

3.3 Precinct and internal address system

Articulating individual venues, arts companies, tenancies and public facilities within the overall precinct can be resolved using 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.

The inconsistent use of the terms 'wharf', and 'pier' should be addressed and corrected prior to development of signage and mapping. The existing theatres are well known as Wharf 4/5 whilst the eastern finger wharf is referred to as Pier 2/3. Confusion is extended with entries to the east and west sides of Wharf 4/5 individually signed as Pier 4 and Pier 5. The general use of the term 'wharf' is encouraged following the more common local terminology of 'finger wharf', Woolloomooloo Wharf, Manly Wharf etc.

The theatres 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.

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.



3.4 Building/Wharf Identification

Currently Wharf 4/5 has large neon signage at the main Hickson Road entry point for the Sydney Theatre Company and Sydney Dance Company. Similar large neon building signage is also located on the north facade of the finger wharf (in poor condition).

There are also Walsh Bay Signage Code signs identifying vehicle entry points to each wharf/pier.

The renovation of Wharf 4/5 removed the significant large hand painted harbour facing pier numbers '4' and '5' which should be reinterpreted and installed in a similar location similar to Pier 2/3. The utilitarian and functional nature of these elements should be retained or reimagined where they have been previously removed.

New building, wharf and pier identification is to be incorporated into the new works, considering the utility and simplicity of existing signage and materials on the wharfs. The marine environment also needs to be considered in the selection of materials that are long lasting and stable and suitable to the conditions.

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.

- 1 The Wharf and Sydney Theatre Company signage to northern end of Wharf 4/5
- 2 Neon signage to Wharf 4/5 entrance from Hickson Road.
- 3 Wharf 4/5
- 4 Address signage to Pier 2/3 bridge upper level entrance

- 5 Iconic hand painted wharf numbering system
- 2 Eastern entrance/arrival point.
- 3 Under bridge lighting, Hickson Road.
- 4 Stainless steel pediment signage to Shore Studios Pier 2/3, Hickson Road .



- 1 Branded A-frame signs for Sydney Dance Company and Philharmonia Choirs, Wharf 4/5
- 2 Internal illuminated wayfinding at Roslyn Packer Theatre
- 3 Existing internal stainless steel wayfinding and lift signage panel Wharf 4/5
- 4 Digital sign panels at Wharf 4/5 Box Office entry, Hickson Road

3.5 Internal signage

Internal signage is to be consistent with the overall palette of external signage, branding, typography, colours and materials. Key internal signage items include tenancy entries, directories, stair and lift access points, services, utility rooms and toilets.

RECOMMENDATION 13: 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.

3.6 Digital signage and systems

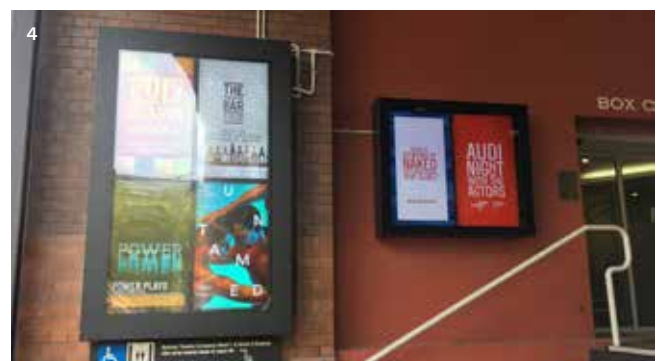
The growing use of digital panel signs, touch screens and mobile 'apps' in retail and entertainment precincts for wayfinding and ongoing event information provides an extra layer of service provision to audiences and visitors. The Sydney Theatre Company currently employs an array of digital screens at the main Hickson Road entrance near the box office (Gateway 1). These panels can be used to advertise current and upcoming performances and events in particular venues and for the wider precinct.

Touch screen panels can also be utilised that highlight venues and display the quickest route to locations over large sites and different levels using plans or 3D illustrated models.

Mobile apps can also be employed to assist with precinct branding, awareness, social media connectivity and site wayfinding. Mobile apps require a great level of ongoing support and funding but can be integrated with other digital signage and platforms such as websites and social media channels.

Ensuring that the latest and detailed information is provided to online map resources such as Google, Bing, Facebook, Apple, Tom Tom and other digital and GPS/ map providers will ensure a wide range of users will be able reach whatever venue or event they are seeking, easily. This approach is cost effective and has a large audience.

RECOMMENDATION 14: 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



- 1 'Unguarded Moments' projections by Esem Projects for City of Sydney, Hickson Road.
- 2 'Unguarded Moments' projections by Esem Projects for City of Sydney, Pottinger Street.
- 3 Major interpretive panels, display and map in Pier 2/3 lobby link 'On the Waterfront'.
- 4 Found archeological artefacts from the site displayed in wall.
- 5 Detail of map panels.
- 6 Detail of photographs included in the panels.

3.7 Interpretive Signage

Due to the historical significance of the social, architectural and economic history and recent theatre activities there are a number of interpretive signs and plaques across the site providing different stories and displaying archeological artefacts found on the site. The largest interpretive signage and display is located in the breezeway lobby area near the foreshore on Pier 2/3 (Gateway 4) called 'On the Waterfront'. Full height glass panels display large printed historical photos and displays artefacts found in previous site works. A large map illustrates the original foreshore line and location of wharfs/piers and some venues. This interpretive panel and display is deteriorating in parts (missing text), images are fading and suffers from an overload information and detail. Other signs and historical photos are located around the site in both undercover and outdoor public areas. The displays and panels lack consistency and are often poorly located. New technologies such as digital projection, augmented reality apps, podcasts and wayfinding apps could provide new opportunities for story telling and historical interpretation.

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



- 1 Early drawings and heritage information 'Construction'. 1990s
- 2 Walsh Bay interpretive panel with map 'Cultural Pioneers', 1990s
- 3 Walsh Bay interpretive panels 'Seawall' and 'Timber Piles' 1990s
- 4 Large photograph wall panel of 'Shoreshed and Bridge 2/3' taken c.1924, 1990s

3.8 Interpretive Walks

There are a number of interpretive walking routes identified within the Walsh Bay area including:

- History Walk
- Sculpture Walk
- Foreshore Walk
- Theatre Walk (See 3.9)

These walks currently lack supporting signage, available printed maps or digital information.

Walsh Bay is also located on the Sydney Harbour Circle Walk and the City of Sydney's Foreshore Walk. On completion of the Barangaroo foreshore promenade pedestrians and cyclists will enjoy continuous 14 km foreshore walk from Woolloomooloo Wharf to the Anzac Bridge and Bicentennial Park in Glebe.

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.



- | | |
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| <ol style="list-style-type: none"> 1 The Wharf, opening cast bronze plaque, December 1984 2 1920s Walsh Bay bronze cast plaque 3 Theatre Walk cast bronze plaque 4 Theatre Walk cast bronze plaque | <ol style="list-style-type: none"> 5 Sulman Award cast bronze plaque, 1985 6 RAI A President's Award, cast bronze plaque 1985 7 1990s Walsh Bay, Shore 2/3 cast bronze plaque (Mirvac, Transfield) 8 Theatre Walk bronze cast plaque |
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3.9 Plaques

There are a number of existing plaques on or near the site that are significant in their history, design and information, primarily located near the Hickson Road entrances and on the wharf aprons. (Gateway 1).

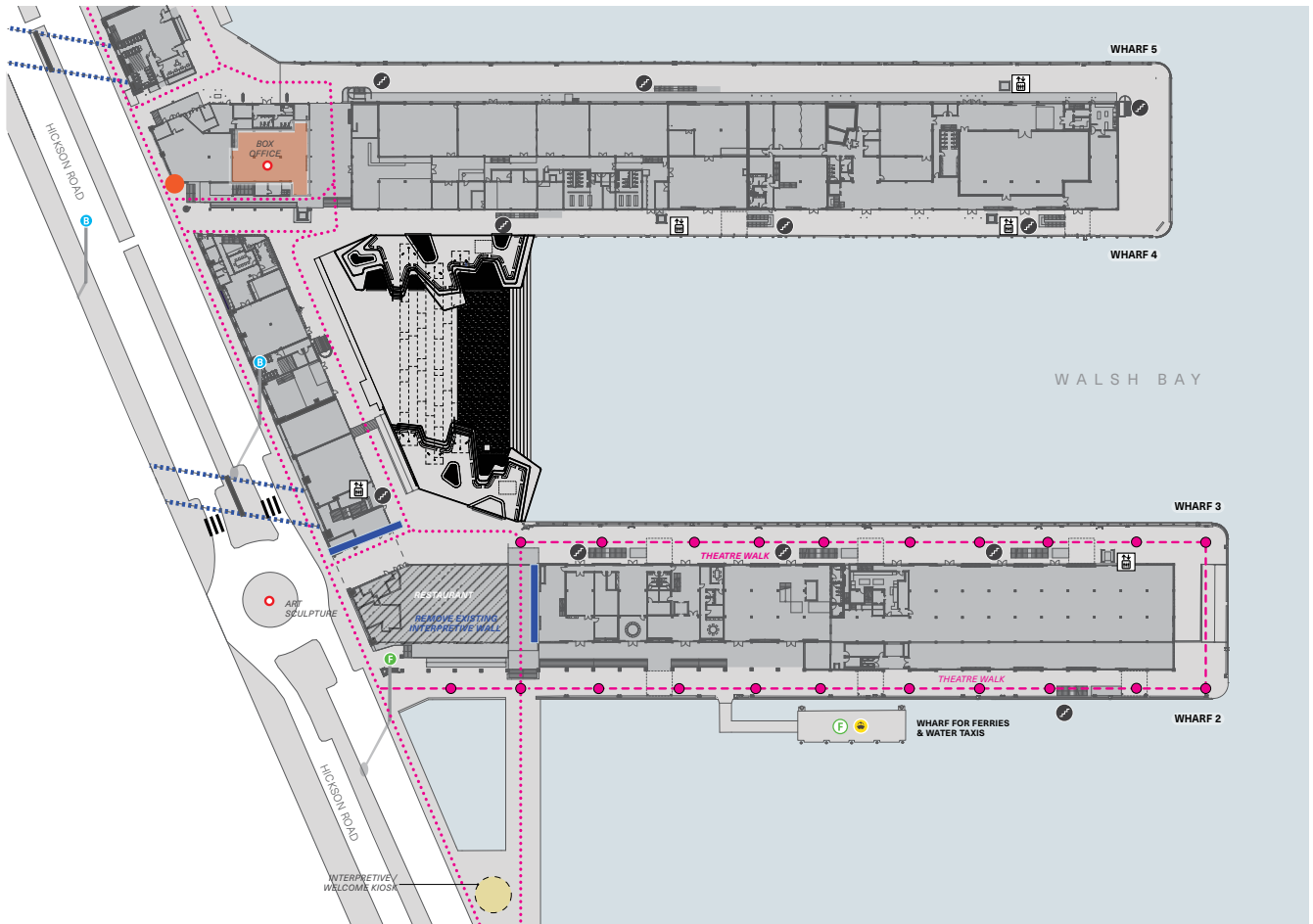
The existing Walsh Bay Theatre Walk cast bronze plaques are located along the concrete apron of Pier 2/3 and were established as a tribute to Australian stage and screen leaders such as Ruth Cracknell, Tim Minchin, Neil Armfield and Hugo Weaving. A total of 21 x 50cm diameter cast bronze plaques are set in the concrete pavement at about 10 metre spacings.

Space should be preserved or allocated for the addition of other significant individuals over time, potentially on Wharf 4/5 and in the Waterfront Square. The walk could also be supported with additional signage and supporting printed or digital and app based information, videos and images.

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.



FIGURE 07 | EXISTING PLAQUES & INTERPRETIVE SIGNAGE



KEY

- • • • Main Pedestrian Movement
- — — Theatre Walk
- Theatre Walk Plaques (approx. location)
- Existing Plaque Cluster
- Existing interpretive wall to be removed
- (F) Ferry Wharf
- Water Taxi Stop
- New Ferry Sign (future)
- Existing Bus Stop
- Stairs
- Lift

4 WAYFINDING

4.1 Wayfinding Standards

All people wayfind in one way or another. The term wayfinding encompasses the way we 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 all of these relevant codes.

4.2 Walsh Bay Public Domain Signage Standards

The existing Walsh Bay Signage and Wayfinding standards developed by Spatchurst were established for the upgrades on Wharf 6/7 and 8/9 in the late 1990s. These signs, whilst still practical, and in recent use primarily on Hickson Road entrances, do not present a strong arts and cultural identity for the precinct or resolve issues around access points, entries, pathways, 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.

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.

- 1 Pier 3 entrance signage.
- 2 Pier 4 entrance signage.
- 3 Existing 3D wayfinding map at Box Office entrance, Wharf 4/5, Hickson Road.
- 4 Signage design document

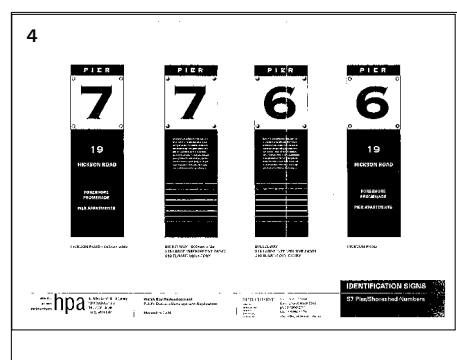
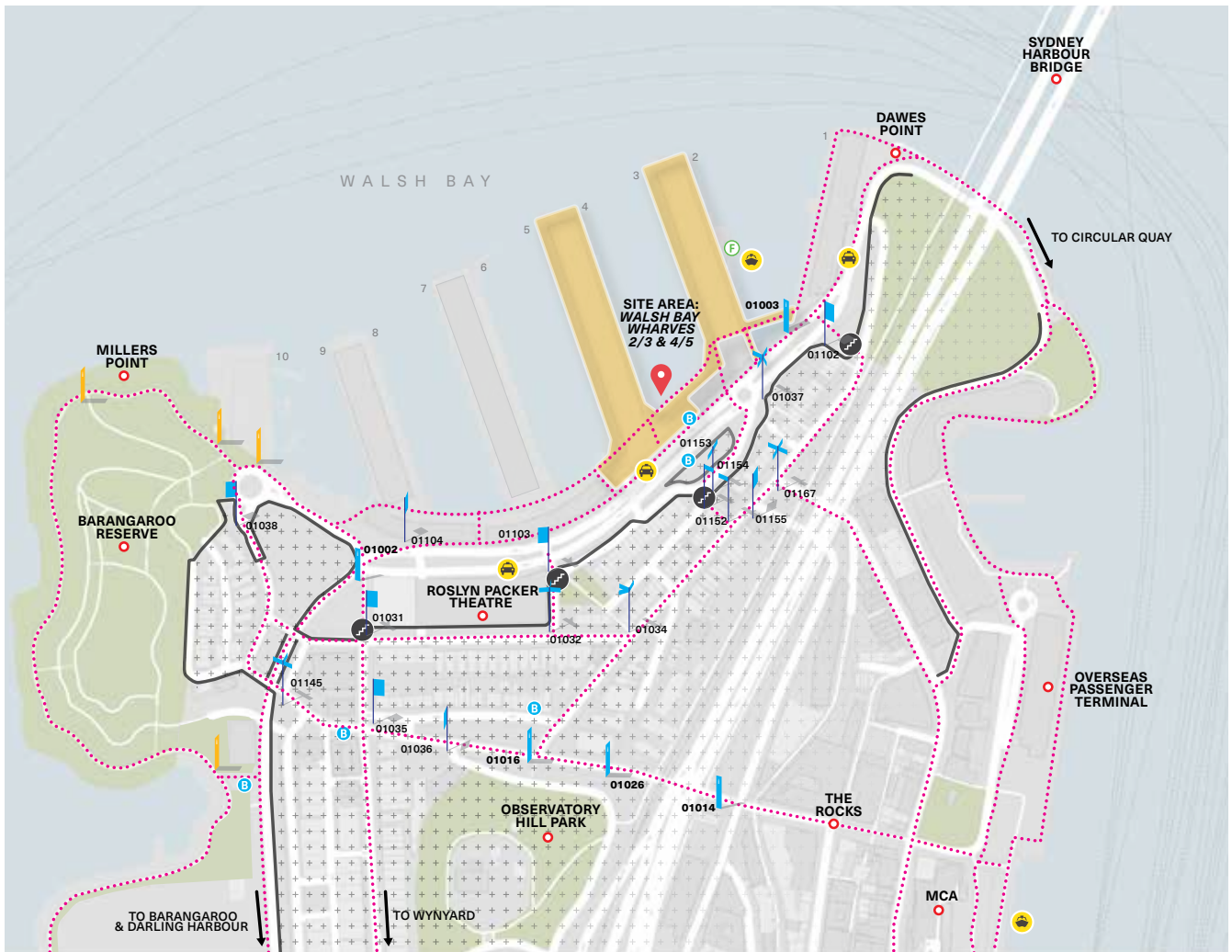


FIGURE 08 CITY OF SYDNEY WAYFINDING (APPROVED)



KEY

	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 done by others
	Landmark		Cliff Face
	Bus Stop		Elevated terrain
	Ferry Wharf		
	Stairs		
	Taxi Rank		
	Water Taxi Stop		

- 5 City of Sydney Map Pylon, Hickson Road near eastern entrance.
- 6 City of Sydney Map Pylon, Windmill Steps and Hickson Road to the west.
- 7 City of Sydney Flag Sign, Hickson Road at Public Stairs entrance.
- 8 Walsh Bay precinct map detail



4.3 Legible Sydney Wayfinding System

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

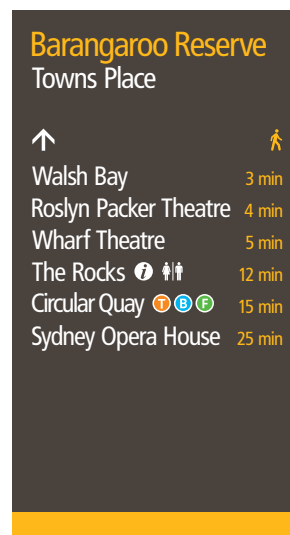
RECOMMENDATION 18: The City of Sydney 'Legible Sydney' system will be the principal wayfinding system for directing pedestrians to and from nearby transport nodes and local attractors to the Walsh Bay Arts Precinct.

4.4 Map Pylons, Finger Boards and Flag Signs

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. The graphics and messaging will be updated in 2016 as part of the first stage of the wider roll out for the Harbour village. These map pylons provided messaging for up to six locations and a detailed precinct map including illustrated 3D landmarks.

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

Finger boards are used to direct pedestrians to up to two 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.



9 City of Sydney Flag Sign proposed for Towns Place

- 10 Sydney Writers Festival Temporary event banner, Pier 2/3 lobby
- 11 Sydney Writers Festival, temporary event pylon, Pier 2 apron
- 12 Sydney Writers Festival, temporary event box office between Pier 3 and 4
- 13 Sydney Writers Festival Temporary event banner fixed to wharf structure Photographs Leading Hand Design leadinghand.com.au

4.5 Transport for NSW Wayfinding System

The TBFL system is now widely used across the Train, Bus, Ferry and Light Rail public transport system. This generational change has provided an improved and integrated wayfinding and identity for transport systems that should be considered and utilised with any wayfinding developed for the WBAP.

RECOMMENDATION 19: 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.

4.6 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.

Existing wayfinding, maps and sign systems in The Rocks will require additional information and updated messaging about the Walsh Bay Arts Precinct and the associate new venues to better direct inform visiting pedestrians to the precinct.

4.7 Temporary Event Overlays

Consideration of wayfinding and site dressing for temporary events in the Walsh Bay Arts Precinct needs consideration to allow each event to create the desired atmosphere, look and feel, and information points and event signage. The provision of an integrated event management system for large scale events should be coordinated for simplicity and ease of installation.

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



5 STATUTORY SIGNAGE

5.1 DDA Compliance

The Disability Discrimination Act (DDA) makes it against the law for public places to be inaccessible to people with a disability.

Relevant places used by the public include:

- Public footpaths and walkways
- Educational institutions
- Shops and department stores
- Parks, public swimming pools, public toilets, and pedestrian malls
- Cafes, restaurants, pubs
- Theatres and other places of entertainment

Every area and facility open to the public should be open and available to people with a disability. They should expect to enter and make use of places used by the public if people without a disability can do so.

- Places used by the public should be accessible at the entrance and inside
- Facilities in these places should also be accessible (wheelchair accessible toilets, lift buttons within reach, tactile and audible lift signals for people with vision impairments)

Key locations for tactile signage include entry points, lifts and public toilets.

Where possible the signage should be incorporated with in any new signage system to reduce the number of signs on wharfs and entrances. Existing signs are ad-hoc and do not comply to current BCA requirements or Australian Standards.

Relevant Australian Standard:

Australian Standard AS 1428.1:2009 — Design for access and mobility Part 1: General requirements for access – New building work.

RECOMMENDATION 21: 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.

- 1 'Two-ply' plastic signage to accessible ramp.
- 2 Tactile plastic signage for accessible pathway to Studios, Pier 2/3 lobby.
- 3 Tactile plastic signage in lift lobby, 13 Hickson Road.
- 4 Tactile signage for lift access path at Wharf 4/5 box office entry point.



- 1 Laminated evacuation plan.
- 2 Signage to cabinet doors.
- 3 Plastic fire extinguisher sign.
- 4 Exit sign and fire door label.
- 5 Detrioriated fire door sign.
- 6 Fire evacuation plan and fire hose reel.

5.2 Fire and Egress

Existing fire related signage for fire services such as hose reels, extinguishers, fire doors, fire exits and evacuation plans within the site are generally in poor condition, do not meet comply with current BCA standards and are weathered, in poor quality materials and finishes, located in inappropriate locations.

RECOMMENDATION 22: 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.



5.3 Vehicular Signage

An upgrade to statutory signage for on site vehicle movements and loading zones should be implemented to be complimentary to the Walsh Bay precinct and signage and proposed wayfinding systems, and to consolidate signage numbers and locations.

Current practices are generally temporary using laminated or plastic signage with inconsistent messaging, pictograms and symbols.

Line marking systems and painted pavement areas are to be investigated for better articulation of pedestrian, cycling and vehicle zones.

Vehicle related messaging may include:

- Speed limits
- Vehicle entries
- Parking area restrictions
- Tow away notices
- Load limits on wharfs
- Shared zone indicators
- Shared cycle paths

5.4 Regulatory Signage

There is a range of existing regulatory signage that should be either replaced or preferably consolidated into a new signage system. These types of signs tend to describe appropriate behavioural and safety messages to users of the public domain. An agreed and consolidated code of behaviour with reference to the Local Government Act, 1993 endorsed by the City of Sydney is to be used for signage. These signage locations may also include other state or federal regulations relating to the Enclosed Lands Act, Roads and Maritime, Transport for NSW, Sydney Ferries and any other agencies that are responsible for the WBAP public domain or have access to the wharfs.

RECOMMENDATION 23: Statutory signage to be implemented using the City of Sydney standard public space and parks system pending decision on jurisdictions and responsibilities for the public domain.

Regulatory marine, maritime, transport and statutory public domain messaging may include (to be defined):

- CCTV in use
- No Smoking
- No Littering
- Use Bins Provided
- No Alcohol
- No Cooking
- No Fires
- No Camping
- No Dogs Off Leash
- No Pets
- No Bicycles
- No Skateboards
- No Rollerblading
- No Swimming
- No Fishing
- No Eating of Caught Fish
- Licensed Venue Conditions

Safety messages may be required for:

- Boat access
- Vertical drops
- Electrical services
- Site hazards
- Safety equipment
- Life buoys
- Vehicle use

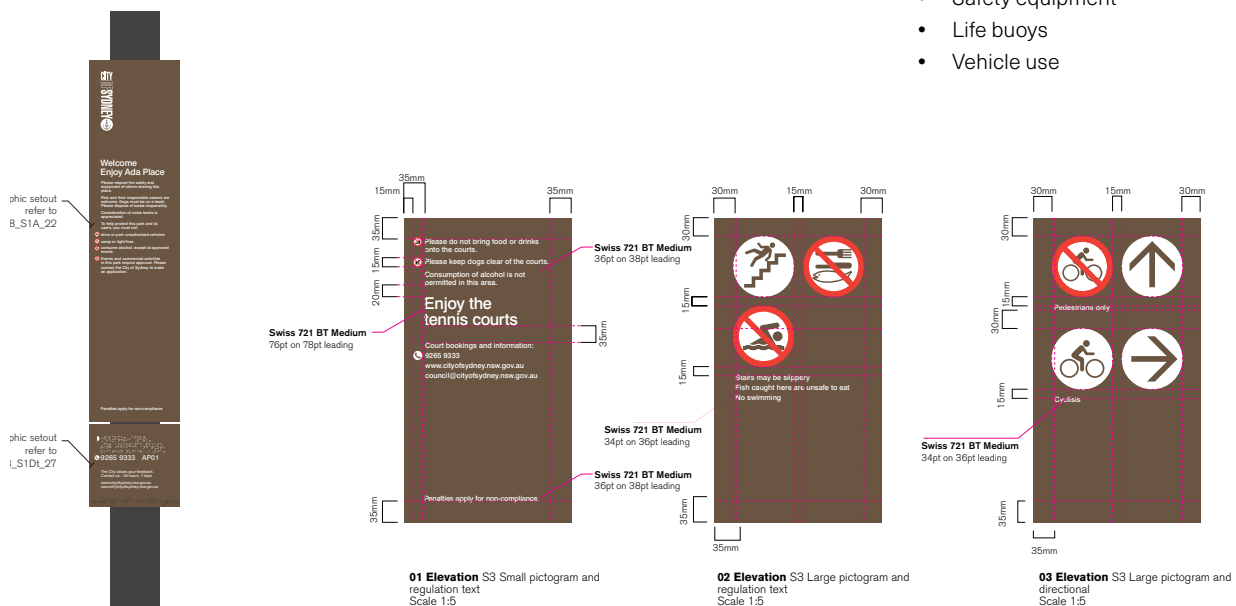


FIGURE 09

CITY OF SYDNEY PUBLIC DOMAIN SIGN SYSTEM

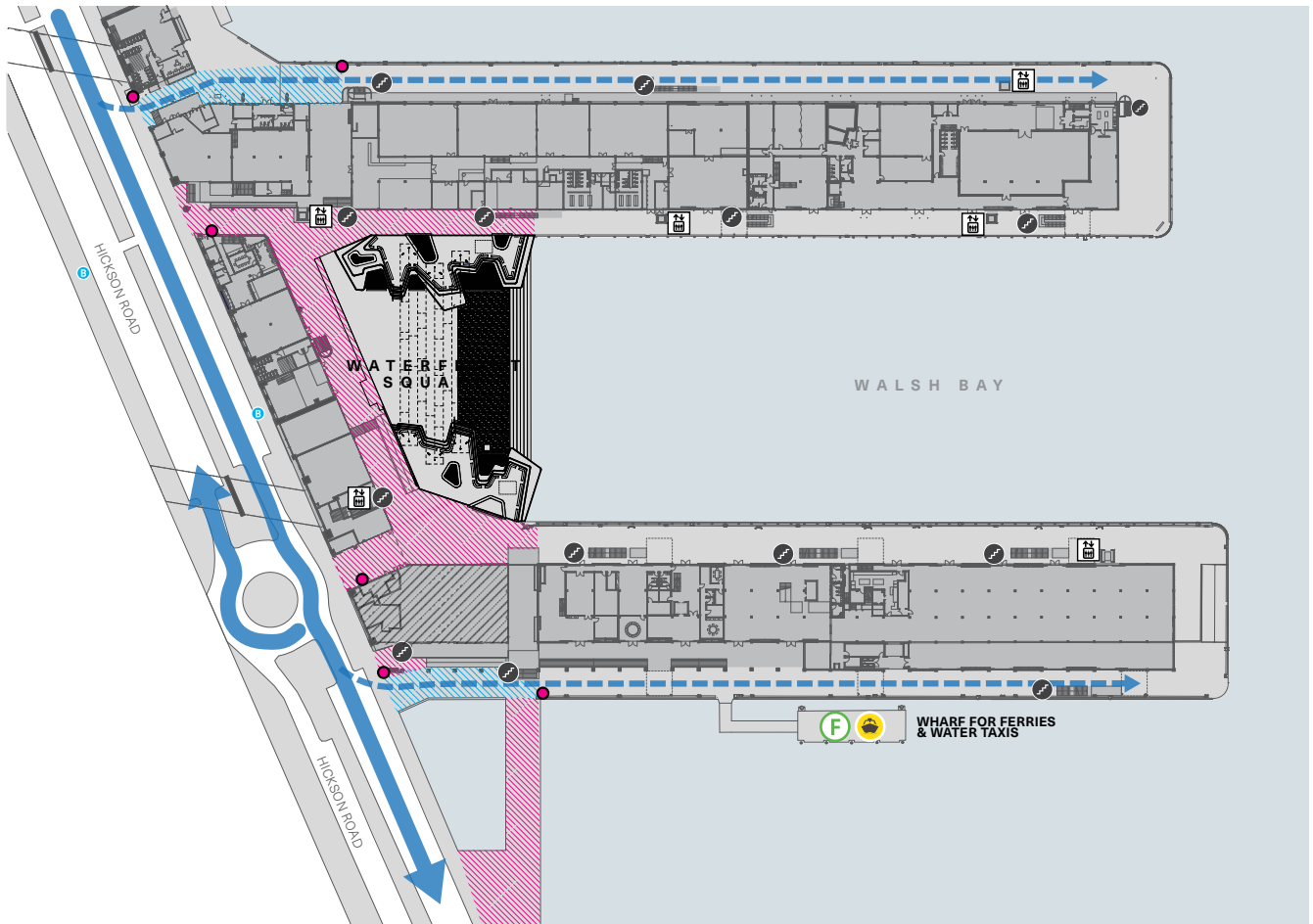
- 1 Wharf load warning, Hickson Road.
- 2 Inconsistent wharf load warning to Pier 2/3 gateway entry.
- 3 Warning sign for children on shared zone.
- 4 Stainless steel vehicle exit warning sign on Hickson Road, Pier 2/3.
- 5 Standard RMS Stop Sign at exit.
- 6 10 km/h speed limit sign on wharf apron.
- 7 20 km/h speed limit sign on wharf apron and No Parking tow away notice.
- 8 Laminated plastic sign on Bangarra studio access doors.



- 9 Regulatory grouped signage.
- 10 No Smoking sign (metal).
- 11 No Smoking sign for restaurants (plastic).
- 12 No Smoking sign (stainless steel).
- 13 No Fishing Allowed and CCTV In Use signage (metal), Wharf 4/5.
- 14 No Fishing Allowed on wharf edge
- 15 CCTV In Use signage.
- 16 Warning sign, interior of Pier 2/3.



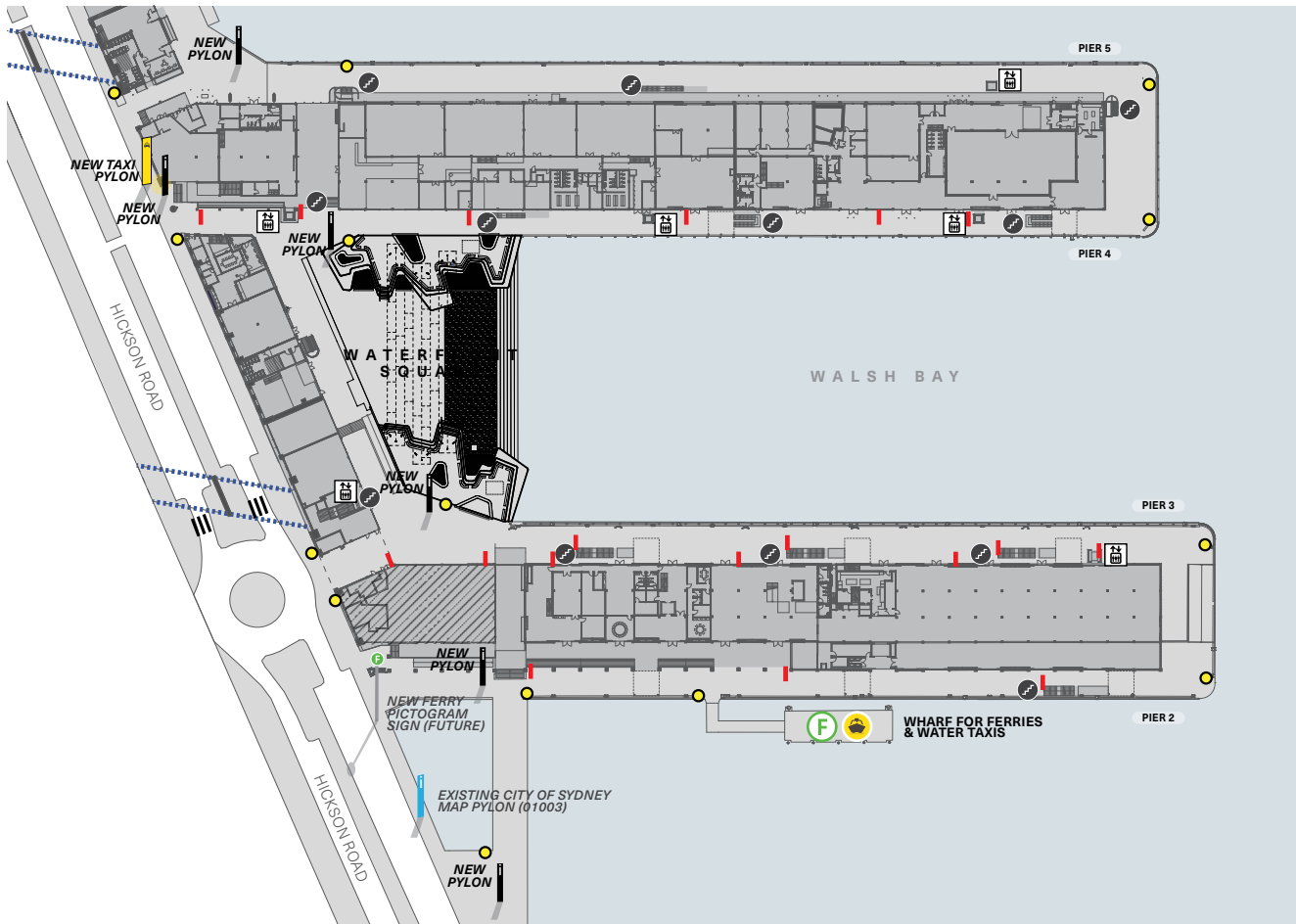
FIGURE 10 VEHICLE ACCESS TO WHARFS












KEY

	Main Vehicular Movement (Street)
	Vehicle Access (Loading)
	Pedestrian/Loading Vehicle Interface Zone
	Core Pedestrian zone
	Vehicle Signage
	Ferry Wharf
	Stairs
	Lift
	Water Taxi

FIGURE 11 KEY WAYFINDING & STATUTORY LOCATIONS



KEY

	Existing Ferry Wharf
	Stairs
	Lift
	Water Taxi Stop
	City of Sydney Pylon Sign
	New WBAP Pylon
	New Taxi Pylon Sign
	Signage location
	Regulatory Signs

