

Henderson & Davy Road

Location 1 / South Eveleigh

Location 1 – Henderson & Davy Road

General Design Principles

The Henderson and Davy Road corner is a busy junction for buses and cars heading east from Erskineville to the City along Henderson Road, heading west to Erskineville and north from Mitchell Road headed to the City.

This is the main entry point to the site and one of only two key vehicular entries into the precinct.

It is essential to have a highly visible form of site identification and car park identification at this location to capture drivers looking for parking at South Eveleigh. With drivers travelling at speeds up to 60kph into a busy intersection, appropriately sized and quickly recognisable information from distances up to 100m will assist a safe and ordered entry to the South Eveleigh precinct.

Form and Materiality

The form of the marker is driven by several design parameters. Firstly, the importance of representing the car park ‘P’ pictogram at a legible size for approaching drivers will drive the composition of the piece.

Secondly, the new South Eveleigh brand needs to be of a significant scale as to be able to be identified by approaching vehicles from at least 100m at speeds of up to 60kph.

The stacked version of the brand was selected in this instance so that the text is contained to a smaller zone that may be separated from and provide negative space around the parking sign. Given the arrangement of the brand with several separate components such as floating dots and zig zag lines, there is a need for a solid background element for fixing of these and also to hide any cabling, structure or power feed.

To reduce the mass of this background and retain some visibility to the landscape and open space behind we have broken up the background into a series of individual vertical elements positioned to allow for fixing of the brand components. (Fig 1)

The rhythm of these vertical elements is to reference train tracks and sleepers as a nod to the heritage of the precinct (Fig 2) . They also reference the verticality of the chimneys which are visible elements of the Locomotive Workshops. (Fig 3)



The use of weathered steel evokes the sense of an industrial relic in a unique Australian landscape. The construction details take inspiration from traditional manufacturing methods of the blacksmith within the Locomotive Workshops. (Figs 4&5)

The materiality continues and is consistent with the construction of the Location 3 marker to Locomotive Street.

Lighting and Illumination

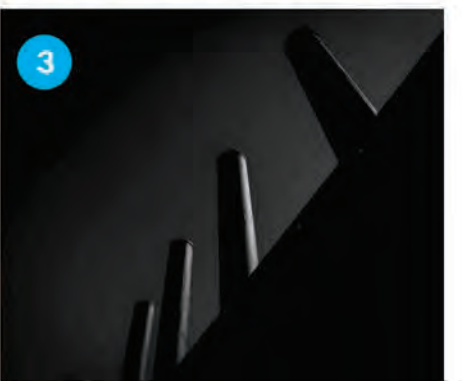
As mentioned, the focus is to appropriately represent and therefore illuminate the car park ‘P’ icon as well as the South Eveleigh brand.

Conventional and low maintenance LED internal illumination technology is used to illuminate the ‘P’ icon as well as the dimensional letters. The introduction of perforated metal to the faces of these elements provide a bespoke and softer/ filtered version of illumination than conventional ‘lightbox’.

Landscape

The Australian landscape is reflected with planting incorporated to provide contrast between soft and hard surfaces. The vertical elements are linked with stainless steel cable to allow native vines to climb and cascade out toward the street.

These landscape elements are consistent with the Location 3 marker to Locomotive Street (Figs 6–8).

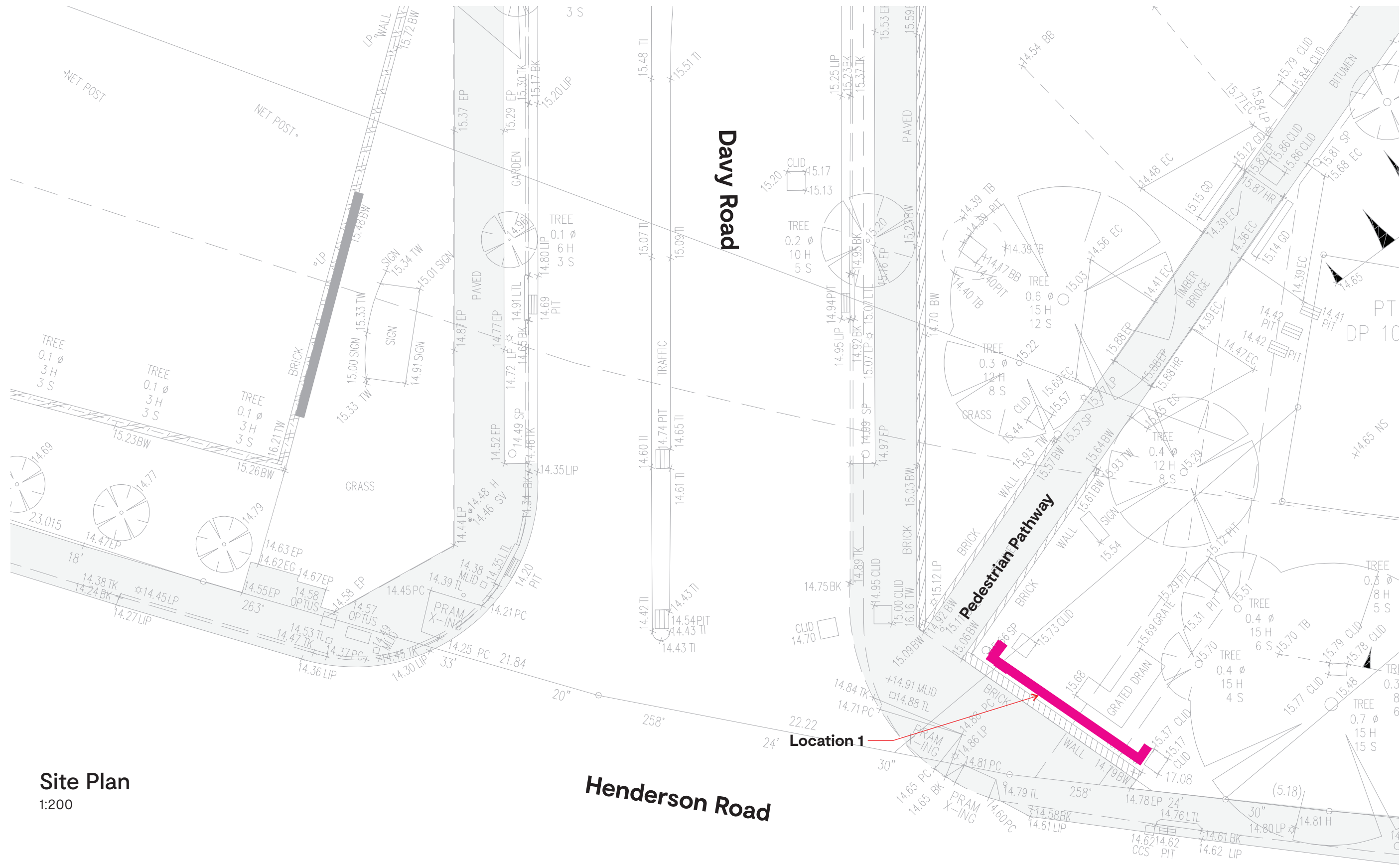


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Location Plan



Site Plan
1:200

Location 1 – Henderson & Davy Road



Signfaces 2mm perforated aluminium custom punch perforation to match other markers.

2900 (ABOVE WALL)

1500
1500
395 245 335 120

1050
1500

120 230 610 120 230 660 180 460 120 120 660 245 390

6000
5130
3710

Metal framed support columns clad with 3mm corten.
Signface 2mm perforated aluminium custom punch perforation to match other precinct markers.

Fabricated metal letters, with corten returns with illuminated front faces and halo illuminate from back
Support columns to wrap 90deg at each end

Elevation
1:40

Existing brick wall to remain with sign to sit behind wall and not impact or alter it. Dimensions nominal, confirm on site before manufacture.

4mm stainless steel, corrosion resistant wire cables for climbing plants

Custom perforated pattern cut into corten cladding

Landscaping to base

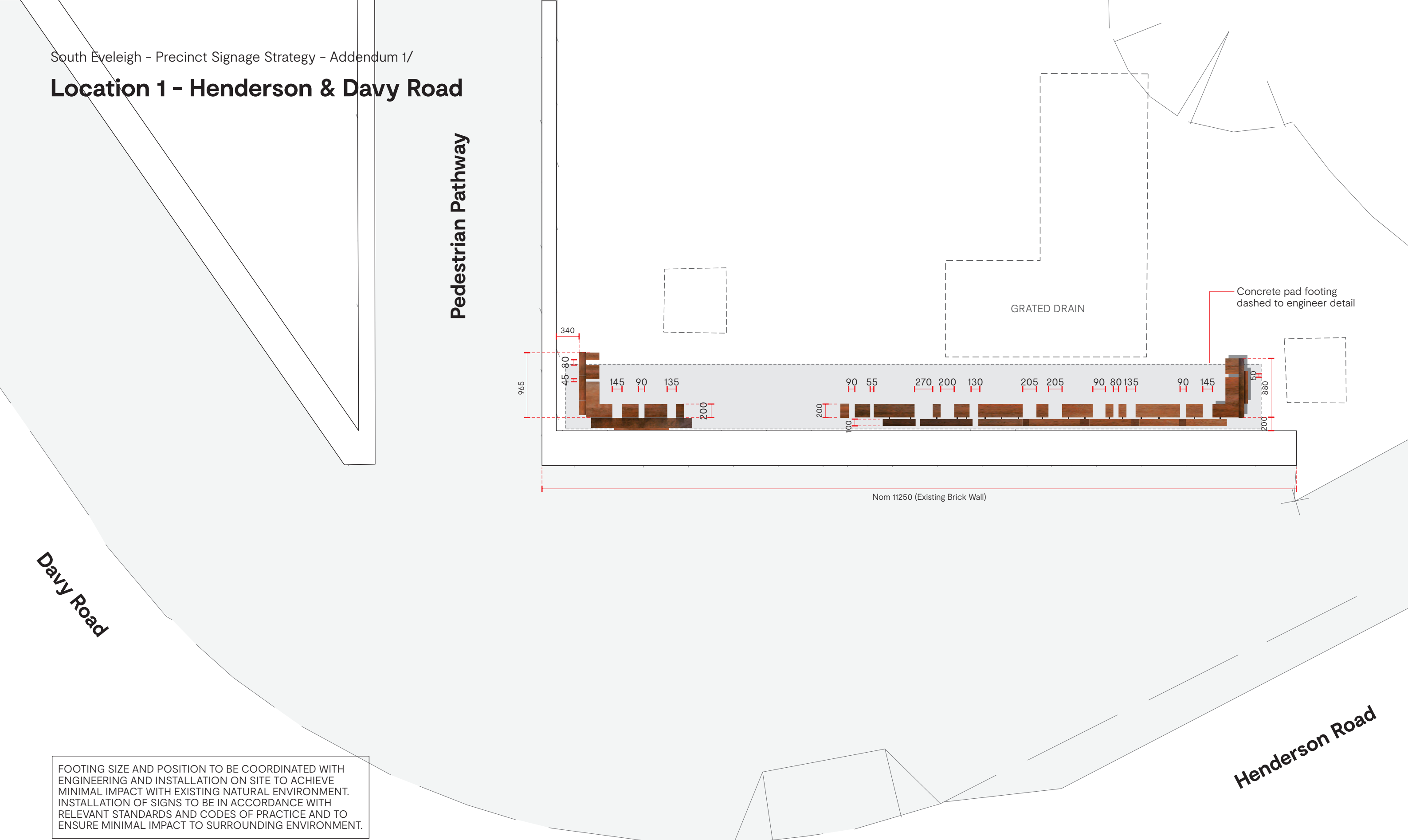
Location 1 – Henderson & Davy Road



Davy Rd Elevation
1:40

East Elevation
1:40

Location 1 - Henderson & Davy Road



Plan - General Arrangement

1:50

Location 1 – Henderson & Davy Road

Montage – Day



Location 1 – Henderson & Davy Road

Montage – Night

