

Cottesloe

Evolving an Icon

Cottesloe Foreshore Renewal Summary Strategy

September 2017



Town of Cottesloe

01 Introduction

Cottesloe is a home to many and an icon to many more. Cott has evolved over time and has undergone many changes since its establishment. The opportunity now exists to design, trial and test a variety of design options that will provide the community with more benefit, clearer vision and greater comfort to pursue possible improvements to the Foreshore.

The Town of Cottesloe Councillors with the guidance of the Councils Foreshore Implementation Committee have already identified 5 key areas of immediate focus, they are:

1. Reviewing and rationalising the foreshores existing infrastructure and materials,
2. Providing all abilities access to the groyne, beach, and ocean,
3. Providing improved public shade and shelter to parts of the beach and foreshore,
4. Providing a suite of signage to suit Cottesloes functional needs and local character,
5. Providing summer trials focussed on pedestrian and cycle friendly activities in place of some cars.

Guiding Principles

- a) Protect existing trees
- b) No permanent buildings west of Marine Parade
- c) Focus primarily on local use
- d) Improve the quality of experience
- e) Protect the ocean, beach, and dunes



Masterplan

- STUDY AREA BOUNDARY
- ✱ CONSOLIDATED SIGNAGE AND WAYFINDING
- KEY SUMMER TRIALS LOCATIONS
- SHADE STRUCTURE REVITALISATION
- ALL ABILITIES ACCESS



02 Infrastructure Reduction

Over many years Council has undertaken a variety of necessary upgrades to fix identified issues as they have occurred over time. A review of all of the various materials and elements currently in the foreshore has the aim of rationalising and consolidating the colours, elements and materials into a smaller selected suite that meets Cottesloes needs and reinforces its character.

Below is a summary of the various materials and elements have been reviewed, photographed and assessed. For more information please access and review the following documents located on Councils webpage;

- 1) Cottesloe Foreshore Renewal Infrastructure Reduction Strategy August 2017 Rev A
- 2) Infrastructure Review Plan CBF-RR-01 Rev A 7th August 2017

IMMEDIATE REMOVAL
TO BE COMPLETED WITH SUMMER WORKS

IMMEDIATE REPAIR
TO BE REPLACED / UPGRADED ULTIMATELY

RELOCATE / RE-INTERPRET
TO BE STAGED WITH SIGNAGE STRATEGY

RELOCATE / RE-INTERPRET
TO BE STAGED WITH SIGNAGE STRATEGY

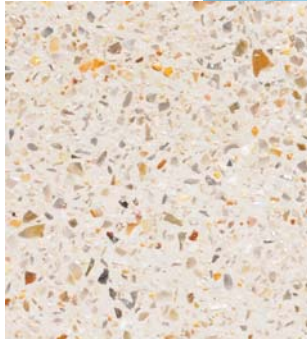
REPLACE / UPGRADE
TO BE STAGED WITH FUTURE WORKS, NOT CRITICAL

RETAIN
TO BE RETAINED AND PROTECTED DURING CONSTRUCTION

Possible Materials 03

The proposed style of replacement materials and elements are indicated on this page which provide a range suitable to Cottesloes character, climate and needs. All costs and rates quoted exclude GST.

Surfaces



Holcim 'Magnolia' Wahsed Aggregate Concrete

- Colours of mix and aggregate tie into coastal character.
- All concrete to be sealed.
- Concrete mix is locally sourced and readily available.



Austim Spotted Gum Decking

- Spotted Gum is durable and suited to coastal environment.
- Timber is termite resistant and available locally
- Life span of over 40 years.



Freo Stone Travertine 'Roma' Unit Paving

- Coastal character.
- Low maintenance.
- Proposed to use in key plaza locations.
- Compliments selected timber.

Seating



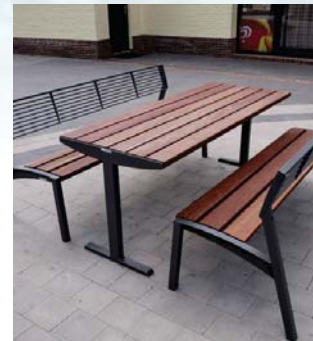
MMCite Rivage Sun Lounge

- Lounge seating to be located in key locations.
- Timber to be selected to be suitable for coastal environment.
- Option to include side table and arm rests.



MMCite Preva Urbana Bench Seat

- Seating to be upgraded in order of priority of existing seating.
- Plaques of recognition currently on seating can be relocated.



MMCite Vera Table

- Picnic table to be hardwood suitable for coastal environment consistent with other seating.
- Seating to be modified to allow wheelchair use of picnic table.

Bike Stands



Street Furniture Australia Stainless Steel 5 rack Bike Stand

- Matches bike stands along foreshore by Town of Cottesloe.
- Grade 316 Stainless Steel.



Fencing

Spotted Gum Permeable Timber Slat Fencing

- Fencing can be installed to play areas as well as high profile beach access points.
- Visually permeable

Walls



Reconstituted Limestone Random Laid Blocks in key locations

- Rough face random laid limestone face blocks in high profile areas.
- Similar to existing materials on site.

Lighting



BEGA LED Aluminium Pole Top Lighting

- Suitable for coastal environment.
- Energy efficient.
- Low maintenance.
- Adjustable brightness and array.

Drink Fountain



Landmark Products 'Foreshore' Stainless Steel Drink Fountain

- Suitable for coastal environment.
- Attachment for drink bottles.
- Dog bowl.
- Vandal Proof.

Bins



EP Draffin Manufacturing Town Of Cottesloe Bin Surround

- Suitable for coastal environment
- Matches bin surrounds to foreshore including logo
- Vandal Proof

04 Access For All

The provision of access for all to the beach and ocean is a key goal of the Foreshore upgrade. Easy direct access has been denied to some members of our community for many years.

The existing all abilities ramp installed and opened in October 2014 provides part of the solution. This new proposal aims to extend all ability access to also include:

- the Cottesloe SLSC boatshed located under Indiana Tea House,
- the existing public bathrooms under the Indiana Tea House,
- the lower beach promenade leading to the Cottesloe groyne,
- the Cottesloe groyne,
- the proposed all ability ocean access ramp beside the groyne.

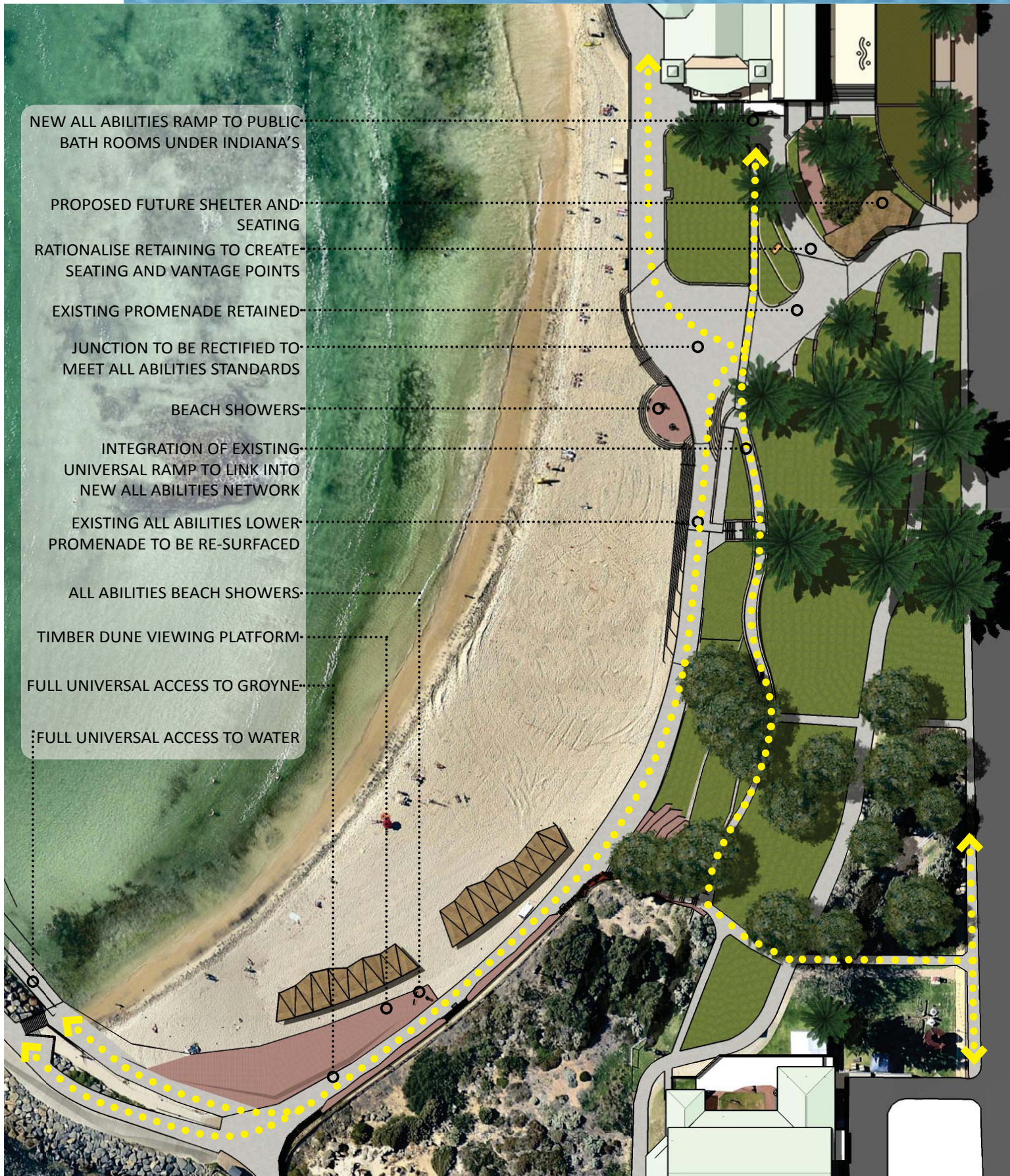
The provision of a sealed all abilities ramp over the beach and into the ocean itself is proposed in the sheltered area immediately north of the existing Cottesloe groyne. The ramp will be in accordance with Australian standards and will be open to the public.



PERSPECTIVE 1. VIEW EAST TOWARDS MARINE PARADE



PERSPECTIVE 2. VIEW SOUTH TOWARDS GROUYNE



PLAN 1. ALL ABILITIES ACCESS PATH NETWORK

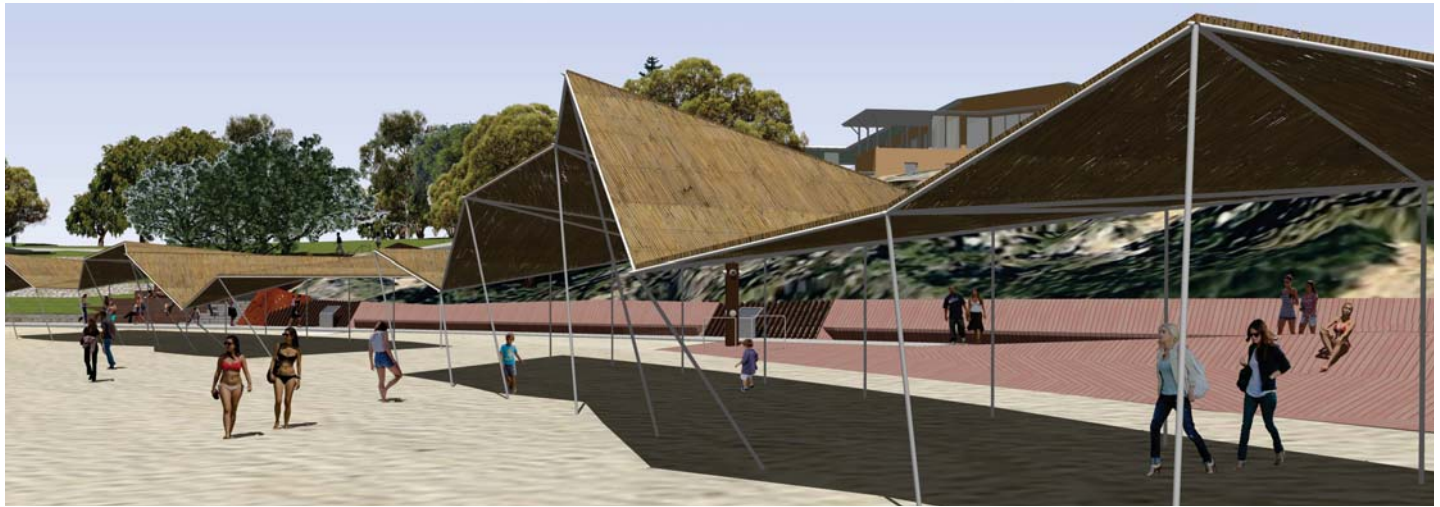
05 Shade & Shelter

The community has previously indicated a desire for permanent shade to parts of the beach and foreshore. The existing six beach cabanas are toward the end of their useful lifespan and provide limited shade. The proposal is for a more extensive and light weight public shade element to be placed to the rear of the sheltered end of Cottesloe beach.

The shelter design follows the arc of the beach, it's informal shape compliments the relaxed character of beach life, the random form echoes the shape of granite boulders forming the adjacent groyne. The roofing element will provide a variety of both solid and dappled shade.

The design is modular and can be extended to suit increased levels of community use. The materials are deliberately constructed of a systemised off the shelf elements that require normal tradesperson skills including galvanised steel frame and selected light weight timbers.

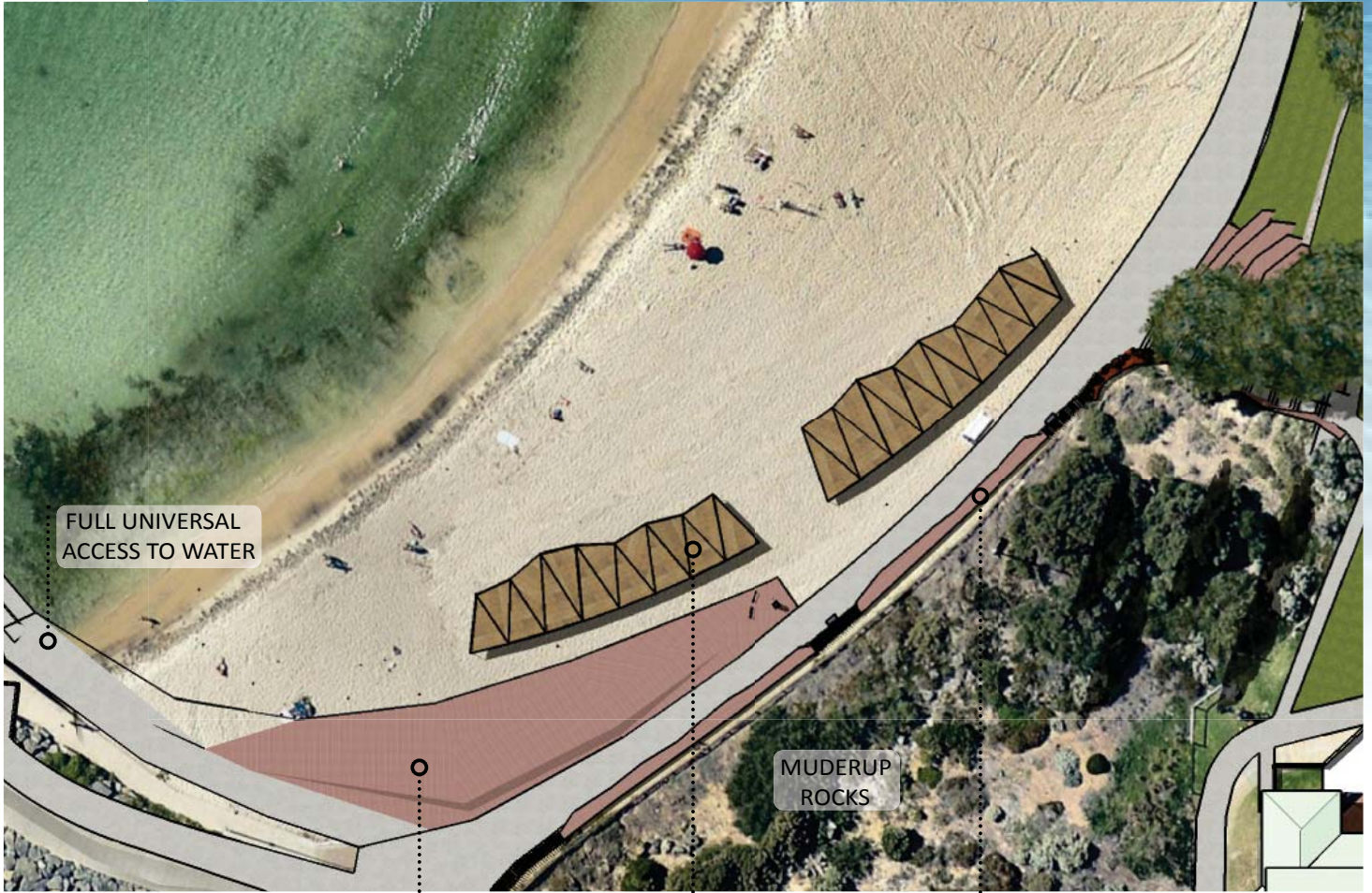
Repairs will be able to be completed by Council maintenance staff. Council staff have assessed the proposal and have indicated a willingness to either leave a more substantial shelter erected all year round, or to take down the shade cover annually for the winter period leaving only the metal frame structure in place. Council will re-erect the shade cover each spring.



PERSPECTIVE 3. VIEW EAST TOWARDS COTTESLOE SLSC



PERSPECTIVE 4. VIEW NORTH FROM MUDERUP ROCKS



FULL UNIVERSAL ACCESS TO WATER

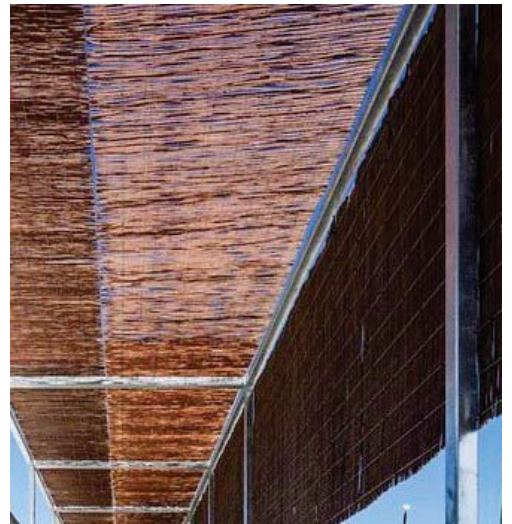
MUDERUP ROCKS

PLAN 2. SHADE & SHELTER

TIMBER DUNE VIEWING STRUCTURE

UPGRADED BEACH SHELTERS

SEATING AND SAFETY BARRIER TO MUDERUP ROCKS



06 Signage

Cottesloe attracts a diverse range of visitors including local residents, the Perth general public, day visitors, national short stay tourists, international tourists, and seasonal backpackers and travellers. Signage has been developed to respond to this diversity and to fulfil defined role depending on the individual signs location and required content.

The signage consists of three basic forms:

- a) Larger clearly visible directional and informative signage to the more popular central area of the foreshore.
- b) More discrete locational signage to north and south Cottesloe particularly at the beach entry points
- c) Historical and Educational signage at various feature points along the foreshore



**SIGNAGE TYPE 1
WAYFINDING**

Wayfinding signage will be installed in selected key locations and will contain information relating to surrounds, amenities as well as text relating to history of Cottesloe and in particular the foreshore itself.

Signage will also include tap for filling drink bottles as well as general warning and regulations of using the foreshore.

Approximate cost of signage: \$12,500 ea + GST

**SIGNAGE TYPE 2
BEACH ACCESS**

There are a number of beach access points within the foreshore study area, currently these have a variety of different signage designs.

Signage to be consolidated to maintain emergency vehicle access code, as well as include the colloquial surf break name relating to the particular beach.

Approximate cost of signage: \$9,900 ea + GST

SIGNAGE TYPE 3 EDUCATIONAL SIGNAGE Signage can be installed easily in a plinth format and attached to seating at various points along foreshore. Existing signage can be consolidated into a more streamline format. Approximate cost of plinth (not including bench) \$8,500 ea + GST



07 Shady Seating

The community has previously indicated their support for better use of existing low use space and an increase in shaded seating. The aim is to cater for the public by providing seating opportunities that take advantage of pre-existing shady locations. Seating shall be informal in its design in keeping with the existing relaxed beach character. The informal seating faces the beach and ocean and addresses passing pedestrian activity promoting friendly social interaction.

There are a number of locations where the opportunity exists to achieve a new shady seating outcome, in particular:

1. Adjacent to the existing maintenance and emergency vehicle service road leading down to the beach beside Indianas. The creation of low retaining walls allows informal seating, resting and waiting while taking advantage of the view while not impacting on the root systems of the existing Norfolk Island Pines. The low seating walls and steps also retain existing ground providing level access onto existing grass or mulched slopes.
2. The mulched area under the existing Tea trees adjacent to the Cottesloe SLSC beach access steps. The aim is to create a shaded sunset deck that caters for a number of users at any one time as well as catering for beach users seeking respite from the heat of the day. The use of decking bridges over the root systems of the three existing large tea trees.





PERSPECTIVE 5. VIEW EAST ALONG EXISTING BEACH VEHICLE ACCESS



PERSPECTIVE 6. VIEW EAST TO COTTESLOE SLSC ACCESS STAIRS



PERSPECTIVE 7. VIEW SOUTH TO COTTESLOE SLSC ACCESS STAIRS

08 Summer Trials

The community has indicated a desire for more public open space and upgraded public park facilities that are suitable to Cottesloe. The current proposal allows for a summer trial of various pedestrian and cycle dominated uses along the foreshore over this coming summer to test the success or otherwise of the proposal.

Local foreshore business will be given an opportunity to be part of this process in an effort to gain both their mutually beneficial support and their potential involvement. A portion of the beachfront carpark number 1 is to be allocated for the pedestrian and cycle friendly summer trials given its central location and high visibility.

In addition temporary variances to Marine Parade will be trialled to assess their viability and acceptance in the community. Vehicle access to Marine Parade will be maintained however, other pedestrian uses on verges and in parking bay will be trialled as well as greater emphasis on cyclist access along Marine Parade. Below are some preliminary recommendations for how this space could be used;

Markets Series

We propose a series of smaller market events that offer a diverse range of markets over the season. Plant / flower market, hawkers market, organic / growers market, art market and a car boot sale could be part of this series. We suggest a strategy that gives current brick and mortar businesses first right of refusal on being involved in the event, rather than competing with it. These events could feature local musicians, live visual artists, street performers and family activities.

Postcode Parties

This concept is based around a series of events that focusses on entertainment for local residents. The series would act as a conceptual marketing umbrella, under which a selection of diverse events can take place. These events could be anything from Sunday jazz afternoons, a kite festival, busker afternoons, mini golf tournaments, local beach cricket competition. These events would be marketed locally and used as a way of promoting community and a sense of place.

Seafood by the Sculptures

During the Sculptures by the Sea, brick and mortar businesses are at capacity for a majority of the day and night. During this peak time, there may be an option to provide further access to food and beverage to the thousands of people that visit the site daily. One suggestion we have is a seafood festival that celebrates local produce, chefs, beverages etc and gives tourists a secondary reason to visit and stay on the beach.

Wellness Bookings

Another issue that currently exists along the Cottesloe coast is a lack of home for yoga / exercise groups to run classes. Currently there are options for park hire etc, but the costs are out of reach for most commercial groups to pay. There may be space in the programming of this project to allow these groups to 'book' the space at a rate that is commercially viable.



ARTIST'S IMPRESSION ONLY



POSSIBLE INCLUSIONS:

- ① TUNNEL SLIDES FROM TERRACES TO BEACH
- ② UPGRADE BALUSTRADE TO TOP OF WALK WAY
- ③ RANDOM RE-LOCATABLE LOUNGE SEATING
- ④ PETITION SCREENING WITH ARTWORKS TO FACE
- ⑤ COLOURING SHADE AREA MIRRORING BEACH UMBRELLAS
- ⑥ RE-LOCATABLE SEA CONTAINER THAT CAN BE LEASED BY LOCAL BUSINESS FOR POP UP SHOPS
- ⑦ SHADE STRUCTURE TO REFLECT PROPOSED STRUCTURE ON BEACH
- ⑧ RE-LOCATABLE TREES IN PLANTER BOXES
- ⑨ EVENT SPACE WITH SEATING
- ⑩ MURAL TO ROAD SURFACE ON MARINE PDE
- ⑪ POP-UP SEATING AND SHADE IN PARKING BAYS



09 What Next?

1. Council to obtain Community Feedback on this document.
2. The Foreshore committee to review the community feedback and provide a recommendation to council for endorsement.
3. Council to vote on acceptance or amendment.
4. Proceed to enact the first stage of works in three distinct parts.
 - a. Proceed with the Infrastructure rationalisation work effective immediately (item 2 in this document) to make the foreshore safer and more functional and attractive.
 - b. Proceed with the summer trials (item 6 in this document) located in Carpark number 1 and along Marine Parade. These will commence in late January through to mid March. Council will be provided with a review and recommendation at the close of that period.
 - c. Proceed to detail and document and obtain quotes for the disability access works (item 3 in this document) and the Beach shelter works (item 4 in this package) and the foreshore signage (item 5 in this document) with a view to construction in autumn 2018 after this coming peak summer period.

