



# DESIGN BRIEF

Jurien Bay Visitor & Civic  
Centre

**Adopted by the Dandaragan Shire  
Council at an Ordinary Council Meeting  
held 20 December 2012**



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# 1. Introduction

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The Shire of Dandaragan recently secured funding through the State Government's Regional Centres Development Plan (SuperTowns) for the construction of a Visitor and Civic Centre to be located in the coastal growth town of Jurien Bay, two hours north of Perth.

Through the SuperTowns process, the Shire of Dandaragan prepared the *Jurien Bay Growth Plan and Feasible Implementation Plan (Shire of Dandaragan 2012)*. This Plan unlocks the growth potential of Jurien Bay and the regional hinterland by examining constraints and identifying strategies for growth.

The Plan identified three initial priority projects whereby business cases and funding applications were prepared for:

- Aged Care and Health Plan
- City Centre Enhancement Project
- Industry Development Plan

The Visitor and Civic Centre is a component of the City Centre Enhancement Project.

The community has identified tourism as one of its key growth areas for the future.

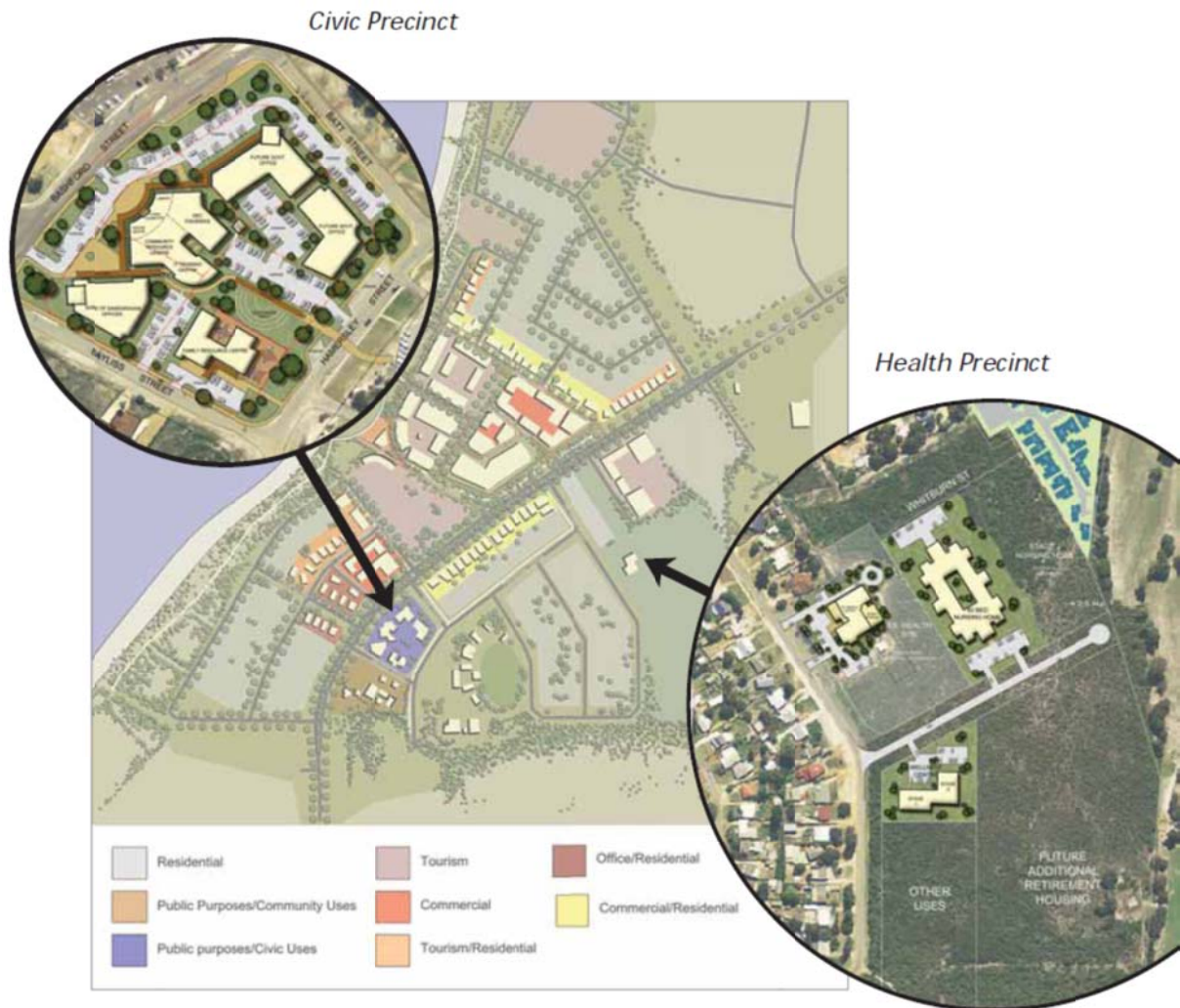
As part of the SuperTowns process, a concept design for the Civic Precinct was created to illustrate the possibility of what the Precinct would look like once fully developed.

This concept design was based on input from various government agencies, requirements of the community and potential population growth as identified through the planning process.

The Jurien Bay Town Centre Strategy (2012) also identified the area bound by Bayliss, Hamersley, Batt and Bashford Streets as the Civic Precinct. The Concept Design provided both the community and the government with a clear indication of the potential for the site. It also provided some guidance on how the built infrastructure could integrate with the surrounding facilities at the Jurien Bay District High School and the Jurien Bay Shopping Precinct.

The Shire of Dandaragan was successful in securing funding for the project, however the funding available is a fixed amount. Budget overruns are not to occur.

Below concept plan (Jurien Bay Growth Plan Vol 1. Page 12)



## 2. The Project

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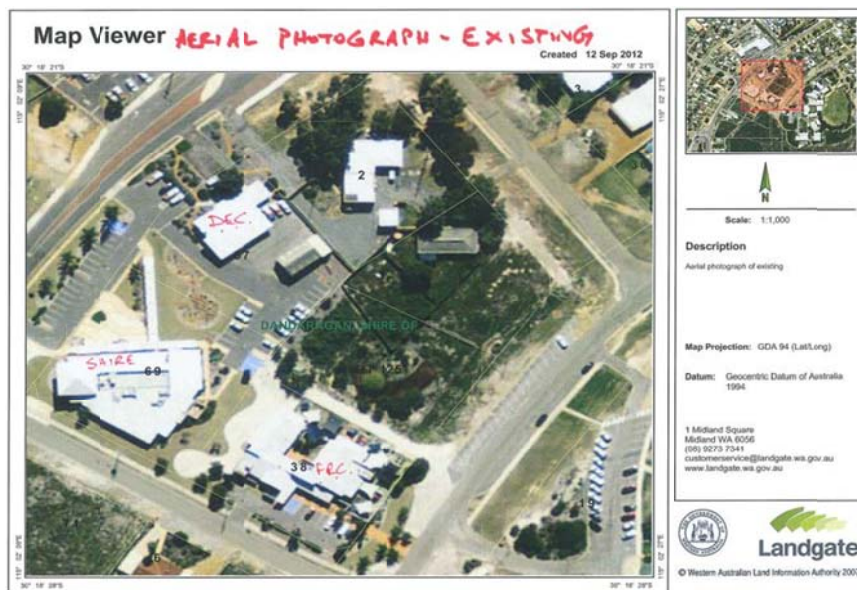
The Jurien Bay Visitor and Civic Centre Project involves the design of a building that will provide an integration of visitor servicing / tourist information, education and community resources, office, art and culture, and technology spaces in a central location. These resources will effectively service a population of up to 5,000 with the capacity to adapt and expand, to continue to serve as the tourist, civic and learning hub of Jurien Bay.

In addition, government office space will be provided for both the Department of Environment and Conservation and Department of Fisheries.

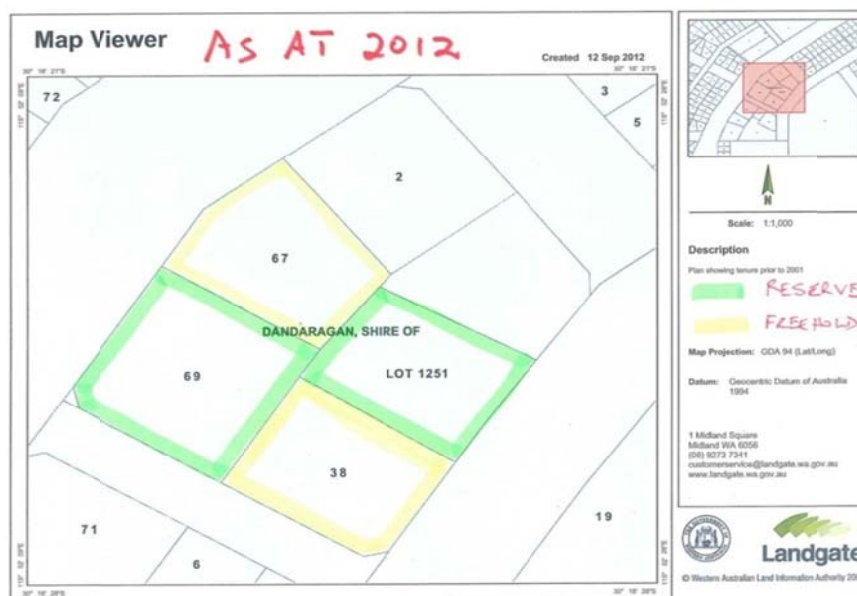
The building will provide a clear connection and integration with the Jurien Bay District High School incorporating public space utilised to encourage visual and performing arts.

### 3. Development Site

The Visitor and Civic Centre is to be located adjacent to the existing Shire office (Lot 69 Bashford Street, Jurien Bay) and will utilise area on Lot 67 Bashford Street (existing Department of Environment and Conservation building site) and Lot 1251 Hamersley Street.



The Shire of Dandaragan will be demolishing the building on Lot 67 Bashford Street to allow for the construction of the Visitor and Civic Centre.



The area is zoned 'Public Purpose Reserve - Local Government' and is recognised in the Jurien Bay City Centre Strategy as the Civic Precinct.

## 4. Multi-purpose Building Functions

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The Visitors and Civic Centre will incorporate a number of existing functions that are currently located elsewhere in the town of Jurien Bay. The visitors centre, library, Community Resource Centre (CRC), Department of Environment and Conservation (DEC), Department of Fisheries (DoF), Wheatbelt Development Commission (WDC). The building will also establish the Information Technology and Communications Centre (ITCC) and classrooms to assist with the provision of secondary schooling and adult learning.

The *Jurien Bay Growth Plan 2012* outlines the aspirational desire of the multi-purpose building and while the original plans for each facility have been considered some elements have changed. However the Plan states:

*“...the Civic Precinct project has been prepared that proposes an iconic community complex, housing the following centres of activity;*

- ***IT and Communications Centre (ITCC):*** *The ITCC project is the keystone of the Civic Precinct re-development providing the mobilisation capability for other projects like the TIC, CRC the Arts and Culture Centre and the Training Centre. Rather than a mere incubator, it will be a facilitator for business to business development, distance learning, and Telehealth. It connects Jurien Bay to metropolitan Australia, engendering population growth through wider business, education and health opportunities.*
- ***Tourist Information Centre (TIC):*** *The TIC project supports the driver project of developing tourism. It anticipates a state-of the art building featuring digital display screens, Interactive kiosks, local artwork and comprehensive information on what to see and do whilst in the region. Visitors to the centre can plan their stay in the region and pre-book accommodation for the region, and for other locations throughout WA. It will leverage the technology and video connectivity of the ITCC to allow TIC staff to speak face to face with prospective visitors and travel organisations from anywhere in Australia and beyond.*
- ***Community Resource Centre (CRC):*** *This important community project will transfer all the facilities of the existing CRC into the new complex, and provides state of the art library facilities, café, crèche and a meeting room for not-for-profit groups. It will leverage the technology and video connectivity of the ITCC to provide an enhanced experience for visitors, local students and businesses. CRC staff will be re-trained to provide in-house support for the CRC and all other ITCC facilities.*
- ***Government and Enterprise Office space (GEO):*** *This project proposes that the new complex includes increased office space for Government departments, Shire and visiting officers / experts, eg DEC, Fisheries, WDC. There will also be additional office capacity, which leverages the technology and video connectivity*

*of the ITCC, to facilitate Australian metropolitan government agencies / corporate entities using the GEO as a test-bed for staging and mobilisation of special projects and branch office development initiatives. The GEO is intended to engage and up-skill the local workforce and connect it to a wider labour market.*

- **Arts and Culture Centre (ACC):** *The ACC project is an extension of the TIC and features an exhibition space, audio / visual staging for small presentations and performances, and displays of public and local artwork. It will have vaulted ceilings for hanging artwork, and large stacking doors and tall windows invite natural light. It will display works from regional galleries on a rotating basis. It will leverage the technology and video connectivity of the ITCC.*
- **Education and Workforce Training Centre (EWTC):** *The EWTC project proposes a centre of excellence for the education of local students and regional industry. It is a commitment to, and investment in, a local workforce. It will offer industry skills development using various delivery modes including face-to-face workshops, e-learning and simulation. It will leverage the technology and video connectivity of the ITCC to connect to local and nationally registered Training Organisations who will deliver courses that lead to nationally-recognised qualifications.*

*Partnerships are anticipated with universities to develop and deliver customised graduate certificate and masters programs. The EWTC will provide school-day access to selected training rooms for the delivery of courses that would otherwise be unavailable to local schools. Connectivity to the NBN through the ITCC will ensure face to face interactivity with other teachers, students, advisors and schools throughout Australia.”*

It is envisaged that the **Jurien Bay CRC will provide the general management and service functions of the Jurien Bay CRC, the ITCC, VITC, Library and general booking services.** This is however, subject to an agreement between the Shire of Dandaragan and the Jurien Bay CRC.

The buildings specific elements comprise of:

#### **4.1 Visitors Information / Tourist Centre (VITC)**

The existing Visitors Information / Tourist Centre (VITC) is currently located in the Shire of Dandaragan Administration Centre on Lot 69 Bashford Street, Jurien Bay. The Centre operates during business hours and on an adhoc basis on weekends during the peak period tourist season. To date, existing Shire administration staff provide a service during business hours and volunteers open for designated periods on weekends.

**Visitor servicing is to be the key feature of the design and impact upon entry** as this has been recognised as one of the key growth drivers in the future.

While the current figures on relation to the existing visitors centre are relatively low (maximum 30 per day, minimum two per day) an increase of approximately 50% in



the first year since the opening of Indian Ocean Drive has occurred and continues to grow.

The VITC will provide information to travellers not only visiting Jurien Bay but the surrounding Turquoise Coast region. The Pinnacles Discovery Centre, located 35 kilometres south of Jurien Bay, receives over 250,000 visitors per annum. Since the opening of Indian Ocean Drive, Jurien Bay has experienced a sharp increase in visitors extending their trip past the Pinnacles.

The following is a list of elements to be included in the design for the VITC (not limited to):

- **digital displays;**
- **touch screen visitor information units;**
- **Wi-Fi service;**
- **seating and tables** (various forms) to encourage use of the Wi-Fi service and a soft relaxed atmosphere;
- **brochure displays** and racking;
- **provide connectivity** to the library area linked by the use of internet facilities;
- **welcoming front counter** with ability to service numerous customers at a time;
- **act as the central point for all enquiries** (including CRC requirements below);
- **toilet facilities** easily accessible for tourists;
- **suitable long vehicle and caravan parking** on site;
- **power and data access** points at strategic locations to allow for flexibility and for a “charging up” opportunity for visitors; and
- **merchandising area** for the resale of promotional items.

The design of this component should be such to allow expansion to a ‘Level One’ Visitor Servicing Centre in the long term as per the Visitor Servicing Guide Part One Options for Local Government (Tourism Western Australia).

The VITC is to have connection to the CRC and the Library, encouraging users to explore all facilities.

## ***4.2 Community Resource Centre (CRC)***

The CRC is currently located on the corner of Cook and Bashford Streets, Jurien Bay. The Jurien Bay Community Resource Centre has been in operation since 2001 and is the 82<sup>nd</sup> CRC in the state network.

The Jurien Bay Community Resource Centre is a not-for-profit community based organisation, run by a management committee, volunteers and paid staff who provide access to computers, high speed internet, video conferencing, education and training as well as government information and referral services.

Community Resource Centres are seen by government as a conduit to State Government services when they are not available in small or growing communities. It was recognised in the SuperTown Growth Plan that the provision of Government

services and associated employment opportunities and multipliers is an integral step in Jurien Bay's population industry growth.

The CRC provide a number of services including equipment hire, room hire, publishing services, office services, computer and internet, Westlink services etc. They also act as agents for Centrelink, Rural in Reach, Broadband for Seniors, Department of Veteran's Affairs and other government services.

The CRC also compiles, prints and distributes the local newspaper (Craytales) on a fortnightly basis. With help from a team of volunteers that assemble every fortnight, the Craytales community newspaper provides an interesting read of events and information that has or is happening around the town of Jurien Bay. This has been continuously published for over thirty plus years.

The following is a list of elements to be included in the design of the Visitor and Civic Centre for the Jurien Bay CRC (not limited to):

- **government information booth** and brochure displays (how it fits best with layout of surrounding areas);
- **reception office** area: to accommodate receptionist, assistant coordinator, full time trainee, school based trainee, Craytales editor and allowance for future staff increases;
- **workroom / reprographics**: to be adjoining reception office area - printers, binders, stapler machines, laminators, work benches, every day stores;
- **coordinator's office**: with viewing panel / window into reception / general office area;
- **waiting area** for consultant rooms: this could be incorporated into a hallway - just need enough space for a row of seats;
- **public internet access area**: incorporated into area that may have common uses, see Visitors Information / Tourist Centre above;
- **Centrelink / Medicare room**: with video surveillance for security of staff and privacy of clients;
- **multi-function workspace room**: adjoining the reprographics area this room could also be utilised to collate the Craytales and for other community activities in the off Craytales week and used by staff to collate larger print jobs;
- **conference / meeting room**: located adjacent to "hot office" area. Can be used for multiple uses. Space to accommodate up to 12 people and include internal storage;
- **store room**: adjacent to the reprographics room and multi-function work area to allow for bulk paper, material, equipment, stationary and stationary equipment with easy access for bulk deliveries. Storeroom is also to double as an area to cater for CRC archive requirements;
- **kitchen / lunch room / staff room**: can be incorporated into joint facilities, required to be accessible to both staff requirements but also service the needs of catering for small presentations (up to 50) in the main foyer;
- **male and female toilets** (can be incorporated into toilets as indicated in 4.1 above);

- **server space**; and
- **reception desk** is to incorporate a workspace to allow for flexibility.

*It is important to note that it is planned that the Jurien Bay CRC will provide the main administration and reception tasks for the majority of the facility.*

### **4.3 Public Library**

The existing public library is located in the current Shire of Dandaragan Administration Centre at Lot 69 Bashford Street, Jurien Bay.

The Jurien Bay public library provides a service to the local residents and also accommodates programs such as “Better Beginnings”, for young children. The existing library is approximately 100sqm.

It is planned that the new public library will also accommodate study booths and access to internet. The Library will be managed by the staff operating the VITC and CRC.

Requirements of the public library:

- **flexible layout** to allow for moveable shelving;
- **total size** minimum 100 - 150sqm;
- **reader's corner** (for Better Beginnings program) approx 25sqm;
- minimum 64sqm of (90 metre length) **shelving space** required;
- **seating and tables** (various forms) to encourage use of the Wi-Fi service, relaxed atmosphere and study areas;
- **flexible design** to allow for changing displays and configurations;
- **traffic flow** to be considered to allow obstruction free pedestrian access to other functions of the building (ie not to be closed off); and
- **small service counter / store** - capable of accommodating up to 10 standard library boxes.

### **4.4 Information Technology and Communication Centre (ITCC)/ Training Facility**

This area of the building is to be managed by the CRC but to allow for independent after-hours access when the CRC is closed.

This area is a multi-purpose facility to cater for video conferencing facilities in a conference or meeting setup for government training, CRC and business uses as well as other multi-purpose teaching spaces to cater for TAFE courses, specialist school courses, and business and community use.

The facility will capitalise on the future roll out of the NBN and access to high speed internet and video conferencing facilities. While connectivity to NBN is not anticipated to be available at the construction completion of the building, appropriate conduits should be installed to allow easy upgrading and cabling of Information Technology and Communications as it becomes available.

The rooms will be flexible by nature to allow a multiple of uses such as the delivery of ATAR (formerly known as TEE) courses via teleconferencing, adult learning including art and craft, computer training and general courses.

The area of the building will also require a clear link and connectivity to the Jurien Bay District High School located on Hamersley Street, and a connection to the amphitheatre area (see 4.6).

This area will also be able to cater for small conferences (up to 100 people) independently from the rest of the building.

Requirements for the ITCC include:

- **independent foyer linked to CRC** and also to independent after-hours access;
- **ITCC video conferencing room** to cater for meetings, lectures etc with full real-time audio-visual facilities;
- **data equipment room**;
- **IT classroom** space for computer training;
- **2 x interlinked general purpose classroom spaces** cabled for data;
- **course delivery office** (eg for TAFE staff);
- **toilets** - to be made available for both outdoor and indoor use if required;
- **store rooms x 2**;
- **circulation areas**;
- **kitchen / tea room** to provide for catering needs for both the amphitheatre and needs of the ITCC. Access to be available both indoor and outdoor. Possibly double as a training kitchen for the classrooms; and
- ITCC able to be managed by the CRC but to **allow for independent afterhours access** when the CRC is closed, or for use of students.

#### ***4.5 Department of Environment and Conservation (District office), Department of Fisheries and other permanently based public offices***

The DEC District office currently operates out of leased premises on Lot 67 Bashford Street, Jurien Bay. This building is owned by the Shire of Dandaragan and will be demolished to accommodate the new Visitors and Civic Centre.

The DEC District office (Moora) manages numerous national parks including the world famous Nambung National Park (Pinnacles), and the Jurien Bay Marine Park.

There are currently 16 staff located in the existing office that will need to be accommodated within the new building as part of this project. To allow for growth and project positions in the future, the requirements for the DEC include:

- **20 staff** to be accommodated;
- **3 x “hot desks”** to allow for flexibility, expansion and additional project based or visiting officers;
- **operation / conference room** (approx 70 square metres);
- **external storage** for emergency operations equipment;

- dedicated **vehicle access**; and
- back-up power supply is required. Ability for DEC generator to be accommodated.

With Department of Fisheries and other potential expected government requirements, the following needs to be catered for:

- **4 staff** to be accommodated;
- **2 x “hot desks”** to allow for flexibility and additional project based, visiting officers or expansion;
- **reception area** (can be joint with DEC);
- **interview room** (video conference availability); and
- **storage space** (approx 10 square metres).

*The DEC and the Fisheries requirements (below) are to be considered as part of a “government office” approach utilising joint facilities such as toilets, foyer, reception, kitchen/tea rooms, courtyards etc.*

#### **4.6 Amphitheatre / Public Area**

At present, a drainage sump is situated on Lot 1251 Hamersley Street to accommodate the existing infrastructure on the Civic Precinct site. It is expected that this site will be improved to incorporate this sump into a design for an amphitheatre and public area, providing a clear link to the Jurien Bay District High School.

The amphitheatre will provide for performing and visual arts in an area that is in an outdoor setting however where possible, protected from the seasonal winds and weather experienced in Jurien Bay.

The amphitheatre will have provision for appropriate power including three phase and projection points, grassed tiered seating and a performing area. Areas for either permanent or moveable screens are also to be accommodated.

During construction additional conduit should be laid to allow for expected future sound, lighting and electrical needs.

Access to kitchen and toilet areas will be required to allow for food, drinks and conveniences to be provided to people attending performances or events in this area.

Consideration to be given to the location of the amphitheatre to allow for future expansion of both the building and the Family Resource Centre (ie closer to the road).

# 5. Ancillary Building Requirements

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## ***5.1 The Wheatbelt Development Commission (WDC)***

The WDC currently lease office space from the Shire of Dandaragan at the Shire Administration Centre. The WDC will continue their lease arrangement but move into the new building. WDC require approximately 15sqm.

## ***5.2 Small Business Centre Central Coastal (SBCCC)***

Recent correspondence from the Chair of the SBCCC indicated a requirement for up to 40sqm as Jurien Bay is likely to be the new location of this service in the future. This is to be designed similar to separate “hot offices” with interconnecting doors and a separate external entry (which can be from the ITCC entrance). This is able to be incorporated into the CRC area with use of common facilities.

## ***5.3 Government multi-purpose “hot offices”***

Provision is to be made for an additional 2 x “hot offices” to allow for visiting government service providers or NGO’s to set up on an ad-hoc basis.

## ***5.4 Course delivery office***

It is envisaged that services provided from the ITCC will require the presence of TAFE (or similar) staff to provide the necessary courses etc. An office for preparation of courses and staff is to be provided.

## ***5.5 Confidential interview room***

An interview room is to be provided with alternative access for any services where it is important for confidentiality of discussion and protection of participant identity (ie Department of Child Protection, Department of Justice etc).

# 6. Building Design and Environment

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## *6.1 Whole site*

It is important that the design is to be secure, environmentally friendly and accessible to the community. The site is to have consideration of the neighbouring buildings and the local community with particular regard to sound, appearance and traffic management.

## *6.2 Building*

The building is to be designed to be environmentally friendly, with a view of reducing running costs of the building where possible. Utilisation of natural lighting, building position, photovoltaic cells, and reverse cycle air conditioning is preferred depending on a cost versus benefit analysis.

Where possible toilets, kitchens and courtyards are to be positioned where multiple users / organisations can access them, reducing the need for duplication.

The building is to be designed to blend in to the existing built forms in the vicinity, however it will have the ability to attract visitors and customers in its own right. The design will reflect the relaxed coastal ambience as a visitation statement.

Building to be designed for ease of staff movement from work area to public areas. Clear unobstructed access from foyer area to kitchen and store areas.

## *6.3 Parking*

All parking is to comply with relevant standards and Shire of Dandaragan Local Planning Scheme No. 7 requirements. More than ample parking allowances must be given to long vehicle and caravan parking to accommodate the numerous visitors expected to utilise this building.

Staff parking (separate from the main car park) is to be accommodated on the site. Consideration must also be given for the amount of entrance / exits onto Bashford Street, which is a road controlled by Main Roads Western Australia.

Parking fronting the Bashford Street entrance is to have consideration for the existing carparks at the Shire Administration Centre, Department of Environment and Conservation and the Family Resource Centre. Parking can also be provided from access from Bashford, Bayliss and Hamersley Streets.

## *6.4 Access*

The whole site and the building is to be highly accessible with good pedestrian and vehicular access, enabling well signed, easy and protected movement for people of all abilities to all facilities of the site.

Consideration is to be given for loading and unloading of large items in the building from the outside.

### ***6.5 Landscaping***

The landscape will be attractively designed with garden areas, courtyards, amphitheatre (see 4.6), and public open space that follows the “Jurien Bay theme”. The landscape will blend into the existing Shire Administration Centre and Family Resource Centre, as well as the businesses and dwellings along Bashford Street.

**Use of public art in a key area should be accommodated into the design. Public art is to be a key conversation piece to attract the building.**

Landscaping will encourage the customer / visitors to key points of the building in strategic areas.

### ***6.6 Public internet access / connectivity***

Public internet, WiFi and information technology areas are to be linked in common use areas between the Library, VITC and the CRC. This is to encourage the connectivity between building functions and the specific users.

Seniors booth and Government Services (see CRC 4.2) are encouraged to be a joint facility provided the seniors booth is clearly designated.