

WALSH BAY ARTS AND CULTURAL PRECINCT

STATE SIGNIFICANT DEVELOPMENT APPLICATION

SSDA 8671

APPENDIX 6:

WAYFINDING AND SIGNAGE REPORT

Walsh Bay Arts & Cultural Precinct

Wayfinding & Signage Strategy

Infrastructure NSW (INSW)
on behalf of Arts, Screen and Cultural Division

29 September 2017

→ SSDA Submission



Report prepared for
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EXECUTIVE SUMMARY

The Walsh Bay Arts and Cultural Precinct site has a number of historical layers of signage, wayfinding, branding and identity. The key purpose of signage and wayfinding is to provide clarity, sense of place

The industrial architecture of the site and integrated identity of the entire Walsh Bay Shore Shed and Finger Wharfs means that the identity of particular venues, offices, meeting points and gathering areas is often poorly articulated, making wayfinding more difficult.

The site has multiple entry points and gateways from different orientations, and multiple modes of transport are used to reach the site.

Wayfinding, branding and site identity will be an important element for the site as many visitors will be irregular attendees at performances, rehearsals, events and meetings.

Improvements and additions to city wide wayfinding through the 'Legible Sydney' program by the City of Sydney will greatly improve pedestrian and cycle access to the neighbourhood from further afield. Signage in The Rocks and Barangaroo will complement wayfinding particularly for tourists and visitors..

Key to the success of wayfinding will be the identity of the Walsh Bay Arts and Cultural Precinct itself within a larger collection of buildings, wharfs and public spaces along Hickson Road. The second component of ease of access and movement will be the internal wayfinding system developed for Arts Precinct tenancies, venues and public spaces. The site is relatively large and can involve long walks to reach venues particularly those at the end of each wharf. The better the wayfinding, the better the customer and visitor experience will be through ease of movement and ability to find particular locations, performances and events.

New wayfinding, signage and branding should reflect a contemporary approach, but work within the contextual heritage environment cognisant of the hand made and 'working wharf' language of signage, materials, construction and identity. The overall approach should allow for an individuality that evokes the sense of a 'Theatre District', with many venues and activities occurring within it to encourage visitation and to enhance the urban area as a vital and interesting part of Sydney.

ACTIONS

// ACTION 1

Preserve, maintain and reference the existing signage on the site and the hand made methods used in their production.

// ACTION 2

Create a signage and wayfinding system that can incorporate and reflect the range and identities of artistic and cultural groups and companies at Walsh Bay — whilst encouraging a theatre precinct with a number of venues and companies.

// ACTION 3

Signage and wayfinding to set the scene for vibrant and diverse arts precinct, where each companies activities, events, brands and imagery are allowed to be promoted and presented.

// ACTION 4

Increase the level and visibility of cycling services; such as bicycle parking. Walking times and routes to Walsh Bay to be promoted at major transport nodes such as Circular Quay, Wynyard, Barangaroo and Darling Harbour and the future Barangaroo Metro Station. Wayfinding signage used to support and encourage active transport access.

// ACTION 5

Install illuminated City of Sydney taxi rank pylons (Legible Sydney type) on Hickson Road to improve visibility and provide more information about taxi services for visitors and residents.

// ACTION 6

Vehicular signage related to movement in to and within the site is to be integrated with new WBACP signage system, complying with relevant standards and be affixed with systems appropriate to the architecture.

// ACTION 7

Any new signage systems used in the Walsh Bay Arts and Cultural Precinct should have a wider influence on an improved and coordinated Walsh Bay wide addressing, branding, signage and wayfinding strategy for street addresses, wharf and pier numbers and entrances and for any arts and theatre related activities.

// ACTION 8

The City of Sydney 'Legible Sydney' system will be the principal wayfinding system for directing pedestrians to and from the local area, nearby transport nodes and local attractors to the Walsh Bay Arts and Cultural Precinct. All messaging and maps shall be updated to recognise new venues, venue names and locations.

// ACTION 9

Better integration and improved consistency of wayfinding messaging and mapping across all sign sites in the precinct, especially in The Rocks and Barangaroo.

// ACTION 10

Use clear and consistent naming of wharfs, aprons, venues, rooms and offices is key to establishing a useful and practical wayfinding system that allows and ease of orientation and access to desired destinations within the precinct and wider neighbourhood, removing confusion and ambiguity about venue addresses.

// ACTION 11

Building signage, identity treatments and wayfinding is proposed at entry and arrival points on Hickson Road and at eastern and western gateways on the wharf aprons.

// ACTION 12

Install new environmental graphics, signage, lighting and projections to the existing Hickson Road bridges that complement the utilitarian structures and social history of the site, whilst enhancing the precinct with a sense of theatre and arrival — especially in the evening.

// ACTION 13

All existing plaques to be retained and restored where necessary. New plaques to be of high quality cast bronze and carefully sited in relation to other plaques and signs on the site.

// ACTION 14

Better support interpretive walks and allow for expansion of the Theatre Walk on Pier 2/3 and investigate opportunities for additional walks. Existing interpretive signage to be reviewed for relevance and replaced/ renewed where suitable.

// ACTION 15

Replace existing entry signage with signage that reflects a new brand identity and individual venue names, reflecting the heritage and qualities of existing signage on site. It is proposed to reinstate the removed original large '4' and '5' wharf numbers to the north end of Wharf 4/5.

// ACTION 16

New external building and awning signage to be located on Hickson Road to assist in establishing a theatre district atmosphere and provide amenity, activity, clarity and information about the arts companies, venues and events.

// ACTION 17

Integrated digital and touch screen displays and signage are proposed to promote events, shows and heritage interpretation. Two digital pylons and two digital walls will be employed for visitor information services. Digital displays will also be used for providing ticketing information and selling event tickets.

// ACTION 18

The existing heritage interpretation is to be renewed and integrated in the foyer of Pier 2/3 and other areas public domain in coordination with the appropriate heritage reports. Increase recognition of the significant indigenous heritage of the site, including people, language and flora and fauna.

// ACTION 19

All existing accessible and DDA compliant signage to removed and upgraded to current standards and be manufactured in high quality long lasting finishes and where possible incorporated within the developed suite of signs rather than as an after thought. Where possible standard off-the-shelf signs, stickers and laminated signs should not be used for DDA compliance.

// ACTION 20

Statutory signage to be implemented using the City of Sydney standard public space and parks system.

// ACTION 21

All vehicle signage to be reviewed and updated to current standards and installed in appropriate locations in robust with well designed hardware and fittings. All messaging, speed limits and load limits to be reviewed and made consistent.

1 BACKGROUND

1.1 The Project

The NSW Government is committed to development of a public arts and cultural precinct at Walsh Bay. Infrastructure NSW is acting on behalf of the client, Arts, Screen and Cultural Division in preparing this State Significant Development Application for the Walsh Bay project.

This SSDA will seek approval for the construction and operation of Pier 2/3 and Wharf 4/5 for arts and cultural uses with complementary commercial and retail offerings to activate the precinct.

The site generally comprises Pier 2/3, Wharf 4/5, and Wharf 4/5 Shore Sheds. The site has a street frontage to Hickson Road as shown in Figure 1. The site is part of the Walsh Bay area, which is located adjacent to Sydney Harbour within the suburb of Dawes Point.

The Scope of the Project is as follows:

Pier 2/3

- The adaptive re-use providing for new arts facilities including performance venues for the Australian Chamber Orchestra, Bell Shakespeare and Australian Theatre for Young People;
- Retaining a large heritage commercial events/art space for events such as Sydney Writers Festival, Biennale of Sydney and a wide range of commercial and artistic events;
- A series of stairs, external lift and balconies designed as a contemporary interpretation of the original gantries reflecting the precinct's former industrial heritage
- Modifications to the roof

Wharf 4/5 (including Shore Sheds)

- Refurbishment of the ground floor arts facilities and its associated Shore Sheds for Bangarra Dance Theatre, Sydney Dance Company, Sydney Philharmonia, Gondwana and Song Company;
- New commercial retail opportunities; and
- A series of stairs, external lifts and balconies designed as a contemporary interpretation of the original gantries reflecting the precinct's former industrial heritage
- Modifications to the roof

1.2 Location

The site generally comprises Pier 2/3, Pier 4/5 and its shore sheds which make up Wharf 4/5, as well as the adjoining waterway. The site has a street frontage to Hickson Road. The site is shown in Figure 1. The site is part of the Walsh Bay area which is located adjacent to Sydney Harbour within the suburb of Dawes Point. The site is located within the City of Sydney Local Government Area.

Walsh Bay is strategically located to the north of Sydney's CBD in the vicinity of major tourist destinations including the Sydney Harbour Bridge, the historic areas of Millers Point and The Rocks, Circular Quay and the Sydney Opera House. The Barangaroo redevelopment precinct is located immediately to the south-west. The Walsh Bay Arts and Cultural Precinct is formed by the two finger wharfs of Wharf 2/3 and 4/5 on Hickson Road, Walsh Bay. (See Figure 1)

Walsh Bay is sited between the two headlands of Dawes Point/Tar-ra to the east and Barangaroo Reserve and Millers Point headland to the west.

The two predominantly timber piers are connected to brick shore sheds that address Hickson Road and contain upper level bridge links to Pottinger Street. These steel and concrete bridges form significant threshold and marker points along Hickson Road.

Located 1.4 km (13 mins) from Circular Quay Station, Light Rail and Ferry Wharfs at the north end of Sydney CBD, the location has some access issues due to topography and distance to transport nodes and cultural venues.

Pier 2/3 is legally described as Lot 11 in DP 1138931 and Wharf 4/5 is legally described as Lot 65 in DP 1048377. The total area for these lots is 18,090m².

The land owner of the site is the Roads and Maritime Services (RMS). Both Pier 2/3 and Wharf 4/5 are occupied under various lease arrangements with Arts NSW, Department of Justice, primarily for arts and cultural uses.

The area of water that the project proposes to build over is also owned by RMS. Its land title description is Lot 12 in DP 1138931.

Walsh Bay comprises ten berths constructed between 1908 and 1922 for international and interstate shipping. These are collectively known as the Walsh Bay Wharfs. The Walsh Bay Wharfs Precinct is listed as an item on the State Heritage Register.

The Walsh Bay Wharfs comprise the following:

- Pier 1 which contains the Sebel Pier One Sydney Hotel;
- Pier 2/3 the last remaining undeveloped pier (has previously received approval for cultural uses, temporary arts events and some commercial events);
- Wharf 4/5 which is occupied by the Sydney Theatre Company (STC), the Australian Theatre for Youth Program (ATYP), Sydney Dance Company (SDC), Bangarra Dance Theatre and the choirs comprising Gondwana, the Song Company and Sydney Philharmonia;
- Pier 6/7 which has been redeveloped for residential apartments and associated boat marina;
- Pier 8/9 which has been redeveloped for office uses; and,
- Shore sheds aligning Hickson Road which contain a range of commercial activities, including restaurants, bars, shops and offices.

FIGURE 01 | SITE LOCATION



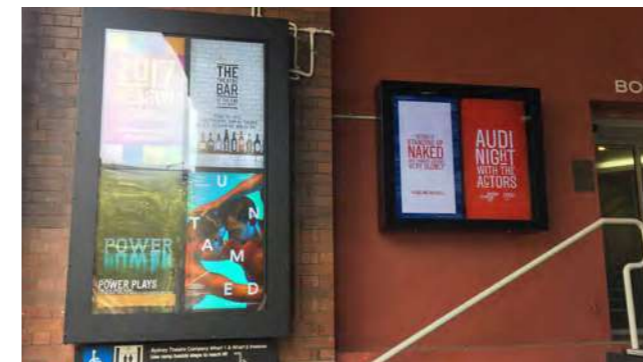
WHARF STRUCTURES

- 9 Pier 2/3 and Wharf 4/5 from the harbour
- 10 North elevation of Pier 2/3
- 11 North elevation of Wharf 4/5
- 12 Pier 2/3 north apron



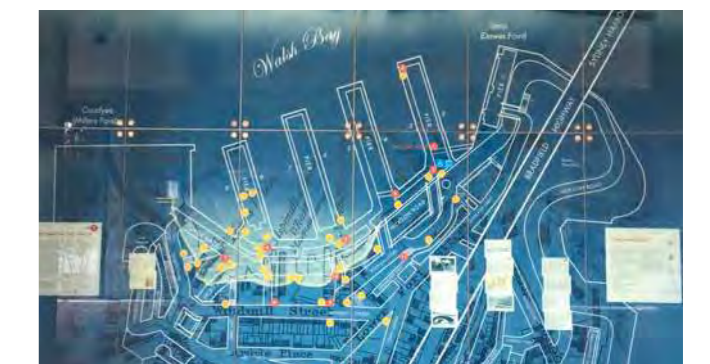
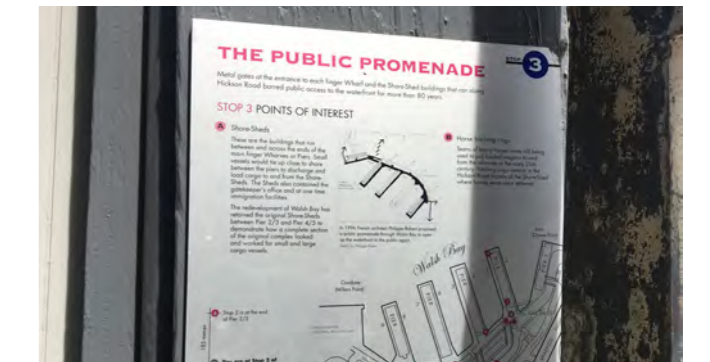
EXISTING THEATRE SIGNAGE

- 13 Neon signage to The Wharf (4/5) Sydney Theatre Company, Sydney Dance Company
- 14 Theatre Walk plaque, Pier 2/3
- 15 Digital Panels at Wharf 4/5 entrance
- 16 Neon signage to north end of Wharf 4/5



1990s WALSH BAY PRECINCT

- 17 Pier 5 sign and address panel, Hickson Road
- 18 Stainless steel interpretive plaque
- 19 Address panel and plaque, Hickson Road
- 20 Glass interpretive and map panel, Pier 2/3 entrance



1.3 Purpose of this report

The purpose of this Wayfinding and Signage Report is to:

- Outline the signage strategy that will be utilised to guide visitors to the precinct; and
- Outline a potential signage suite for the precinct including wharf identification and tenancy signage

It is intended to utilise the existing Legible Sydney signage throughout the surrounding areas to guide visitors to Walsh Bay. This will include upgrades to this existing signage to reference the precinct from major transport nodes and walking routes surrounding the site.

A proposed signage suite for wharf and tenancy identification is included in this report. This proposed suite is provided in preliminary form to enable further engagement with stakeholders including the NSW Heritage Council and City of Sydney. It is envisaged that based on feedback and collaboration a final signage suite for wharf and tenancy identification will be developed prior to construction.

This report also addresses the Secretary's Environmental Assessment Requirements (SEARs), issued on 1 September 2017. In particular this report addresses SEAR number 4 in respect of:

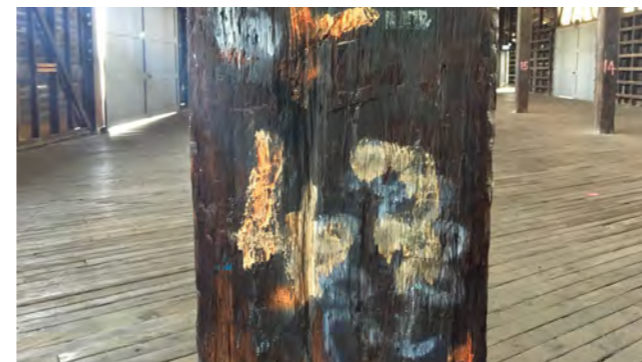
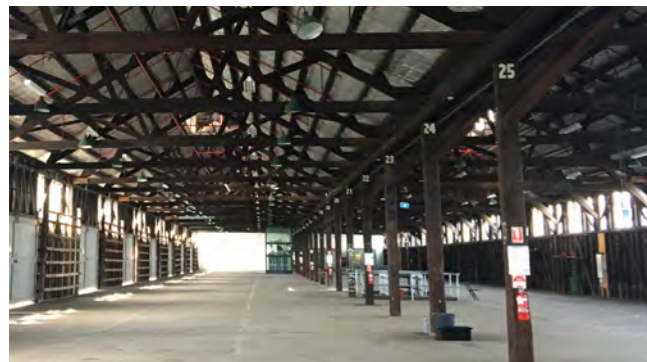
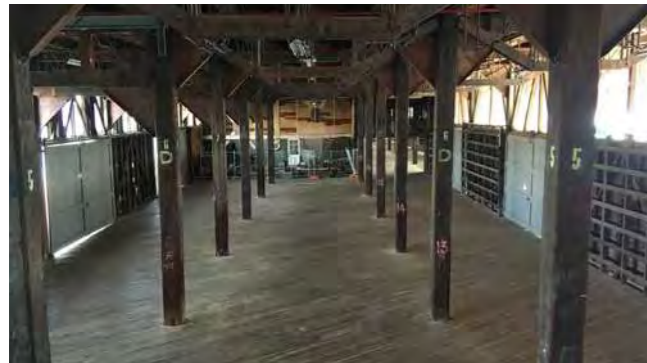
- Include details of any awnings and signage proposed in the public domain.

REMNANT WHARF ACTIVITIES SIGNAGE

- 1 Interior structure of Pier 2/3
- 2 Markings to internal columns
- 3 Hand painted pier number 3, Pier 2/3 north facade
- 4 North facade of Wharf 4/5 with wharf numbers removed

- 5 Hand painted sign on steel gantry crane, Pier 2/3 interior
- 6 Hand painted sign on steel gantry crane, Pier 2/3 interior
- 7 Painted sheet metal signs 'C' and 'D', Pier 2/3 interior
- 6 Hand painted markings to internal columns and bays, Pier 2/3 interior

- 9 Hand painted 'H.M.. Customs' sign, external entry to Pier 2/3
- 10 Maritime Services board hand painted load limit sign Pier 2/3 entrance
- 11 Hand painted markings to internal columns and bays, Pier 2/3 interior
- 12 Hand painted markings to internal columns and bays, Pier 2/3 interior



1.4 History of signage on the site

Walsh Bay contains an important collection of heritage assets in the City of Sydney that reflects its maritime history, industrial heritage and harbour location. The retention of the two iconic finger wharfs, bridges and public domain tell an important social and economic story and importantly provides public access to the harbour, foreshore and a home to a collection of performance venues and leading arts companies.

There are numerous examples of retained and existing signage and markings of a working wharf both internally and externally on the building. Examples are generally hand painted directly to the structure, columns or walls (photo 3 and 6) and on remnant machines (photo 5) or equipment within the wharfs. There are some examples of applied signs on sheet metal or timber fixed directly to the structure (photo 4).

The early 1980s upgrade of Wharf 4/5 by Viv Fraser for the Sydney Theatre Company includes a layer of more recent signage pertinent to the use of the theatre including the 'Wharf Theatre' neon signage at the Hickson Road entrance and at the northern end of the Wharf 4/5. Other associated signage, directories, plaques, interpretive signs and digital screens have been added over the life of the Wharf Theatres.

The late 1990s refurbishment of Walsh Bay Wharf 6/7 and 8/9 added a third layer of signage and interpretation across the wider precinct including pier numbers on Hickson Road, interpretive signs, plaques and statutory and vehicle signage (photos 9 and 12).

The following images show examples of existing signage on and within the wharfs.

ACTION 1

Preserve, maintain and reference the existing signage on the site and the hand made methods used in their production.

1.5 Walsh Bay Arts Precinct Tenants

The Walsh Bay Arts and Cultural Precinct (WBACP) will house an expanded group of performing arts companies complementing the existing Wharf 4/5 tenants:

- Sydney Theatre Company
- Sydney Dance Company
- Bangarra Dance Company
- Australian Theatre for Young People
- Bell Shakespeare Company
- Australian Chamber Orchestra
- Philharmonia Choirs (including the Song Company) and Gondwana Choirs,

A key consideration for signage and wayfinding is the articulation of each of the various companies, venues, productions, regular and temporary events, offices and retail/hospitality within the precinct.

As each of these organisations have their own brands, programs, events and audiences—achieving a balance between individual tenants' interests and that of the overall precinct is important and can be played out in signage, directories and digital platforms and screens. The tendency for companies to frequently rebrand to suit their own marketing and annual programs and performance schedules should also be considered within a framework approach that allows individual expression 'under the one roof' branding of the precinct.

ACTION 2

Create a signage and wayfinding system that can incorporate and reflect the range and identities of artistic and cultural groups and companies at Walsh Bay — whilst encouraging a theatre precinct with a number of venues and companies.

1.6 Attractions and Activation

The largest venue is Walsh Bay is the 900 seat Roslyn Packer Theatre (Sydney Theatre) on the southern side of Hickson Road, outside the WBACP project area. This theatre is a key venue of the larger arts and theatre precinct.

Bars, restaurants and limited retail and services are located on Hickson Road and along the harbourside of the shore sheds.

Additional cultural activities and/or venues at the nearby Barangaroo Reserve in The Cutaway also complement the arts precinct. Links to nearby public parks and venues like Observatory Hill and Argyle Street in The Rocks provide amenity and attractions within the wider precinct.

The Wharf is well known Sydney Theatre Company and Sydney Dance Company's base located at Wharf 4/5, Hickson Road. The Wharf contains two theatres — Wharf 1 and Wharf 2. Wharf 1 seats around 300 people and is located at the northern end, near 'The Theatre Bar at The End of The Wharf'.

Events are also an important regular activity that will have signage and wayfinding needs, including the Sydney Writers Festival, Sydney Biennale, Vivid and the Sydney Festival. Ferry links to harbour islands such as Cockatoo Island and Goat Island are also important for events that utilise heritage spaces in concert with spaces in Walsh Bay.

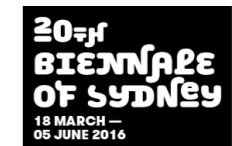
ACTION 3

Signage and wayfinding to set the scene for vibrant and diverse arts precinct, where each companies activities, events, brands and imagery are allowed to be promoted and presented.

COMPANIES & VENUES



FESTIVALS



2 ACCESS TO WALSH BAY

2.1 Public Transport

BUS

Currently the 324 and 325 Sydney Buses (Watson Bay — City/Walsh Bay) service Walsh Bay directly via Hickson Road, Barangaroo and Wynyard. The service terminates at Pier 2/3 heading east near Pottinger Street. The service commences heading west on the opposite side of the road at 16 Hickson Road. Currently there is no covered bus shelter provided at either location, which could provide additional wayfinding information particularly for arriving passengers. The red Sydney Explorer open double decker tourist bus follows a route via Circular Quay, the Rocks and Dawes Point stopping near to the Pier 1 hotel entry. Other nearby bus services depart from Argyle Place, Millers Point.

TRAIN

Circular Quay Station is the nearest available train line on an at-grade walk depending on route options (1100–1500 m / 15–20 mins), providing access to City Circle services. Wynyard Station (1500 m / 18 mins) is located only a slight distance further away than Circular Quay and provides access to the North Shore, Western and Northern Line T1 as well as Airport, Western and South Western T2 services on the City Circle. The link takes an indirect route, with a moderate change of grade and stairs. The new Wynyard Walk link to Barangaroo provides an accessible connection to Wynyard Station via Hickson Road. The proposed Barangaroo Metro Station (10 mins / 650 m) to the west will eventually be the closest station and provide improved connections to the wider train network Central Station and north shore.

FERRY

A wharf is located at Walsh Bay on the eastern side of Pier 2/3 on Pier 2. This wharf currently services private ferries and water taxis and ferries for event uses. It is owned and managed by RMS. The nearest public ferries are located at Circular Quay Wharf (17 mins / 1.4 km) and Darling Harbour Wharf (19 mins / 1.4 km).

LIGHT RAIL

The nearest light rail services will operate from the Alfred Street, Circular Quay terminus. Light rail will provide services along George Street to Central Station, connecting with the Pyrmont, Dulwich Hill, Randwick and Kingsford services.

KEY











-  Site Area
-  Sightseeing 'Big Bus' Route
-  Sightseeing Big Bus Stop
-  Landmark
-  Sydney Buses Route
-  Bus Stop
-  Ferry Wharf (not public)
-  Stairs
-  Taxi Rank
-  Water Taxi Stop



FIGURE 02 VEHICLE ACCESS & CAR PARKING

2.2 Active Transport— Encouraging Walking and Cycling

Walking and cycling to Walsh Bay are attractive and popular options for many visitors and workers along scenic routes either via foreshore pathways or back streets, laneways and stair connections through Millers Point and The Rocks.

There are three main pedestrian and cycling approaches to Walsh Bay:

- from the east (foreshore route from Circular Quay/CBD North)
- from the west (foreshore route from Barangaroo/Darling Harbour)
- from the south (stairs, lanes and streets from Millers Point, The Rocks and Wynyard.)

CBD NORTH, CIRCULAR QUAY & SYDNEY OPERA HOUSE

The foreshore walk from Circular Quay environs and the Sydney Opera House and Botanic Gardens further afield is the most iconic approach to site, and probably the easiest to comprehend and follow. Views are provided to the major landmarks on the harbour, the CBD skyline, Circular Quay Station, wharfs and ferry activity. Whilst not the most convenient or direct it is the most legible and comfortable, being set at sea level with open views to the harbour, North Sydney and Sydney Harbour Bridge. The clear foreshore path makes it a key and easily navigable route for new visitors and regular users. The cycle path is broad and easy ride for urban cyclists, and generally off road for the most part. This route forms part of the City of Sydney's defined 'Cultural Ribbon' linking cultural venues along the harbour.

WYNYARD, ROCKS & MILLERS POINT

Wynyard Station is a similar walking distance to Circular Quay and provides a direct link to North Shore rail services. The connection is less direct and can be more convoluted via a number of options of linking stairs, lanes and back streets. The new Wynyard Walk link to Barangaroo and Hickson Road has also assisted in improving connections to the north. The City of Sydney's Legible Sydney wayfinding has gone some way to improving and articulating this link with improved wayfinding maps and messaging to Walsh Bay from Wynyard via Kent Street and

the Windmill Steps. Attractions and services in The Rocks, Millers Point and Observatory Hill and the Harbour Bridge Footway/Cycleway are generally within a short 10 minutes walk of Walsh Bay Arts and Cultural Precinct and provide a group of destinations. Although these routes are generally not suited to cycling due to the change of grades, steep stairs and busy streets and roads.

BARANGAROO & DARLING HARBOUR

The pedestrian and cycleway links to the west connect Walsh Bay to Towns Place, The Hungry Mile, Barangaroo Reserve, Barangaroo South, Barangaroo Walk, King Street Wharf, Cockle Bay and Darling Harbour. The connection is generally legible along the foreshore — and will be improved with the completion of Barangaroo Central. The distance and lack of active frontages between Walsh Bay and Barangaroo diminish the current attractiveness of the connection but will be greatly improved as Barangaroo and the foreshore promenade are completed.

BARANGAROO METRO STATION

The proposed and planned for Metro Station on Hickson Road will become the most significant public transport link to the precinct for pedestrians attending events within the precinct. Signage and clear wayshowing to from the station to the venues is important. The use of awnings to create covered footpath spaces along the route will encourage it as the ideal all-weather access route.

ACTION 4

Increase the level and visibility of cycling services; such as bicycle parking. Walking times and routes to Walsh Bay to be promoted at major transport nodes such as Circular Quay, Wynyard, Barangaroo and Darling Harbour and the future Barangaroo Metro Station. Wayfinding signage used to support and encourage active transport access.

FIGURE 03 PEDESTRIAN, CYCLING AND PUBLIC TRANSPORT ACCESS



2.3 Private Transport, Parking and Taxis

Access to Walsh Bay by vehicle is by Sussex Street/Hickson Road/The Hungry Mile to the west, on Towns Place to upper Millers Point to Kent Street and Argyle Street and from the east vehicle access is via George Street, then Hickson Road under the Harbour Bridge.

On street metered parking is allocated along Hickson Road kerb side between 8am and 12 midnight. Metered parking can also be found along The Hungry Mile to the south west of the precinct.

Undercover car parking stations are located at Towns Place (Wilson), Interpark and Barangaroo Reserve (300 places).

Currently limited staff parking and access is provided on the western side of Wharf 4/5 but this is to be removed as part of the WBACP project.

Two taxi stands are located on Hickson Road, one at Wharf 4/5 heading east and a second near Roslyn Packer Theatre heading west.

ACTION 5

Install illuminated City of Sydney taxi rank pylons (Legible Sydney) on Hickson Road to improve visibility and provide more information about taxi services for theatre audiences, visitors and residents.

2.4 Loading, Unloading and Vehicle Access to Wharfs

The eastern apron of Pier 2/3 currently provides restricted delivery access to events and functions, with the western apron used as a pedestrian only space.

The eastern apron of Wharf 4/5 provides restricted delivery access and pedestrian access. The western apron currently provides staff parking car park spaces and delivery access to workshops and facilities.

Conflict points between pedestrians and service/delivery vehicles will occur at entrances off Hickson Road and along wharf aprons at certain times of the day particularly during event bump-in and bump-out. The low speed environment precludes demand for large or extraneous warnings and safety treatments but will require statutory notifications, signs and other more subtle treatments including pavement markings and strategic location of bollards at crossings, loading and driveway entry and exit zones.

The removal of parking on the wharf aprons will reduce the level of potential conflict between pedestrians and vehicles.

ACTION 6

Vehicular signage related to movement into and within the site is to be integrated with new WBACP signage, complying with relevant standards and be affixed with systems appropriate to the architecture.

1 Car Park sign with digital counter at Barangaroo Reserve, Towns Place.



KEY	
	Site Area
	Landmark
	Vehicle access to site
	Primary vehicle movement
	On street parking (Hickson Road)
	Undercover parking

FIGURE 04 VEHICLE ACCESS & CAR PARKING



FIGURE 04 VEHICLE ACCESS & CAR PARKING

3 WAYFINDING

3.1 Wayfinding Standards

All people wayfind in one way or another. The term wayfinding encompasses the way people navigate and spatially orientate ourselves within spaces and from place-to-place.

Wayfinding signage is therefore designed specifically to assist in the process of orientation and navigation through the use of map, directional and location information. Due to the specific nature of their role in the public realm, they should not be confused with interpretative and other types of signage.

Wayfinding systems are to adhere to best practice international and Australian Standards. The relevant standards are covered in the Building Code of Australia, AustRoads Pedestrian and Cycle Guidelines and the relevant State and Federal codes for accessibility (DDA).

The proposed wayfinding strategy for Walsh Bay will be informed by these relevant codes.

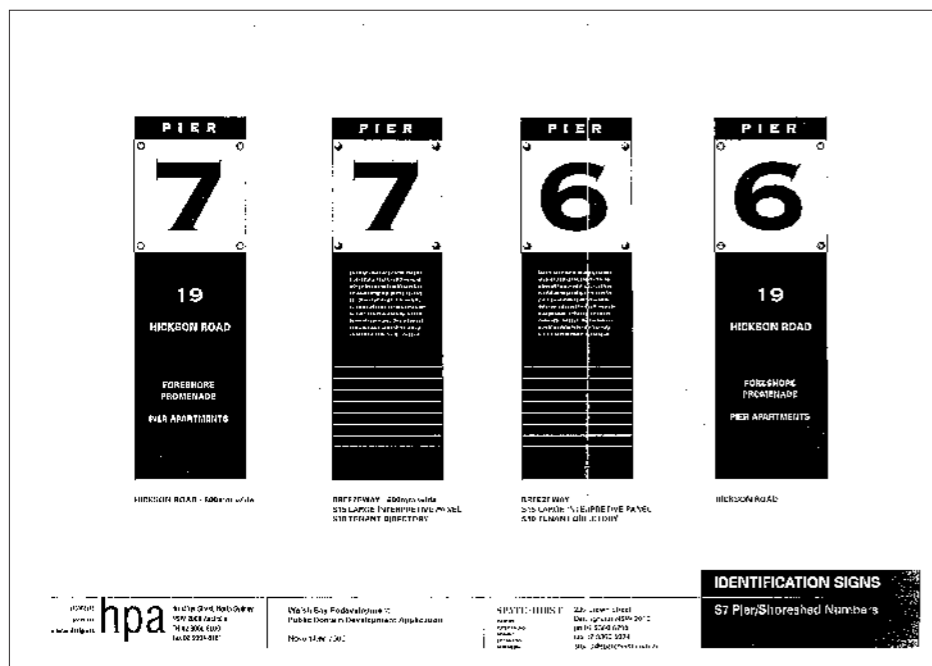
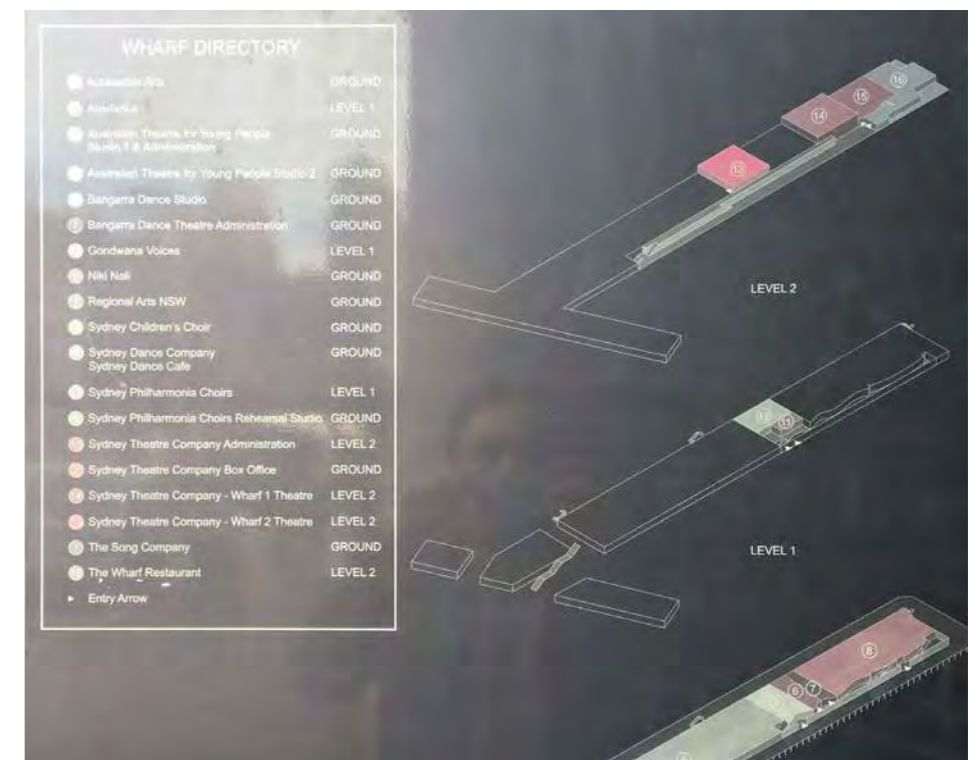
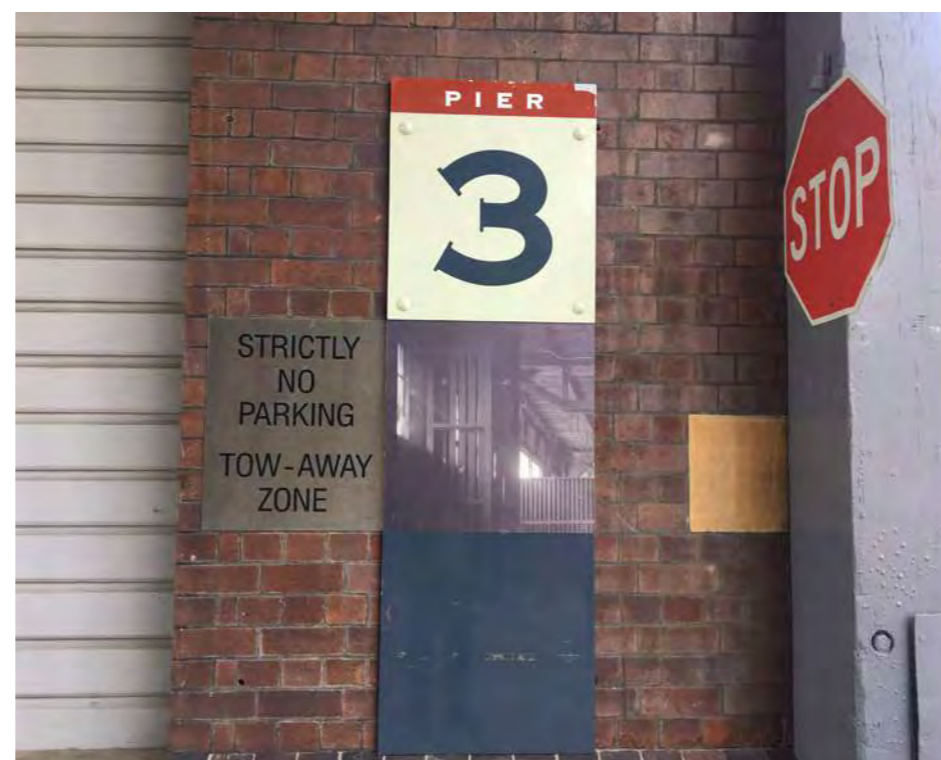
3.2 Walsh Bay Public Domain Signage Standards

The existing Walsh Bay Signage and Wayfinding standards were developed by Spatchurst Design and were established for the upgrades on Wharf 6/7 and 8/9 in the late 1990s. This system has been applied to all entrances and piers on Hickson Road and more recently to The Bonds on the south side. These signs, whilst still practical and in use primarily at Hickson Road entrances to the waterside areas, do not present an arts and cultural identity for the precinct or resolve issues and confusion around access points, entries, pathways, street number addresses, destination names or the foreshore promenade. The Walsh Bay branding is heavy on nautical and maritime themes and less relevant to the artistic and cultural directions of the precinct. It is recommended to update and replace this existing system.

ACTION 7

Any new signage systems used in the Walsh Bay Arts and Cultural Precinct should have a wider influence on an improved and coordinated Walsh Bay wide addressing, branding, signage and wayfinding strategy for street addresses, wharf and pier numbers and entrances and for any arts and theatre related activities.

- 1 Bon 2 identification signage, 24 Hickson Road.
- 2 Pier 3 identification signage.
- 3 Pier 4 identification signage, 15 Hickson Road, including mpa and historical photograph
- 4 Existing 3D wayfinding map at Box Office entrance, Wharf 4/5, 15 Hickson Road
- 5 Signage design document



3.3 Legible Sydney Wayfinding System

The City of Sydney is currently implementing a large scale city wide wayfinding system that includes map pylons, finger pointers and signage flags. These signs identify a mix of transport, tourism and community destinations. This system is specifically designed for precinct and neighbourhood level signage, rather than detailed site and venue signage.

Two City of Sydney 'Legible Sydney' map pylons are located in Hickson Road at Windmill Steps and between Piers 1 and 2. These pylons were installed in 2014 as part of the City's initial pilot program and updated in 2016 with new messaging and mapping. These map pylons provided messaging for six locations and a wider map and a detailed precinct map that includes illustrated 3D landmarks.

Finger boards are used to direct pedestrians to nearby locations on side streets, whilst flag signs can message up to six destinations or locations, straight ahead, left or right, and are located in general on busier streets where a map is not required or there is limited space for a pylon.

A number of additional finger boards and flags have been installed within the 'Walsh Bay Precinct' predominantly on Hickson Road and Towns Place at points of crossing and connections to public stairs and paths.

It is proposed that City of Sydney 'Legible Sydney' wayfinding be used in the public domain on Hickson Road, side streets and public stairs, and a more localised approach be used on the harbourside and within the wharf buildings. Agreement on precinct and venue naming needs to be determined with the City of Sydney for consistency across all wayfinding systems as messaging currently only refers to the Wharf Theatre and Roslyn Packer Theatre precinct destinations.

ACTION 8

The City of Sydney 'Legible Sydney' system will be the principal wayfinding system for directing pedestrians to and from the local area, nearby transport nodes and local attractors to the Walsh Bay Arts and Cultural Precinct. All messaging and maps shall be updated to recognise new venues, venue names and locations.

- 1 Finger pointer on Pottinger Street stairs.
- 2 City of Sydney Map Pylon, Hickson Road near eastern entrance.
- 3 City of Sydney Flag Sign, Hickson Road at Public Stairs entrance.
- 4 City of Sydney Map Pylon, Windmill Steps and Hickson Road to the west.



- 5 City of Sydney Map Pylon Sign located on Hickson Road, Towns Place

- 6 City of Sydney Flag Sign installed at Towns Place

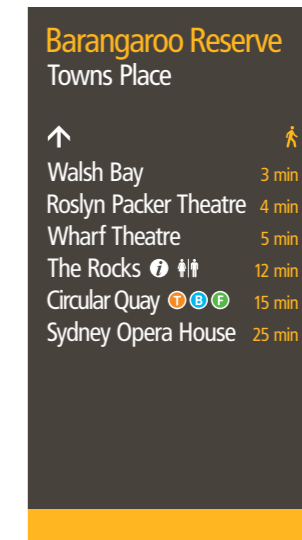


FIGURE 05 | PRECINCT WAYFINDING



- | | | | |
|--|-------------------|--|----------------------------|
| | Site Area | | City of Sydney Finger Sign |
| | Pedestrian Routes | | City of Sydney Flag Sign |
| | Bike Routes | | City of Sydney Pylon Sign |
| | Ferry Route | | Pylon Sign by BDA |
| | Landmark | | The Rocks Pylon Map Sign |
| | Bus Stop | | The Rocks Finger Sign |
| | Ferry Wharf | | Cliff Face |
| | Stairs | | Elevated terrain |
| | Taxi Rank | | |
| | Water Taxi Stop | | |

- 1 The Rocks / Talla Wo La Dah Map Pylon at Overseas Passenger Terminal
- 2 Finger sign post on George Street and Upper Fort Street intersection directing to pedestrians to Walsh Bay via Hickson Steps.
- 3 The Rocks / Talla Wo La Dah Map Pylon at Hickson Road, south of the Harbour Bridge.
- 4 The Rocks precinct map detail
- 5 Barangaroo Reserve signage

3.4 Nearby Wayfinding Systems

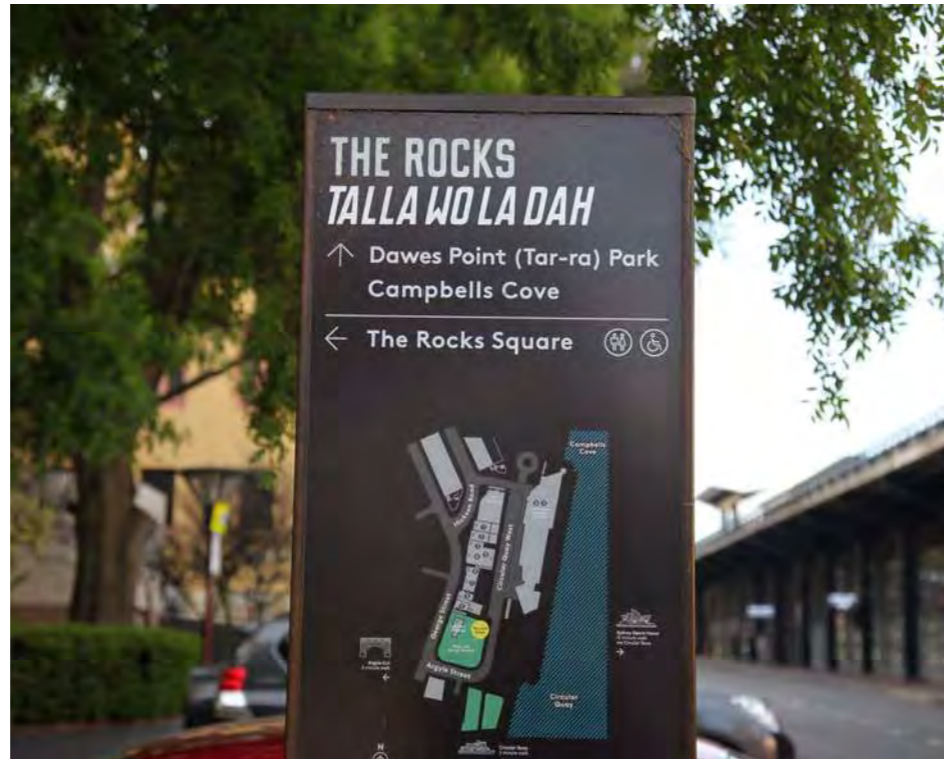
Barangaroo Reserve employs a modified City of Sydney system with similar colour palettes, messaging and pictograms. The system establishes a separate identity for the parklands whilst maintaining some visual connectivity to the city wide suite.

The recently implemented wayfinding system in The Rocks is particularly focused on the tourist precinct alone, and fails to serve the wider links and tourism destinations in the Millers Point and Dawes Point areas. Some cues in mapping are taken from the Legible Sydney system, but in general this stand alone system relates more to the current brand strategy of The Rocks, rather than a part of the City of Sydney.

This map and sign systems in The Rocks will require additional information and updated maps and messaging for the Walsh Bay Arts and Cultural Precinct and the associated new venues to better direct and inform visiting pedestrians to the precinct moving through The Rocks. The current inconsistency in approach and messaging between City of Sydney and The Rocks signage and wayfinding needs further alignment. In the longer term it would better serve tourists, residents and workers to use the Legible Sydney system uniformly across the Harbour Village area of Circular Quay, The Rocks, Millers Point, Dawes Point and Barangaroo.

ACTION 9

Better integration and improved consistency of wayfinding messaging and mapping across all sign sites in the precinct, especially in The Rocks and Barangaroo.



4 SITE IDENTITY AND SITE ORIENTATION

4.1 Branding and identification of the Arts and Cultural Precinct.

Since the opening of 'The Wharf' theatres in 1984, the Walsh Bay precinct has developed as a significant arts venue for Sydney.

The architecture of the brick shore sheds, timber finger wharfs and steel and concreted wharf bridges and the two strong urban precinct gateway points of the Harbour Bridge and the road cutting on Hickson Road establish and mark out a memorable physical setting. Glimpses of the harbour from Hickson Road enhance the site and the urban experience. Other strong urban markers including prominent public art, flags, banners and signage all form part of the 'spatial brand identity'.

Existing City of Sydney smartpoles and banner poles are used to promote resident companies, events and productions within the precinct along Hickson Road.

The development of a brand identity for the greater Walsh Bay Precinct should be considered in the establishment of new signage, building signage, directories and wharf side wayfinding.

4.2 Place names, precinct naming and addressing systems

The site although described as 'Walsh Bay' sits within the defined suburb of Dawes Point. Walsh Bay remains defined as the water body on which the wharfs are located in Sydney Harbour which traverses both Dawes Point and Millers Point areas.

Recent efforts to redefine the precinct with the unique suburb name of Walsh Bay have failed with the Geographic Names Board of NSW. Organisations within the precinct currently use the Walsh Bay precinct name as a locating address for venues, which has not been adopted by mapping or GPS systems. The industrial wharfs had a simple and practical addressing system to allow the clear communication to vessels and vehicles for loading and unloading. It is proposed to use the existing Wharf and Pier numbering and the historical internal and external bay numbers and other retained markers and signs within the finger wharf structures as part of the site wayfinding systems.

There are some issues around the terminology used to describe the existing buildings, wharfs, theatres and even the precinct itself. The existing primary performance venue 'The Wharf' is located on the western finger wharf 'Wharf 4/5' whilst the eastern finger wharf is referred to and generally known as 'Pier 2/3'. Confusion is extended with Hickson Road entries to the east and west sides of Wharf 4/5 individually signed as Pier 4 and Pier 5. In addition the theatres within Wharf 4/5 are generally described as 'Wharf Theatres', with Wharf 1 and Wharf 2 Theatres located on the wharf itself, and 'The Bar at The End of the Wharf' a popular restaurant, bar and meeting place before and after performances at the end of Wharf 4/5.



- 1 Bay between Pier 1 and Pier 2, and Walsh Bay ferry wharf
- 2 Shore buildings between Pier 3 and 4.
- 3 Sandstone walls, stairs and cuttings and steel bridge structure.
- 4 Masonry character of shore shed buildings facade to Hickson Road.

- 5 Major public art landmark, Hickson Road/Pottinger Street roundabout
- 6 Wharf 4/5 and 6/7 shore buildings
- 7 Neon signage at The Wharf Theatre, Wharf 4/5
- 8 Roslyn Packer Theatre, illuminated signage, Hickson Road

Allowing the clear articulation individual venues, arts companies, tenancies and public facilities within the overall precinct will help to create an interesting and meaningful arts precinct/theatre district — rather than as an 'under-one-roof' venue. Recognition of indigenous names of the area is an important issue to consider through dual naming and new signage.

ACTION 10

Use clear and consistent naming of wharfs, aprons, venues, rooms and offices is key to establishing a useful and practical wayfinding system that allows and ease of orientation and access to desired destinations within the precinct and wider neighbourhood, removing confusion and ambiguity about venue addresses.

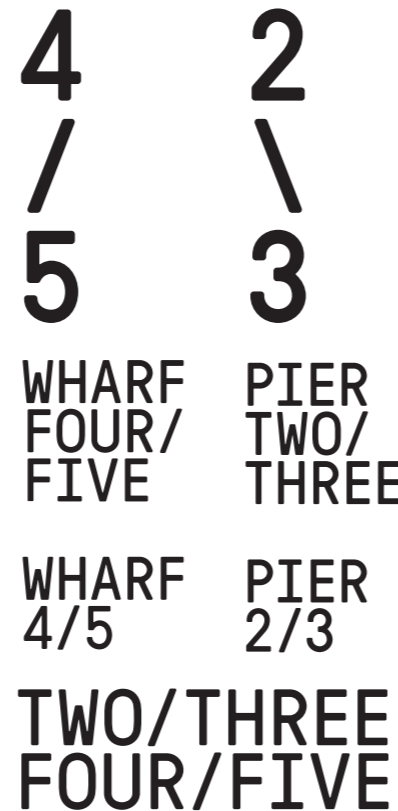


FIGURE 06 PRECINCT WAYFINDING

4.3 Precinct Markers and Gateways

The site is accessed by five key entrances; one to the west, one to the east, two to the south on Hickson Road and one to the Pottinger Street bridge. The eastern entry to the site (Gateway 2) presents an opportunity to mark the precinct and provide an important visual and ceremonial entry point and arrival experience especially for pedestrians from the CBD, Rocks and Circular Quay. The existing pedestrian wharf bridge from Pier 1/Hickson Road visually directs visitors to the precinct and key areas in Pier 2/3, the new Waterfront Square and across to Wharf 4/5 via the wharf aprons.

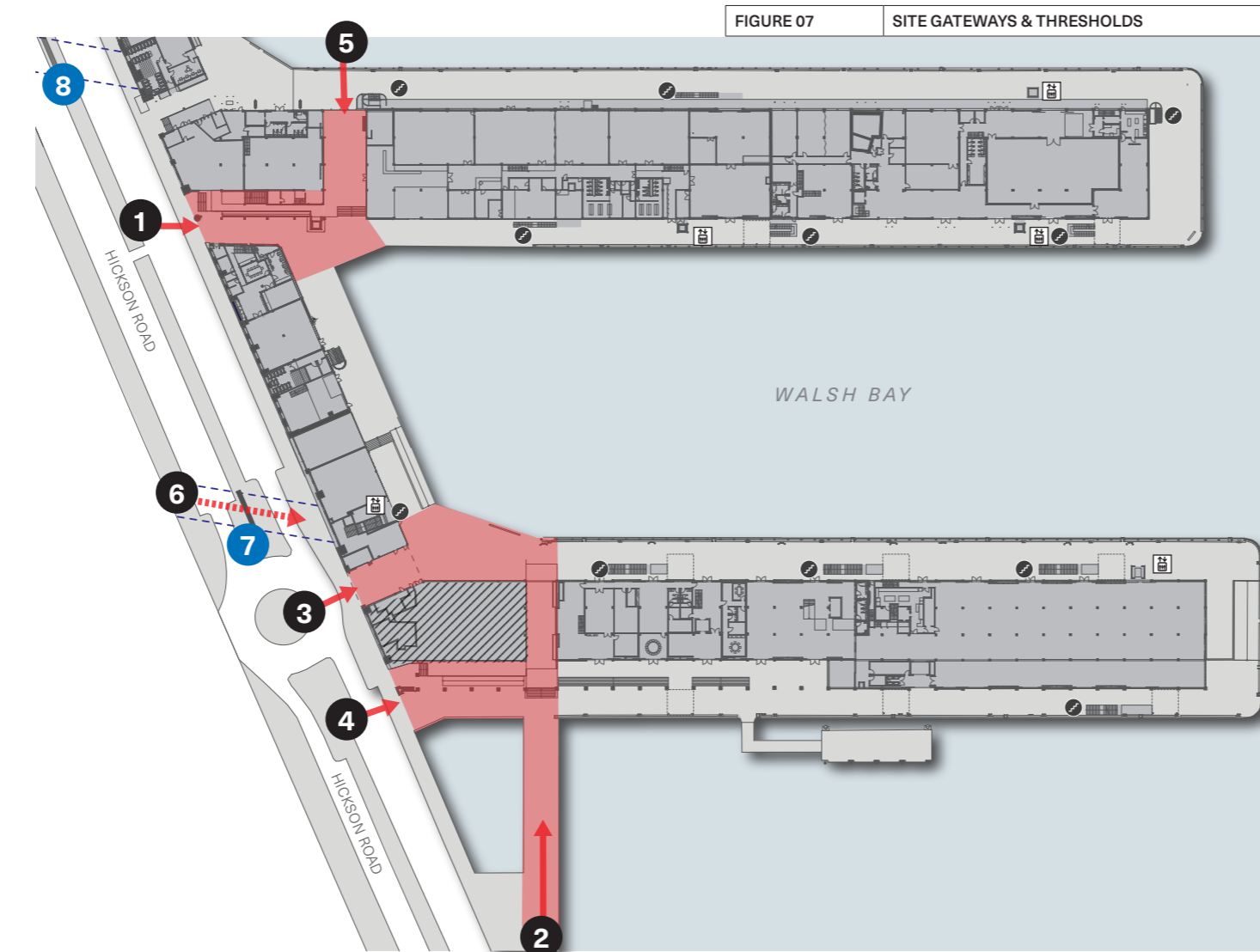
The south western and western thresholds to the site (Gateways 1 and 5) are existing primary entrances for visitors to the Sydney Dance Company and Sydney Theatre Company and box office particularly for visitors arriving at the precinct via bus, taxi or car. Gateway 3 has clear, wide site lines into the precinct from Hickson Road to the wharfs, Waterfront Square, and is an important visual and physical link for visitors approaching the precinct from the upper Rocks via Pottinger Street.

Gateway 6 is a secondary entrance via the Pottinger Street bridge over Hickson Road. This approach connects to stairs and a lift providing direct access to the eastern side of Waterfront Square and wharfs.

The two concrete and steel bridges on Hickson Road that connect Pier 2/3 and Wharf 4/5 (Gateways 7 & 8) to Pottinger Street are currently illuminated at night to the underside. The scale and presence of these bridges and their direct relationship to each wharf form strong urban precinct markers that can be used to strengthen the 'Arts Precinct' presence and public awareness on Hickson Road, through branding, signage, lighting and design.

ACTION 11

Building signage, identity treatments and wayfinding is proposed at entry and arrival points on Hickson Road and at eastern and western gateways on the wharf aprons.



KEY	
	Key arrival and orientation areas
	Main Pedestrian Movements into Site
	Existing Under Bridge Lighting

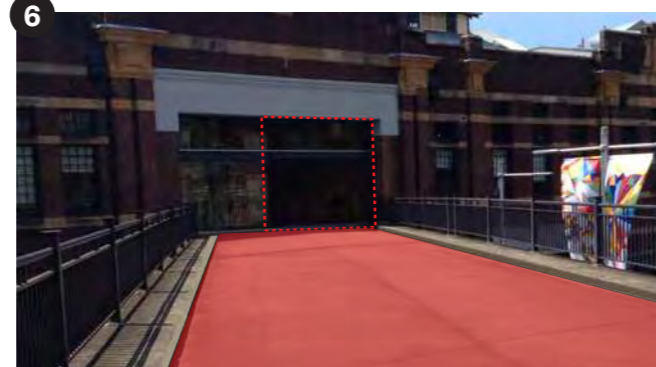
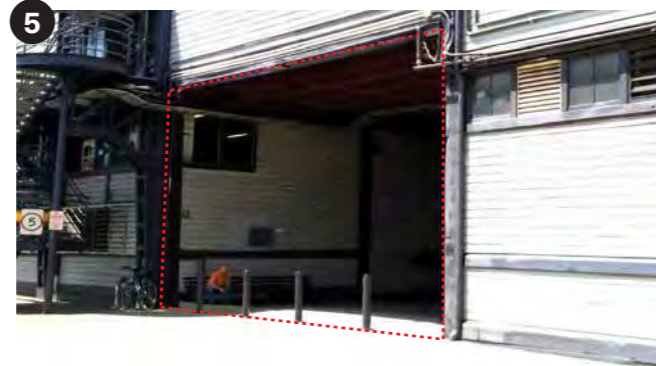
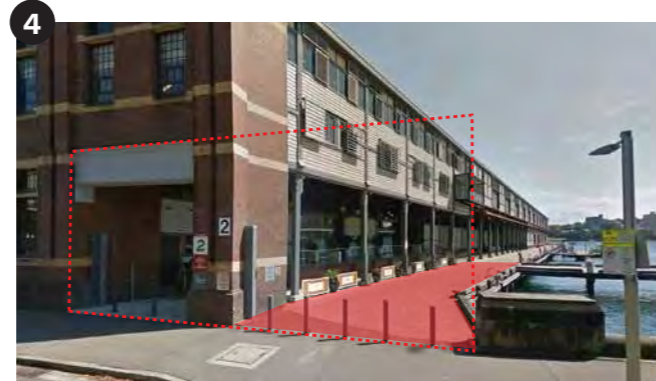
FIGURE 07 SITE GATEWAYS & THRESHOLDS

- 9 Entry threshold point to Walsh Bay under Sydney Harbour Bridge
- 10 Over bridge at Pier 2/3
- 11 Over bridge at Wharf 4/5
- 12 Windmill Street over bridge and Hickson Road cutting view south.



- 1 Gateway 1, Hickson Road, Wharf 5
- 2 Gateway 2, Eastern entrance from Pier 1
- 3 Gateway 3, Hickson Road, Pier 2/3

- 4 Gateway 4, Pier 2/3 vehicular and pedestrian entrance from Hickson Road
- 5 Gateway 5, Wharf 4/5 Breezeway
- 6 Gateway 6, Upper level entrance from Pottinger Street Bridge and Steps, Pier 2/3.



Gateway 7, Pier 2/3 Viaduct Bridge (East Approach)



Gateway 7, Pier 2/3 Viaduct Bridge (West Approach)



Gateway 8, Wharf 4/5 Viaduct Bridge (East Approach)



Gateway 8, Wharf 4/5 Viaduct Bridge (West Approach)