



Port Hedland West End Improvement Scheme No. 1

Improvement Scheme Policy No. 1 - West End Precincts

The Department of Planning, Lands and Heritage acknowledges the traditional owners and custodians of this land. We pay our respect to Elders past and present, their descendants who are with us today, and those who will follow in their footsteps.

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Published by the
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Published March 2021

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1. Policy purpose

This policy provides a guide to land use and development within the West End of Port Hedland having regard to existing spatial arrangements of land uses, heritage, character, amenity, natural features and movement networks, and the longer-term intentions for development in specific locations of the West End.

2. Policy objectives

The objectives of this policy are to:

- spatially define land use precincts in the West End based on existing activities and development;
- maximise opportunities created by natural and physical features including access and views to the coast, topography, movement networks, proximity to the port, and lot size and orientation;
- stimulate economic development, investment and revitalisation of the West End; and
- consider and plan for transition to non-sensitive land uses as the basis to prevent future land use conflict between incompatible land uses.

3. Legislative framework

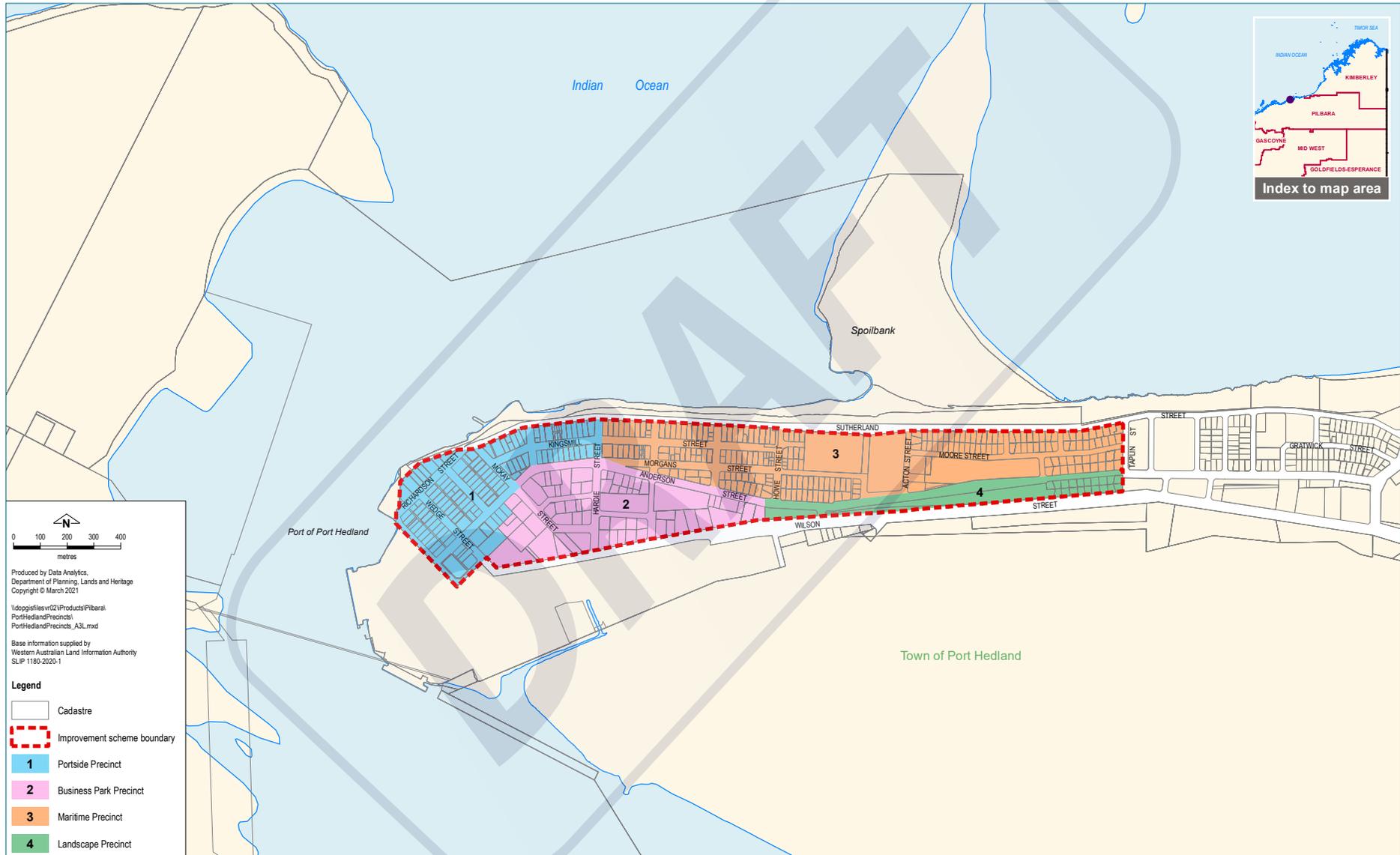
Improvement Scheme Policy No.1 – West End Precincts (the Policy) is prepared under the Port Hedland West End Improvement Scheme No. 1 (the Scheme). Where there may be conflict between the Scheme and the Policy, the Scheme shall prevail.

4. Policy scope

This policy applies to all applications for development approval relating to land as depicted in the precinct plan, section 5 of this policy.



5. Precinct plan - Port Hedland West End Improvement Scheme No. 1 - Improvement Scheme Policy No. 1



6. Precinct objectives

Portside precinct

The intent for the portside precinct is to facilitate a diverse range of commercial and service uses best suited within the historic Port Hedland town centre.

The precinct may include the development of varied but compatible land uses such as retail shops, offices, hospitality establishments, civic and public services.

It is intended that development in the portside precinct will facilitate activities that:

- provide a support service or have a synergistic relationship with port activity;
- support the day to day commercial and services needs of the Port Hedland community; and
- respond to and conserve identified heritage values.

Business park precinct

The intent of the business park precinct is to facilitate typical light industrial, commercial and supply chain logistical activities servicing the safe and efficient operation of the Port of Port Hedland and wider community.

Defined uses and development which are generally considered to meet the precinct intent may include manufacturing industries,

warehouses, wholesale trade, transport services, distribution centres and associated storage facilities, motor vehicle sales and service facilities.

The precinct may include associated infrastructure required for daily operations of the port such as materials laydown and hardstand areas, security, customs and quarantine requirements, parking facilities, utility installations, and materials transportation infrastructure to support industry.

This precinct may also include other development that does not compromise the existing and future expansion of port operations, port-related industry and supply chain infrastructure.

Maritime precinct

The intent of the maritime precinct is to provide for various types of short stay accommodation, together with retail and hospitality facilities associated with providing tourism experiences.

The maritime precinct is spatially the largest in the West End and is considered the greatest opportunity for investment, redevelopment and activation, benefiting from coastal views, access and natural features. Within this precinct, public access to the waterfront including the Spoilbank Marina, coastal foreshore and community facilities provides the greatest platform for economic growth and community benefit.

The elevated areas situated approximately central within this precinct are best suited to tourism, recreational and commercial development servicing and supporting the Spoilbank Marina development site. This may include cultural heritage facilities, marina activities and associated marine industries, small boat harbour, coastal rescue services, commercial, light industry, educational and maritime training facilities.

Landscape precinct

The intent of the landscape precinct is to complement the function of the corridor and to provide vegetation planting and screening to mitigate aesthetic impacts between port structures/operations and the surrounding urban areas, and areas of scenic amenity.

An opportunity exists to develop a 'gateway' entry statement at the intersection of Anderson Street and Short Street which creates a unique sense of arrival to the West End. Upgrades to the local road network provides the opportunity to focus industrial traffic along Wilson Street, with only limited access along Anderson Street, thereby minimising conflicts between local and visitor traffic and industrial traffic.



7. Preferred land use options for each precinct

The following table sets out the preferred (‘✓’) land uses for each precinct. The table acts as a guide to land owners and developers however, the Western Australian Planning Commission may exercise its discretion to determine proposed land uses in accordance with the Scheme provisions.

Preferred land uses	Precincts			
	Portside	Business Park	Maritime	Landscape
Art gallery	✓		✓	
Caravan park – short term			✓	
Cinema/ theatre	✓		✓	
Civic use			✓	
Community purpose	✓		✓	
Educational establishment—Tertiary			✓	
Exhibition centre			✓	
Fast food outlet	✓			
Holiday accommodation			✓	
Hotel	✓		✓	
Industry - Light		✓		
Landscaping	✓	✓	✓	✓
Market	✓		✓	
Motel	✓		✓	
Motor vehicle, boat or caravan sales		✓		
Motor vehicles repair or wash		✓		
Nightclub	✓		✓	
Office	✓			
Reception centre			✓	
Restaurant/café	✓		✓	
Service station		✓		
Serviced apartment			✓	
Shop	✓			
Tavern	✓		✓	
Tourist development			✓	
Transport depot		✓		
Warehouse/ storage		✓		
Workforce accommodation			✓	



8. Applications for development approval

Applications for development approval will be assessed against the Scheme and Policy objectives, and the precinct intent for the area in which development is proposed.

Further to the requirements set out in Part 13 of the Scheme, the Western Australian Planning Commission will take into consideration the following specific matters when assessing applications for development approval:

- preservation of local character, identified cultural heritage significance, and history;
- potential impact on Aboriginal heritage sites;
- opportunities to enhance local area amenity through appropriate standards of built form and landscaping;
- protection of non-conforming use rights;
- appropriate separation between industrial and non-industrial land uses;
- incorporation of building design and performance standards to reduce the occupants' exposure to dust;
- potential impacts on surrounding land uses;

- opportunities to generate economic activity, job creation, revitalisation and growth in the West End;
- protection of environmental and coastal values; and
- coastal hazard risk management and adaptation and flooding.

9. Structure planning

The Western Australian Planning Commission may require a structure plan for the purposes of orderly and proper planning and to coordinate the future subdivision, development, and land use of a defined area within the West End.

A structure plan usually identifies the zoning, preferred land use permissibility, road and drainage layout, open space and services for the area. Structure plans also identify any site constraints and management requirements, including those relating to environmental risks.

Structure plans prepared for the West End may provide the best opportunity to coordinate future development and revitalisation of the area particularly where there is fragmented land ownership and management.

