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A QUIET BUT POWERFUL
MIX OF COLLABORATION
AND CRAFT.

LET'S GET INTO IT.

PUBLIC ART STRATEGY

LOCATION

849-859 Pacific Highway
2-8 Wilson Street
Chatswood

DATE

June 2025

DEVELOPMENT APPLICATION
REV P1

CLIENT

BB Wilson Property
Pty Ltd

NOMINATED ARCHITECT

Paul Buljevic
No. 7768

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01. INTRODUCTION

This document presents a Public Art Strategy for 849-859 Pacific Highway & 2-8 Wilson Street, Chatswood. This strategy identifies opportunities for integration of Design for Country principals into the Public Art, and will be developed further in the next stage, including consultation with a specialist Indigenous design consultant and other stakeholders as required.

As required by Council's Site Specific DCP (*Willoughby DCP Part L: Place Based Plans 2023*) and in accordance with Willoughby Council's Public Art Policy (July 2020), this plan constitutes a Preliminary Public Art Plan and includes:

1. An analysis of the precinct;
2. Identifies opportunities for public art; and
3. Artwork details and parameters

RELEVANT PLANNING CONTROLS

This strategy for Public Art for the proposed development responds to the requirements outlined in:

Willoughby Development Control Plan 2023 &

Willoughby Council's Public Art Policy 2020 &

The Design Integrity Panel's comments, particularly the integration of Design for Country principals

In particular, this document seek to demonstrate the strategy for 'A City that is connected, inclusive and resilient... A City that is livable..' as required by *Our Future Willoughby 2032 Community Strategic Plans*.

This criteria which will inform the Public Art Strategy within the site, respond directly to the principles outlined in the Willoughby Council's Public Art Strategy, including:

- **Expression**

Providing a platform for individual and community creative and cultural expression. Public art is a connector of place and experience, contributing to the development of a distinct identity reflecting the character of places across Willoughby.

- **Engagement**

As a catalyst to build stronger, more connected communities. Community involvement and social engagement promotes a wide range of social interaction and inclusion in the process of designing and/or producing public art

- **Activation**

As a significant contributor to successful place making, open space planning and urban design. Public art enlivens and enhances the creation and vibrancy of public places. It creates an ongoing conversation between our past, present and future; between ideas and values.

- **Creativity**

Where the unique skills of artists/creators who may contribute to Willoughby are recognised and valued. Public art celebrates creativity and innovation, builds the capacity of our expressive community and generates employment opportunities.

- **Integration**

To appropriately integrate public art within publicly accessible space across the range of settings of urban and natural environment

02. PRECINCT ANALYSIS

The site is located within the suburb of Chatswood in the Willoughby Local Government Area (LGA), 6km north from the Sydney CBD within Sydney's Lower North Shore. The site is in proximity and highly accessible to the commercial centers of North Sydney and Macquarie Park.

The site is located at the north-western extent of the Chatswood CBD within convenient walking distance of local amenities, facilities and services. The area is well advanced in its transition from an older style commercial precinct into a thriving mixed-use area characterised by commercial and residential land uses.

Located at the northern end of Chatswood CBD/ Gateway, the site presents an exciting opportunity to create a civic place that positively contributes to the surrounding context, enhances the overall urban experience that promotes community engagement and cultural activities.

The site is approximately 550m from Chatswood train and Metro Station. It is located along Pacific Highway which is a State classified road, and a major traffic corridor. The site connects to gentle gradient footpaths on the surrounding street network and safe road crossings.

The site is in the vicinity of heritage items and in the vicinity of the North Chatswood Heritage Conservation Area.



PUBLIC ART IN AND AROUND CHATSWOOD



Kulla Moves out



Ripple



Terrazzo



Visiting Enki



Griffin Memorial Fountain



Exoskeleton Lift

03. PROPOSED DEVELOPMENT BACKGROUND



The proposed development involves the following:

Proposed new 36 storey mixed use development including the following key spaces:

- Retail/ commercial spaces at ground, level 1, level 3 and level 4
- Childcare centre (including outdoor play areas) at level 2
- 18 live/work modules
- Communal open space for residents (including swimming pool, spa, open lawn area, seating areas and BBQ) at level 2
- Two modulated 34 storey residential flat buildings (above podium) comprising a total of 327 units
- 7 storeys of basement parking

04. PUBLIC ART OPPORTUNITIES

Architecture as Concept for the Artwork

The artwork will contribute to the overall architectural and interior design of the proposed development. It aims to meet the objectives ensuring an integrated and cohesive part of the new development, as well as creating an enhancing spatial environment for the residents and the public.

The artwork will also aim to examine the spatial quality and relationship between the building users, employees, the public pedestrians, the retail visitors as well as the long term residents of the residential flat buildings. Consideration should be given to using art for the purpose of spatial integration between different areas, creating opportunities for local activities, creating desirable places to be and enjoy and connecting people from all types of households and families.

It is also the primary aim to ensure integration with the Country is tied into the process and outcome of Chatswood Grand. The project is seeking cultural and physical connectivity through public artwork within highest public spatial quality that serve occupants as well as the community of the broader Chatswood context.

Some of the key aspects for the artwork to consider:

- Be in a recognised and celebrative nature to the public
- Be contributive to the existing vibrancy and diversity of the neighbourhood of the local area
- Be a focal point in a gathering space

Process of Delivery

- Defining Objectives and Design for Country Integration Opportunities



- Prepare Public Art Strategy



- Submission of Strategy to DPHI



- Engage Design for Country Consultant



- Design Development



- Final Design Approval

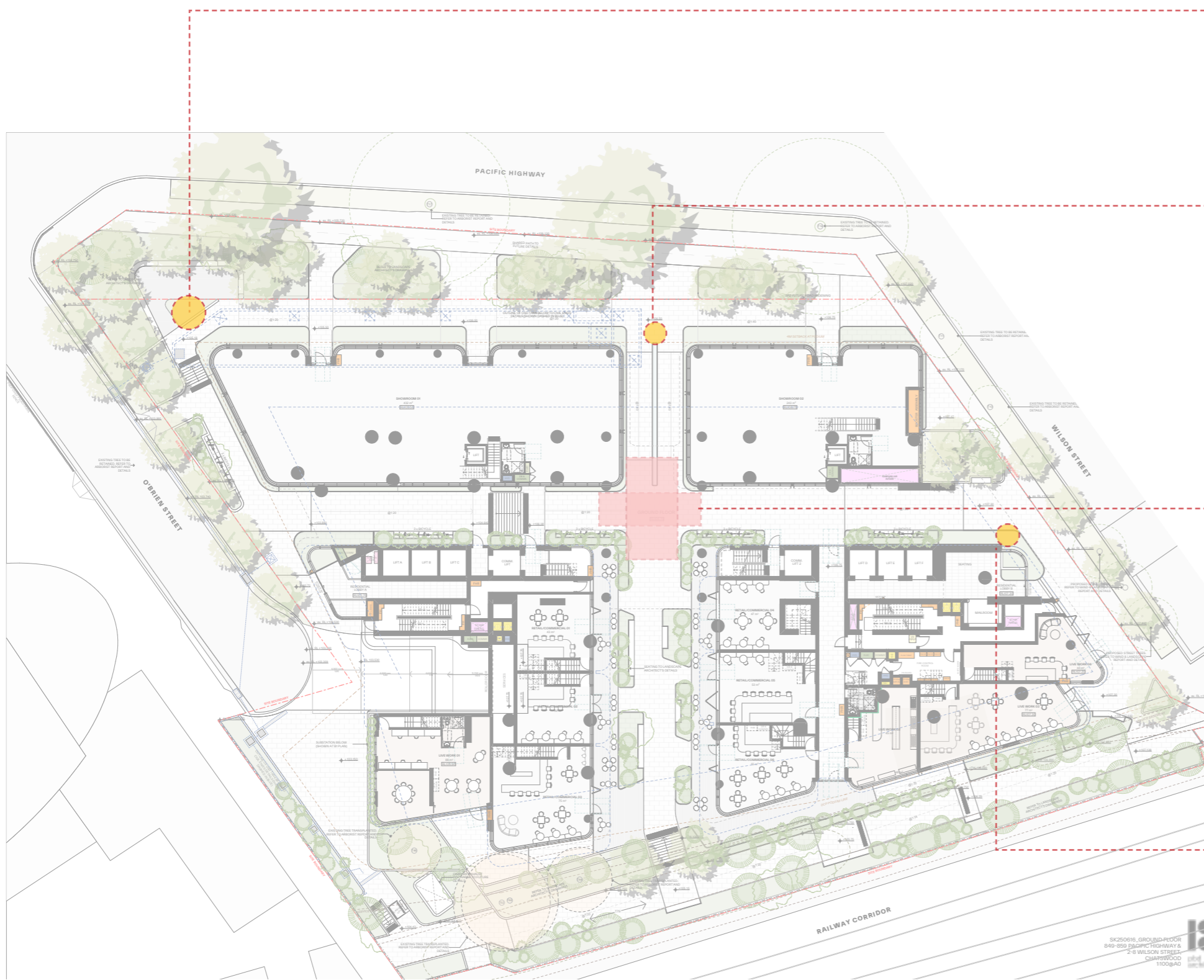


- Installation of Public Art

Sitting and Location

The concept strategy of the proposed public artwork is envisaged as a collection of art under a central core theme, scattered and spreaded throughout the proposed building in various locations. The idea of the unifying theme is employed to connect various building interiors and creates a desirable spatial experience for all users. This integrated theme and presentation methodology is considered as an effective strategy for the artworks to catalyze spatial values in addition to the interior design. It extends the eclectic scene of the local area and promotes the livelihood of the Chatswood suburb.

Various potential locations of the artwork are presented in diagrams (below), with notes describing possible form of outcome as suggestions for the artists.



Option 1
 This space presents an opportunity for an integrated three-dimensional artwork that harmonizes with the pocket park and surrounding landscape. This type of installation would enhance the quality of the space while creating a strong visual and experiential connection to the street.

Option 2
 This space offers an ideal opportunity for a three-dimensional sculpture or artwork, prominently positioned for maximum visibility from the Pacific Highway. Its high exposure ensures significant public engagement, while its prominent location serves as a defining feature, setting the tone for the entire precinct.

Option 3
 This space presents an excellent opportunity for an architecturally integrated artwork, being part of a high-pedestrian traffic area. The 70m long site-through link, is naturally lit and serves as one of the main entry points through the site. The location makes it an ideal focal point for an exceptional engravement piece in flooring, offering stunning views and artwork scale from both the footpath and the internal circulation areas.

Option 4
 This location offers an opportunity for either a sculptural artwork within the outdoor planter or an oversized wall art, at the entry area. Positioned amidst circulation and movement, it serves as both a connecting element in people's journeys and a moment of pause or reflection as they navigate through the site.

Ground Floor Plan

Examples of Public Art



Example image of mosaic floor-art in forecourt area

The River of Life | Gary Drostle
University of Iowa



Example image of 3-dimensional sculpture
Awen' Indigenous Gathering Place | Brook McIlroy
Public artwork, Collingwood, Ontario Canada



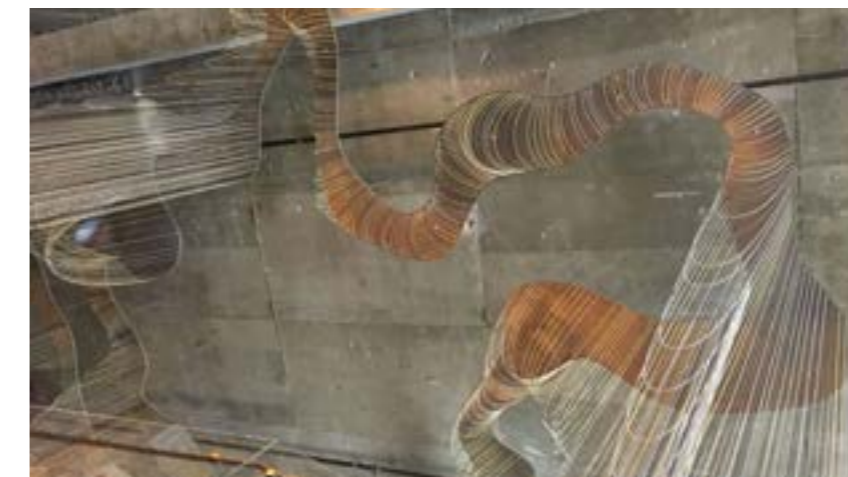
Example image of 3-dimensional sculpture

Yulia Pinkusevich
Stanford University, California



Example image of garden sculpture

Bangala | Jonathan Jones and Aboriginal Elder Aunty Julie Freeman
Public artwork, Gunyama Park Aquatic and Recreation Centre, Green Square



Example image of suspended artwork

Adrien Segal
Capital One, San Francisco

05. ARTWORK DETAILS AND PARAMETERS

Materials

The materials used for the artwork should consider the requirement to respond to the immediate surrounding space, compliment or make distinction with the materials used in the architectural spaces and examine any factors affecting the presentation of the artwork such as landscape, lighting and temperature.

Locations

The selection of artwork locations is to be discussed, collaborated and determined with the artist and the architect at a later stage. A general number of artwork locations should be limited to a maximum of 3 in the proposed development.

Size

As a guide the size and proportion of the artwork will be left predominantly for the artist to decide.

Willoughby Council's Public Art Strategy

The artwork must conform to Willoughby Council's Public Art Strategy. The artwork must address its relevance and appropriateness to the context of its site.

Target Audience

Precinct users, tourists, residents and visitors
Pedestrians
Retail space users, including staff and management teams

Design for Country

The artwork will Integrate Design for Country Principals to inform and enrich the architectural and landscape proposal through the integration of public art and/or naming opportunities in the public and private domains.

In the next stage, the Public Art strategy will be further developed in collaboration with a specialist Indigenous consultant to further integrate design for country principals into the final design.

The following specialist Indigenous Design consultants have been short-listed for the next stage of design development, which will involve engagement with one of the following consultants to collaborate in the detailed design:

BANGAWARRA

Shannon Foster

GARIGARRA

Matte McConnell

YERRABINGIN

Christian Hampson

THANK YOU!