



Broadbeach Tourist Sign

CLIENT:	Gold Coast Council
LOCATION:	Gold Coast
PRODUCT:	CoverLawn
GRASS TYPE:	Couch
APPLICATION:	Open Space
DATE:	February 2018

KEY CHALLENGES

The Broadbeach Tourist Sign was built in 2017. The area is frequented by over 10,000 tourists monthly to take photos in front of this iconic location. Originally a turfed area, due to the vast volumes of foot traffic in the open space area, council were looking for a solution to solve the need to frequently replace turf, and alleviate muddy conditions when turf had worn away, while ensuring the site was enhanced to provide Tourists with the best photo opportunity.

SOLUTION

After a number of trials with different options, Council chose CoverLawn. New turf was laid prior to installing CoverLawn. CoverLawn now protects the natural turf, alleviating bare patches and muddy conditions, creating a safe, stable natural grass area. The turf germinated through the open backing of CoverLawn, which is designed for drainage and root growth. CoverLawn is maintained with the same practices used on natural turf. CoverLawn provided the best of both worlds' – Natural grass combined with synthetics

"My family and I visit the Gold Coast annually. As part of our family tradition we have taken photos in front of the Gold Coast Sign to remember our time together. We have noticed that the grass area around the sign is now always in pristine condition. Being in the horticulture business, I am impressed with CoverLawn"

John Clifford
and Family
NSW Tourist

