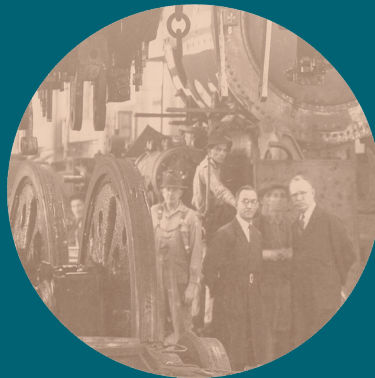


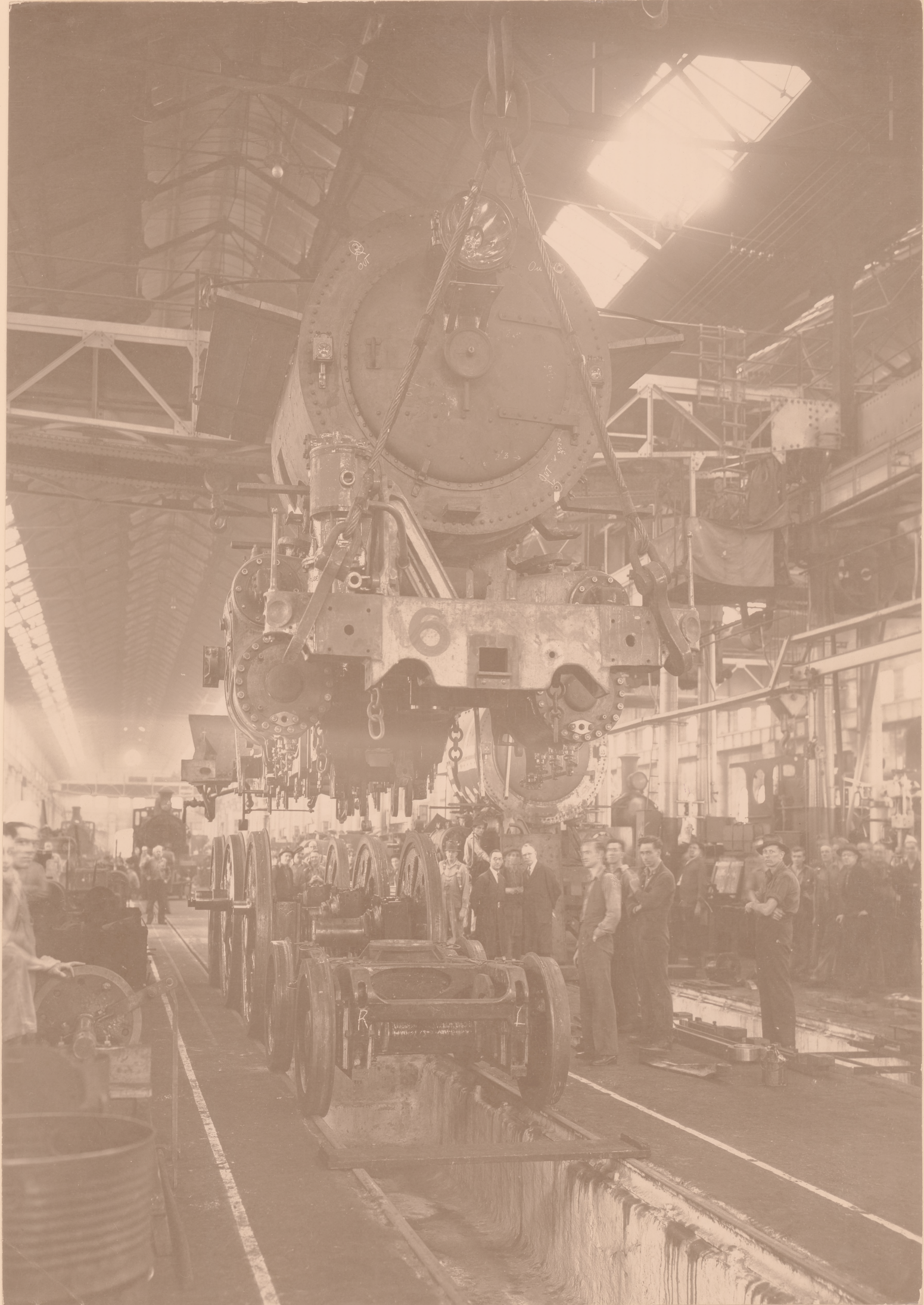


Heritage Impact Statement

SSD 7313 MOD 19

South Eveleigh Precinct

15 June 2020



15 June 2020

Ms Jane Lloyd
Apartments Retail Consultant
Residential Development
Level 28, 200 George Street
Sydney NSW 2000

RE: South Eveleigh Precinct, Identification Marker Signage — Heritage Impact Statement

Dear Ms Lloyd,

Curio Projects have been commissioned by Mirvac Projects Pty Ltd to prepare a Heritage Impact Statement (HIS) in the form of a short letter report to support an application to modify SSD 7317. The proposal seeks approval for an addendum to the approved External Signage Strategy, dated 28 May 2018, titled *"Addendum the External Signage Strategy"*, prepared by Buchan and Diadem, dated June 2020, for the installation of five new Precinct Marker signs. The proposed signage will be located within the curtilage of the Eveleigh Railway Workshops (State Heritage Register listing No. 01140).

This letter details the nature and location of the proposed identification marker signage and will accompany a Statement of Environmental Effects (SEE) submitted to the Department of Planning, Industry and Environment in support of an application to modify SSD 7317. The report has been prepared with reference to the following document provided by the client:

- Mirvac, Diadem and Buchan, *South Eveleigh Precinct Signage Strategy / Addendum 1 SSD7317 MOD 19*, June 2020

Project Background

In December 2015, a State Significant Development Application (SSDA) (SSD 7317) was submitted to the Department of Planning and Environment (DPE) for a multi-building redevelopment (i.e. Buildings 1, 2 and 3 identified in Figure 2) of the ATP to provide new commercial office, retail and community uses and a significant upgrade to the ATP public domain.

The SSDA and Environmental Impact Statement (EIS) for the redevelopment of the site was approved in December 2016 and included two commercial buildings, one multi-purpose building, car parking and public domain improvements.

Project Summary and Location

The proposed signage will be located within the South Eveleigh precinct (former ATP). The precinct is situated within the City of Sydney Local Government Area and is strategically located 5km south of the Sydney CBD, 8km north of Sydney airport and within 200m of Redfern Railway Station (Figure 1). The precinct has an area of over 13.2 hectares and is bounded by one of

Sydney's primary railway arteries to the north, Cornwallis Street and Garden Street to the east, Henderson Road to the south, railway workshops and yards to the north-west and government-owned community housing to the west.

The South Eveleigh redevelopment will include three new buildings, significant public domain improvements, basement car parking, and the retention of the State heritage-listed Locomotive Workshop (Figure 2). Figure 3 presents the SHR curtilage of the Eveleigh Railway Workshops SHR listing.

The marker signage will be located along at four different locations throughout the site (Figure 4). Location 1 and 1A will be at Henderson and Davy Road corner while Location 2 is at Central Avenue near Garden Street. Location 3 is positioned at the intersection of Locomotive Street, Garden Street and Boundary Street and Location 4 will be installed at the north entrance close to Redfern Station.

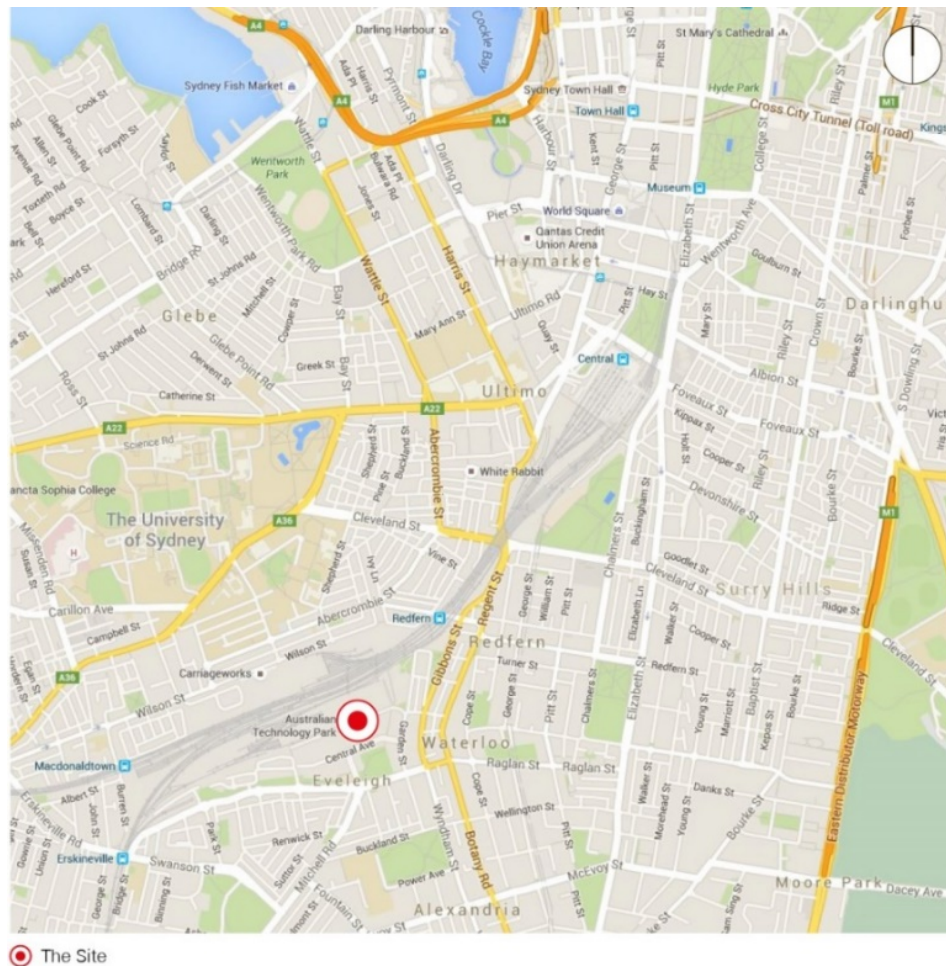


Figure 1: Location of ATP (Source: Mirvac/Ethos Urban)

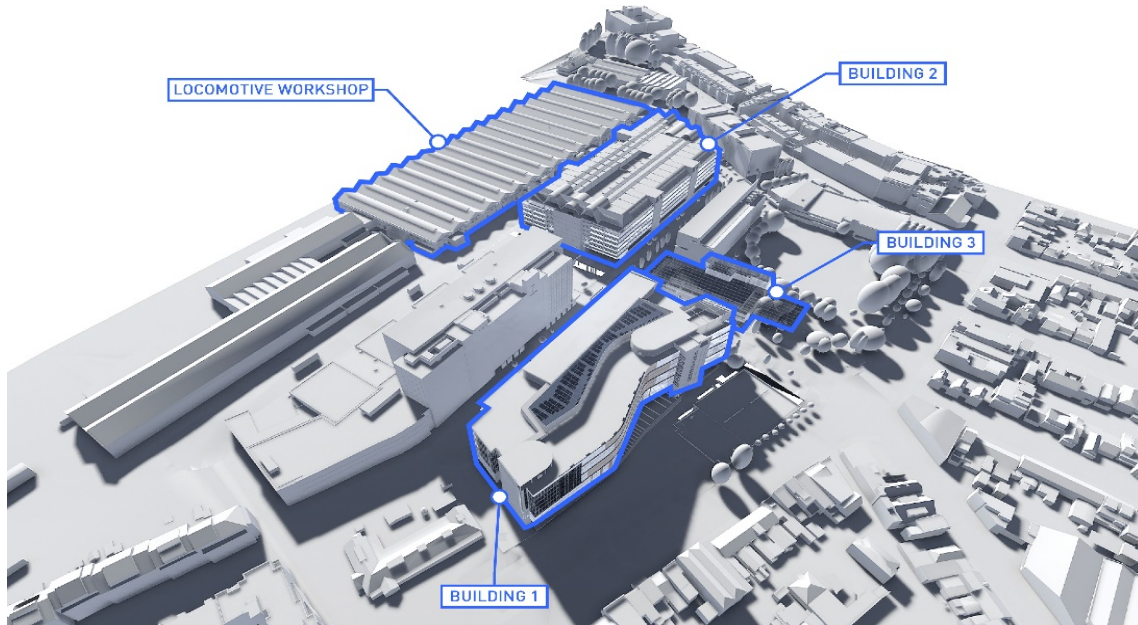


Figure 2: Building Locations under SSD 7317 (Source: Ethos Urban)

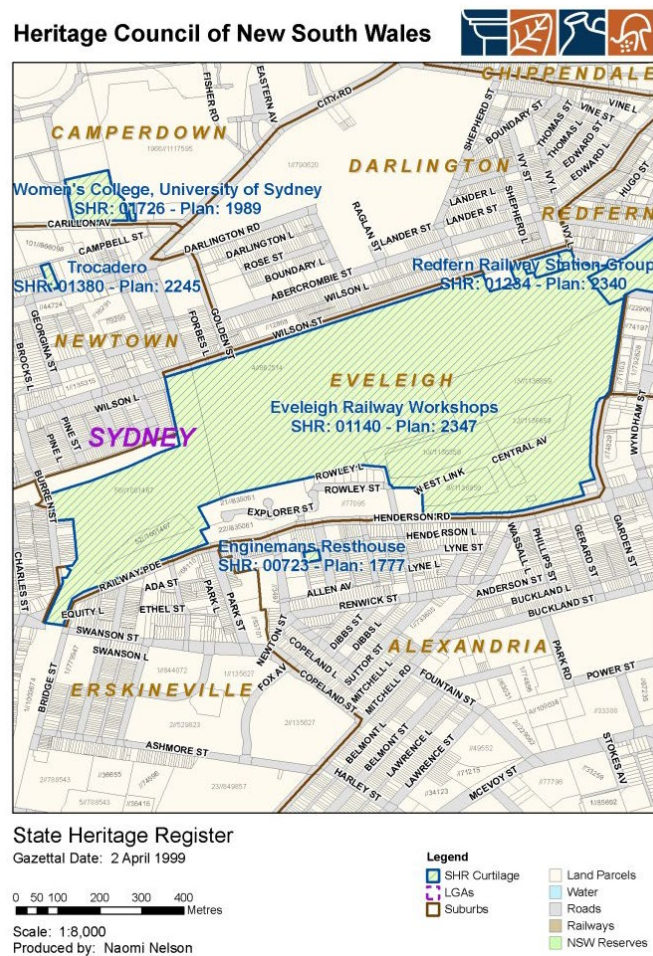


Figure 3: NSW State Heritage Register Boundary Plan for Eveleigh Railway Workshops SHR. No. 01140



Figure 4: Locations of the identification markers (Source: Mirvac, Diadem and Buchan, 2020)

Description of the Proposal

This letter supports the Modification seeking approval for the installation of identification markers within the public domain at the South Eveleigh precinct. The proposed five signs are situated as follows:

- Henderson & Davy Road (Location 1);
- Davy Road (Location 1A);
- Central Avenue (Location 2);
- Locomotive Street (Location 3);
- Redfern Station (Location 4).

a) Henderson & Davy Road (Location 1)

The Henderson and Davy Road corner is the main entry point to the site and one of the only two key vehicular entries into the precinct. Being a busy junction for buses and cars, it became essential that the proposed signage for this location was easy to read (size and design) by both vehicles and pedestrians passing by (Figure 5 and Figure 6). The Henderson Road identification marker (Figure 7 to Figure 9) features custom metal perforated pattern of “South Eveleigh” cut into Corten cladding and a large parking symbol to the side, with additional metal directional arrows and parking side on the left and right sides.

Site Plan
1:200

The site plan shows a proposed pedestrian pathway highlighted in pink, running from the bottom left towards the top right. The pathway is labeled "Pedestrian Pathway". The plan includes several roads: "Davy Road" at the top, "Henderson Road" at the bottom, and a "Pedestrian Pathway" running diagonally. The plan also shows various trees, grass, and other site features. A red dot labeled "Location 1" is marked on the pedestrian pathway. The plan includes a north arrow pointing towards the top right. The scale is 1:200.

5

b) Davy Road (Location 1A)

Similar to the signage piece at Location 1, the Davy Road (Location 1A) identification marker is located at the busy intersection between Henderson and Davy Road, which is the main entry point to the South Eveleigh precinct (Figure 5 and Figure 10).

The proposed signage will complement the informative sign at Location 1 by reinforcing the importance of the site entrance in an artistic form. The installation will consist of a welcome sign, formed by several individual pixels attached to the existing tennis court fencing which will read *"Bujari gamarruwa Gamarada, Gadigal Ngura"* meaning "good day friends, this is Gadigal land" (Figure 11). This language was provided by Pattegerang Gadigal to Lt Dawes of the Colony Circa 1790 and now translated as the Sydney language Dictionary by Jacklyn Troy.

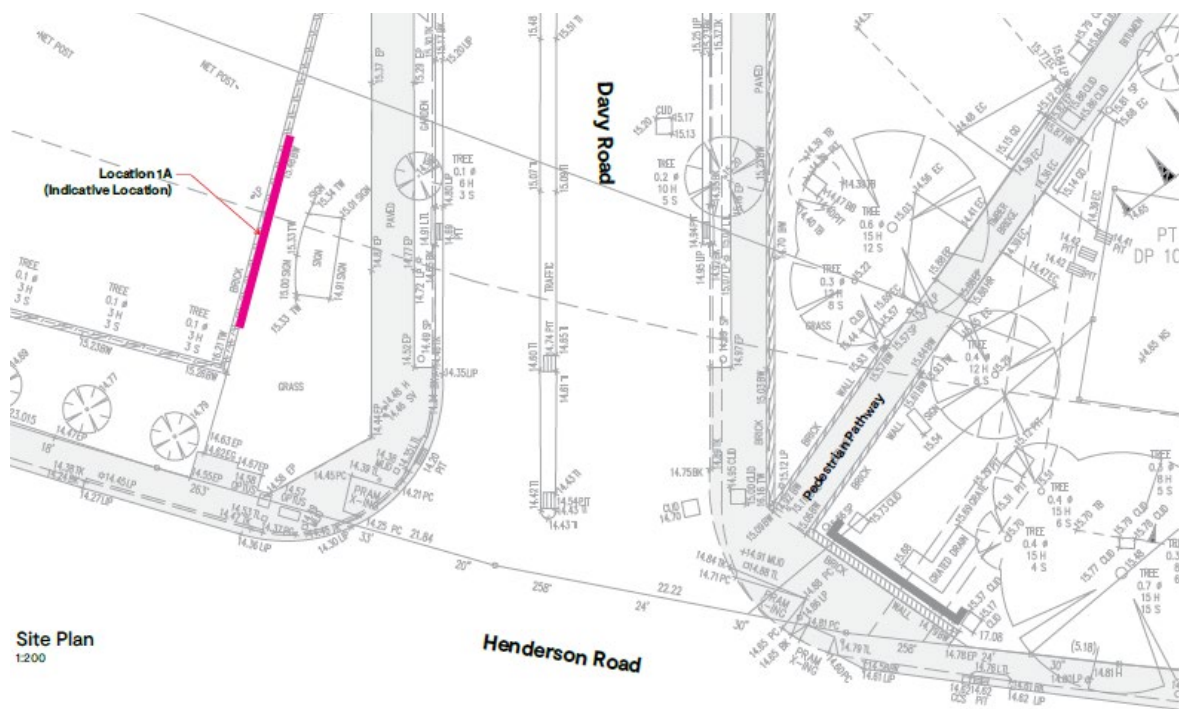


Figure 10: Site Plan – Location 1A (Source: Mirvac, Diadem and Buchan, 2020)

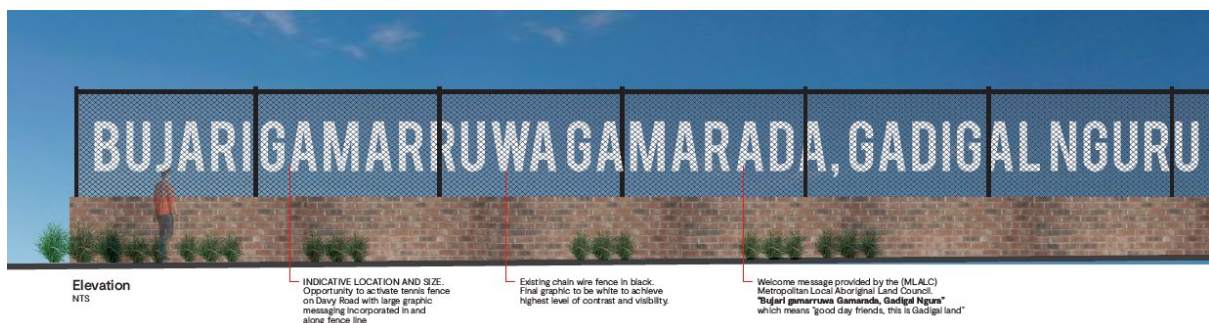


Figure 11: Signage design for Location 1A (concept only) (Source: Mirvac, Diadem and Buchan, 2020)

c) Central Avenue (Location 2)

The 'Central Avenue' signage will be located at the intersection of Garden Street and Central Avenue (Figure 12), adjacent to the Transport Management Centre. This identification marker is a three-pillar structure of slightly varying heights and the lattice-like structure will be in a black expanded metal mesh cladding (Figure 13).

The first pillar (A) includes the word 'South' written in Everett (bold), the typeface of South Eveleigh's brand, with overall dimensions of 7m height x 1m width and with the text height of 4.425m (Figure 14). The font includes all three the designed patterns for the precinct – Rivet/Pixel, Sawtooth/FinTech and Track/Progress – relating to the graphic design language on the other pillars and to all the posters throughout the site.

Likewise, the second pillar (B) includes the word 'Eveleigh' written in the same font and patterns of the second tower, with overall dimensions of 9m height x 1m width and its text with 6m height (Figure 15).

Finally, the third pillar (C) includes a parking symbol and a digital screen that will display tenant and parking information along with artwork and branding for events happening within the South Eveleigh Precinct. The overall dimensions of the tower are 8m height x 1m width, and signage dimensions including the parking icon and the graphic are 7m height x 1m width (Figure 16).

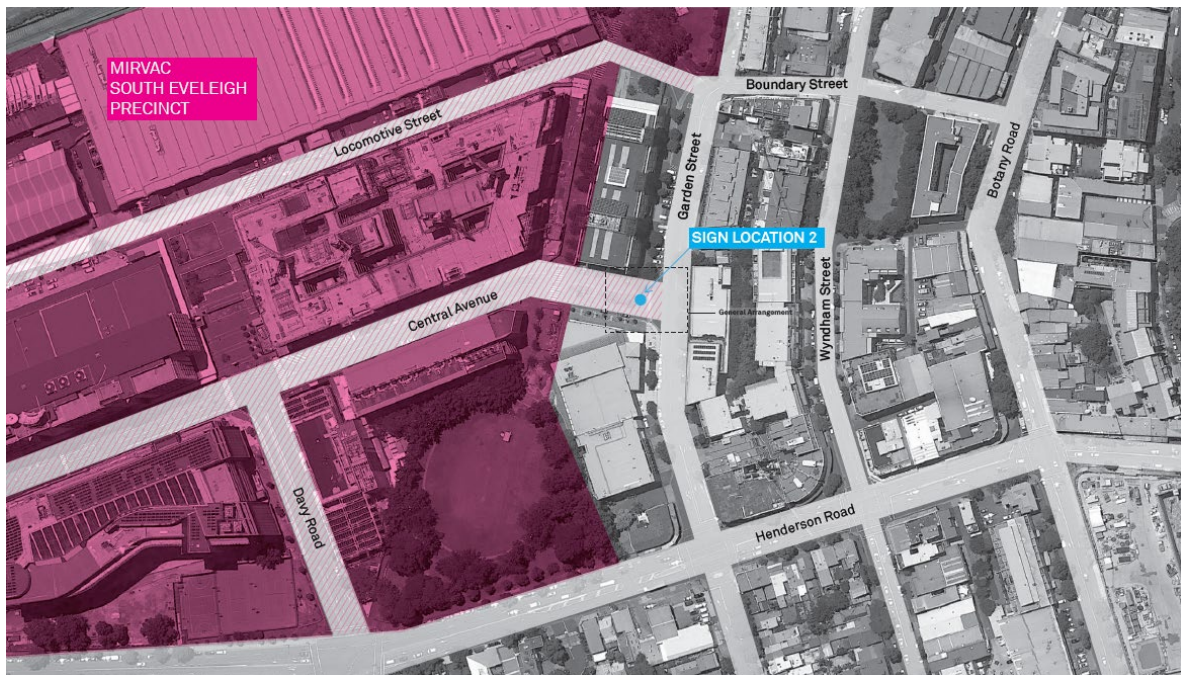


Figure 12: Markers Location Plan – Location 2 (Source: Mirvac, Diadem and Buchan, 2020)

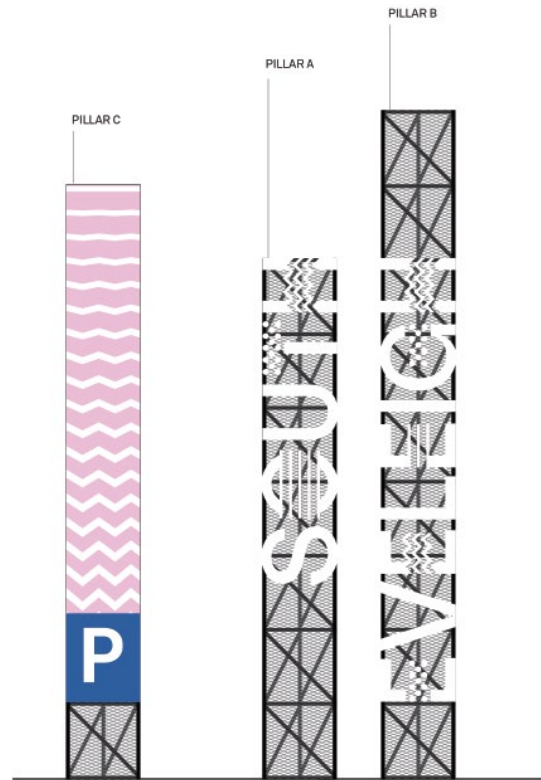


Figure 13: Elevation of 'Central Avenue' signage (Source: Mirvac, Diadem and Buchan, 2020)

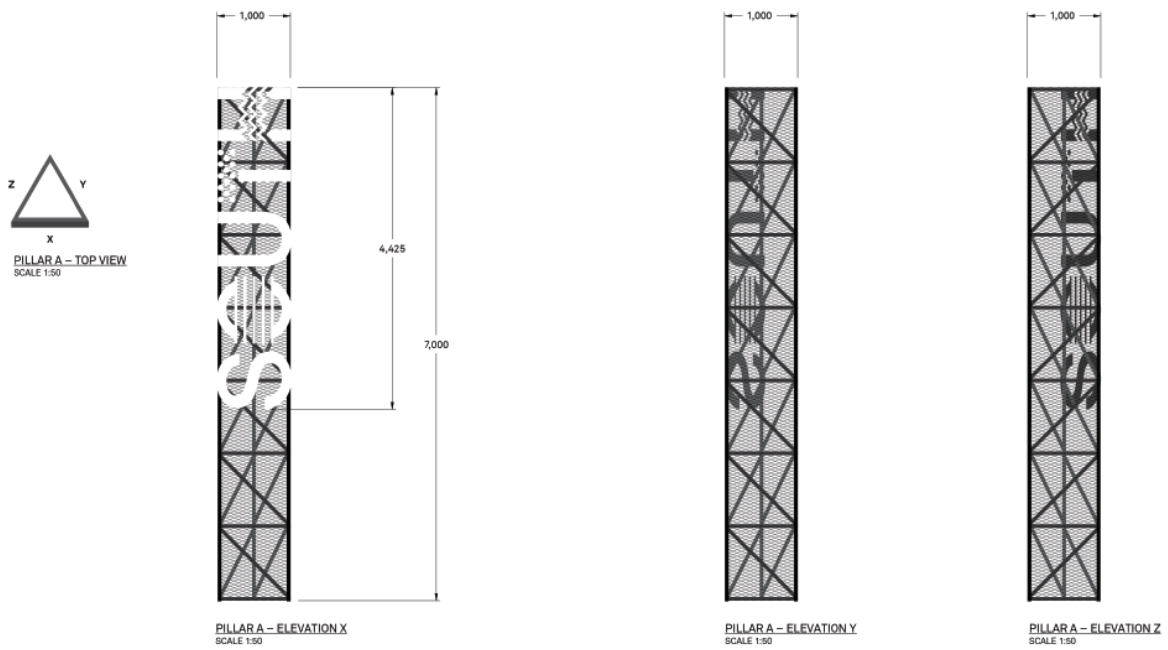


Figure 14: Proposed Pillar A 'South' (Source: Mirvac, Diadem and Buchan, 2020)

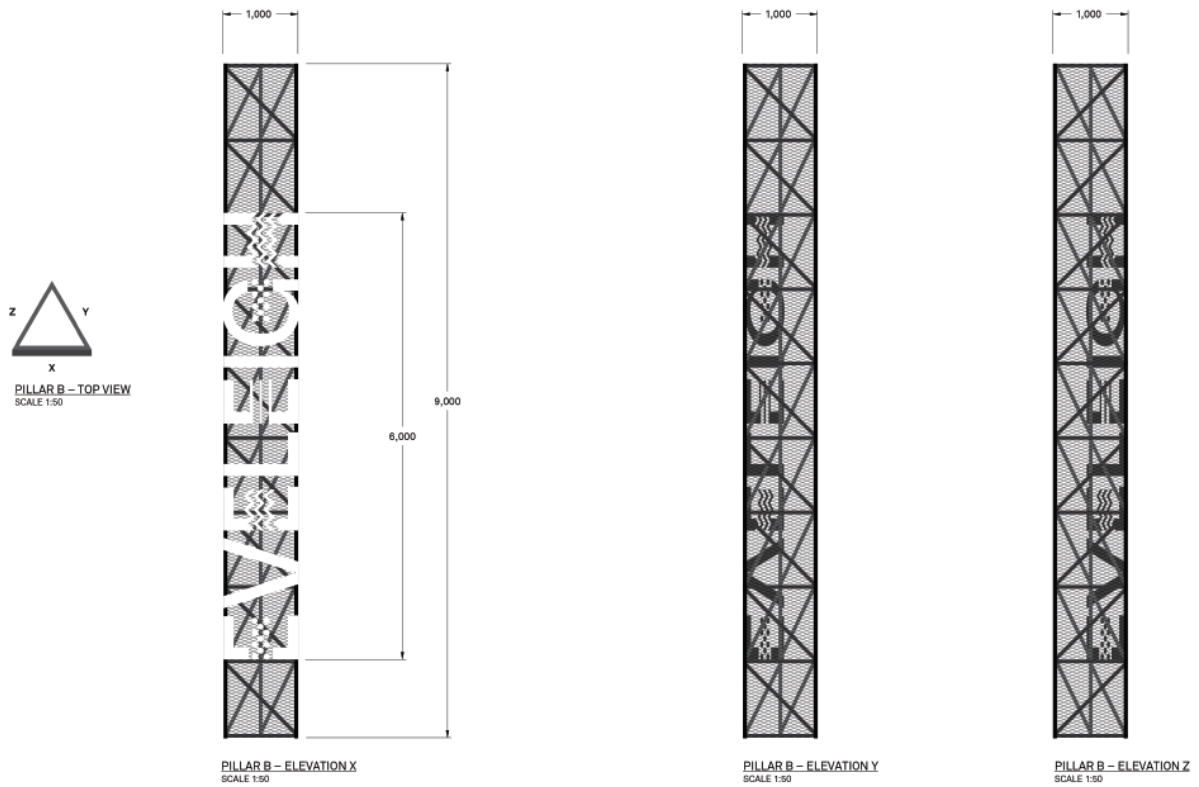


Figure 15: Proposed Pillar B 'Eveleigh' (Source: Mirvac, Diadem and Buchan, 2020)

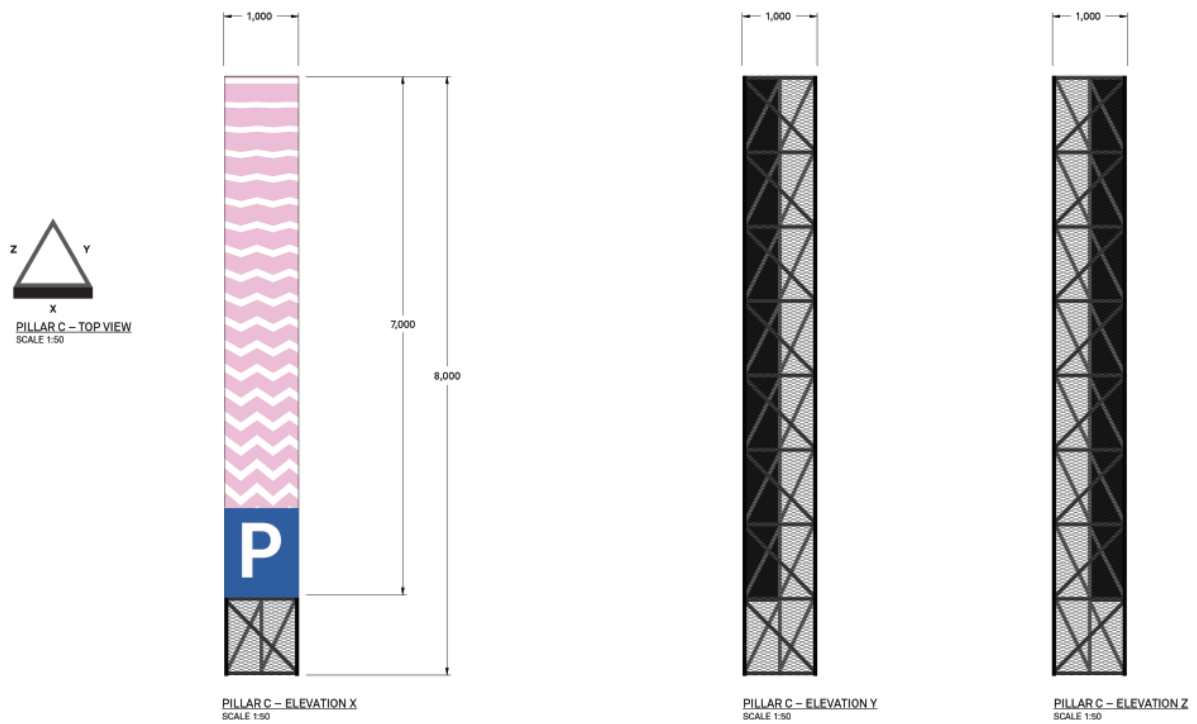


Figure 16: Proposed Pillar C (Source: Mirvac, Diadem and Buchan, 2020)

d) Locomotive Street (Location 3)

The 'Locomotive Street' signage will be located at the intersection of Locomotive Street, Garden Street and Boundary Street, adjacent to the Aboriginal Cultural Landscape Garden (Figure 17 and Figure 18).

The signage piece consists of three large sculptural drums inspired by the trains' driving wheels (Figure 19 to Figure 22). The circular structures will be in aged Corten metal and rivet bolts fixings with a black welded wire mesh in the front. The depth of the structures allowed the creation of planter boxes behind the mesh and all three drums will be connected by an aged Corten metal beam where signage icons, the backlit lettering 'Locomotive Street' and the digital graphic screen will be placed.



Figure 17: Markers Location Plan – Location 3 (Source: Mirvac, Diadem and Buchan, 2020)

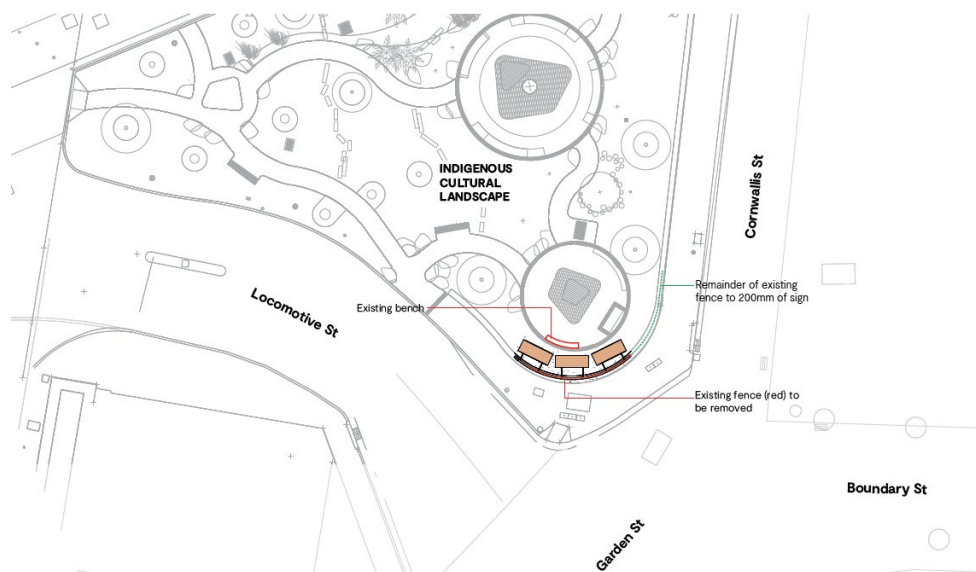


Figure 18: Site Plan for 'Locomotive Street' signage (Source: Mirvac, Diadem and Buchan, 2020)



Figure 19: Proposed 'Locomotive Street' signage (Source: Mirvac, Diadem and Buchan, 2020)

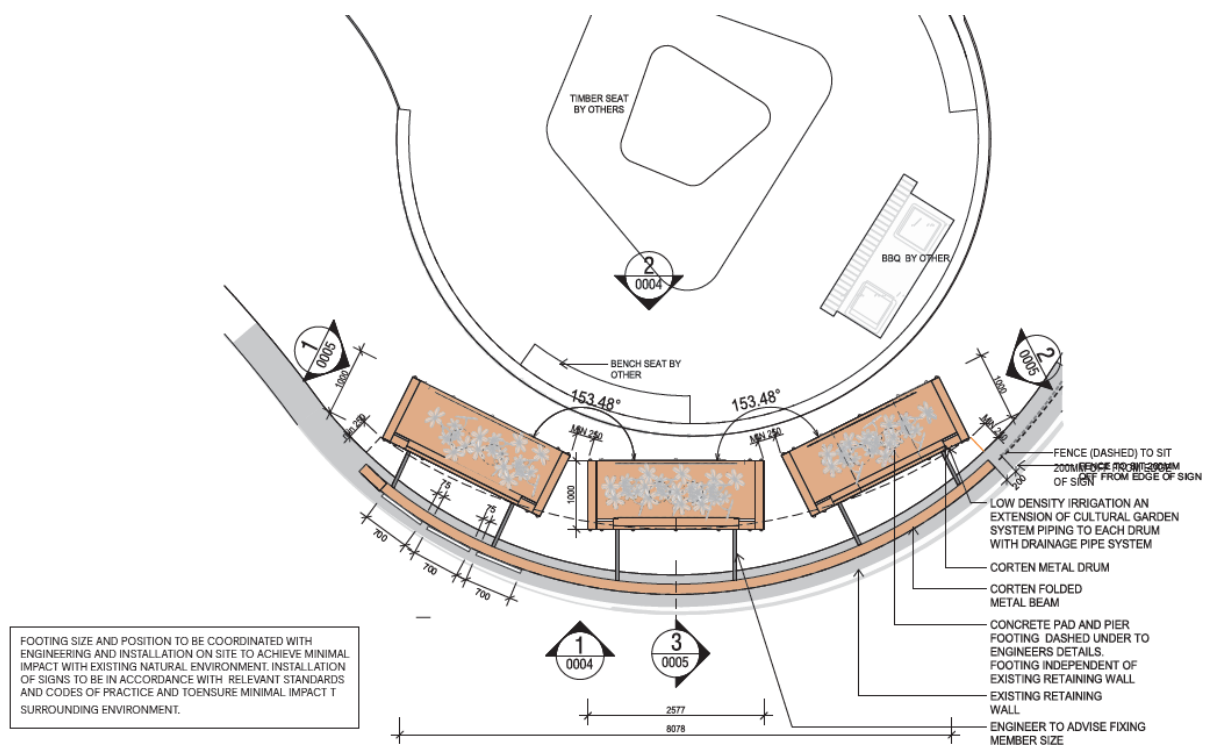


Figure 20: Proposed 'Locomotive Street' Signage Plan (Source: Mirvac, Diadem and Buchan, 2020)

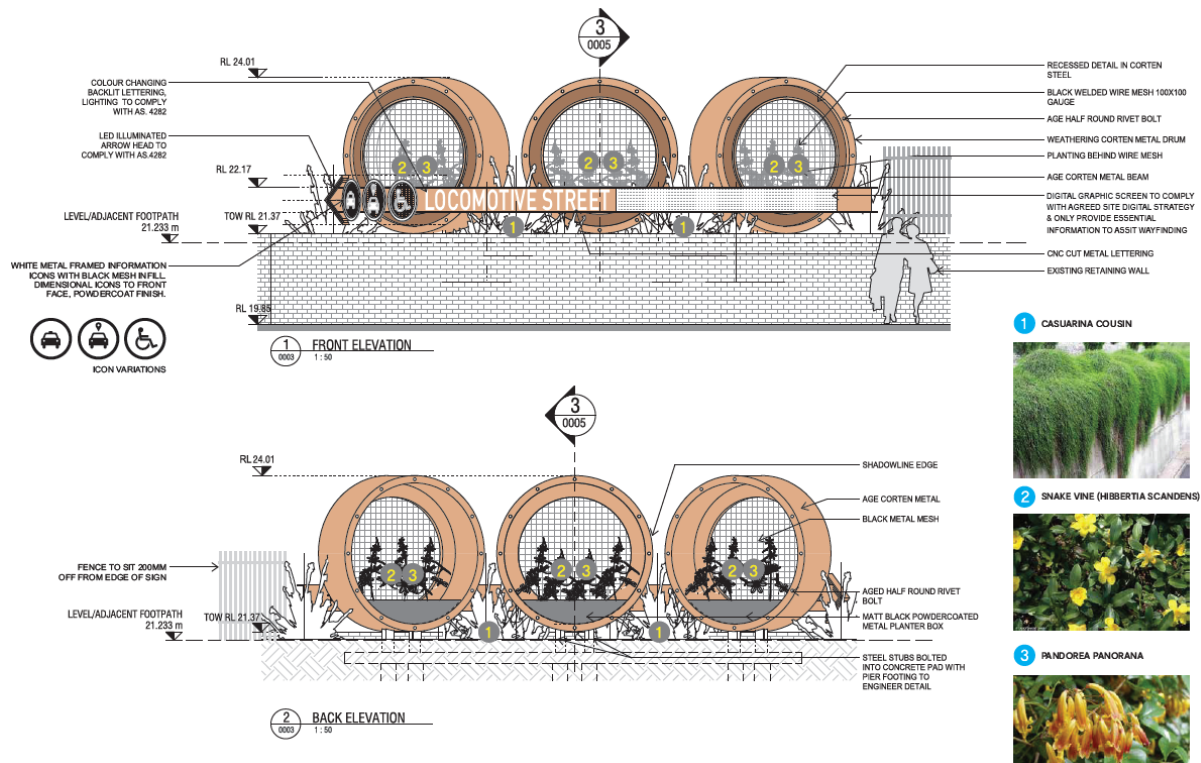


Figure 21: Proposed Elevations of 'Locomotive Street' Signage (Source: Mirvac, Diadem and Buchan, 2020)

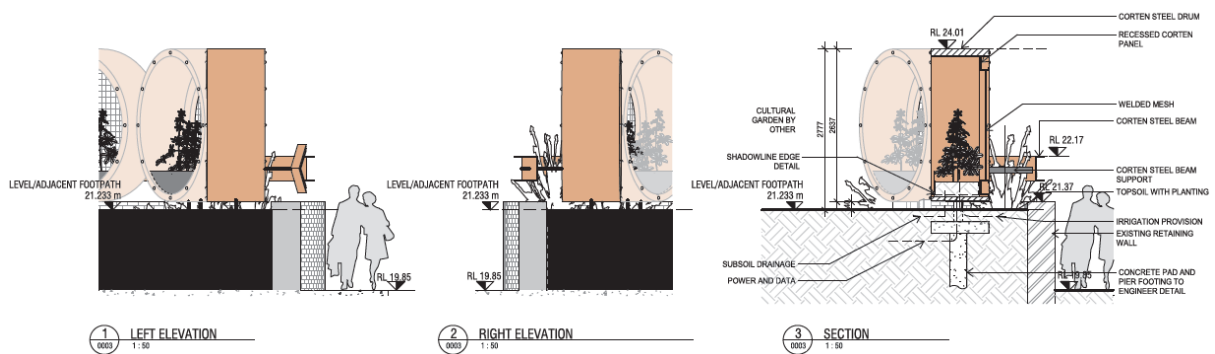


Figure 22: Proposed Elevations of 'Locomotive Street' Signage (Source: Mirvac, Diadem and Buchan, 2020)

e) Redfern Station (Location 4)

The Redfern Station marker signage will be located on the corner of Marian and Cornwallis Streets and will play an important role in identifying South Eveleigh and the Locomotive Workshops to Redfern Station commuters (Figure 23). The main objective of this signage is to be visible from the entrances/exits of the station as well as from its platforms (Figure 24).

The signage piece consists of a pillar structure featuring the lettering “South Eveleigh” in the Everett font and including all three designed patterns for the precinct – Rivet/Pixel, Sawtooth/FinTech and Track/Progress. The pillar will form a squared-prism shape and two sides will showcase the words “South” and the other two, the word “Eveleigh”. In addition, one of the sides facing the station entrance will including a digital screen (Figure 25 and Figure 26).

Overall, the pillar is 11.7m height x 0.9m width in total, and the “South” lettering is 3.9m height, while the “Eveleigh” lettering is 5.4m height and the digital screen, 4.5m height.



Figure 23: Markers Location Plan – Location 4 (Source: Mirvac, Diadem and Buchan, 2020)



Figure 24: Signage design looking west towards Locomotive Workshop (Source: Mirvac, Diadem and Buchan, 2020)

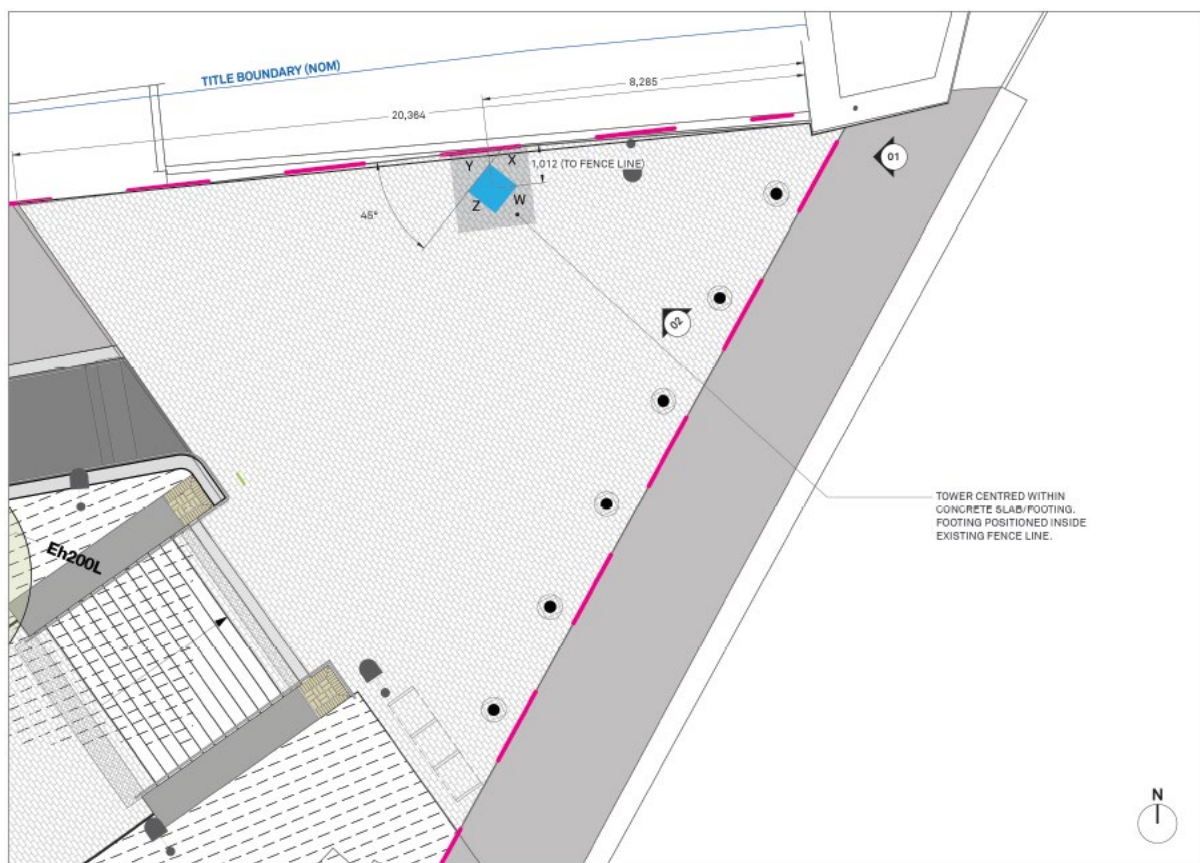


Figure 25: Site Plan – Location 4 (Source: Mirvac, Diadem and Buchan, 2020)

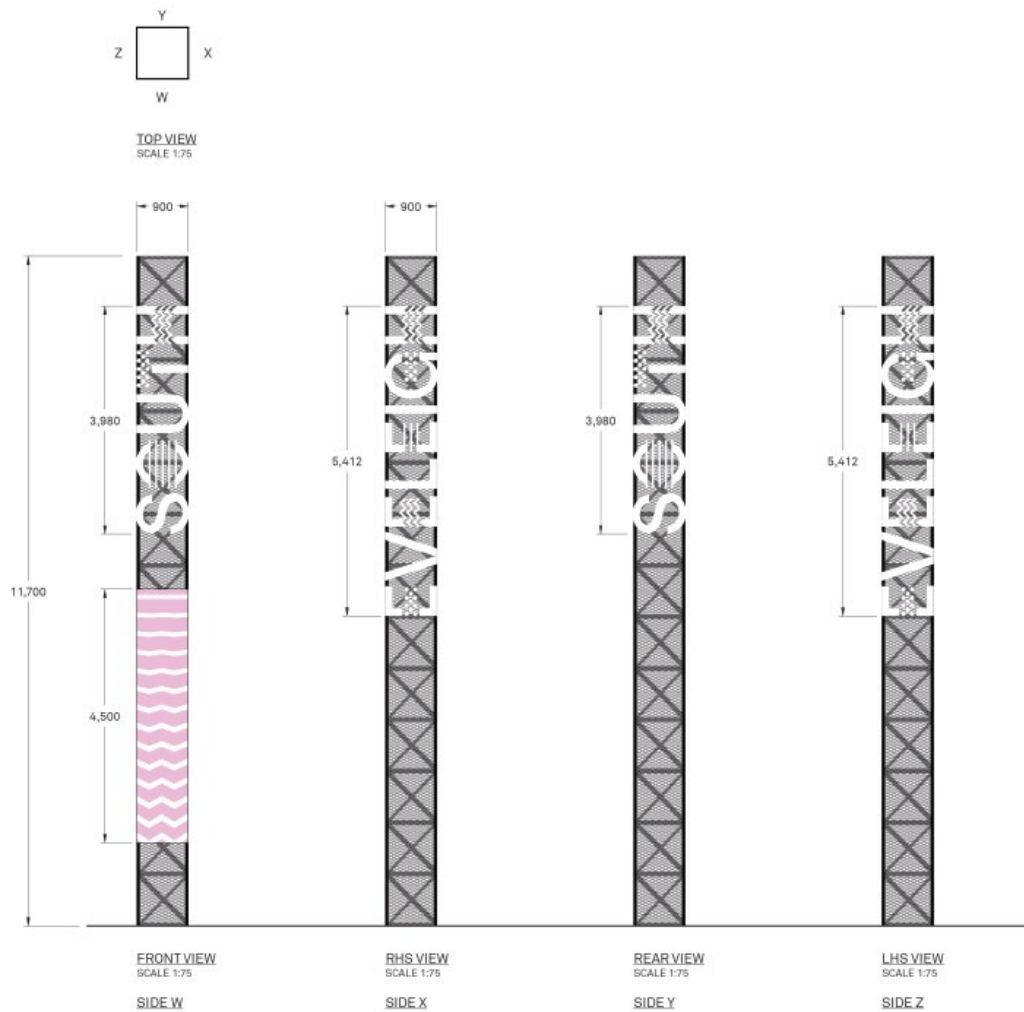


Figure 26: Proposed pillar from each side (Source: Mirvac, Diadem and Buchan, 2020)

Statutory Context—Heritage

Heritage places and items of particular importance to the people of New South Wales are listed on the NSW State Heritage Register. The Register was created in April 1999 by amendments to the Heritage Act 1977. While the development proposed will not directly impact any built heritage item, it is located within the curtilage of the Eveleigh Railway Workshops SHR site, and therefore is subject to the provisions of the NSW Heritage Act 1977.

The Eveleigh Railway Workshops is also listed on the RailCorp Section 170 Heritage and Conservation Register.

Heritage Significance—Summary of Statement of Significance

The State Heritage Register listing for the 'Eveleigh Railway Workshops' provides the following Statement of Significance, providing an overarching statement of significance for the whole site. It states:

The Eveleigh Railway Workshops complex is of exceptional heritage significance to the state of NSW for its major contribution to the establishment, operation and growth of the NSW railways, which was essential to the growth and development of NSW from the late 19th century onwards. The Workshops complex is significant as a rare remaining example of a relatively intact, large-scale 19th century railway workshops that retains unity of character as well as continued links to railway operations for over 100 years to this day.

Historically the site is important for its links to an early phase of railway development in NSW, with onsite evidence remaining intact from as early as 1887. The remaining tangible evidence and intangible site values reflect the technological, social and cultural development of the NSW railways, as well as broader important historical events. Though many structures and items have been removed, the remaining site evidence reads as a living interpretation of the technological, administrative, social and cultural developments in over 100 years of railway operations in NSW, including the major transition from steam to diesel and electric powered train operation. The layout of the extant site elements is also indicative of the functional and administrative arrangements during the period of the site's operation.

The site is of considerable aesthetic and technical significance for the high quality design and construction of the original buildings, which are substantially intact and display finely detailed polychrome brickwork and well articulated facades that embody the pride of the late Victorian era. The simple, strong functional forms of the buildings have landmark quality, not only as important townscape elements in the Redfern/Eveleigh area, but as part of the visual train journey of thousands of passing commuters. The combination of the southern locomotive sheds at the Australian Technology Park and the former Carriage and Wagon Workshops provide a distinctive landmark in the Sydney landscape and define views to and from the site.

The Workshops are of social value to generations of railway employees past and present as a workplace producing high quality craftsmanship utilising state-of-the-art technology, as well as being a heritage icon for current local communities. The Workshops were associated with cultural and social developments in working conditions now crucial to the Australian cultural identity, for example, the weekend. They had an important association with the labour movement. The place was seen initially as a positive instrument of state socialism and in later periods as the site of important labour actions and of restrictive work practices.

The Workshops represent significant research potential for their ability to inform through remaining physical, documentary and oral evidence the functions and operations of a large-scale 19th/20th century railway workshops.

Eveleigh Railway Workshops is significant for its rarity in NSW as a large and relatively intact historic railway workshop. It is representative of Victorian era railway workshops and is significant as one of the best surviving examples of railway workshop complexes from this era.

While many items have been removed in the process of modern site development, the site still holds an exceptional and rare collection of historically and technically significant heavy machinery, the majority of which is housed in the ATP buildings on the south side of the main railway line.¹

In addition, a summary statement of significance has been prepared for the ATP site itself, as presented in Section 7.5.1 of the ATP Conservation Management Plan (CMP), which states that:

ATP provides important evidence of the founding and gradual expansion of the largest railway workshops in NSW over a period of 100 years. The Eveleigh Railway Workshops was a highly significant and ambitious public endeavour of a type that rarely occurs today. Eveleigh was a government-established and government-run industrial workshop designed to provide self-sufficiency for the Sydney and NSW railways, without reliance on private operators who did not possess the funds or workforce to cope with demand during the nineteenth century. It employed and developed the best technology available at the time and continued to innovate in response to changes in the NSW railways system and management policy throughout its years of operation.

The ATP site contains an amalgam of land gradually resumed for railway use during the nineteenth and twentieth centuries. The land was resumed for a number of expansions of the Locomotive Workshops, establishment of the Alexandria Good Yard and construction of the Eastern Suburbs Railway connection to the Illawarra line, and involved demolition of an area of housing north of Henderson Road. At its peak, the area was the most important rail precinct in NSW. Three of four remaining buildings and a significant machinery collection from the State-significant Eveleigh Locomotive Workshops are contained within the ATP site. The Locomotive Workshops building, New Locomotive Shop and Works Manager's Office form a historically and aesthetically significant group that demonstrates the scale and importance of the Eveleigh Locomotive Workshops and are a landmark along the western railway. The distinctive, highly detailed industrial buildings provide powerful evidence of the importance of the workshops as a major industrial undertaking in NSW during the late nineteenth century.

Individual items of the Locomotive Workshops Machinery Collection remain significant items of technical achievement. These range from the Davy Press, a unique machine in Australia and rare in a world context, to the Departmental Lathe, a precision machine built locally. While the Machinery Collection is not entirely intact, it retains a high level of significance and the collection within the blacksmiths workshop is relatively complete.

The ATP site holds great significance for members of the local community and current and former workers within the NSW railways and is central to many local community members' connection with the Redfern/Darlington area. As the site of the former Eveleigh Locomotive Workshops, ATP is emblematic of a type of work no longer common in NSW and the remaining buildings are seen as a testament to the many

¹ Eveleigh Railway Workshops—State Heritage Register Listing. Available from: <https://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=4801102>

thousands of workers and their families that made their living within its walls. The pride in the history of the Eveleigh Locomotive Workshops is evident through the dedication of the many volunteers that continue to work in the Large Erecting Shed, the blacksmith business in Bays 1 and 2 South and the open days and tours led by former workers, as well as the many views expressed during the community consultation process. The ATP site has strong historical connections with the surrounding area, including North Eveleigh and Redfern Station, as well as a historical connection with the expansion, pattern and type of development that occurred in adjacent suburbs. While the former Eveleigh Locomotive Workshops are significant in their own right, this significance is increased by their relationship to the Eveleigh Railway Workshops as a whole, including the former Carriage and Wagon Workshops at North Eveleigh and the former Macdonald town Gas Works.²

In summary, the heritage significance of the South Eveleigh Precinct and the former Eveleigh Railway Workshops SHR relates to the presence of the extant significant built heritage items, as well as exceptional historical, associative, and social significance of the site both as the ongoing site of industrial revolution and rail activity from 1882 as the Locomotive Workshops, its ongoing use as a hub of technological innovation as former ATP and now South Eveleigh and as a community and social hub for the Eveleigh and Redfern areas.

Assessment of Heritage Impact

All the signage elements involved in this proposal will be installed on and interact with modern fabric only, being fully reversible if required. Therefore, they will not have any physical impact on the original fabric of the South Eveleigh precinct.

The potential visual impact associated with the proposed markers have been analysed and assessed as below:

a) Henderson & Davy Road (Location 1)

The proposed signage for Location 1 has been carefully designed and extremely thoughtful considering the surrounding landscape and historical context. As the sign will be located at the main entrance to the site, it is required to be of efficient design for both vehicles and pedestrians passing by as well as a sympathetic approach to the heritage elements within the precinct (Figure 27).

The concept of transparency has been one of the main guiding principles in the design process. Considering that the lettering and parking icons need to be seen by a vehicle speeding up to 60kph, the background has been broken up into a series of vertical elements positioned in order to allow for fixing of the brand components while retaining some visibility of the space behind.

These vertical elements were inspired by original and significant elements within the site, such as the train tracks and the verticality of the chimneys. Likewise, the use of weathering steel relates

² GML 2013, *Australian Technology Park Conservation Management Plan Volume 1*. Report prepared for Australian Technology Park Sydney Ltd.

to the industrial character of the building and to the blacksmith manufacturing process that has been a significant part of the history of the Locomotive Workshops.

The use of greenery at the base of the sign is intentional and aims to reflect and celebrate the Australian landscape. By connecting the vertical elements with stainless steel cables, the native vines will climb and cascade out towards the street, becoming an important element of the signage piece.

The proposed lighting strategy focuses on illuminating the South Eveleigh brand and the parking icon by utilising conventional and low maintenance LED technology to internally illuminate them. In addition, the use of perforated metal instead of the conventional 'lightboxes' allows the light to be softened and filtered, providing a bespoke and elegant appearance to the signage piece (Figure 28).

Overall, the Henderson & Davy Road signage design is sympathetic to the historical context and significant sightlines of the South Eveleigh precinct. The design and materiality minimise the potential visual intrusion caused by its structure by creating a sectioned and semi-transparent piece that is both creative and appropriate to the scale and to the industrial character of the site.



Figure 27: Proposed Henderson & Davy Road signage (Source: Mirvac, Diadem and Buchan, 2020)

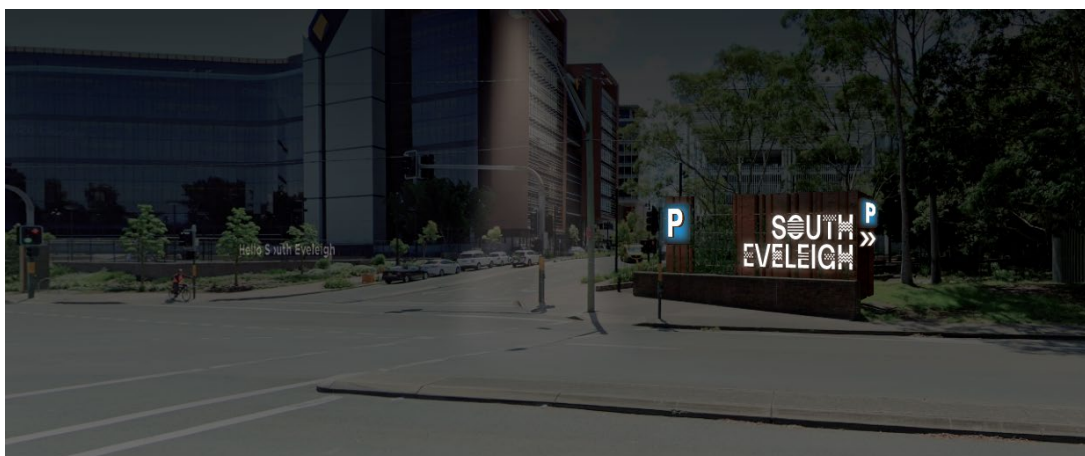


Figure 28: Proposed Henderson & Davy Road signage illuminated at night (Source: Mirvac, Diadem and Buchan, 2020)

b) Davy Road (Location 1A)

Similar to the Henderson Road signage, the proposed Davy Road sign is situated at a busy public intersection for the site and, therefore, requires signage that will be both enticing for visitors, as well as sensitive to the surrounding area of the site. Due to the visibility of this location, there was an opportunity to create an innovative piece of signage that artistically engages with the public while effectively marking the entrance of the precinct (Figure 29).

The proposal involves utilising the existing tennis court mesh fencing as the canvas for the artistic signage, using the gaps between the mesh as 'pixels' that can be arranged in order to create any type of image or abstract expression (Figure 30). Notably, the installation will still allow for the transparency of the fence and will not inhibit the line of sight within the area that is currently present. In addition, the existing landscaping in the area will remain the same, creating a soft green foreground to the piece.

The utilisation of the Gadigal language is another major positive outcome for the site and its users. By welcoming the visitors to Gadigal Land, the phrase establishes a connection between the Traditional Owners' culture and history, while still encouraging the visitors to explore and engage with the Aboriginal interpretation elements located throughout the site, such as the Aboriginal Garden near Innovation Plaza.

The existing lighting for the tennis court will provide ambient and soft lighting to the signage piece. Additional up-lighting can be added to the base of the brick wall in order to provide dramatic lighting if needed.

Overall, the proposed Davy Road signage will not visually impact any significant sightlines within the South Eveleigh precinct as it will retain the visibility of its surrounding, while still captivating the interest of the public. The utilisation of the sign as an innovative artwork is a positive outcome for the site as it will help to activate the precinct, providing the opportunity for community engagement and encouraging the public to interact and appreciate its original features and history.

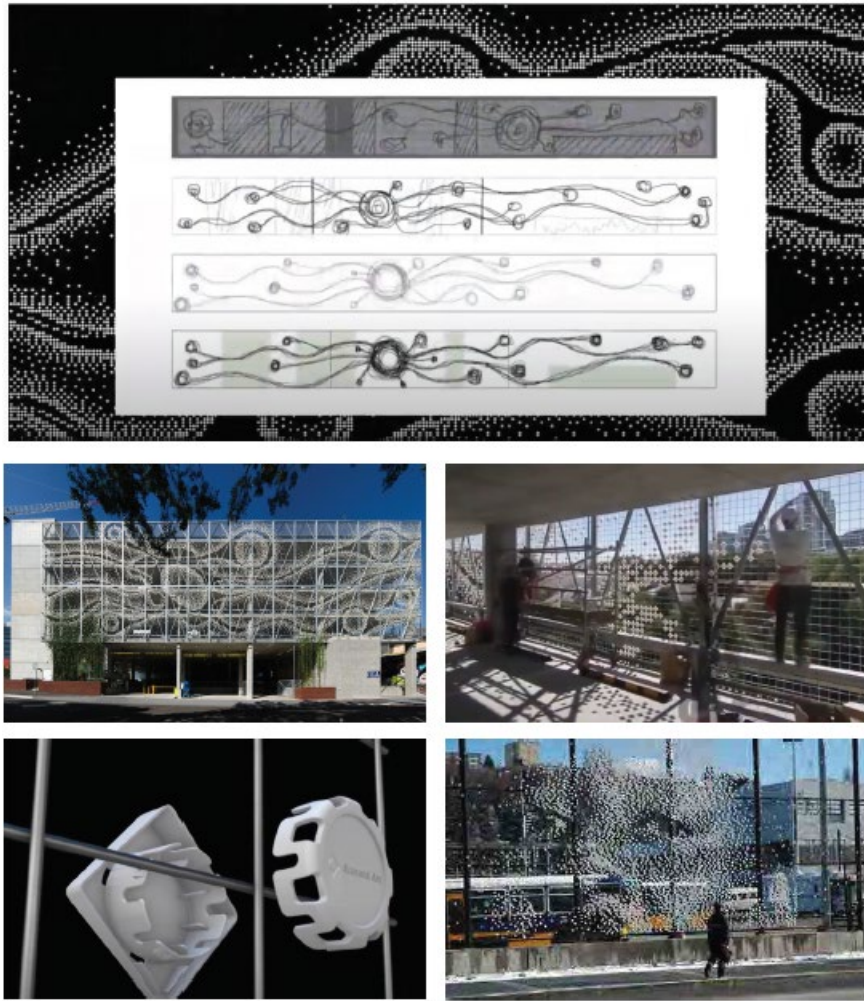


Figure 29: Conceptual design inspiration for Davy Road signage (Source: Mirvac, Diadem and Buchan, 2020)



Figure 30: Davy Road sign (Source: Mirvac, Diadem and Buchan, 2020)

c) Central Avenue (Location 2)

The strategic placement of the proposed Central Avenue signage will allow for easy vehicular and pedestrian visibility, whilst still tying in with the industrial aesthetic of the precinct. The signage is designed to have a strong conceptual relationship to the surrounding area by blending in with the industrial and innovative aesthetic and, in particular, utilising a sleek and simple structure that resonates with the Locomotive Workshops (Figure 31).

The interactive character of the digital screen on one of the totems allows the information displayed to be constantly updated, showing upcoming events, retail partners, etc. The signage piece not only will draw the attention of the visitors but also will be flexible enough to stand the test of time (Figure 32).

The use of materials (Figure 33) such as steel and mesh, combined with the large decorative text will aid in the creation of a positive and striking visual impact that is easy for the public to interpret and is sympathetic with the aesthetic of the South Eveleigh precinct. In addition to this, the pointed peaks of each tower resemble the form of the peaks of the Locomotive Workshop sheds, which allows a cohesive aesthetic (design language) connection between the built elements within the precinct. Due to the historical significance of the palms nearby, the height of the pillars has been designed to be 4000mm lower than the centre of the trees' canopies in order to respect their scale and not visually interfere with them (Figure 34 and Figure 35).

The three pillars will be visible during the day and at night. Each structure will be illuminated by programmable LED lighting along the inside face of the diagonal cross members of the lattice and the lighting arrangement slowly transitions between sequences. The use of see-through materials allows the signage pieces to be illuminated with backlighting, reinforcing the industrial aesthetic by enhancing the materials form and texture, and creating a focal point to passers-by that will attract them to explore the heritage precinct (Figure 36 and Figure 37).

In addition, the proposed Central Avenue signage will be located at a significant distance from any heritage item within the SHR curtilage; therefore, it will not be visible from any heritage item nor will detract from any significant view lines.

Overall, the proposed Central Avenue signage will have a neutral to positive visual impact, as the markers identification will assist in activating the precinct, encouraging people to visit, interact and appreciate the heritage buildings within the SHR curtilage, while being located at a significant distance of any heritage item, not interfering on any significant sightlines.

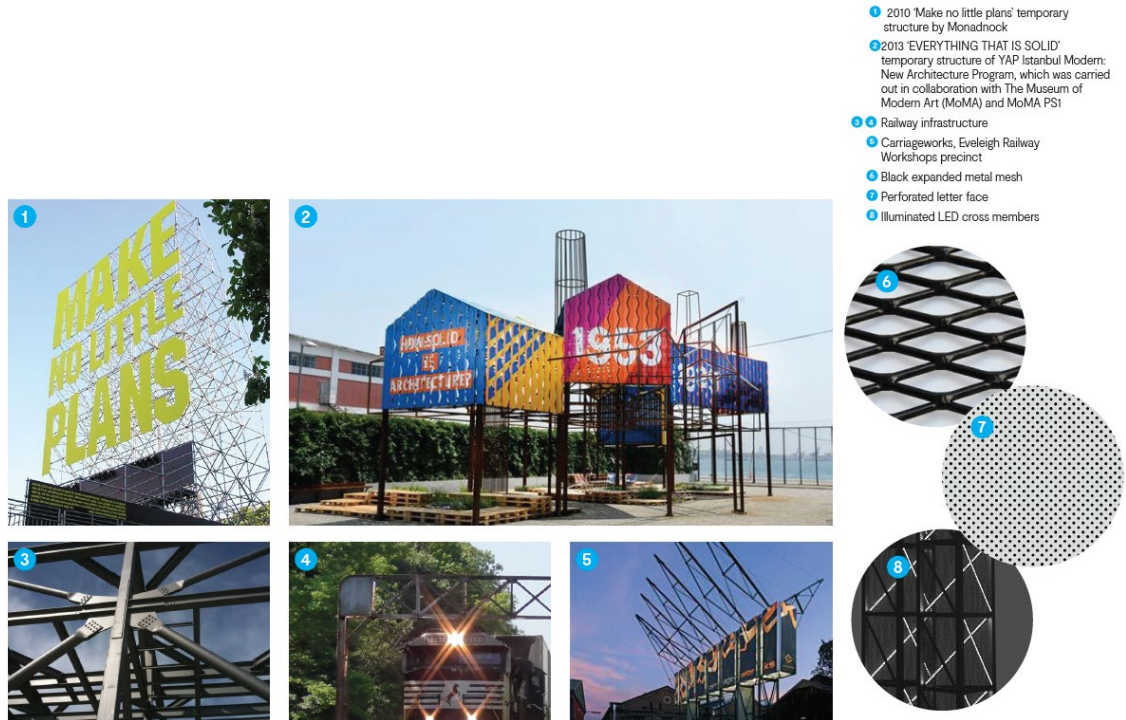
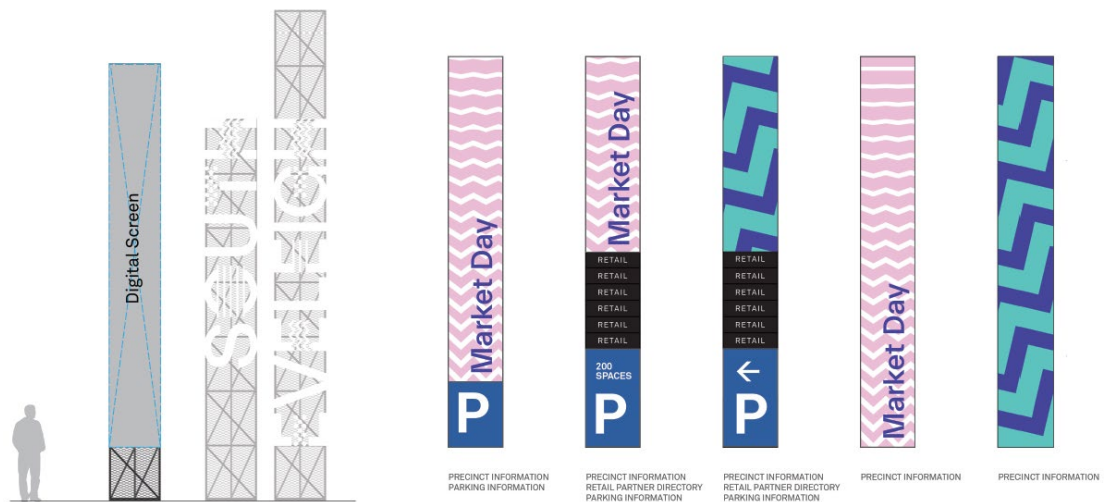


Figure 31: Conceptual design inspiration for Central Avenue signage (Source: Mirvac, Diadem and Buchan, 2020)



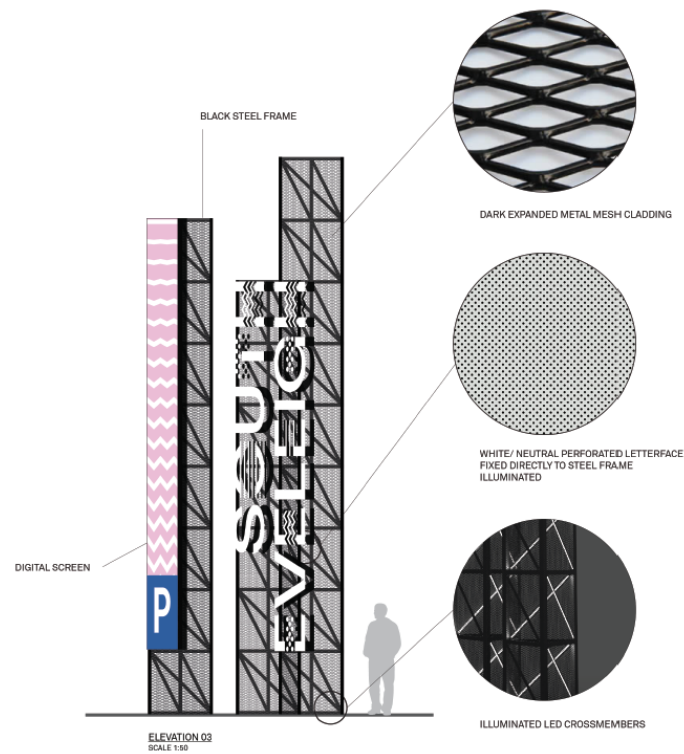


Figure 33: Proposed Central Avenue signage materiality (Source: Mirvac, Diadem and Buchan, 2020)

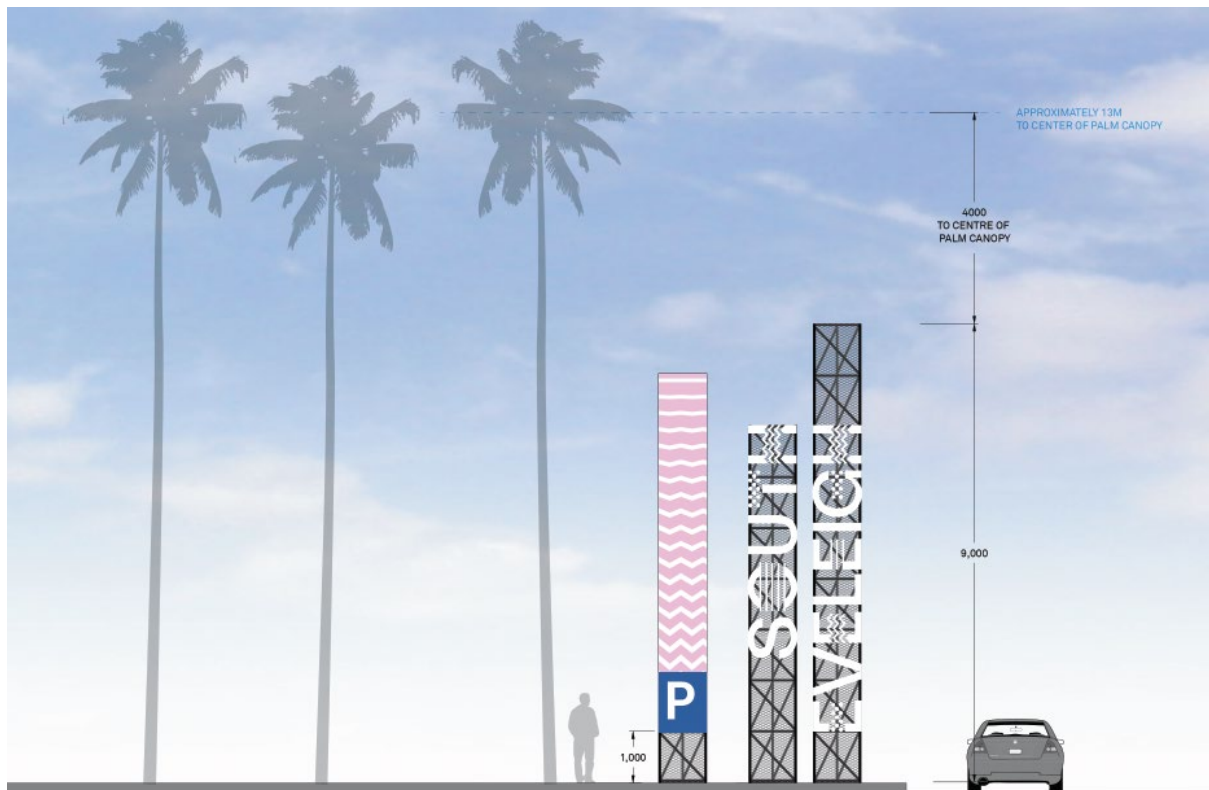


Figure 34: Signage in relation to native palms (Source: Mirvac, Diadem and Buchan, 2020)

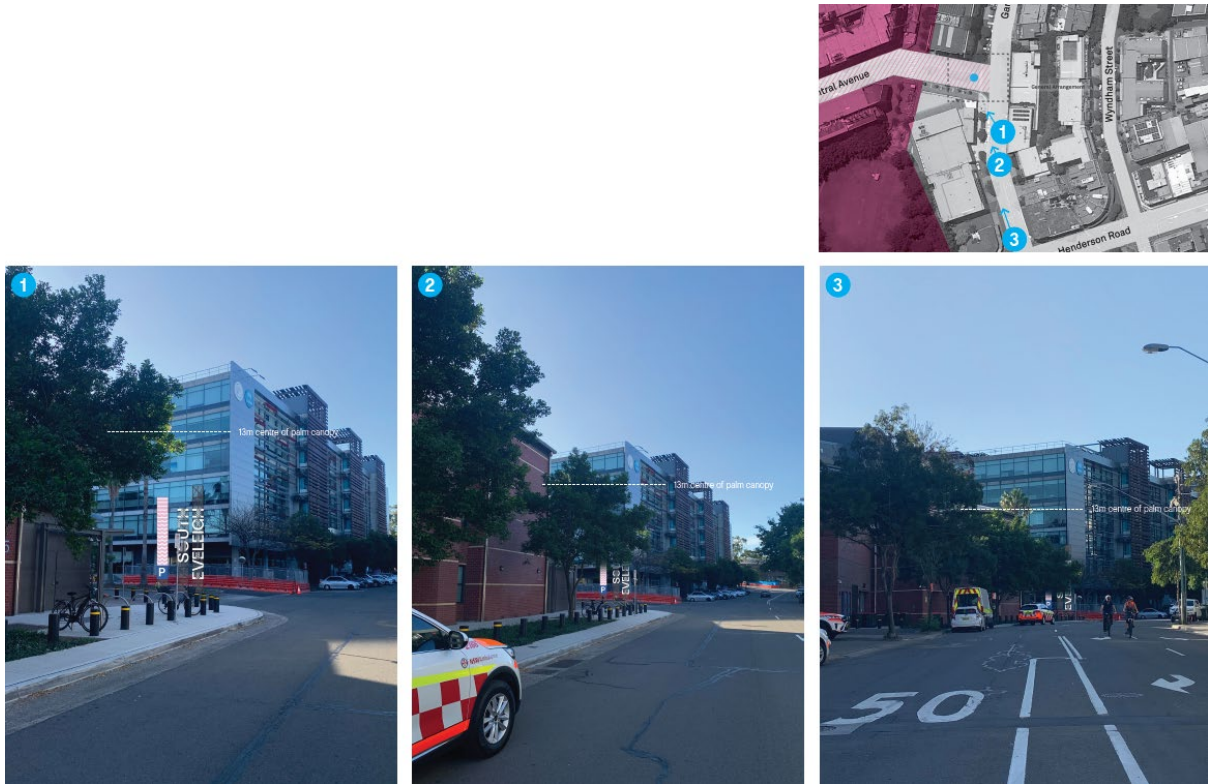


Figure 35: Central Avenue signage in relation to existing trees (Source: Mirvac, Diadem and Buchan, 2020)

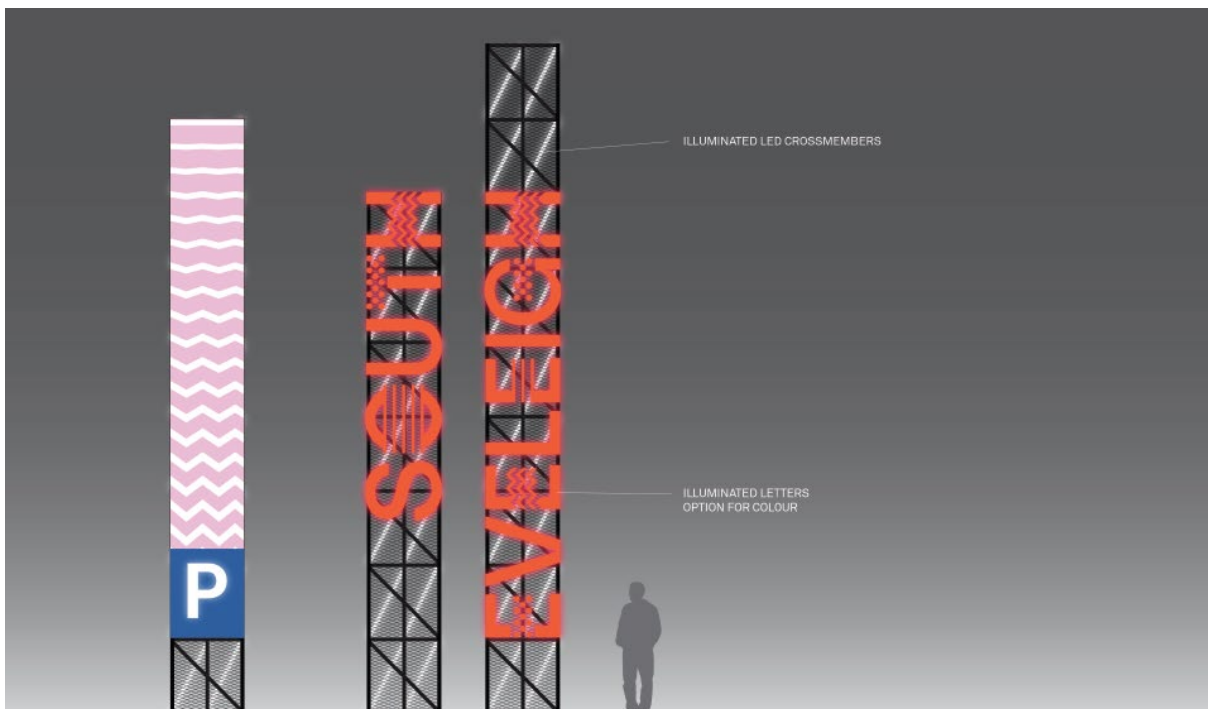


Figure 36: Proposed lighting for the Central Avenue signage (Source: Mirvac, Diadem and Buchan, 2020)



Figure 37: Central Avenue signage illuminated during the day (Source: Mirvac, Diadem and Buchan, 2020)

d) Locomotive Street (Location 3)

The Locomotive Street signage will be located at the intersection of Locomotive Street, Garden Street and Cornwall Street, as well as the intersection to Boundary Street, and is in the proximity of Building 2, the Locomotive Workshops and the National Innovation Centre (former New Locomotive Shop).

Similar to the other signage pieces, the placement of the marker is designed to maximise ride share, accessible and pedestrian visibility. The design of the marker demonstrates a strong conceptual relationship to the nearby Locomotive Workshop, as well as tying in with the circular aesthetic of the Cultural Garden in which it is situated. The three drums of the signage draw inspiration from the three locomotive train driving wheels, and the circular form is also reminiscent of the Cultural Garden's layout of community gathering circles and garden beds (Figure 38). This motif also represents and encourages the idea of the community coming together for a shared experience of the precinct.

The materiality of the proposed signage has been developed with the surrounding environment in mind, drawing upon the natural and heritage industrial elements through the use of aged metal cladding and an array of flora that will mature together to create a cohesive design. In addition, the metal mesh at the back of the drums reinforces the industrial character of the precinct while still preserving the visibility of the garden through the circular structures.

The Locomotive Street sign will be visible during both day and night (Figure 39). The cut-out letters in the metal profile allow the text to be backlit and the digital sign allows different messages to be displayed. The whole signage structure will also be lit by streetlights nearby. Due

to the placement of the signage, it has a wide sightline from all aspects of the intersection, maximising visibility for visitors (Figure 40).

In addition, the Locomotive Street signage aims to integrate its design with the Cultural Garden nearby. The low height of the signage allows for a clear visible line to the vegetation in the garden, utilising a combined landscape of hard and soft textures, similar to that of Henderson Road signage. The drum shape, whilst inspired from the locomotive wheels, also draws upon the symbolism of gathering places and circular nature of the garden layout.

Overall, the proposed Locomotive Street signage will have a positive visual impact to the heritage fabric surrounding it as the proposed identification relates to and is inspired by the heritage background of the site while it is strategically placed to attract more visitors, activating the precinct and encouraging its users to interact and celebrate South Eveleigh's history.

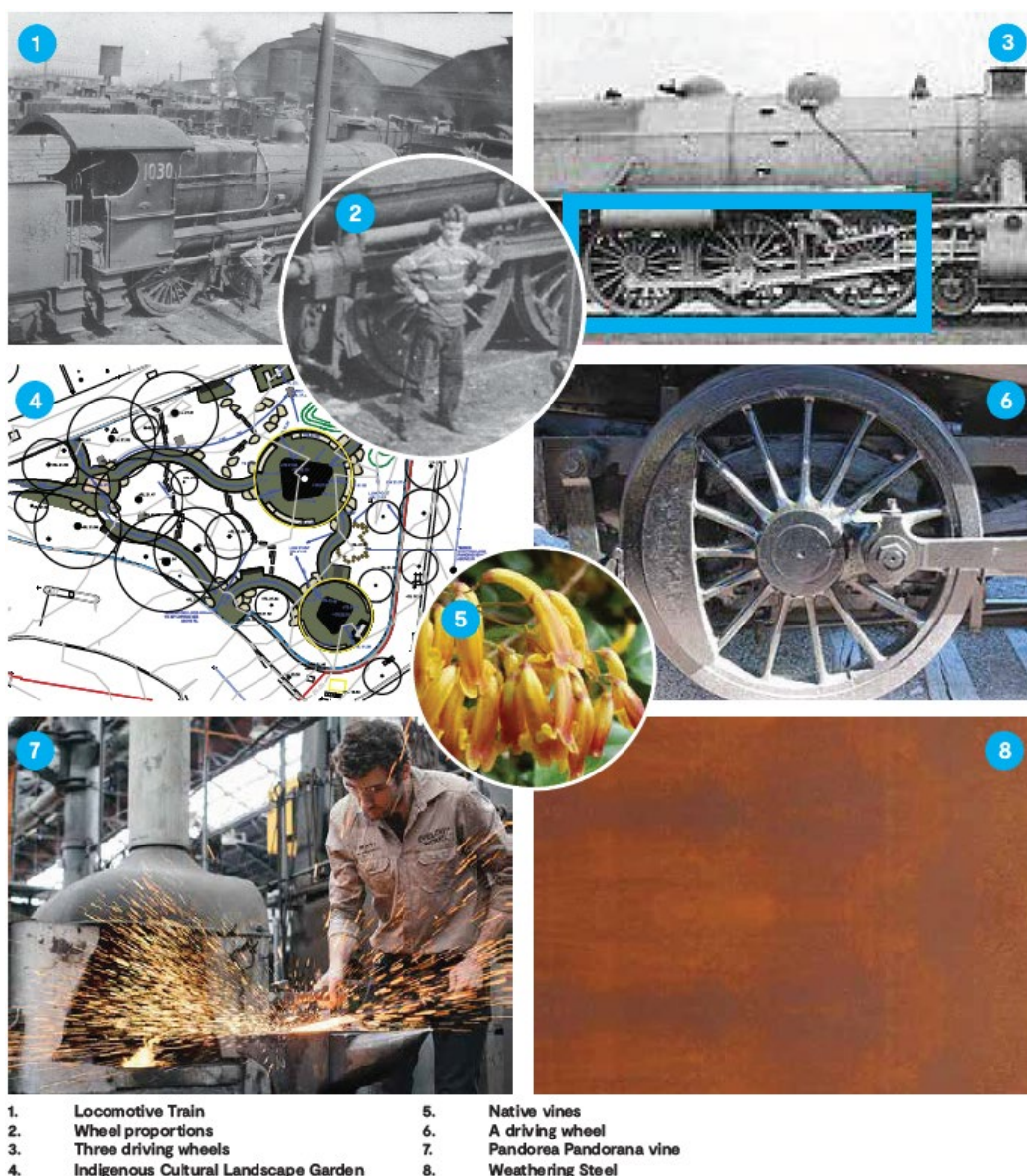


Figure 38: Conceptual design of the Locomotive Street signage (Source: Mirvac, Diadem and Buchan, 2020)



Figure 39: 'Locomotive Street' signage in day and night settings (Source: Mirvac, Diadem and Buchan, 2020)

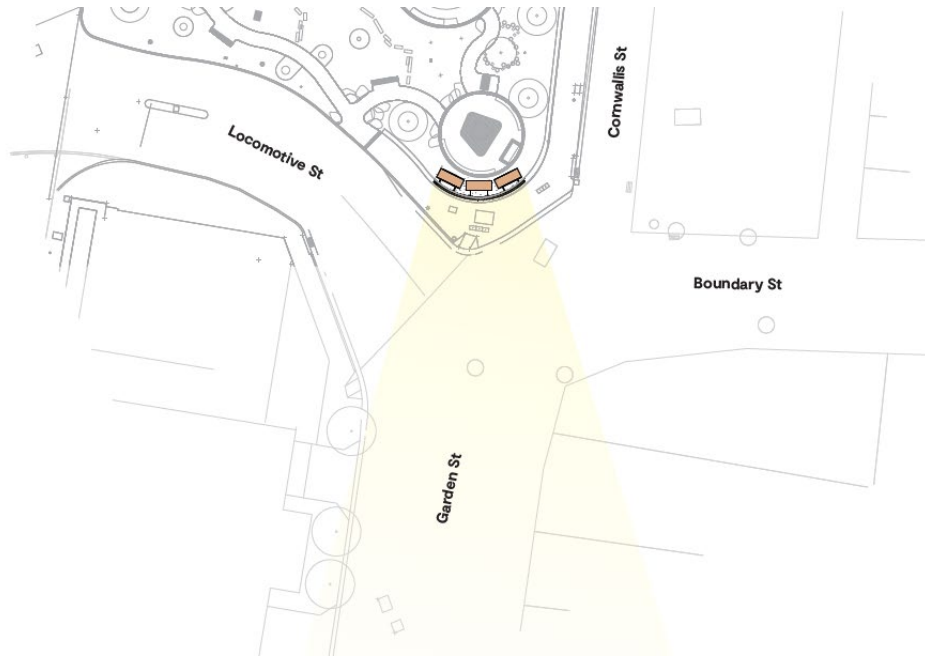


Figure 40: Locomotive Street signage sightlines (Source: Mirvac, Diadem and Buchan, 2020)

e) Redfern Station

The proposed Redfern Station signage design will be a key marker in terms of notifying the public and commuters from the train station of the South Eveleigh precinct. In order not to physically impinge within the site, the marker has been strategically positioned at the edge of the precinct, being visible not only now, but also once the upgraded footbridge and western end of the new southern concourse bridge at the station are completed (Figure 41).

The proposed dimensions have taken into consideration the visibility of the tower above the shrubs and trees in the surrounding area, as it needs to be utilised to identify not only the precinct but also to be used as a reference point for the site visitors (Figure 42 to Figure 44). In order to minimise the visual impact and soften the overall aesthetic of the piece, the tower will utilise see-through and industrial materials, which relate to the proposed Central Avenue sign, creating a connection with it and reinforcing the original industrial character of the precinct (Figure 45). The large decorative text will also aid in the creation of a positive and striking visual impact that is easy for the public to interpret and is sympathetic with the aesthetic of the South Eveleigh precinct.

The purpose of the digital content screen (Figure 46) is to provide information to the public on who the key retailers are within the precinct as well as any activities that may be occurring in the area, including changing exhibitions and events. In addition, the digital screen will be installed at pedestrian level and shielded from the heritage precinct by vegetation. The signage will, therefore, serve the purpose of familiarising visitors with the precinct, as well as enable them to be notified of when things are updated on precinct activations.

Similar in lighting structure to the Central Avenue signage piece, there are some minor differences to adjust the lighting to something more appropriate for the area. In comparison, the

lettering on the Redfern Station signage will only be illuminated with a white colouring, and the internal structure itself will have no lighting in order to reduce the light intensity emitted from the signage (Figure 47).

Overall, the proposed Redfern Station signage will assist in activating the precinct, encouraging people to visit, interact and appreciate the heritage buildings within the SHR curtilage. The design minimises the scale of the sign utilising see-through industrial materials as the identification marker needs to stand out from the dense greenery around it as a reference point to all visitors.

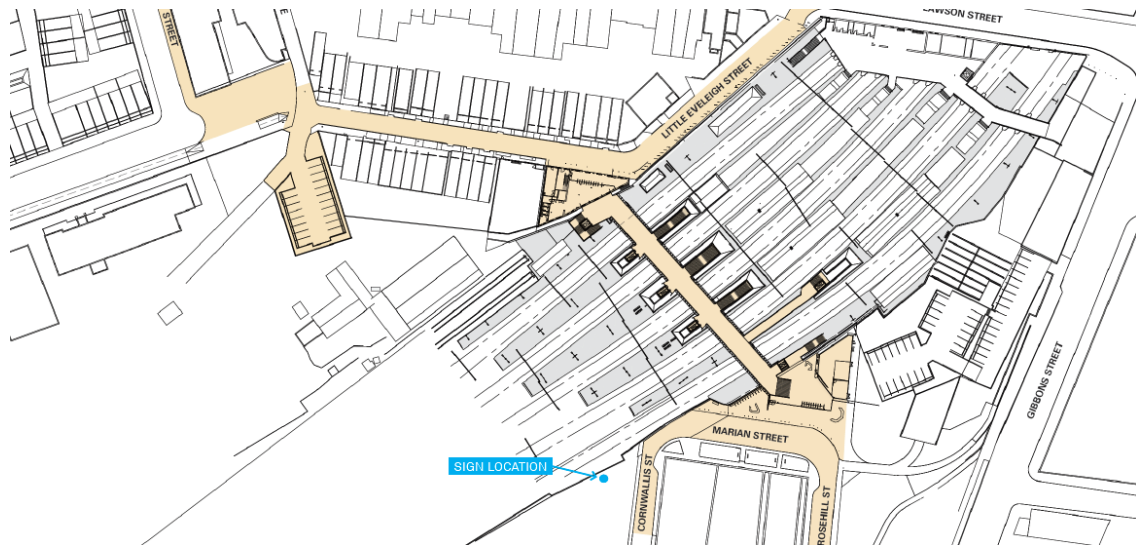


Figure 41: Overall context of Location 4 after new footbridge bridge is completed (Source: Mirvac, Diadem and Buchan, 2020)

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.

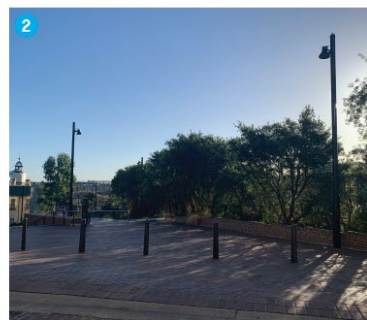


Figure 42: Location 4 Sightlines (Source: Mirvac, Diadem and Buchan, 2020)



Figure 43: Reference study of the trees and pole height. (Source: Mirvac, Diadem and Buchan, 2020)

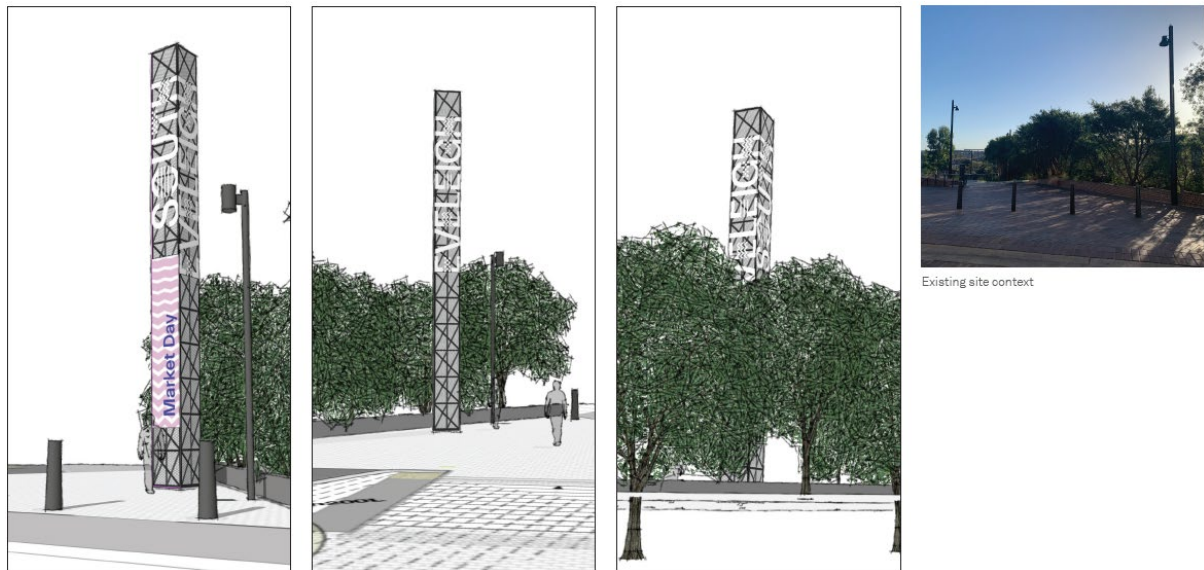


Figure 44: Proposed signage in situ – visibility (Source: Mirvac, Diadem and Buchan, 2020)

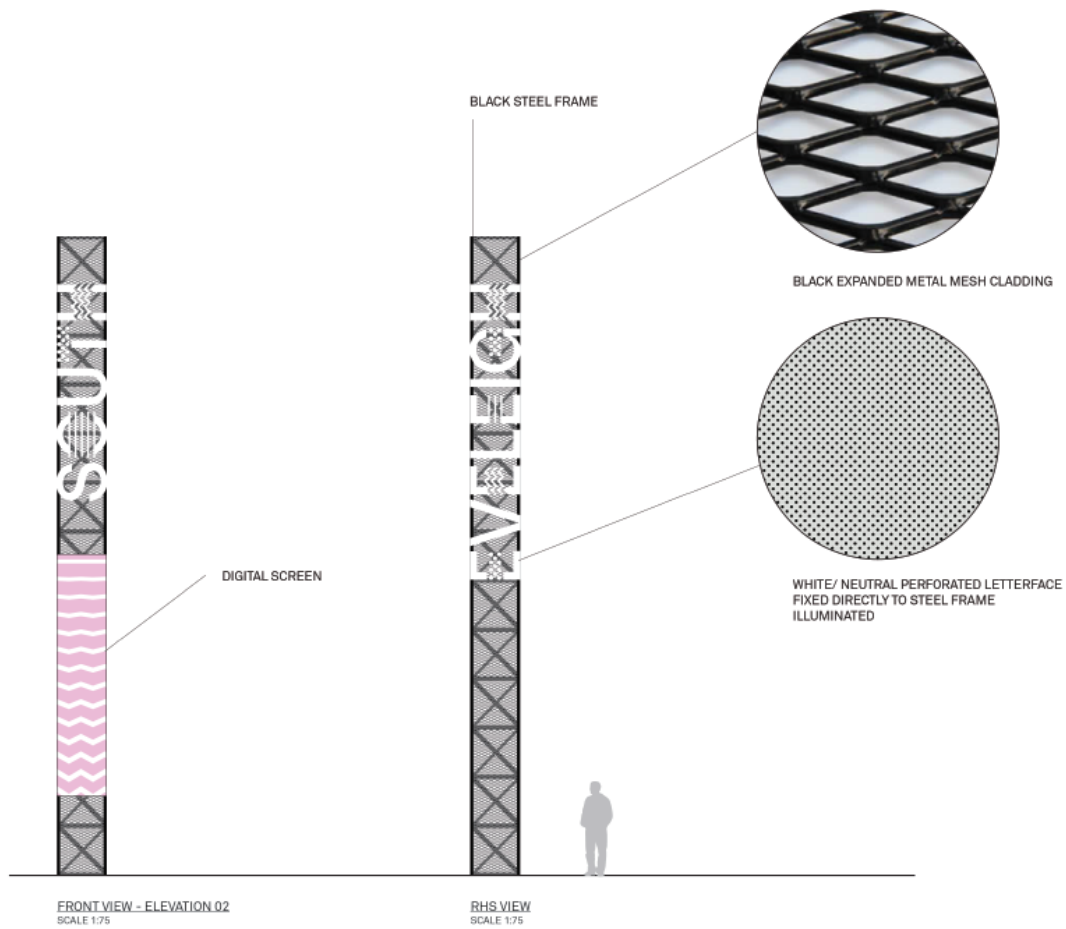


Figure 45: Proposed Redfern Station signage materiality (Source: Mirvac, Diadem and Buchan, 2020)

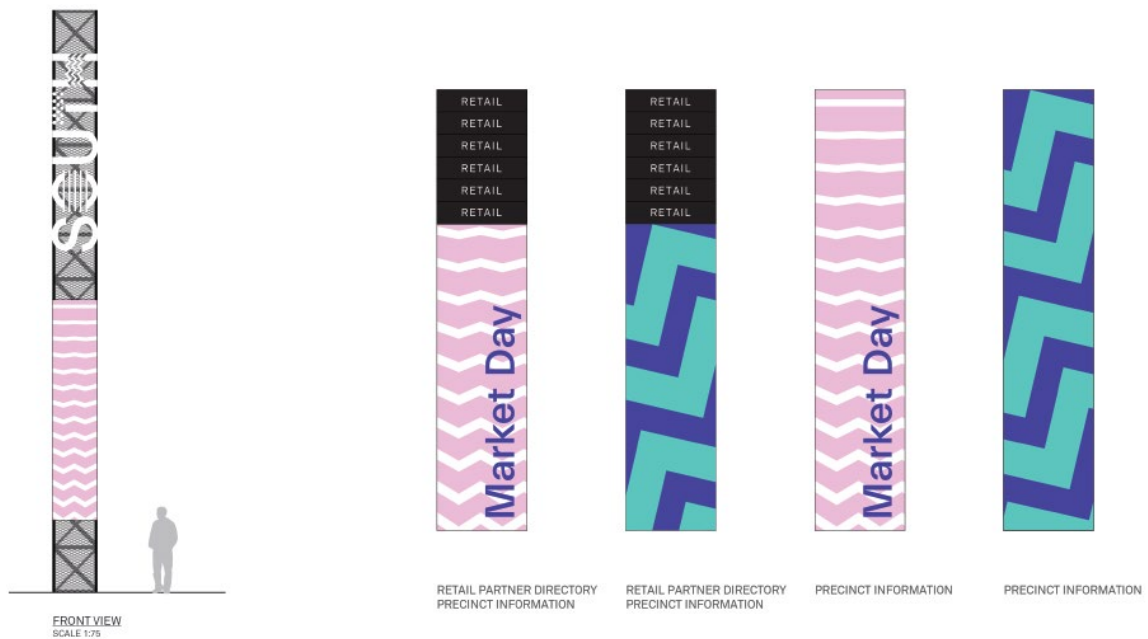


Figure 46: Proposed digital content screen (Source: Mirvac, Diadem and Buchan, 2020)

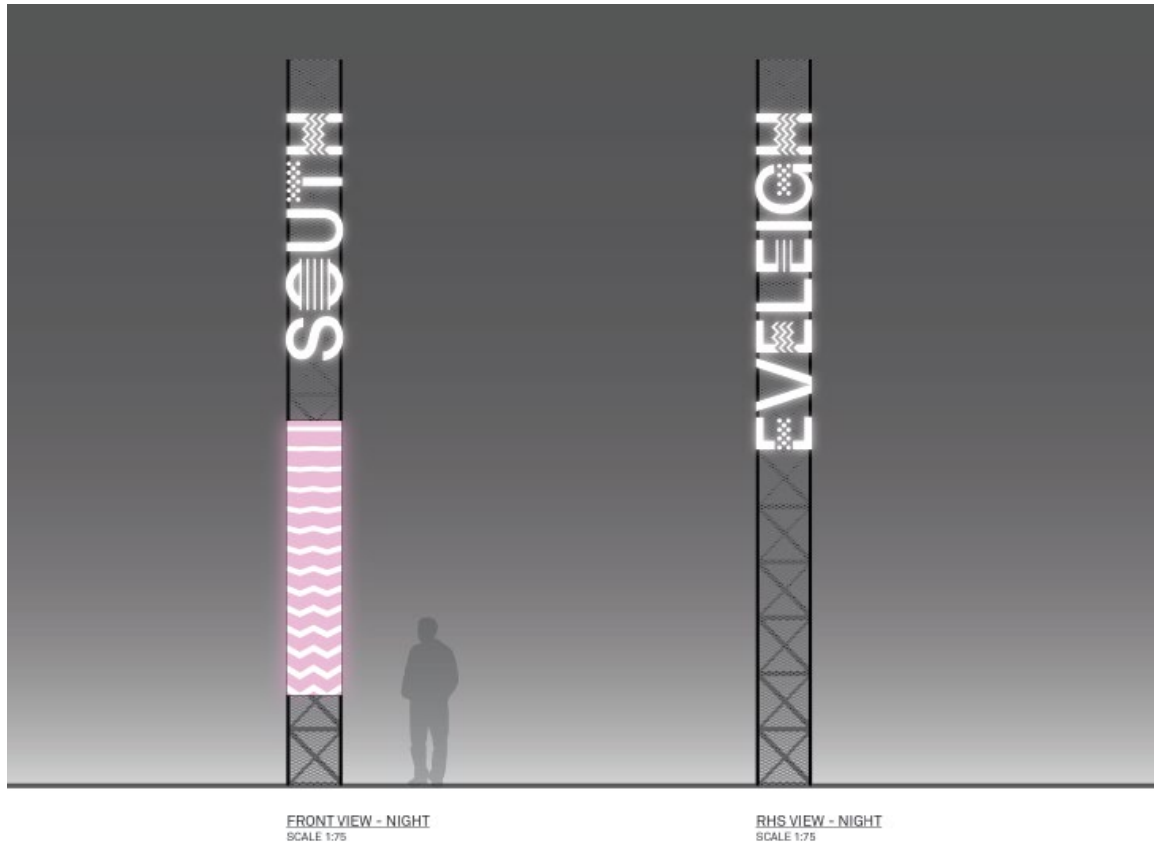


Figure 47: Proposed lighting strategy (Source: Mirvac, Diadem and Buchan, 2020)

Conclusions and Recommendations

The South Eveleigh redevelopment aims to attract a high number of visitors frequently, offering a wide range of activities and services, therefore adequate signage is a key element for the site's identification and activation. The proposed signage has been carefully designed in order to create a cohesive overall aesthetic to all its pieces, cleverly connecting them as part of a single strategy that embodies the significant and recognisable design elements that make up the South Eveleigh precinct.

The proposed five identification markers at Locations 1-4 will be located at a significant distance from any heritage item and will be installed on new elements, having no physical impact to any of the heritage fabric within the South Eveleigh precinct.

The chosen materials, including metal mesh cladding, aged metal cladding and floral displays reinforce the industrial and natural characteristics of the precinct and are compatible with the existing heritage fabric whilst creating a contemporary and interesting element of design. This ensures that the new identification markers designs are commensurate with the design of the existing buildings, without drawing any attention away from the heritage buildings themselves. Also, the addition of a signage piece that functions as an artwork installation (Location 1A) brings in an element of community engagement and creativity that works with the innovative aspects of the South Eveleigh spirit.



All signage elements will be visible during the day and at night. The use of see-through materials allowing the signage pieces to be illuminated, reinforcing the industrial aesthetic by enhancing the materials form and texture, and creating a focal point to passers-by that will attract them to explore the heritage precinct.

Overall, the proposed identification markers will result in a positive outcome for the South Eveleigh precinct, as they celebrate and enhance the industrial aesthetic of the site and will help to activate the precinct, attracting more visitors to engage with the original elements within the precinct.

Therefore, it is recommended that the proposed installations be approved to allow the new proposed identification markers to be constructed within the South Eveleigh precinct.

Yours Sincerely,

A handwritten signature in dark ink, appearing to read "N. Vinton", written in a cursive style.

Natalie Vinton
Director
Curio Projects Pty Ltd.



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