

**NORTH SYDNEY
PUBLIC ART TRAIL
Masterplan**



October 2017



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PART ONE

REVIEW

BACKGROUND

The North Sydney Public Art Trail (NSPAT) has been initiated by North Sydney Council (NSC) as part of their vision to shape a progressive, vibrant and diverse North Sydney community.

NSC is currently revising its Public Art Guide publication (2012) which includes both Council-created public art and privately commissioned artwork. In 2012 Council renamed Mount Street Plaza, Brett Whiteley Place and a new design was implemented for this central urban space. Council intention is that public art will play an important role in the plaza.

The NSPAT is intended to be a subset of the public art experience throughout the LGA, as a more intense experience, achieved in a comfortable walk with opportunities for rest and refreshment. A draft trail map with 14 locations was originally proposed by NSC with the understanding that the project had significant gaps and required a professional review and recommendations.

Creative Road Art Projects was engaged to offer expertise in reviewing the NSPAT, recognising the different integrated layers and requirements of the project; heritage interpretation, placemaking, wayfinding, cultural development, cultural tourism and economic development.

North Sydney:

Progressive, Vibrant, Diverse

The North Sydney Local Government Area is located on the northern side of Sydney Harbour, it is both urban and green in character, comprising two Central Business Districts, smaller suburban centres, residential areas, parks and open spaces as well as harbour frontage.

The North Sydney Centre, the location for the NSPAT, is Sydney's second largest central business district, home to a diverse range of commercial activities, including service, property, communications and financial organisations. It is also home to a rapidly expanding residential population.

Forecasts predict that by 2017 there will be over 70,000 people living in the North Sydney local government area, including over 7,000 residents in the CBD. In addition, there are over 17,000 students and 66,000 workers in the local area. These figures will be boosted by the arrival of approximately 3,000 workers at 177 Pacific Highway, which was completed in 2016. People of all ages are attracted to North Sydney for its stunning harbour setting, its proximity to employment and entertainment options and its variety of open spaces, all of which are accessible via a comprehensive public transport system of trains, buses and ferries.

Policy Framework

Relevant statutory and planning requirements to this engagement are:

- North Sydney Planning Controls: Development Control Plan 2002 (DCP 2002)
- Relevant accessibility standards
- Relevant Australian Building and Construction Standards
- North Sydney Public Domain Manual
- North Sydney Centre - Public Domain Strategy
- North Sydney Public Art Policy

Public Art Policy Context

NSC's Public Art Policy aims to foster the creation of high quality public art in North Sydney, ensuring a commitment to excellence, innovation and diversity, enhancing and enriching the visual appearance, sense of civic identity and liveability of North Sydney and its environs. It is designed to promote, emphasise and complement the desirable aspects, intrinsically unique qualities and ambient sense of place of North Sydney's public spaces. The policy encourages the inclusion of art and artists as a valuable and implicit part of North Sydney's civic planning, design and development processes, and those of its commercial and business sector.

NSC have commissioned a number of public artworks in the past and they form the basis for a continuing but more sophisticated approach to developing public art for the CBD.

Public art, not why, but how: the changing context of public support

Local government is at the forefront of public art in Australia and has been so for two decades. Understandably, its practice has developed and matured over that time, where now some of the most impressive public art is commissioned by local councils.

Most councils now have public art policies and public art is recognized as a critical placemaking tool in urban design. No longer confined to a simplistic social development and community arts agenda, public art has rightfully become recognized for its significant contribution in areas such as urban design, tourism, heritage and in economic development.

This is in line with a sweeping change of attitude across Australia towards the importance of high quality public art. It sits firmly within arts and cultural policy frameworks at all levels of government.

Objectives

This Masterplan aims to provide an overview of NSPAT existing and future elements. The aim is to develop a high quality public art trail for North Sydney, one which is distinct from other places in Australia and which celebrates the diversity and uniqueness of the locality.

Key objectives for the trail include:

1. The creation of a nationally recognised cultural attraction
2. A multi-layered trail experience - incorporating art, architecture, gardens and views
3. Activation of Milsons Point Foreshore, Brett Whiteley Place and the Education Precinct



APPROACH

Informed by research and consultation this report reviews existing trail elements and provides a rationale for additional elements for the project's future development. It recommends a range of initiatives, with a focus on strategies which are practical and achievable within a five year period.

The review has been guided by:

1. Cultural tourism objectives;
2. Prioritising and revitalising the CBD's urban spaces;
3. A requirement for permanent and temporary public art;
4. A need to visually link all elements of the trail; and
5. Successful public art trail benchmarks

Our approach in reviewing the NSPAT is best described by the application of the following principles:

Innovative

A successful art trail is really a placemaking strategy that excites and inspires people through forward thinking and using innovative ideas from around the world.

Value Adding

Recommendations are designed to add value to design, architecture, placemaking and wayfinding. Not art for arts sake but art for all people. It will value add to capital works programmes, cultural planning strategies, tourism and economic development objectives.

Integrated

The integration of public art into existing plans of management and strategic programmes, focussing on ideas for streets, parks, buildings, infrastructure, capital works and environmental programs, architecture, amenity and sense of place.

Diverse

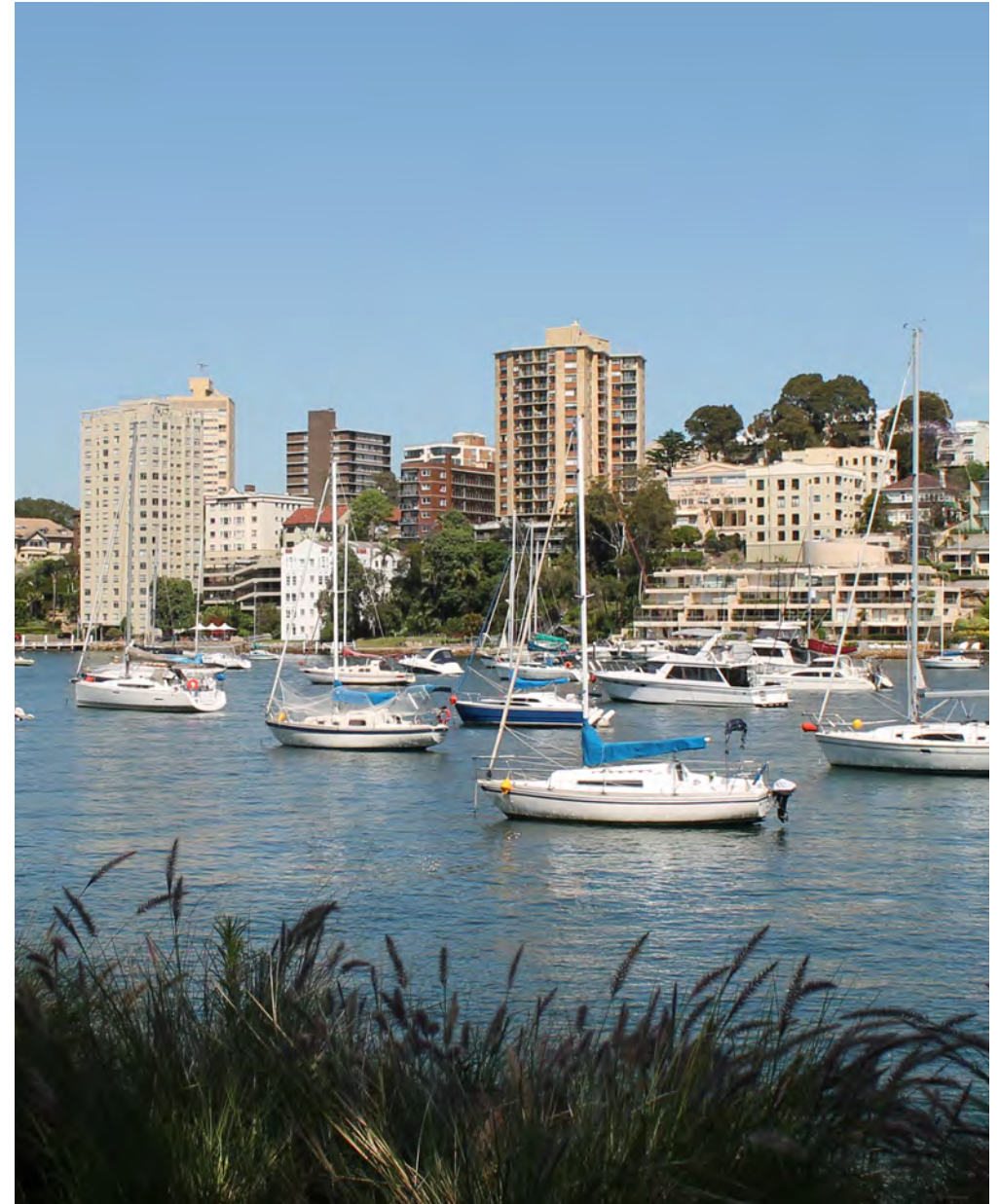
Sourcing the right art for its audience and context. The mix of art ideas ranges from the temporary to the permanent, the bold, the subtle, the designed and the finely crafted. Our recommendations expand the range of interfaces between art and the wider community.

Consultative

The success of the project should be based on thorough stakeholder engagement, providing the community with a strong sense of ownership and excitement around its implementation.

Identity Enhancing

A successful art trail should enhance identity and sense of place. The stories, histories and future development of North Sydney will inform the development of artistic concepts which resonate with the area's cultural identity.



SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">■ Iconic destination, rich in history■ Nationally recognised artists (past/present residents of North Sydney)■ Compact area with artworks relatively close together■ Central & harbour side location■ Accessibility from external areas (public transport)■ Future Development (residential & commercial)	<ul style="list-style-type: none">■ Number of public artworks■ Lack of contemporary/high profile artworks■ Accessibility/mobility issues in some areas of the trail■ Complimentary landscape treatment for existing artworks■ Council public artwork procurement process requires updating to meet industry standards
<ul style="list-style-type: none">■ Temporary art to activate CBD■ Partnering with business to deliver budgets and commissioned artworks■ Integrated and new media artworks■ Partnership with State Rail■ Increasing cultural tourism	<ul style="list-style-type: none">■ Conservation/maintenance of existing artworks■ Funds allocation for proposed artworks■ Partial take up of recommended trail components■ Competing interests for tourist time
OPPORTUNITIES	THREATS

TRAIL MAP

Art Trail Walking Times

The North Sydney Public Art Trail has been configured in an approximate loop. The overall trail comprises a length of approximately 4km.

Given the undulating nature of the North Sydney location it is expected that the overall trail would be completed between 2.5 to 3.5 hours allowing for stops of varying lengths at each of the sites. The layout of the trail readily permits walking just a short section or completing one of the smaller loops contained in the whole.

All Abilities Access

North Sydney's local topography provides some challenges to all ability access. While the trail cannot be completed in an entire loop, due to a large flight of stairs between sites 4 and 5, the layout does permit for access to all existing and proposed art sites using alternative entry points.

While the sites are numbered there is no need to undertake the walk in a specific numerical order. The proposed artwork site located in Wheeler Lane (Site 11) will require the construction of a new pedestrian/pram crossing to replace an existing up-stand kerb that makes some forms of all ability access difficult.



PART TWO

TRAIL SITES

EXISTING ARTWORK

LOCATION

Site # 1: Luna Park Entrance Face

EXISTING ART ELEMENT

Milsons Point to Lavender Bay Promenade

DESCRIPTION

Entrance face to Luna Park where patrons are required to enter through the mouth. The face is flanked on each side by Art Deco towers modelled on the Empire State Building.

The Luna Park Face was originally based on existing designs at Luna Park Melbourne and Steeplechase Park in the United States. There have been eight distinct faces since the original was installed in 1935. The current face completed in 1994 is based on Arthur Barton's 1950 'Old King Cole' version.

LANDSCAPE TREATMENT

Building facade with appropriate and maintained pavement area on foreground. No landscape treatment is required.

STAGING PRIORITY

Existing



ARCHITECTURAL SITE

LOCATION

Site # 2: Coney Island

Milson's Point to Lavender Bay Promenade

1 Olympic Drive, Milsons Point

EXISTING ART ELEMENT

Coney island facade treatment with strong Art-Deco design influences.

DESCRIPTION

First constructed in 1935, Coney Island - Funnyland is the only operating example of a 1930s funhouse left in the world. It is a large single-cell double-storey height utilitarian structure ingeniously decorated as Moorish Extravaganza. Entrance façade dominated by elaborate twin pylons with ensemble of arches and signs. Dominated by large Russian 'Onion' Dome at southern end. Assertive Pseudo-Moorish theme continues on West (harbour) façade and part of south, with minarets, grilles etc.

LANDSCAPE TREATMENT

No landscape required. Existing boardwalk.

STAGING PRIORITY

Existing



EXISTING ARTWORKS

LOCATION

Site # 3: Comic Walk

Peter Kingston Walkway, Lavender Bay

EXISTING ART ELEMENT

Series of small scale sculptures located in garden beds adjacent to the promenade walk. While the sculpture designs are by various artists, they have been made by long time Lavender Bay resident Peter Kingston.

DESCRIPTION

Drawing on Australia's golden age of comic strips, miniature sculptures of popular comic characters such as Blinky Bill, Splodge and the Magic Pudding are placed along the foreshore walk to be discovered by visitors. The Michael Leunig artwork, *A Cup of Tea* is homage to victims of the Ghost Train Fire at Luna Park in 1979.

NOTES & IDEAS

A detailed review of all comic walk sculptures should be undertaken in consultation with the artist to determine which artworks require conservation or replacement.

LANDSCAPE TREATMENT

Due to overgrown branches and leaves, some sculptures are partially hidden. Greater periodic landscape maintenance is required to ensure the sculptures and identifying text are fully visible.

STAGING PRIORITY

Existing



EXISTING ARTWORKS

LOCATION

Site # 4: Clark Park Sculptures

Wendy Whiteley's Secret Garden adjacent to Railcorp Land

EXISTING ART ELEMENT

A collection of formal sculptures set within the SW corner of Clark Park. Immediately adjacent is the Secret Garden of Wendy Whiteley, located on land that is leased from Railcorp. The gardens although private, are open to the public and make a substantial contribution to the overall Clark Park aesthetic. In addition to the formal sculptures many pieces of found objects are displayed or incorporated into the garden design.

DESCRIPTION

Tucked away in the western corner of Clark Park are the Clark Park Sculptures, including a marble sculpture by du Bourg, installed in 1981, a bronze teapot entitled 'A Nite to Remember' by Edward Randall Moss and cast by Peter Kingston, 1987, and a bronze sculpture entitled 'Head' by Joe Allenberg, 1974.

LANDSCAPE TREATMENT

Existing landscape treatment in place for Clark Park and the adjacent Wendy Whiteley Secret Garden locations. No further landscape works required.

STAGING PRIORITY

Existing



ARCHITECTURAL SITE

LOCATION

Site # 5: Royal Art Society

25/27 Walker Street, Lavender Bay

EXISTING ART ELEMENT

The site of the Royal Art Society of NSW was established in 1880. The site is home to the Royal Art Society of NSW and continues to serve its members and operate as a gallery space.

DESCRIPTION

The Royal Art Society of NSW building has played an important role in the promotion and development of artists within NSW.

LANDSCAPE TREATMENT

No landscape work required. Existing streetscape setting.

STAGING PRIORITY

Existing



PROPOSED ARTWORK

LOCATION	Site # 6: Saint Peter's Park Saint Peter's Park (small urban park linking Mackenzie Street to Miller Street) - forms part of Miller Street.
PROPOSED ART ELEMENT	Potential site for new public artwork in a landscape setting. Location would capture visitation/experience by commuters from North Sydney Train Station and Blue Street bus stops walking south.
NOTIONAL BUDGET	\$100,000 - \$120,000
DESCRIPTION	Small reserve/green space connecting MacKenzie Street to Miller Street provides significant opportunity for a new artwork. The site has significant vegetation, but is looking tired and dated.
NOTES & IDEAS	Opportunity exists for an overall upgrade of the landscape treatment associated with the placement of a public art element. Possibility of integrated art/street furniture as a rest spot for commuters and trail walkers.
LANDSCAPE TREATMENT	Remodelling of the overall reserve to provide an appropriate urban landscape setting for proposed public art elements and seating/rest areas.
RECOMMENDATIONS	Artwork attribution/trail signage required.
STAGING PRIORITY	Medium Term (2017-18)



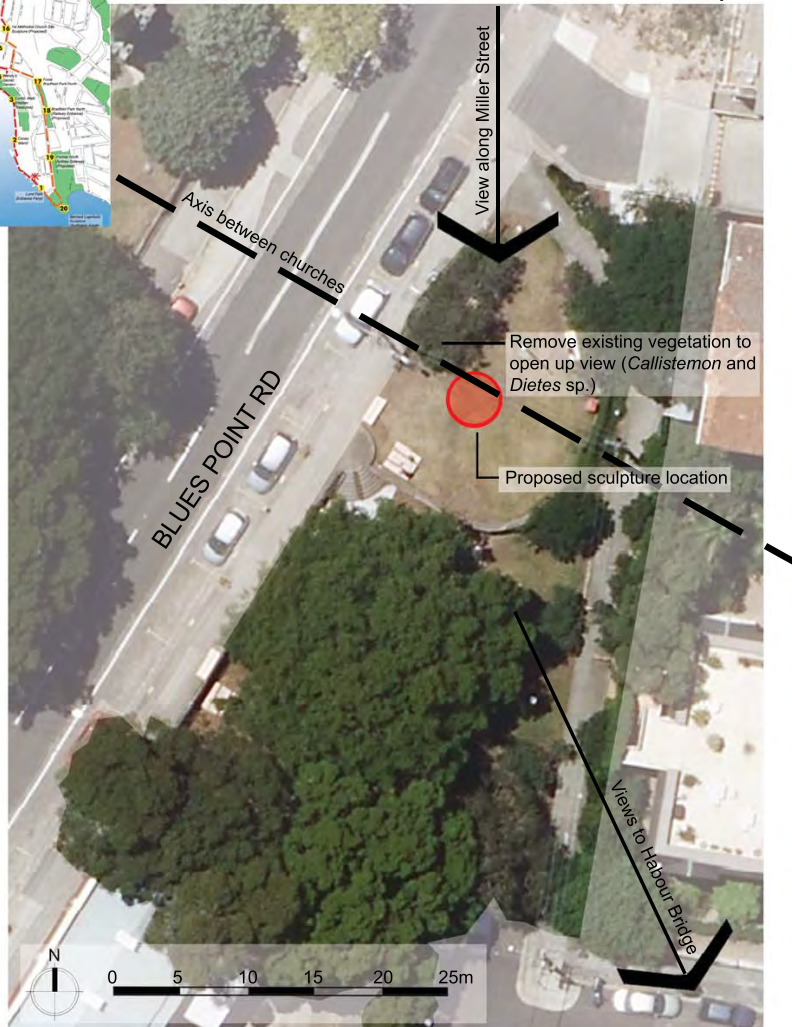
SITE ELEVATION & PLAN

Site 6. Saint Peter's Park 209 Blues Point Road, North Sydney.

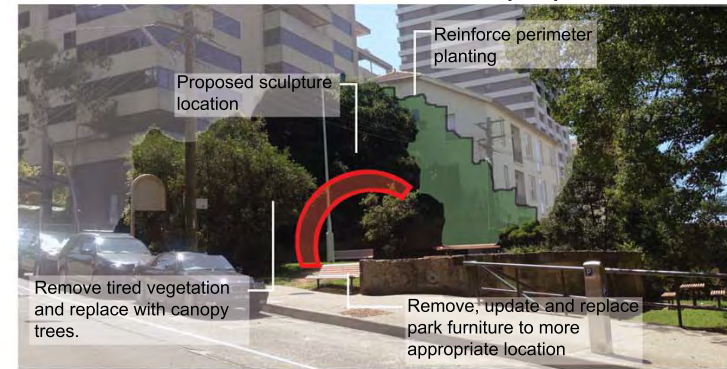
Indicative trail location



Indicative site plan



Indicative perspective / location



Description

- The location is a highly visible green space on the commuter walk between North Sydney Train Station and Blues Point Rd.
- Significant vegetation on the lower level of the reserve, but tired and dated vegetation and design elements on the upper level.

Proposed Element and Theme

- Potential site for contemporary sculpture piece in a landscape setting.
- Location would capture commuter visitation and office lunch time crowd.
- Site sculpture on intersection of axis ie Miller Street and design axis between churches.
- Indicative envelope 3m x 3m x 6m high.

Landscape Treatment

- Opportunity for overall upgrade of reserve in line with placement of proposed sculpture.
- Possibility of integrated art/street furniture as a rest spot for commuters and office workers.
- Remove existing vegetation (*Callistemon* and *Dietes* sp.). Replace with other vegetation if preferred (open canopy and clear understorey views).
- Remove, update and replace park furniture in appropriate locations.
- Manage perimeter planting to retain views, sightlines and design axis.

EXISTING ARTWORK

LOCATION

Site # 7: *Angles of Incidence* - Warren Langley + Julia Davis

60 Miller St, North Sydney at intersection with Mount Street

EXISTING ART ELEMENT

Commissioned in 2016 by North Sydney Council as a key element of the NSPAT.

DESCRIPTION

Based upon the shape of a quartz grain from the sandstone beneath, the artwork reflects its surroundings in a unique and forever changing manner. By continuously reflecting its changing surrounds the artwork becomes an active participant in the landscape. Both an interactive and integrated artwork. It marks the area as a key urban intersection within the CBD.

LANDSCAPE TREATMENT

Existing landscape treatment in place with no further landscape works required.

STAGING PRIORITY

Existing



EXISTING ARTWORKS

LOCATION

Site # 8: Lines of Communication - Hany Armanious & Lissadell - Freddie Timms

Forecourt (ceiling) and foyer artworks
40 Mount Street, North Sydney

EXISTING ART ELEMENT

Freddie Timms painting - *Lissadell* is applied to the ceiling of the forecourt / building overhang. A second sculpture - *Lines of Communication* by artists Hany Armanious and Mary Teague is displayed in the Mount Street foyer.

DESCRIPTION

The ceiling of the building forecourt displays one of the largest aboriginal paintings ever completed. It is a depiction of Lissadell Station where artist Freddie Timms spent much of his early life growing up and as a stockman. The second art element, a collaboration by artists, Hany Armanious and Mary Teague references the sites former use as the North Sydney telephone exchange.

LANDSCAPE TREATMENT

No landscape treatment required.

STAGING PRIORITY

Existing



EXISTING ARTWORK

LOCATION

Site # 9: Mary MacKillop Place Statue

7/11 Mount Street, North Sydney

EXISTING ART ELEMENT

Formal religious sculpture, bronze cast of Sister Mary MacKillop located in the garden forecourt of Mary MacKillop Place.

DESCRIPTION

Bronze formal sculpture by artist, Judith Rolevink. Located in the forecourt of the Mary MacKillop Chapel, it was unveiled on 17 October 2011.

LANDSCAPE TREATMENT

Periodic landscape maintenance by the building owners to ensure the sculpture and identifying text are fully visible.

STAGING PRIORITY

Existing



ARCHITECTURAL SITE

LOCATION

Site # 10: Australian Catholic University

The Chapel, Australian Catholic University - 40 Edward Street, North Sydney

EXISTING ART ELEMENT

Designed reflective space inclusive of baptismal font, seating, landscape and planting.

DESCRIPTION

Enclosed forecourt entry to campus chapel and nearby sculptures in lawns fronting Edward Street. Works include those by Terrance Plowright and Linda Klarfield.

LANDSCAPE TREATMENT

No landscape treatment is required.

STAGING PRIORITY

Existing



EXISTING ARTWORK

LOCATION

Site # 11: Mutidjula: Wanambi (The Serpent) - Lawrence Beck

Cnr Pacific Hwy & Berry Streets

EXISTING ART ELEMENT

Large scale concrete sculptures sit within the building perimeter landscape, representing a Pitjantjantjara theology.

DESCRIPTION

Echoing the massive forms that dominate the North Sydney CBD are sculptures by Lawrence Beck, cast in concrete, relieved by swirling shapes scooped powerfully from the concrete block.

LANDSCAPE TREATMENT

Periodic landscape maintenance by the building owners to ensure the sculptures and identifying text are fully visible.

STAGING PRIORITY

Existing



EXISTING ARTWORK

LOCATION

Site # 12: Robert Woodward Fountains

Mount Street, North Sydney

EXISTING ART ELEMENT

This public space was redesigned in 2016 by North Sydney Council and the artwork relocated and refurbished in consultation with the Woodward family.

DESCRIPTION

A series of bronze sculptures with water flowing over three tiers of landscape, allows the passer-by to experience a sense of rest and relaxation in the built up environment of the CBD. The sculptures were installed in Mount Street Plaza in 1982-3.

LANDSCAPE TREATMENT

Existing landscape treatment in place with no further landscape works required.

STAGING PRIORITY

Existing



PROPOSED ARTWORKS

LOCATION	Site # 13: Brett Whiteley Place - Stage 2 Mount Street, North Sydney
PROPOSED ART ELEMENT	A temporary two dimensional artwork to be installed on the MLC building's awning (underside) inspired by the artwork of Brett Whiteley.
NOTIONAL BUDGET	\$120,000
DESCRIPTION	The addition of a temporary Brett Whiteley inspired artwork is proposed to provide a visual reference to the late artist and celebrate his special connection to North Sydney.
NOTES & IDEAS	Significant landscape works were completed in Brett Whiteley Place (Stage 1) in 2015/16. The Whiteley family will be consulted in marking the site with a work by or inspired by Brett Whiteley.
LANDSCAPE TREATMENT	Existing landscape treatment in place with no further landscape works required.
RECOMMENDATIONS	Temporary artwork attribution/trail signage installed near the artwork site.
STAGING PRIORITY	Long Term (2018-19 years).



EXISTING ARTWORK

LOCATION

Site # 14: *Missing Corners* by Daniel Templeman

Cnr Blue Street and Pacific Highway, North Sydney

EXISTING ART ELEMENT

Entrance artwork element as gateway statement to North Sydney CBD area from Cahill Expressway.

DESCRIPTION

Commissioned by North Sydney Council in 2016, *Missing Corners* was created in an effort to both reference the Methodist Church that once stood here and to capitalise on the myriad of ways in which viewers approach the site. The form itself makes a visual, yet subtle, connection to the rooftop of the Methodist Church and importantly, works through parallax, that is to say the works appearance changes depending upon where you look at it from

LANDSCAPE TREATMENT

Existing landscape treatment in place with no further landscape works required.

STAGING PRIORITY

Existing



EXISTING ARTWORKS

LOCATION

Site # 15: Foxie - Clary Akon

Alfred Street South, North Sydney

EXISTING ART ELEMENT

Bronze sculpture on the pedestal of drinking fountain.

DESCRIPTION

From a donation of money by Ms Jessie Broomfield, a large scale drinking fountain was built by North Sydney Council in 1953. To many it seemed a logical extension that a canine sculpture should adorn the pedestal to celebrate the "Jessie Broomfield Memorial Dog Drinking Fountain". The bronze sculpture by artist Clary Akon was commissioned in 2006.

LANDSCAPE TREATMENT

No landscape treatment required.

STAGING PRIORITY

Existing



EXISTING ARTWORKS

LOCATION

Site # 16: Harbour Cycles - Richard Byrnes

Cnr Miller and Berry Streets

EXISTING ART ELEMENT

Harbour Cycles was commissioned by North Sydney Council in 2008 and until 2016 it was located on Cnr Miller and Berry Sts. It was moved to accommodate the new North Sydney Metro station. The cast aluminium sculpture reflects the maritime imagery of North Sydney.

DESCRIPTION

The sculpture is a response to the ambition, city landscape and architecture of North Sydney. The component sectors of the circle reference the diverse imagery of the area; portholes, water turbulence, rivets and struts of the Harbour Bridge, maritime machinery, boat hulls, office windows, buoys, flags and architectural construction.

LANDSCAPE TREATMENT

No landscape treatment required.

STAGING PRIORITY

Existing



ARCHITECTURAL SITE

LOCATION	Site # 17: North Sydney Gateway Alfred Street South, Milsons Point
EXISTING ART ELEMENT	Renovation/refurbishment of former gateway structure located on Alfred Street
DESCRIPTION	Historic gateway structure marking entrance to North Sydney. The former gateway structure was refurbished in 2016.
LANDSCAPE TREATMENT	No landscape treatment required.
STAGING PRIORITY	Existing



EXISTING ARTWORK

LOCATION

Site # 18: Australian Angel - Bernard Luginbühl

Olympic Drive Foreshore, Milsons Point

EXISTING ART ELEMENT

Australian Angel is made of discarded steel objects from industry and references its place at the entry to Sydney Harbour.

DESCRIPTION

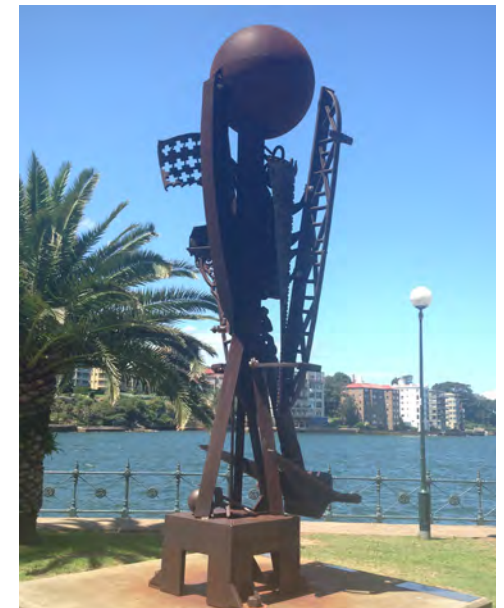
Australian Angel was created specially for a major exhibition of sculpture and graphic art by the Luginbühl family of five artists - sculpted by Bernard Luginbühl. The exhibition was the Swiss cultural contribution to the Sydney 2000 Olympic and Paralympic Games.

LANDSCAPE TREATMENT

Possible extended planter/seating element around artwork to improve amenity and artwork integration into site.

STAGING PRIORITY

Existing



PART THREE

RECOMMENDATIONS

SUMMARY

The following initiatives are recommended to meet the project's objectives:

1. Public Art Commissioning Program delivering new artworks over 5 years
2. Establishment of an ongoing temporary art program
3. Conservation/replacement of some existing artworks on Comic Walk
4. Marketing strategy and plan for implementation
5. Installation of artist attribution/trail signage to aid wayfinding

Recommendations specific to the commissioning of new artworks include:

- Greater diversity in the range of visual art forms now applied to public settings
- Integrating public art into capital works and private developments
- Creative partnerships to facilitate the implementation of public art
- A strategic approach to implementing projects in the short, medium and long term
- Adequate resources dedicated by Council to manage art commissioning and maintenance program



KEY ELEMENTS

Marketing

Attractions



CREATIVE THEMES

The best public art around the world is essentially interpretive. It has the power to make the invisible visible, bringing to life the stories and narratives of places in ways that express local history and help build and bind communities.

The long term success of public art rests on its ability to interpret identity - the flavour and character of its place context and then to creatively to integrate elements into the physicality and form of a site.

The aim should be to create both sophisticated and playful opportunities for engagement and interactivity. Art that invites responses and carry themes which are historic, poetic, emotional and informative, accessible to people of all ages and sensibilities.

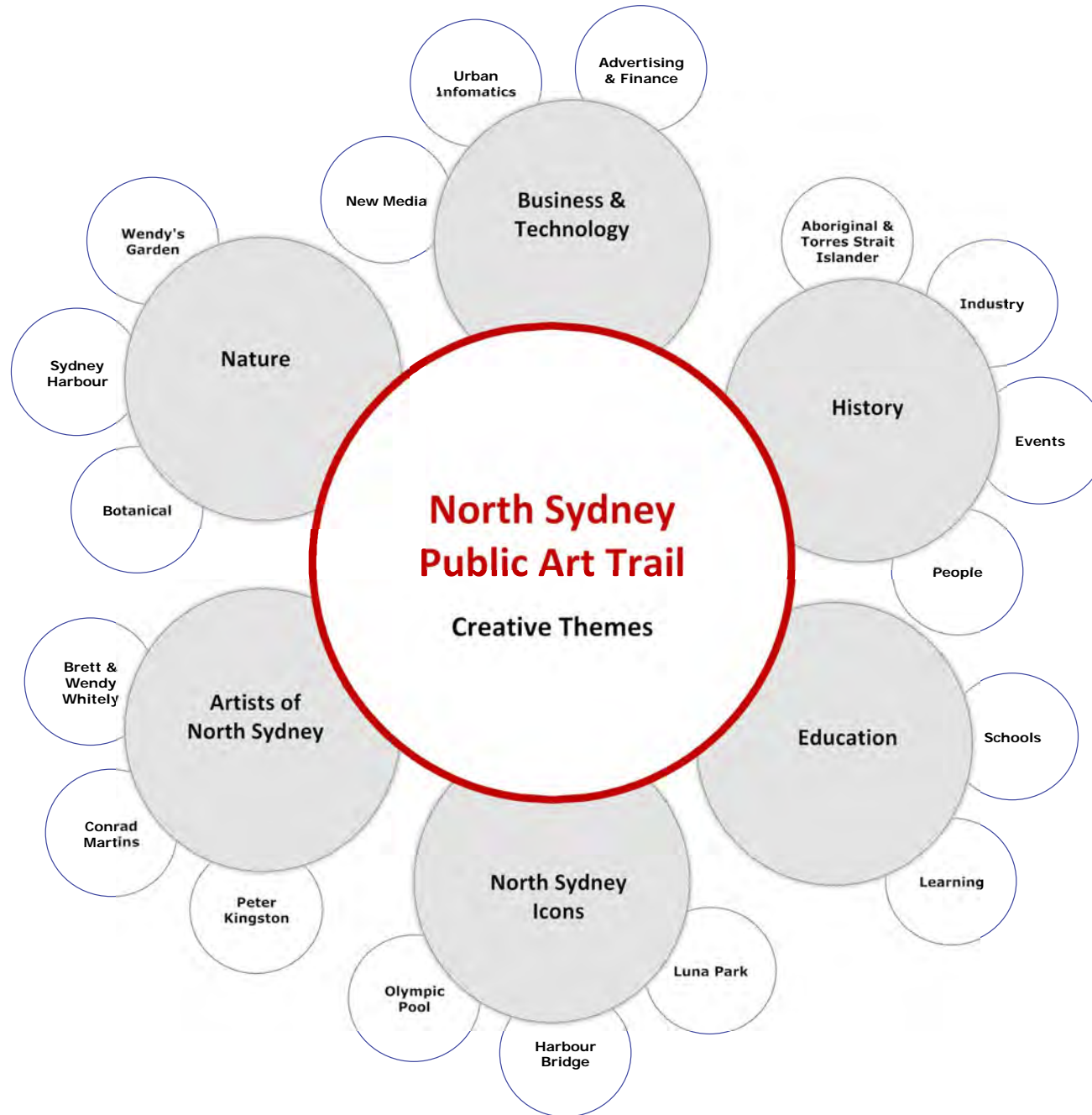
A range of artwork themes have been proposed which celebrate North Sydney's history and future development.

Suggested creative themes provide a starting point for the preparation of artist briefs and a curatorial approach for commissioning public artworks in North Sydney.

Rather than be prescriptive, creative themes should inspire and encourage artists to research and propose their own ideas and concepts.



CREATIVE THEMES



PROPOSED ARTWORKS

New commissioned artworks should be low maintenance, cost effective artistic solutions, designed specifically for their individual contexts and addressing the scale, context and design language of the area.

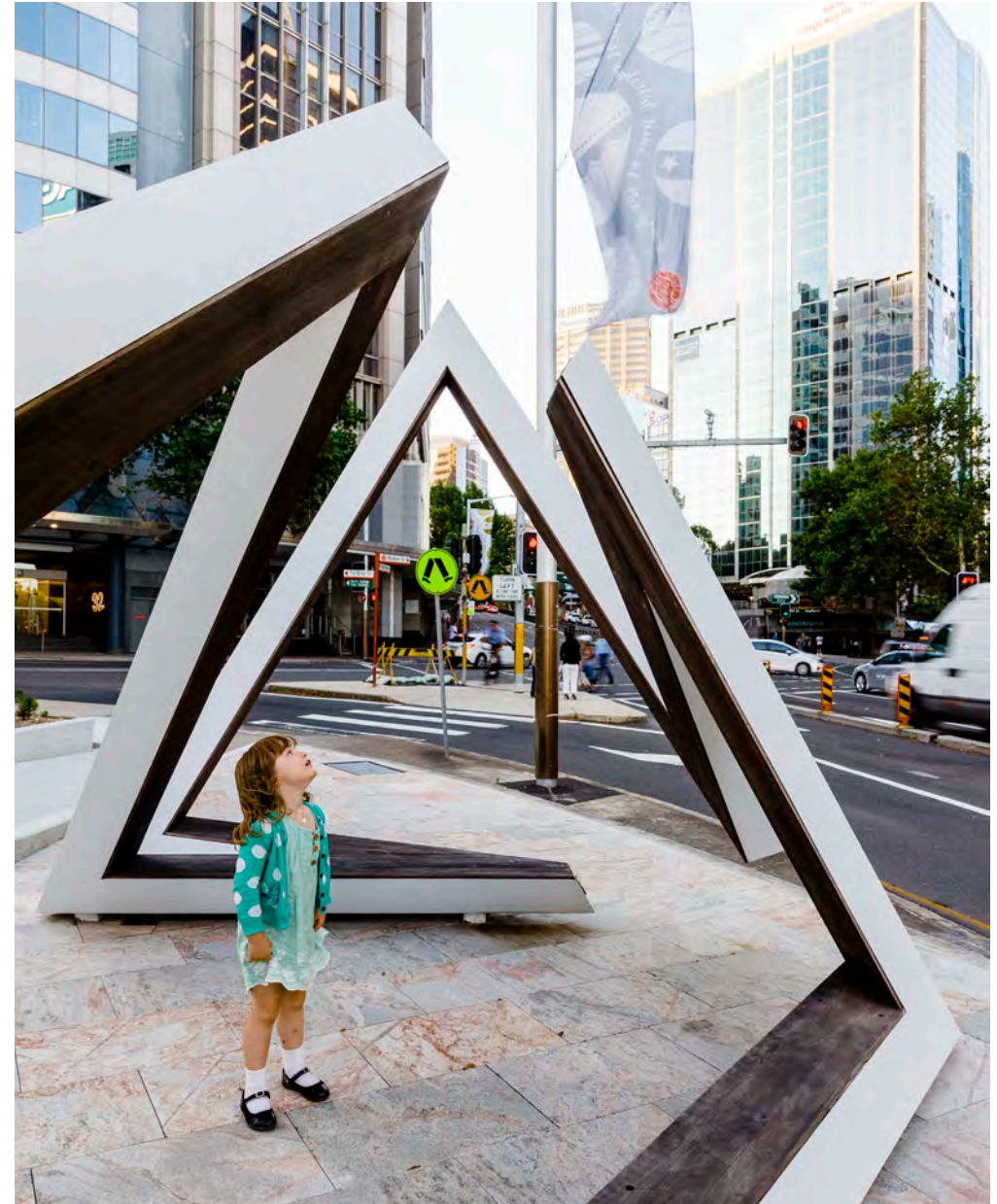
CBD wide concepts, such as trail signage and heritage pavement inlays are proposed to link and integrate the diverse spaces and create a continuous stimulating experience. Specific spaces could be used as canvases for street art and temporary photography exhibitions, to provide a contemporary urban feel and to appeal to the growing number of young people living and working in North Sydney.

A number of “must see” landmark sculptures will create destinations, stimulating a wide audience of regular users, visitors and cultural tourists.

A range of procurement and commissioning models can be used to engage professional artists (local, national and international) in the delivery of high calibre artworks which enhance the personality and sense of place of specific areas.

As a whole proposed artworks should aim to:

- Provide a visual attraction for pedestrians and motor vehicles
- Visually communicate and celebrate stories of North Sydney
- Be innovative and create a unique aesthetic signature to each area
- Contribute to social sustainability and CBD activation



Missing Corners by Daniel Templeman

PROPOSED ADDITIONAL ARTWORKS

1. Heritage Pavement Inlays

Artist created pavement inlays are recommended to contribute to CBD activation, wayfinding and tourism objectives. These artwork elements should improve the visibility of the NSPAT in the CBD by linking each trail map location, using a common design language in terms of form, materials and scale.

Artwork content should ideally be distinct and unique to each location - designed as historically relevant interpretive markers for the enjoyment of locals and visitors.

History

Artists can draw inspiration from symbols of the locality, poetry, quotes, local characters and interesting facts about North Sydney.

Key Features:

- Activates ground plane and aids wayfinding
- Contributes to street life and CBD beautification
- Cost effective
- Adaptable - room for variation in content and size to suit specific sites
- Visually links trail stops, providing added interest in-between sites
- Strong and long lasting materials, low maintenance
- Heritage value



2. Urban Street Art

Street art is proposed for CBD spaces visible from the NSPAT. Locations should be diverse - clever and curious places, ideally selected by artists in collaboration with Council.

Street art adds an important contemporary, youthful aesthetic to the project and leverages Australia's and the world's increasing interest in this art form. Street art can help develop and build on each individual precinct's culture and uniqueness.

In addition to small scale artistic street art elements, large scale art walls offer a relatively inexpensive way to dramatically enliven the CBD, improve amenity and contribute to anti-vandalism objectives. An example (pictured below) was executed in St. Leonards in 2014:

<http://www.smh.com.au/entertainment/art-and-design/street-artist-fintan-creates-threestorey-artwork-in-sydney-20141119-11m2zw.html>

For the large scale walls in particular, it is recommended experienced urban artists are engaged to ensure a high aesthetic outcome.

Contemporary urban artworks are proposed rather than traditional murals. Artworks should be integrated within existing architectural elements where possible.

Professional development opportunities exist for emerging artists to be mentored and trained by experienced artists.



Key Features:

- Activates CBD and spaces between trail sites
- Large and small scale opportunities
- Contributes to street life and CBD beautification and vibrancy
- Cost effective way to uplift CBD and cover a large footprint
- Range of themes and artistic styles can be used
- Short to medium term lifespan - artworks can be easily refreshed over time
- Sense of surprise and discovery, humorous, quirky, eye catching, youthful
- Adaptable - room for variation in content and size to suit specific sites, range of themes and artistic styles can be used



TEMPORARY ART



3. Banner Art

Banner art can be installed in the CBD using existing banner poles at key locations on the NSPAT. Consultation and collaboration with relevant government agencies may be required.

Rotated at bi-annual intervals or according to timing of special events, banner flags will feature visual artwork by Sydney artists. A call for artist submissions may result in sufficient material to produce an ongoing temporary “exhibition” of banners year round. While advertising banners are in use, art banners can be stored and re-exhibited at another time or in other locations within the North Sydney LGA.

Key Features:

- Decorative, colourful, eye catching
- Visually links streets within trail
- Promotes a festive atmosphere
- Re-usable and cost effective

4. Photographic Exhibitions

Large format photographic artworks can be exhibited on existing walls on the NSPAT. Consultation and collaboration with relevant building owners will be required.

An example which is attracting public attention and local government praise is the Elizabeth Street Gallery in Sydney CBD.

<http://www.elizabethstgallery.com.au/about/>
<http://www.smh.com.au/entertainment/art-and-design/unofficial-street-gallery-wins-lord-mayors-support-20121112-297zv.html>

Key Features:

- Engagement with emerging artists
- Potential to involve educational institutions
- Large and small scale opportunities
- Inclusion of photography as an art form within the trail mix



PART FOUR

IMPLEMENTATION

PROJECT STAGING

Almost all of the elements for the NSPAT are now in existence. Where new artworks are recommended, project staging has been proposed to assist with the orderly development of art elements to ensure appropriate resources are available.

Three distinct stages of implementation are recommended:

Short Term (2016-17)

These projects have been completed.

- **Site 7: *Angles of Incidence* by Warren Langley + Julia David**
- **Site 13: *Missing Corners* by Daniel Templeman**
- **Site 15: *Harbour Cycles* by Richard Byrnes**
- **Site 28: North Sydney Gateway**



Medium Term (2017-18)

These projects have already been considered and some initial planning has already been undertaken. They still require detail design and/or resolution. They may have been budgeted for in longer term estimates, but funding may not yet be available. Further community or site owner consultation may also be required.

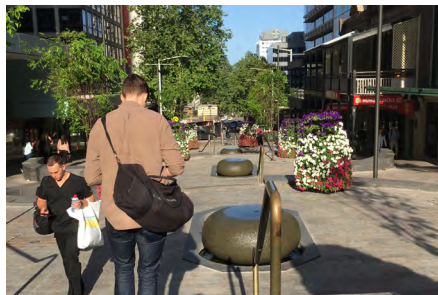
- **Site 6: Saint Peter's Park**



Long Term (2018-19)

These projects are still in their very early stages and may only have been identified as part of the current trail review. Significant work is still required including initial budgeting, community and site owner consultation.

- **Site 12: Brett Whiteley Place - Stage 2**



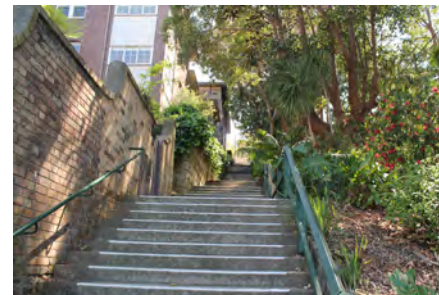
ACCESSIBILITY

The landform of North Sydney presents a number of challenges for all abilities access continuously along the NSPAT. The trail has been configured in a manner which would permit all abilities access to each and every art location but not necessarily in a linear manner.

The trail has been configured in a manner of a figure eight that would allow users to enter the trail experience at any point.

The use of a digital app that permits trail users to undertake all, part or just sections of the trail permits greater flexibility in all abilities access.

Once fully developed, the app can also suggest alternative routes between certain sites to assist with all abilities navigation.



PROPOSED ARTWORK BUDGETS

Indicative budget ranges have been provided for the proposed artworks not yet realised - final budgets will depend on the type of artwork being commissioned and whether emerging or experienced public artists are desired for the project.

The lower range is a suggested minimum spend to deliver a base level outcome whereas the higher range is considered more aspirational - it is worth considering increasing budgets by a further 20-40% to deliver even better outcomes in terms of scale and quality. Larger public art budgets attract high calibre experienced artists who will help position NSPAT as an important cultural destination.

Proposed Artwork	Low Range	Aspirational
Site 6: Saint Peter's Park	\$100,000	\$150,000
Site 12: Brett Whiteley Place - Stage 2	\$80,000	\$120,000



The Bay by Jade Oakley, commissioned for Woollahra Municipal Council in 2014 for \$200,000.



UNA by Wolfgang Buttress, commissioned for the Australian National University in 2013 for \$300,000.



Fruition by Matthew Harding, commissioned by Melbourne City Council in 2013 for \$150,000.

TRAIL SIGNAGE

The use of appropriate sculptural signage will assist in the further enhancement and clear recognition of the NSPAT locations and route.

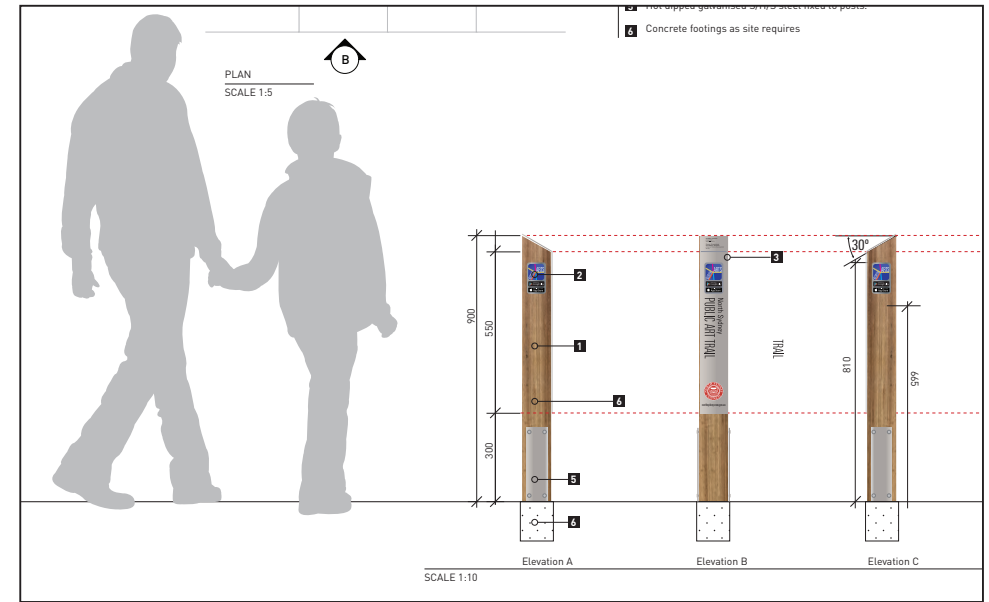
Installation of sculptural signage elements to announce arrival at trail destination points, signage to incorporate artist/artwork attribution details and trail location to aid way finding.

Consistency in materials and form should be used to visually link all trail stops.

Key Features:

- Sculptural, eye catching, easily identifiable
- Draw from elements in the North Sydney Urban Design Style Manual
- Complements existing CBD features & provides a contemporary look for the future
- Materials - strong and long lasting, low maintenance, vandal proof
- Adaptable - room for variation in configuration and size to suit individual sites
- Designed to be noticed but not intrusive, informative and visually attractive.

An example of a simple sign/marker concept is shown.



DIGITAL ENGAGEMENT

New technologies offer Councils numerous creative and cost effective ways to promote their cultural programs to the widest possible audience.

The creation of Smartphone apps and Quick Response (QR) codes on artwork signage can link viewers directly to online information about the artist, the artwork making story and process and promote other artworks and attractions in the area.

Online social media tools can be used to promote the project and connect with users at low cost. They also enable customer feedback, can be used to announce special events and easily updated in real time.

An Enhanced Experience

The rich and diverse history and the future development of North Sydney lends itself to extended forms of discovery and interpretation. Complementing the public art components of the trail, the following initiatives are recommended:

Quick Response Codes

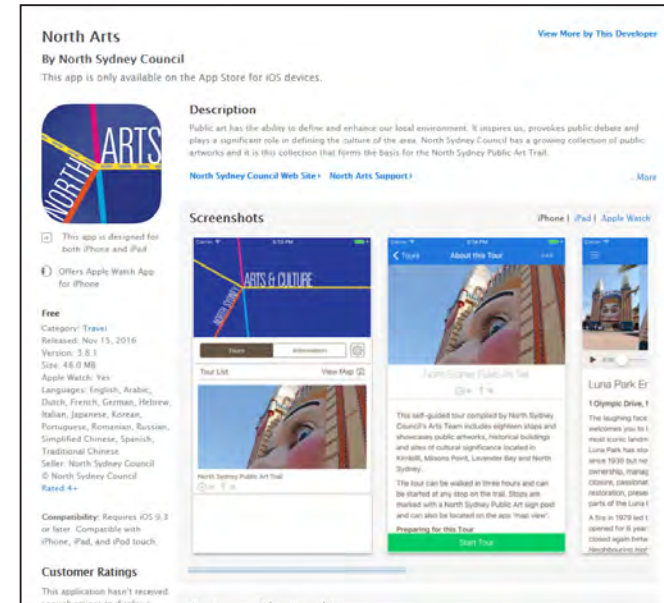
By incorporating a QR code into artwork signage a whole new dimension in interpretive messaging is opened up to enhance the visitor experience.

Digital App

Housing huge amounts of extra information; a visitor can find themselves listening to audio stories, watching video clips, reading interesting facts, looking at now and then photos etc

Key Marketing Tools

- Promotion of the art trail through NSC website, app and printed and downloadable brochure QR codes located on signage links to information on website
- Social Media platforms (i.e. Facebook, Twitter, Instagram) updated regularly to promote temporary art program and cultural events
- Media coverage should be sought throughout the different stages of the commissioning process - artist selection, work in progress, installation and launch



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