Recreational boats
- Shipping route
- 4WD access
- Main street (historic townsite)
- Key connections
- Apartments (3-4 storey)
- Building with activated commercial edges
- Aboriginal Cultural Heritage protected area (ID: 1008)
- Street tree rows
- Ship navigation tower
- Mobile tower (antennae)
- Sloping topography
- Turtle nesting areas
- Project LEAF (revegetation)
- Iron ore loading berths
- Playground

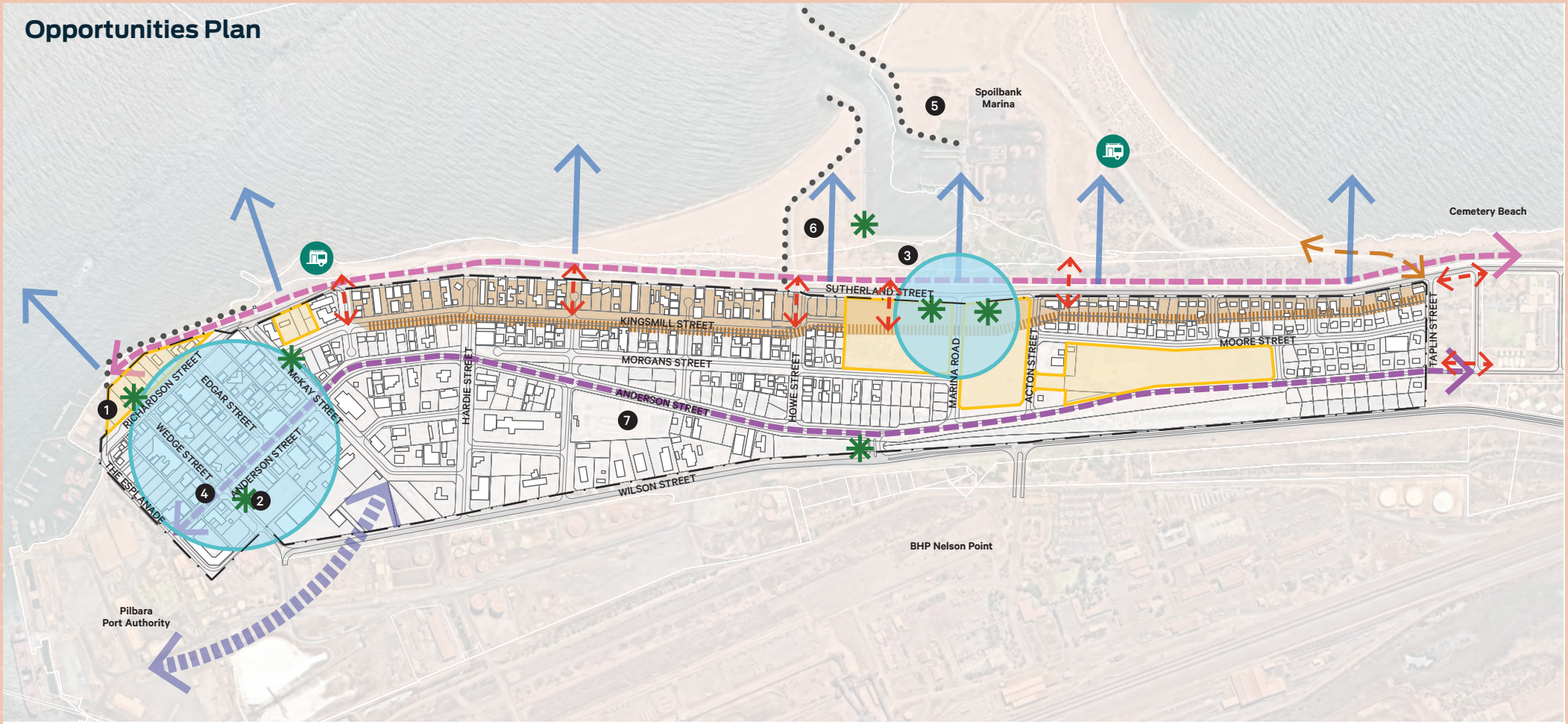
Notes

1. Northern and western revertments
2. Former Port Hedland Yacht Club
3. Spoilbank Recreation Area / 4WD
4. Catholic St Cecillia's Primary School and Church
5. Marine recreation based activities
6. Port Hedland Sports Hub
7. Town Beach
8. Carpark for boat trailers and caravans
9. Town jetty
10. Boat ramp
11. Marine towing services
12. Tug pens
13. Pier Hotel demolished - new park (BHP managed)
14. Port laydown and cargo storage area
15. Esplanade Hotel
16. Salt stockpiles
17. Boulevard Shopping Centre
18. BHP iron ore mining and export operations
19. Chemical & fuel storage area
20. BHP Nelson Point
21. Lock Hospital (former)
22. Aboriginal heritage site
23. Bund and landscaping buffer
24. Don Rhodes Mining Museum (Outdoor Park)

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Opportunities Plan



Legend

- West End Structure Plan Boundary
- Key non-residential development sites
- Promote Anderson Street as a main east-west conntection
- Enhance coastal promenade
- Consolidate pedestrian access to the coastal foreshore
- Views and connection with the ocean
- New seawalls - erosion protection for new development
- Elevated properties with ocean views
- Top of ridge line
- Close proximity to port operations - promote business to business synergies
- Promote West End as having two activity hubs
- Potential landmark locations (buildings or public art)
- Potential stop-over parking for caravans (i.e. grey nomads) and backpackers

Opportunities

General

- Adjacent world's largest bulk export port, capitalise on Port Hedland's place brand.
- Celebrate cultural identity and heritage values across the whole PSP area by protecting/enhancing historical assets to promote sense of place and identity.
- Public Private Partnership opportunities to achieve good planning outcomes.
- Investigate incentives to attract catalyst developments to un-lock private investment.
- Large vacant flat areas of land in single land ownership for new development.
- Spoilbank Marina and Recreation Area integrated with PSP land uses.
- Existing dwellings to provide tourist and short stay accommodation (max 3 month stay within a 12 month period).
- Incremental planting of new landscaping and trees to increase environmental sustainability and amenity.
- Enhancement of amenity through additional street tree planting along key connections.
- Reinforce Wedge Street as a main street
- Land assembly (amalgamation) for large-format industrial and commercial uses.
- Consolidated parking strategy for the town centre.
- Upgrading of roads around key development sites.

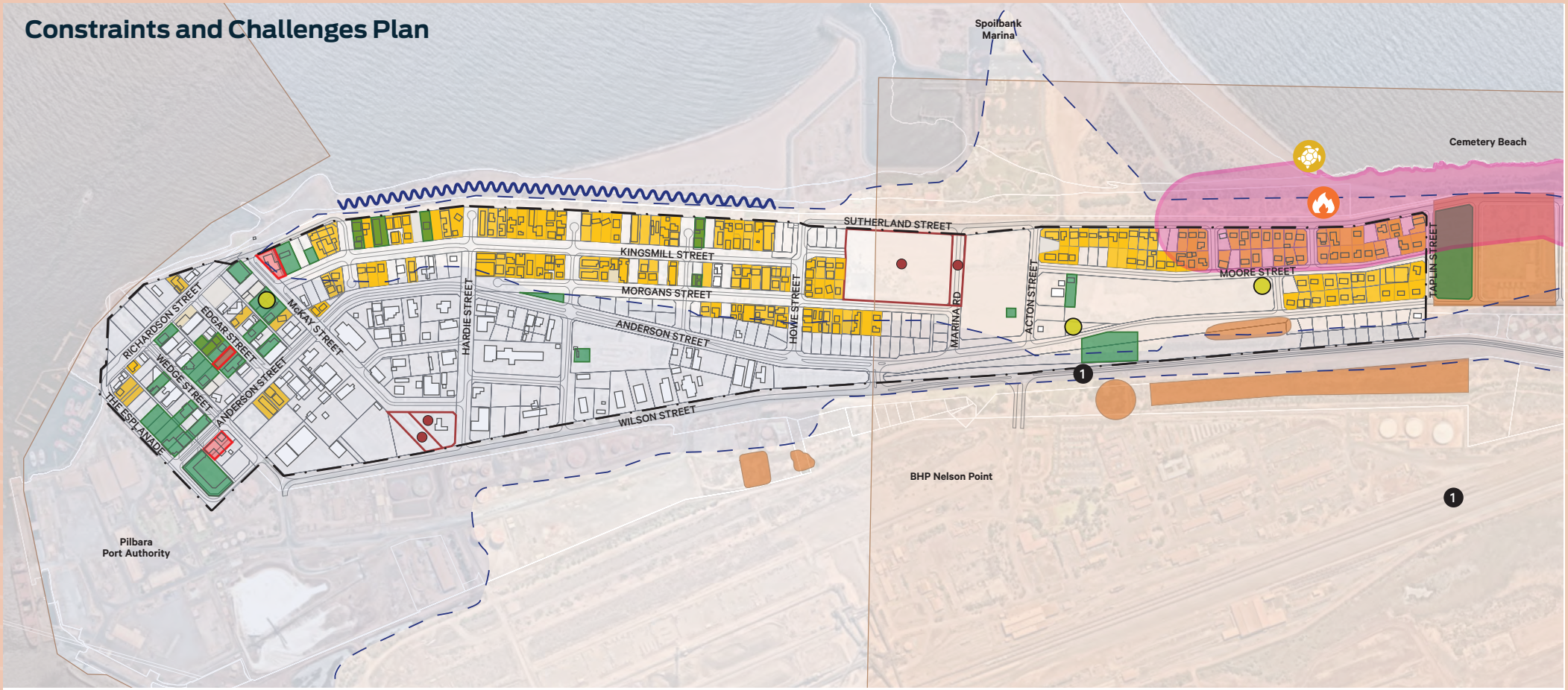
Site Specific

1. New Seafarer Centre with Cafe.
2. Improve interface between Strike Park and neighbouring industrial land.
3. Potential Yacht Club lease for food/beverage.
4. Reinforce town centre main street through upgrades and amenity enhancement to create a distinct sense of place and identity.
5. Future development site - Northern Revetment.
6. Future development site - Western Revetment.
7. Review of BMX Club location.

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Constraints and Challenges Plan



Legend

- West End Structure Plan Boundary
- Bushfire-prone areas
- Aboriginal Cultural Heritage registered site
- State Heritage - registered site
- Local Heritage Survey
- Non-Conforming Use - Residential (Need to balance land use conflicts)
- 100-year ARI modelled inundation likelihood (Indicative only)
- Contaminated sites (registered)
- Dune erosion (long term management requir
- Native Title Non-Exlusive Area
  - Reserve 3557 McKay Street
  - Reserve 30090 Anderson Street
  - Portion of Lot 501 Moore Street

  Land identified as Native Title Non-Exclusive Area are areas which require consultation and agreement with Indigenous native title holder prior to development occurring.
- Flatback Turtle nesting areas - management of artificial light pollution from development.
- Coastal vegetation fire hazard requires management.

Constraints & Challenges

General

- Coordination of fragmented land ownership required across whole PSP area.
- High construction costs favour re-adapting / refurbishing original buildings over new buildings.
- Aged condition of buildings, infrastructure and poorly presented properties create appearance of low amenity-potential disincentivise for private investment.
- Port opertation off-site impacts such as dust and noise
- Non-Conforming Use (Residential Dwellings).
- Pilbara climate - challenges for new tree planting and landscaping.
- West End vacuum sewer system requires planned wastewater solutions for larger developments.
- Reticulated water supply is limited for landscaping irrigation.
- New development finished level to address coastal inundation (flooding).
- Mining economy heavily influences sustainable growth and vitality of the West End activity centre.
- West End's industrial growth faces market competition challenges with other industrial areas in Port Hedland.
- Challenges with readapting existing dwellings for commercial use.
- West End is generally only accessible by car or public transport to South Hedland, Wedgefield and the airport.
- The decline in West End residential population places reliance on the visitor and local workforce economy to sustain local shop/retail businesses.

Site Specific

1. Noise impacts from transport - heavy vehicle traffic and rail.

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