

## JEWEL CITY UPGRADE DESIGN PHILOSOPHY STATEMENT

The project was initiated by JDA with the expressed intention of;

- upgrading the physical environment of the Jewel city Precinct in phases, this being the first,
- this upgrade within a determined budget,
- to achieve the greatest impact on the physical environment in terms of setting an identity and base for the precincts physical development,
- To stimulate both investment and physical improvement in the environment for the City and the users and visitors to Jewel City.

With these goals the design was approached with the following objectives.

- To create an unique identity ,
- To address issues of functionality within the precinct, parking, entrance, traffic flow, landscaping and lighting,
- To address linkages with other physical environment improvements in the area,
- To capture and reflect the function of the area in an innovative way,
- To do this in a minimalist way to be within the budget
- To include commissioned artwork as part of creating cultural recognition.

Within the above goals and objectives the design philosophy identified with stakeholder participation the essential first pieces of urban upgrade, including gateway elements and specific pavement improvements.

The introduction of a fractal pattern of innovative local content mosaic strips in the pavement improvements to reflect the refraction of jewels in the landscape brought light and delight into simple pavement upgrade. This pattern sits within a simple palette of materials thus high lighting the sparkling nature of Jewel City, and leads the eye in unexpected directions focusing on special elements. The commissioned sculpture symbolizing the extraction and working of jewels from raw to finished announces the eastern gateway into the Precincts core and is one of the gateway sites. It Also has unique commissioned street furniture that supports the growing identity of the Precinct.

These simple beginnings are intended to grow as further investment both private and public establishes further development within the precinct.