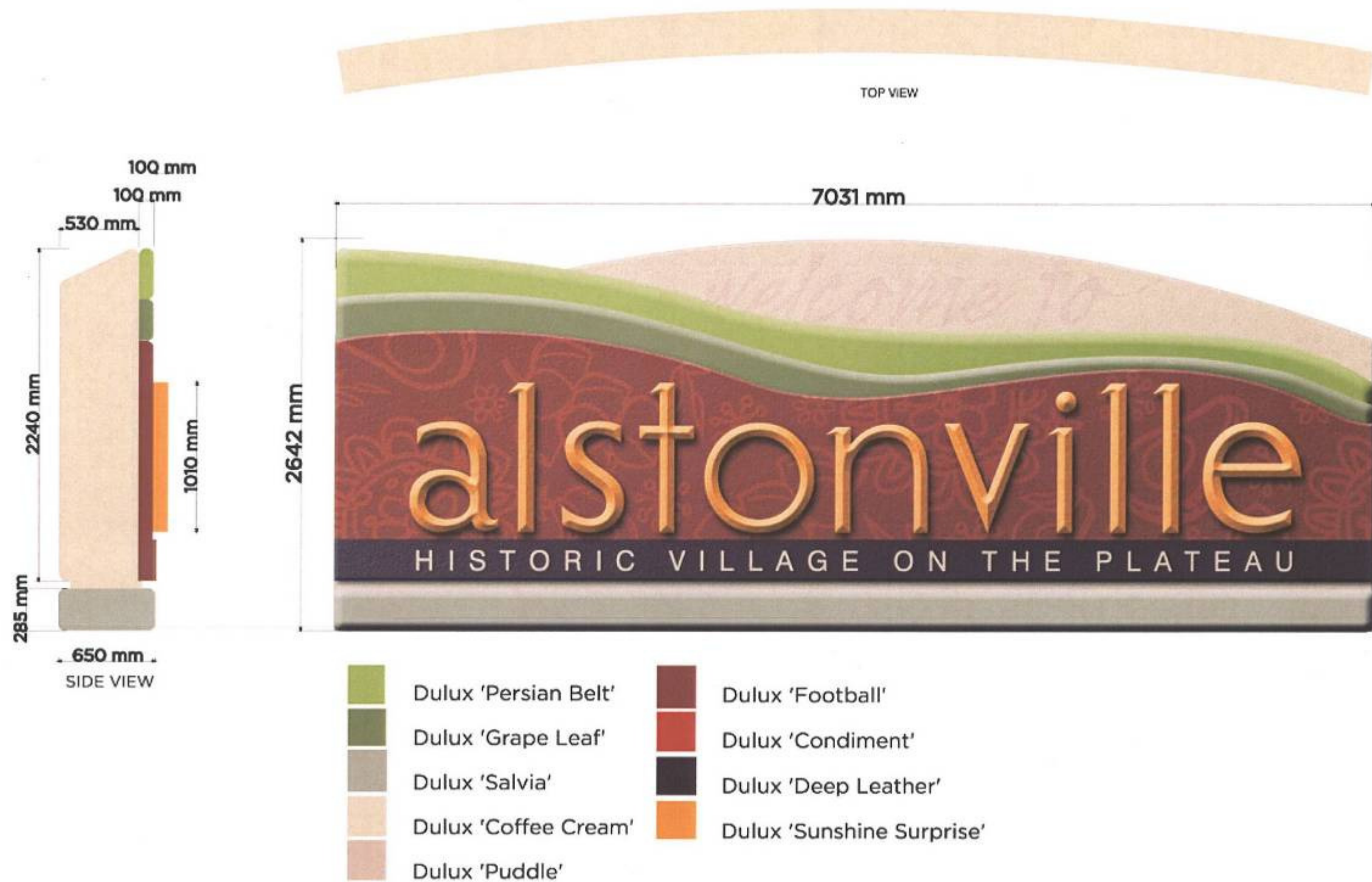


10.10 Entry Treatments - Alstonville and Wollongbar

Attachment 1

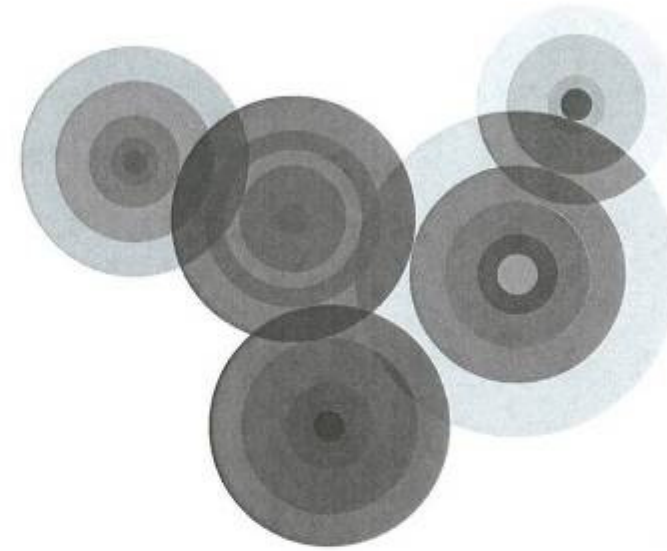




BALLINA SHIRE COUNCIL – BY PASS SIGNS

CONCEPT REVIEW

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A GRAPHIC APPROACH INSPIRED BY THE GEOGRAPHIC AREA.

p2

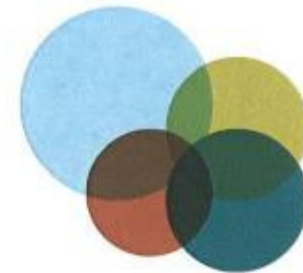
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Wollongbar
 Red earth
 Bush flowers
 Agriculture
 Forest and hills



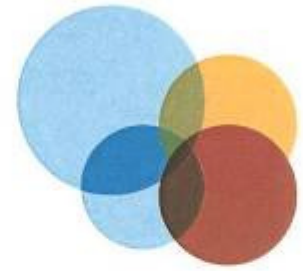
Alstonville
 Plateau
 Red Earth
 Water
 Flowers



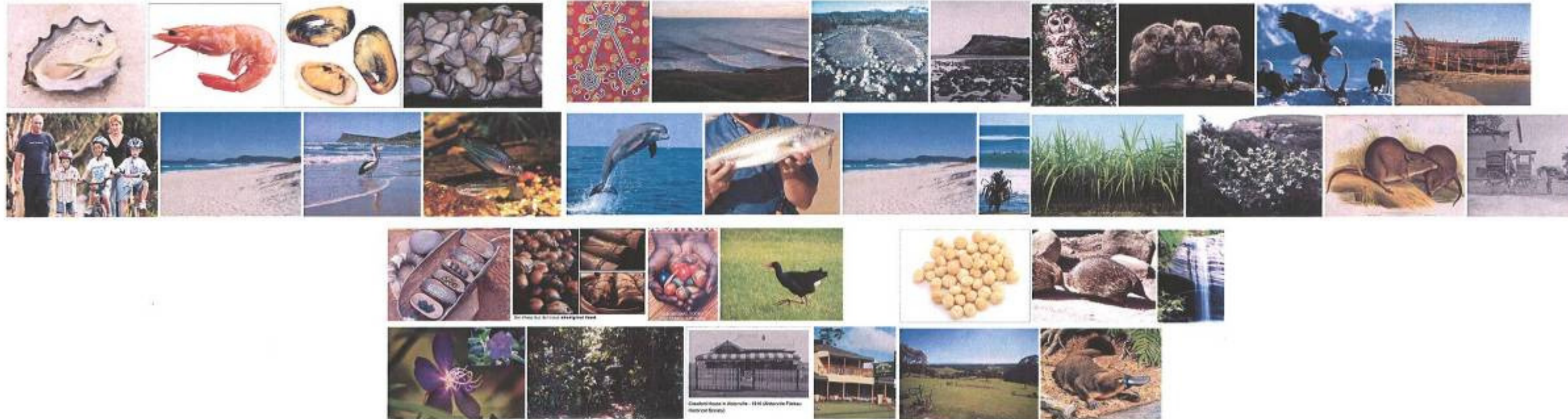
Wardell
 River
 Red Earth
 Hills and forest
 Sugar cane



Ballina
 Sandy beach
 River & ocean
 Sugar cane
 Surrounding countryside



Lennox Head
 Sandy beach & sun
 Ocean
 Surf culture
 Headland

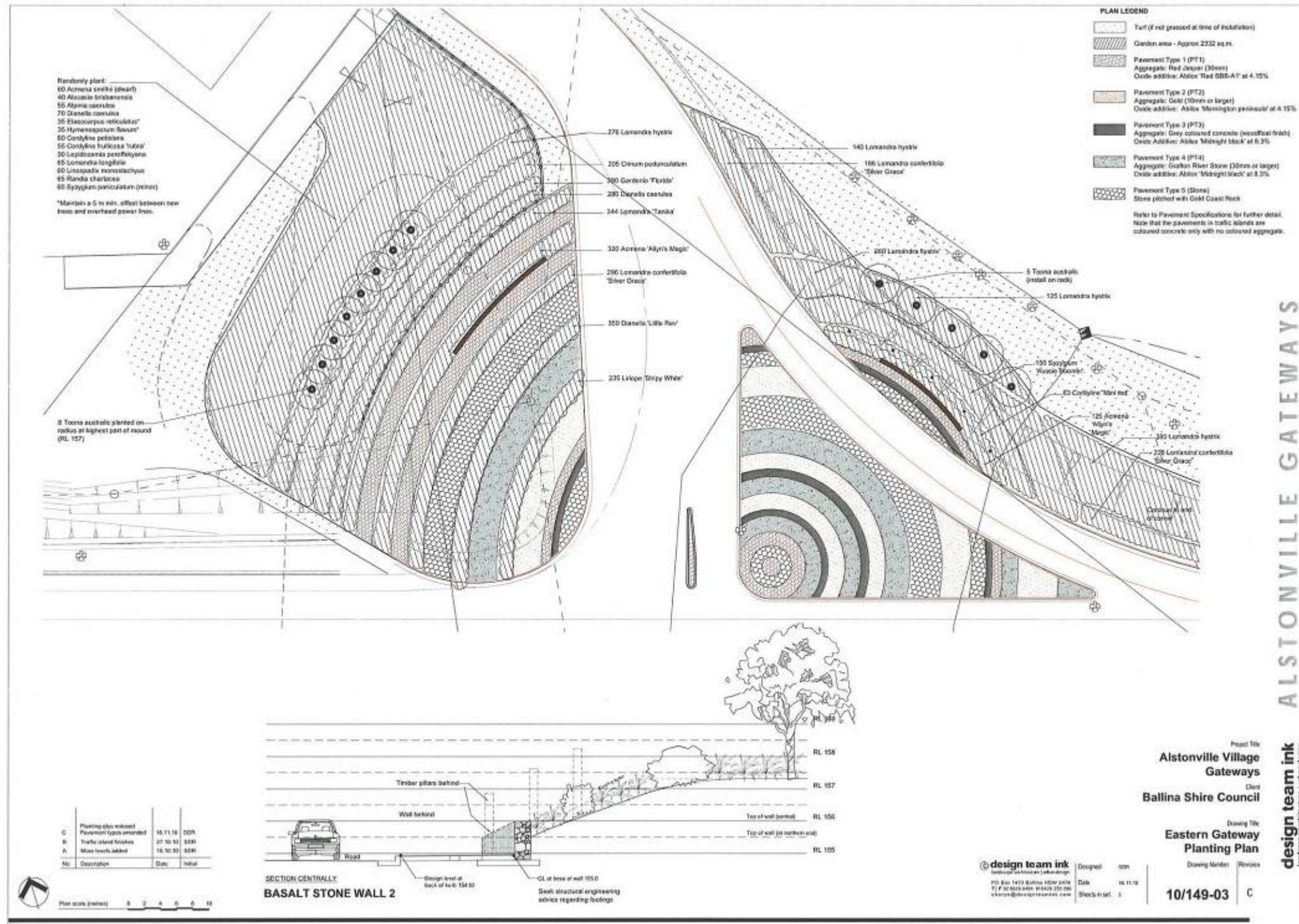


FOCUSING ON LOCAL REFERENCES TO DEVELOP THE GRAPHIC APPROACH

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ALSTONVILLE GATEWAYS

CONCENTRIC PATTERNS PRESENT IN THE BY-PASS PLANS

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INDICATIVE TEXTURES AND FLORA AT SITE



EXAMPLE OF CORTEN IN USE.



NOTE: ALL FLORAL DEPICTIONS ARE FOR DEMONSTRATION PURPOSES ONLY AND DO NOT INDICATE EXACT SPECIES EXISTING OR TO BE PLANTED ON SITE

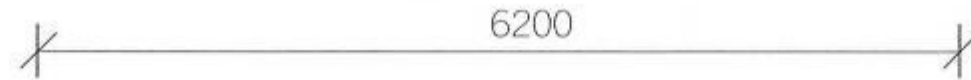
DESIGN TO INTEGRATE INTO LANDSCAPE – BOTH NATURAL AND DESIGNED

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MATERIAL

Dry-stacked farm wall. Classic feature seen in the region.



MATERIAL

Corten metal sheeting. Patina over time.

MATERIAL

PC Aluminium. Metallic two pack paint.



FLORA

Low grasses to the front and taller red cedars and matt rushes to the back. Planted elements to landscape architects specification.

LETTERING

Brushed aluminium to contrast with Corten facia while balancing with built and natural features.

CONCENTRIC PATTERN

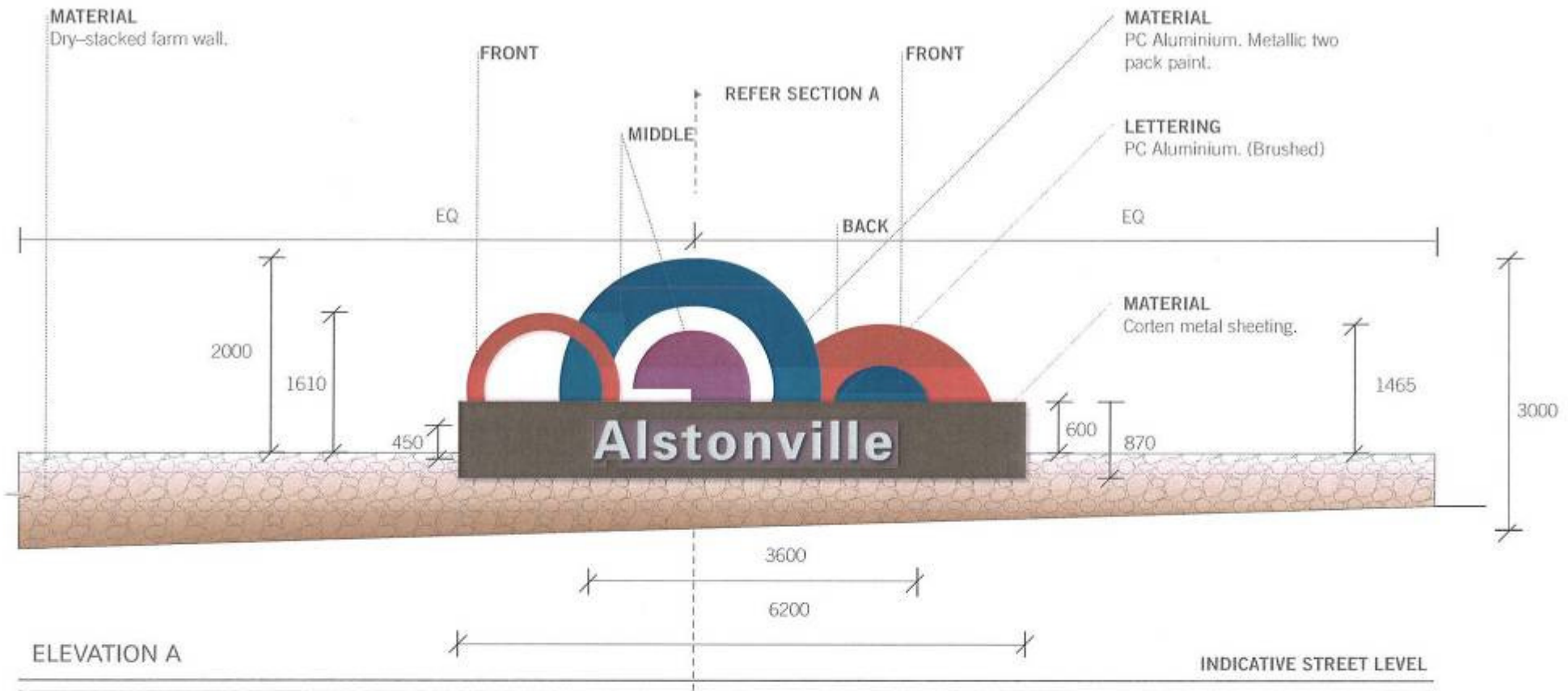
Pattern blends with the plan design developed by the landscape architects.

NOTE: ALL FLORAL DEPICTIONS ARE FOR DEMONSTRATION PURPOSES ONLY AND DO NOT INDICATE EXACT SPECIES EXISTING OR TO BE PLANTED ON SITE

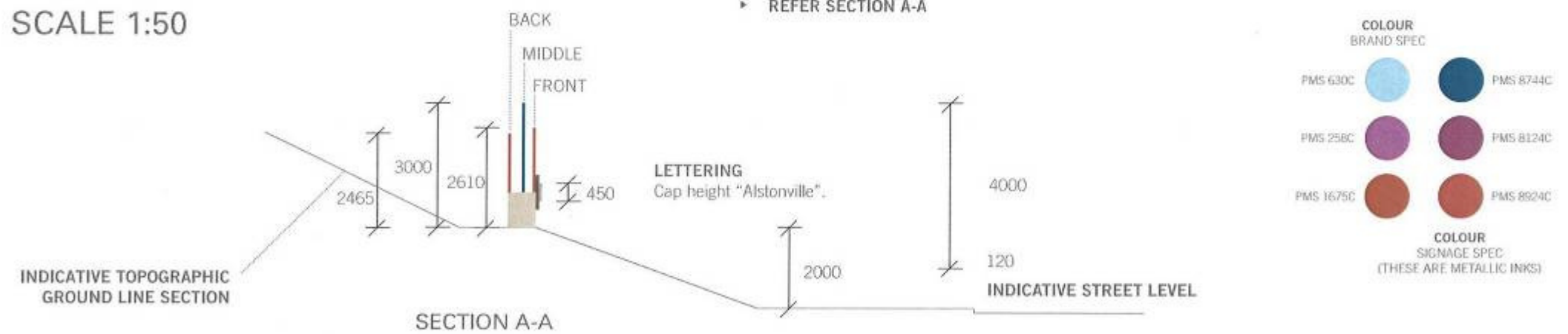
DESIGN TO INTEGRATE INTO LANDSCAPE – BOTH NATURAL AND DESIGNED

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SCALE 1:50



SCALE 1:100

BAL_BYPASS_01		DES > ENTICA PTY LTD	ALL DIMENSIONS ARE IN MILLIMETRES > PLEASE DO NOT SCALE OFF DRAWING > THIS DRAWING HAS BEEN SUPPLIED IN CONJUNCTION WITH THE PROJECT OUTLINES WITHIN THE CLIENT BRIEF > IT MAY NOT BE REPRODUCED OR DISTRIBUTED WITHOUT PRIOR WRITTEN PERMISSION FROM ENTICA > POST OFFICE BOX 686, NEW FARM, BRISBANE, QLD, 4005 > P +61 7 3254 2600 > F +61 7 3254 2622 > ideas@entica.com.au		ENT_BAL_BYPASS_001A
BALLINA SHIRE COUNCIL	BALLINA AIRPORT - SIGNAGE DESIGN				Refer Drawing © 2010 enticaideas

FULL DRAWING FOR BYPASS SIGN CONCEPT (THIS DRAWING IS NOT TO SCALE)

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