

WALSH BAY ARTS AND CULTURAL PRECINCT

RESPONSE TO SUBMISSIONS

SSDA 8671

APPENDIX 7:

TZG RESPONSE TO HERITAGE COUNCIL SUBMISSION

WALSH BAY ARTS AND CULTURAL PRECINCT

RESPONSE TO SUBMISSIONS - SSD 8671

NSW DEPARTMENT OF PLANNING & ENVIRONMENT

NSW HERITAGE COUNCIL

15 JANUARY 2017

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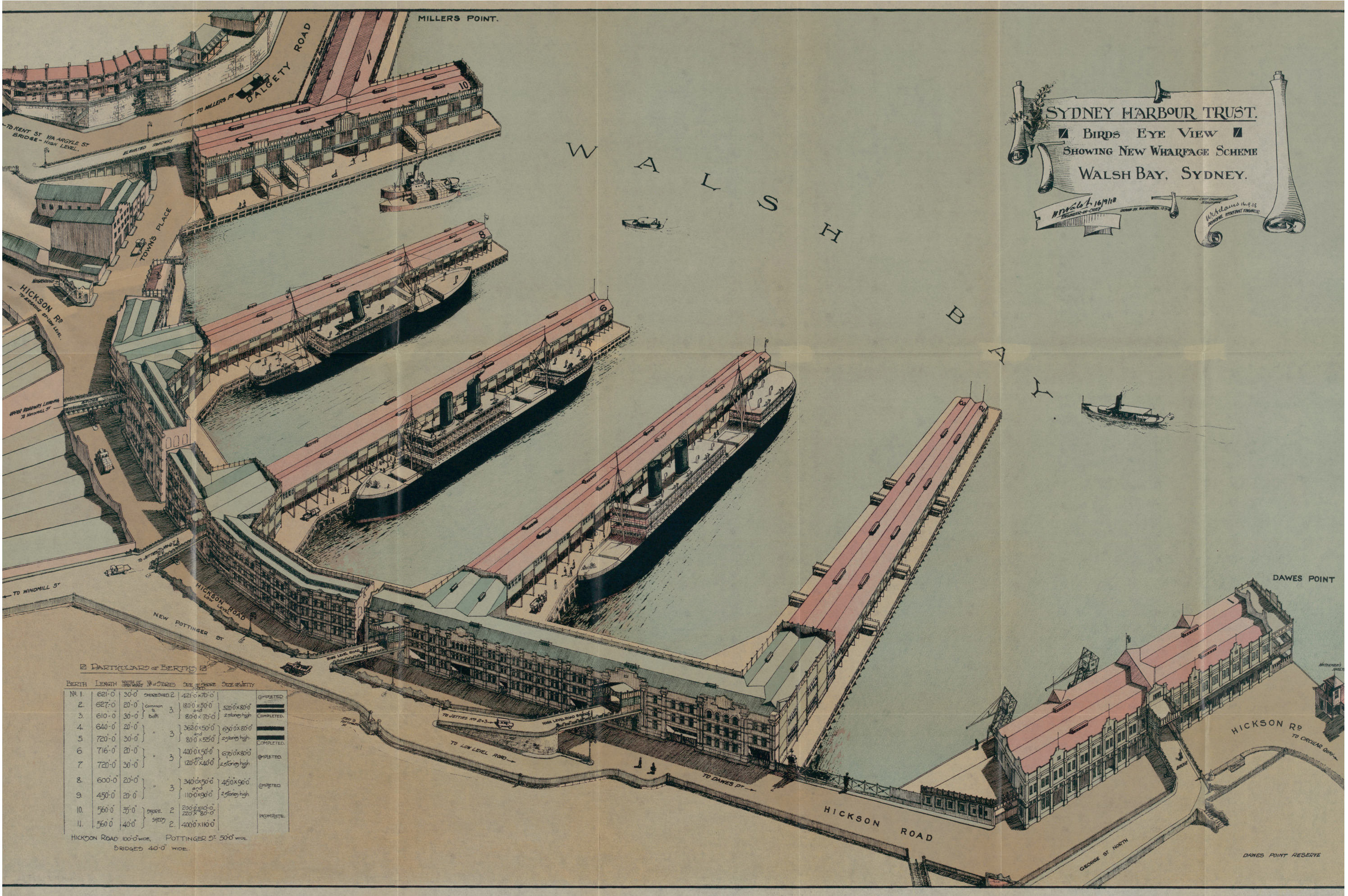


Figure 1: Birds Eye View Drawing 1918
 Source: Withers, W. H. & Walsh, H. D. & Adams, W. E. & Groom, T. C. & Sydney Harbour Trust, issuing body. 1918, Birds eye view showing new wharfage scheme in course of construction, Walsh Bay, Sydney Sydney Harbour Trust, [Sydney] viewed 20 September 2017 <http://nla.gov.au/nla.obj-229933307>

1. DETAILED DESIGN

1 a) Signage

Heritage Council Comment 1 a)
The detailed design of building identification and wayfinding signage must be visually consistent and specifically designed to respect the integrity of the industrial character of the Precinct.

Response
A Signage and Wayfinding Strategy, prepared by Urban & Public, accompanies the proposal. It advocates signage that is consistent in design, is of a high standard of materials, construction and graphics and is appropriately located. The building identification and wayfinding signage will be visually consistent and respect the integrity of the industrial character of the Walsh Bay Wharf precinct.

An overview of the signage and wayfinding concepts approval is sought for is included in the revised Signage Plan overleaf, which rationalises the number of tenant identification signs within the Walsh Bay Arts and Cultural Precinct. The signs have been sized to relate to the original fabric of the wharves, and are hence different for Pier 2/3 and Wharf 4/5. The proposed signs are indicated in the perspectives to the right, shown in red for clarity, with the proposed digital walls marked orange.

The Applicant will further develop the detailed design of signage and wayfinding in consultation with the Heritage Council and City of Sydney.

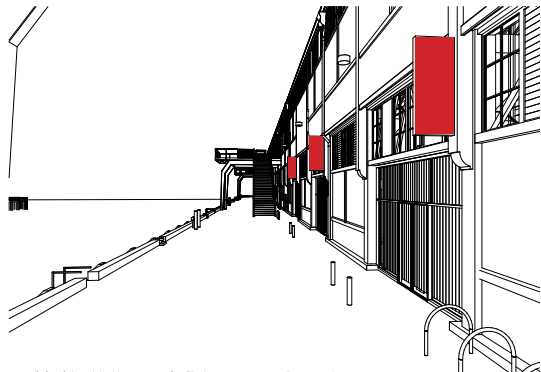


Figure 2: Pier 2/3 western signage. Proposed signs shown red for clarity.

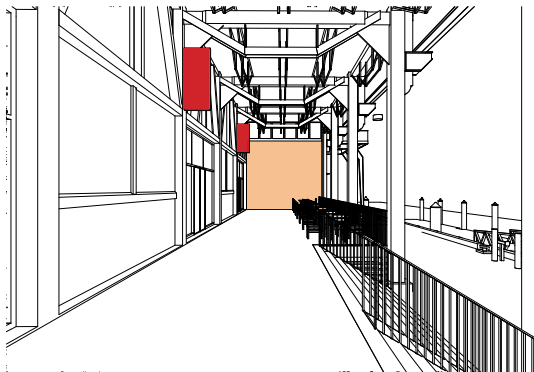


Figure 3: Pier 2/3 Colonnade signage. Digital wall shown orange for clarity.

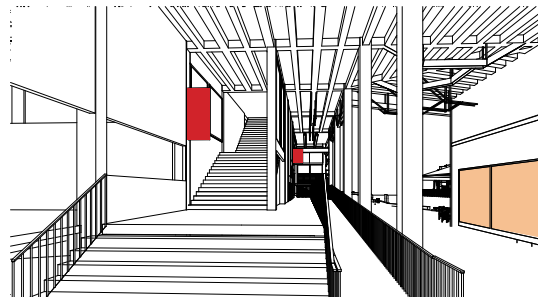


Figure 4: Wharf 4/5 breezeway signage.



Figure 5: Wharf 4/5 eastern signage

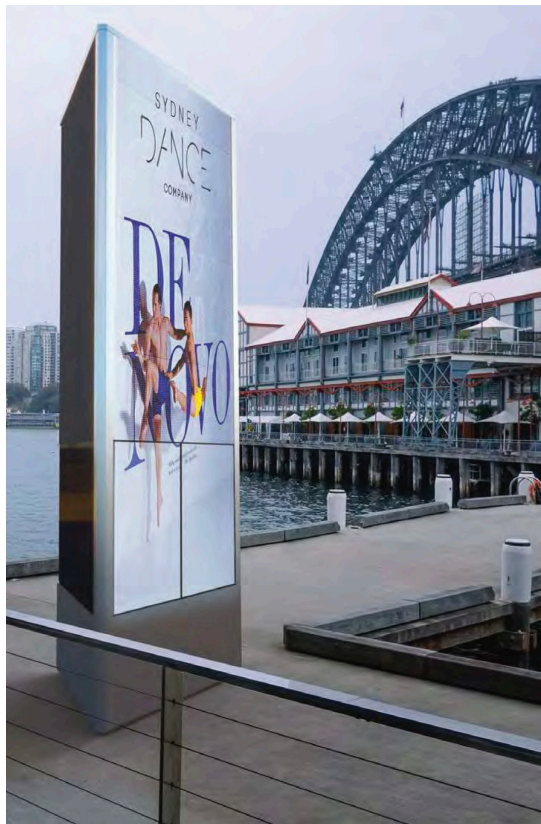


Figure 6: Digital Information Plinth

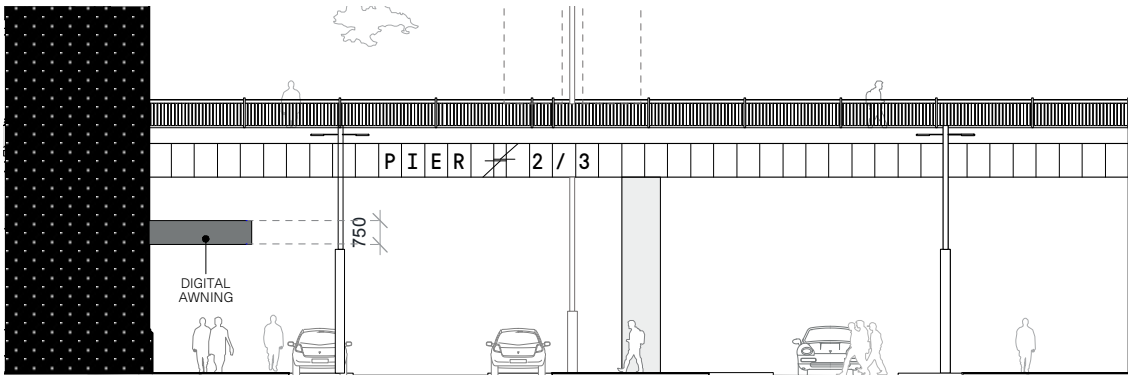


Figure 7: Bridge Signage



Figure 8: Precedent signage The Goods Line Bridge, Ultimo Road 2015 / ASPECT Studios & Deuce Design

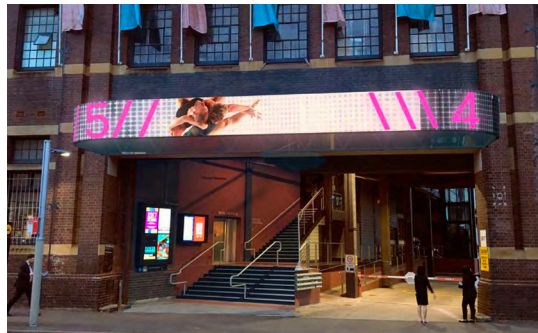


Figure 9: Digital Awning Signage Hickson Road



Figure 10: Wharf and Address Signage for Hickson Road

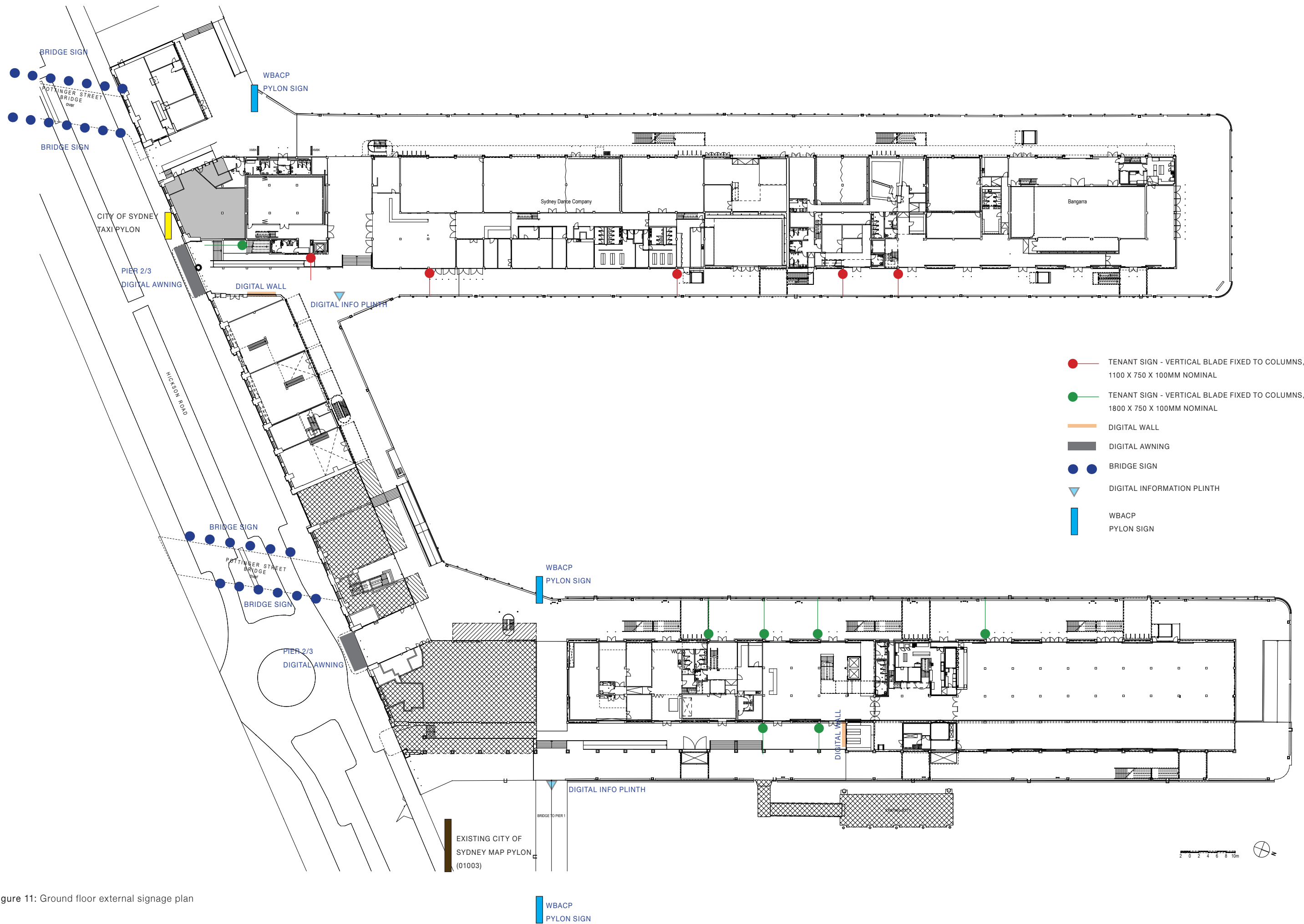


Figure 11: Ground floor external signage plan