

Central Avenue

Location 2 / South Eveleigh

Central Avenue - Location 2

General Design Principles

At Central Avenue, the signage is required to draw visitors into the car park in the Foundry Building. They will enter the car park in one building and transfer via the heritage interpretation tunnel into the Locomotive Workshops. The entrance needs a marker to ensure it is highly visible from a distance upon approach, assisting a safe entry and ‘you are here’ moment.

The entrance marker at this point clearly displays the parking ‘P’ symbol and the South Eveleigh brand, as well as providing flexible content relating to retail partners and events occurring at the precinct.

Form and Materiality

Tapping into the history of the site, the form of this entrance marker represents the high-technology nature of the precinct in more recent years but also draws inspiration from the industrial vernacular of railroad infrastructure. It takes cues from the same materiality, manufacturing and fixings as would have been used at the site some 100 years ago. The sign comprises three triangular black steel framed pillars of 7m (pillar A), 9m (pillar B), and 8m (pillar C) in height. The distance between pillars A and B is 185mm and the distance between B and C is 1170mm. Each pillar incorporates expanded mesh cladding and white/neutral lettering fixed to the steel frame. The openness of the pillars allow light through to make them less imposing than one large structure and the steel crossmembers and exposed fittings visually connect the sign to this rich history.

In order to display the required information but also to retain visibility, the content is split across three steel structures. This produces a built form that blends in much more seamlessly to its environment than one solid piece.

Landscape

Set back from this location is a series of native palms. The importance of the palm trees and their historical significance is understood. The marker stands proudly next to the palms and does not interfere with them due to its lattice formation – it has been ensured that the top of the structure ends well below their foliage line. The vertical nature of the marker complements and accentuates the palms in a way that is not imposing.

Lighting and Illumination

The entrance marker illuminates to highlight the South Eveleigh brand, the Parking sign and the structure itself. It makes the entrance to the precinct easily visible in low light and darkness. Pillar C provides a digital screen to display information about the precinct, its retail partners and upcoming activities. The brand element can be programmed to change colour at night to coordinate with precinct events and festivities.

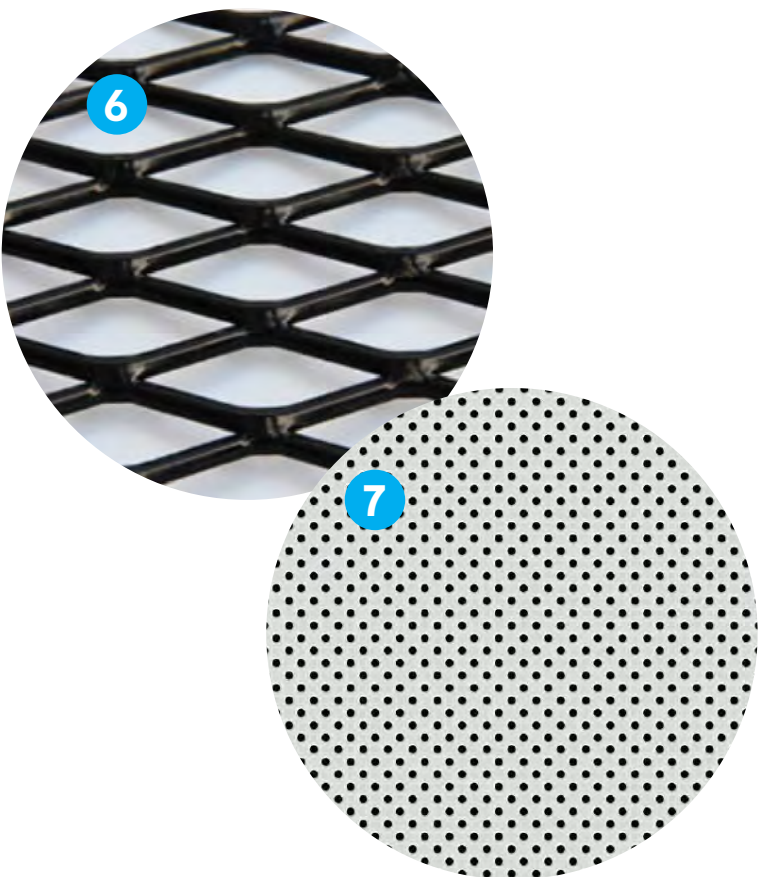
Illumination is provided by linear white LED lighting along the diagonal crossmembers of the pillars, plus RGB LED illumination of the South Eveleigh brand. Appropriate lux levels are used to respond to the conditions of the

area and be considerate towards residential buildings. The marker is purposely positioned so that illumination faces down the road towards Henderson Street and the lighting arrangement slowly transitions between sequences.

Central Avenue - Location 2

Reference Images

- 1 2010 'Make no little plans' temporary structure by Monadnock
- 2 2013 'EVERYTHING THAT IS SOLID' temporary structure of YAP Istanbul Modern: New Architecture Program, which was carried out in collaboration with The Museum of Modern Art (MoMA) and MoMA PS1
- 3 4 Railway infrastructure
- 5 Carriageworks, Eveleigh Railway Workshops precinct
- 6 Black expanded metal mesh
- 7 Perforated letter face



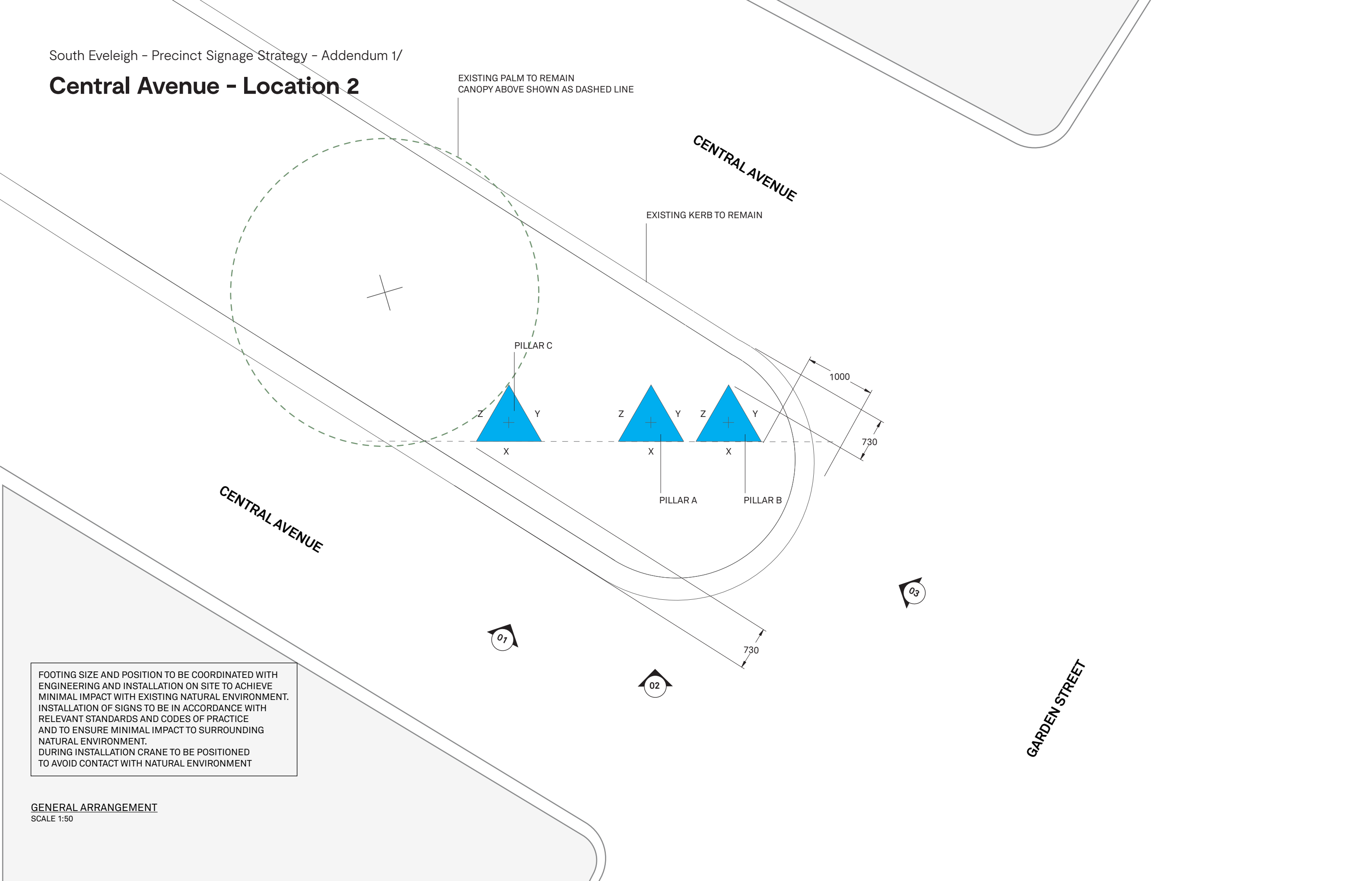
Location Plan



Location Plan – Central Avenue

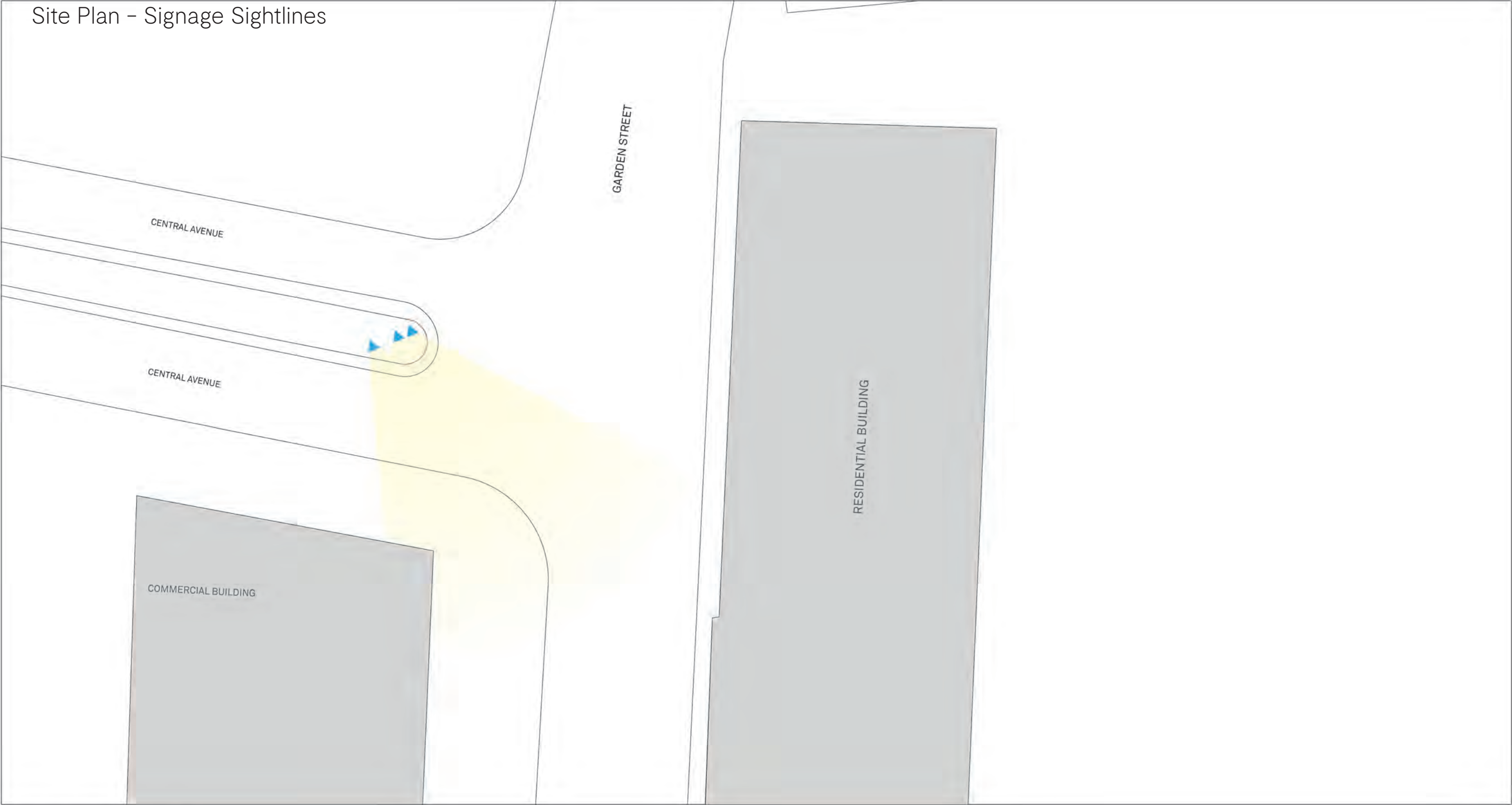


Central Avenue - Location 2



Central Avenue - Location 2

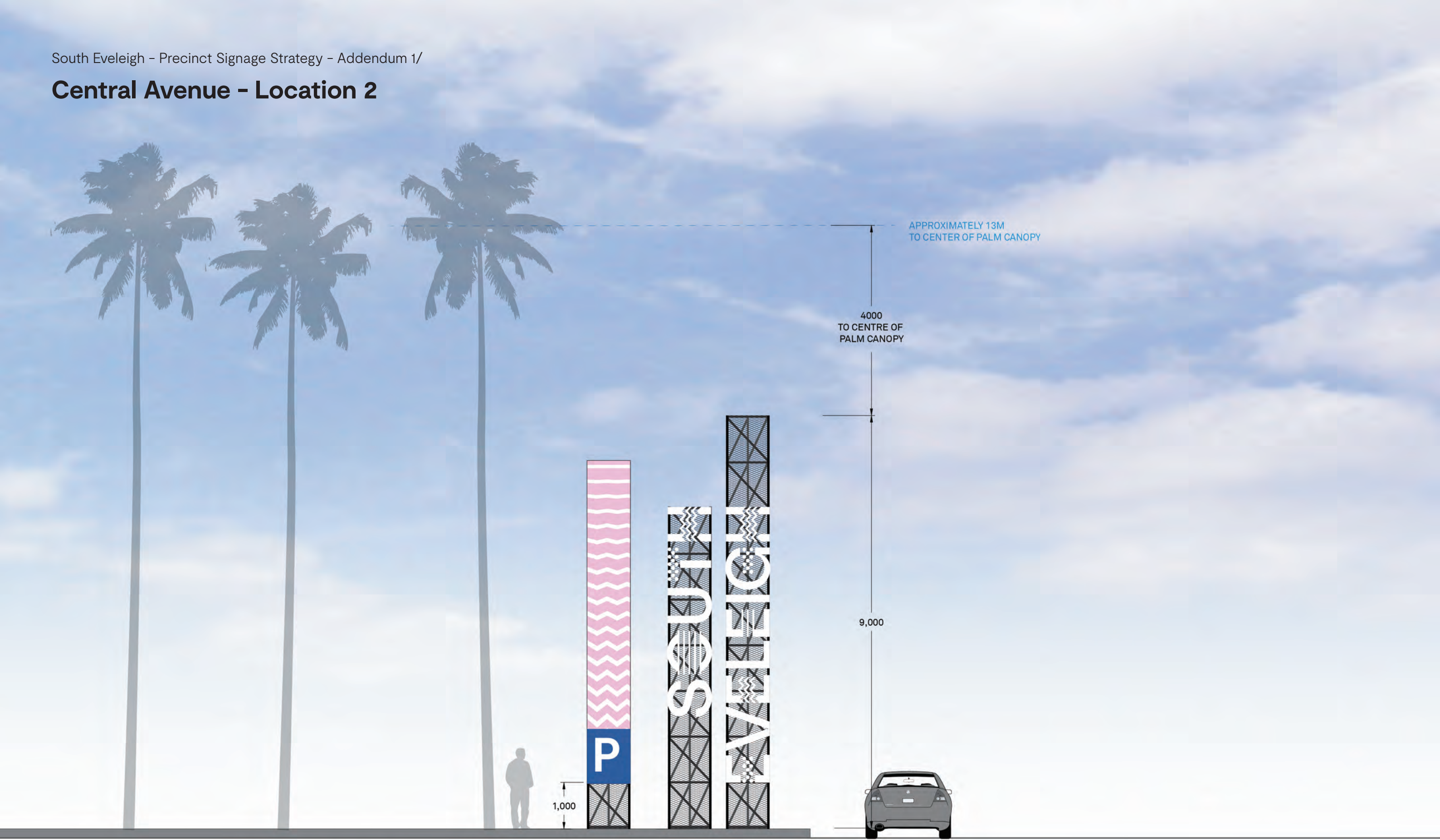
Site Plan – Signage Sightlines



LOCATION 2 SIGNAGE SIGHT LINES
SCALE 1:300

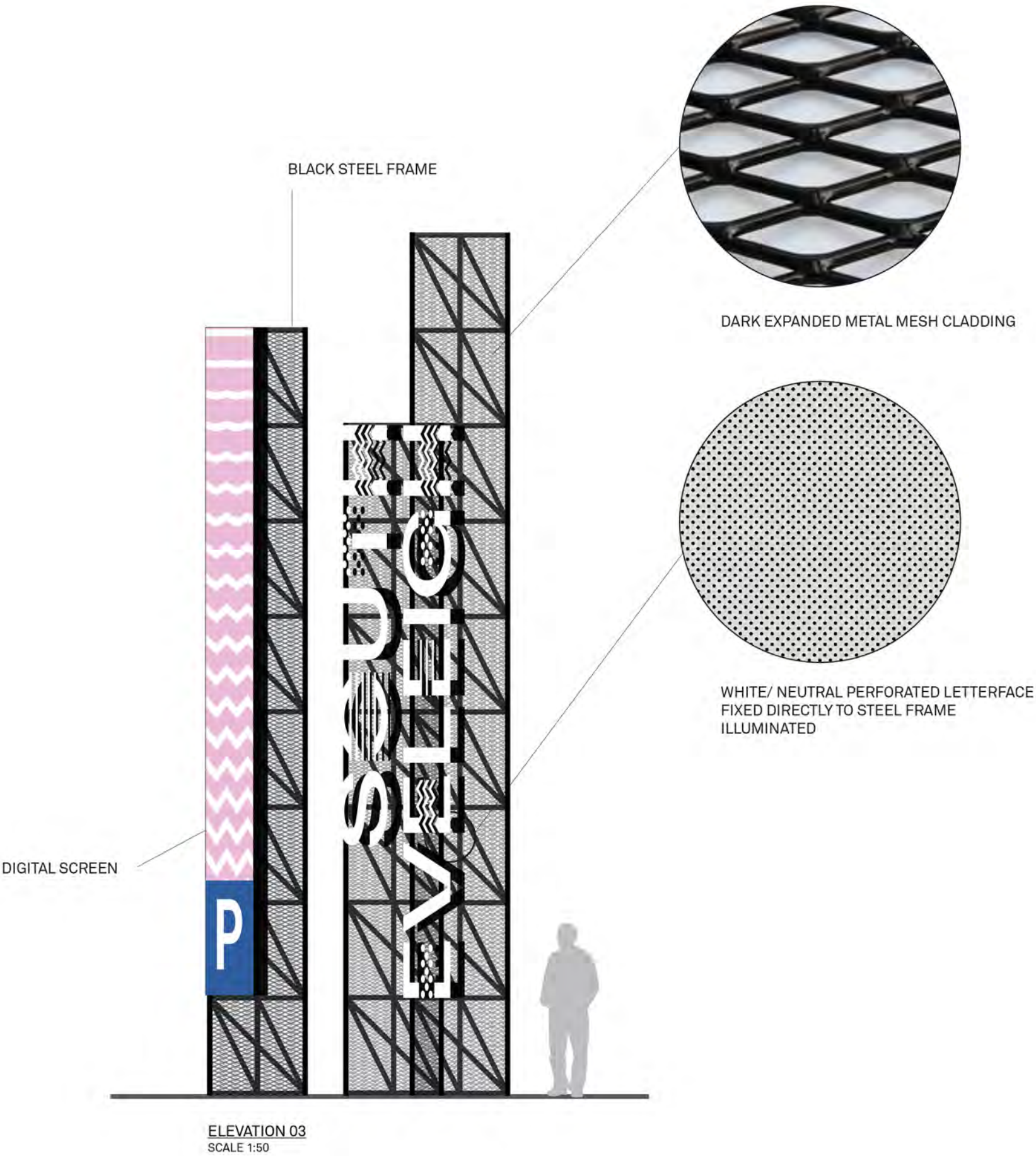
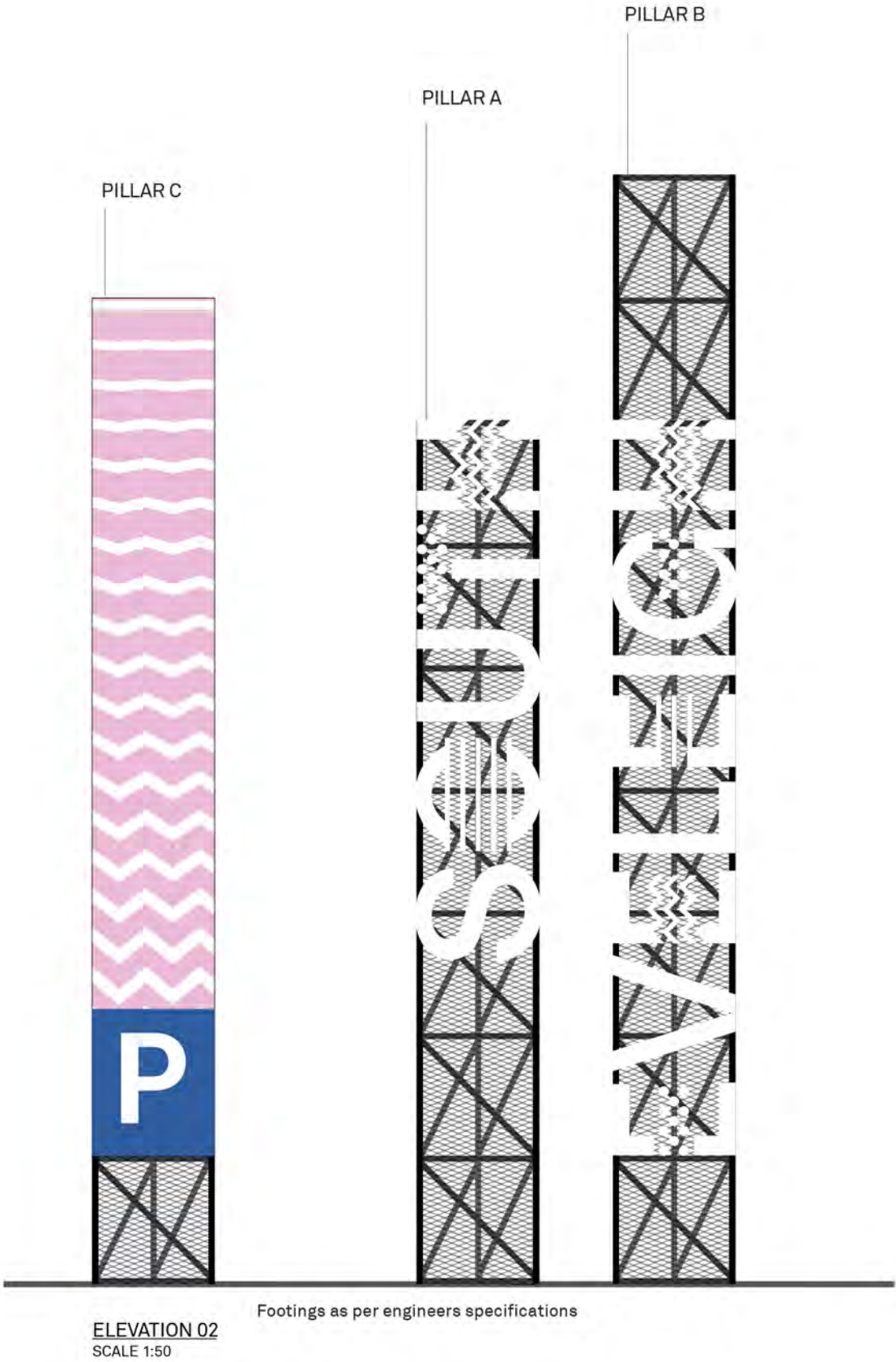


Central Avenue – Location 2

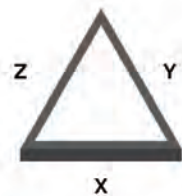


SIGNAGE IN RELATION TO NATIVE PALMS - ELEVATION 02
SCALE 1:75

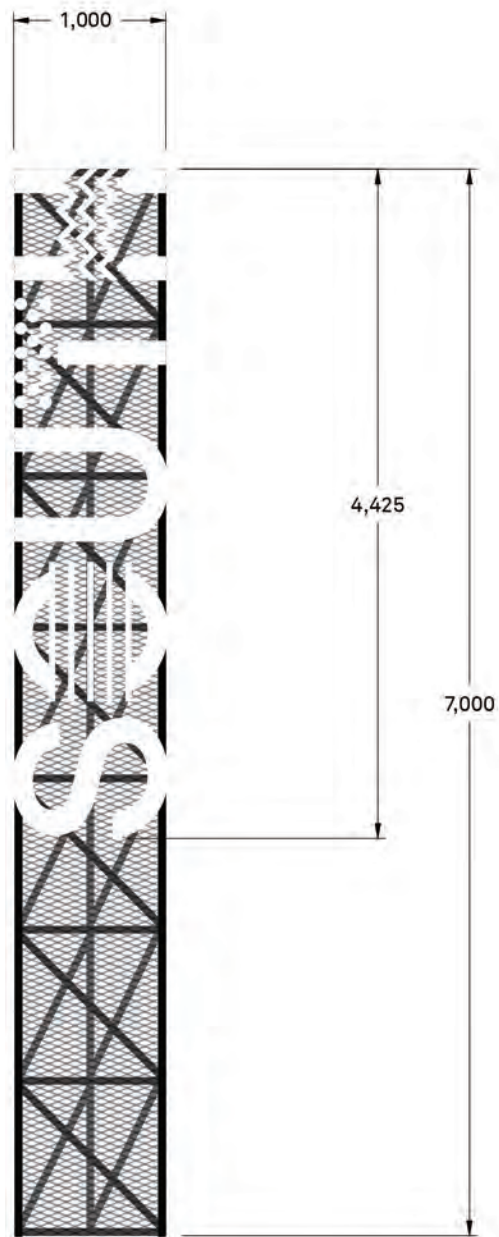
Central Avenue – Location 2



Central Avenue – Location 2



PILLAR A – TOP VIEW
SCALE 1:50



PILLAR A – ELEVATION X
SCALE 1:50

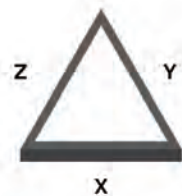


PILLAR A – ELEVATION Y
SCALE 1:50

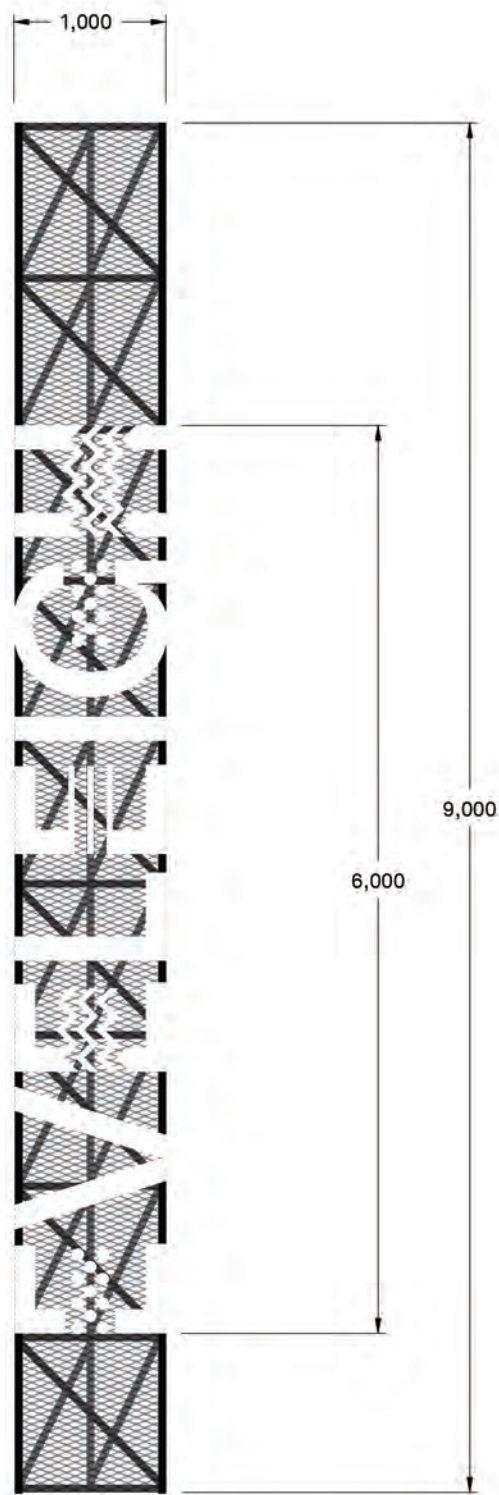


PILLAR A – ELEVATION Z
SCALE 1:50

Central Avenue – Location 2



PILLAR B – TOP VIEW
SCALE 1:50



PILLAR B – ELEVATION X
SCALE 1:50

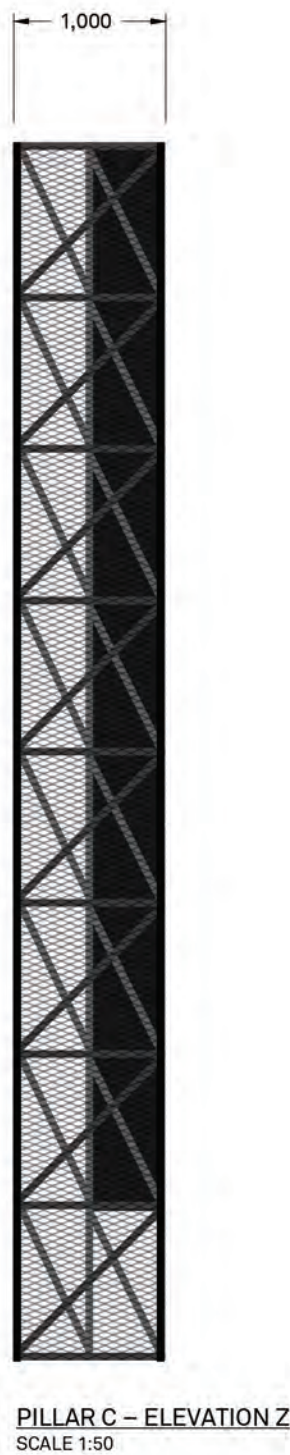
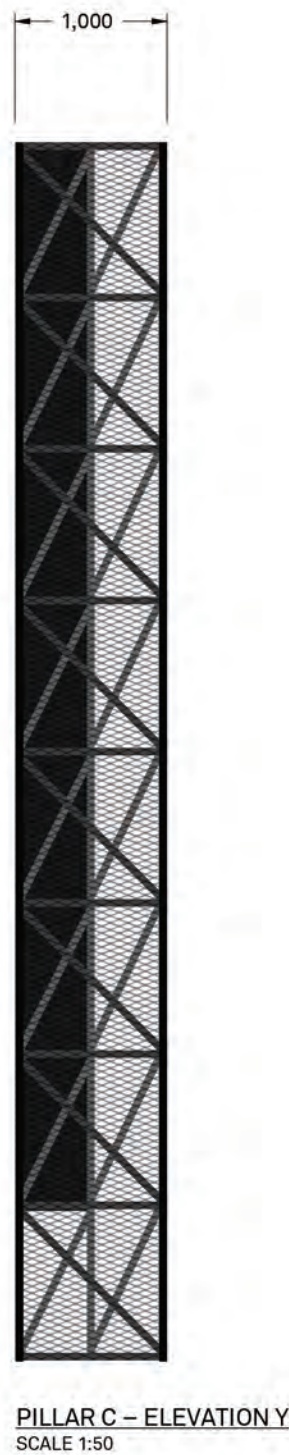
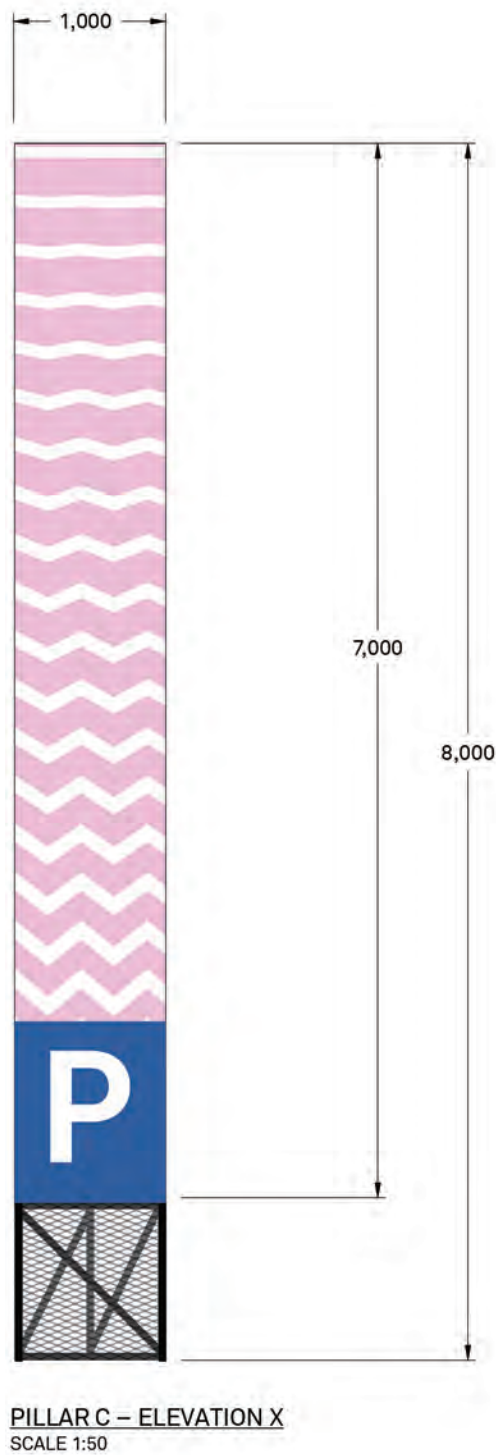
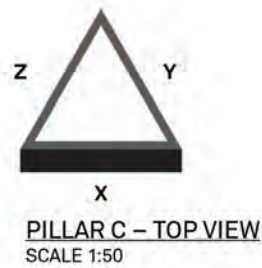


PILLAR B – ELEVATION Y
SCALE 1:50

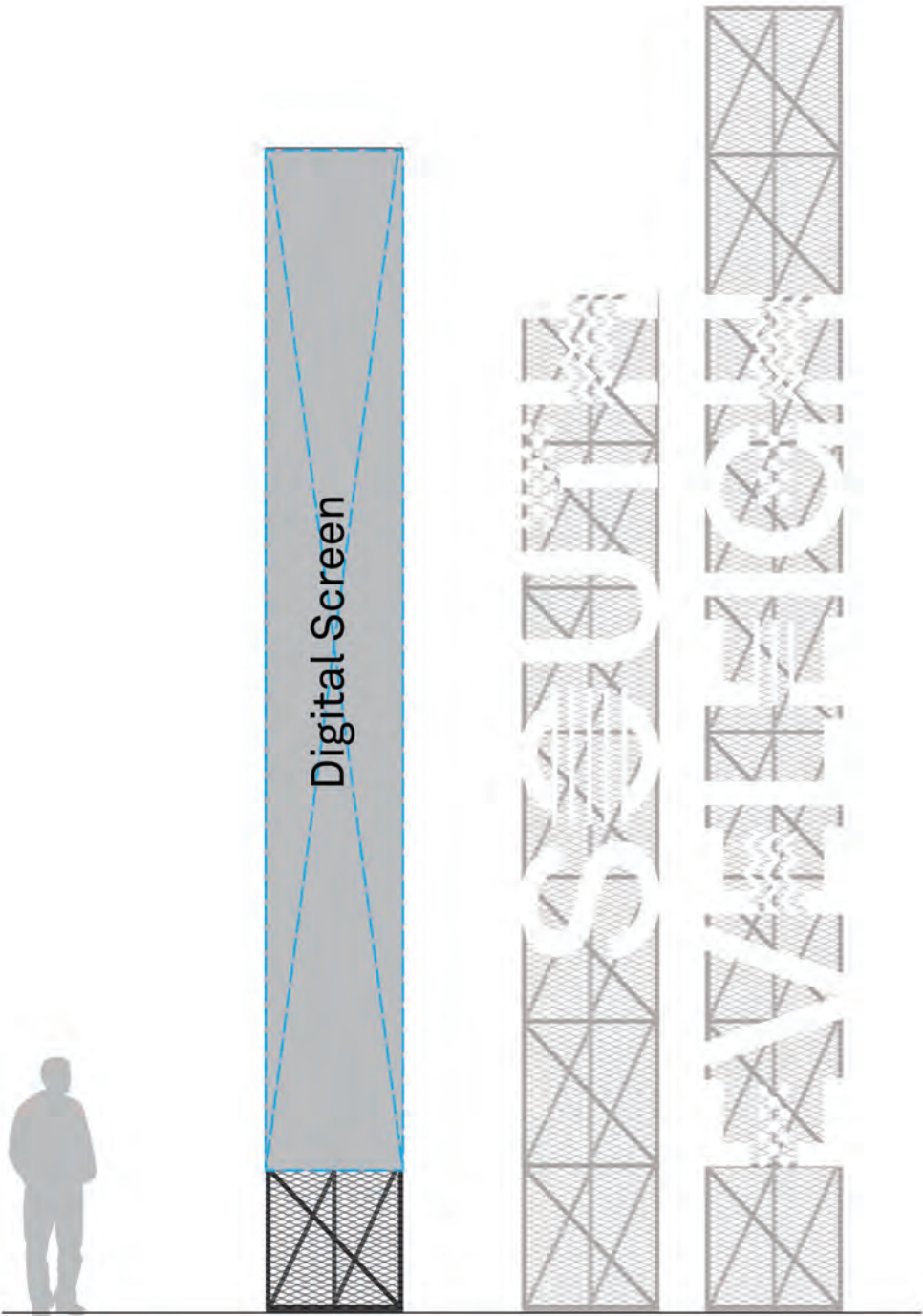


PILLAR B – ELEVATION Z
SCALE 1:50

Central Avenue – Location 2



Central Avenue - Location 2



Digital Content

Initially the digital signs will be focused on directing parking, notifying visitors as to who key retailers are in the precinct (IGA, Grounds, Medical Centre etc) and activities (markets on Sunday, concert in Village Square/Innovation Plaza). As visitors become familiar with the precinct, the digital screens will then be used for updates on activation within the precinct.

The overall sign style tilts its hat to the history of the site (the base structure is similar to the structural elements of the Loco). The South Eveleigh lettering reflects Mirvac’s brand guidelines and colour palette. The digital components reflect the future of the precinct.

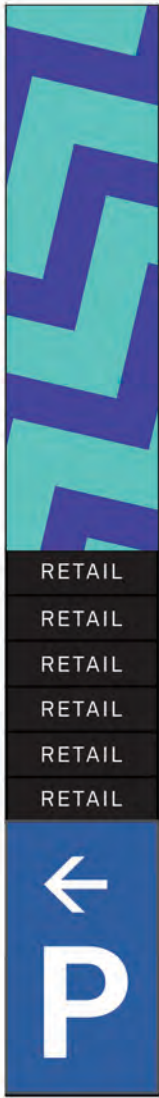
The digital signage will be switched off at 11pm to prevent disruption to neighbouring residents.



PRECINCT INFORMATION
PARKING INFORMATION



PRECINCT INFORMATION
RETAIL PARTNER DIRECTORY
PARKING INFORMATION



PRECINCT INFORMATION
RETAIL PARTNER DIRECTORY
PARKING INFORMATION

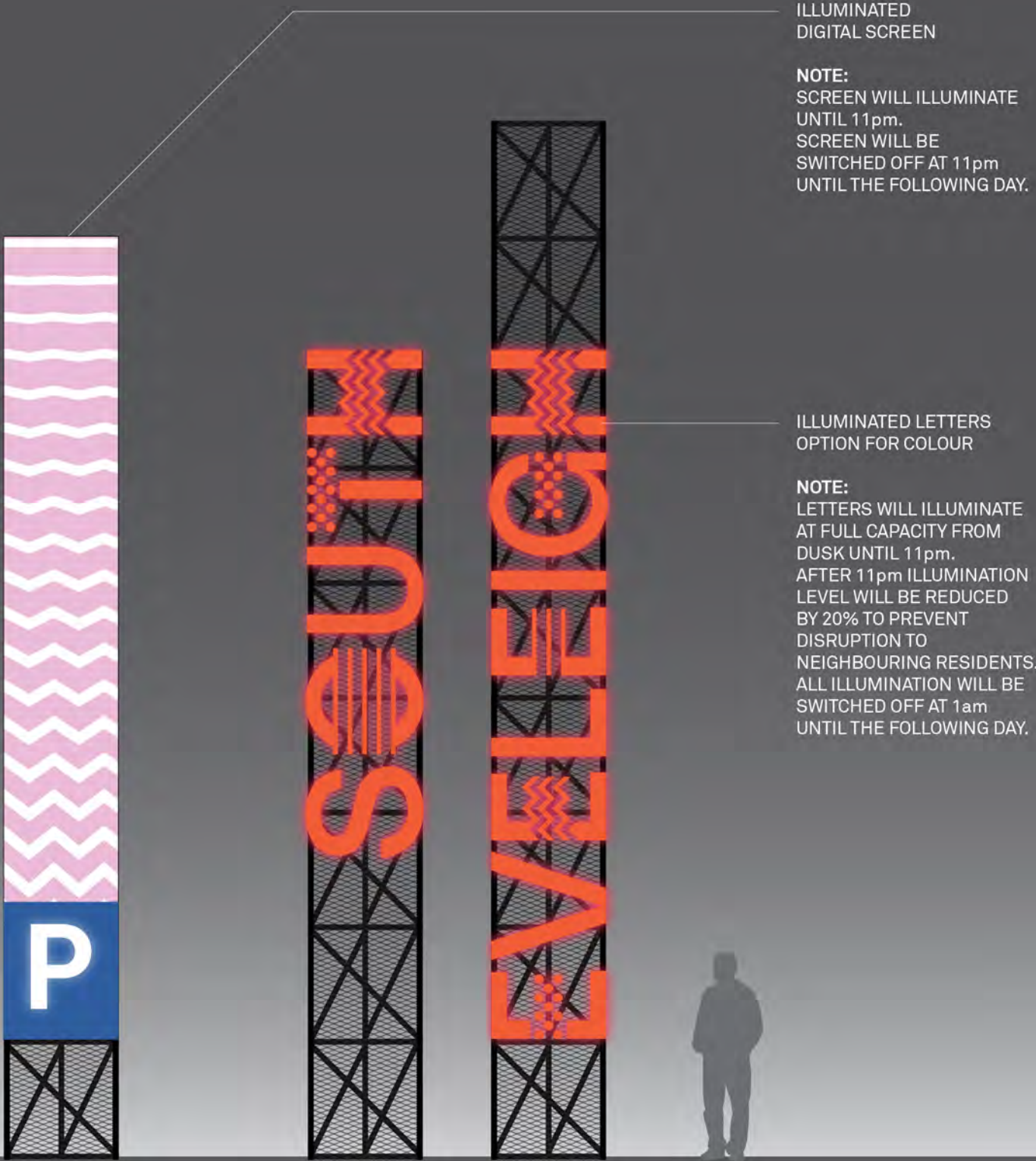


PRECINCT INFORMATION



PRECINCT INFORMATION

Central Avenue - Location 2



VISUAL - NIGHT
SCALE 1:50

Central Avenue - Location 2

Optimal sightlines – sign in situ



Central Avenue - Location 2

Montage - Day



Central Avenue – Location 2

Montage – Night

