

Shire of Dandaragan

Entry Statement Submission

Submitted on 19 November 2014



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Design Brief

Aims

The Jurien Bay town site is ever expanding and landscaping within the town is evolving with a number of key Shire of Dandaragan Infrastructure projects. One of these is the design and development of new Entry Statements along the northern and southern approaches to Jurien Bay on Indian Ocean Drive. The Shire has allocated funds in the 2014/15 budget to undertake the construction of this iconic feature.

Elements

The Shire is calling for design submissions from the community for the Jurien Bay Entry Statements. The design should show **artistic flare**, recognising **iconic** and **historic** features associated with **Jurien Bay**. The design is to include both **artistic** and **structural features**. It will feature **“JURIEN BAY”** as a minimum, however submissions are welcome to include other text as they see fit.

Footprint

The magnitude, footprint and style of the entry statements are to be similar to those at Leeman, Green Head, Cervantes, Lancelin, Dandaragan and Badgingarra, whilst being iconic to Jurien Bay. It is preferable that both the southern and northern entry statements are the same, however specific variations with a theme will be considered.

Deadlines

A briefing will be held at the Shire of Dandaragan Administration Centre in Jurien Bay at 10AM on 22 October 2014. The submission period will be open for 4 weeks until 19 November 2014. A shortlist of submissions will be developed by the Shire for public comment and voting. These will be presented at a workshop in early December 2014.

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Brain Storming

clean community

sense of freedom

Fishing

Community

Nature

Marine Park

location midway between
Geraldton and Perth.

tranquil, peaceful and quiet

foreshore infrastructure

National Park

coast

great place to raise a family

healthy lifestyle

What is Jurien Bay?

We not only looked at what we thought Jurien Bay meant but
also incorporated the communities responses from the Shire
of Dandaragan's Strategic Community Plan 2011

Marina

beautiful bay

Safe place to live

Open space

Boats

**Unique Flora
and Fauna**

Water sports

Indian Ocean

Recreation— fishing,
surfing, windsurfing,
diving, boating

Camping

Jetty

Blue Skies

stunning natural
environment

Clean Beaches

motivated and proactive local
community

**Wind—sailing, kites,
windsurfing kite surfing**

Design Icons and their context - 1



Jurien Bay Chamber of Commerce LOGO

Elements Used:

- The casual font called Handwriting-Dakota
- Jetty Graphic

Reasons:

- ICAN feel local business is the economic backbone of our community.

How:

- By using the logo as the main town statement and a sculptural element, it highlights the past and future importance of the Jetty to the community. It will be constructed of Stainless steel or anodised aluminium

Jurien Bay Progress Association LOGO

Elements Used:

- Colours representing Mt Lesueur, Indian Ocean and the clean crisp colour of our limestone landscape and beaches
- The escarpment of Mt Lesueur representing the Beauty of the landscape as viewed from the Ocean back to the bay and the importance of National Parks to our region.

Reasons:

- ICAN feels The Progress Association give the community a platform and binds the community.

How:

- By using the logo colours representing the region and the escarpment of Mt Lesueur

Jurien Bay Jetty

Elements Used:

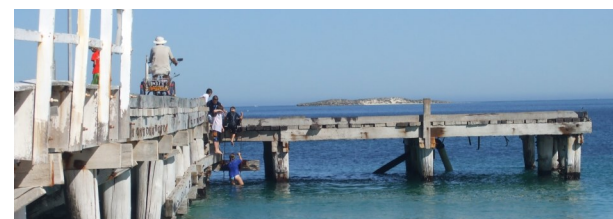
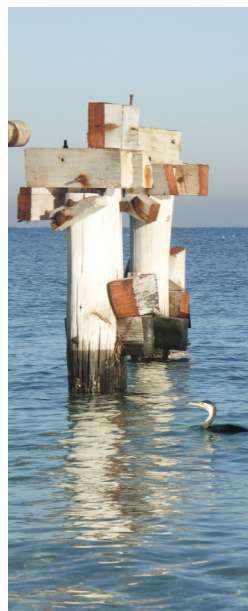
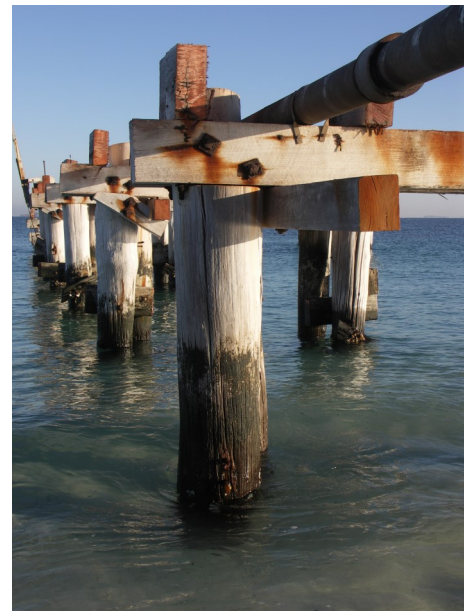
- Original Jetty Pylons, Bolts and Rope Loops

Reasons:

- ICAN feels the current and old jetties have been important economic drivers and ICONS for past and present communities. Enhancing the business prospects of the past and tourism appeal of the future.

How:

- By using the original we will be using an element of historical significance to the community. **PLEASE NOTE: We are aware there may not be pieces of full height still available but we believe we can piece them together from what is currently available**



Fauna Element 1- Stylised School of Fish and a Dhu Fish

Elements Used:

- Stainless Steel or anodised Aluminium
- Three dimensional and textured

Reasons:

- Fishing is a large part of the tourism, marine park and business activity within our community

How:

- By creating stylised fish we are stating to those viewing this entry statement that this is a great place for fishing. They will be constructed of Stainless steel or anodised aluminium and have depth and the pattern of beaten texture representing the scales of fish.



Fauna Element 2 - Stylised Sea Lion

Elements Used:

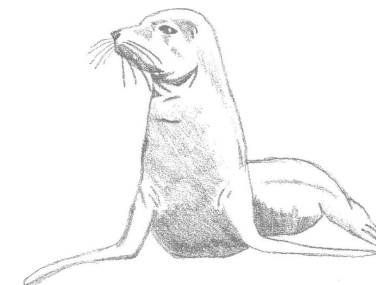
- Stainless Steel or anodised Aluminium
- Textured to give the elusion of depth and character.

Reasons:

- Colonies of rare Australian sea lions are found in the coastal havens of the Jurien Bay Marine Park. These aquatic clowns can be seen feeding, breeding and frolicking in the shallow coastal waters protected by Jurien Bay's islands and reefs.

How:

- By creating a stylised Sea Lion we are stating to those viewing this statement this is a great place to see amazing animals. It will be constructed of stainless steel or anodised aluminium and have depth and the pattern of beaten texture representing the playful character of Sea Lions.



Landscape Element - Limestone Footing

Elements Used:

- Local Limestone and rammed limestone

Reasons:

- Underneath us is the sponge like structure of limestone, it creates our cave systems, helps fresh water meet the sea and filters our ground water, **it is our footing.** It is represented in various locations around town including our shire and civic centre building façades, making it very appropriate for the entry statement.

How:

- We would have a local Midwest Rammed Limestone specialist create the footing and the Town name block and the upright welcome panels connected with large connecting rods of steel.



Design Icons and their context - 2

Flora Element 1 - Yellow Kangaroo Paw

Elements Used:

- The Beautiful and unique yellow flower and red stem of the Yellow Kangaroo Paw

Reasons:

- Being the gateway to the wildflowers country of the Mid-West and the rich and diverse Kwongan landscape of the Central West Coast is a tourism attraction yet to be explored for our region. Representing it to the tourist passing through our community is asking them to stop and take a look.

How:

- We would ask a local artist to construct stainless steel stems with the coloured flower heads and red stems in stylised sculptural pieces. As represented in the image below



Example of Steel/
Aluminium Colouring



Banksia integrifolia
(Flower)

Flora Element 2- Candle Stick Banksia

Elements Used:

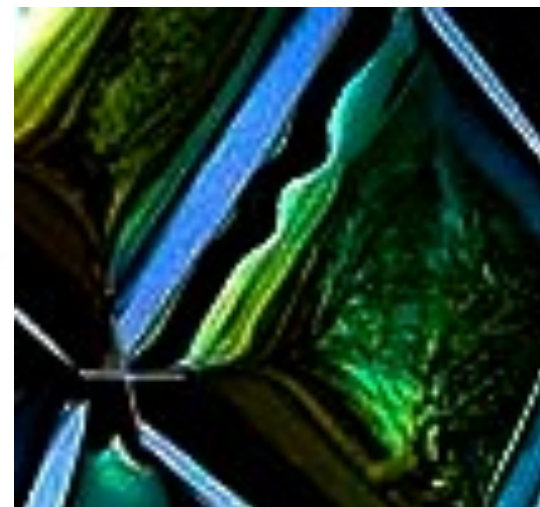
- The textural and vivid lime coloured flower of the Candlestick Banksia

Reasons:

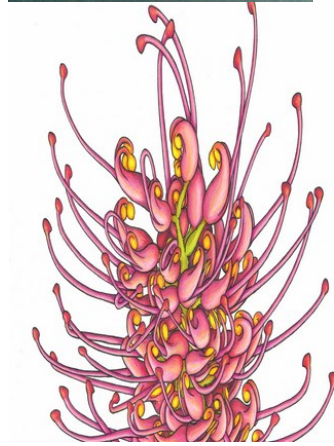
- Banksia species are prolific in our region and vary in colour from reds, pinks, orange and yellow through to the soft lime tones. One variety or another are in flower all year round in our region. Full of texture and sculptural elements they are easy to stylise.

How:

- We would ask a local artist to construct stainless steel stems with the coloured flower heads and unique leaf structure, as represented in the images below



Example of Steel/ Aluminium Colouring



Flora Element 3- Red Grevillia

Elements Used:

- This is a hardy and yet delicate bright red flower, we have many varieties in this region .

Reasons:

- Many people from all over the world come to WA to see our wildflowers, just for the reasons demonstrated within the element of this flower, it is intricate, unique, colourful, delicate and yet hardy and prickly in its defence.

How:

- We would ask a local artist to construct stainless steel stems with the coloured flower heads and unique leaf structure. As represented in the images below

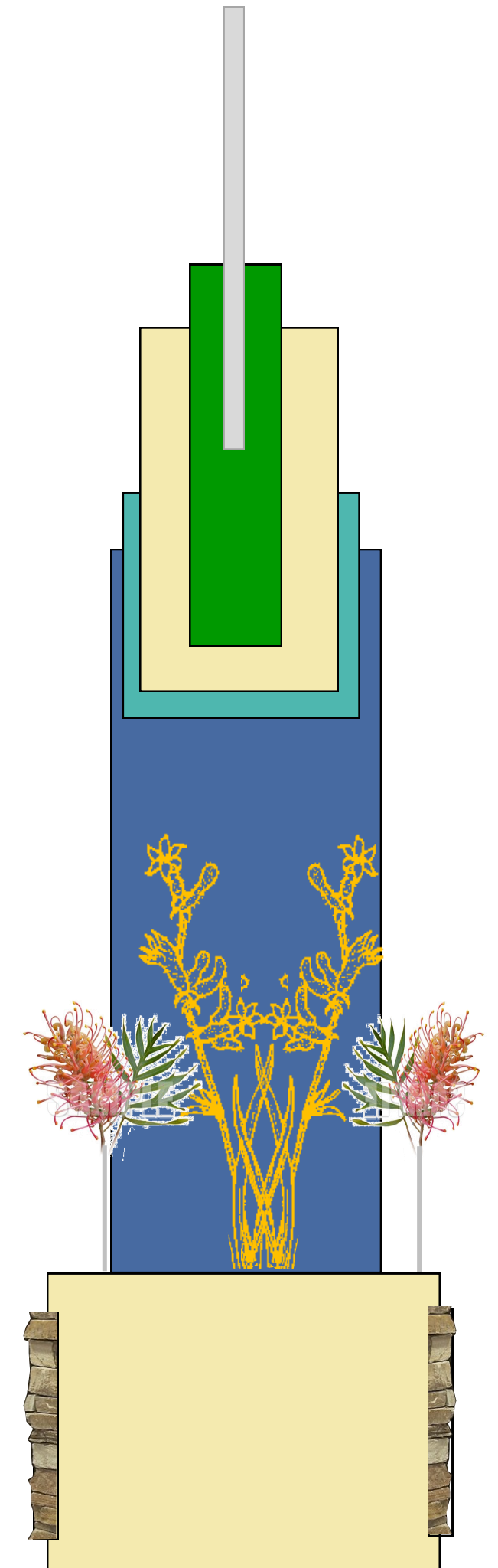


Example of Steel/ Aluminium Colouring



Entry View

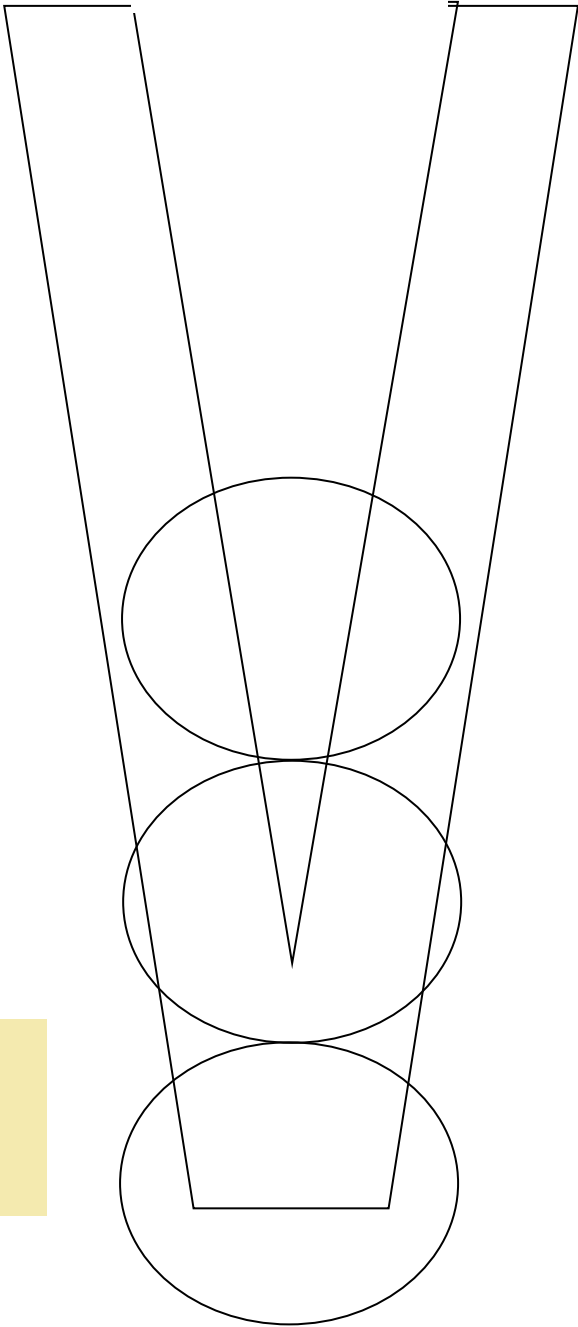
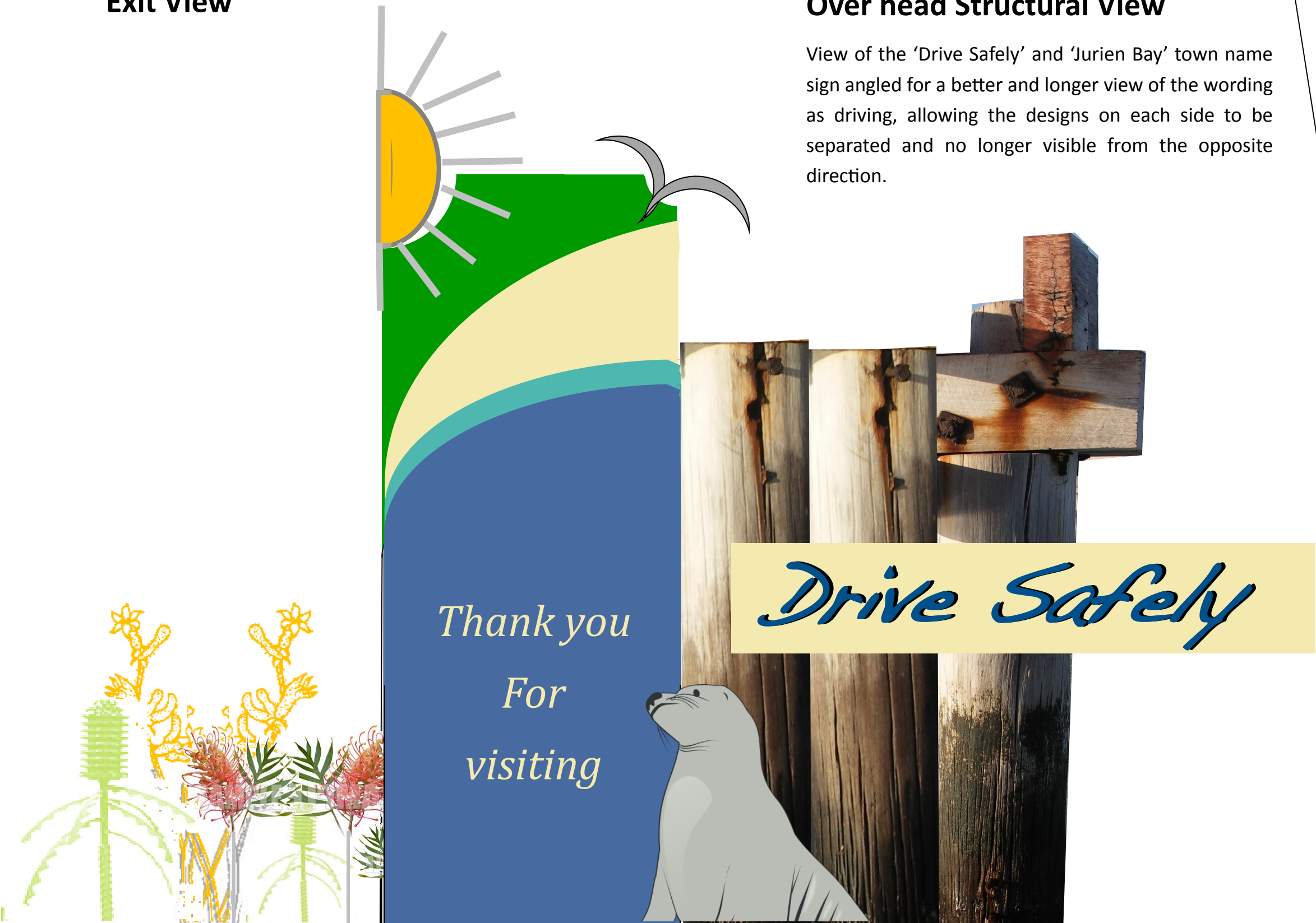
Side on View



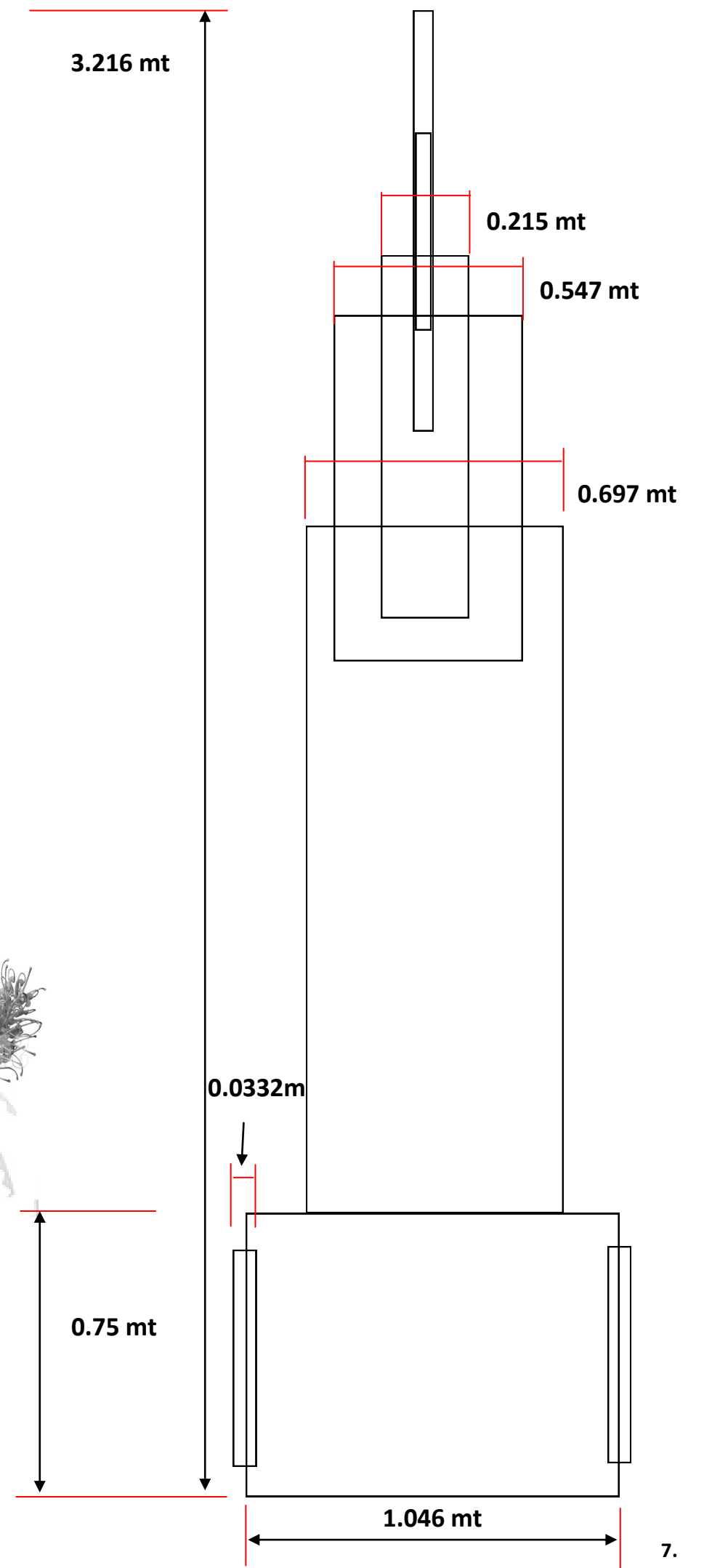
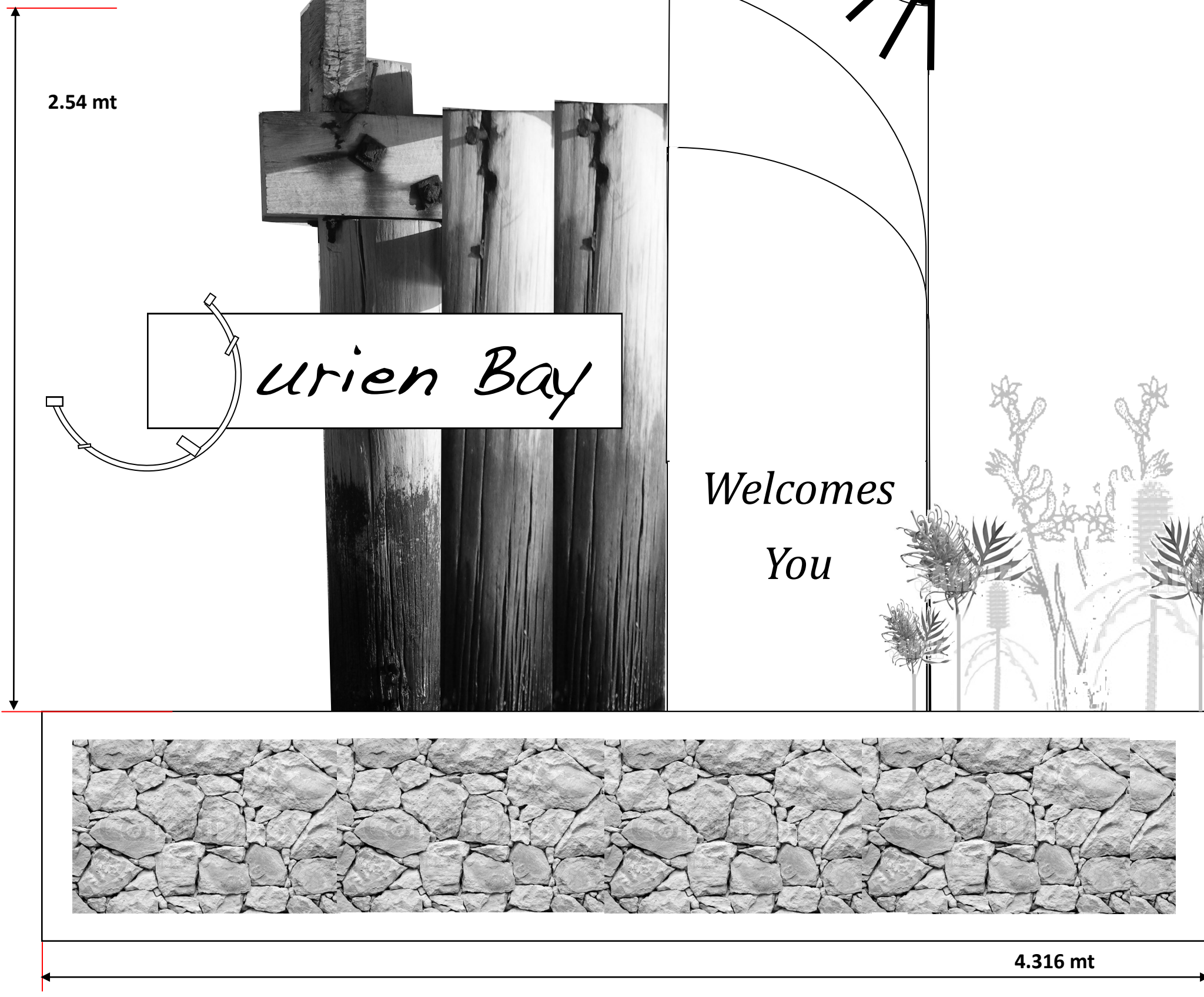
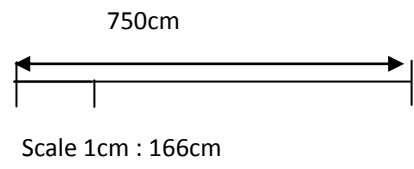
Exit View

Over head Structural View

View of the 'Drive Safely' and 'Jurien Bay' town name sign angled for a better and longer view of the wording as driving, allowing the designs on each side to be separated and no longer visible from the opposite direction.



Line Drawing with Measurement The Footprint



Outline of structural components required

Footings

A local contractor would need to be sourced to install the **Gravel Road base** and **Concrete pad** forming the foundations and final footprint of the construction.

Rammed Limestone

It is recommended that local limestone be used, we suggest Midwest Rammed Earth. Richard Jones and Beth Sievenpiper have over 20 years experience in rammed earth construction of homes, schools and commercial premises all over Western Australia. PH: (08) 99261996

The Plinth, Town Sign and Welcome Plinth can all be made by these craftspeople and then rendered where needed for the colour variations.

Limestone Dry Wall

Max, from Green Head, is a master craftsman in the use of the local stone. He has created various dry stone walls throughout the region both commercial and domestic. PH: 0419 969 296

Footings/ Pad Insert a wedge can be built into the rammed earth to accommodate the Dry limestone wall insert.

Stainless Steel / Anodised Aluminium

Local Green Head artist, Adrian Toomey, produces diverse coastal inspired artworks PH:(08)99531772 E:oceangallery@bigpond.com
There is also an artist that exhibits at the Cervantes Arts Festival that could be used. **Bird, Sun, ‘J’ of the town name, Sea Lion, Flowers and Dhufish** all have varying finishes. It would be good to source a local artist to produce these.

Original Jetty Pylons

Shire of Dandaragan should still have left over pieces of the Jetty wood, if not to full size we believe several pieces could be carefully chosen and matched, then pieced together. An historical connection and an important local icon would be represented through the use of **Original Jetty Pylons**.

Lettering

Lettering used on rammed earth projects previously have required the manufacture of a mould. The best process for this can be determined after further discussion with the rammed earth contractor.

Engineering

Our NFP organisation does not have the money to invest, to have these ideas professionally drawn up and engineer certified. This would need to be done if this application is successful

Cost estimate

This is an estimate of the costs we believe would be involved in creating these entry statements. Below is the cost for the construction of one entry statement we believe the total project could be achieve for an estimated \$67,000 with a contingency of \$70,000. This would need to be confirmed with a quote which we were not able to achieve with the short timespan given before the submission to council.

Structural Components	Estimated Cost
Footings	\$ 5,000
Rammed Limestone	\$ 9,000
Dry Limestone	\$ 5,000
Stainless Artworks and Artist Fees	\$25,000
Original Jetty Pylons	Shire Staff Cost ?
Lettering Mould	\$ 5,500
Engineering and Drawings	\$ 8,000
Rendering	\$ 5,500
Securing Bar and structural metal	\$ 4,000
Total	\$67,000

PLEASE NOTE this is the estimated quote for just one Entry Statement.



Summary

The overall design has taken into account the merging of information from ICAN's brainstorming and design session and the incorporation of the community responses from the Shire of Dandaragan's Strategic Community Planning session in 2011 with the Jurien Bay Community. Local icons have been incorporated through the use of limestone in the footings, unique regional wildflowers - Banksia, Grevillea, Kangaroo Paw, and limestone and the original jetty pylons as the main structural components. There is reference and inclusion of elements of the Chamber's and Progress Association's logos incorporating community. The use of both original jetty pylons and the chambers stylised image of the newly constructed jetty pays homage to the Jurien Bay jetties significant historical, commercial, social and recreational value within our community. All of the consultation has impressed the importance of the National Parks and particularly the Marine Park to our community and visitors. The elements of the National Parks which have been included are the sculptural art works of iconic regional flora and fauna and the escarpment of Mt Lesueur and the colouring of the main plinth.

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