



Burekup Entry Statement

# Eye Catching Entry Statement Signage

## Entry Statements Make a Big Entrance!

Signs & Lines can design, manufacture and install entry statement signage to blend in and complement the surrounding environment or stand.

We design, manufacture and install entry statements that capture a 'sense of arrival', beautify the entry point and help to establish the identity of the venue, city or town. Typical beneficiaries of entry statements include tourists, motorists, visitors and pedestrians. An effective entry statement will typically incorporate an architectural element, signage, landscape work and / or artwork feature with branding.

As the name suggests, entry statements mark and define the entry to a property or location. Since 1984 the Signs & Lines team have created many entry statements for our clients.

A recent project for the Shire of Dardanup (<https://www.dardanup.wa.gov.au/>) is a great example of how entry statements provide an eye-catching, feature at the entrance to a town entrance – in this case the timber town of Burekup. Located near Bunbury in WA's southwest, Burekup was originally settled as a timber town in the early part of the 20th Century. The entry sign is located on the main entry to the town site.

## Project Summary

Project: Burekup Entry Statement  
Location: Burekup WA  
Environment: External  
Client: Shire of Dardanup  
Date: July – September 2021

## How to make a Big Entry

Our client, Shire of Dardanup briefed us to prepare shop drawings, manufacture and install a major entry statement on the leading vehicular route heading into Burekup.

The sign was branded to include the town name and grass tree design element which links to the local environment.

The design scope was to capture the sign's surroundings and complement its location. Importantly, the overall design and colour scheme of the sign was selected to represent the town's timber heritage. Specifically we made use of custom railway sleepers from the area which were installed behind the main sign component to add further depth to the structure.

The blue wave representing the shire's rivers & proximity to water – both freshwater & sea water.

The custom entry statement signage brief included detailed shop drawings showing all design and manufacture details. Burekup's entry statement signage is constructed from a variety of materials and features a custom fabricated gabion wall with integrated solar lighting.

Clever use of corten steel and railway sleepers align to the town's heritage, reflecting its history and its original role as a railway siding on the Pinjarra – Picton line that was established in 1910.





## The Finishing Touches

In terms of a finished result, a fully fabricated steel frame was manufactured in-house with base plates. This was then installed into a concrete plinth footing. The framework was clad with 5mm corten steel which was aged at our workshop prior to being transported to site.

Overlaying the cladding were various laser cut aluminium elements of different depths to create interest and dimension. We used our precise CNC and laser cutting to create the text and other design elements prior to affixing to the cladding with pins and adhesives.

## Installation Services

Once manufactured in our workshops, the team carefully organised logistics and transportation to site.

A site survey prior to install proved essential, as we later discovered that access to the sign brought challenges for the installation team. Access for the hiab was very limited as the area was boggy from recent rains. To mitigate any risk of bogging we made use of a concrete pump and larger hiab to alleviate any risks.

Careful pre-planning of traffic management, footing excavation and other OSHE imperatives meant that on the day a Hiab could lift the signage into position and secure with minimal impact to road users.



## How to Achieve High Visibility

Three solar flood lights were installed with conduit through the footing, with a custom anti-climb fin equipped post designed by Signs & Lines. The solar lights were engaged into the gabion wall, to prevent vandalism and ensure longevity. As a final touch, CL1 reflective was applied to the 'Burekup' text to ensure that road users will not miss the sign at night as the area is remote and very poorly lit.

## Get in Touch for Entry Statement Advice

Entry statements are an important inclusion in a wayfinding or signage strategy. They are particularly effective at enticing and drawing people into a venue. Entry statements really come into their own where a venue has one point of entry requiring navigation from a major transport link eg. freeways, transit hubs, major developments, shopping centres. They can help in crowded environments that require clear signage with strong visual cues.

Equally, there is a critical safety aspect to guiding staff and visitors to their destination. Or navigating them during an emergency. Importantly, event organisers and venues have a responsibility to ensure that users of their facility are kept safe - and this is where signage plays its part.

## The Final Result

When you're looking for a signage solution that creates impact look no further. Our team are experienced at creating entry statements for all types of signage projects. Whether big or small, complex or simple, our expertise also covers the broad range of signage types. More examples can be found at our website.

For more information or inspiration visit our websites - Signs & Lines and Yap!digital - or give us a call on + 61 8 9274 5151 or email [admin@signsandlines.com](mailto:admin@signsandlines.com) today.

We're ready to start talking! Speak up now about your next project or idea.



To discuss your own signage strategy please don't  
hesitate to get in touch.



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