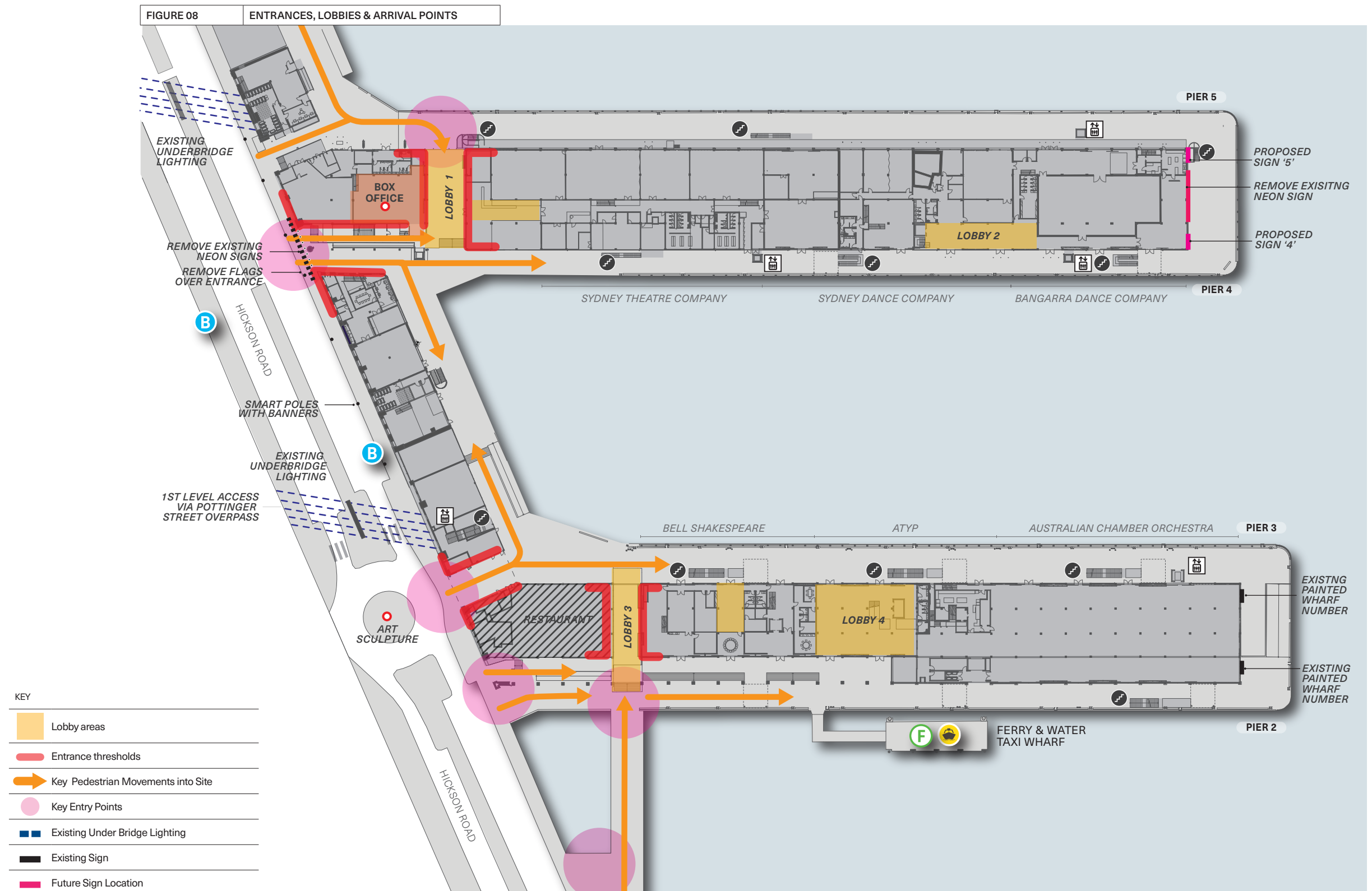


The nature of the harbourside site, topography and public domain creates a number of entry points from different approaches, some with clarity and views through and others that are less clear with vehicle and delivery signage, boom gates and minimal signage. The threshold wharf bridges on Hickson Road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

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.



- 1

1920s Walsh Bay bronze cast plaque on Pier One viaduct bridge column
- 2

Theatre Walk cast bronze plaque
- 3

Theatre Walk cast bronze plaque
- 4

Theatre Walk bronze cast plaque
- 5

The Wharf, opening cast bronze plaque, 13 December 1984
- 6

Sulman Award 1985 cast bronze plaque
- 7

RAIA President's Award 1985 cast bronze plaque
- 8

Walsh Bay, Shore 2/3 cast bronze plaque (Mirvac, Transfield) 2004

4.4 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 sx 50 cm diameter cast bronze plaques are set in the concrete pavement at about 10 metre spacings.

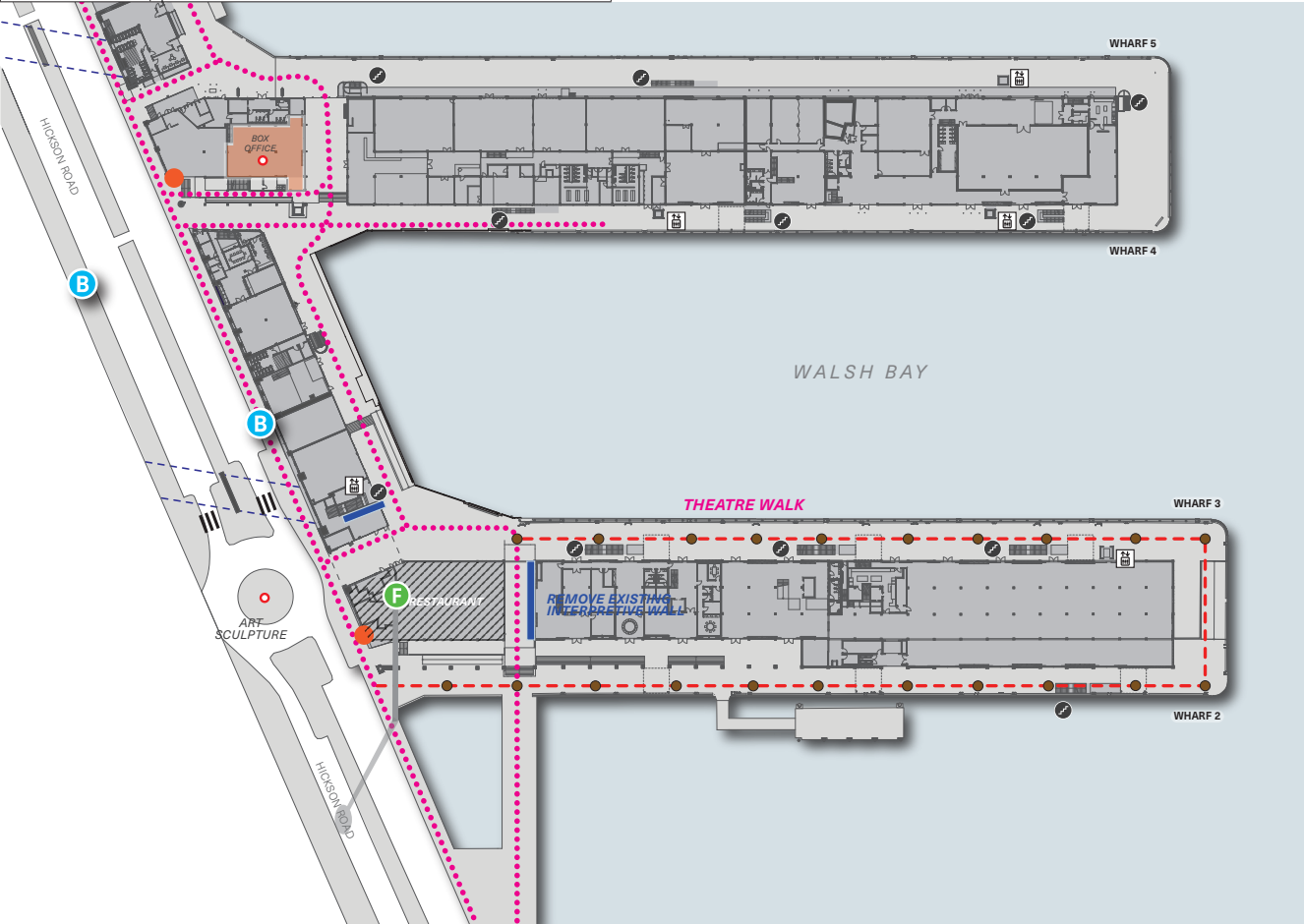
Space should be preserved or allocated for the addition of other significant individuals over time, potentially on Wharf 4/5 and in the Waterfront Square. The walk could also be supported with additional signage and supporting printed or digital and app based information, videos and images.

ACTION 13

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



FIGURE 09 EXISTING PLAQUES & INTERPRETIVE SIGNAGE



KEY	
	Main Pedestrian Movement
	Theatre Walk
	Theatre Walk Plaques (approx. location)
	Existing Plaque Cluster
	Existing interpretive walls to be removed
	Stairs
	Lift

5 SITE IDENTITY— PROPOSED SIGNAGE

5.1 Building/Wharf Identification

Currently Wharf 4/5 has an arched single tube neon signage over 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 delapidated condition).

There are also 'Walsh Bay Signage Code' signs identifying vehicle entry points to each wharf/pier installed in the late 1990s.

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 the existing signage, heritage 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 exposed solar and marine conditions.

ACTION 14

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.

5.2 External Building Signage & Awning Signage

To improve the urban amenity on Hickson Road and increase the sense of theatrical arrival and provide a level of street level activity it is proposed to install three 'over footpath' awnings that will include lighting and fixed and/or digital signage on all three faces. These awnings will provide weather protection, articulate the main entrances and provide information about performances and events being held on each wharf. **All content to digital and information pylons will be restricted to promoting resident companies, cultural events and performances only and would not allow third party advertising.**

Early 20th century theatre signage is to be used as a precedent for these signage elements, in keeping with the architectural form, architectural period and styles of the architecture of that period.

ACTION 15

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.

5.3 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 a small grouping of digital screens at the main Hickson Road entrance near the box office on Pier 4 entry. These panels are used to advertise current and upcoming performances and events in wharf venues and for the wider precinct.

Touch screen panels will also be utilised that highlight venues and display the quickest route to locations on different levels over the site and precinct and will plans and 3D illustrated models to assist with wayfinding.

ACTION 16

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.

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

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

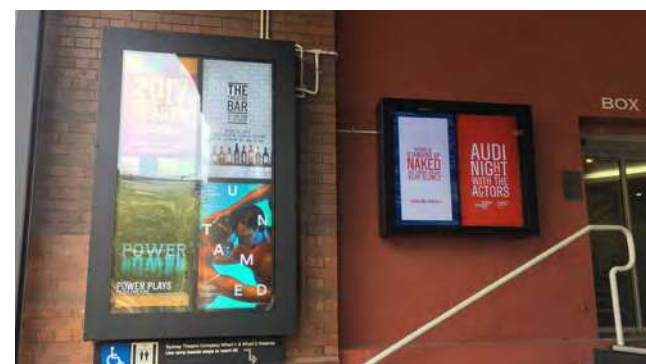
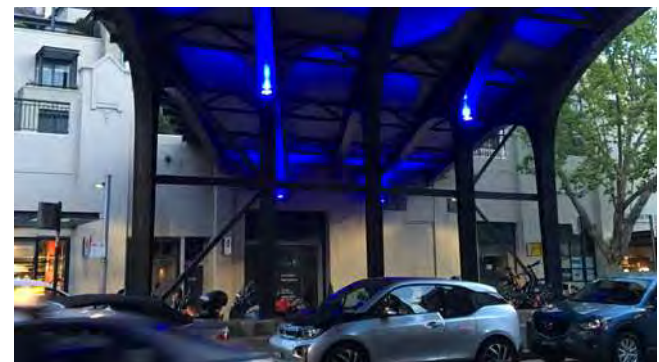
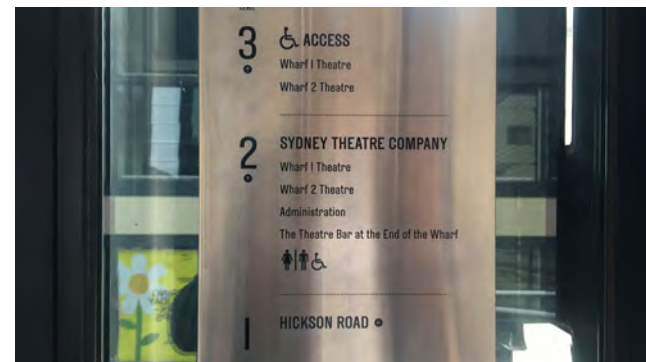


FIGURE 10 WHARF AND ADDRESS SIGNAGE FOR HICKSON ROAD

PROPOSED DIGITAL AWNING AT WHARF 4/5

FIGURE 11 HICKSON ROAD PROPOSED DIGITAL AWNING



FIGURE 12 PROPOSED HICKSON ROAD AWNING SIGNAGE



FIGURE 13 PROPOSED HICKSON ROAD AWNING SIGNAGE



DIGITAL INFORMATION PANEL

FIGURE 14 | PROPOSED DIGITAL INFORMATION PANEL

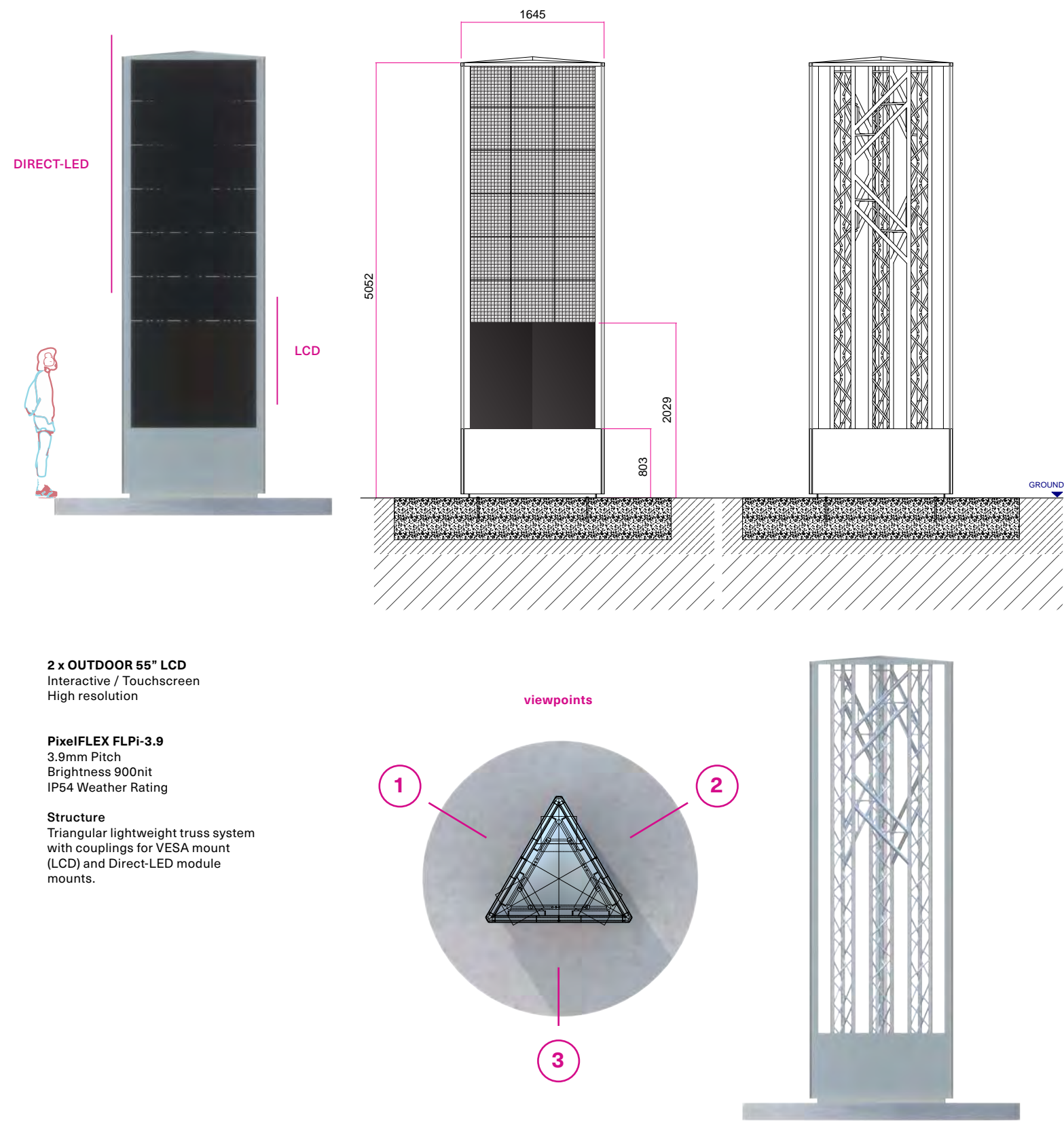
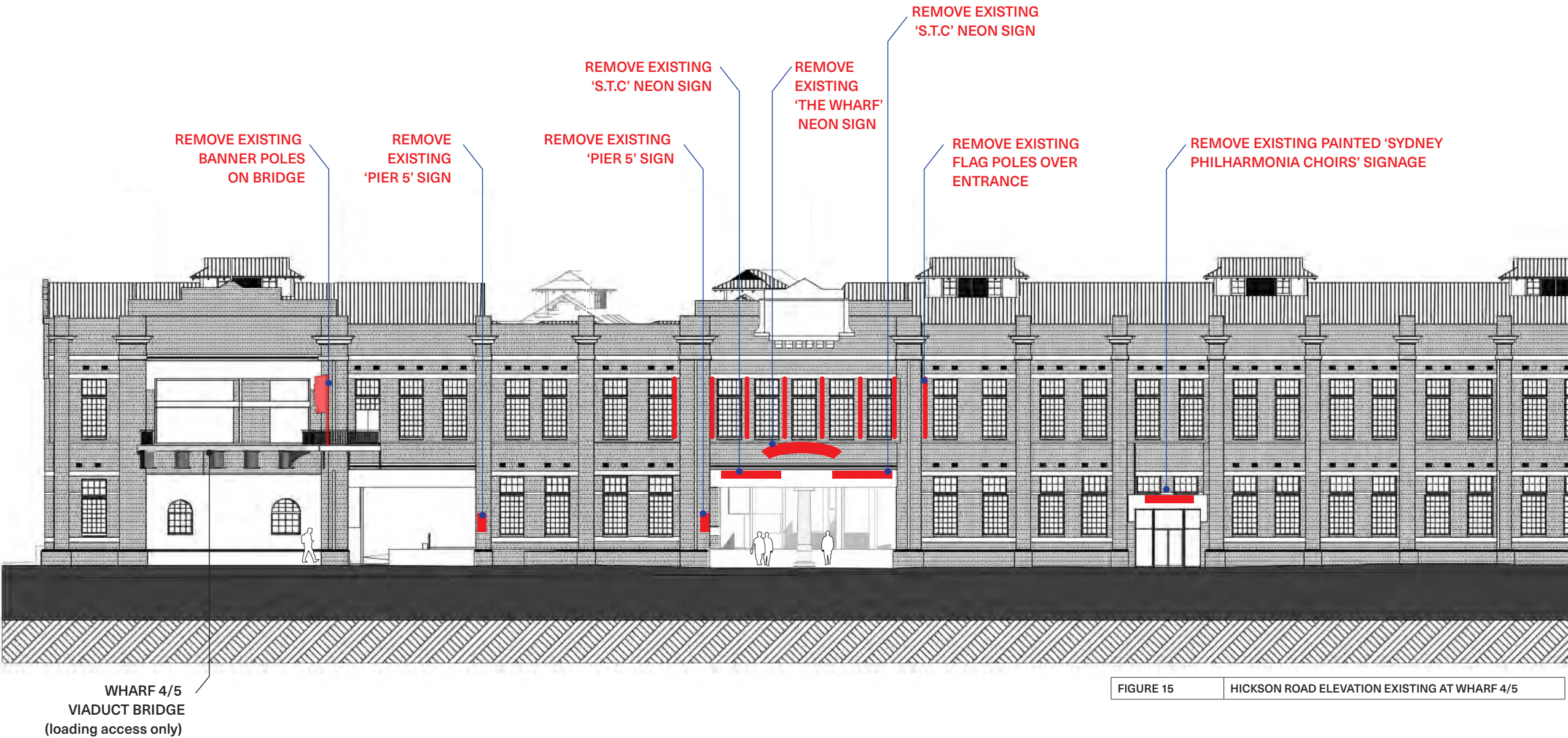


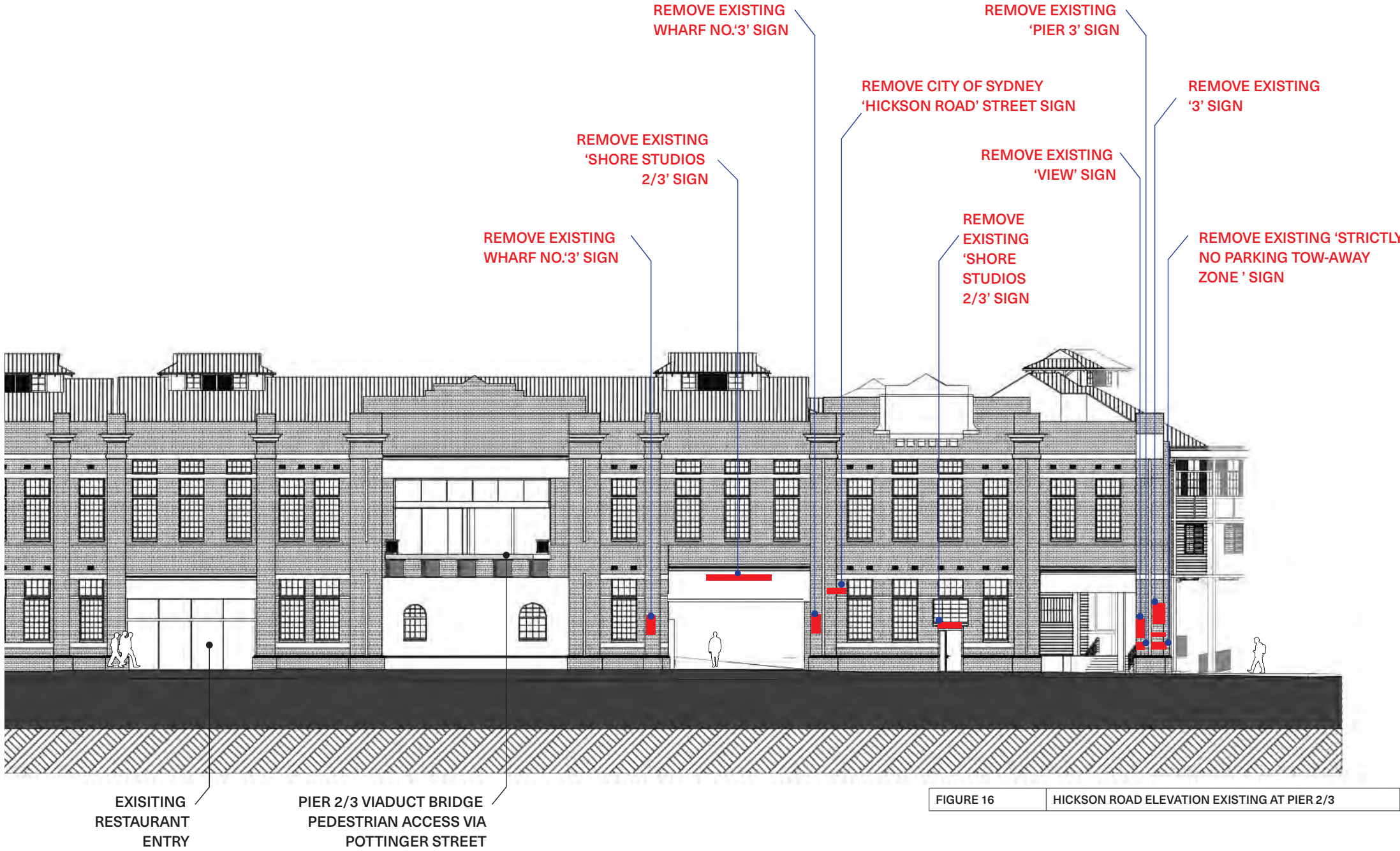
FIGURE 15 | PRECINCT WAYFINDING



HICKSON ROAD ELEVATION — SIGNAGE TO BE REMOVED



HICKSON ROAD ELEVATION — SIGNAGE TO BE REMOVED



HICKSON ROAD ELEVATION — NEW SIGNAGE

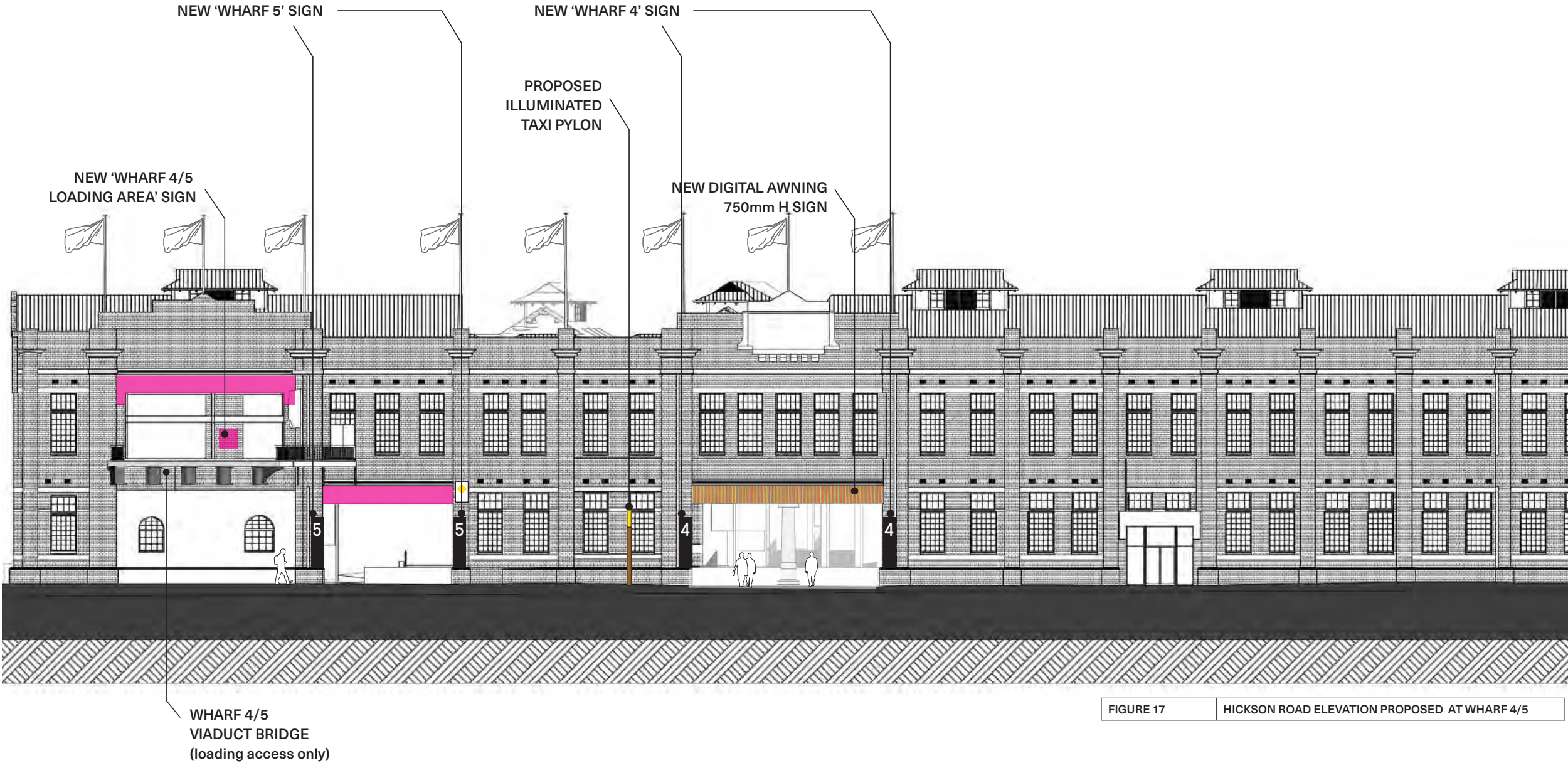
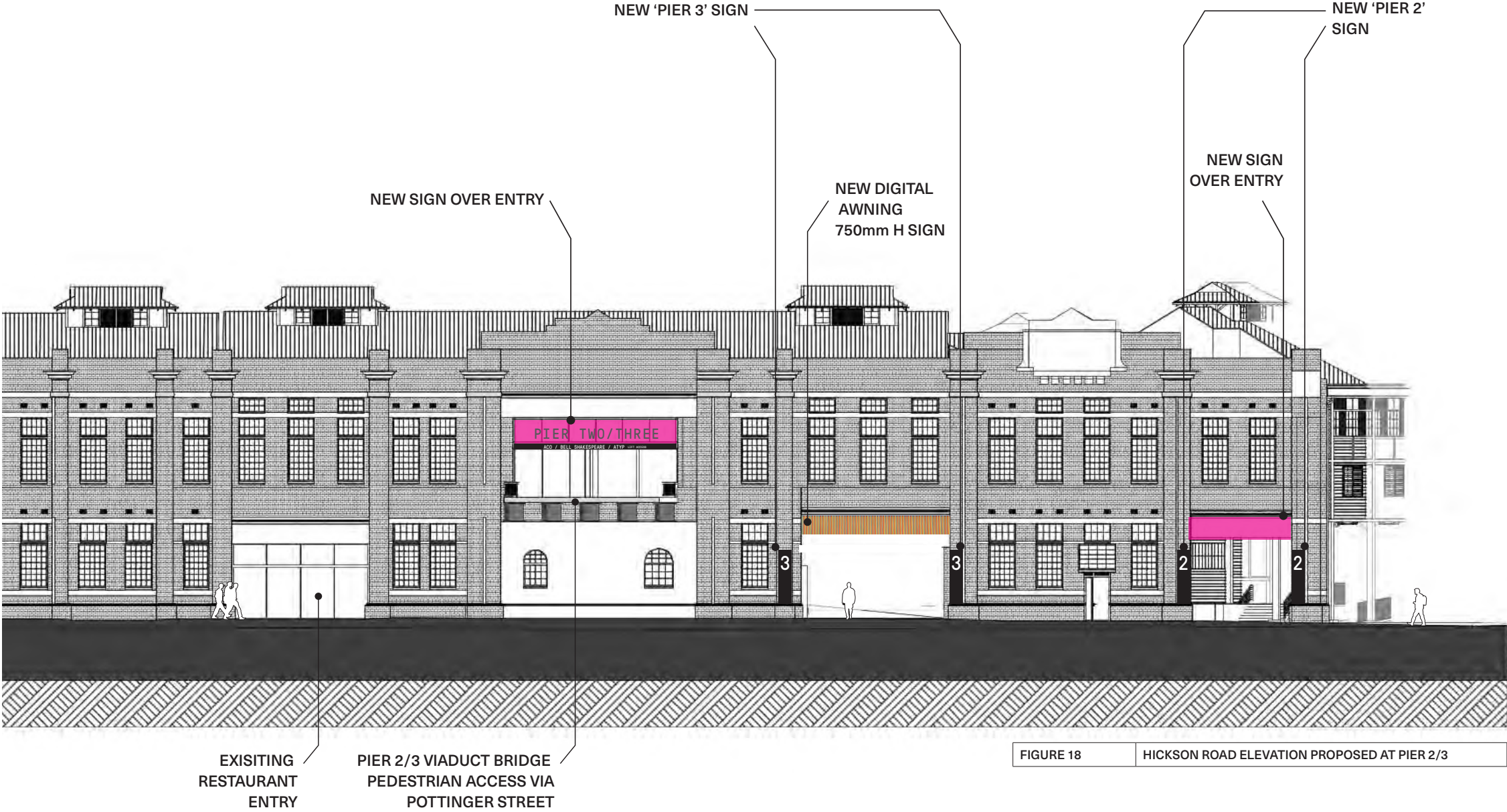


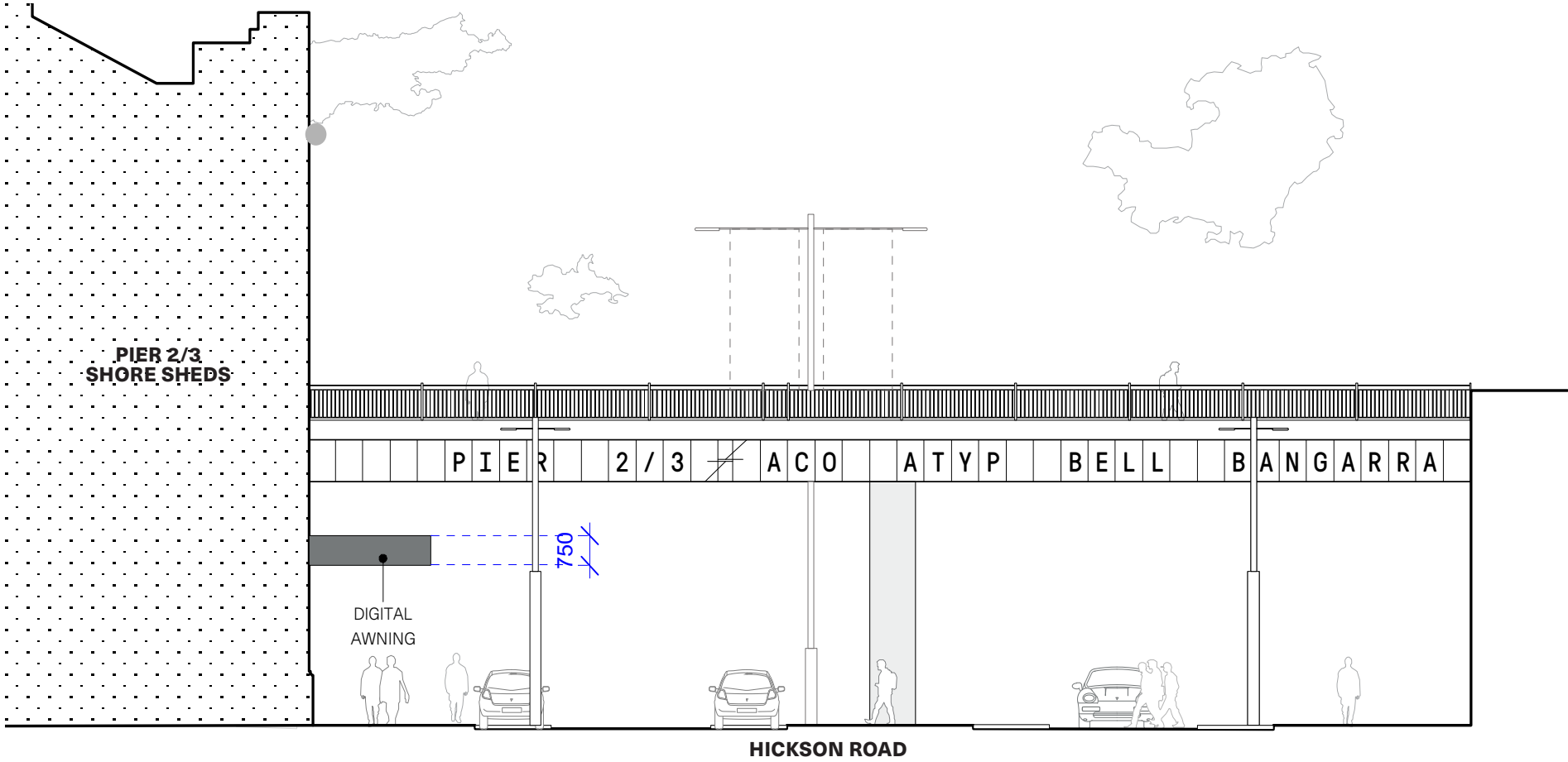
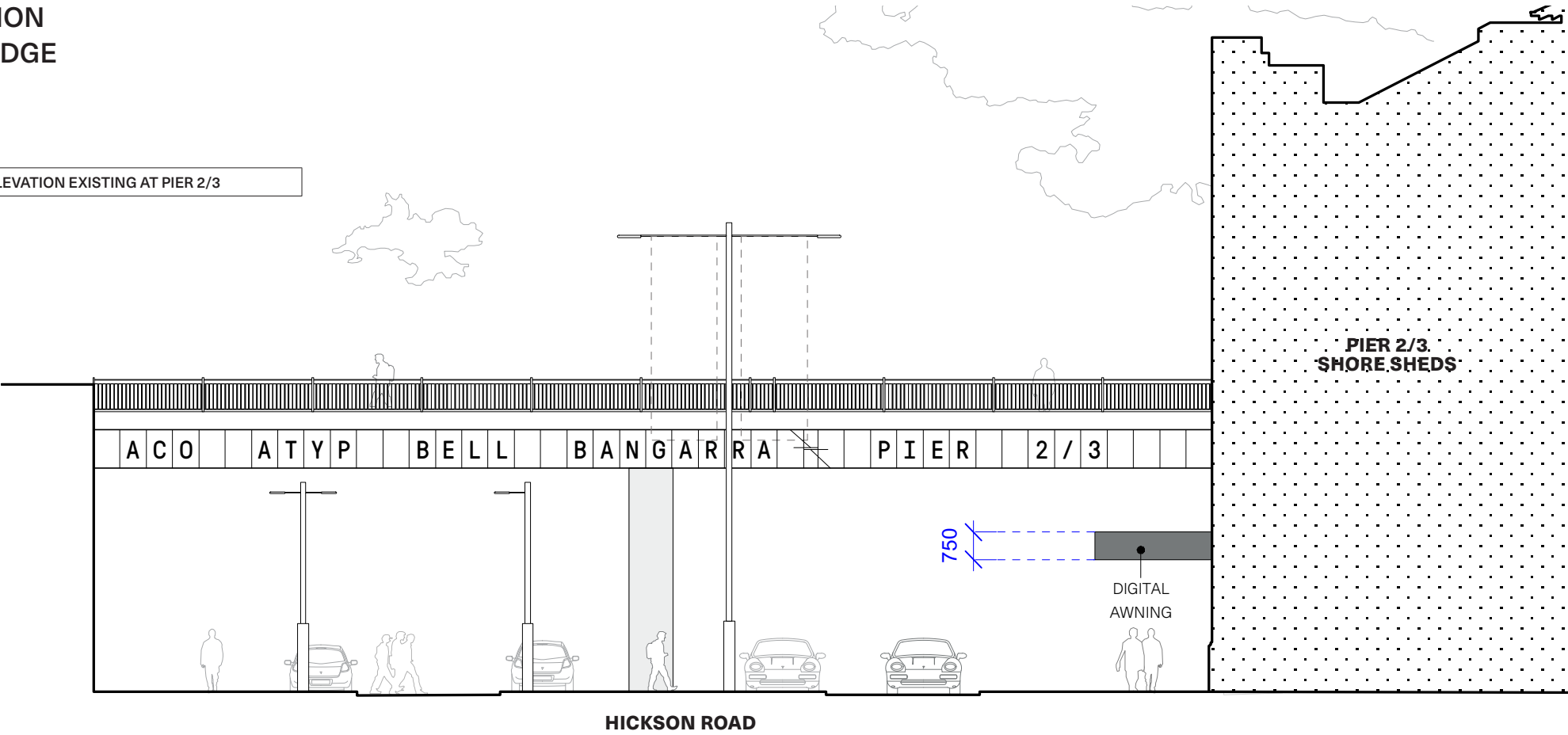
FIGURE 17 HICKSON ROAD ELEVATION PROPOSED AT WHARF 4/5

HICKSON ROAD ELEVATION — NEW SIGNAGE

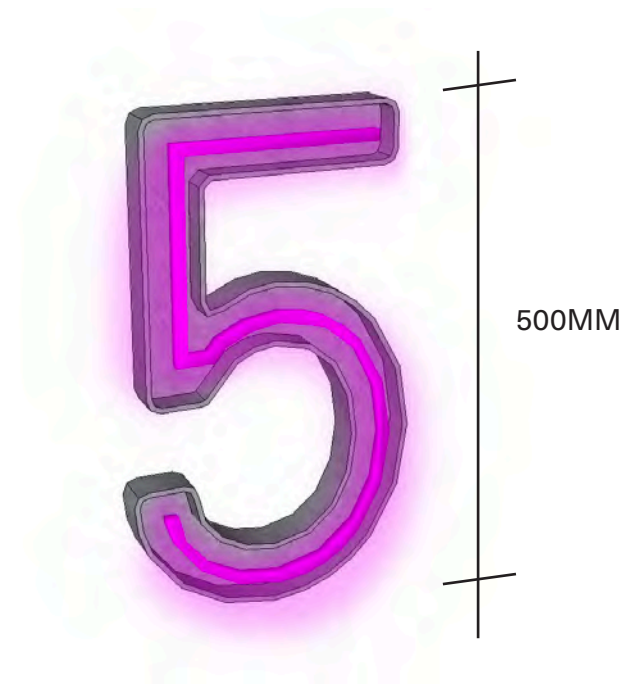


HICKSON ROAD SECTION
PIER 2/3 VIADUCT BRIDGE

FIGURE 19 HICKSON ROAD ELEVATION EXISTING AT PIER 2/3

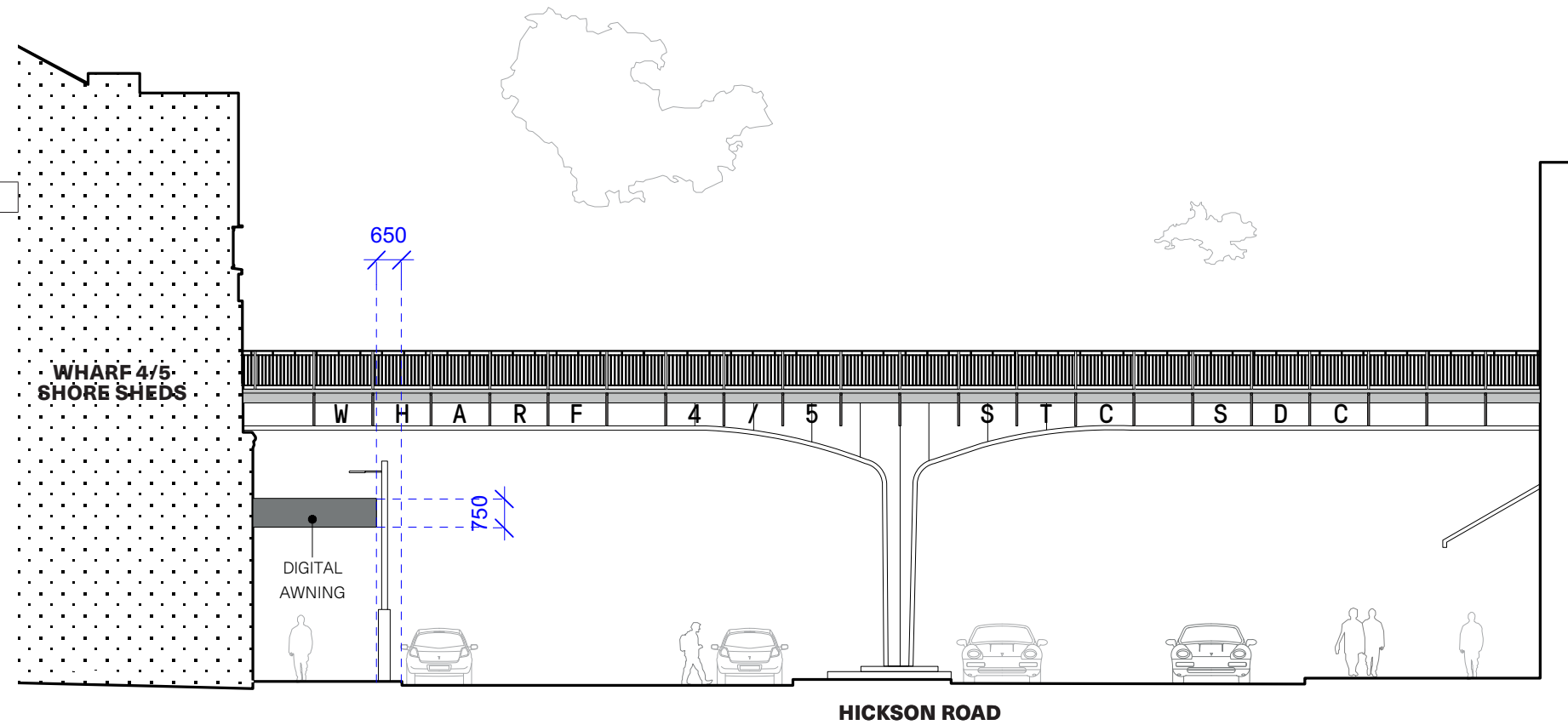


PROPOSED LETTER FORMS
TO VIADUCT BRIDGES

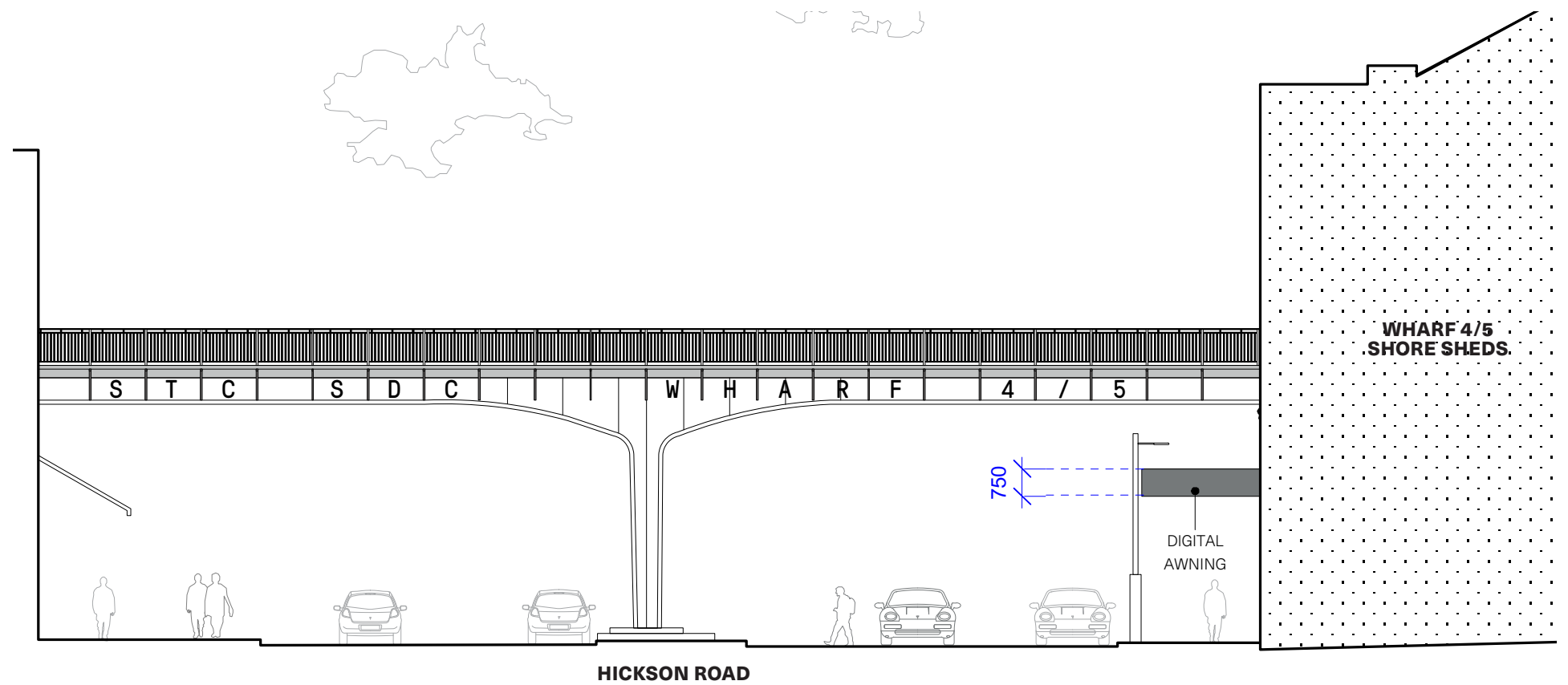


HICKSON ROAD SECTION WHARF 4/5 VIADUCT BRIDGE

FIGURE 20 VIADUCT BRIDGE AT WHARF 4/5



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



PIER 2/3 EAST ELEVATION

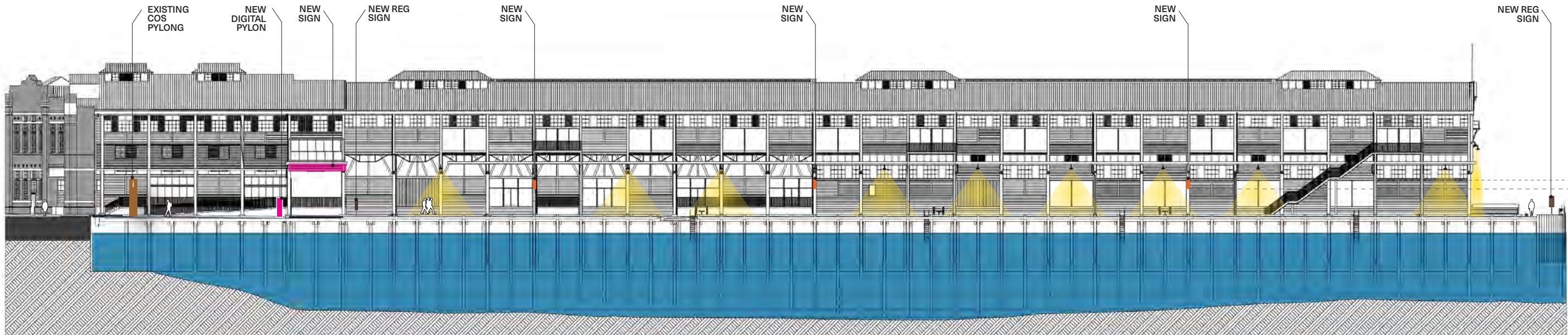


FIGURE 21 PIER 2/3 EAST ELEVATION

PIER 2/3 WEST ELEVATION

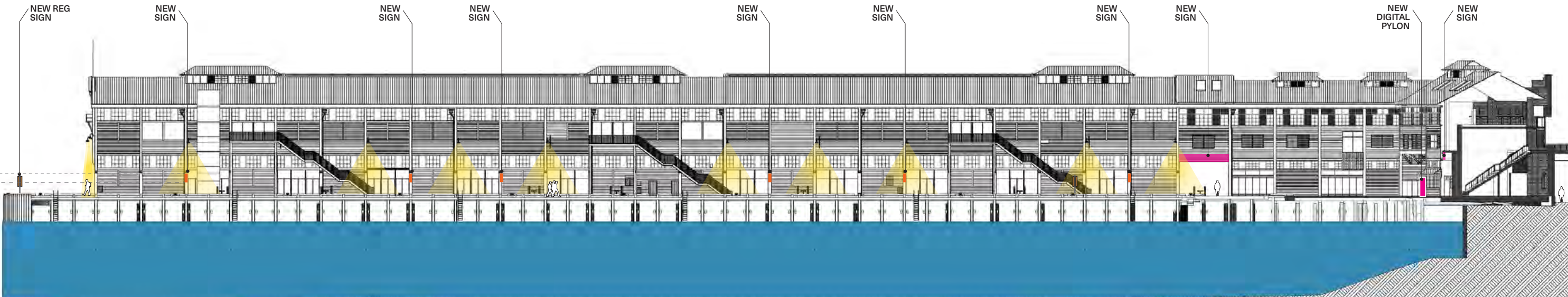


FIGURE 22 PIER 2/3 WEST ELEVATION

WHARF 4/5 EAST ELEVATION

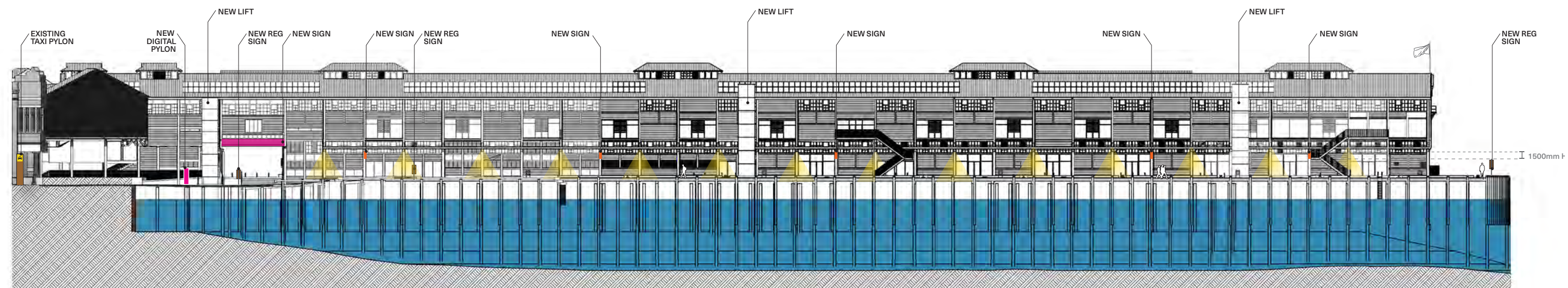


FIGURE 23 WHARF 4/5 EAST ELEVATION

WHARF 4/5 WEST ELEVATION

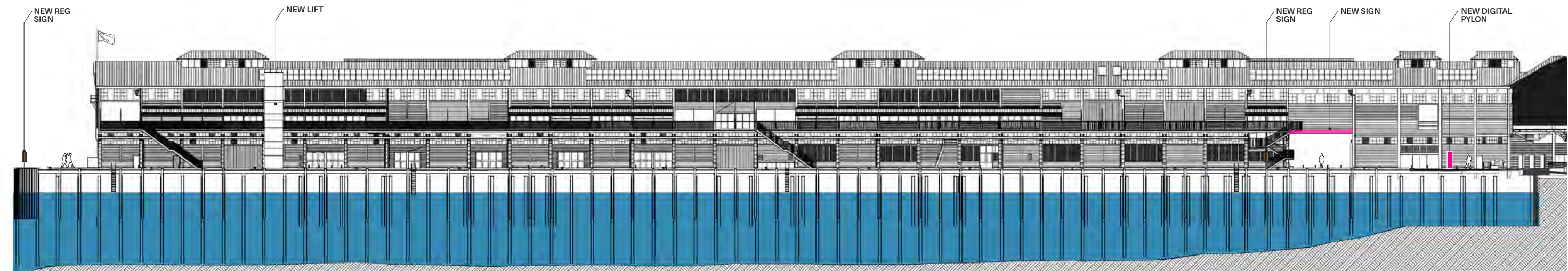
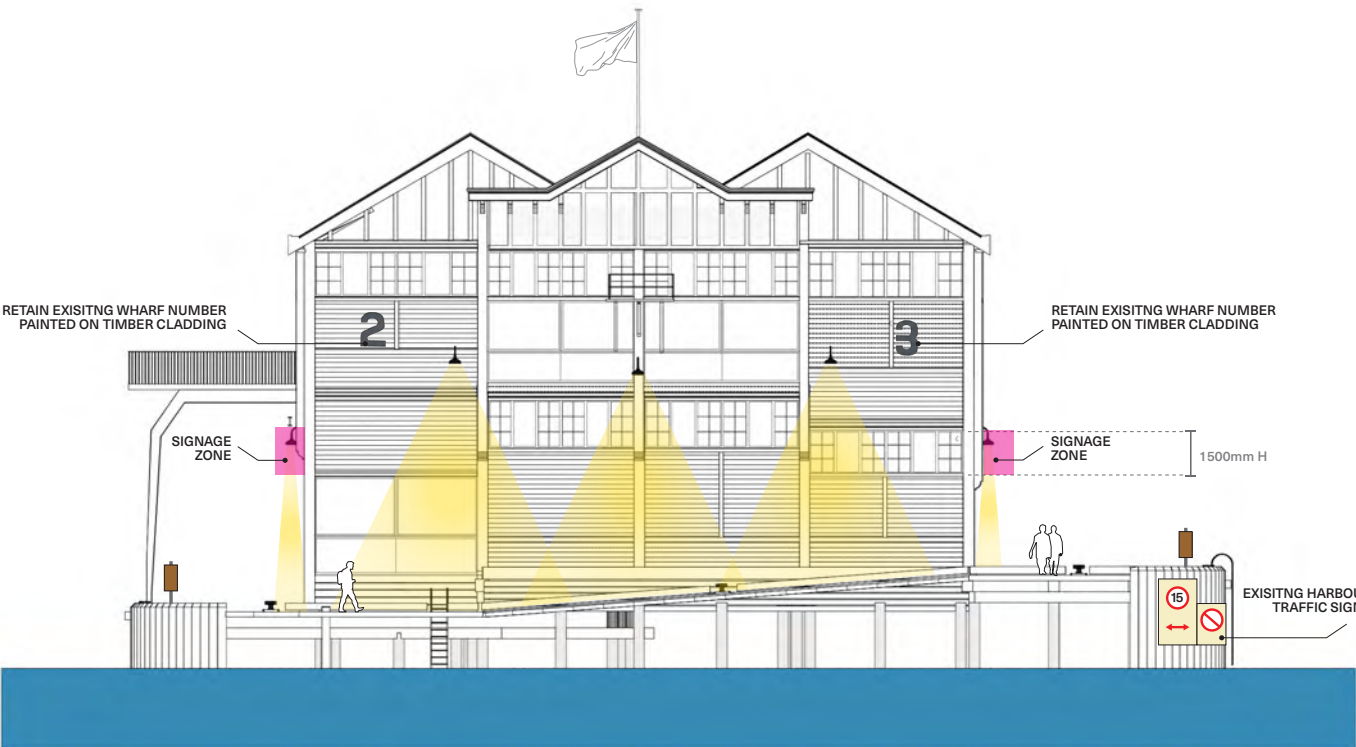


FIGURE 24 WHARF 4/5 WEST ELEVATION

PIER 2/3 NORTH ELEVATION



PIER 2/3 INDICATIVE SIGNAGE LOCATIONS

FIGURE 25 PIER 2/3 SIGNAGE LOCATIONS, EAST APRON

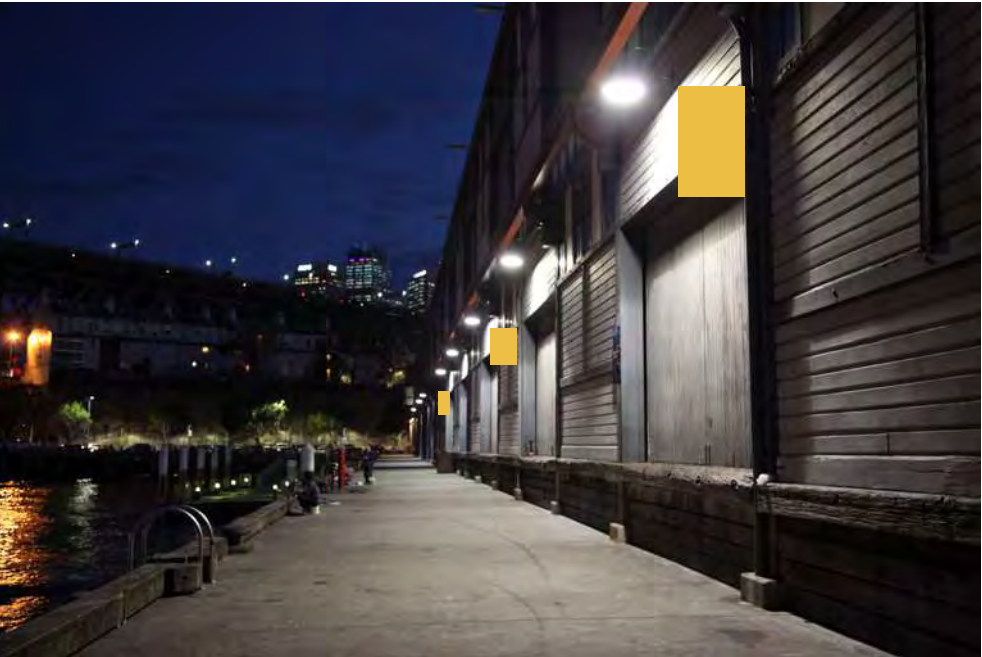
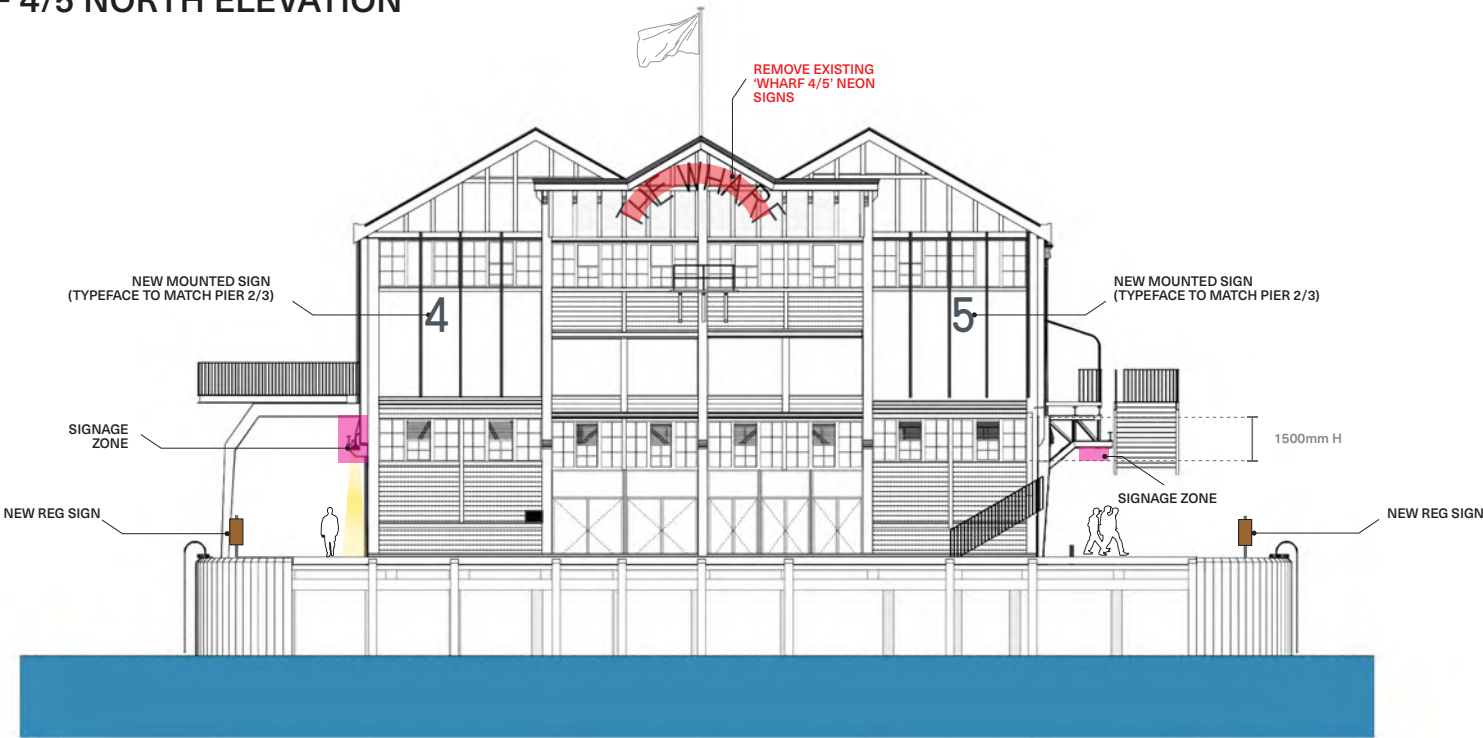


FIGURE 26 PIER 2/3 SIGNAGE LOCATIONS, WEST APRON



WHARF 4/5 NORTH ELEVATION



5.4 Internal signage

All internal signage is to be upgraded to be consistent with the overall palette of external signage, branding, typography, colours and materials. Signage systems to work with existing heritage overlay of remnant signs and markings within the wharfs.

Key internal signage items to be signed include tenancy entries, venues, door entries, tenancy directories, stair and lift access points, services, utility rooms and toilets.

5.5 Existing signage and interpretive displays

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 titled '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 and in poor condition. New technologies such as digital projection, augmented reality apps, podcasts and wayfinding apps could provide new opportunities for story telling and historical interpretation.

There is also new opportunity to interpret the significant indigenous history of the site, Tar-ra, Tulowolldalah, Coodye, and Werran. Where possible dual naming should be used on all signage.

ACTION 17

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.

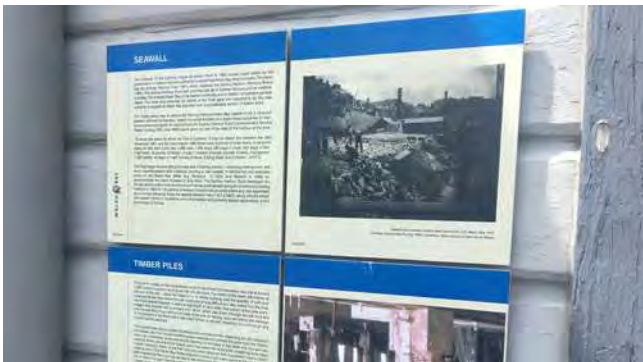
- 1 Hand painted signage, column Pier 2/3.
- 2 Hand painted signage, column Pier 2/3.
- 3 Hand painted signage in truss space, Pier 2/3.



- 4 Major interpretive panels, display and map in Pier 2/3 lobby link 'On the Waterfront'.
- 5 Found archeological artefacts from the site displayed in wall.
- 6 Detail of map panels.
- 7 Detail of photographs included in the panels.



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



6 STATUTORY SIGNAGE

6.1 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.

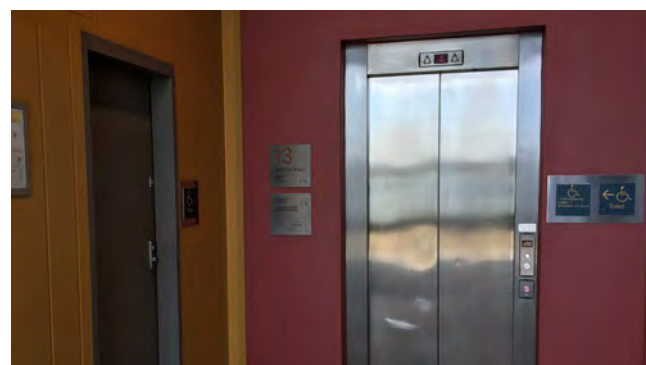
- Places used by the public should be accessible at the entrance and inside
- Facilities in these places should also be accessible (wheelchair accessible toilets, lift buttons within reach, tactile and audible lift signals for people with vision impairments)

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.

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

ACTION 18

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.

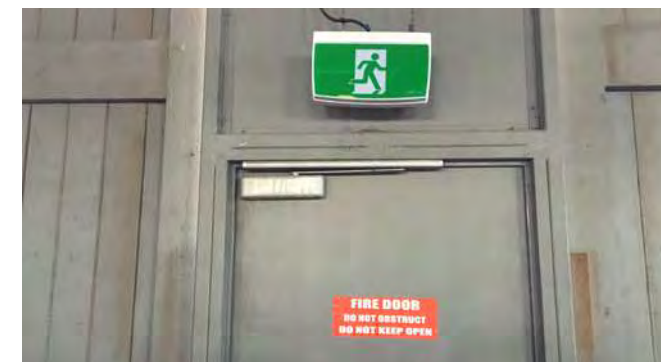
6.2 Fire and Egress

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 comply with current BCA standards and are weathered, in poor quality materials and finishes and located in inappropriate locations.

ACTION 19

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 made in suitable materials 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.

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












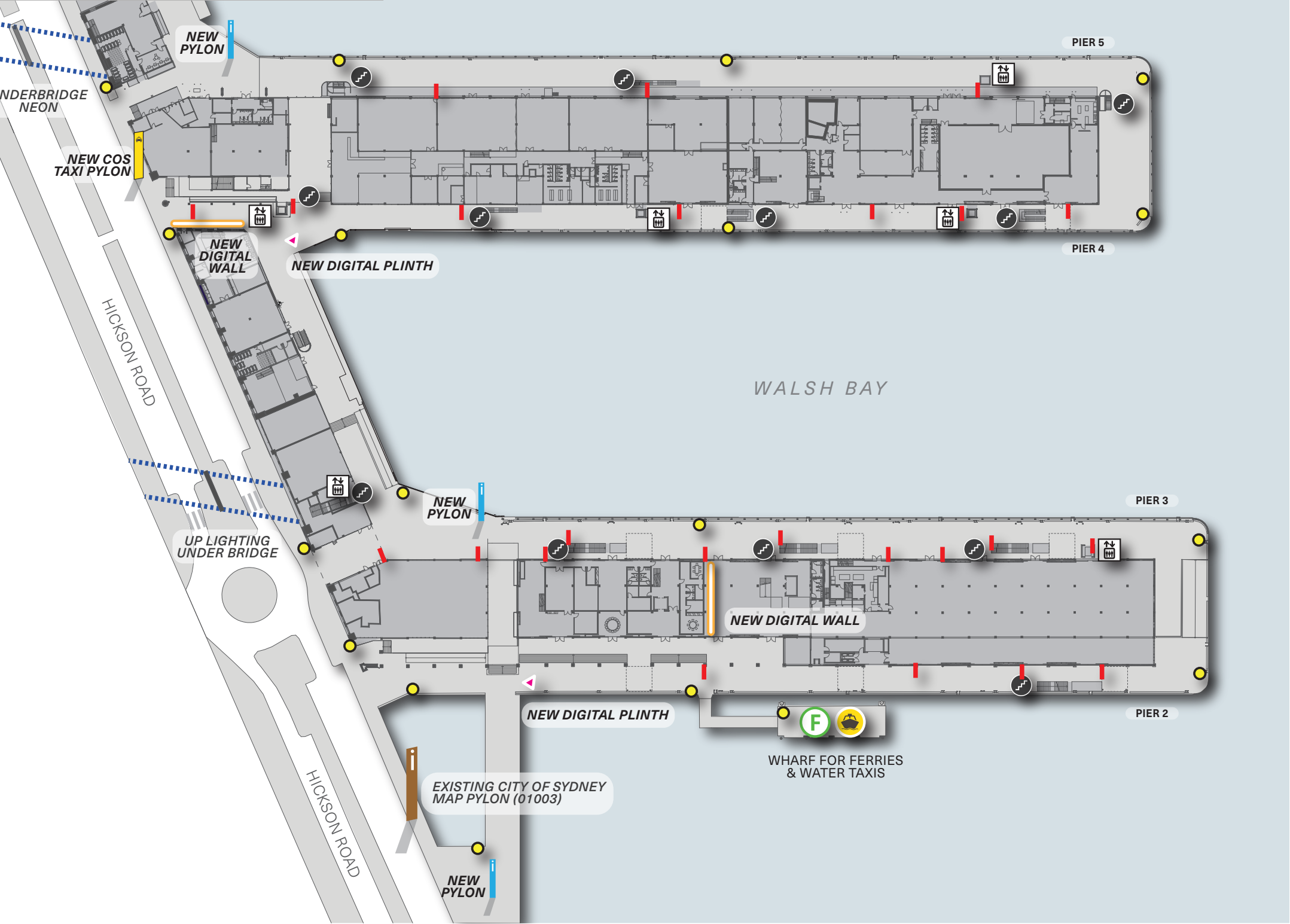
KEY	
	Existing Ferry Wharf
	Stairs
	Lift
	Water Taxi Stop
	City of Sydney Pylon Sign
	New WBACP Pylon
	New Taxi Pylon Sign
	Signage location
	Regulatory Signs

FIGURE 27 STATUTORY SIGNAGE LOCATIONS



EXISTING REGULATION SIGNAGE TO BE REMOVED & UPDATED

- 9

Grouped regulatory signage (stainless steel).
- 10

'This is a smoke free building' sign (metal).
- 11

'No smoking' sign for restaurants (plastic).
- 12

'No smoking in this area' 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

'Vertical Drop' Warning sign, interior of Pier 2/3.

FIGURE 28 CITY OF SYDNEY PUBLIC DOMAIN SIGN SYSTEM

6.3 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 regulatory signage. These signage locations may also included other state or federal regulations relating to the Inclosed Lands Act 1901, Roads and Maritime, Transport for NSW, Sydney Ferries and any other agencies that are responsible for the WBACP public domain or have access to the foreshore and wharfs.

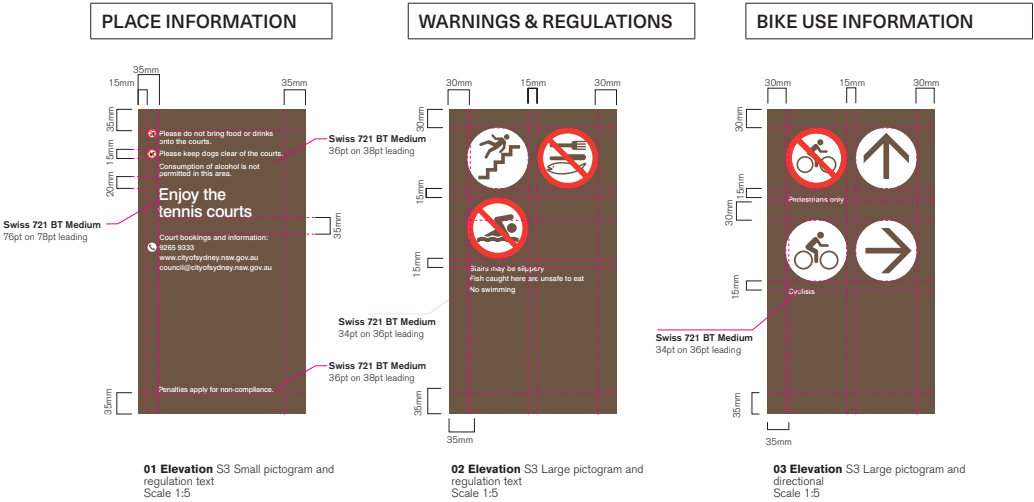
ACTION 20
Statutory signage to be implemented using the City of Sydney standard public space and parks system.

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

- CCTV in use
- Use Bins Provided
- No Smoking
- No Littering
- 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:

- Water safety
- Safety equipment
- Boat access
- Vertical drops
- Wharf edges
- Electrical services
- Site hazards
- Life buoys
- Vehicle use



EXISTING VEHICULAR SIGNAGE TO BE REMOVED & UPDATED

- 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

5 km/h speed limit sign on wharf apron and No Parking tow away notice.
- 8

Laminated plastic sign on Bangarra studio access doors.

6.4 Vehicular Signage

Statutory signage for on site vehicle movements and loading zones is to be upgraded to be provided clarity and consistency across the site. It will 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 also to be investigated for better articulation of pedestrian, cycling and vehicle zones.Vehicle related messaging is to include:

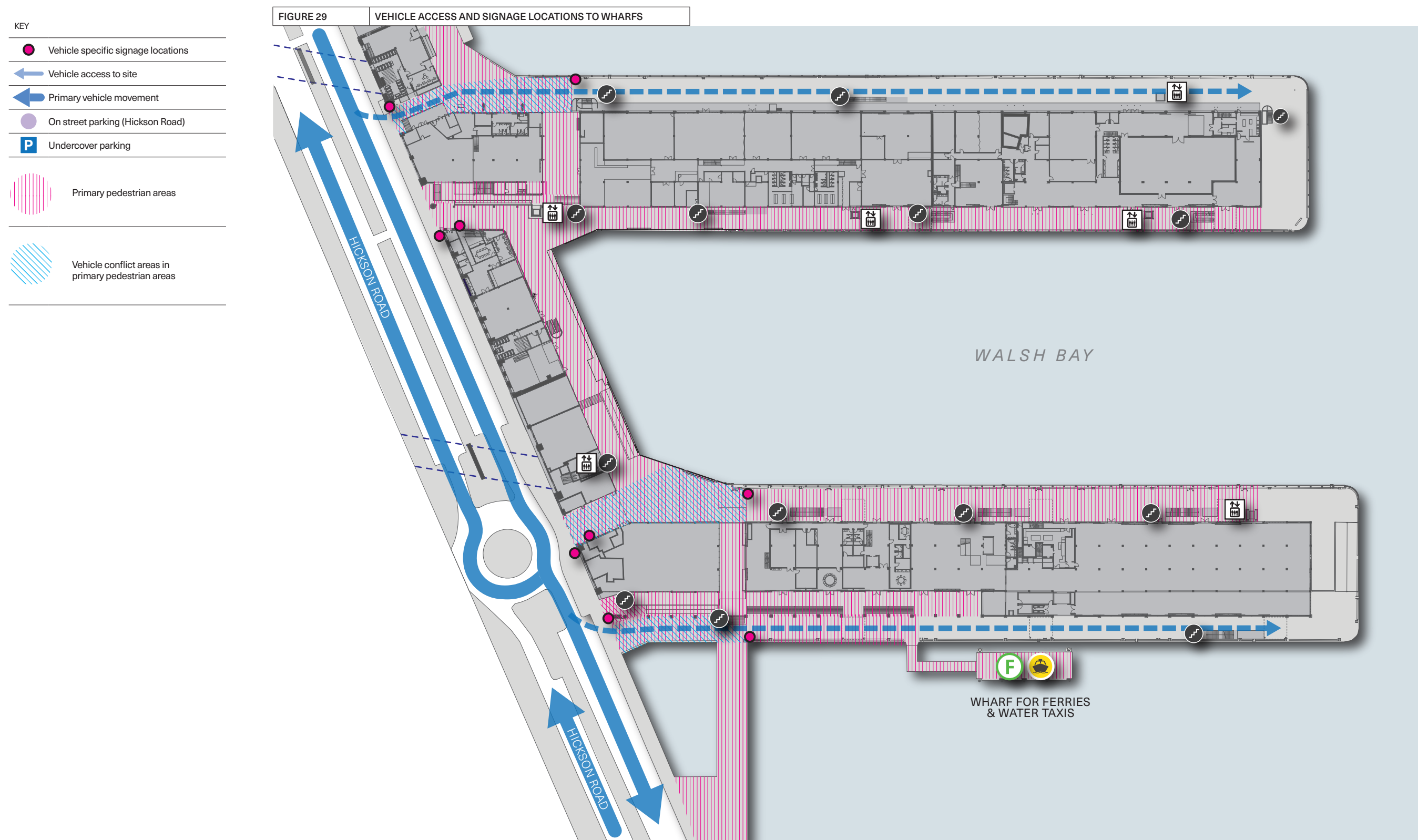
- Speed limits
- Vehicle entries
- Parking area restrictions
- Tow away notices
- Load limits on wharfs
- Shared zone indicators
- Shared cycle paths

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.



VEHICLE ACCESS TO WHARFS



6 CONCLUSION & RECOMMENDATIONS

Signage and wayfinding will be integral to the creation of a vibrant arts and cultural precinct at Walsh Bay. The strategies proposed in this report present a basis from which further discussion can be held with key stakeholders including City of Sydney and the NSW Heritage Council.

The use of Legible Sydney wayfinding elements to guide visitors to the site will integrate with the wider city. The proposed palette of signage within the precinct will further assist in orientation within the site and to individual venues.

It is proposed that the Walsh Bay Arts and Cultural Precinct Wayfinding and Signage Strategy be finalised in consultation with stakeholders to produce a 'Wayfinding and Signage Plan' for the site that includes:

- Use of Legible Sydney wayfinding systems to guide visitors to the site.
- Final details for site identification signage, including:
 - Viaduct signage
 - Wharf/ Pier identification signage
 - Tenancy signage along the piers
 - Digital awning signage, pylons and digital walls that include wayfinding and 'what's on' information

The final Wayfinding and Signage Plan will be developed in conjunction with the site Interpretation Plan and the detailed design of the precinct. The Wayfinding and Signage Plan will account for the following actions:

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 precicnt, 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 proposd 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.



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