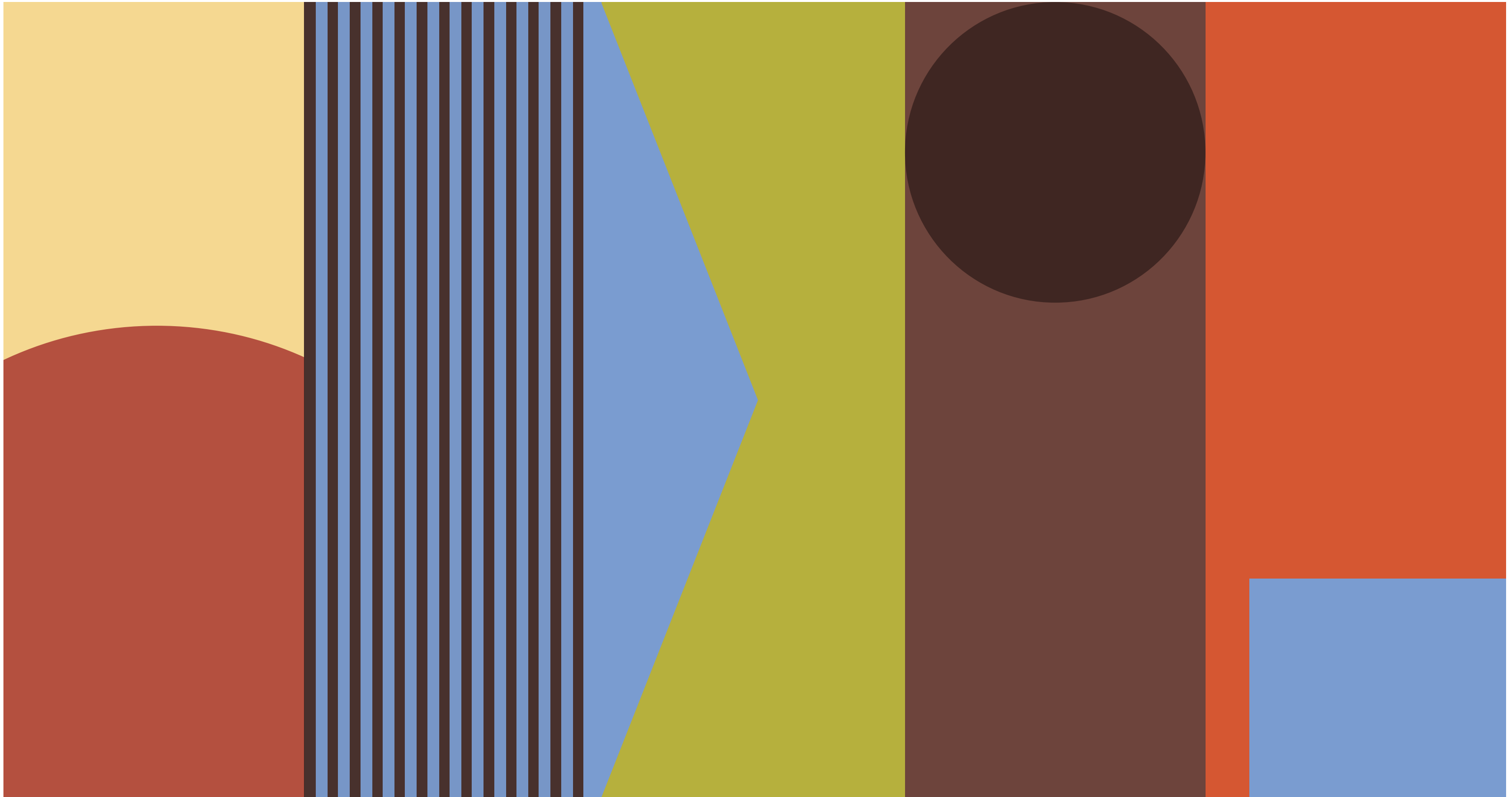


Point Samson Entry Statement Engagement Report 01

Revision B
02 April 2025
City of Karratha

CREATIVE SPACES



PROJECT SUMMARY

The City of Karratha has commissioned the development of a concept design and an Opinion of Probable Cost (OPC) for a new Entry Statement for the town of Point Samson. This initiative aligns with the Point Samson Interim Plan, which aims to enhance the town’s vibrancy and identity, benefiting both residents and visitors.

The project will involve extensive community engagement, ensuring that the final design reflects the local community’s vision while meeting technical, environmental, and aesthetic requirements. The final deliverables will include a fully developed concept design, cost estimation, and documentation for procurement and construction.

PROJECT SCOPE

The project is structured into three key stages:

1. Stage One – Site Visit & Engagement Session 1

- Conduct an initial project meeting with City of Karratha staff.
- Prepare materials for the first community engagement session.
- Undertake a two-day site visit to assess the landscape and existing infrastructure.
- Facilitate Engagement Session 1 to gather community input on design themes and influences.
- Prepare a summary report outlining engagement outcomes.

2. Stage Two – Concept Design

- Develop three distinct concept designs based on community input.
- Present designs in a project meeting with City staff for feedback.

- Consult with a structural engineer to ensure compliance with Cyclone Region D requirements.
- Revise designs based on feedback and engineering input.
- Prepare for Engagement Session 2, where the community will review and refine concepts.
- Conduct a second two-day site visit to present and workshop the designs.
- Provide a summary report on the engagement outcomes and preferred design selection.

3. Stage Three – Final Concept Design & OPC

- Develop the final concept design based on the preferred community selection.
- Present the final concept in a project meeting with City staff.
- Prepare final artwork and technical drawings for structural engineering certification.
- Provide a detailed Opinion of Probable Cost (OPC) for fabrication, installation, and maintenance.

KEY CONSIDERATIONS

- The Entry Statement must be high-quality, modern, and visually impactful, enhancing Point Samson’s identity.
- The design must consider local environmental conditions, including extreme sun, wind, cyclone activity, and salt exposure.
- Community engagement is central to the project, ensuring that the design reflects the town’s values and heritage.
- The final design will be documented for procurement, ensuring smooth fabrication and installation.



FEEDBACK SUMMARY

Below is a summary of the community feedback from the initial consultation held on the 13 March 2025 at the Point Samson Community Hall. The full set of feedback can be found on the following pages.

POINT SAMSON’S IDENTITY

- The town is described as peaceful, relaxed, friendly, and connected to the ocean.
- It is seen as a small, tight-knit community with a strong fishing heritage, distinct from mining towns in the region.
- Unique aspects include its history as a fishing village, abundant sea life (whales, turtles, crabs), and a safe, family-friendly lifestyle.
- Top experiences for visitors include exploring the town on foot, enjoying the beaches, and whale watching.

PRACTICAL CONSIDERATIONS

- Preferred materials: durable and natural, such as stone, steel (hot-dipped or stainless), and limestone, which can withstand the coastal climate.
- Lighting: Mostly supported, with a preference for solar-powered, cyclone-rated, and vandal-proof solutions.
- Sustainability: Use native plants, ensure structures are cyclone-resistant, and consider recycling bins in parks and beaches.

FIRST IMPRESSIONS & MESSAGING

- Visitors should feel welcomed, relaxed, and safe upon arrival.
- The town should be portrayed as a close-knit, non-mining community that values its environment.
- Suggested messaging includes "Pilbara Paradise," reminders to respect the land and beaches, and possibly dual naming to acknowledge the Traditional Owners.

VISUAL & DESIGN ELEMENTS

- The design should reflect Point Samson’s fishing heritage, marine life, and coastal beauty.
- Suggested elements include whales, turtles, barramundi, fishing trawlers, nets, and local birdlife.
- The entry statement should be traditional but with a modern, Instagram-worthy appeal.
- A dual-sided sign with a welcome message on entry and a farewell message on exit was suggested.

CULTURAL & HISTORICAL SIGNIFICANCE

- The town's fishing industry, the old jetty, and Sam’s Creek are key historical themes.
- Bill Miller, a pioneer of the local fishing industry, was highlighted as an important figure whose contributions should be recognised.
- Acknowledging the Traditional Owners is important, with suggestions for dual naming and consultation with Ngarluma Elders.

ADDITIONAL FEEDBACK

- There is support for a simple Corten steel entry sign at Pope’s Nose causeway.
- Other historical and interpretive elements (including a Bill Miller statue) should be installed at the information bay, which should be upgraded as a separate project.



COMMUNITY FEEDBACK

POINT SAMSON'S IDENTITY

- A. What three words best describe Point Samson to someone who has never been here?
- B. What makes Point Samson unique compared to other places in the region?
- C. If a visitor only had time for one experience here, what should it be?

A.

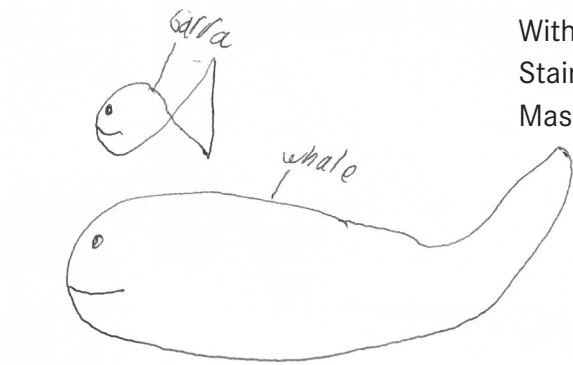
Find the bar
It's a vibe!
Paradise
Fishing, ocean, powerful
Adversity, stamina, community
Small town, friendly, fishing
'My island home'
Fishing, ocean, peaceful
Friendly, safe, beach
Beach, relax, sun
Location, simplicity, access to the ocean
Beautiful, safe, community
Picturesque, coastal, easy going & friendly
Quiet, beautiful, relaxed
Peaceful, Relaxed, Friendly
Nature, Beach, Quiet
Lifestyle, community, beach
Peaceful seaside town

B.

Fishing village:
Old boat
Old jetty
Boating, fishing
Not about mining
Lifestyle
Small town
Good mates
Quiet, out of the hustle and bustle, fishing, beaches
Fishing (town is built on it), not about mining
Giant mud crabs, lots of sea life, not mining
Community feels and lifestyle!
Living on the seashore, the reef and the playground and green spaces
Small community town everyone friendly
Humpback whales swim past the Bay daily in the deep water channel in winter
Unique landscape and white sand, clear blue beaches. Strong community and laidback lifestyle. Whales, turtles etc"
Kids still ride bikes with trailers attached, fishing rods on holders. Kids walk in groups with SUP'S overhead all going paddling together. We are a family town the kids feel safe we all know just about everyone so we look out for our kids. new commers are welcome.

C.

Just walk around town and take it all in
Everything you want to do in Samson can be done by walking
Beach after party at Crabby's!
Having a swim at the beach
Beaches
See the whales
Sightseeing, beaches
Whale watching



Design by community attendee

PRACTICAL CONSIDERATIONS

- A. What materials do you think would be most suitable for the climate and landscape here?
- B. Should the entry statement include lighting or other interactive elements?
- C. Are there any environmental or sustainability considerations we should take into account?

A.

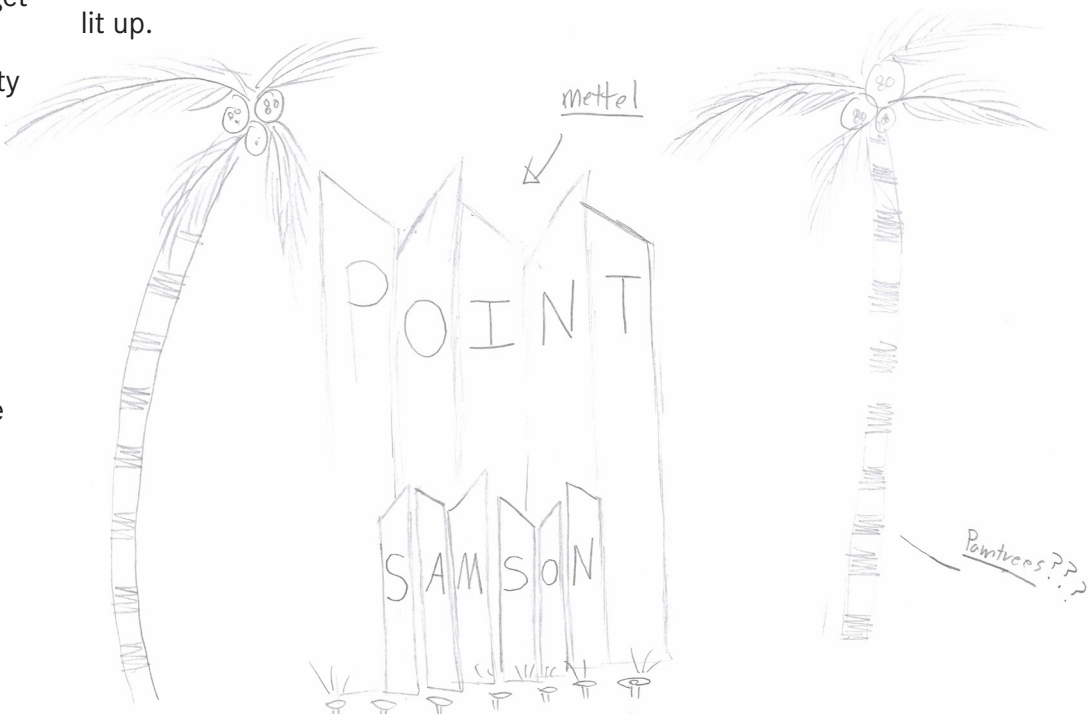
Material: stone
Plants & Landscaping: Native (local) plants, low water, temp tolerant, attractive for local birds, lizards etc, no coconut palms, some salt tolerant
Steel: Hot dipped steel
Limestone?
Concrete
Limestone
Local materials
Rusty steel like Marble Bar, nut with silhouette of fishing trawler
Hardy materials
Steel & stone (Karratha stone?), lighting, natural weathering
Blend in with the environment.
Ensure that it will age well and not become an eyesore that doesn't get maintained. Keep it simple. Might be an opportunity to move the jetty park out to this location and do something better at that site?
Unknown
Earthy natural materials
Stone, steel
With cyclones and sea water
Stainless Steel 316 not 304 grade
Masonry.

B.

Lighting: Solar powered, Cyclone rated, Vandal proof
Something that can last through sun, sand, salt, wind & rain. Lights should be a definite. No to interactive.
Lighting should be provided (LED, batteries), Karratha stone/local materials, local plants suited to this - encouraging local wildlife, climate
Lighting for night, UV, cyclone rated
Lights should be dramatic under structure, not just bright light
Solar lighting
Keep it simple
No (x 3)
Definitely lighting. look at the amazing light shows at Kings Park in Perth, white doves in trees at night lit up.

C.

Cyclone rated and UV protected (Yalgoo sign)
Cyclone rated
The info bay floods
Needs to be instagram worthy
Plant native trees and plants only. Ensure that if irrigated that you use robust plumbing to make it last and not look bad.
More recycling bins within the community at parks and beaches.
Yes plant native flora.



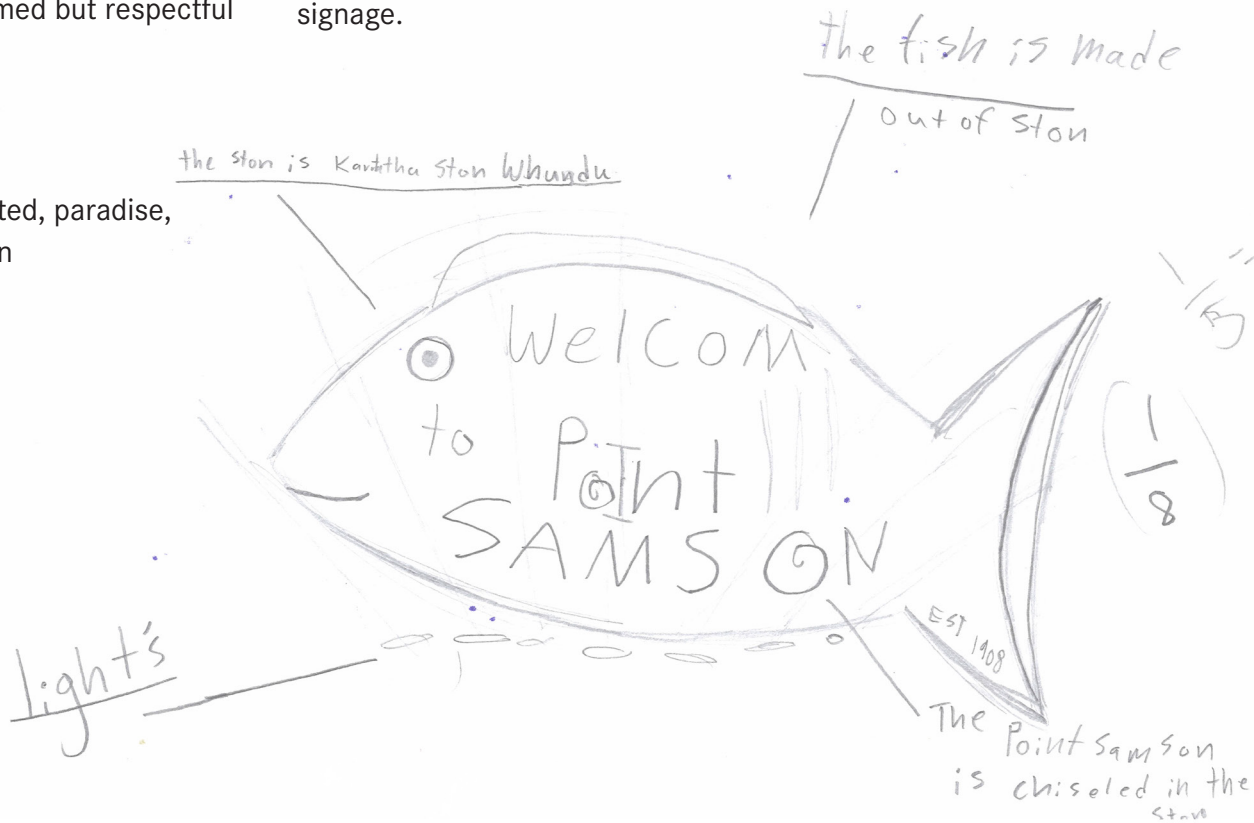
Design by Abigail North

COMMUNITY FEEDBACK

FIRST IMPRESSIONS & MESSAGING

- A. How do we want people to feel when they arrive in our town?
- B. What do we want visitors to know about our town before they even step out of their car?
- C. If you could send a message to visitors through this entry statement, what would it be?

- | | | |
|---|--|--|
| A. | B. | C. |
| Welcome | Loved little town | This is a non mining town & the residents love where they live! |
| Welcome and relaxed | Large community feel which is very welcoming of new comers. | We are a peaceful, friendly town. |
| Relaxed & welcome | 65 kids in town! | Be kind, be respectful and enjoy our beautiful town. |
| Relax & enjoy our beautiful town | Small town with large community, earliest members of the Pilbara supporting trade. | Welcome please leave the place the way you found it respectfully clean up and treat everyone with respect and dignity. |
| Peaceful & beautiful | We love where we live, it's a unique environmental area and to leave no mess and respect our town. Enjoy themselves. | Look around at the natural beauty. |
| Relaxed, friendly & safe | Clean up after your self! | Love and respect our beaches the water and our land |
| Coastal feeling capturing local fish (blue bone etc), crabs & sealife & our history | There is special wildlife here | |
| Safe, casual, relaxed, friendly, paradise | With an amazing informative visual entry statement. Tell the story through visual art sculptures and signage. | |
| More palm tress (No!) | | |
| Happy! Welcomed | | |
| Pilbara Paradise (car licence plates) | | |
| Pilbara Paradise | | |
| Welcomed, informed but respectful | | |
| Welcomed | | |
| Slow down, Walk | | |
| Welcome | | |
| relaxed, feel excited, paradise, friendly little town | | |

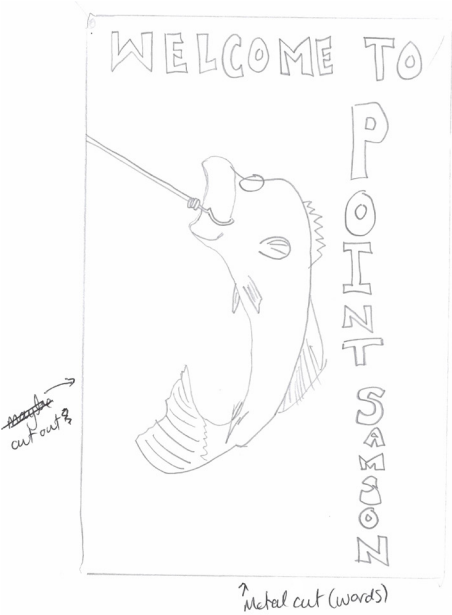


Design by the North family

VISUAL & DESIGN ELEMENTS

- A. What images, landmarks, or natural features should inspire the design of the entry statement?
- B. Should the statement be bold and modern, or more traditional and understated?
- C. Do you think text (such as a slogan or town motto) should be included? If so, what should it say?

- | | | |
|--|---|--|
| A. | Point Samson was the port for everything (Cossack silted over), fishing industry, Bill Miller, needs to recalim fishing identity/heritage - 'it made the town', Sam's Creek - basis of the fishing, Samson includes Sam's Creek (first power generation), economic hub of Point Samson. | B. |
| Whale migration, barramundi, sea snake | The beach, the jetty, the estuary and the reef.. maybe the contrast from the red to whit to blue. | Bold & beautiful |
| Turtles, whales = sea life | Sunset views , Stair case to the moon on the beach. | I don't think the entry statement should look too modern, capturing more history & keeping same look of other signage in town. |
| We've a crab & whales park - what about a giant Barra or a Pearl in a clam | Jetty, beach , birds , manta ray , octopus, humpback, local flora. | Fishing and Bill Miller, Traditional |
| Fishing trawlers (Caroline M - one of the first commercial travelers in Samson), Jarman Island lighthouse, mackerel (species fished commercially in the early days), coastal birdlife (oyster catcher, osprey) | Our town history, sellouts (cutouts?) of people caring bags of asbestos, a rail line running into town, mantarays flying through the air, whales breaching, Turtles laying eggs. | No signs - they fade |
| Nautical, sea theme, not mining, insta-worthy (tourists), giant barramundi, giant whale, tourists get away from the city | | Rustic |
| A fishing trawler | | Needs to be a photo opportunity |
| A big snagga (sausage, from Liam) | | Small sign near bridge |
| Fish! Happy! Relax! | | More traditional and straightforward. |
| Nautical theme, instagram worthy | | The people of samson are genuine and down to earth. |
| History that drove the town (fishing/ commercial) (mining) - No | | Traditional (x 2) |
| Fishing net to be made out of corten, patina & age, trawler net with sea life - sword sharks, barramundi, blue swimmer crabs, story of Point Samson. | | Bold, modern beachy |
| Fishing net with a seat | | Traditional but modern, Instagram worthy |
| Wool was the first trade, pearling net could encompass all | | C. |
| Insta-worthy, dual naming, coast & sea life, history, not mining | | Pilbara Paradise |
| Sunrise coming in, sunset leaving | | Welcome to Point Samson |



Design by the North family

(No x 2)
Point Samson Pilbara Paradise the image attached shows dual naming and we could have the marine animals floating at the top and the land and train rail running through the bottom.

COMMUNITY FEEDBACK

CULTURAL & HISTORICAL SIGNIFICANCE

A. Are there any important local stories, historical events, or cultural aspects that should be reflected in the entry statement?

B. How do we acknowledge and respect the Traditional Owners and their connection to this land?

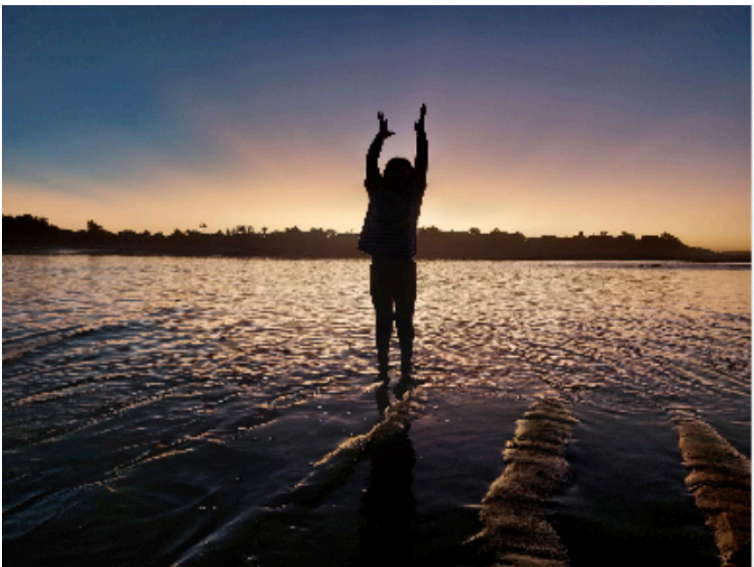
C. Are there symbols, materials, or colours that hold special meaning for the Point Samson community?

- A.
Fishing industry
State shipping port
Shells
Pearling beach in the day
Jetty (unloading the asbestos)
Town largely developed by commercial fishing industry
Agricultural!
Sheep/wool (no)
The old jetty
Cultural history - middens
Big barramundi (Jed)
Town tied to the closure of Cossack as a port
Yes important to explain how why the town is here (fishing, asbestos port etc)
Old jetty
Acknowledge that this is the homelands of Ngarluma people.
Respect and reconcile by using the traditional name for this place. There is one in the Ngarluma language dictionary.
Dual Naming, Point Samson, Mulla Gulla
- B.
Site middens
Ask the local elders
Ngarluma cultural dependency on: mangrove health - clean up commercial fuel and oil spills and fire management
Acknowledge the Ngarluma people
Consult with Ngarluma elders
Let them tell their story about this place what it means to them and their stories
With respect for all within the community
We do poorly at this. We need to include more in signage and design of places.
Dual name the entry sign
tell the story of an indigenous family running from the stolen generation. Its real it happened and its very interesting and history.

- C.
Ocean Colours
Mermaid
Local flora and fauna (lots of flora)
The colours of the water, reef on sunset. Blue of the water in winter on a neap tide. There are often manta rays in the bay, dolphins hunting in the shallows. The local pheasant coucal they are ever present and charismatic.. the beautiful star finch (Bathilda ruficauda) that appear at the bird bath.
Humpback whale, Acacia, Jetty
Our town lives on the waters edge the water and everything in it is why we live here.

OTHER COMMENTS NOT RELATED TO THE QUESTIONS ASKED

- Whole info bay
- Re-do storyboard - services on a map, include what's allowed and what's not allowed (paid camping only etc).
- Shaded seating area located near 'The statement'
- Environmental restrictions on the reef - needs to be included in the info bay.
- Sustainable art - whales, turtles
- Flow into info panels about what visitors can do.
- Sign & info bay needs to be done together.



Images provided by community respondents

COMMUNITY FEEDBACK

ADDITIONAL FEEDBACK PROVIDED

Our understanding is that the workshop conducted by you refers to gathering people’s thoughts on a single sign to be erected, not the whole area currently referred to as the Information Bay, this will be a separate project.

The historical backbone of Point Samson, and still current today, is the fishing industry and we believe this should be the theme carried through, especially highlighting Bill Miller’s contribution to the town and fishing industry.

A little history about Bill which you could follow up at the local history section of the Karratha Library.

Bill Miller developed the ongoing fishing industry in Point Samson in the 1940’s and lived in Point Samson with his family until his death.

Bill built the old fisheries building in Point Samson on the foreshore,

then the fish factory, shop and accommodation that stands today. In later times he built the Samson Tavern and the caravan park. There is a street named after him in Point Samson.

He was a Shire of Roebourne Councillor representing Point Samson and Wickham.

He was also instrumental in the establishment of the game fishing shack on Rosemary Island for the Nor-west Game Fishing Club.

Sam’s Creek was the main harbour for fishing boats and the prawning industry until John’s Creek harbour was established.

Taking into consideration the town precinct and the importance of Sam’s Creek to the town, we would like to see the following:-

A Point Samson entrance sign to

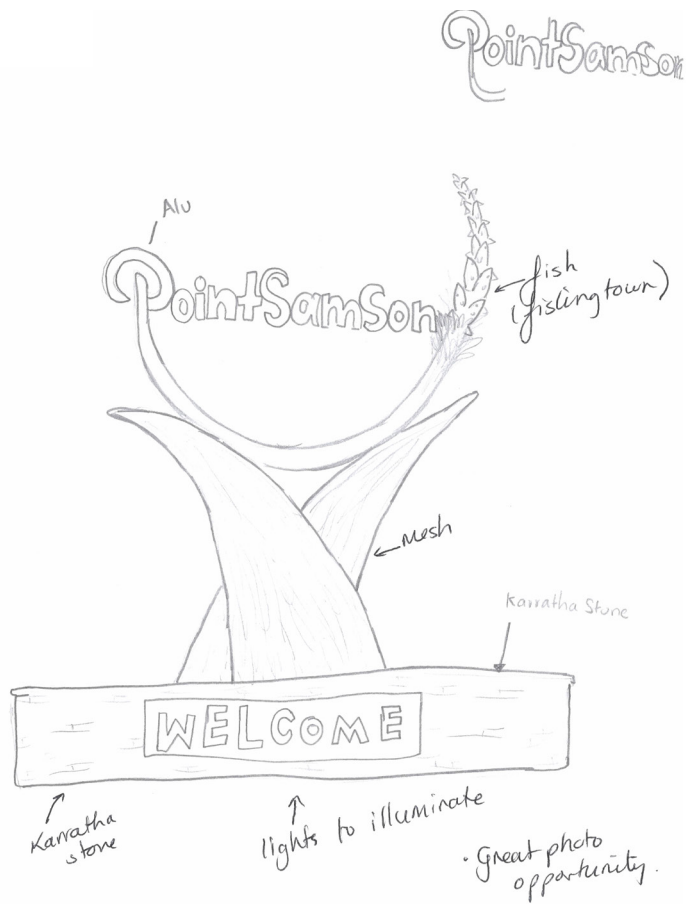
be erected over the Pope’s Nose causeway where the existing recreational car park is situated. To be a plain sign, with the town name cut from Corten steel and steel posts. Maybe a fish motif incorporated.

All other signs, artwork etc. to be installed in the existing information bay, including a bronze statue of Bill Miller.

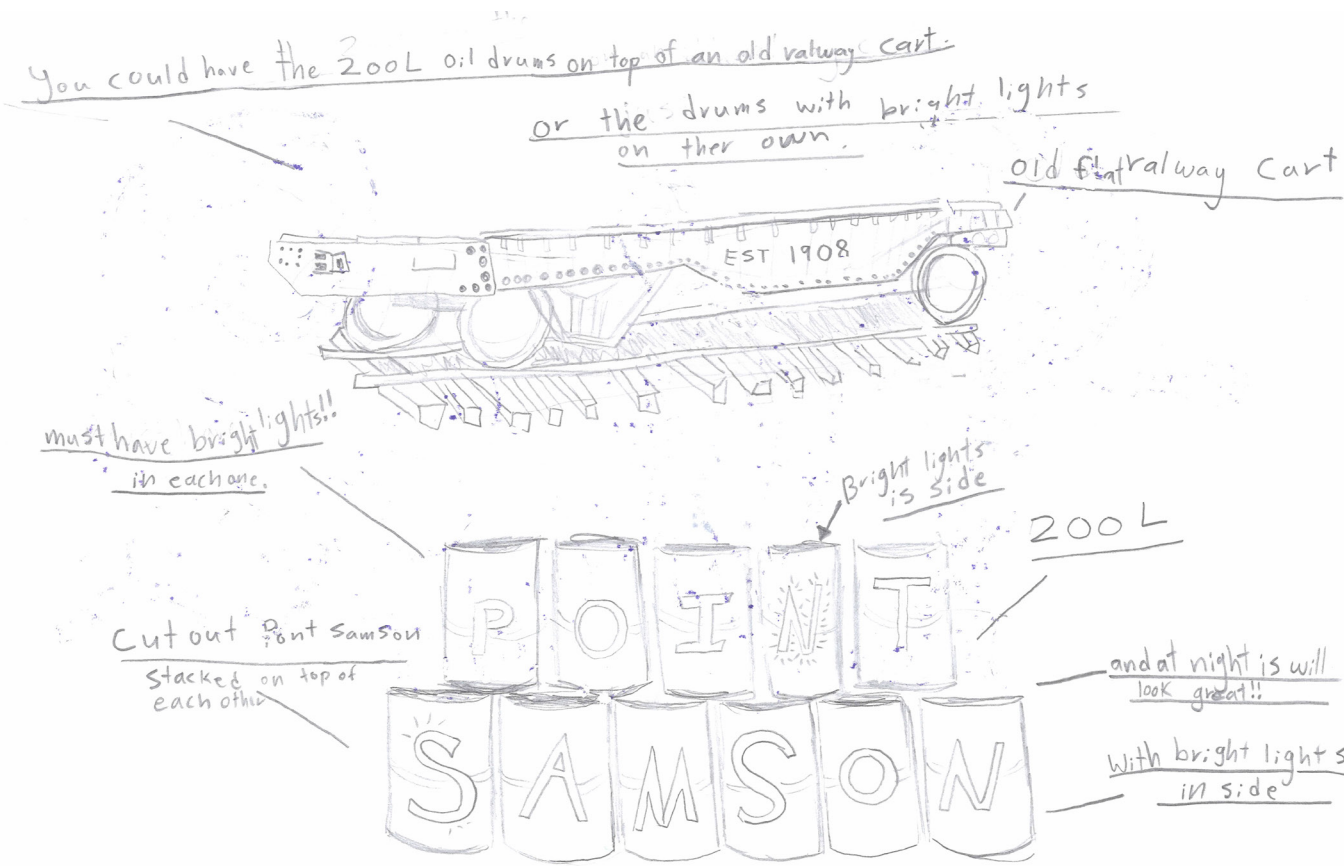
For your information, Point Samson is an island at high tides and takes in the Popes Nose mangal, Sams Creek, the Back Beach, adjoining reefs and Johns Creek mangal, coupled to the commercial fishing boat harbour and public recreational boating facilities. It can only be accessed by vehicle over the Popes Nose causeway, or by boat. Cape Lambert, the site of Rio Tinto’s iron ore export plant, is not part of the Point Samson townsite.



Design by Esther North



Design by Hannah North



Design by the North family

ADJACENT TOWN SIGNAGE

Provided here for reference purposes.



Cossack entry statement and interpretive signage



Roebourne entry statement and interpretive signage



Dampier entry statement, interpretive signage and community noticeboard



A selection of objects and signage within the Wickham entry statement/area



7/1 Almondbury Rd
Mount Lawley WA 6050
08 9227 9396

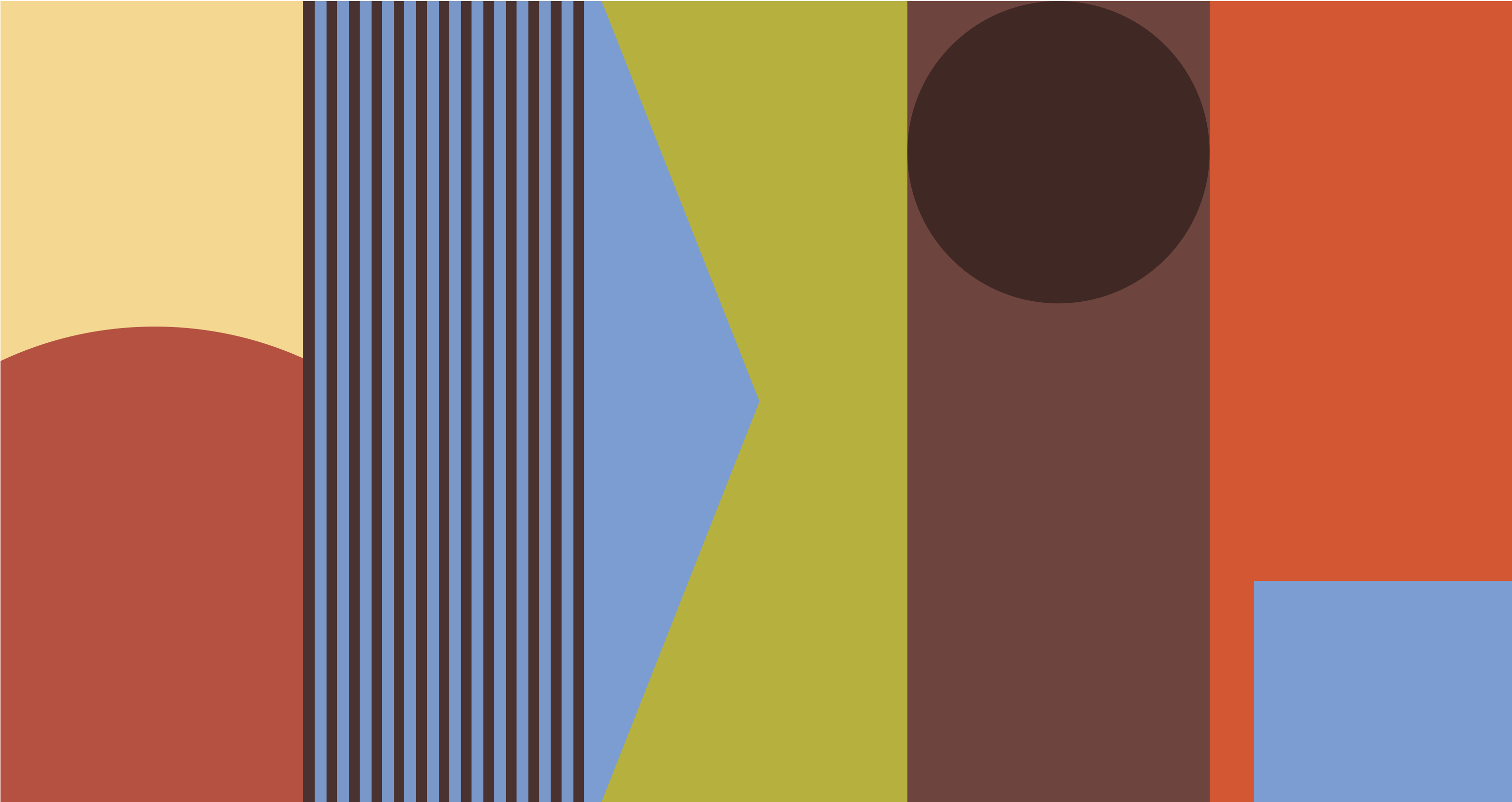
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CREATIVE SPACES

Point Samson Entry Statements Concept Designs

CONCEPTS
04 April 2025
City of Karratha

CREATIVE SPACES



Welcome to Point Samson

Visual Research

Point Samson is a relaxed and picturesque coastal village surrounded by mangrove forests. It is a popular holiday destination and is famous for fishing and snorkelling, protected sandy beaches and sunsets.

CONCEPTS
Point Samson Entry Statements
Concept Designs

CREATIVE SPACES



Historical photo of the Point Samson Jetty.
State Library of Western Australia



Families fishing from the Point Samson Jetty, 1980.
City of Karratha Facebook page/Donated by the Delich Family



Fishing at sunset, the Point Samson lifestyle.
The Cove Holiday Village



Local kids getting around town on their bikes.



Honeymoon Cove, a popular destination.
Karratha is Calling website



Whale watching, popular activity for locals and tourists.
The Cove Holiday Village

Colour Palette Development
Selection of lifestyle images (old & new) show the vast range of colours Point Samson is bursting with. These colours can be used on the entry statement.



Concept 01

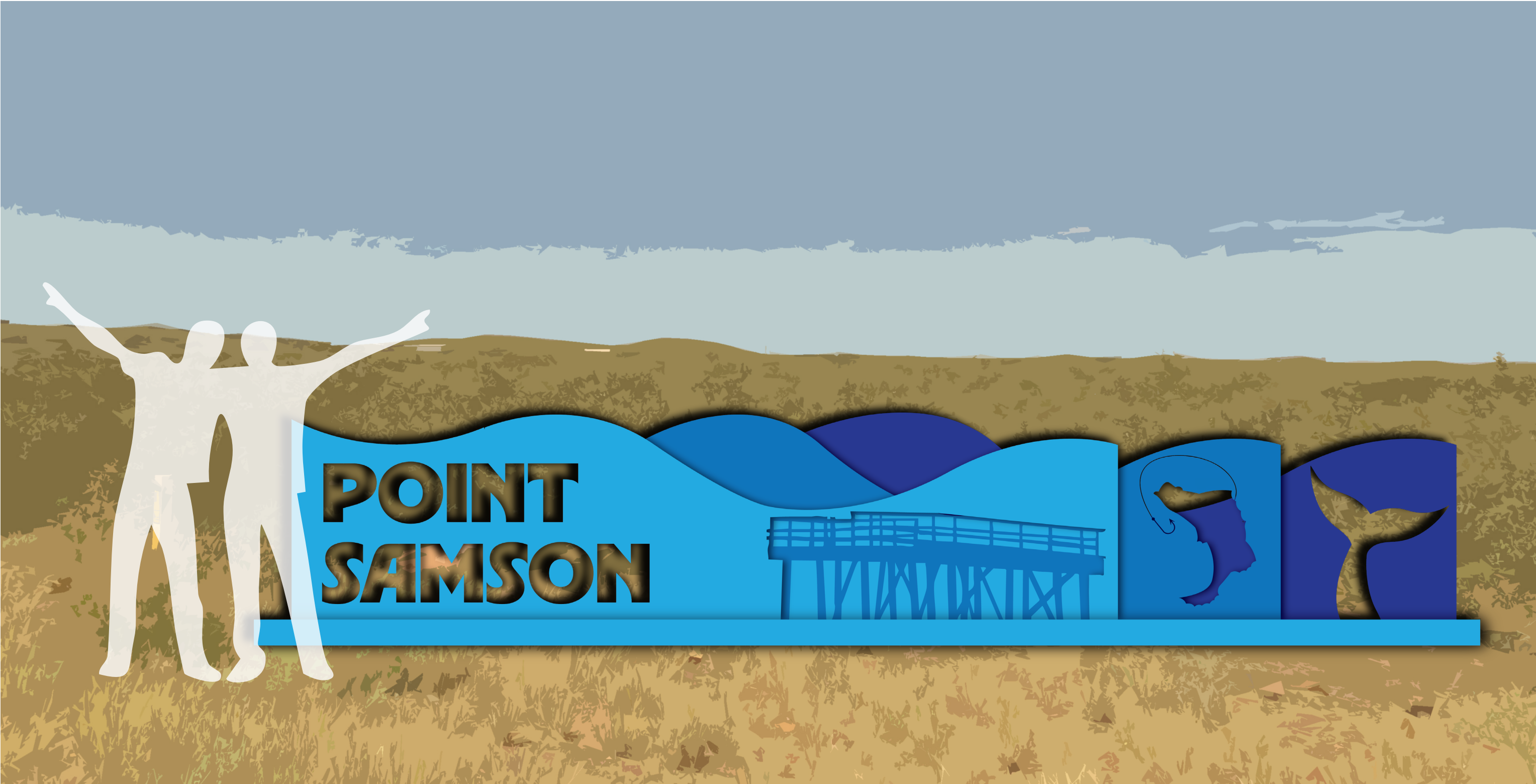
Design Rationale

This concept captures the essence of Point Samson through clear visual icons that reflect its lifestyle, activities, and history. The wave-like base (powder coated metal) connects to the coastal surroundings, while cut-out elements highlight the town’s key aspects—whale watching, the fishing culture, and the historic jetty—creating a strong, symbolic representation of Point Samson.



CONCEPTS
Point Samson Entry Statements
Concept Designs

CREATIVE SPACES



Concept 02

Design Rationale

This concept celebrates Point Samson’s renowned whale-watching experience with a striking whale tail feature (powder coated metal) that makes an immediate impact upon arrival. The bold typographic treatment (corten steel exterior and powder coated metal interior) of "RELAX" reinforces the town’s relaxed coastal lifestyle, subtly encouraging drivers to slow down and embrace the atmosphere. Additionally, the design incorporates seating (corten steel or Karratha stone), providing visitors with a perfect spot to pause and capture a memorable photo with the iconic whale tail.



CONCEPTS
Point Samson Entry Statements
Concept Designs

CREATIVE SPACES



Concept 03

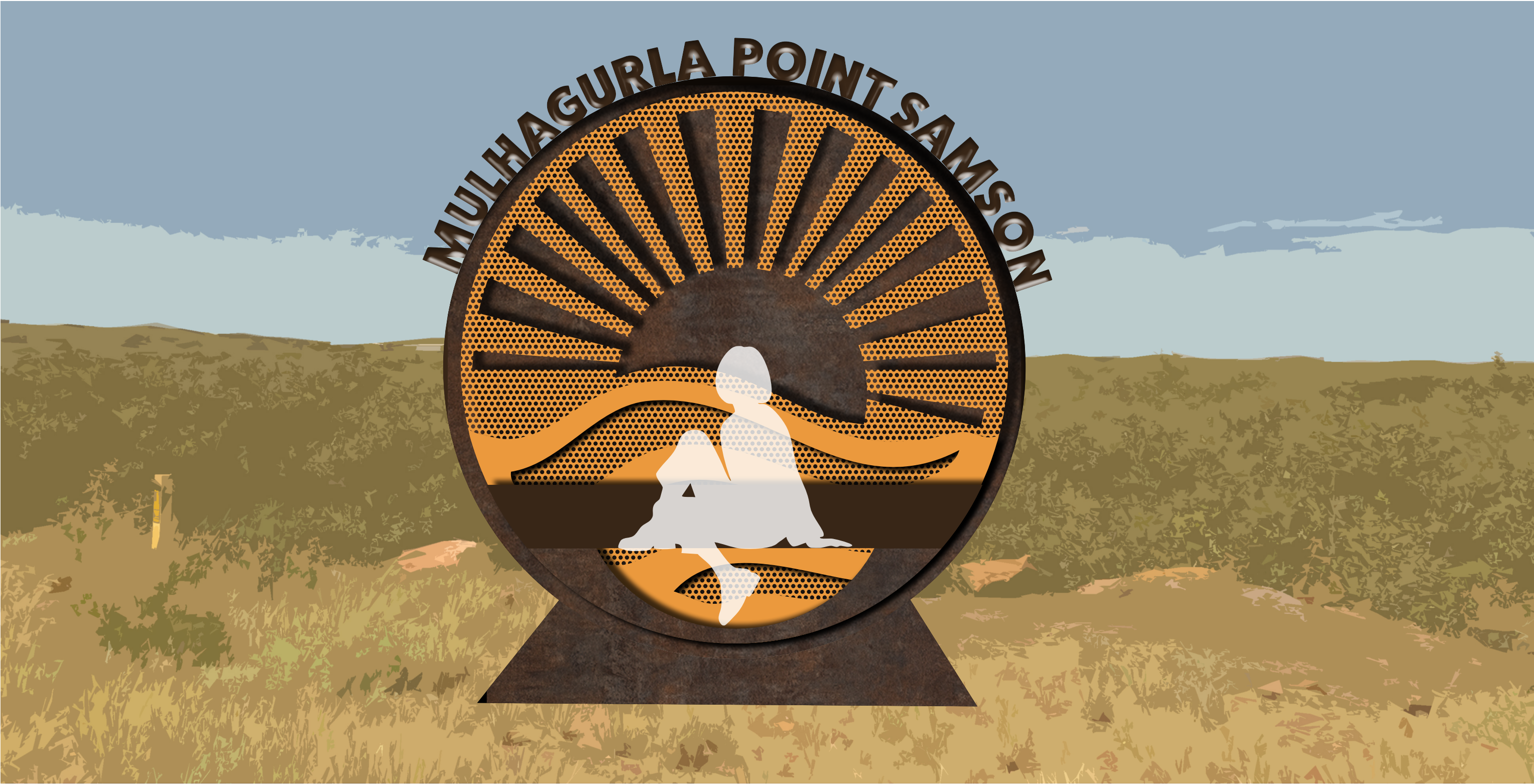
Design Rationale

This concept embodies Point Samson’s coastal lifestyle, where the sun meets the ocean at sunset. The inclusion of the dual name reinforces a deep connection to the land, reflecting the town’s cultural heritage. Organic shapes contrast with the structured materials (corten and perforated steel) creating a dynamic interplay of movement and depth. The use of rounded forms symbolises the town’s strong sense of unity and community while also fostering a welcoming atmosphere for visitors. Additionally, an integrated seating element offers a designated spot for visitors to rest and capture their arrival moment in Point Samson.



CONCEPTS
Point Samson Entry Statements
Concept Designs

CREATIVE SPACES





7/1 Almondbury Rd
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08 9227 9396

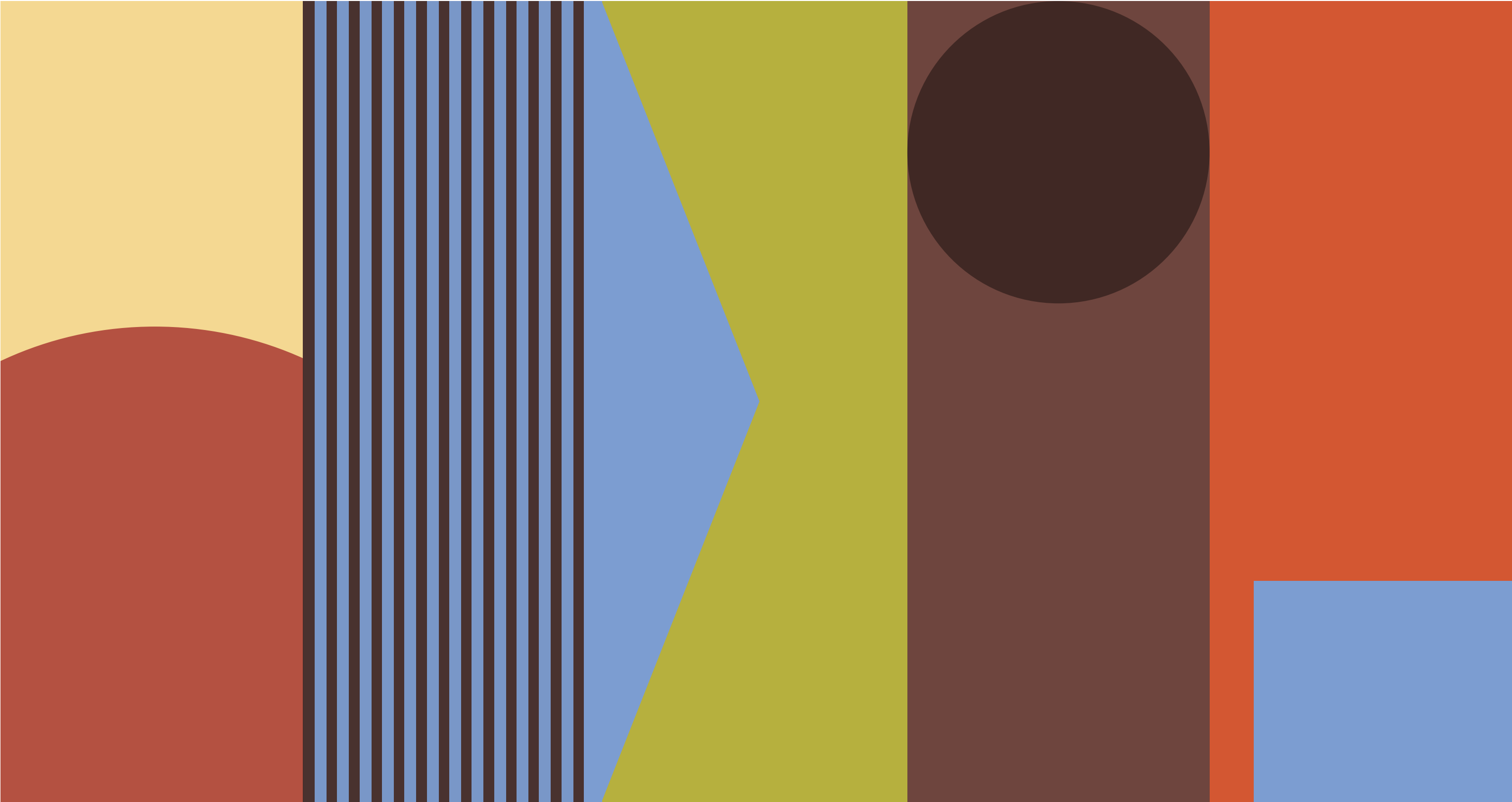
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CREATIVE SPACES

Point Samson Entry Statement Feedback Report 02

Revision B
07 May 2025
City of Karratha

CREATIVE SPACES



Point Samson Entry Statement Community Workshop 01 Feedback

Thursday 13th March 2025
Attendance: 20 (TBC)

FEEDBACK SUMMARY

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- Top experiences for visitors include exploring the town on foot, enjoying the beaches, and whale watching.

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- Lighting: Mostly supported, with a preference for solar-powered, cyclone-rated, and vandal-proof solutions.
- Sustainability: Use native plants, ensure structures are cyclone-resistant, and consider recycling bins in parks and beaches.

FIRST IMPRESSIONS & MESSAGING

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- The town should be portrayed as a close-knit, non-mining community that values its environment.
- Suggested messaging includes "Pilbara Paradise," reminders to respect the land and beaches, and possibly dual naming to acknowledge the Traditional Owners.

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- Suggested elements include whales, turtles, barramundi, fishing trawlers, nets, and local birdlife.
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COMMUNITY FEEDBACK

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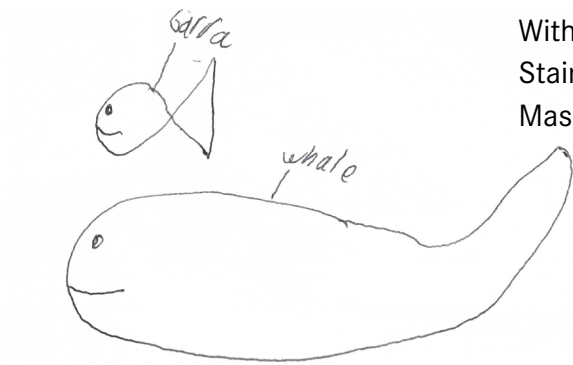
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'My island home'
Fishing, ocean, peaceful
Friendly, safe, beach
Beach, relax, sun
Location, simplicity, access to the ocean
Beautiful, safe, community
Picturesque, coastal, easy going & friendly
Quiet, beautiful, relaxed
Peaceful, Relaxed, Friendly
Nature, Beach, Quiet
Lifestyle, community, beach
Peaceful seaside town

B.

Fishing village:
Old boat
Old jetty
Boating, fishing
Not about mining
Lifestyle
Small town
Good mates
Quiet, out of the hustle and bustle, fishing, beaches
Fishing (town is built on it), not about mining
Giant mud crabs, lots of sea life, not mining
Community feels and lifestyle!
Living on the seashore, the reef and the playground and green spaces
Small community town everyone friendly
Humpback whales swim past the Bay daily in the deep water channel in winter
Unique landscape and white sand, clear blue beaches. Strong community and laidback lifestyle. Whales, turtles etc"
Kids still ride bikes with trailers attached, fishing rods on holders. Kids walk in groups with SUP'S overhead all going paddling together. We are a family town the kids feel safe we all know just about everyone so we look out for our kids. new commers are welcome.

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Just walk around town and take it all in
Everything you want to do in Samson can be done by walking
Beach after party at Crabby's!
Having a swim at the beach
Beaches
See the whales
Sightseeing, beaches
Whale watching



Design by community attendee

PRACTICAL CONSIDERATIONS

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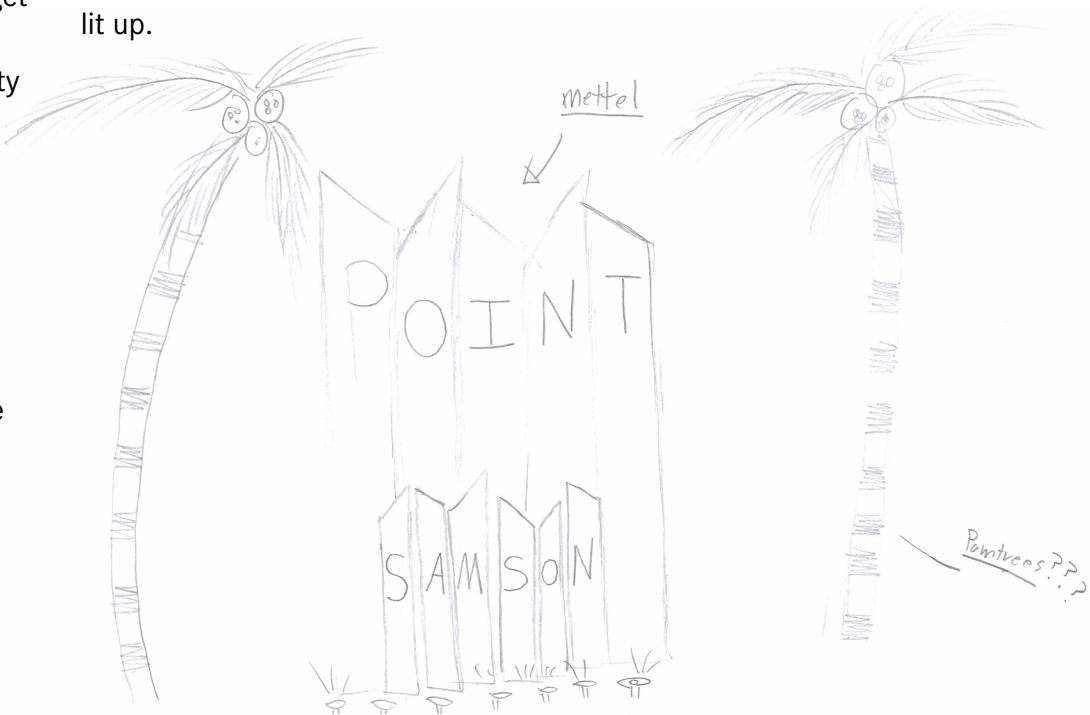
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Steel: Hot dipped steel
Limestone?
Concrete
Limestone
Local materials
Rusty steel like Marble Bar, nut with silhouette of fishing trawler
Hardy materials
Steel & stone (Karratha stone?), lighting, natural weathering
Blend in with the environment.
Ensure that it will age well and not become an eyesore that doesn't get maintained. Keep it simple. Might be an opportunity to move the jetty park out to this location and do something better at that site?
Unknown
Earthy natural materials
Stone, steel
With cyclones and sea water
Stainless Steel 316 not 304 grade
Masonry.

B.

Lighting: Solar powered, Cyclone rated, Vandal proof
Something that can last through sun, sand, salt, wind & rain. Lights should be a definite. No to interactive.
Lighting should be provided (LED, batteries), Karratha stone/local materials, local plants suited to this - encouraging local wildlife, climate
Lighting for night, UV, cyclone rated
Lights should be dramatic under structure, not just bright light
Solar lighting
Keep it simple
No (x 3)
Definitely lighting. look at the amazing light shows at Kings Park in Perth, white doves in trees at night lit up.

C.

Cyclone rated and UV protected (Yalgoo sign)
Cyclone rated
The info bay floods
Needs to be instagram worthy
Plant native trees and plants only. Ensure that if irrigated that you use robust plumbing to make it last and not look bad.
More recycling bins within the community at parks and beaches.
Yes plant native flora.



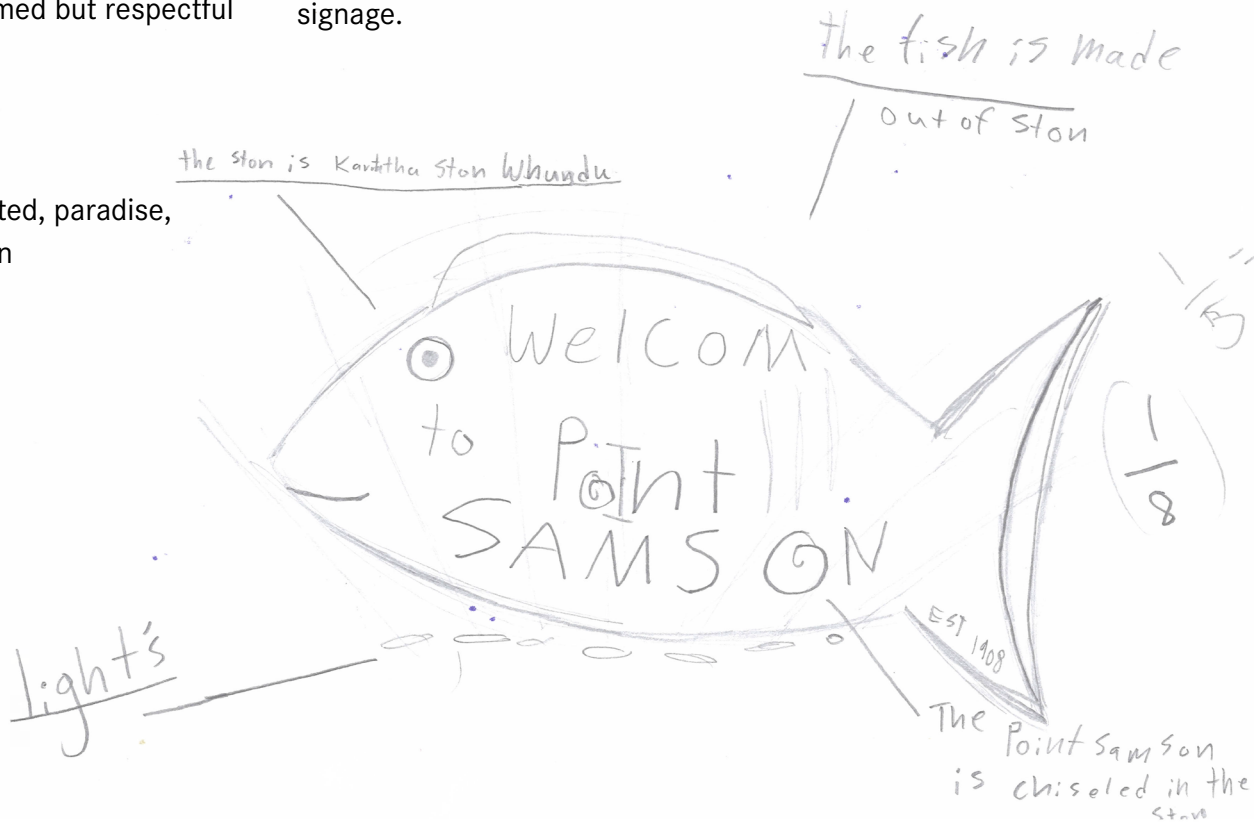
Design by Abigail North

COMMUNITY FEEDBACK

FIRST IMPRESSIONS & MESSAGING

- A. How do we want people to feel when they arrive in our town?
- B. What do we want visitors to know about our town before they even step out of their car?
- C. If you could send a message to visitors through this entry statement, what would it be?

- | | | |
|---|--|--|
| A. | B. | C. |
| Welcome | Loved little town | This is a non mining town & the residents love where they live! |
| Welcome and relaxed | Large community feel which is very welcoming of new comers. | We are a peaceful, friendly town. |
| Relaxed & welcome | 65 kids in town! | Be kind, be respectful and enjoy our beautiful town. |
| Relax & enjoy our beautiful town | Small town with large community, earliest members of the Pilbara supporting trade. | Welcome please leave the place the way you found it respectfully clean up and treat everyone with respect and dignity. |
| Peaceful & beautiful | We love where we live, it's a unique environmental area and to leave no mess and respect our town. Enjoy themselves. | Look around at the natural beauty. |
| Relaxed, friendly & safe | Clean up after your self! | Love and respect our beaches the water and our land |
| Coastal feeling capturing local fish (blue bone etc), crabs & sealife & our history | There is special wildlife here | |
| Safe, casual, relaxed, friendly, paradise | With an amazing informative visual entry statement. Tell the story through visual art sculptures and signage. | |
| More palm tress (No!) | | |
| Happy! Welcomed | | |
| Pilbara Paradise (car licence plates) | | |
| Pilbara Paradise | | |
| Welcomed, informed but respectful | | |
| Welcomed | | |
| Slow down, Walk | | |
| Welcome | | |
| relaxed, feel excited, paradise, friendly little town | | |



Design by the North family

VISUAL & DESIGN ELEMENTS

- A. What images, landmarks, or natural features should inspire the design of the entry statement?
- B. Should the statement be bold and modern, or more traditional and understated?
- C. Do you think text (such as a slogan or town motto) should be included? If so, what should it say?

- | | | |
|--|---|--|
| A. | Point Samson was the port for everything (Cossack silted over), fishing industry, Bill Miller, needs to recalim fishing identity/heritage - 'it made the town', Sam's Creek - basis of the fishing, Samson includes Sam's Creek (first power generation), economic hub of Point Samson. | B. |
| Whale migration, barramundi, sea snake | The beach, the jetty, the estuary and the reef.. maybe the contrast from the red to whit to blue. | Bold & beautiful |
| Turtles, whales = sea life | Sunset views , Stair case to the moon on the beach. | I don't think the entry statement should look too modern, capturing more history & keeping same look of other signage in town. |
| We've a crab & whales park - what about a giant Barra or a Pearl in a clam | Jetty, beach , birds , manta ray , octopus, humpback, local flora. | Fishing and Bill Miller, Traditional |
| Fishing trawlers (Caroline M - one of the first commercial travelers in Samson), Jarman Island lighthouse, mackerel (species fished commercially in the early days), coastal birdlife (oyster catcher, osprey) | Our town history, sellouts (cutouts?) of people caring bags of asbestos, a rail line running into town, mantarays flying through the air, whales breaching, Turtles laying eggs. | No signs - they fade |
| Nautical, sea theme, not mining, insta-worthy (tourists), giant barramundi, giant whale, tourists get away from the city | | Rustic |
| A fishing trawler | | Needs to be a photo opportunity |
| A big snagga (sausage, from Liam) | | Small sign near bridge |
| Fish! Happy! Relax! | | More traditional and straightforward. |
| Nautical theme, instagram worthy | | The people of samson are genuine and down to earth. |
| History that drove the town (fishing/ commercial) (mining) - No | | Traditional (x 2) |
| Fishing net to be made out of corten, patina & age, trawler net with sea life - sword sharks, barramundi, blue swimmer crabs, story of Point Samson. | | Bold, modern beachy |
| Fishing net with a seat | | Traditional but modern, Instagram worthy |
| Wool was the first trade, pearling net could encompass all | | C. |
| Insta-worthy, dual naming, coast & sea life, history, not mining | | Pilbara Paradise |
| Sunrise coming in, sunset leaving | | Welcome to Point Samson |



Design by the North family

- Pilbara Paradise
- Welcome to Point Samson
- Pilbara Paradise
- Can we use the reverse for a goodbye message?
- Established 1909 incorporated into the design
- Take it easy, stay a while enjoy the tranquillity
- Slow down for our kids
- (No x 2)
- Point Samson Pilbara Paradise
- the image attached shows dual naming and we could have the marine animals floating at the top and the land and train rail running through the bottom.

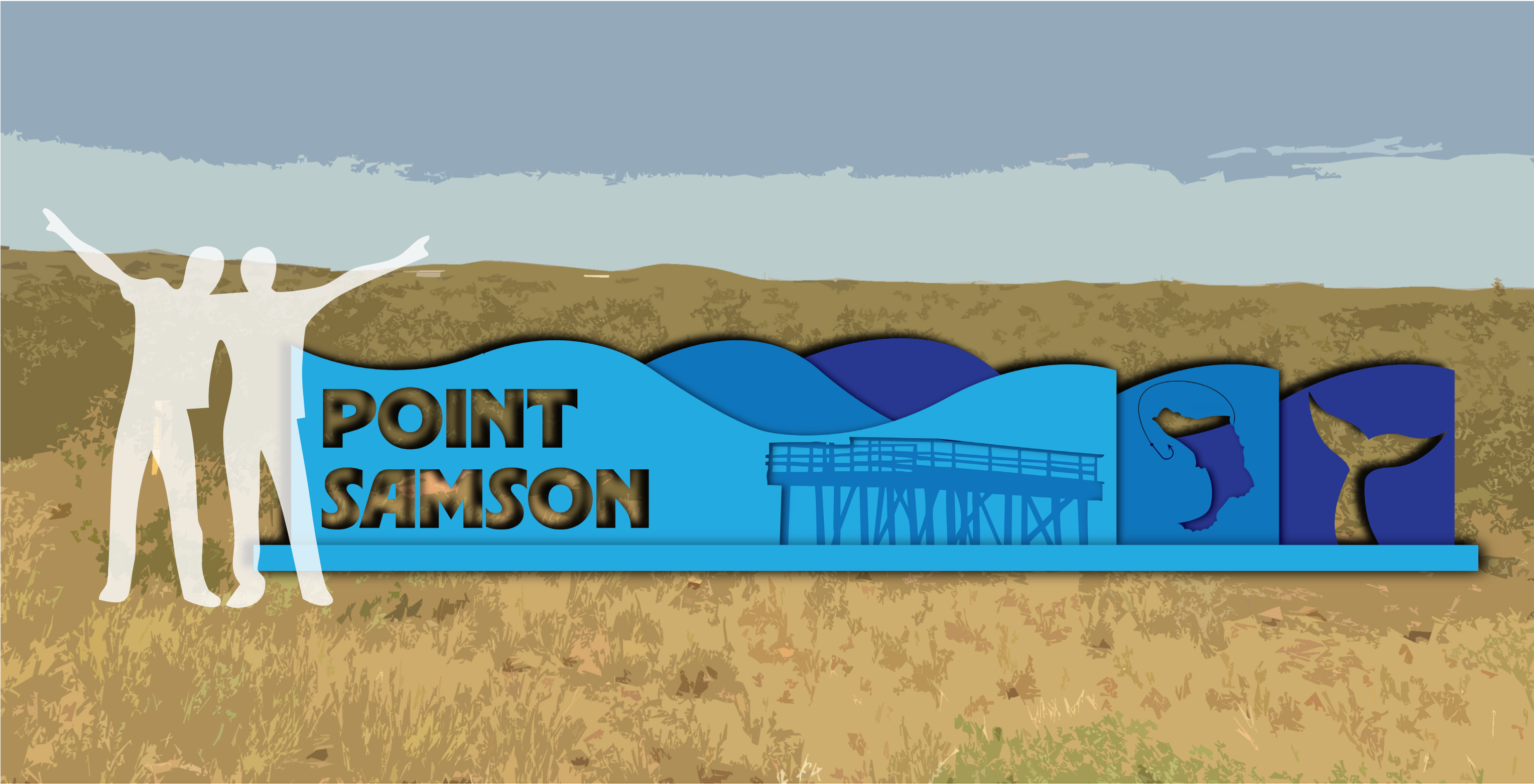
Point Samson Entry Statement Concepts

Concept 01

DESIGN RATIONALE

This concept captures the essence of Point Samson through clear visual icons that reflect its lifestyle, activities, and history. The wave-like base (powder coated metal) connects to the coastal surroundings, while cut-out elements highlight the town’s key aspects—whale watching, the fishing culture, and the historic jetty—creating a strong, symbolic representation of Point Samson.

Point Samson
Entry Statement



Concept 02

DESIGN RATIONALE

This concept celebrates Point Samson’s renowned whale-watching experience with a striking whale tail feature (powder coated metal) that makes an immediate impact upon arrival. The bold typographic treatment (corten steel exterior and powder coated metal interior) of "RELAX" reinforces the town’s relaxed coastal lifestyle, subtly encouraging drivers to slow down and embrace the atmosphere. Additionally, the design incorporates seating (corten steel or Karratha stone), providing visitors with a perfect spot to pause and capture a memorable photo with the iconic whale tail.

Point Samson
Entry Statement



Concept 03

DESIGN RATIONALE

This concept embodies Point Samson’s coastal lifestyle, where the sun meets the ocean at sunset. The inclusion of the dual name reinforces a deep connection to the land, reflecting the town’s cultural heritage. Organic shapes contrast with the structured materials (corten and perforated steel) creating a dynamic interplay of movement and depth. The use of rounded forms symbolises the town’s strong sense of unity and community while also fostering a welcoming atmosphere for visitors. Additionally, an integrated seating element offers a designated spot for visitors to rest and capture their arrival moment in Point Samson.

Point Samson
Entry Statement



Point Samson Entry Statement Community Workshop 02 Feedback

Monday 7th April 2025
Attendance: 30

CONCEPT 01

COMMUNITY FEEDBACK

- Like the waves-very much. Maybe a manta ray + whale tail, I agree!
- I like the uniqueness
- I like this design
- I think it is the best!!
- Don't put the jetty in this one.
- Fishing boat depicted, replace fish with manta ray or turtle
- I like it because it has a fishing photo
- choose a different fish. I like the hook and line.
- Deeper contrast of blues.
- Take away the jetty, stretch out Point Samson ont he bottom with welcome to...
- Nice waves + whate tail, fish cut out needs improving.
- Keep the font the same as the signs you've done down the front beach.
- Dislike the font but like the symbols-maybe more identifiable fish like blue bone.
- Sea animals, yay!!!
- minus the pictures or maybe more cut out (whale tail, crab, manta)
- Dual name, LED lights behind name, back side "See ya soon!"

COLLECTED VOTES

20

CONCEPT 02

COMMUNITY FEEDBACK

- Nice whale tail, Karratha stone good. Swap the 'RELAX' with 'POINT SAMSON'
- 'Pilbara Paradise' as on town logo, not 'RELAX' replace with 'POINT SAMSON', whale tail are depicted in top left of picture.
- I like the metal whales tails - take out 'RELAX', needs 'PILBARA PARADISE' words
- Possibly incorporate the dual name? Love the whale tail in small pic up top
- I like the sculptures of the whales tails. The sign is too industrial.
- Point Samson repacing 'RELAX' with a more script/inviting font then 'ready to relax'
- I think this one captures the feel of the town more. Whales are a big part of tourism.
- Whale tails in the sculpture park
- 'Relax' show be 'Welcome' - bottom should be 'Point Samson'.
- I think this says it all.

COLLECTED VOTES

5

CONCEPT03

COMMUNITY FEEDBACK

- Like the dual naming
- Separate teo names - perhaps Mulhagurla in the sun, maybe in blue?
- Introduce blue into the design. Needs a decent plinth to sit on for when it floods
- Place it in a spot where the sun rises - like Onslow War Memorial
- Too industrial
- I don't feel this one really catches the sea theme we're looking for
- Not a fan of dual naming, Point Samson has a lot of history on its own.
- Doesn't reflect marine life theme as depicted in murals around town
- I like the orgnaic feel of this much more in tune with the area.
- Separate names 'Point Samson' over the top, 'Mulhagurla' across bottom.
- Separate names too close together - 'Samson' top, 'Mulhagurla', bottom.

COLLECTED VOTES

5

Point Samson Entry Statement Online Feedback

Tuesday 29th April 2025
Attendance: 11

CONCEPT 01

ONLINE FEEDBACK

- I like the modern feel and colours. I also like historical reference, recreational fishing and sightseeing. Could it be turned into 3 individual panels spaced apart but when viewed from a certain angle they look like one. Panel 1) point samson - historical jetty est1909 2) pilbara paradise - barramundi fishing/ whaletail 3) mulhagurla - white bellied sea eagle or some other indigenous visual reference
- Preferr this option as dislike the others. Dislike the “Relax” option as it is too large, looks like the town is named Relax. I do like the indigenous name of point Samson, however not the design of the sign
- I prefer None of this concepts. Unfortunately I have no choice to submit this without clicking an option - I do not like any of the designs for Point Samson - all of them have people in their design and look so artificial. I would like to see a design closer to nature , plants , animals not just a whale tail. I don’t think a sign needs people in not male , female or any other gender the City seems to consider.we don’t have to address gender equality in our entry signs nor political correctness.
- Statement 1 captures the feel of point samson best
- Point Samson has history it needs to remembered & style & colours blend in surroundings
- All three are disappointing given the amount of feedback that referenced ‘Pilbara Paradise’ but I prefer the first option due to its size and I like the idea of laser cut wording into the signage. I prefer this of the three as I can’t relate to the other two options.
- The featured images on concept 1 need to be more dominant to create interest and impact. For example could the old jetty be a big silhouette and feature a silver barramundi jumping above the blue waves. I feel they get lost at the moment. The location should be just after popes nose bridge to include Sams creek.
- I would like to see this going back to the drawing board. Until someone informed me I had no idea that this is happening.
- The colours are not vibrant enough in my preferred option (one) Why not use similar colours to that of our Point Samson number plates?
- The images also are not what I think represents our town. If we had a jetty, great! Not sure what the image is in the middle but like the whale tail. Laser cut?

COLLECTED VOTES

6

CONCEPT 02

ONLINE FEEDBACK

- It suits Pt Samson - whales, relaxing all relevant and its interesting.
- I think it’s perfect for the town
- We have the best whale watching in the Pilbara, you can even sit at the pub and see the whales so i think The whale tail represents Point Samson
- Because whales are great
- I feel that COK have probably already decided what they will use i just hope this is a legitimate vote. We will all be chatting about what we voted for on the various chat groups.

COLLECTED VOTES

4

CONCEPT 03

ONLINE FEEDBACK

- Prefer this one blend in to landscape
- Although i like the addition of the local name in number 3 - i assume the language is either Ngarluma or Yindjibarndi?? The theory that the sun sets over the ocean in Point Samson is actually incorrect. As it is a point - the sun rises over the ocean (very rare in WA) - it actually sets over the ocean at Wickham

COLLECTED VOTES

1

7/1 Almondbury Rd
Mount Lawley WA 6050
08 9227 9396

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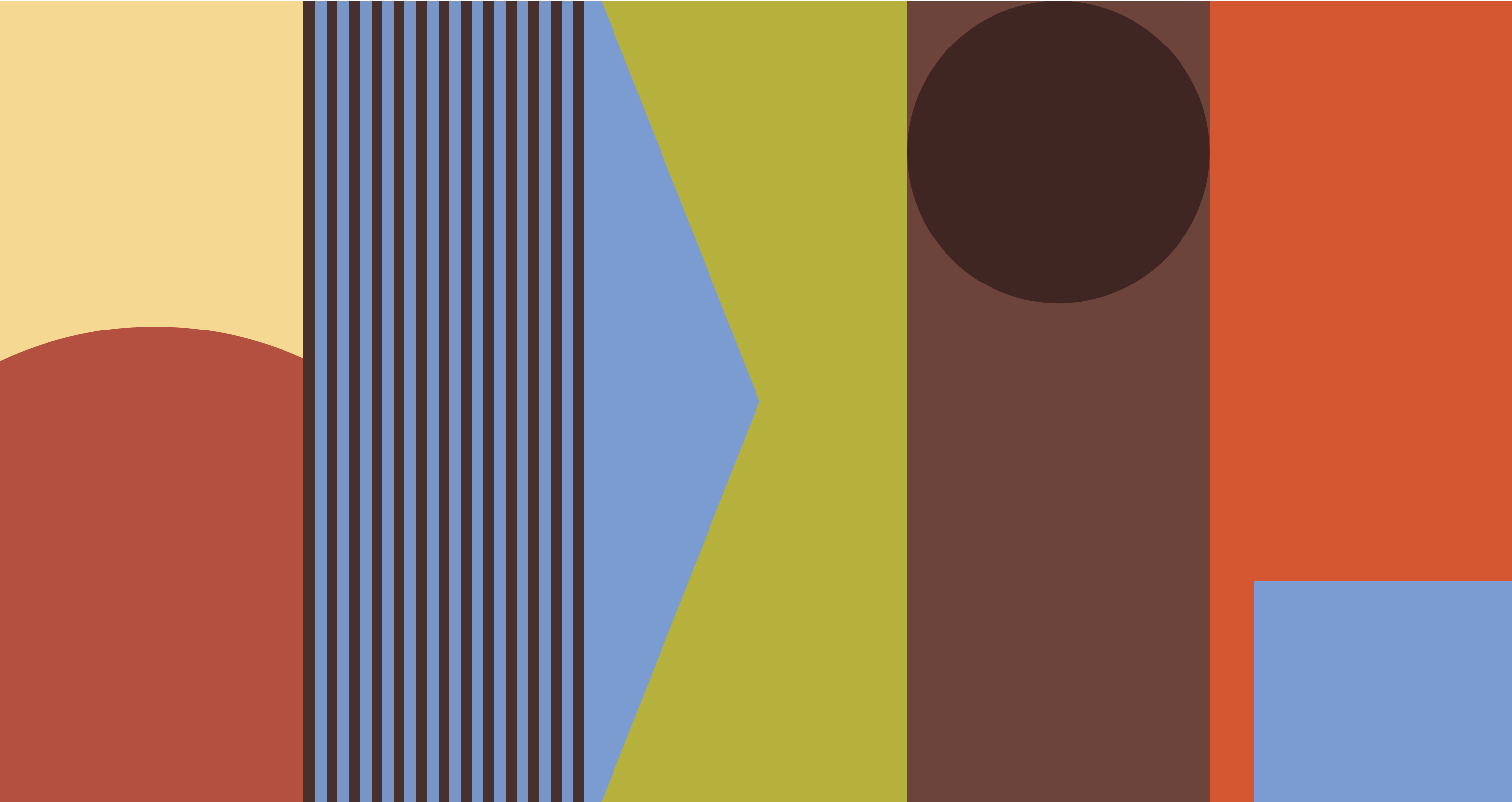
CREATIVE SPACES

Point Samson Entry Statement

Refined Concept Design

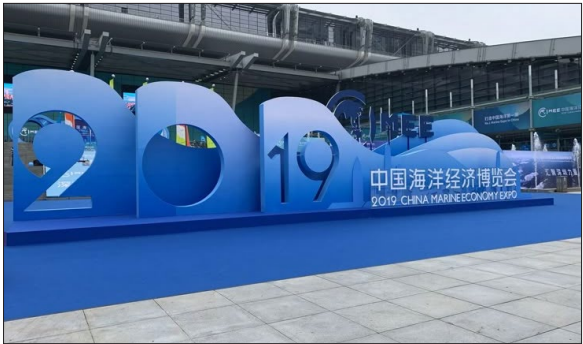
Refined Concept Design
27 June 2025
City of Karratha

CREATIVE SPACES



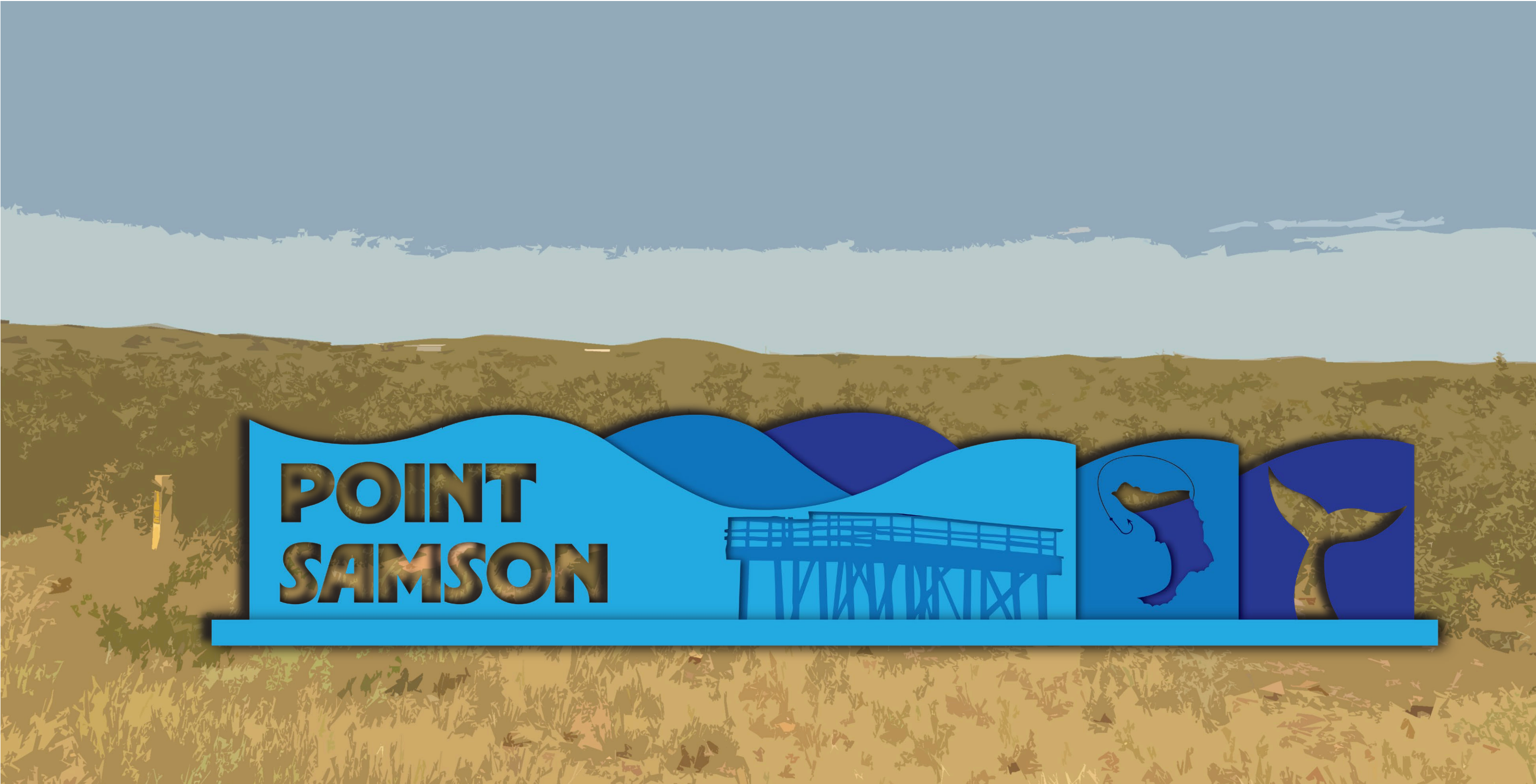
Concept 01
(chosen concept to take into refinement)

Design Rationale
This concept captures the essence of Point Samson through clear visual icons that reflect its lifestyle, activities, and history. The wave-like base (powder coated metal) connects to the coastal surroundings, while cut-out elements highlight the town’s key aspects—whale watching, the fishing culture, and the historic jetty—creating a strong, symbolic representation of Point Samson.



Refined Concept Design
Point Samson Entry Statement
City of Karratha

CREATIVE SPACES

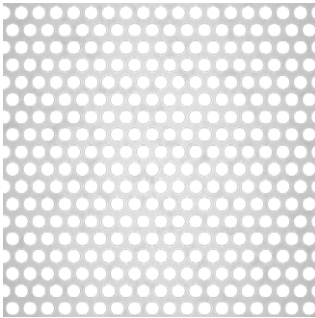


Design Details

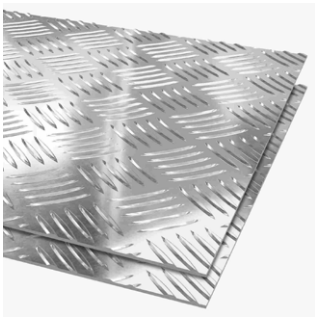
Proposed Materials

Structural requirements & visual aesthetics have influenced the choice of materials:

- Powder-coated aluminum
- Perforated aluminium
- Powder-coated aluminium chequer plate
- Powder-coat colours have been selected from the Interpon range



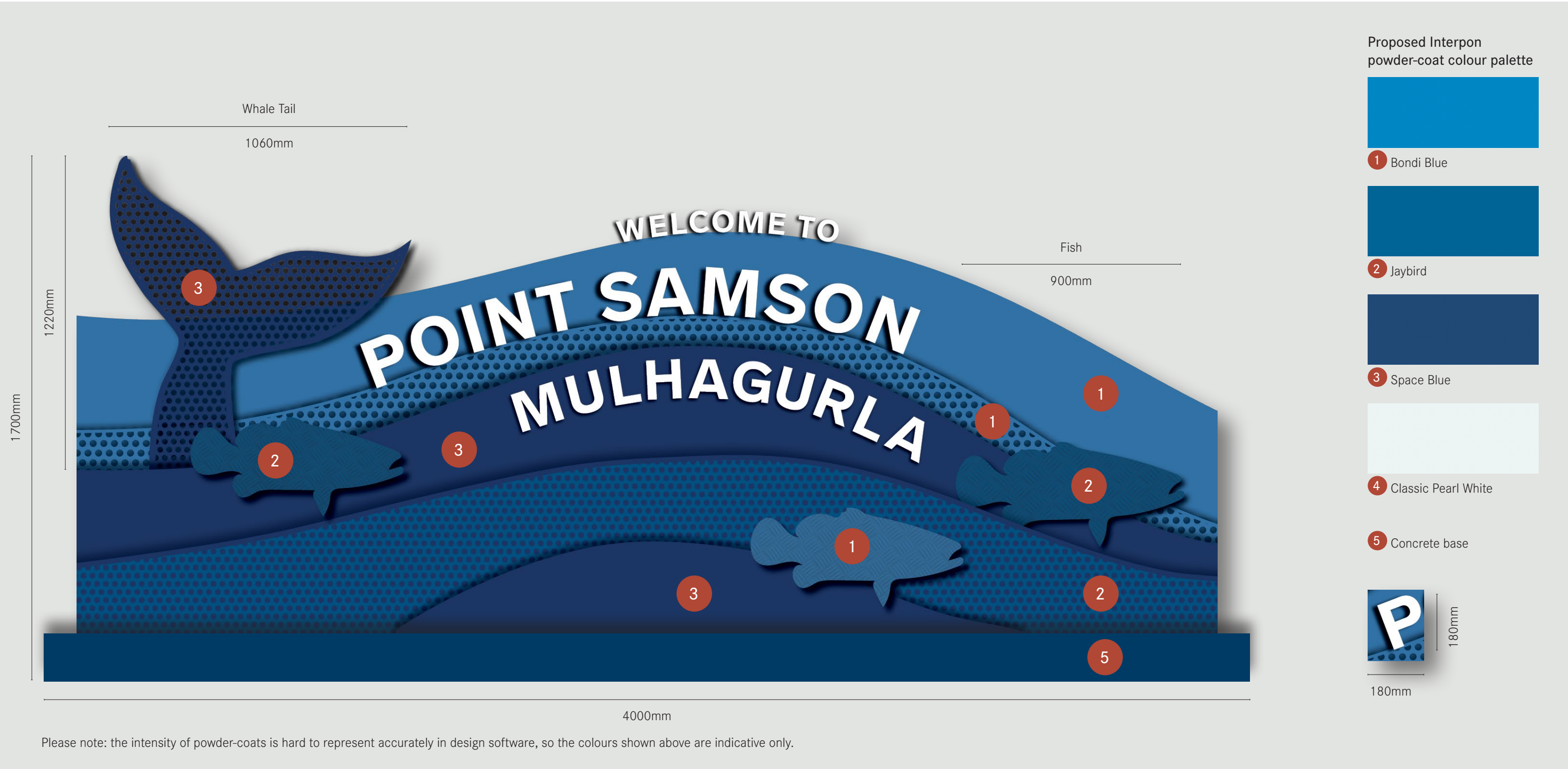
Example of perforated aluminium



Aluminium chequer plate

Refined Concept Design
Point Samson Entry Statement
City of Karratha

CREATIVE SPACES



Refined Design (*Day*)

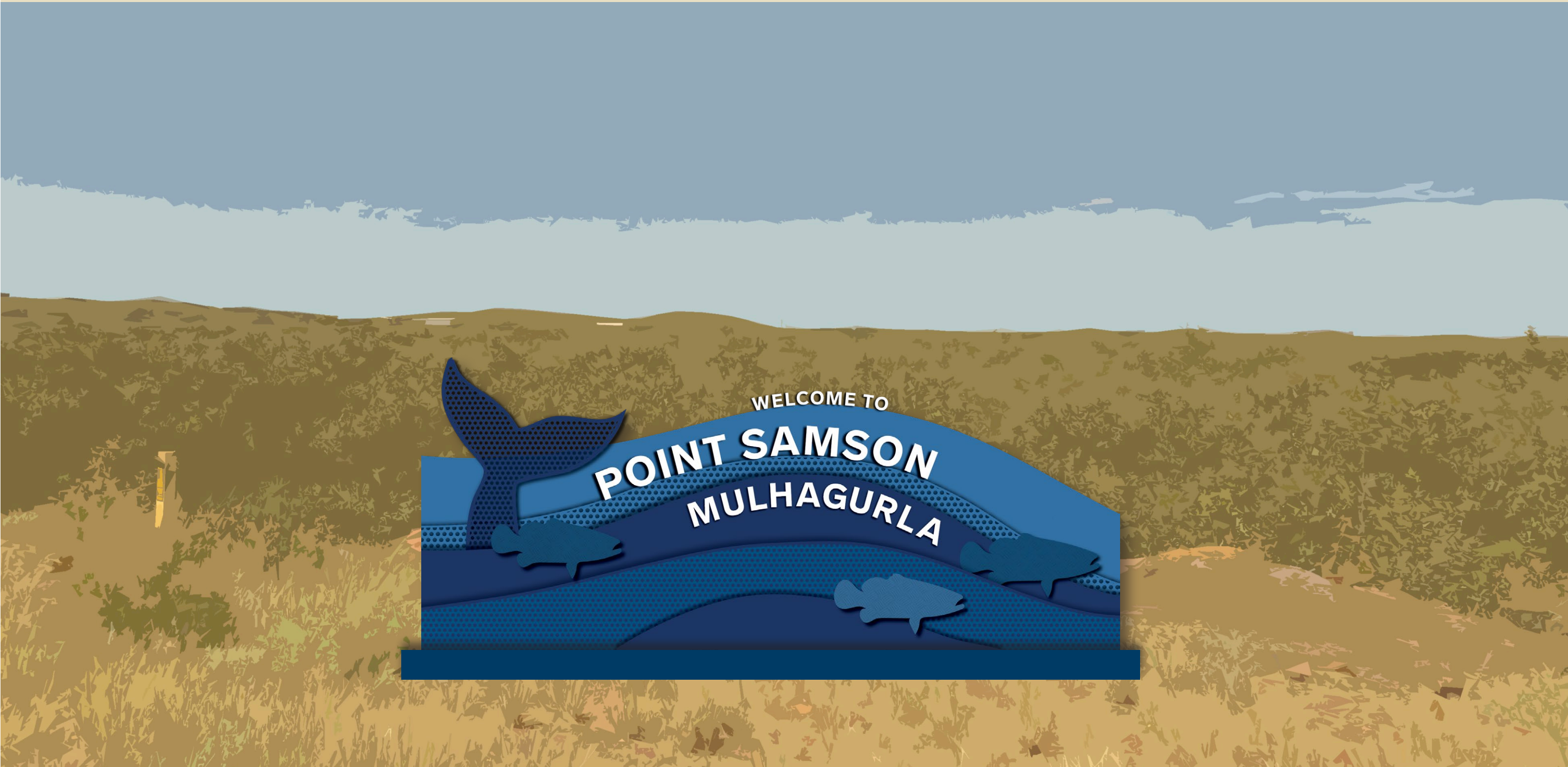
Design Notes

The refinement of the chosen design incorporated both community feedback and structural requirements. While we have replaced the cutouts with solid icons, the layers have been retained and materials chosen to provide depth and texture. Other key considerations included:

- Ensuring structural suitability for environmental conditions such as floods and cyclones.
- Condensing the overall sign length for improved proportion and to ensure it will fit within the preferred location next to the Info Bay.
- Removing the jetty symbol and incorporating dual naming.
- The use of whale tail and barramundi icons, based on community feedback.
- Prioritising practicality and functionality in the final design.
- Colours have been chosen to match available powdercoat ranges.

Refined Concept Design
Point Samson Entry Statement
City of Karratha

CREATIVE SPACES



Refined Design (*Night*)

Lighting shown below is indicative only.

Refined Concept Design
Point Samson Entry Statement
City of Karratha

CREATIVE SPACES



Proposed Location

The Entry Statement could be located somewhere within the pink areas highlighted below.
The Statement will sit perpendicular to the road and face visitors entering the town.

Refined Concept Design
Point Samson Entry Statement
City of Karratha

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7/1 Almondbury Rd
Mount Lawley WA 6050
08 9227 9396

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Point Samson Entry Statement

Final Engagement Report 03

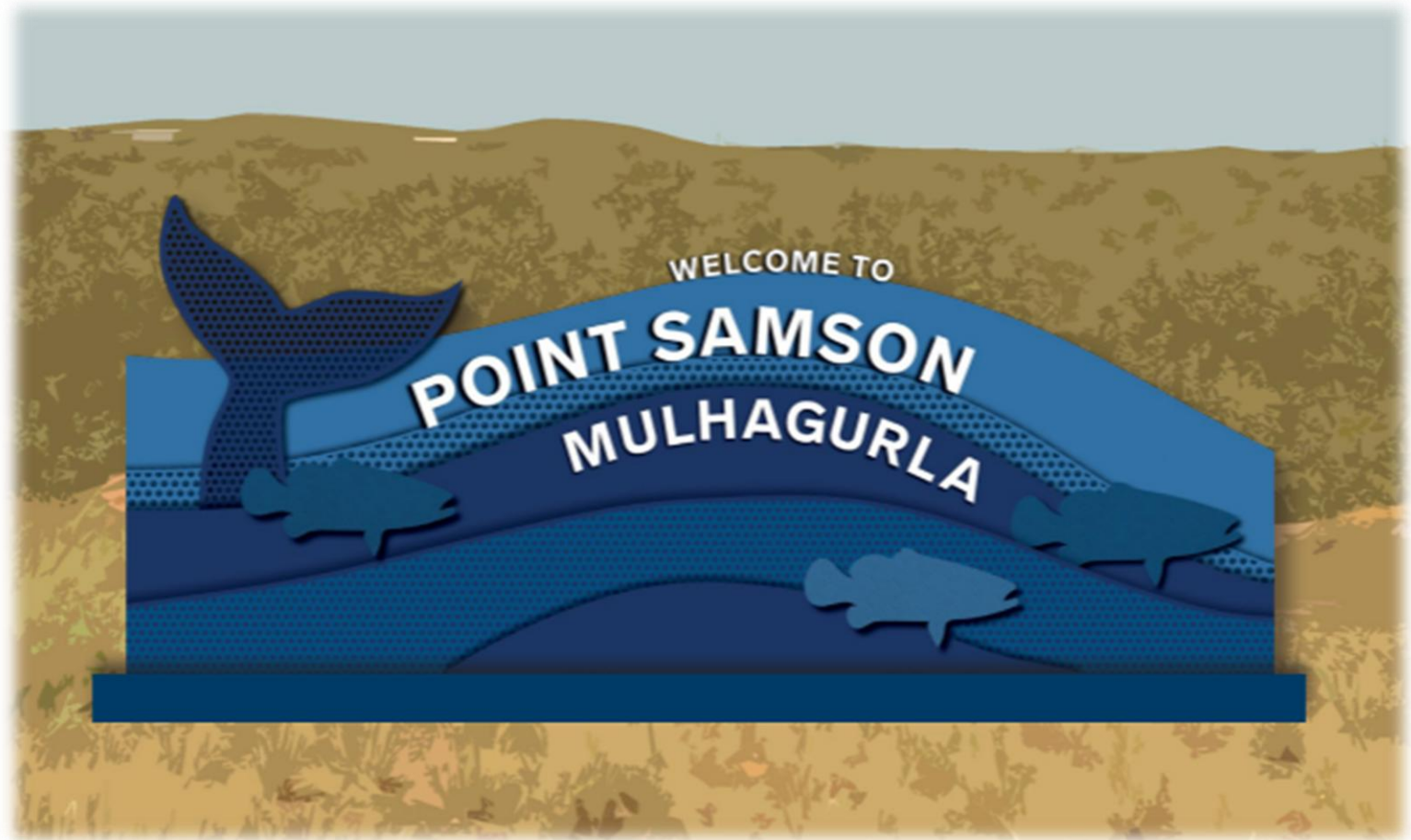


Refined Concept Design presented for Community Feedback

Option 1 of the Draft Concept Designs was progressed for refinement.

The refined design incorporated both community feedback and structural requirements and included:

- Structural suitability for environmental conditions such as floods and cyclones.
- Condensing the overall sign length for improved proportion
- Removal the jetty symbol and incorporating dual naming.
- The use of the whale tail and barramundi icons based on community feedback.
- Emphasis on practicality and functionality.
- Colours were chosen to match available powder coat ranges.



Feedback on Refined Concept Design

Below is community feedback received from the engagement session held on the 19 August 2025 at the Point Samson Community Park, the WWMI page open from 11 July to 22 August 2025 and content from a local PS dedicated Facebook chat group.

- Just get it done
- Turtles x 3 / Anchor.
- 5 shades of blue. It's looking so much better, but I reckon 2 of the fish could be replaced with a turtle and a crab to reflect more of the marine life. Also 'Welcome to' needs to be a little bigger and more central above 'Point Samson'. Other than this good job.
- More colours – add turtles x 3 / Anchor.
- "Bring back the Jetty; Were local artists invited; What is the budget; How big is it? What is it made of? It is very blue.
- Better variety in the colour shading. Aboriginal name smaller or not needed.
- Mahi Mahi fish.
- A rising sun. No aboriginal name. Lighter blues.
- Consider the layers when placing the lights.
- Base with cluttered rocks for a natural finish.
- There were no aboriginals when we first moved here over 30 years ago.
- Colour the fish
- Shared a photo of a sign liked from another town to show how more colours would stand out.
- At the end of the day, you cannot make everyone 100% happy, I think that this is way better than the simple sign we currently have. I do agree with the comments from Kylie: It's looking so much better, but I reckon 2 of the fish could be replaced with a turtle and a crab to reflect more of the marine life. Also 'Welcome to' needs to be a little bigger and more central above 'Point Samson'. other than this good job.
- It's looking so much better, but I reckon 2 of the fish could be replaced with a turtle and a crab to reflect more of the marine life. Also 'Welcome to' needs to be a little bigger and more central above 'Point Samson'.
- There's too much going on in the revised design. I prefer the first one as it includes reference to the jetty (historical), fishing (recreation) and whales (nature). It's simple and clean. There's no need for 'WELCOME TO' it looks tacky. The fish could be placed above the waves, so it looks like its jumping out and makes it more dynamic and visually interesting.
- Put a lighthouse symbol on the opposite side to the whale's tail. WELCOME TO - need to be bigger and central to POINT SAMSON. 1 barramundi, fishing rod and 1 manta ray instead of 3 barramundis.
- I think the words don't need to include the aboriginal name on it. "Welcome to" could be bigger. A variety of sea animals would also be good.
- The blues used doesn't reflect the blues here, sorry, it's don't love it... perhaps more than one option could be put up so we can vote. We have way more diversity in flora and fauna than what is represented. It needs to be more vivid and reflective of the colours of country here.
- This is a waste of money and the funds would be better used for other outstanding projects in point Samson foreshore and town planning. None of the previous surveys has asked of the town wants a sign - this project just suddenly appeared. The previous survey also asked for preference of a sign but not if a sign was wanted - hence I didn't complete it.
- I wonder if CofK would provide a summary of the feedback they received from community members last time. Would help to then know what they have taken on board and incorporated in to this draft. Agree with Kylie, the wording is all out of whack and we need some colour, etc. Thanks for posting Michelle Schut, I'll do some more suggestions/feedback through the online link.
- It's great! I like it!
- Get rid of the other word.
- Take away the aboriginal name, please!
- Rock crabs. Manta Ray x 3.
- Too dark/gloomy. Minus the Aboriginal name.
- Change animals or add animals.
- Good location.
- Make the colours brighter and more "Poppy".
- Colour Blend. Sunset, reef, sand, ocean.
- It looks coastal. I love it!
- Limestone rocks - put them on the bottom of the sign.
- I love the aboriginal name in it, 100%.
- Don't want the indigenous name on it.
- No Malhagurla.
- Crabs.
- Octopus x 3.
- Make an octopus tentacle come out of the sign.
- Make it pop. More colours would be nice.

