

40. SHIRLEY ENTRANCE SIGN

Officer responsible Community Advocate – Nick Chapman	Author Kevin Mara, DDI 941 6401
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The purpose of this report is to provide the Community Board with an update on the design of an entrance sign for Shirley.


INTRODUCTION

In 2002 the idea of a welcome sign for the Shirley area was suggested. A report went to Council and permission was given for a "Welcome to Shirley" sign. The sign would be located in the grassed triangle area at the Hills Road/Shirley Road intersection. The Community Board ran a design competition and the Shirley Primary School children did some artwork. Ideas from the school children included waterways, rugby league posts, Maori design and trees.


OPTIONS

There are two options which have been designed by Mark Duggan of City Solutions. Mark's designs are a result of consultation with the Maori Liaison Officer and the Shirley Community Youth Worker, input from Shirley Primary School children, searches on library resources regarding Shirley's residential history, and site visits to various suburban elements ie. Emmett Street, local waterway enhancements and the community centre.

Option 1

 <p>Style The overall style and design is based upon a strong upward pointing wedge. It has an almost formal quality, which clearly defines the sign as a solid structure. This strong form together with the living elements of the trees, koru and earth create a sense of unity and community for Shirley.</p> <p>Rural Beginnings The jagged 'ploughed earth' line represents Shirley's rural origins, which included farms, market gardens and even sand dunes.</p> <p>Foundation A rock base compliments the 'Earth' and 'Life' layers. It gives a solid, textural contrast to the rest of the sign.</p>	<p>Living Environment The trees of Emmett St are typical of the affinity the people of Shirley have with their environment. They also draw strongly on Shirley's history: Emmett started a farm approximately where Medway and Aldersley Streets are now. The Emmett farm supplied milk to the areas of Shirley, Richmond and St Albans.</p> <p>Koru The Koru represents many aspects of Shirley including:</p> <p>Its strength – the large sweeping arcs of the Koru.</p> <p>Its Unity – the heart of the Koru.</p> <p>Its sense of Community – the cohesive nature of the Koru shape.</p>
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Option 2

 <p>Style</p> <p>The overall style and design of the sign evokes a sense of place for the community. It draws strongly on its history as well as its affinity with the environment. It has a casual feel, yet retains a cohesive form with the use of the Koru.</p> <p>Rural Beginnings</p> <p>Shirley's rural origins included farms, market gardens and even sand dunes.</p>	<p>Living Environment</p> <p>The trees of Emmett St are typical of the affinity the people of Shirley have with their environment. They also draw strongly on Shirley's history: Emmett started a farm approximately where Medway and Aldersley Streets are now. The Emmett farm supplied milk to the areas of Shirley, Richmond and St Albans.</p> <p>Koru</p> <p>The Koru represents many aspects of Shirley including:</p> <p>Its strength – the large sweeping arcs of the Koru. The opposing arc around the ploughed fields visually balances this.</p> <p>Its Unity – the heart of the Koru.</p> <p>Its sense of Community – the cohesive nature of the Koru shape.</p> <p>Recreation</p> <p>Shirley's strong Rugby league following is an example of how passionate the suburb is with its sport and recreation.</p>
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COST

Estimated costs for each option are based on the following size estimates.

Option 1

Footprint – 2000mm x 800mm
Height – 1400mm
Bottom Length – 2000mm
Top Length – 1400mm
\$10,000

Option 2

Footprint – 1200mm x 600mm
Height – 1800mm
\$10,000

CONCLUSION

The entrance sign will create a sense of pride and help foster some community spirit for the suburb of Shirley. The decision on funding the sign has already been made, with the Shirley/Papanui Community Board funding this project.

A decision on the final design needs to be made and confirmation of the siting of the sign is also required.

Staff

Recommendation: That the Community Board:

1. Decide which option they prefer for the sign.
2. Approve the expenditure of \$10,000 for an entrance sign to be constructed and sited at the corner of Hills Road, Shirley Road and Warrington Street.
3. Approve for public consultation the Board's preferred option for the sign.

Chairperson's

Recommendation: Not seen by the Chairperson.