

Walsh Bay Arts Precinct

Wayfinding & Signage Report

Infrastructure NSW (INSW) on behalf of Arts NSW

14 November 2016

→ SSDA Submission



Urban&Public

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ASPECT Studios Pty Ltd
ABN 11 120 219 561

A photograph of a dark, industrial interior, possibly a workshop or a warehouse. The space is characterized by large, multi-paned windows that allow bright light to enter, creating strong contrasts and highlighting the textures of the wooden beams and walls. The structure is made of dark wood, with prominent diagonal bracing. In the foreground, there is a stack of wooden planks and beams, some of which are resting on a concrete floor. The overall atmosphere is one of quiet industry and craftsmanship.

Finding a way
to tell a story

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EXECUTIVE SUMMARY

The Walsh Bay Arts Precinct site has a number of historical layers of signage, wayfinding, branding and identity.

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 Precinct itself within the larger collection of buildings, wharfs and public spaces on Hickson Road. The second component of ease of access and movement will be the internal wayfinding system developed for the 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.

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.

Recommendations

RECOMMENDATION 1: Preserve, maintain and reference the existing signage on the site and the hand made methods used in their production.

RECOMMENDATION 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.

RECOMMENDATION 3: Integrate other artistic cultural venues into new wayfinding and signage systems to enhance the wider Walsh Bay area.

RECOMMENDATION 4: Increase the service level and visibility of public transport services, arrival times and links to major transport nodes.

RECOMMENDATION 5: Increase the service level and visibility cycling services; such as bicycle parking, shared paths, bicycle lanes and travel times to nearby attractions. Walking routes to Walsh Bay to be promoted at major transport nodes such as Circular Quay, Wynyard, Barangaroo and Darling Harbour. City of Sydney wayfinding to use consistent messaging of venues and attractions at Walsh Bay.

RECOMMENDATION 6: Installation of illuminated City of Sydney taxi rank pylons (Legible Sydney) is recommended to improve visibility and provide more information about taxi services for visitors and residents in Walsh Bay. Wayfinding signage in Walsh Bay and Barangaroo car park stations should include information and routes to venues and tenants in the WBAP.

RECOMMENDATION 7: Vehicular signage related to movement into and within the site is to be integrated with new WBAP signage system, complying with relevant standards and be affixed with systems appropriate to the architecture.

RECOMMENDATION 8: Develop a new wayfinding and signage system for the Walsh Bay Arts Precinct (internal and external) with a unique brand and identity that integrates both the site history and current cultural uses. New external signs on Hickson Road facades, northern facades of wharfs and key entry points and bridges.

RECOMMENDATION 9: 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.

RECOMMENDATION 10: There is potential to add 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.

RECOMMENDATION 11: Clear and consistent naming of wharfs, venues, rooms and offices is key to establishing a useful wayfinding system that allows and ease of orientation and access to desired destinations within the precinct and wider neighbourhood, removing confusion and ambiguity about addresses.

EXECUTIVE SUMMARY

RECOMMENDATION 12: Replace existing building signage with signage that reflects a new brand identity and venue names, better reflecting the heritage and qualities of existing signage on site. Reinstate the large 4 and 5 wharf numbers to the north end of Wharf 4/5.

RECOMMENDATION 13: Integrated digital and touch screen displays and signage are required for wayfinding, promoting events, shows and interpretation. Digital displays may also be used for selling tickets

RECOMMENDATION 14: Internal signage for venues, rooms, offices, access, wayfinding and common services to be installed with a clear and contemporary system that establishes a consistent language in form, typography, colour and materials. Illumination of signage (external and/or internal) to be utilised to assist in wayfinding for evening events.

RECOMMENDATION 15: The existing heritage interpretation will be renewed and integrated in the foyer of Pier 2/3 and public domain.

RECOMMENDATION 16: Better support interpretive walks and allow for expansion of the Theatre Walk and investigate opportunities for additional walks. Existing interpretive signage to be reviewed for relevance and replaced/renewed where suitable.

RECOMMENDATION 17: 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.

RECOMMENDATION 18: Any signage systems used in the Arts Precinct should have a wider influence on a new and improved Walsh Bay wide addressing, branding, signage and wayfinding system for arts and theatre related activities.

RECOMMENDATION 19: The City of Sydney 'Legible Sydney' system will be the principal wayfinding system for directing pedestrians to and from nearby transport nodes and local attractors to the Walsh Bay Arts Precinct.

RECOMMENDATION 20: Provision to be made for temporary event overlay signage and wayfinding requirements.

RECOMMENDATION 21: Improved transport signage, markers and information are to be provided adjacent to the Arts Precinct on Hickson Road. Arrival/departure times and real time displays for bus and ferry services will improve customer service and reduce vehicle movements and car parking demand. Covered pick up and set down waiting areas should also be investigated.

RECOMMENDATION 22: All existing accessible and DDA compliant signage to be 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.

RECOMMENDATION 23: New signage should comply to the relevant BCA requirements but also be manufactured to be compatible with new and existing architectural elements, the wayfinding palette and be suitable for the harsh, exposed marine and solar conditions. Where possible standard off-the-shelf signs, stickers and laminated signs should not be used for fire and egress.

RECOMMENDATION 24: Statutory signage could be implemented using the City of Sydney standard public space and parks system pending decision on jurisdictions and responsibilities for the public domain.

1 BACKGROUND

1.1 Location

The Walsh Bay Arts Precinct (WBAP) (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 Figures 1 and 2. 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 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 / Ta-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 18,090 m².

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 Wharves. The Walsh Bay Wharves Precinct is listed as an item on the State Heritage Register.

The Walsh Bay Wharves 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.

1.2 History of signs 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. 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, interpretive signs, plaques and statutory and vehicle signage (photo 9 and 12).

The following 16 images show examples of existing signage on and within the wharfs.

RECOMMENDATION 1: Preserve, maintain and reference the existing signage on the site and the hand made methods used in their production.

MARITIME 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 Maritime Services board hand painted load limit sign Pier 2/3 entrance

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



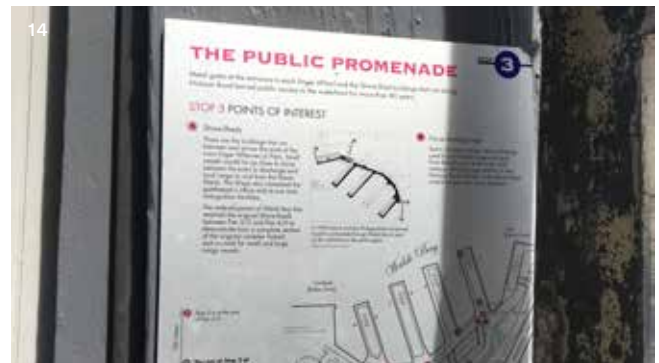
THEATRE SIGNAGE

- 9 Neon signage to The Wharf (4/5) Sydney Theatre Company, Sydney Dance Company
- 10 Theatre Walk plaque, Pier 2/3
- 11 Digital Panels at Wharf 4/5 entrance
- 12 Neon signage to north end of Wharf 4/5



1990s WALSH BAY PRECINCT

- 13 Pier 5 sign and address panel, Hickson Road
- 14 Stainless steel interpretive plaque
- 15 Address panel and plaque, Hickson Road
- 16 Glass interpretive and map panel, Pier 2/3 entrance



1.3 Walsh Bay Arts Precinct Tenants

The Walsh Bay Arts Precinct (WBAP) will house an expanded group of performing arts companies adding to the existing Wharf 4/5 tenants:

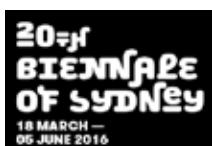
- Sydney Theatre Company
- Sydney Dance Company
- Bangarra Dance Company
- Australian Theatre for Young People
- Bell Shakespeare Company
- Australian Chamber Orchestra
- Philharmonia Choirs (including the Song Company) and Gondwana Choirs,

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 programs should also be considered within a framework approach that allows individual expression 'under the one roof' branding of the precinct.

RECOMMENDATION 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.

FESTIVALS



1.4 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 WBAP 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 will 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 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

RECOMMENDATION 3: Integrate other artistic cultural venues into new wayfinding and signage systems to enhance the wider Walsh Bay area.



COMPANIES & VENUES



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 via Hickson Road. The proposed Barangaroo Metro Station (650 m/10 mins) to the west will eventually be the closest station and provide improved connections to the wider train network and Central Station.

FERRY

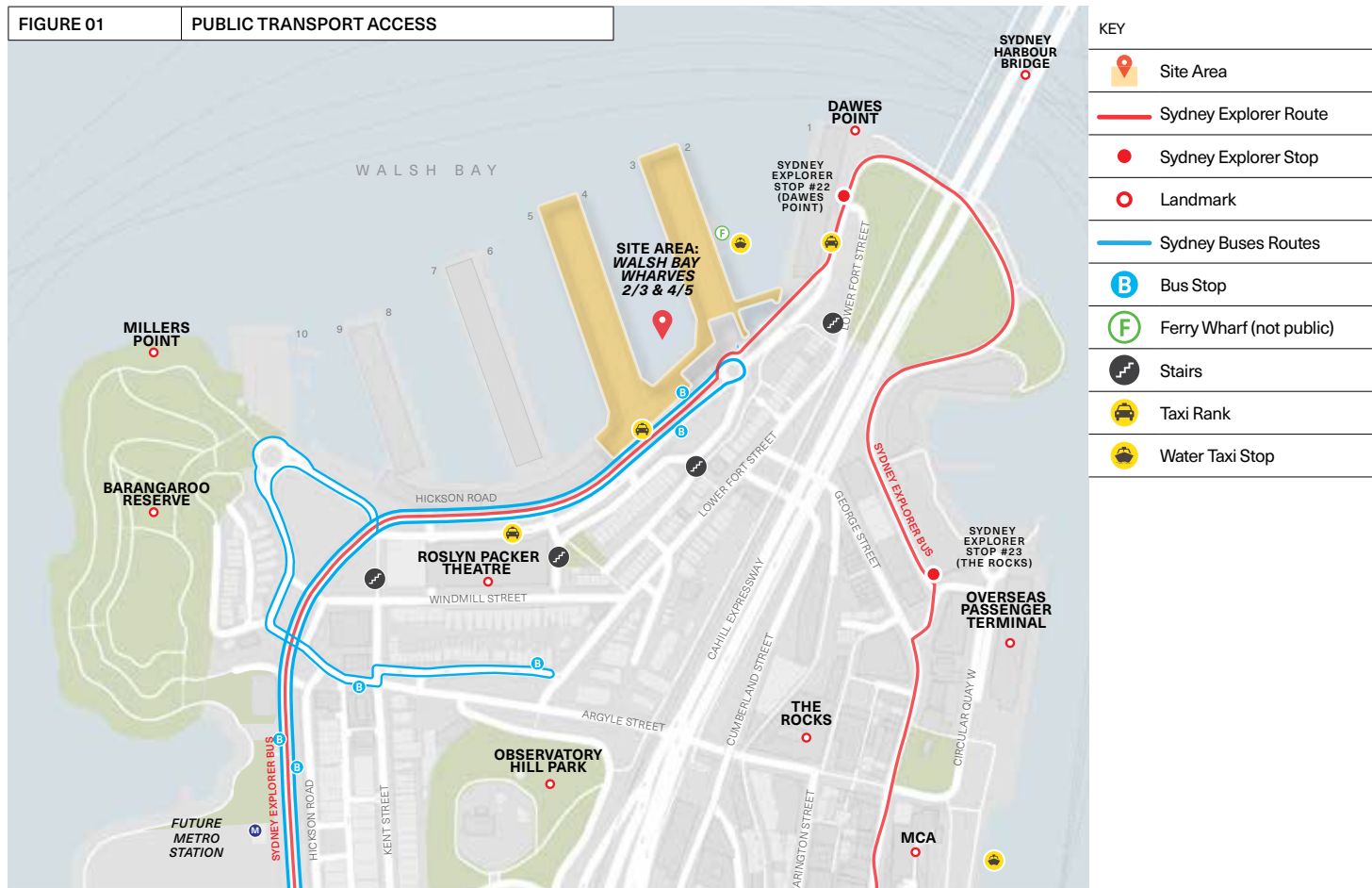
A wharf is located at Walsh Bay on the eastern side of Pier 2/3 on Pier 2. This wharf currently services private ferries and water taxis and ferries for event uses. It is owned and managed by RMS. The nearest public ferries are located at Circular Quay Wharf (17 mins/1.4 km) and Darling Harbour Wharf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

RECOMMENDATION 4: Increase the service level and visibility of public transport services, arrival times and links to major transport nodes.

FIGURE 01 PUBLIC TRANSPORT ACCESS



2.2 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.)

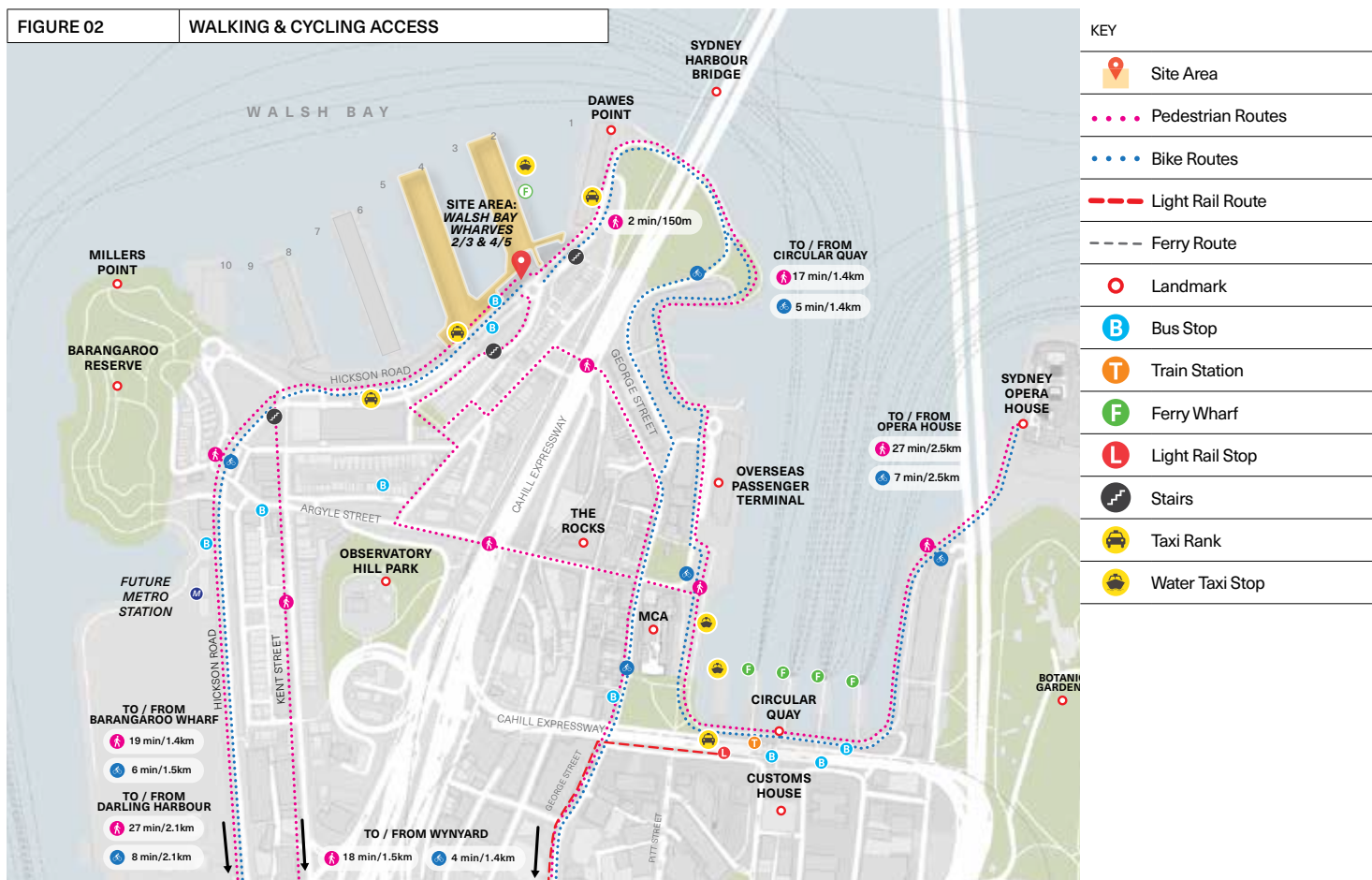
CBD NORTH, CIRCULAR QUAY & SYDNEY OPERA HOUSE

The foreshore walk from Circular Quay environs and the Sydney Opera House and Botanic Gardens further afield is the most iconic, and perhaps most convenient. 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 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 more indirect and convoluted via a number of options of linking stairs, lanes and back streets. The new Wynyard Walk link to Barangaroo and Hickson Road resolves some of these issues. The City of Sydney's Legible Sydney wayfinding has gone some way to improving and articulating this link. Attractions and services in The Rocks, Millers Point and Observatory Hill and the Harbour Bridge Footway/Cycleway, and are generally within a 10 minutes walk of Walsh Bay Arts Precinct. These routes are generally not suited to cycling due to the change of grades, stairs and busy streets.

FIGURE 02 WALKING & CYCLING ACCESS



**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.

RECOMMENDATION 5: Increase the service level and visibility cycling services; such as bicycle parking, shared paths, bicycle lanes and travel times to nearby attractions. Walking routes to Walsh Bay to be promoted at major transport nodes such as Circular Quay, Wynyard, Barangaroo and Darling Harbour. City of Sydney wayfinding to use consistent messaging of venues and attractions at Walsh Bay.

2.3 Private Transport, Parking and Taxis

Access to Walsh Bay by vehicle is by Sussex Street/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 WBAP 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.

RECOMMENDATION 6: Installation of illuminated City of Sydney taxi rank pylons (Legible Sydney) is recommended to improve visibility and provide more information about taxi services for visitors and residents in Walsh Bay. Wayfinding signage in Walsh Bay and Barangaroo car park stations should include information on venues and tenants in the WBAP.

2.4 Loading and Vehicle Access to Wharfs

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

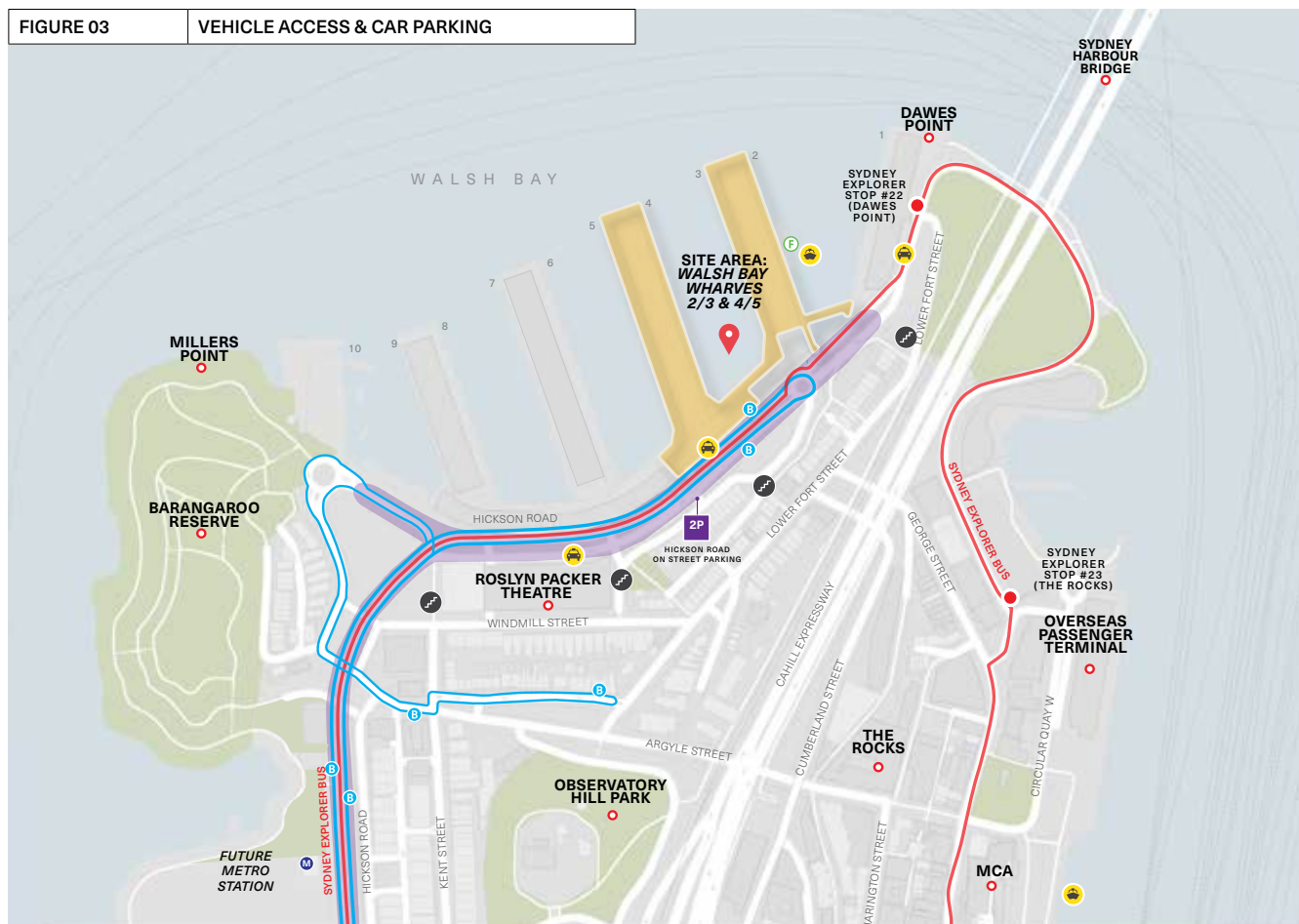
The eastern apron of Wharf 4/5 provides restricted delivery access and pedestrian access. The western apron currently provides delivery access to workshops and facilities.

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.

RECOMMENDATION 7: Vehicular signage related to movement into and within the site is to be integrated with new WBAP signage system, complying with relevant standards and be affixed with systems appropriate to the architecture.

FIGURE 03

VEHICLE ACCESS & CAR PARKING



KEY

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

3 SITE IDENTITY AND SITE ORIENTATION

3.1 Branding and Identification

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

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. Messaging currently refers to the Wharf Theatre and Roslyn Packer Theatre destinations only.

RECOMMENDATION 8: Develop a new wayfinding and signage system for the Walsh Bay Arts Precinct (internal and external) with a unique brand and identity that integrates both the site history and current cultural uses. New external signs on Hickson Road facades, northern facades of wharfs and key entry points and bridges.

- 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 Theatres,
Wharf 4/5
- 8 Roslyn Packer Theatre illuminated signage,
Hickson Road

- 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.



3.2 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 are strong urban precinct markers that can be used to strengthen the Arts Precinct presence on Hickson Road, through branding, signage, lighting and design.

RECOMMENDATION 9: 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.

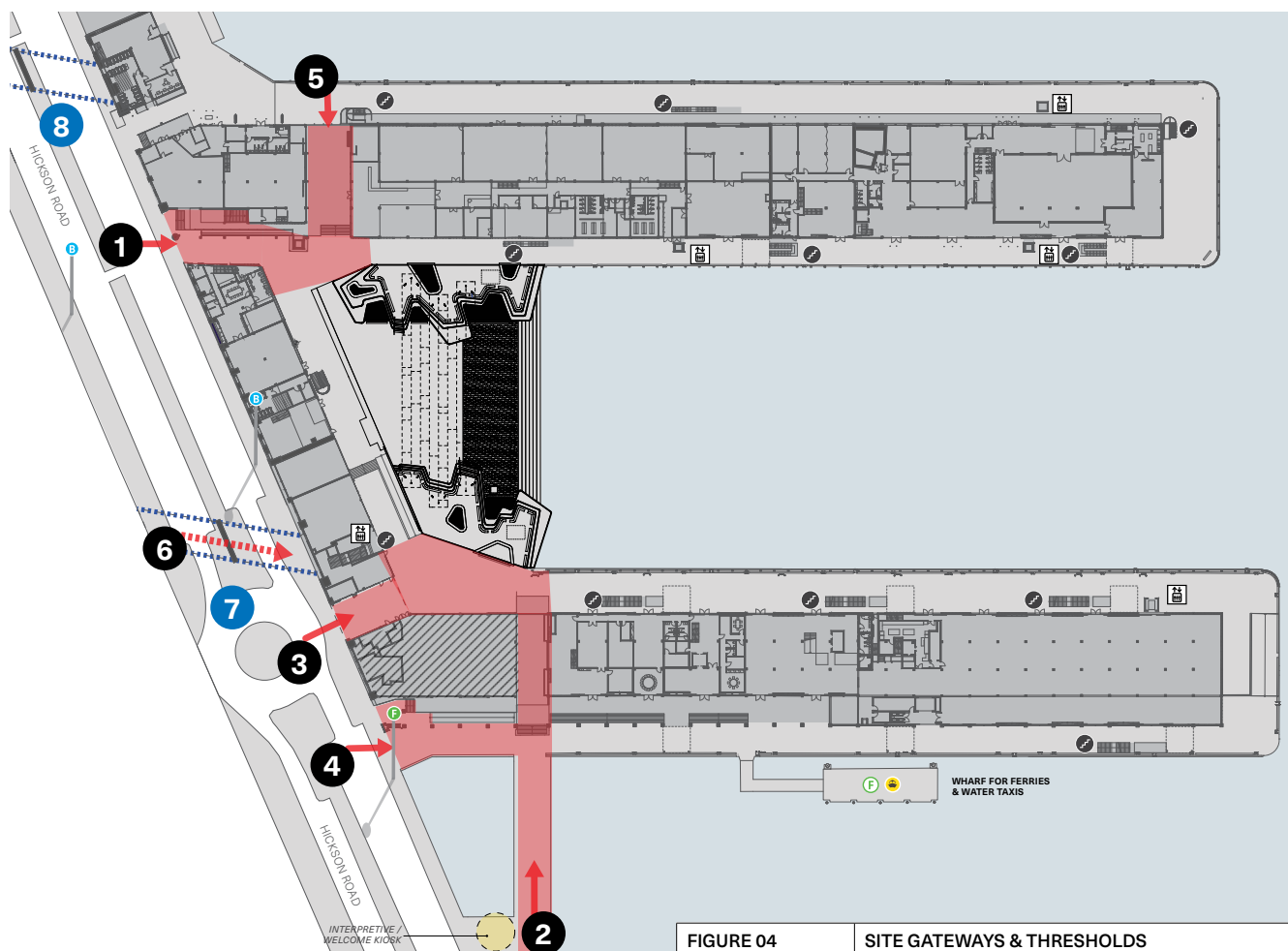
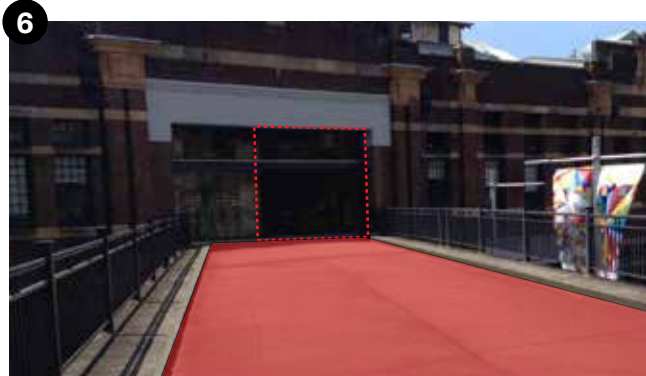
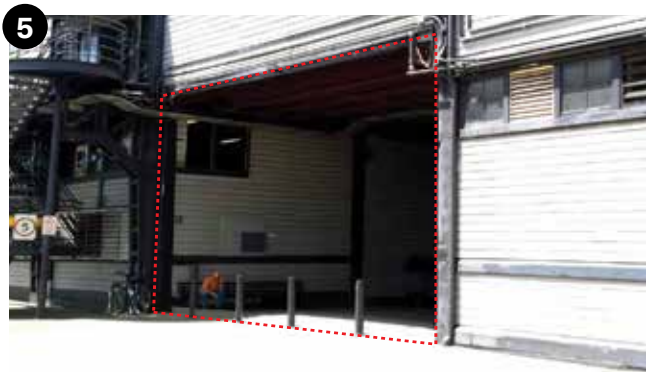


FIGURE 04








SITE GATEWAYS & THRESHOLDS

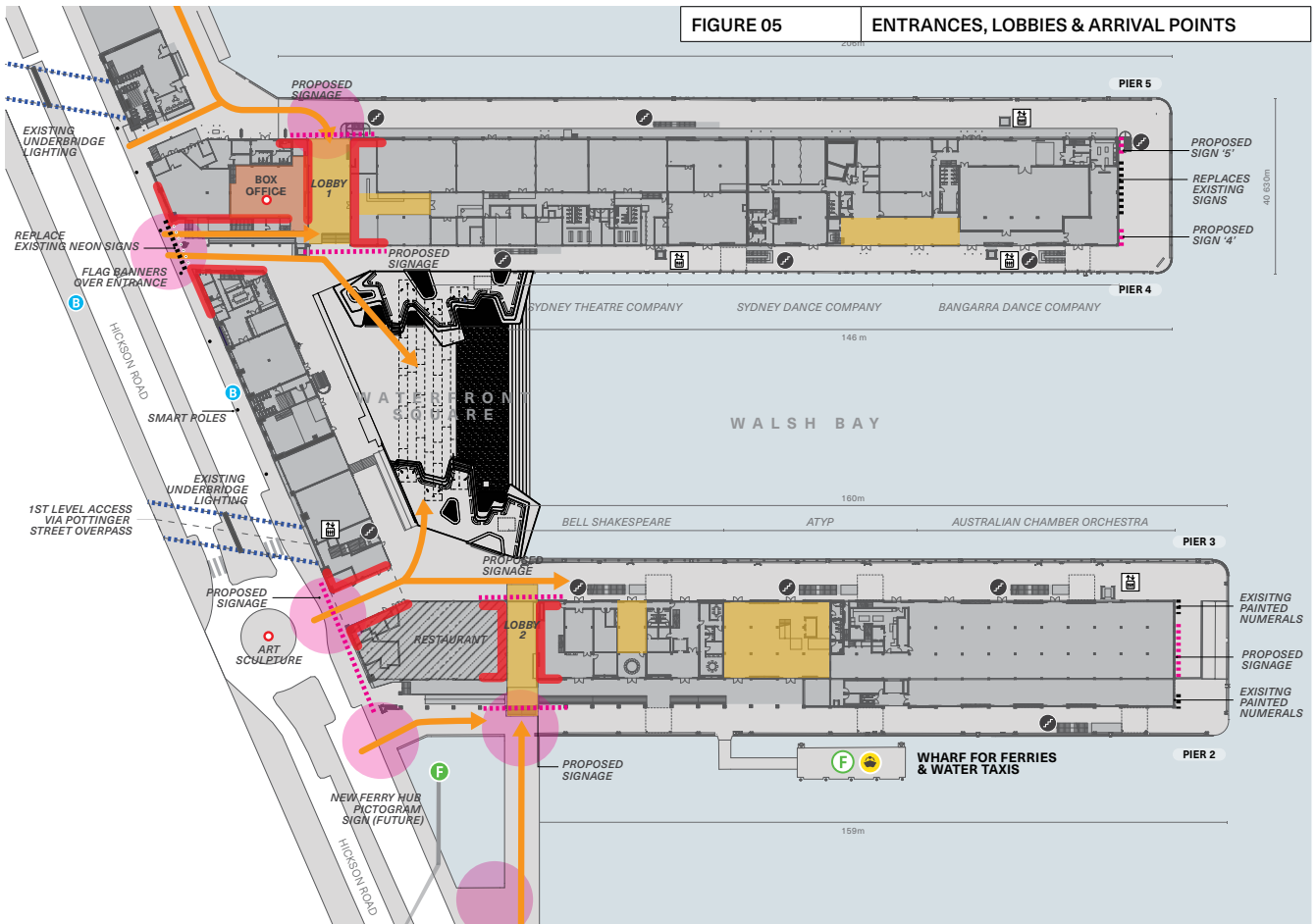
- 1 Gateway 1, Hickson Road, Wharf 5
- 2 Gateway 2, Eastern entrance from Pier 1
- 3 Gateway 3, Hickson Road, Pier 2/3

- 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.



KEY

	Lobby
	Entrance corridors
	Main Pedestrian Movements into Site
	Main Entry Points
	Existing Under Bridge Lighting
	Existing Sign
	Future Sign Location



The nature of the harbourside site, topography and public domain creates a number of entry points from different approaches, some with clarity and views through and others that are less clear with vehicle and delivery signage, boom gates and minimal signage. The threshold wharf bridges on Hickson Road (Gateways 7 & 8) are currently illuminated with a blue wash lighting in the evenings and could be further enhanced to strengthen the precinct arrival points with signage, artworks, additional lighting and/or flags.

RECOMMENDATION 10:
There is potential to add 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.

The Goods Line Bridge, Ultimo Road
2015 / ASPECT Studios & Deuce Design





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



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



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

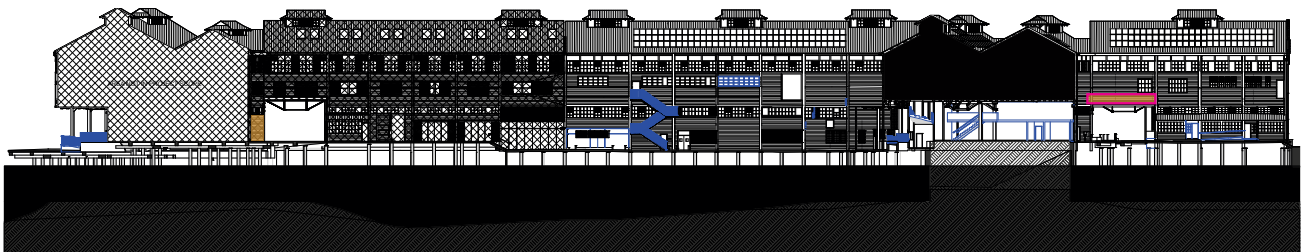
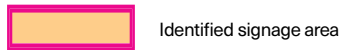


Gateway 8, Wharf 4/5 Bridge (West Approach)



SOUTH ELEVATION (HICKSON ROAD)

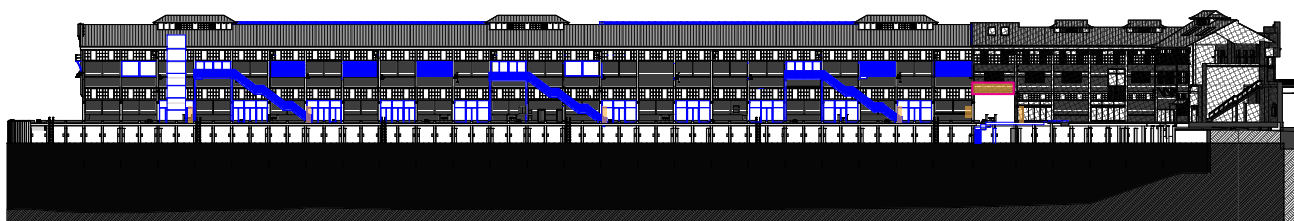
KEY



NORTH ELEVATION



EAST ELEVATION (PIER 2/3)



WEST ELEVATION (PIER 2/3)

