

Redfern Station

Location 4 / South Eveleigh

Redfern Station – Location 4

General Design Principles

The upgrade of Redfern Station is the first step in renewing the Redfern North Eveleigh precinct. The southern concourse addition will bring more people to the area and is designed to improve connections between the station and destinations in the area such as South Eveleigh.

As a result, there is a requirement to identify the precinct to commuters both now and when the southern concourse is completed. The entrance marker must suit both the existing and future conditions at the site, display the South Eveleigh brand, as well as providing flexible content relating to retail partners and events occurring at the precinct.

The Redfern Station sign is designed to be in keeping and a continuation of the nexus between the high-technology nature of the recent use of the South Eveleigh Precinct and the rich industrial history as displayed in the Central Avenue signage.

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 is a square steel framed pillar of 11.7m in height. It incorporates expanded mesh cladding and white/neutral lettering fixed to the steel frame. The openness of the pillar allows light through to make it less imposing than a solid structure and the steel crossmembers and exposed fittings visually connect the sign to this rich history. The visual language of this sign mirrors location 2, weaving consistency throughout the site.

The transparent built form complements its environment and is compact in footprint to suit the highly pedestrianised area.

Landscape

The entrance marker can be seen above the trees and shrubs on approach from Redfern Station, making it highly visible to commuters from afar. It is positioned a suitable distance from the proposed artwork, so does not create visual clutter in the vicinity. The sign stands clear of the adjacent landscape bed but integrates with the pathway without causing a blockage for pedestrian traffic.

Lighting and Illumination

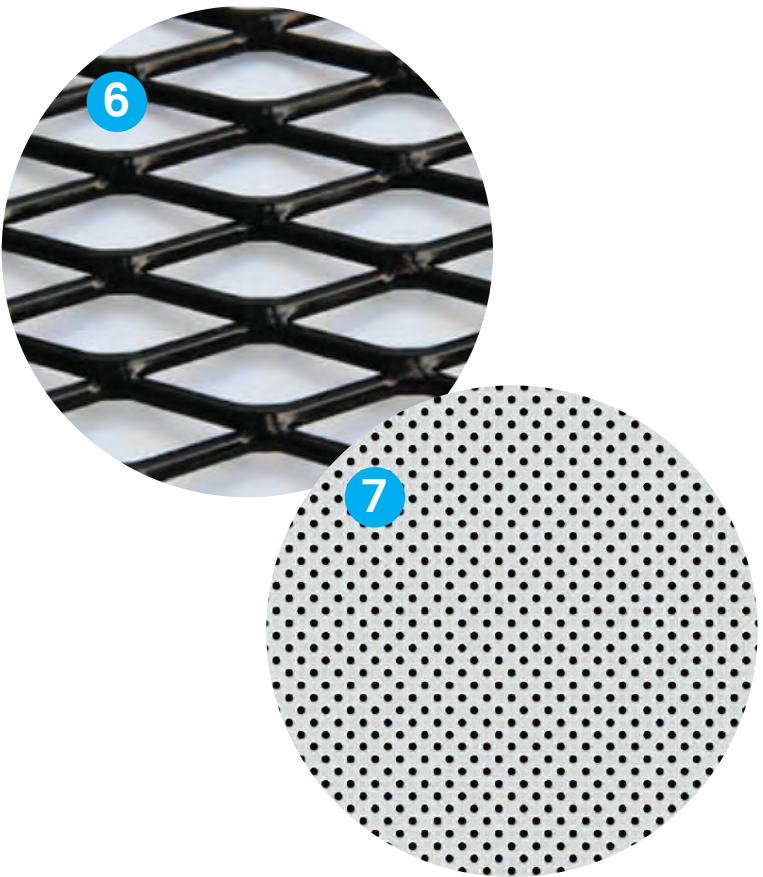
The entrance marker illuminates in white at night to highlight the South Eveleigh brand but in comparison the location 2, the structure itself does not illuminate. It makes the entrance to the precinct easily visible in low light and darkness. The sign provides a digital screen to display information about the precinct, its retail partners and upcoming activities.

Illumination is provided by LED lighting of the South Eveleigh brand and appropriate lux levels are used to respond to the conditions of the area and be considerate towards residential buildings.

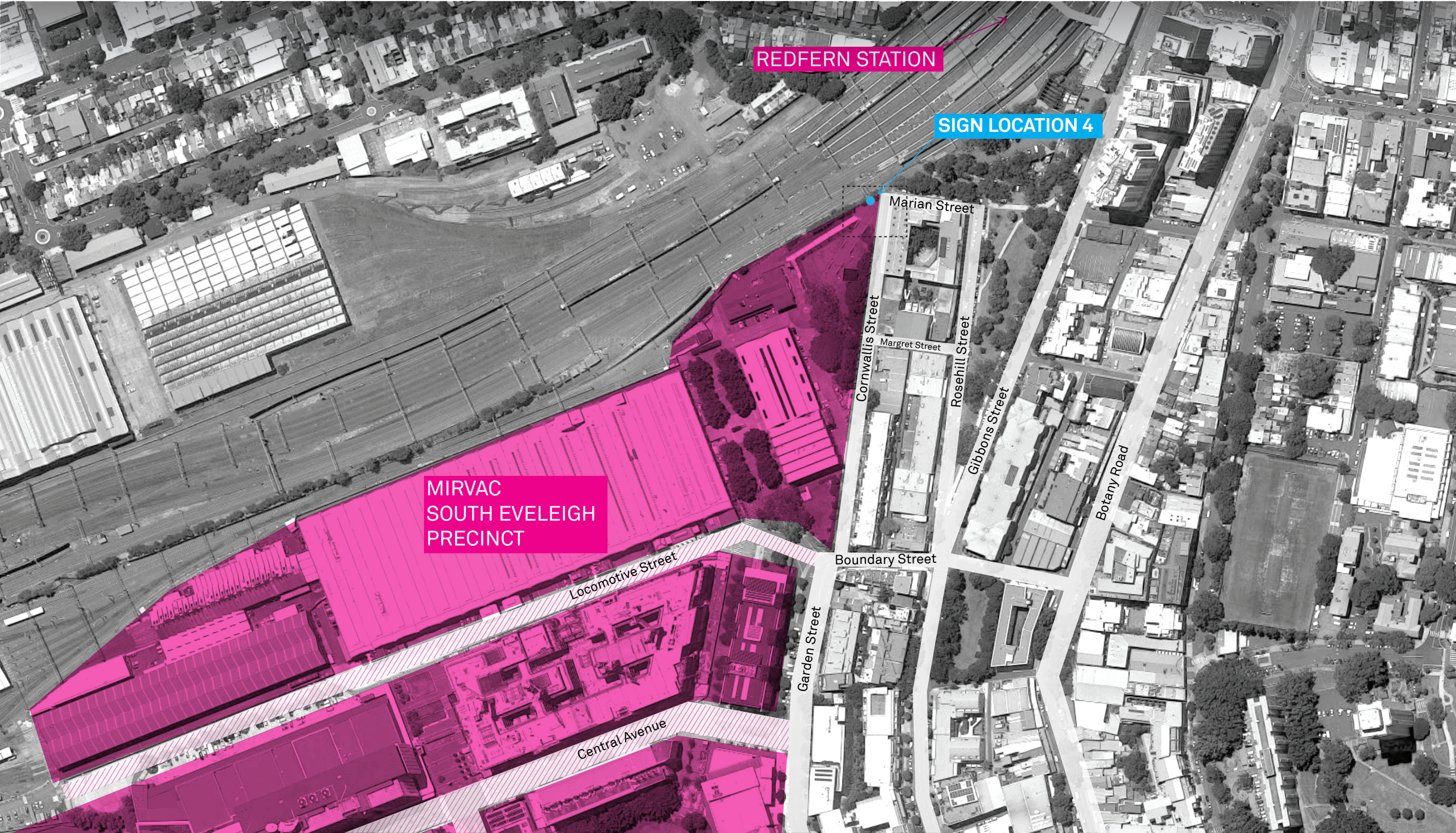
Redfern Station – Location 4

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

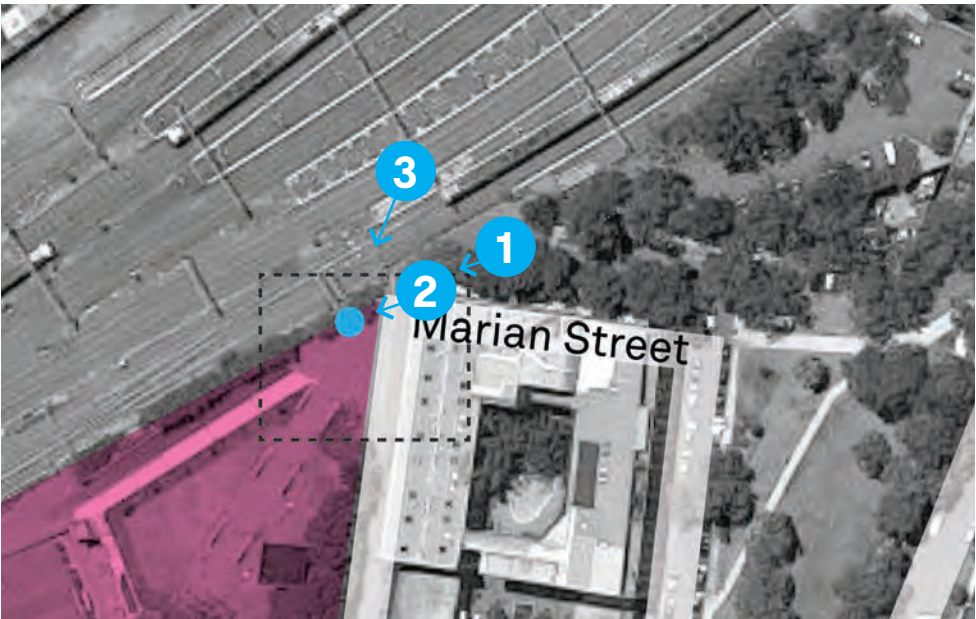


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Optimal Sightlines – Study

Images 1 and 2 show the approach to the South Eveleigh site from Redfern Station. It is important at this point to clearly identify the site to visitors coming from the station.

Provided that the sign is as high or higher than the light pole, the markers will be visible (although partially obscured) from the station platform as shown in image 3.



Redfern Station – Location 4

Reference – Site Conditions

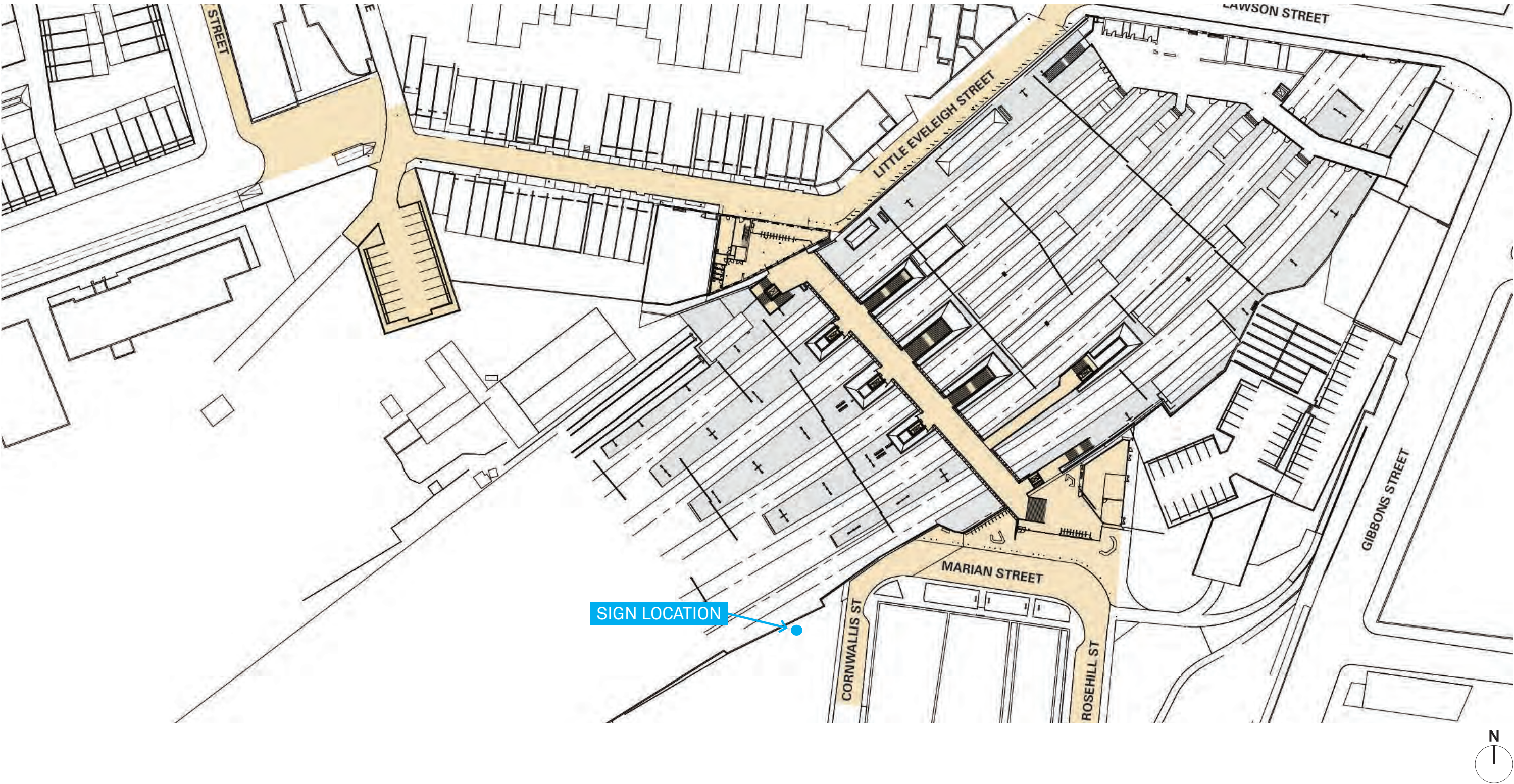
Vegetation obscures
sightlines to the sign from
the railway.



Redfern Station – Location 4

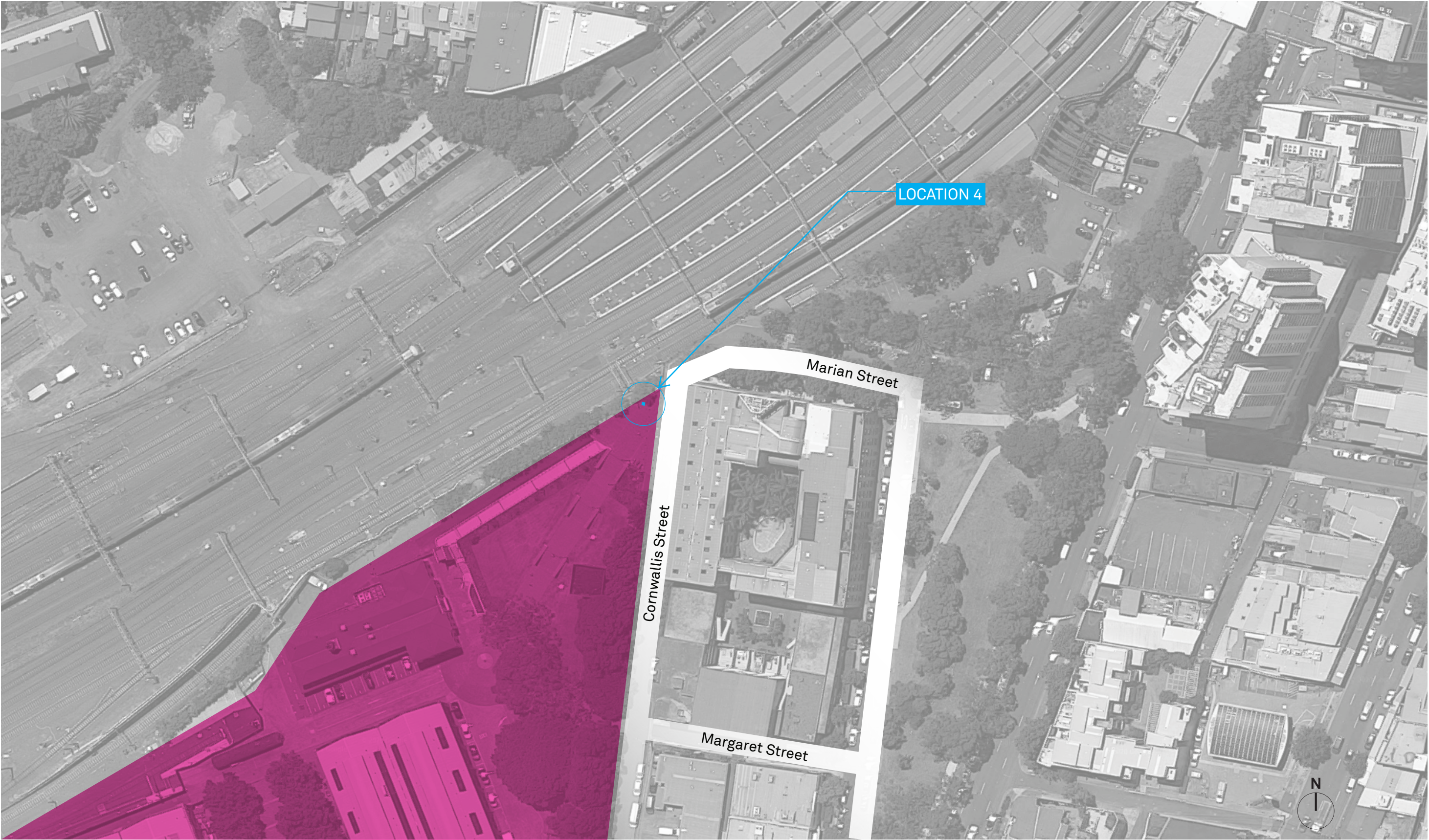
Redfern Station Upgrade

The position of the sign will not conflict with the location of the future works to the Redfern Station concourse.



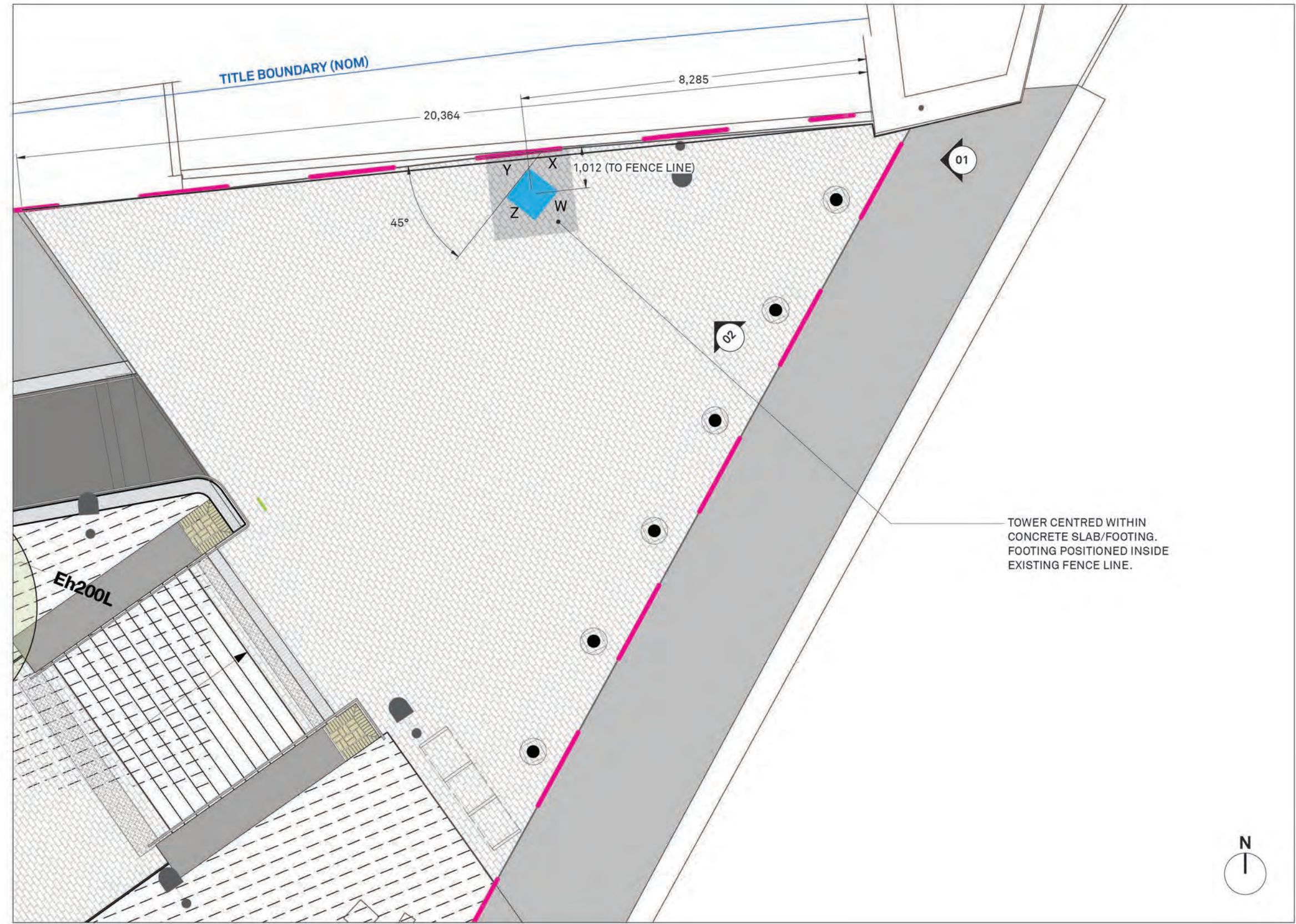
SITE LOCATION
NOT TO SCALE

Redfern Station – Location



SIGN LOCATION 4 - REDFERN STATION
SCALE 1:1000

Redfern Station – Location 4



SITE PLAN
SCALE 1:100

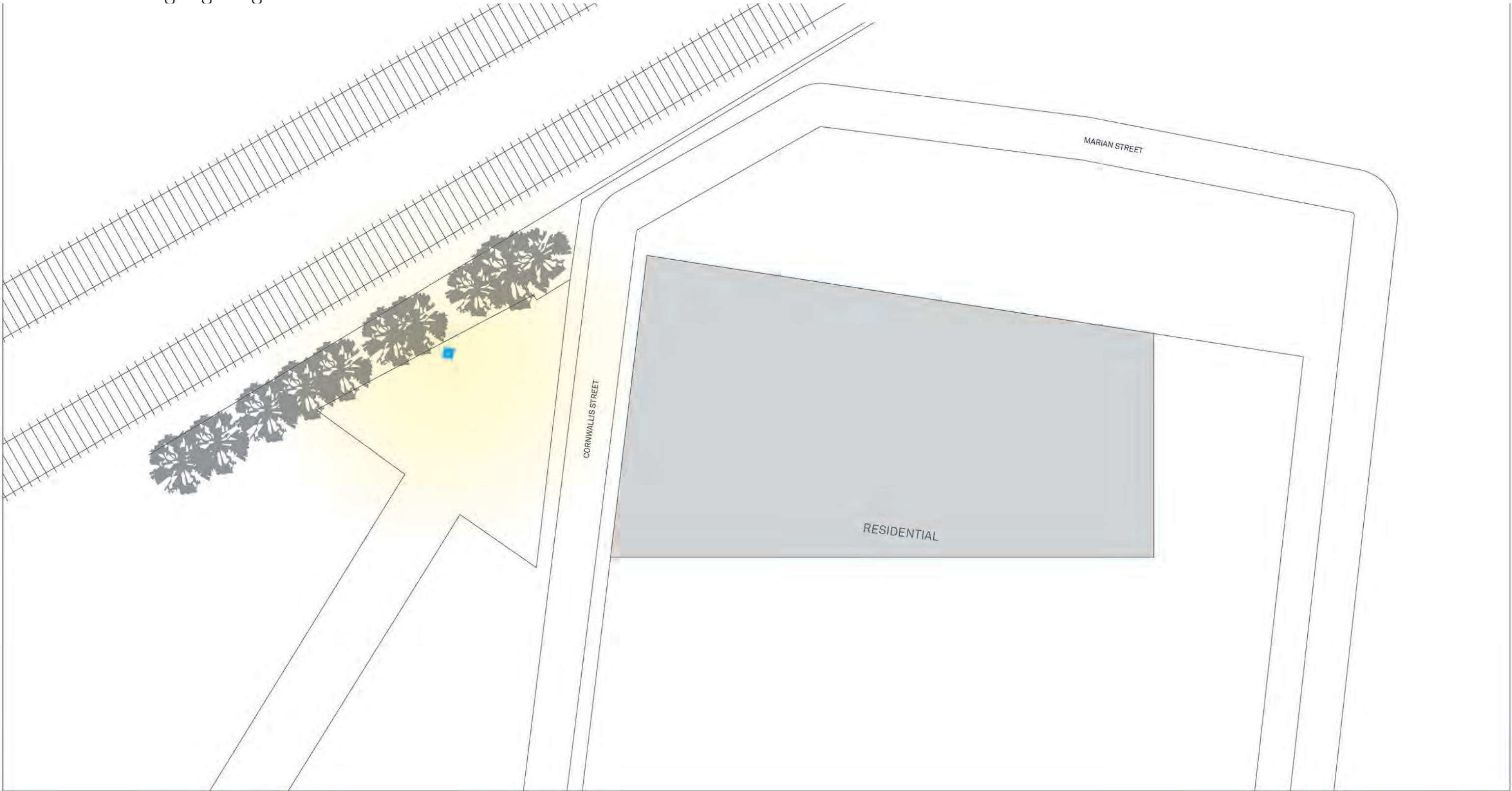


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Redfern Station – Location 4

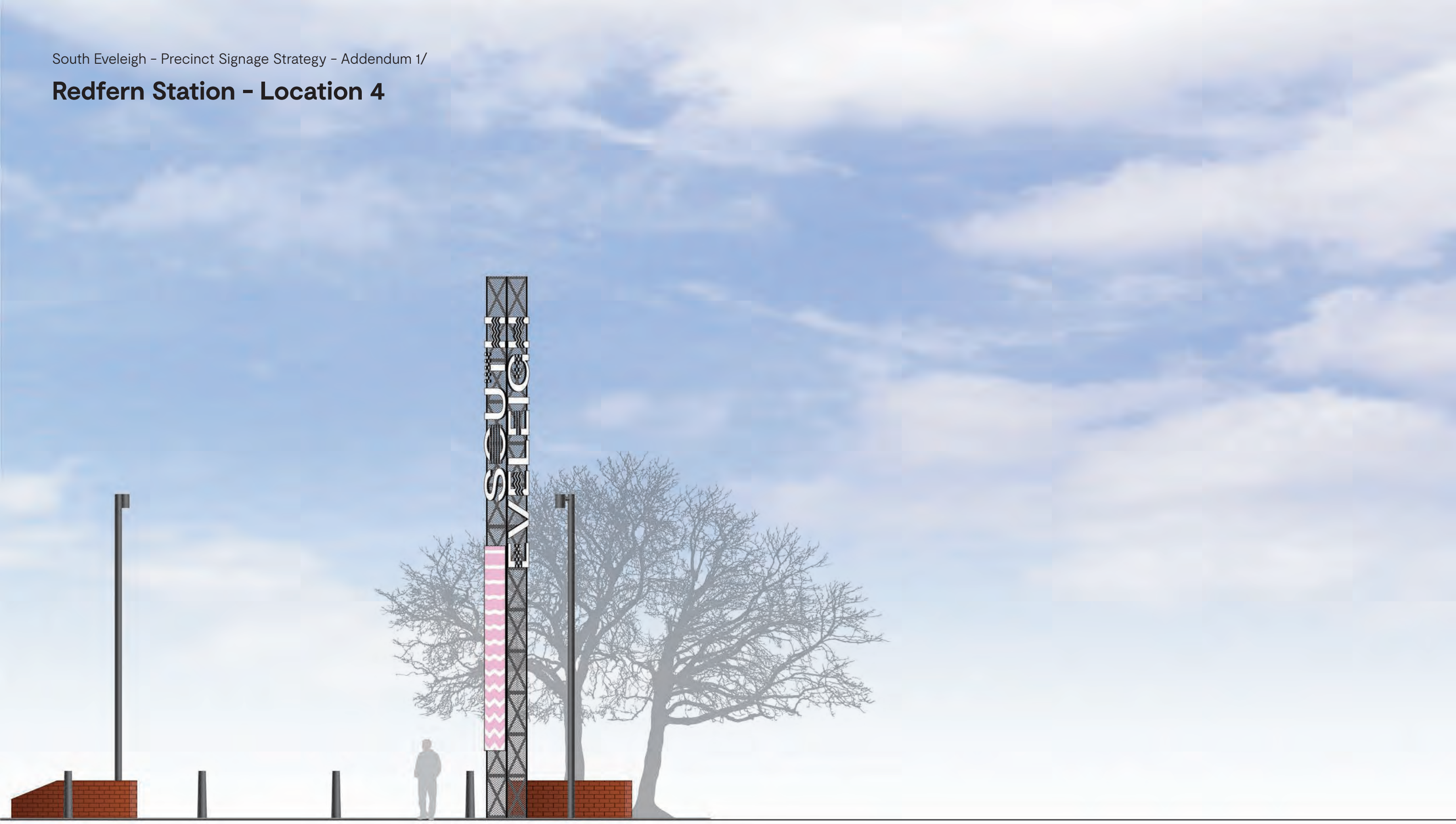
Site Plan – Signage Sightlines



LOCATION 4 SIGNAGE SIGHT LINES
SCALE 1:300

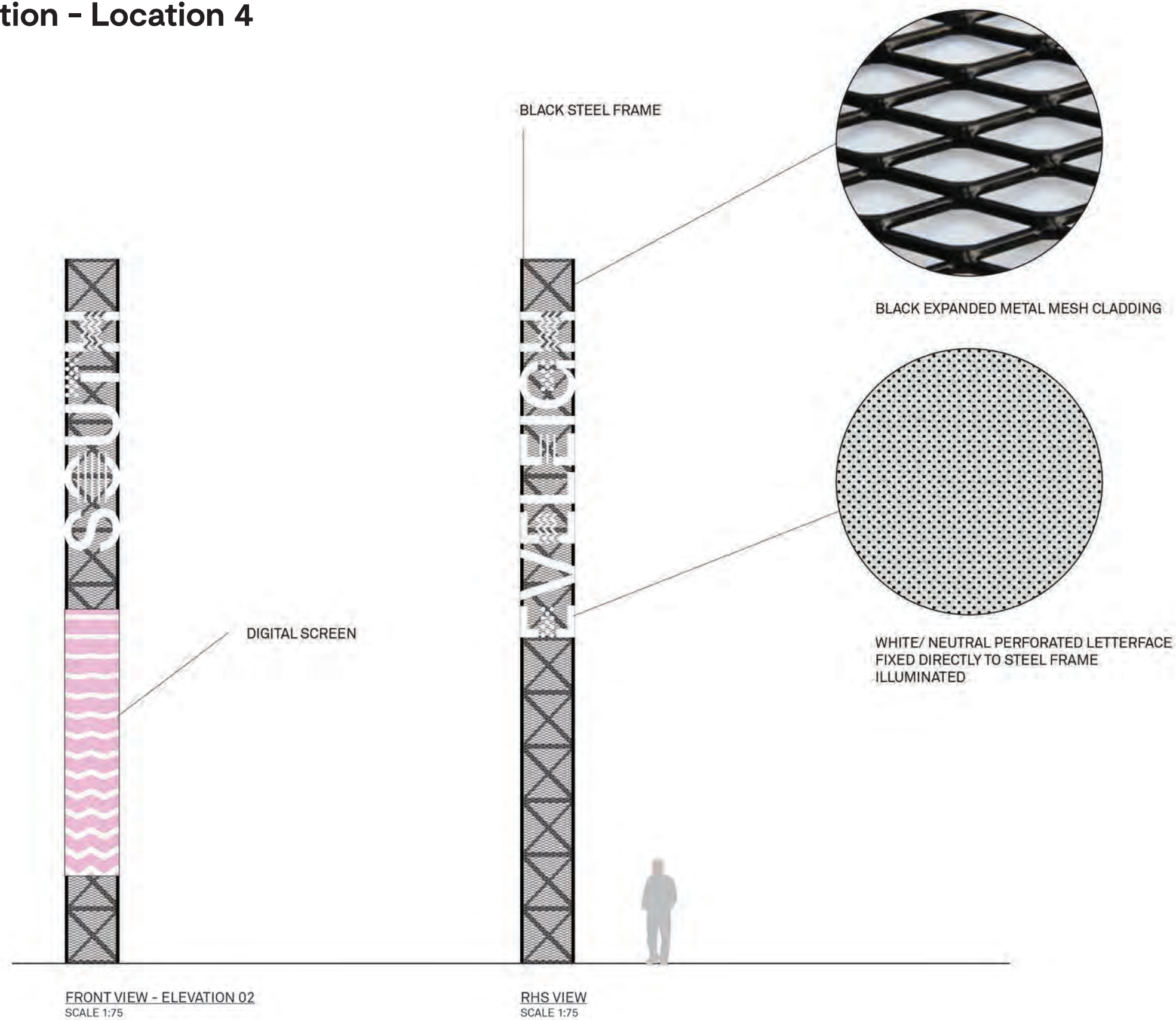


Redfern Station – Location 4

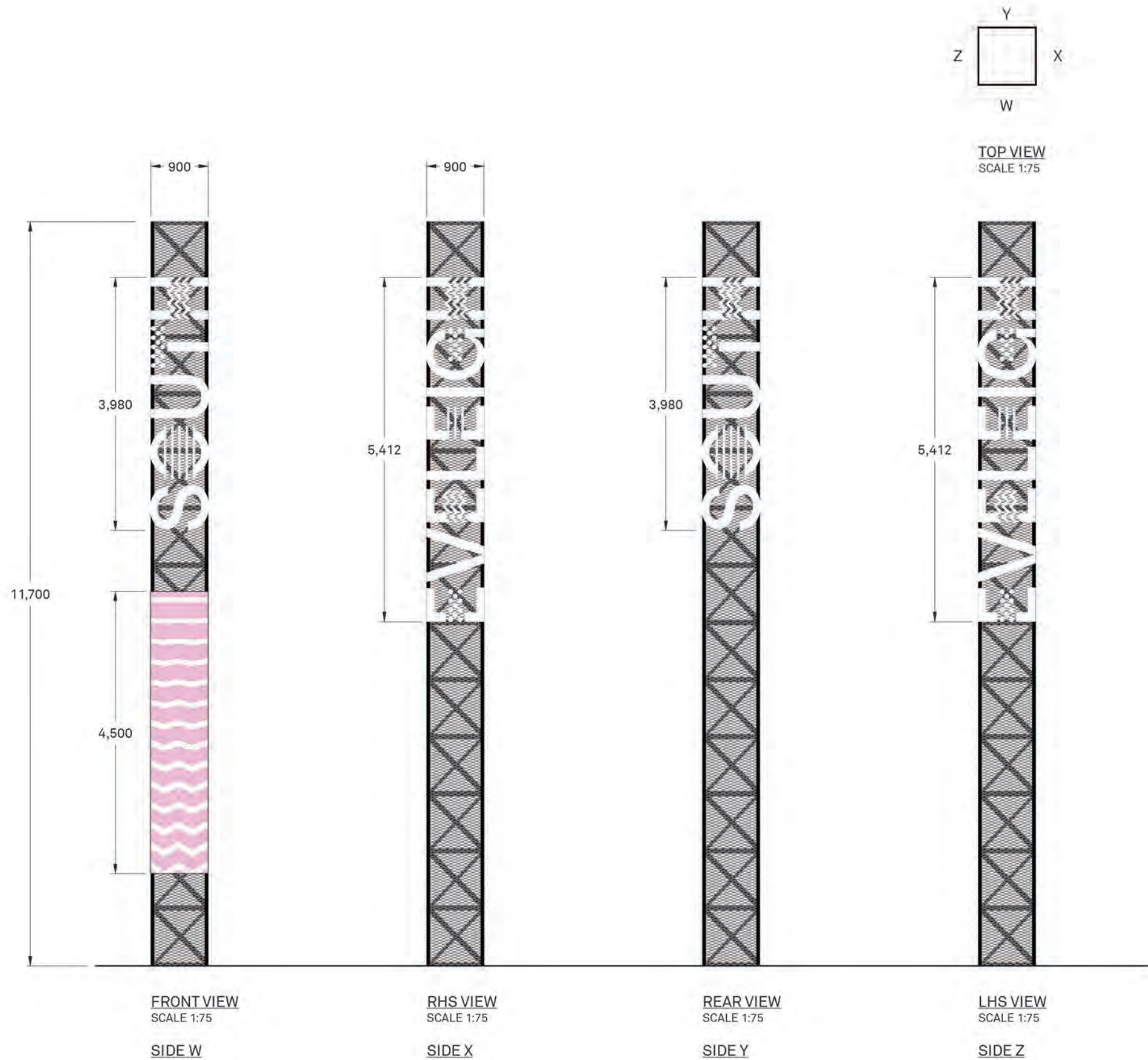


ELEVATION 01 – LOOKING WEST TOWARDS LOCOMOTIVE WORKSHOP
SCALE 1:75

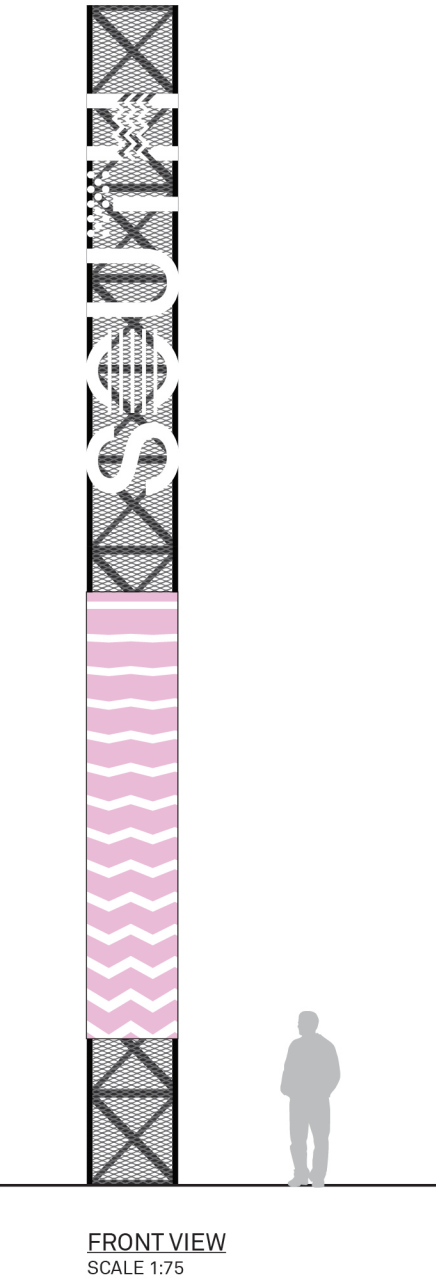
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RETAIL PARTNER DIRECTORY
PRECINCT INFORMATION



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Digital Content

Initially the screens will provide site identification for local pedestrians and passengers passing through and stopping at Redfern Train Station. The content will notify 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.

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Special consideration to lux levels has been made, appropriate to this location.

In comparison with location 2 and to reduce lux levels, only the letters will illuminate in white and the internal structure will not illuminate at all.

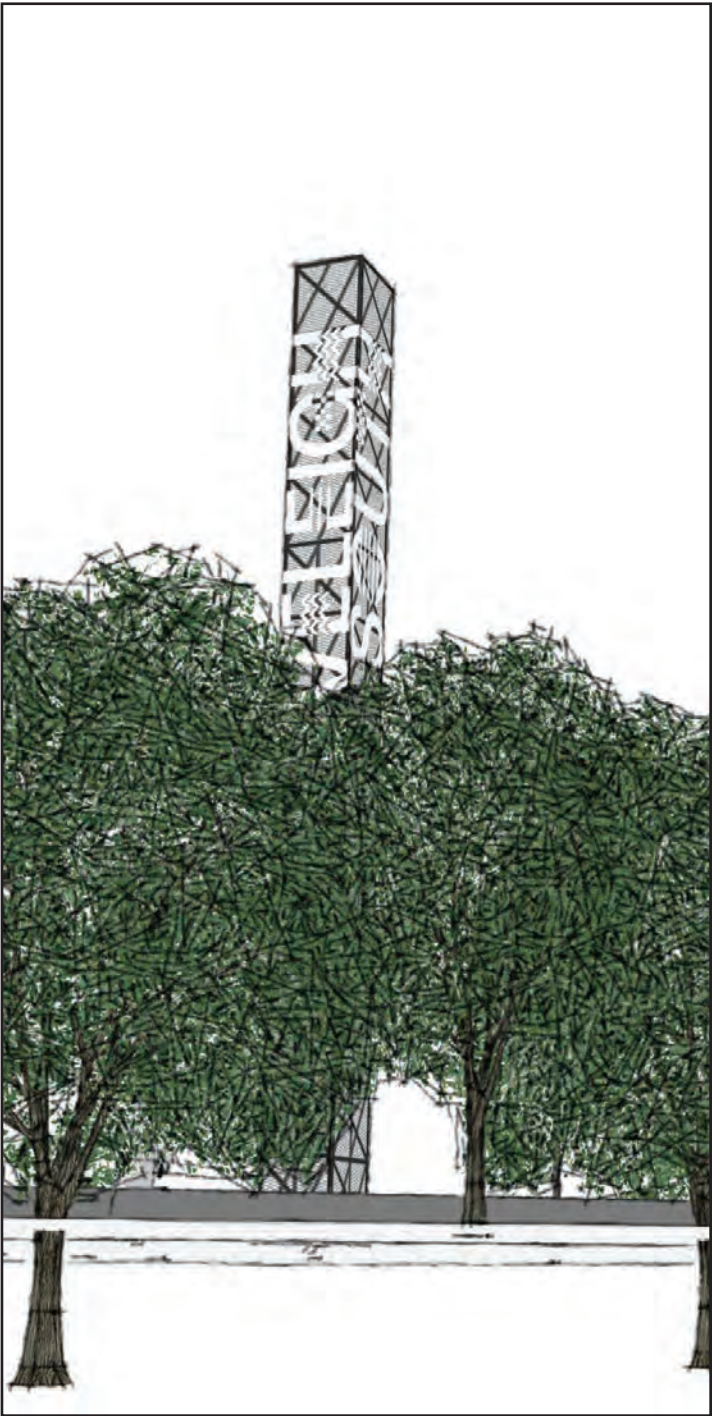
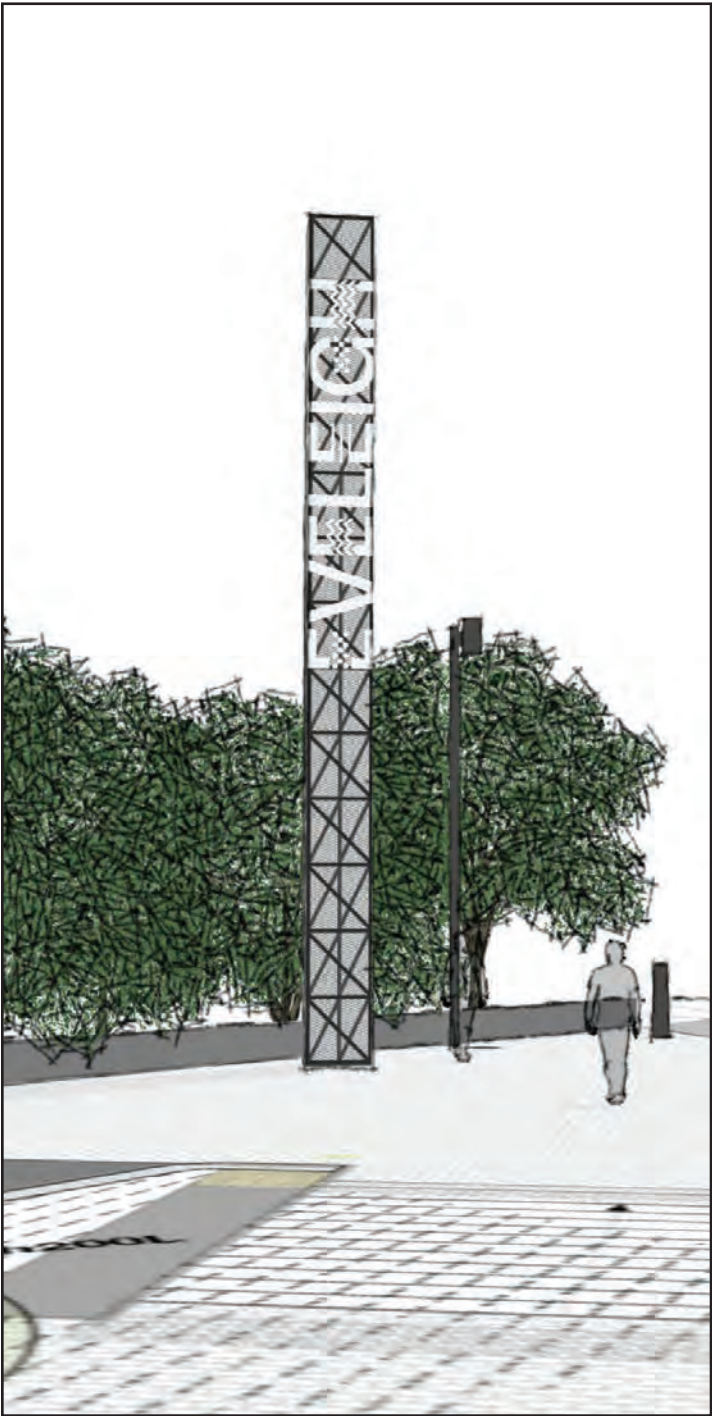
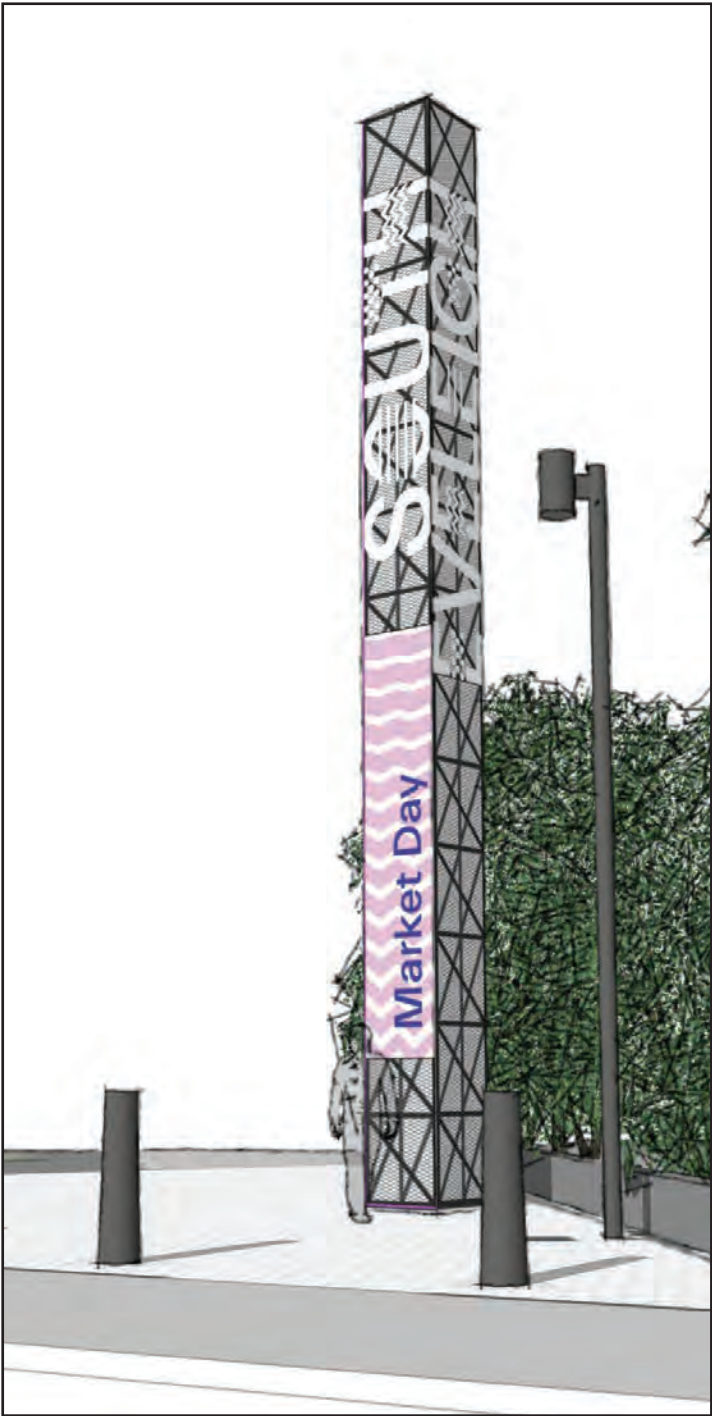


FRONT VIEW - NIGHT
SCALE 1:75

RHS VIEW - NIGHT
SCALE 1:75

Redfern Station – Location 4

Sign in situ



Existing site context



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South Eveleigh - Precinct ID
SSD 7317 MOD 19

Mirvac Projects Pty Ltd
Redfern, Australia

issue_0
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