



## Swan Settlers

Art Gallery – Growers Market – Winery



## Introduction:



- ❑ A previous Development Application was submitted by the owners of the old Swan Settlers Assoc. site last year which Castle Rock Design (CRD) fully understands was widely opposed
- ❑ The owners acknowledge that a more appropriate use for the site is required and that more consultation with interested parties should take place prior to a new submission
- ❑ CRD, winery and building design professionals, have recently been engaged by the owners to take a fresh look at the site
- ❑ Planners, Dykstra Planning, has also been commissioned to assist with the Development Application
- ❑ A revised proposal is currently being prepared which is significantly different from the previous proposal which we believe is a much more appropriate use for the site and gives greater consideration to local property owners, businesses and the wider community
- ❑ On behalf of the owners CRD seeks a dialogue with neighbours, local community representative groups and businesses and the wider Swan Valley community
- ❑ CRD asks interested parties to take a fresh look at our proposal and give it due consideration

## Development components:



- 1. Art Gallery & Artists' Studios:** Incorporating 6 individual studios for resident artists and an expansive gallery showcasing a diverse range of local artworks.



- 2. Growers Market:** Incorporating 30 – 40 individual stalls of a range of local fresh produce including fruit & veg, meat, fish, poultry and dairy.



- 3. Grape Processing Facility & Winery:** Incorporating 'State of the Art' technology for the export market and continuing the legacy of the use of the site



- 4. Conference Facility:** Comprising one nominal 40 seat room for small to medium sized events and with external catering.



- 5. Cellar Door:** Incorporating wine tasting and sales of single brand of Swan Valley wine.

**Original Building** (Corner Lennard Street & Railway Parade):



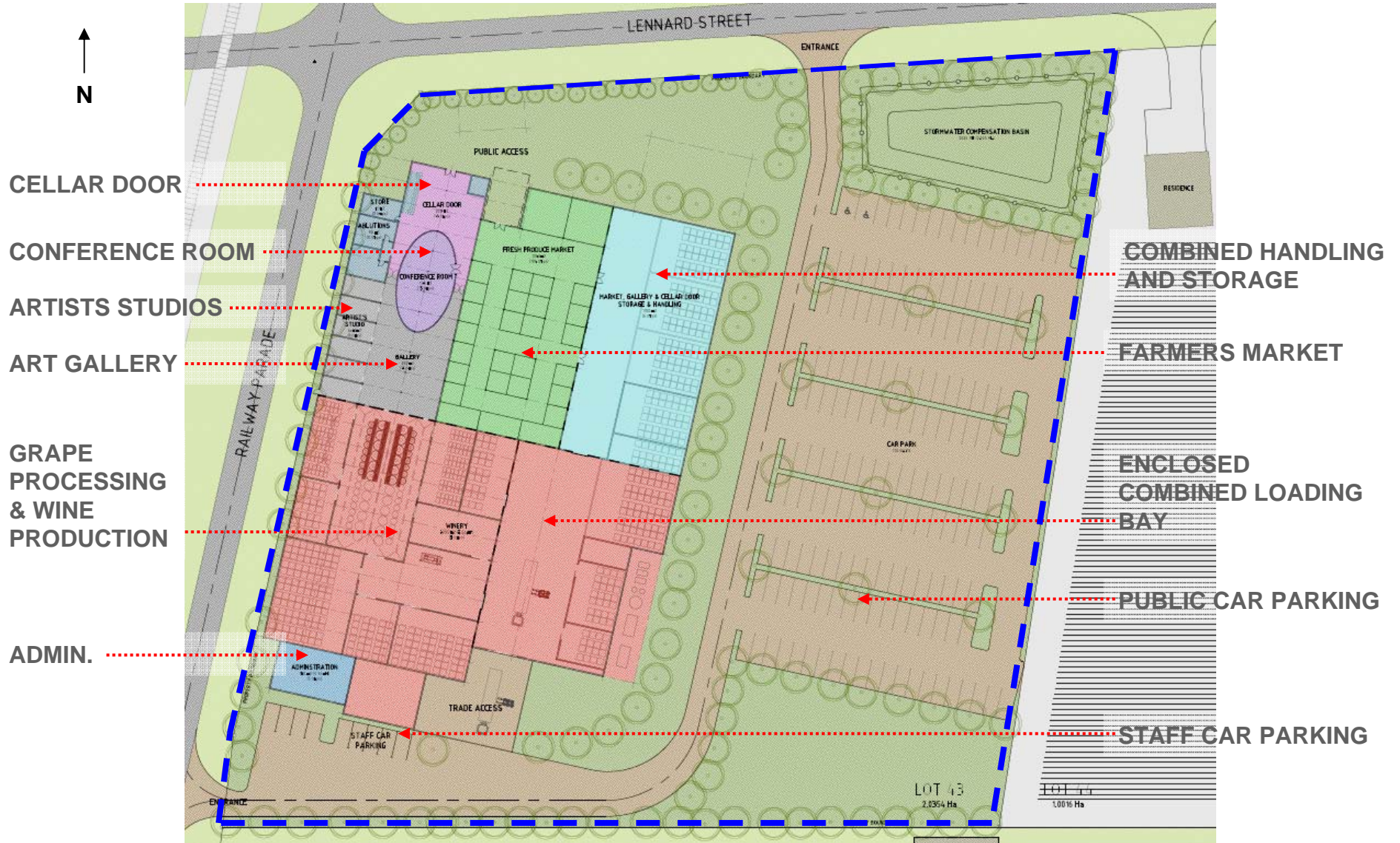
## Existing Building (Corner Lennard Street & Railway Parade):



**Artist's Impression** (Corner Lennard Street & Railway Parade):



# Concept Site Plan:





## **1. Artists' Studios & Art Gallery:**

- **6 individual artist and artisan studios visible from gallery area during all hours of operation.**
- **Art gallery for display and sales of local artworks.**
- **Local artists to assist with the operation of the art gallery.**
- **Opportunity to hold art related functions and exhibitions within gallery space.**

## 1.1 Artists' Studios



The proposal includes 6 artists' studios, approximately 30m<sup>2</sup> each, with direct access to an art gallery. The studios will provide a permanent 'residence' from which local artists can work. We have consulted with and received strong interest from a prominent local artists' group regarding our proposal for the studios. It is intended that their studios, or at least a portion of them, will be visible from the gallery providing an opportunity for interaction between the public and the artists. The artists group has advised that their members are very interested in renting the studios, at a nominal rate, with a view to managing the gallery and selling their works through it.

In addition to the artists taking residence the artists' group has also expressed a keen interest in locating their administration in the building. Clearly this will provide a wonderful opportunity to the artists, the artists' group and the building owners.

Commissions on the sale of art through the gallery will provide the owners a return on their investment.

## 1.2 Art Gallery:

A 290m<sup>2</sup> art gallery is located centrally within the original building. The raised central roof and exposed timber trusses will provide a generous and interesting space for the display of artwork. The lighting, floor and wall finishes, external glazing if any and services will be purpose designed for the display of fine art.

## Art Galleries of Swan Valley:



**Artra Gallery**  
 Open Thurs – Sun 10am – 4pm  
 Artra specialises in Fine Art and handcrafted jarrah furniture. For over 40 years Artra has been at the forefront of Western Australia handcrafted jarrah furniture. With its unique designs and quality craftsmanship our pieces are exclusive and timeless. Stocking fine art from local and interstate artists.  
 6571 West Swan Road West Swan  
 P: 9250 3555  
 E: jarrah@inet.com.au www.artra.com.au



**Battistessa Studio**  
 Open 7 Days (10am – 5pm) Ring Ahead  
 The Battistessa Studio – as the Wizard of Oz, forger of dreams, speaks to the imagination, we produce large and small sculptures, artistic furniture, architectural pieces, spiritual pieces... and much more.  
 12 Neuman Road Herne Hill  
 P: 9296 4121 or 0807 177 197  
 E: forgie@bigpond.com.au



**Celtic Swan Gallery**  
 Open 7 days Sat 11.30am – 4pm Sun 11am – 4pm  
 Mon to Friday Please call ahead  
 Just 40 mins from the Perth CBD, Celtic Swan Gallery offers handcrafted jarrah, flax and Sheoak Furniture – Benches, Armchairs etc. Complemented by works of art by Carmen McFaul, Gilly Habet, George Schoff, Ma to In Craig and many more. Great variety of stock.  
 15 Copley Road Upper Swan  
 P: 9296 0729  
 E: kouburlee@bigpond.net.au  
 www.celticswangallery.com



**GG's gallery**  
 Open Fri – Sun 11am – 3pm or by appointment  
 A workshop of fine local artists displaying an exquisite range of mixed media artworks of largely Australian focus. Original artworks at very reasonable prices. A selection of local products also available. Cheapest to 8691 West Swan Road Henley Brook  
 E: anna@hesfordlenwines.com.au



**Guildford Village Potters**  
 Open Mon – Fri 9.30am – 3pm Sat & Sun 10am – 4.30pm  
 There are many artistic surprises in store for visitors to our gallery. From the very practical to the whimsical (this is a real treat for all who enjoy sculpture and art in all its forms. Local artists make every object and will on occasion, take orders for special pieces.  
 22 Meadow St Guildford  
 P: 9279 9859 F: 9279 2031  
 www.guildfordpotters.weebom



**Illusionary Art**  
 Open Wed – Sun 10am – 4pm  
 You have never seen anything like it! Experience the amazing world of Illusionary Art and meet the artist Thomas Haure in his studio/gallery. You will be fascinated by the unique 3 dimensional optical illusions he creates on flat sheets of aluminium. Absolutely breathtaking!  
 624 Great Northern Highway, Herne Hill  
 E: illusionaryart@gmail.com



**Jabiru Art Gallery & Café**  
 Open: Sat & Sun – 11.30 AM TO 4.30 PM  
 The Gallery presents and promotes Western Australia's Art and Art Effects ranging from the Kimberley Region in the far north to Margaret River in the South West. When you visit the gallery you will experience a visual feast of beautiful paintings, stunning photography, exquisite hand blown glass, beautiful jewellery and fine pottery.  
 5 Hyern Road (end of Great Northern Highway) Herne Hill  
 P: 9296 6705 E: jabiruartgallery@bigpond.com  
 www.jabiruartgallery.com.au



**kompany M**  
 New Productions 3-4 times a year  
 kompany M is the Swan Valley's first professional theatre ensemble. This unique company works throughout the year in a relaxed, rustic venue at Taylors Art & Coffee House, producing original engaging plays... telling great Australian stories. Quality accessible theatre at it's best.  
 P: 9274 0394  
 Playwright/Director: jadda4@bigpond.net.au



**Maalilup Aboriginal Gallery**  
 Open Daily 10am – 5pm  
 (closed 25 & 26 Dec, 1 Jan & Good Friday)  
 Original and authentic Aboriginal art. Specialising in art of the South West. Framed and unframed. Enjoy our display of fabulous contemporary works by Primes Ugle, Naomi Grant, Greg Fikley, Phil Nankie, Pete Farmer and more. Distinctly different handpainted gongs.  
 10070 West Swan Road Henley Brook  
 P: 9296 0711 E: manager@maalilup.com.au  
 www.maalilup.com.au

**Mal's Art Studio**  
 Open Wed – Sun 10am – 4pm School Holidays  
 Mon – Sun 10am – 4pm  
 Original art and mixed sculptures with works by other artists from the Swan Valley and adjoining areas. Workshops and demonstrations on paper, medium throughout the year. Specialising in unique Australian landscape paintings.  
 Whiteman Village, Whiteman Park, Whiteman, enter from Lord St or Beechboro Road.  
 P: 9299 3910 E: gallery@malcraig.com  
 www.malcraig.com

**Monet Gallery**  
 OPEN 12-6 Fri / Sat / Sun, 10-4 Thurs  
 Over 40 West Australian Artists on display at 85 Great Eastern Highway South Guildford. Beautiful paintings in all styles and mediums for your home and office. Housed in a delightful setting. Complimentary tea/coffee.  
 P: 9277 3685  
 www.monetgallery.net.au

**Paul Dowe & Partners Gallery**  
 Tues – Sat 10am – 5pm  
 Paul Dowe & Partners Galleries feature photographic fine art prints, canvas prints and limited editions of Western Australia. Each image is lovingly captured by well known West Australian photographer Paul Dowe. Prints are available in a range of sizes and styles to suit all budgets.  
 Corner West Swan & Coast Roads West Swan  
 P: 9250 8820 E: info@pauldowe.com.au  
 www.pauldowe.com.au

**Taylor's Art & Coffee House**  
 Wed, Thurs, Fri 7.30am-5pm Sat 9am – late  
 Sun 9am – 5pm  
 Situated in what was once the Taylors family home, Taylors Art and Coffee House features a gourmet café, fine arts gallery and rustic theatre venue set within an ambient garden. An abundant cultural experience in the heart of the Swan valley.  
 510 Great Northern Highway Middle Swan  
 P: 9250 8838  
 E: taylorsart-house@gmail.com

**Whiteman Park Pottery**  
 Open Wed – Sat 10am – 4pm Sun, School & Public  
 Holidays 10am – 5pm  
 Operating for over twenty years, The Pottery at Whiteman Park is the place to find that special piece for someone's peek or treat yourself. From a wide variety of functional and decorative handcrafted pottery by local artists.  
 Whiteman Village, Whiteman Park, enter from Lord Street or Beechboro Road P: 9249 4380  
 www.whitemanparkpottery.com



Tailored tours to the Swan Valley region, call today and let us do the driving. We can visit art galleries, wineries and breweries and can package the whole tour together with door to door transfers, lunch and entry fees.  
 For bookings call Matthew on 0429 430 434  
 Email info@fatdecanter.com.au or check out  
 www.fatdecanter.com.au



## 2. Growers Market:

- **Fresh locally grown fruit and vegetables.**
- **Organic and Bio-Dynamically grown produce when available.**
- **Locally farmed fresh meat and poultry.**
- **West Australian and locally farmed fish and seafood.**
- **Locally made cheeses and dairy products**
- **Locally grown grains and pulses**

## 2.1 Fresh Produce / Growers Market

A Market Charter, Business Plan, Risk Management Plan, Budget, Rules of the Market, Vendor application form will be produced inline with the “Australian Farmers Market Association” charter to define the ethos of the market.



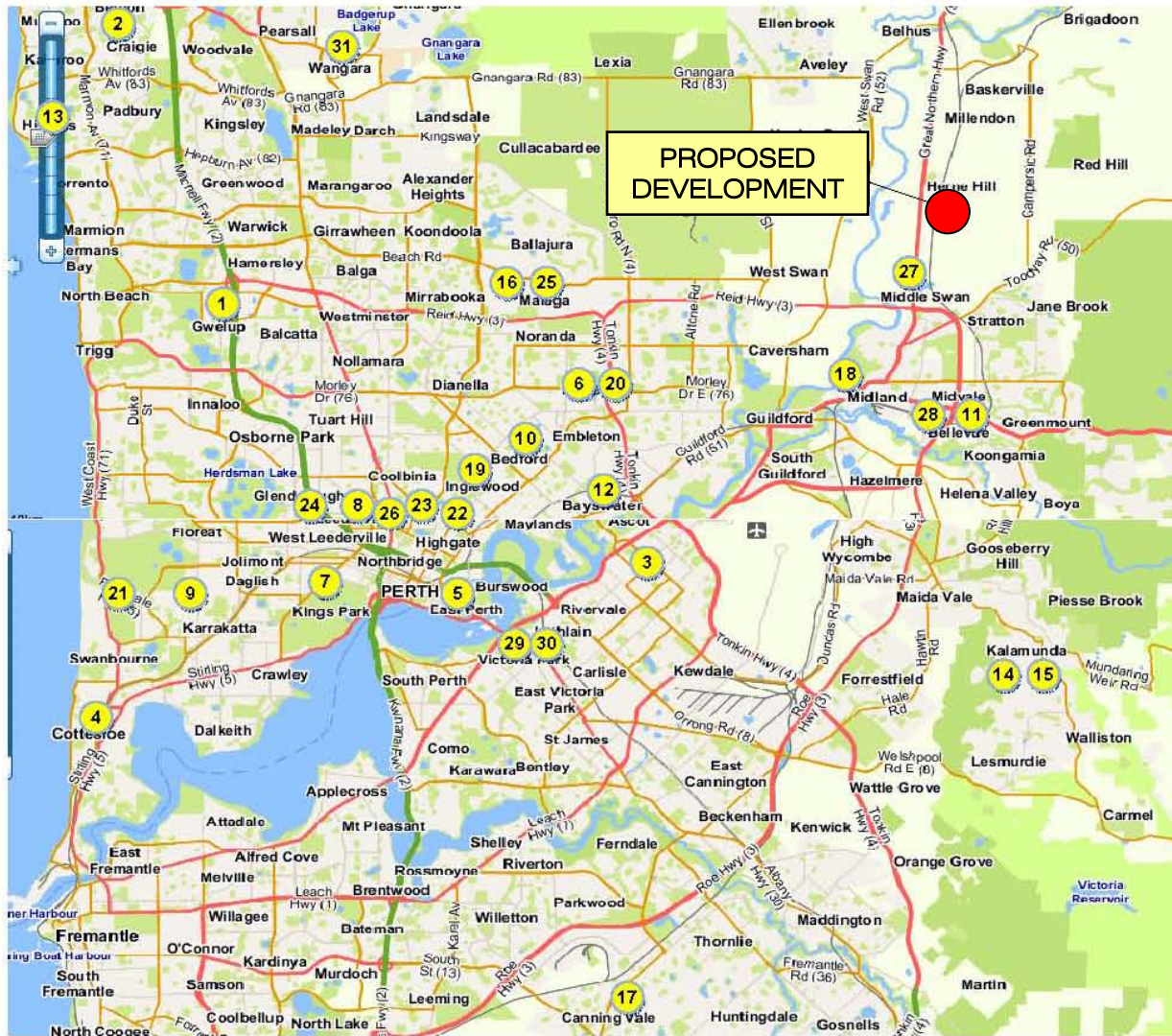
The following will be the foundation values and principles of the farmers market:

- ✓ High quality fresh produce direct from farmer to consumer
- ✓ Farmers benefiting from selling their own wholesale produce at retail prices, making significantly higher margins than selling wholesale
- ✓ Farmers will be selected individually by the committee by established criteria eg. In the first instance Swan Valley growers and producers will be given preference, thereafter farmers from surrounding districts will be considered, resulting in lowest food miles possible
- ✓ Farmers/Vendors can sell only produce grown or produced by them (Coffee van excepted)
- ✓ The market will provide a social meeting place for farmers, locals and tourists
- ✓ A farmers market coordinator will be employed to manage the vendors, monitor produce supply, produce quality and compliance guidelines
- ✓ The owners are committed to having the Farmers Market operational criteria bound to the development approval in a manner by which the City of Swan Council will have jurisdiction

**Artist's Impression** (Growers Market interior):

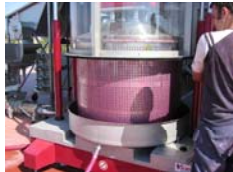


## Fresh Produce Markets - Greater Perth Region



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### **3. Grape Processing Facility / Winery:**

- **Purpose built wine grape processing facility for the exportation of un-fermented frozen grape must and juice for offshore winemaking**
- **Opportunities exist for local growers as a new market for wine grapes**
- **Winery for the production of wines from owner's 8ha vineyard located in the Swan Valley**
- **All grape handling, receipt and winemaking operations to be conducted inside existing building**



### **3.1 Grape Processing Facility:**

The proposal includes the establishment of a wine grape processing facility incorporating a new process technology. The technology allows grapes to be partially processed and kept in un-fermented form for extended periods. This allows for exportation of the partially processed wine grapes to counties with limited or no wine grape supply. This technology provides opportunities for new winemaking ventures in locations not traditionally known for winemaking. The technology will also provide new opportunities to local grape growers for the sale of their grapes. It is anticipated that the volume of wine grapes will commence at approximately 300 tonnes and ultimately increase to approximately 3,000 tonnes per annum at this facility.

### **3.2 Winery:**

The winery component of the proposed development shall be small in relative terms compared with the grape processing operation. The winery shall be established purely for the wine production associated with the owner's 8ha vineyard which is located in the Swan Valley. No other wines are intended to be made or sold at the proposed development.



## **4. Conference Facility:**

- **A 160m<sup>2</sup> Conference Facility is proposed and shall be located between the Cellar Door and Art Gallery**
- **Nominally 40 person (conference seating style) facility with integrated AV & Projection system**
- **Catering provided as required by offsite local catering contractor**
- **It is expected that the facility will form alliances with local boutique hotels and B&Bs for accommodation requirements associated with the conference facility**
- **It is intended to fill a gap in the local Conference Facility market for smaller group demand such as Wine Industry conferences. It is not designed to compete with The Vines and Mulberry Farm facilities.**
- **The local Visitor's Centre has advised that there is a demand for such a facility**



## **5. Cellar Door:**

- **A Wine tasting / Cellar Door is proposed and shall be located at the main entry to the original building.**
- **Wine tasting and sales of wines made on site represent production from the owner's 8 hectare vineyard located in the Swan Valley**
- **Operating hours are expected to be consistent with other local cellar door facilities which is expected to attract a low steady volume of patrons**
- **No wines from outside the Swan Valley will be sold on site**
- **A heritage display will be incorporated into the cellar door space to inform patrons of the history and contribution the building has made to the local community over the past century**