

3. SIGNAGE

3 a) Proposed Signs

City of Sydney Comment - 3 a)

The Department should satisfy itself in relation to the following:

Details of the new proposed signs shown in Figure 27 (red lines marked as “signage location”) are unclear. There are a substantial number of these signs and there is a potential for clutter depending on the purpose, size, design and location of these signs.

Response

A revised signage plan is included on the following page, rationalising the number of tenant identification signs internal to the Precinct. The proposed signage locations and sizes are shown on the plan overleaf and the perspectives adjacent. The signs have been sized to relate to the original fabric of the wharves and are indicated in red for clarity, with the proposed digital walls marked orange.

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.

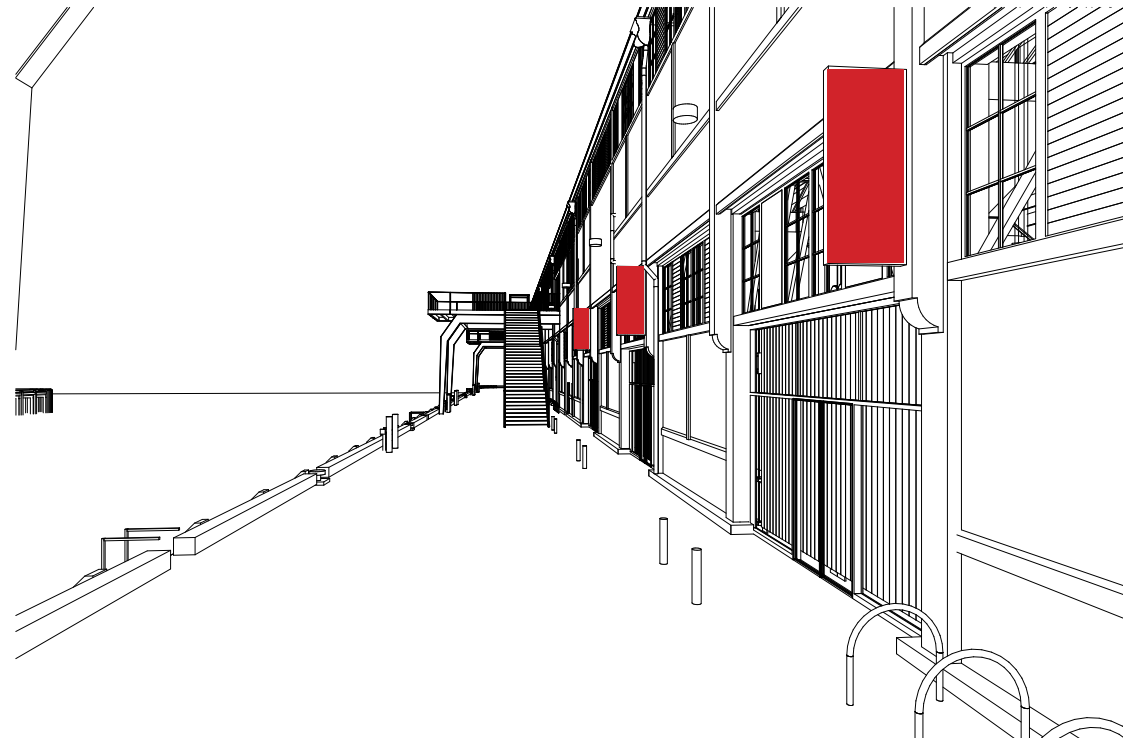


Figure 11: Pier 2/3 western signage. Proposed signs shown red for clarity.

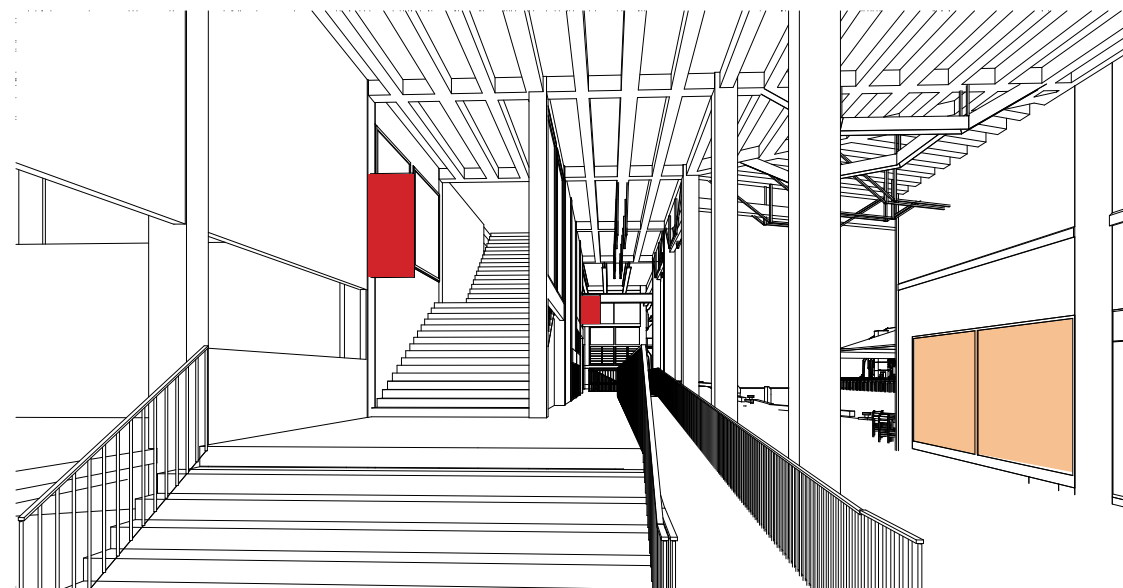


Figure 12: Wharf 4/5 breezeway signage.

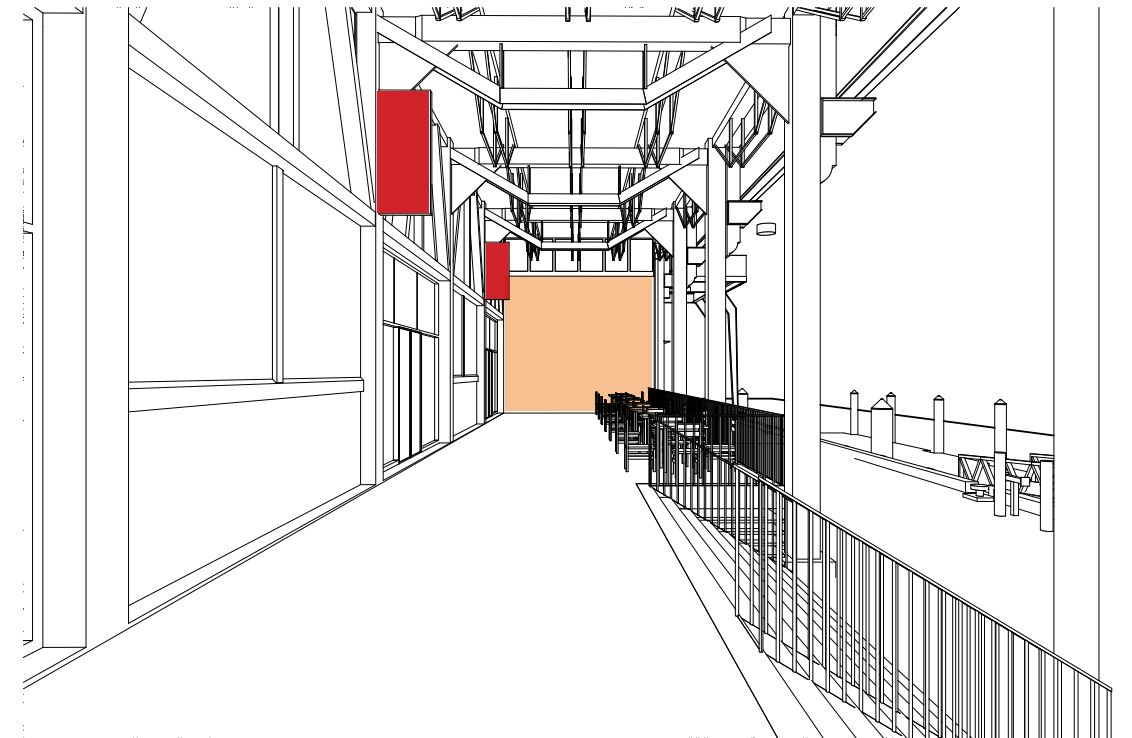


Figure 14: Pier 2/3 Colonnade signage. Digital wall shown orange for clarity.



Figure 13: Wharf 4/5 eastern signage.

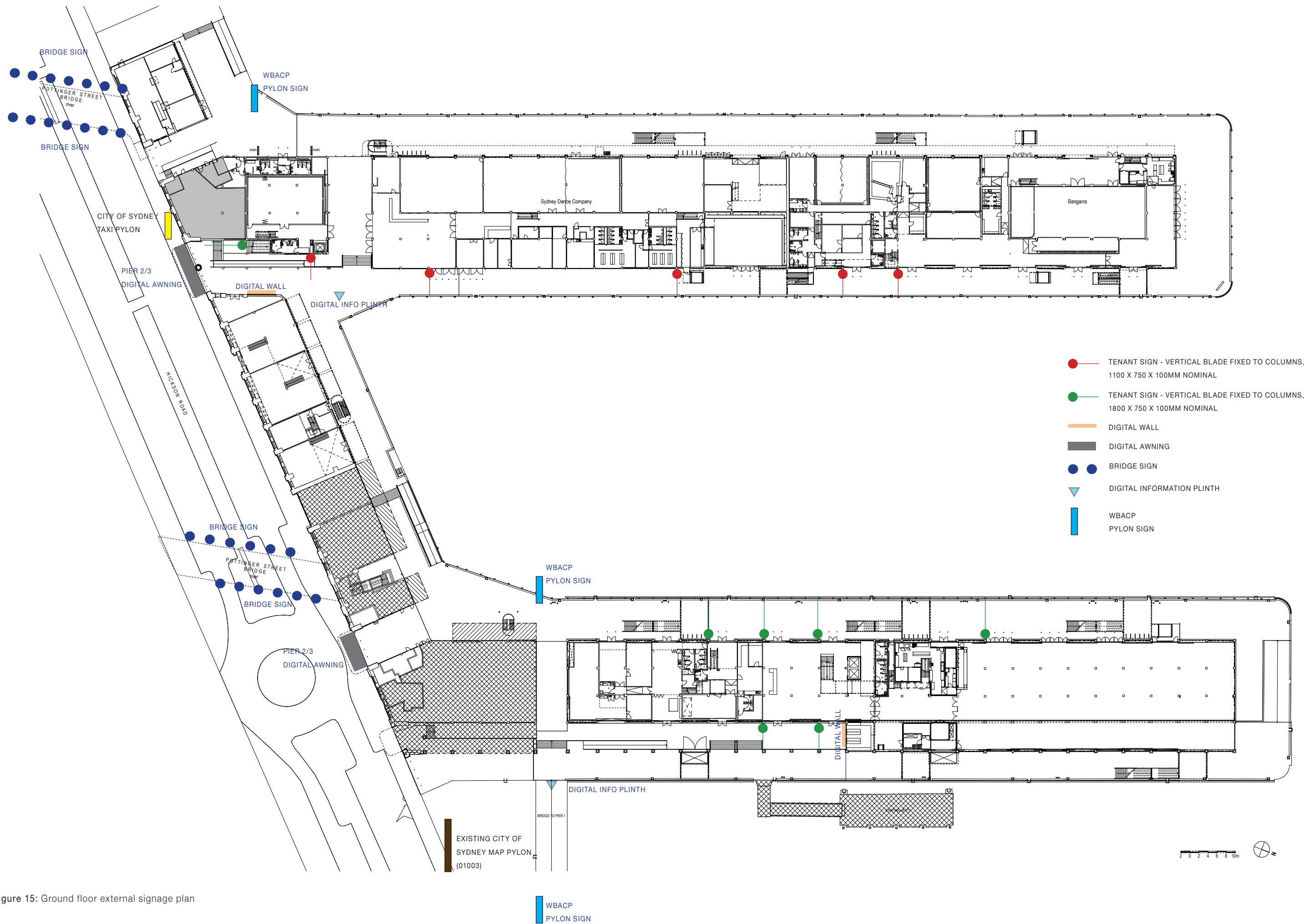


Figure 15: Ground floor external signage plan

3 b) Digital Walls

City of Sydney Comment - 3 b)

No details of the 'new digital walls' included in Figure 27 are provided. Details such as the size of these elements as well as their fixings to the wharf building fabric are required. Fixings should avoid significant heritage fabric and be reversible.

Response

New 'digital walls' are proposed in the Shoreshed 4/5 Breezeway 1, adjacent the Visitor Portal and on the southern wall of the Pier 2/3 Colonnade. The final size of these digital elements will be developed in detailed design in consultation with the City of Sydney and Heritage Council, however, Figures 16 and 17 to the right indicate the areas where digital walls are proposed and the design intent. The fixings will be developed in a manner to minimise any impacts on heritage fabric and be reversible.

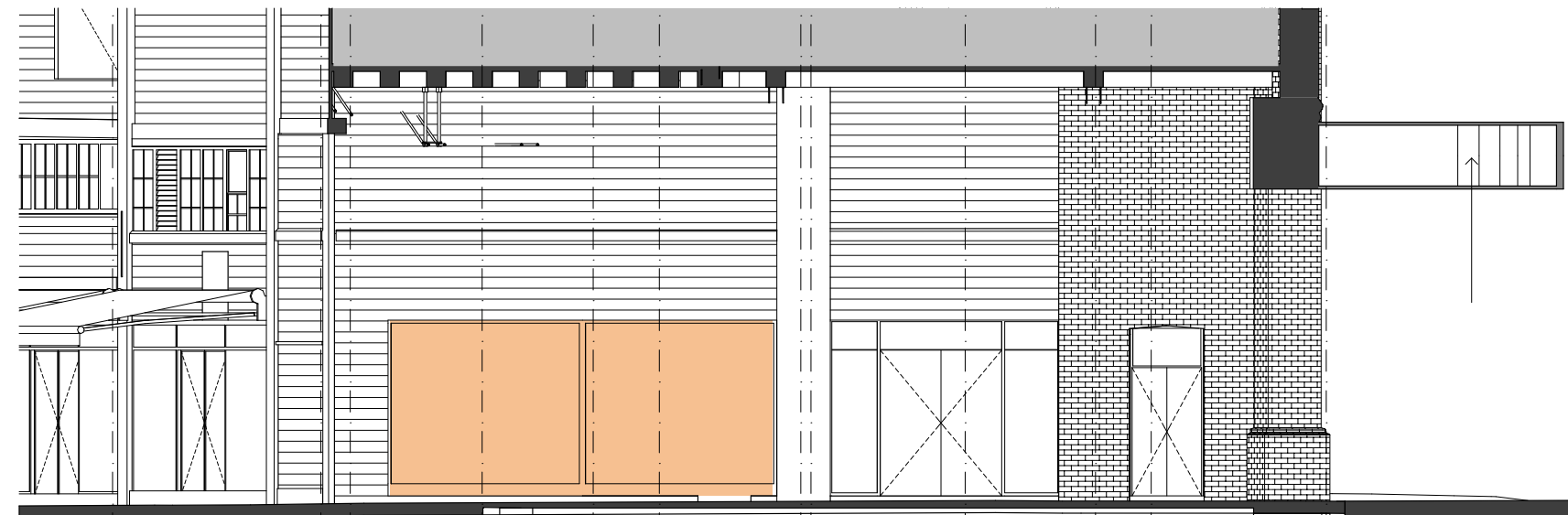


Figure 16: Wharf 4/5 Breezeway Digital Wall location

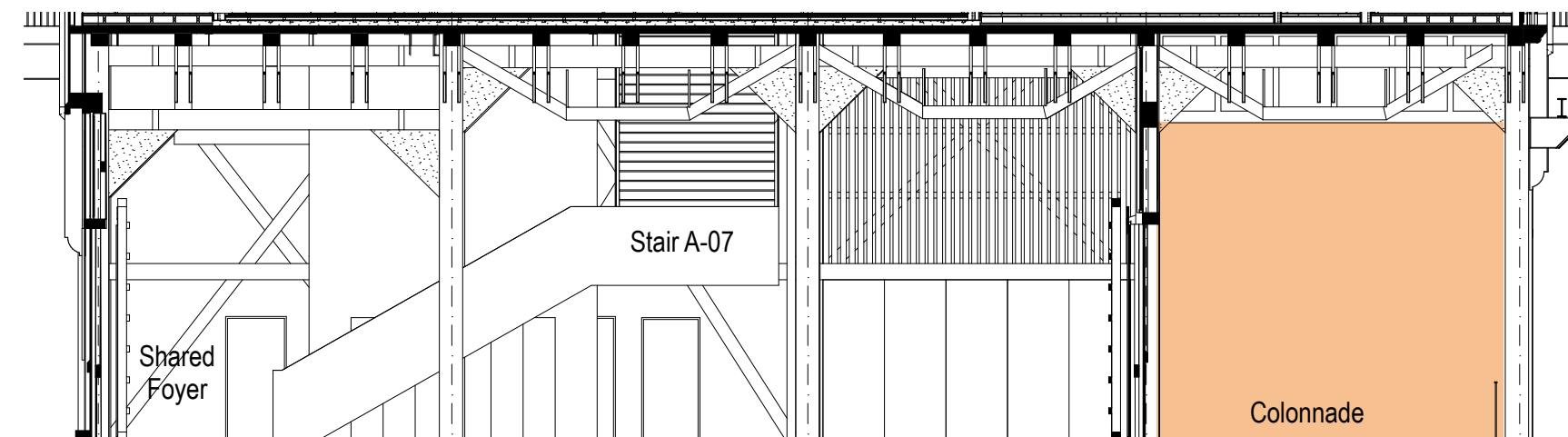


Figure 17: Pier 2/3 Colonnade Digital Wall location

 DIGITAL WALL LOCATIONS

3 c) Digital Awning Signs

City of Sydney Comment - 3 c)

The proposed digital awning signs as shown in Figures 12 and 13 indicate they have a minimal projection however, Figures 19 and 20 show them as substantial projecting awnings, though dimensions are not annotated. The awnings should be sized to allow a margin around them, enabling a reading of the rendered surface on which they are affixed. They should be set in from each side by approximately 200mm for the same reason.

Response

The Applicant will develop the detailed design of the signage and wayfinding in consultation with the Heritage Council and City of Sydney. This will include consultation in relation to the sizing of the awnings. The Applicant commits to ensuring that the awnings will be designed to enable a reading of the rendered surface to which they are affixed.

Refer also response to 3 c).

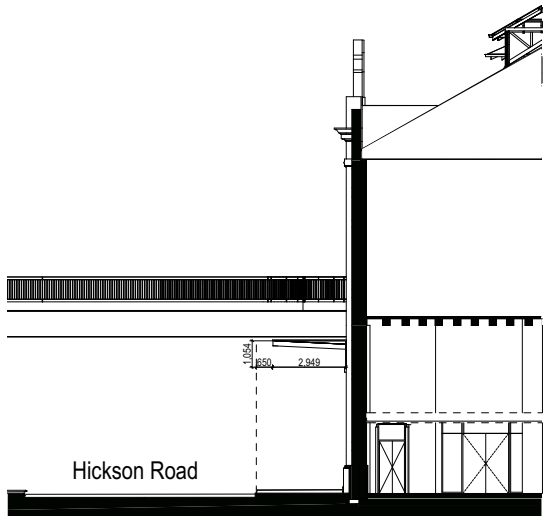


Figure 18: Hickson Road awning sign indicative section

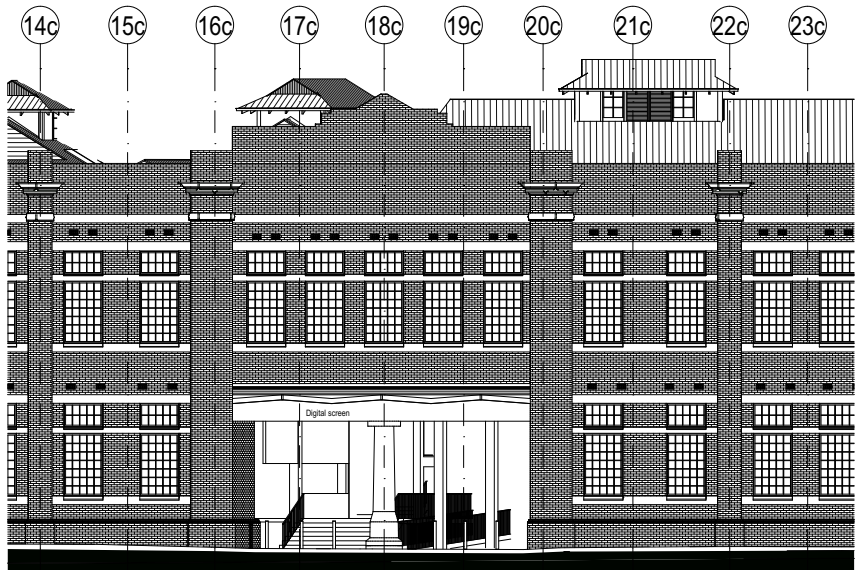


Figure 19: Hickson Road awning sign indicative elevation

3 d) Bridge Signs

City of Sydney Comment - 3 d)

Figures 19 and 20 illustrate signage across the viaduct bridges akin to "The Goods Line" signage. This is supported for the 'Pier 2/3' and 'Wharf 4/5' signs as these are place based signs, as is The Goods Line sign. There is some concern that the other proposed bridge signs are for dance/theatre companies that may come and go to the precinct. The signage strategy should speak to the removal / replacement of these signs. The signage is designed for the present number of companies, with particular name lengths. Removal of parts of the sign over time due to the loss of a company should be addressed.

Response

The Applicant confirms that there will only be place based signage on these structures.

Refer to revised Figures 20 and 21 adjacent.

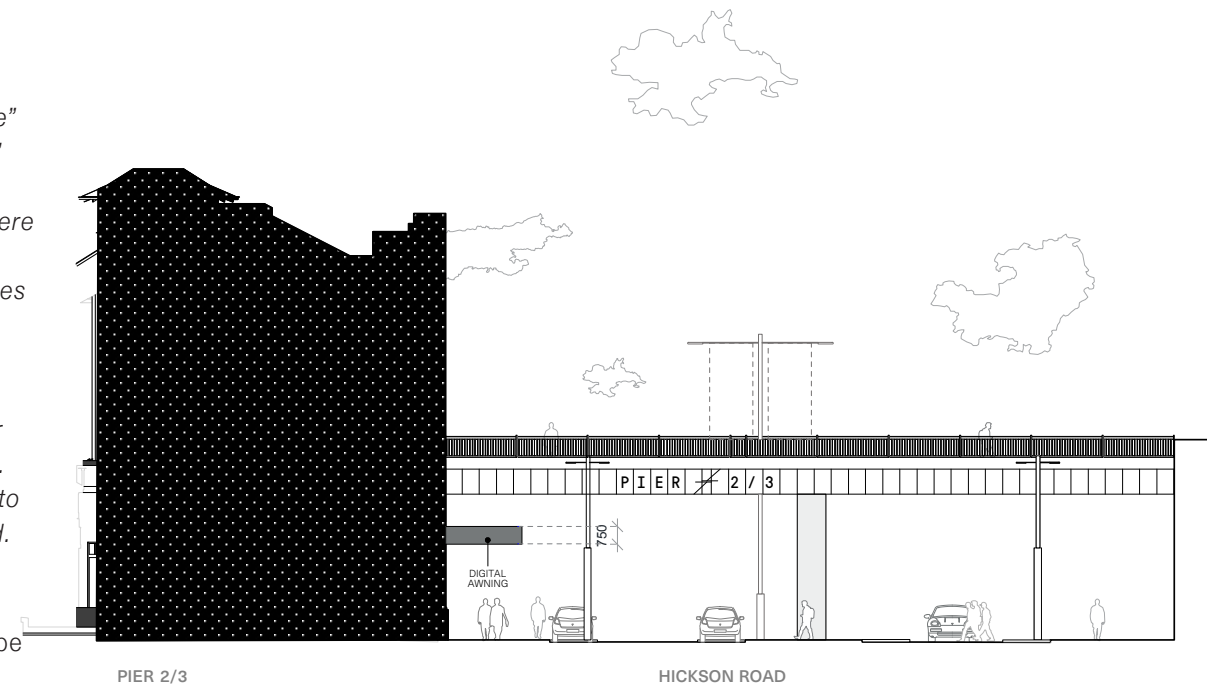


Figure 20: Pier 2/3 bridge sign west elevation

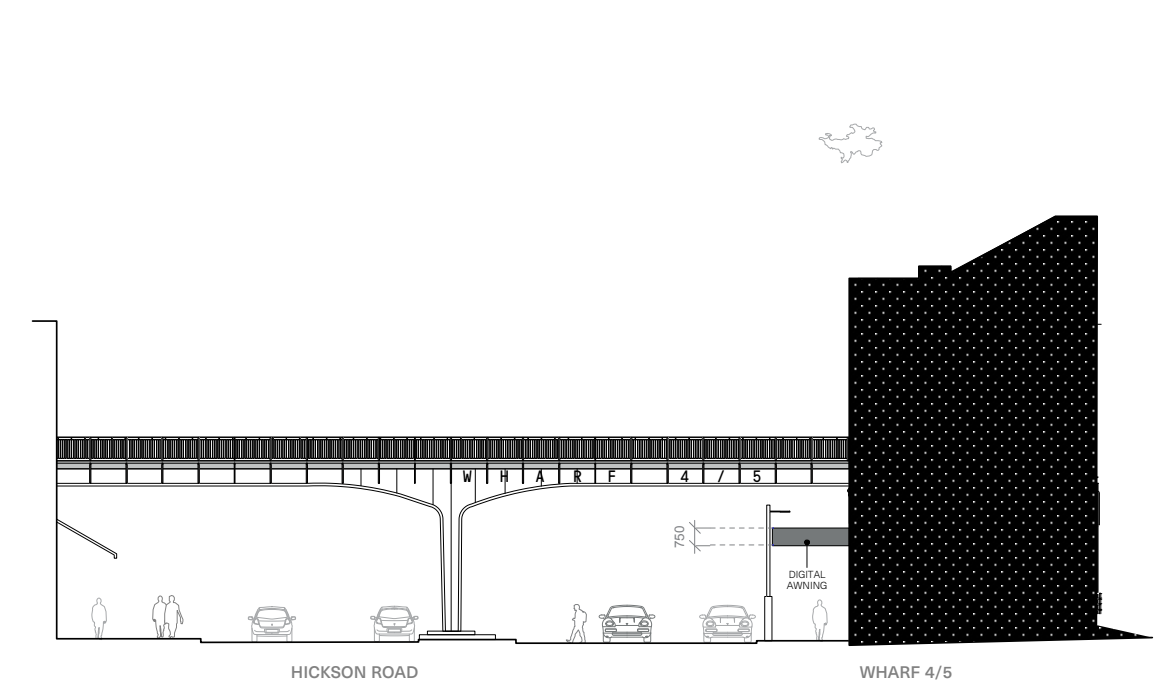


Figure 21: Wharf 4/5 bridge sign east elevation