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 is being developed for this central urban space. Council intends that public art will be central to the newly developed 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 to offer expertise in reviewing the NSPAT, Creative Road Art Projects was engaged to review and recommendations.

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.

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 2016 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 is scheduled for completion 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

North Sydney: Progressive, Vibrant, Diverse

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Objectives

The NSPC’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 art projects 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 local 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.

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
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 5 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 place making strategy that excites and inspires people through forward thinking and using innovative ideas from around the world.

**Value Adding**
Our recommendations for NSPAT are designed to add value to design, architecture, place making 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.

**Integrate**
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.
METHODOLOGY

The following tasks and stages outline the project’s methodology:

• Explore a range of potential artwork sites within the built and natural environment, taking into consideration iconic views and architecture
• Documentation of potential key public art sites
• Consider the diverse range of visual art forms now applied to public settings, including new media and new technologies
• Recommend a range of artworks from the temporary to the permanent, as well as a strategic approach to implementing projects in the short, medium and long term
• Consider industry standards and be benchmarked against other similar projects

As identified in the project brief, specific tasks include:

Stage 1: Project Review and Site Inspections
Review all documentation provided by Council on the draft art trail, existing art works located on this trail or nearby (as part of the trail), proposed sites, public domain manual, public art policy and relevant public art guidelines.

Stage 2: Consultation
Consult with relevant stakeholders to update, engage and elicit feedback about the NSPAT. Such consultation will be undertaken in the form of meetings and include the project control group, councillors and appropriate private building owners.

Stage 3: Draft Report
Incorporating the project elements of the brief, project research, detailed site investigation and feedback from internal (and relevant external) consultation, prepare a recommended and revised public art trail.

Stage 4: Final Report
Incorporating the project elements of the brief, project research, detailed site investigation and feedback from internal (and relevant external) consultation, delivery of a final report detailing a recommended and revised trail.
SWOT ANALYSIS

**STRENGTHS**
- 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)

**WEAKNESSES**
- 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

**OPPORTUNITIES**
- 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

**THREATS**
- Conservation/maintenance of existing artworks
- Funds allocation for proposed artworks
- Partial take up of recommended trail components
- Competing interests for tourist time
PROPOSED 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 required the construction of a new pedestrian/pram crossing to replace an existing up-stand kerb that makes some forms of all ability access difficult.

The Final Trail Map (A3 size) is provided in Appendix.
PART TWO

TRAIL SITES
**EXISTING ARTWORKS**

<table>
<thead>
<tr>
<th>LOCATION</th>
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<tbody>
<tr>
<td><strong>Site # 1: Luna Park Entrance Face</strong></td>
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<tr>
<td>Milsons Point to Lavender Bay Promenade</td>
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</tbody>
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<table>
<thead>
<tr>
<th>EXISTING ART ELEMENT</th>
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<tbody>
<tr>
<td>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.</td>
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<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>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.</td>
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<table>
<thead>
<tr>
<th>LANDSCAPE TREATMENT</th>
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<tbody>
<tr>
<td>Building facade with appropriate and maintained pavement area on foreground. No landscape treatment is required.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RECOMMENDATIONS</th>
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<tbody>
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<thead>
<tr>
<th>STAGING PRIORITY</th>
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<tbody>
<tr>
<td>Existing</td>
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</table>
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.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Owners consent will be required. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Existing
EXISTING ARTWORKS

LOCATION

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.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Owners consent will be required. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Existing
### PROPOSED ARTWORKS

**Site # 4: Lavender Bay (Quibaree Park)**

**LOCATION**

Lawn area located between the amenities block and concrete boat ramp.

**PROPOSED ART ELEMENT**

Proposed new art site, potentially 3D sculptural work in open space nearby to amenity block. Seating/shade element could be included.

**NOTIONAL BUDGET**

$100,000 - $150,000

**DESCRIPTION**

Acts as a bookend to comic walk and marker to guide trail walkers up the stairs to Clark Park and Wendy Whiteley’s Secret Garden.

**NOTES & IDEAS**

Lavender Bay is rich with historical and cultural meaning, providing significant material for a new artwork. The proposed site has links to boat building activity as well as one of the first swimming schools for children.

**LANDSCAPE TREATMENT**

Landscape treatment required to ensure artwork is integrated into the site. Quirabee Park is currently being renovated. Opportunity exists for modification to current draft plans to integrate the artwork with landscaping.

**RECOMMENDATIONS**

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**STAGING PRIORITY**

Medium Term (2-3 years)
Site 4. Lavender Bay lawn (Quibaroe Park)
Railway Avenue, Lavender Bay, North Sydney.

**Indicative trail location**

**Proposed sculpture location**

**Notes:** Relocate rubbish bin & parking signage away from proposed sculpture location.

**Indicative site plan**

**Indicative perspective / location**

**Description**
- This location in Lavender Bay has significant links to boat building and is the site of one of Sydney’s first swimming schools for children.

**Proposed Element and Theme**
- Potential sculptural work in open space near western edge of reserve reflecting the site’s history and culture.
- Locate sculpture in void between new pedestrian path and new retaining wall.
- Indicative envelope size 3m x 5m x 5m tall.

**Landscape Treatment**
- Ensure artwork is integrated into the site and forms a cohesive whole with future Quibaroe Park renovations.
- Relocate parking signage and rubbish bin away from proposed sculpture location.
**EXISTING ARTWORKS**

**LOCATION**

Site #5: 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.

**RECOMMENDATIONS**

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**STAGING PRIORITY**

Existing
ARCHITECTURAL SITE

**LOCATION**

**Site # 6: 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.

**RECOMMENDATIONS**

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**STAGING PRIORITY**

Existing
PROPOSED ARTWORKS

LOCATION

**Site # 7: 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

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Medium Term (2-3 years)
SITE ELEVATION & PLAN

Site 7. 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 5m 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 Diletes 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.
PROPOSED ARTWORKS

LOCATION

Site # 8: Victoria Cross Forecourt
60 Miller St, North Sydney at intersection with Mount Street

PROPOSED ART ELEMENT

Proposed new major artwork as landmark statement at key CBD intersection. Recommend EOI process open to Australian and international artists.

NOTIONAL BUDGET

$180,000 - $250,000

DESCRIPTION

The site was previously identified in the North Sydney Centre Urban Design Project, by McGregor + Partners in 2005. It would provide a significant addition to the proposed Brett Whiteley Plaza located on the opposite side of the street, marking the area as a key urban place within the CBD.

NOTES & IDEAS

Consideration by Council should be given to the future of Mount Street in the immediate location to determine broader urban design options.

LANDSCAPE TREATMENT

Extensive landscape design will be required to ensure an integrated outcome with the surrounding urban fabric. Detailed urban landscape design should form part of any proposal.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Long Term (4-5 years)
SITE ELEVATION & PLAN

Site 8. Victoria Cross Forecourt
60 Miller Street, North Sydney, at intersection with Mount St.

Indicative trail location

Indicative site plan

Indicative perspective / location

Proposed sculpture location

Description
- Highly visible location in an important, high profile intersection.
- Proposed location on private property.

Proposed Element and Theme
- Potential site for contemporary sculpture piece.
- Potentially a significant addition 'balancing' Brett Whiteley Place, located on the opposite site of the street.
- Indicative envelope size 5m x 5m x 5m.

Landscape Treatment
- Detailed pavement levels around sculpture base.
- Opportunity to incorporate additional seating/plaza furniture through space.
- Extensive negotiations required with building/property owner for siting of proposed sculpture.
**EXISTING ARTWORKS**

**LOCATION**

**Site # 9: 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.

**RECOMMENDATIONS**

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**STAGING PRIORITY**

Existing
EXISTING ARTWORKS

**Site # 10: 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.

**RECOMMENDATIONS**

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**STAGING PRIORITY**

Existing
### Site #11: Wheeler Lane building facade

12 Mount Street, North Sydney  

**PROPOSED ART ELEMENT**

Large scale contemporary artwork to be located on building facade facing onto Wheeler Lane and possibly extending to connecting walkway at the northern end of Wheeler Lane.

**NOTIONAL BUDGET**

$100,000 - $150,000

**DESCRIPTION**

The Wheeler Lane facade surface of 12 Mount Street presents a significant canvas for a large scale artwork.

**NOTES & IDEAS**

Opportunity to draw from current role as a commercial hub. Digital media, lighting and other technologies could form the basis of an artist brief.

**LANDSCAPE TREATMENT**

No landscape work would be required as the proposed artwork would be attached to the building wall. Installation of a pram crossing is required at the end of Wheeler Lane to assist with all abilities access.

**RECOMMENDATIONS**

 Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**STAGING PRIORITY**

Long Term (4-5 years)
Site 11. Wheeler Lane building facade
12 Mount St, North Sydney.

Description
- The location is a series of building facades facing on to Wheeler Lane and nearby pedestrian lane.

Proposed Element and Theme
- Potential site for contemporary large scale/monumental 2D urban artwork as a linear experience across 3 building/structure facades.
- Opportunity to draw from the location’s commercial hub role.
- Artist brief could include digital media, lighting and other technologies.
- Indicative envelopes:
  - Artwork 1: 35m x 30m high (possible entire facade).
  - Artwork 2: 12.5m x 2m high (envelope bends around corner of building facade).
  - Artwork 3: 5m x 4m high.

Landscape Treatment
- New pedestrian crossing required at end of Wheeler Lane through to public open space to facilitate all abilities access.
- No further landscape treatment required, although extensive negotiations would be required with current building owner for siting of proposed art piece.
## ARCHITECTURAL SITE

<table>
<thead>
<tr>
<th>LOCATION</th>
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<tbody>
<tr>
<td><strong>Site # 12: Australian Catholic University</strong></td>
<td></td>
</tr>
<tr>
<td>The Chapel, Australian Catholic University - 40 Edward Street, North Sydney</td>
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</tbody>
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<table>
<thead>
<tr>
<th>EXISTING ART ELEMENT</th>
<th></th>
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<tbody>
<tr>
<td>Designed reflective space inclusive of baptismal font, seating, landscape and planting.</td>
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<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>Enclosed forecourt entry to campus chapel and nearby sculptures in lawns fronting Edward Street. Works include those by Terrance Plowright and Linda Klarfield.</td>
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<table>
<thead>
<tr>
<th>LANDSCAPE TREATMENT</th>
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<tbody>
<tr>
<td>No landscape treatment is required.</td>
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<tr>
<td>Existing</td>
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</tbody>
</table>
EXISTING ARTWORKS

LOCATION

**Site # 13: 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 Piritjantjara 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.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Existing
EXISTING ARTWORKS

LOCATION

EXISTING ART ELEMENT

Site # 14: *Harbour Cycles* - Richard Byrnes

Cnr Miller and Berry Streets

*Harbour Cycles* was commissioned by North Sydney Council in 2008. 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

Possible extended planter/seating element around artwork to improve amenity and better integrate the sculpture into the site.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Existing
## PROPOSED ARTWORKS

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>PROPOSED ART ELEMENT</th>
<th>NOTIONAL BUDGET</th>
<th>DESCRIPTION</th>
<th>NOTES &amp; IDEAS</th>
<th>LANDSCAPE TREATMENT</th>
<th>RECOMMENDATIONS</th>
<th>STAGING PRIORITY</th>
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</thead>
<tbody>
<tr>
<td><strong>Site # 15: Brett Whiteley Place</strong> Mount Street, North Sydney</td>
<td>Brett Whiteley sculpture (exact design to be confirmed)</td>
<td>To be advised</td>
<td>The proposed redesigned Brett Whiteley Place recommends the installation of a permanent sculptural element associated with the event space (Denison Street intersection). On this spot currently stands a column, formerly part of the Sydney GPO. The space also features three sculptural water features designed by Robert (Bob) Woodward in 1985. Wendy Whiteley has advised some modifications to the construction materials to any current totem are required to improve longevity and reduce potential ongoing maintenance.</td>
<td>Landscape will be addressed as part of the overall Brett Whiteley Plaza redevelopment. DA not required in this report as will form part of Brett Whiteley Place Design and DA process. Appropriate artwork attribution/trail signage required in accordance with the public art trail recommendations. Additional artwork will be selected as guided by the Brett Whiteley Place Concept Plan (Oculus, 2015).</td>
<td>Short Term (1-2 years).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SITE ELEVATION & PLAN

Site 15. Brett Whiteley Place
Pacific Hwy, North Sydney.

OPTION A - Relocation of GPO Column & installation of a Totem

Description
- This location in the heart of North Sydney CBD. The proposed redesigned Brett Whiteley Place recommends the installation of a permanent sculptural element associated with the event space (Denison St intersection). A Totem is proposed.

Proposed Element and Theme
- The Black Totem's are part of an existing Brett Whiteley series. Other Totem’s are also an option.
- Wendy Whiteley has advised some modifications to the construction materials may be required to improve longevity and reduce ongoing maintenance issues.
- Indicative sculpture envelope size 3m x 3m x 10m tall.

Landscape Treatment
- Landscape will be addressed as part of the whole Brett Whiteley Place redevelopment (separate DA submission).
SITE ELEVATION & PLAN

Site 15. Brett Whiteley Place
Pacific Hwy, North Sydney.

OPTION B - Retention of GPO Column & installation of alternative Brett Whiteley piece

*Description*
- This location in the heart of North Sydney CBD. The proposed redesigned Brett Whiteley Place recommends the installation of a permanent sculptural element associated with the event space (Denison St intersection). A new Brett Whiteley sculpture is proposed to join the existing water feature & GPO column.

*Proposed Element and Theme*
- Selection of the sculpture piece will follow the theme and design guidelines in the Brett Whiteley Place Concept Plan (Oculus).
- Indicative sculpture envelope size 3m x 3m x 3m tall.

*Landscape Treatment*
- Landscape will be addressed as part of the whole Brett Whiteley Place re-development (separate DA submission).
### Site # 16: Former 1st Methodist Church Site

**Cnr Blue Street and Pacific Highway, North Sydney**

Proposed new major entrance artwork element as gateway statement to North Sydney CBD area from Cahill Expressway.

**Confirmed Budget $150,000**

**Description**
The site marks North Sydney’s first Methodist Church, constructed in 1865 and demolished in 1931 as part of associated works with the Sydney Harbour Bridge. The site is currently a small traffic island comprising tree planting, paths and gravel surfacing. In 2015 RMS commenced negotiation with Council regarding a bicycle lane along the eastern boundary of the site. This will determine the dimensions of the artwork.

**Notes & Ideas**
The site will become part of the gateway marker experience into North Sydney. The artwork will need to be of sufficient scale to act as a significant landmark. The site will form the termination point of the North Sydney Gateway currently under design.

**Landscape Treatment**
Extensive landscape design will be required to ensure an integrated outcome with the surrounding urban fabric. Detail urban landscape design should form part of any proposal. It is likely trees will need to be removed/relocated to ensure sufficient space is available for the artwork.

**Recommendations**
Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

**Staging Priority**
Short Term (1-2 years)
SITE ELEVATION & PLAN

Site 16. Former 1st Methodist Church Site
Cnr Blue Street and Pacific Highway, North Sydney.

Indicative trail location

Upgrade traffic island as indicated in accompanying concept sketch.

Proposed sculpture/artwork location

Indicative site plan

Indicative perspective / location

Description
- The site marks North Sydney’s first Methodist Church, constructed in 1865 and demolished in 1931 as part of associated works with the Sydney Harbour Bridge.
- Currently a small traffic island with tree plantings and gravel surfacing.

Proposed Element and Theme
- Proposed new major entrance artwork element as gateway statement to North Sydney CBD from Cahill Expressway.
- As a gateway marker, the artwork will need to be of significant scale and quality to act as a significant landmark.
- Site will relate to the North Sydney Gateway, currently under design development.
- Indicative envelope 6m x 4m x 6m high, irregular in shape.

Landscape Treatment
- Extensive landscape design will be required to ensure site complements both existing and proposed urban works.
- Trees will likely require relocation/removal to ensure space for large scale artwork (see following concept sketch).
EXISTING ARTWORKS

SITE # 17: Foxie - Clary Akon

LOCATION
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.

RECOMMENDATIONS
Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY
Existing
PROPOSED ARTWORKS

LOCATION

Site # 18: Bradfield Park North
Alfred Street South, Milsons Point

PROPOSED ART ELEMENT

Proposed new art installation as possible free standing piece located near the entrance to Milsons Point Railway Station.

NOTIONAL BUDGET

$120,000 - $150,000

DESCRIPTION

Forming part of the larger Bradfield Park, the site provides a high profile location for a gateway entry artwork into North Sydney.

NOTES & IDEAS

Extensive colonial history associated with the construction of the Sydney Harbour Bridge is available as a possible source of inspiration.

LANDSCAPE TREATMENT REQUIRED

Extensive landscape design will be required to ensure an integrated outcome with the surrounding urban fabric. Detail urban landscape design should form part of any proposal.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Long Term (4-5 years)
SITE ELEVATION & PLAN

Site 18. Bradfield Park North in front of Milsons Point Railway Station
Alfred Street, North Sydney

Indicative trail location

Indicative site plan

Indicative perspective / location

Description
- The site forms part of the larger Bradfield Park.
- The area in front of the Milsons Street Train Station is a busy, high profile location comprising a structured area with raised lawn beds and palm plantings, with an informal planted area directly to the north.
- Proposed sculpture is immediately north of train station plaza.

Proposed Element and Theme
- Possible free standing or surfaced artwork treatment.
- Artwork can act as a gateway marker into the North Sydney area.
- Extensive cultural history associated with colonial Sydney and the building of the Harbour Bridge as potential sources for artwork brief.
- Indicative envelope 10m x 5m x 3m high.

Landscape Treatment
- Proposed sculpture/artwork sited so as to avoid impact on existing trees and interpretive installations currently in Bradfield Park.
- Significant associated landscape design required to ensure integration with existing Bradfield Park features.
### PROPOSED ARTWORKS

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>PROPOSED ART ELEMENT</th>
<th>NOTIONAL BUDGET</th>
<th>DESCRIPTION</th>
<th>NOTES &amp; IDEAS</th>
<th>LANDSCAPE TREATMENT</th>
<th>RECOMMENDATIONS</th>
<th>STAGING PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site # 19: Former North Sydney Gateway</td>
<td>Renovation/refurbishment of former gateway structure located on Alfred Street</td>
<td>N/A</td>
<td>Historic gateway structure marking entrance to North Sydney.</td>
<td>Art-deco pillars remain of the original structure that has been dismantled due to safety concerns.</td>
<td>Structure located across road. Minor landscape treatment on each side to the structure where it sits in small garden beds.</td>
<td>DA approval obtained in November 2014. Former gateway structure to be refurbished in accordance with existing documentation and project timelines.</td>
<td>Short Term (1-2 years)</td>
</tr>
</tbody>
</table>
EXISTING ARTWORKS

LOCATION

Site # 20: 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.

RECOMMENDATIONS

Undertake DA application for inclusion as part of the North Sydney Public Art Trail. Appropriate artwork attribution/trail signage required.

STAGING PRIORITY

Existing
PART THREE

RECOMMENDATIONS
SUMMARY OF RECOMMENDATIONS

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

1. Public Art Commissioning Program delivering 7 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
RECOMMENDATIONS: KEY ELEMENTS
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 artworks commissioned 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 are proposed as canvases for street art and temporary photography exhibitions, to provide a contemporary urban feel for 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 uses, 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.

A guide to different commissioning models is shown in the Appendix.

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

Proposed Wall Artwork Site: Wheeler Lane
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. A recent example (pictured below) was executed in St. Leonards: 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.

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

**PROPOSED ADDITIONAL ARTWORKS**

**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.

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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.
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.


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
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.

Three distinct stages of implementation are recommended:

**Short Term (1 – 2 years)**
These projects are either shovel ready; relatively simple in their configuration and role out and have budget funding available.
- Site 15: Brett Whiteley Place
- Site 16: Former 1st Methodist Church Site
- Site 19: Former North Sydney Gateway

**Medium Term (2 – 3 years)**
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 4: Lavender Bay (Quibaree Park)
- Site 7: Saint Peter’s Park

**Long Term (4 - 5 years)**
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 8: Victoria Cross Forecourt
- Site 11: Wheeler Lane
- Site 18: Bradfield Park North
PROPOSED ARTWORK BUDGETS

Indicative budget ranges have been provided for each of the proposed artworks - 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.

Note the proposed artwork for Site #16 the former 1st Methodist Church has a confirmed budget of $150,000. An artist expression of interest and shortlisting process is currently being undertaken with artwork due for completion in 2016.

NSC will need to commit sufficient financial and human resources to implement report recommendations and deliver a successful NSPAT.

<table>
<thead>
<tr>
<th>Artwork Site</th>
<th>Low Range</th>
<th>Aspirational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site #4: Lavender Bay (Quirabee Park)</td>
<td>$100,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Site #7: Saint Peter’s Park</td>
<td>$100,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>Site #8: Victoria Cross Forecourt</td>
<td>$180,000</td>
<td>$250,000</td>
</tr>
<tr>
<td>Site #11: Wheeler Lane Building Façade</td>
<td>$100,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Site #18: Bradfield Park North</td>
<td>$120,000</td>
<td>$150,000</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>$600,000</strong></td>
<td><strong>$820,000</strong></td>
</tr>
</tbody>
</table>

The Boy 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.
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.
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.

A draft brief for the supply, design and hosting of a digital app to complement the NSPAT has been provided in the Appendix.
PART FIVE

APPENDIX

1. NSPAT Map (A3)

2. Artwork Commissioning Models

3. Draft Supplier Brief: NSPAT App Design
1. Luna Park Entrance Face
2. Coney Island
3. Comic Walk
4. Lavender Bay (Quibaree Park)
5. Clark Park Sculptures
6. Royal Art Society
7. Saint Peter's Park
8. Victoria Cross Forecourt
9. Lines of Communication by Hany Armanious & Mary Teague
10. Lissadell by Freddie Timms
11. Mary McKillop Place Statue
12. Wheeler Lane Building Facade
13. Australian Catholic University
14. Mutidjula: Wanambi (The Serpent) by Lawrence Beck
15. Harbour Cycles by Richard Byrnes Sculpture
16. Brett Whitely Place
17. Former 1st Methodist Church Site
18. Foxy (Bradfield Park North)
19. Former North Sydney Gateway
20. Australian Angel by Bernard Luginbuhl

LEGEND
- Public Art Trail
- Existing Artwork
- Proposed Sculpture Site
- Architectural Site
- Open Space

North Sydney Public Art Trail
creative road
<table>
<thead>
<tr>
<th>Model</th>
<th>Type</th>
<th>Artist Selection</th>
<th>Artist Deliverables</th>
<th>Suitability</th>
<th>Costs</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Direct Commission</td>
<td>Artist/artist teams selected by Art Consultant in collaboration with design team based on suitability for specific site/project. Artists invited to develop artwork concept in response to project specific design brief.</td>
<td>Detailed drawings, written concept, architectural renders, timeline, budget and ideally a maquette. Artist to present concept to design team where possible.</td>
<td>Commercial projects with tight timeframes. Where a specific artist and/or aesthetic quality is deemed critical.</td>
<td>One-off artist concept development fee (range from $1500-$8,000 depending on project scale)</td>
<td>Efficient administrative process/minimal cost. Engagement of high profile artists who may not submit concepts through other models.</td>
<td>Limited artwork options and risk of artwork concept being unsatisfactory. Lack of public consultation could affect public ownership and appreciation of artwork.</td>
</tr>
<tr>
<td>2</td>
<td>Limited Tender</td>
<td>Limited number of artists (i.e. 3-5) selected by Art Consultant in collaboration with design team and invited to develop and submit concept proposals in response to project specific design brief.</td>
<td>Artist to present concept to design team where possible.</td>
<td>Commercial and public sector projects with tight timeframes and limited budgets. Where the project demands a particular type of artist and aesthetic quality.</td>
<td>One-off artist concept development fees (range from $1500-$5,000 depending on project). More costly than model #1 but less than model #3.</td>
<td>Greater control over artist selection and final outcomes. With more artists, the risk of artwork concepts being unsatisfactory is reduced.</td>
<td>Lack of public consultation could affect public ownership and appreciation of artwork.</td>
</tr>
<tr>
<td>3</td>
<td>Public EOI</td>
<td>Publicly advertised invitation for suitably experienced artists/artist teams to submit an expression of interest (EOI) proposal in response to project specific brief. Selection panel to review and select limited number of artists (i.e. 3-5) to develop and submit concept proposals in response to project specific design brief.</td>
<td>Artist CV, 5-10 images showing previous relevant projects. Detailed concept proposal not required however a concept sketch/one page written approach may be requested.</td>
<td>High profile public sector projects where transparency is critical. Projects with significant art budgets and will benefit from casting a wide net (may be open to international artists).</td>
<td>Artists are not paid a fee for EOI proposals. A number of artists/artist teams selected and paid a fee to develop a concept. Administration costs can be high depending on number of artist submissions received.</td>
<td>Potential large pool of artists, publicly transparent process. PR opportunities.</td>
<td>No control over quality of artist submissions. Some artists will not enter public EOI competitions preferring direct or limited tender processes.</td>
</tr>
<tr>
<td>4</td>
<td>Artist as Designer</td>
<td>Artist/artist teams selected for design/concept phase only. Artist to work with design team and respond to project specific design brief.</td>
<td>Detailed drawings, written concept, architectural renders. Commercial fabrication options explored by Art Consultant. Fabrication forms part of architectural, landscape and other relevant contractor’s delivery program.</td>
<td>Where integrated art is a high priority and visibility of the “artist hand” is not an aesthetic requirement.</td>
<td>Artist design fee paid for concept development and license for use of design. Artist fees will vary depending on complexity and scale of project.</td>
<td>Artist designed functional elements (furniture, signage, lighting) means fabrication budgets can be absorbed by other cost centres.</td>
<td>Artist design interventions may be too subtle and not viewed as public art.</td>
</tr>
<tr>
<td>5</td>
<td>Artist in Residence</td>
<td>Artist/artist teams selected by Art Consultant to work with community group in creation of concept proposals. Artists should have teaching experience and/or experience working on collaborative public art projects.</td>
<td>Detailed drawings, written concept, architectural renders, timeline, budget and ideally a maquette. Community members to fabricate artwork under direction of artist.</td>
<td>Where process and community engagement are deemed high priorities for the success of the project.</td>
<td>Artist paid a fee to work with community members, fee will vary depending on complexity and scale of project.</td>
<td>Community ownership and pride in artwork. PR opportunities.</td>
<td>Aesthetic outcomes may be jeopardised despite a successful community “process.”</td>
</tr>
</tbody>
</table>
BRIEF: Digital Walking Tour Application
North Sydney Public Art Trail

Introduction

The following brief outlines the creation of a digital walking tour experience for mobile phone users that will compliment the proposed North Sydney Public Art Trail. The mobile application will be available to use on both iOS and Android devices, and allow the audience to access additional information about artworks that may not fit on physical signage, or be digital in nature such as video and audio recordings.

The app will let visitors access a rich and diverse amount of background information about the artworks on the trail and their creation, function, and form. It can also add value to the Public Art Trail, in terms of highlighting the North Sydney location, architecture, views, and vistas.

Project Objectives

- Creation of a mobile walking tour app that provides access to multi dimensional additional information about artworks on the North Sydney Public Art Trail.
- Branded mobile application in both the Apple itunes store and the Android Marketplace.
- An integrated interactive map encompassing each stop on the North Sydney Public Art Trail also providing digital wayfaring.
- Access to an easy-to-use web based "back end" for content creation and editing which will allow for additional sites to be added and temporary works to be added in the future by North Sydney Council staff.
- Access to statistics on app usage metrics.
- Ability to advertise the app by use of QR codes placed on outdoor signage.
### Main content components

<table>
<thead>
<tr>
<th>Theme</th>
<th>Examples</th>
<th>Content considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Artworks</td>
<td>Existing artworks and new commissions</td>
<td>Tour to include existing artworks on the North Sydney Public Art Trail but the flexibility to add new artworks as they are commissioned. The application to have the ability to include photographs, video and audio of artworks and their creation. This may include interviews with the artists, video of the creation of artwork, or written history of the artwork.</td>
</tr>
<tr>
<td>Temporary Artworks</td>
<td>Banners, Street Art</td>
<td>Tour app to have the ability to include artworks of a temporary nature such as street art. Application could also provide a link to websites that feature up-to-date information about temporary artworks such as street art.</td>
</tr>
<tr>
<td>Icons of North Sydney</td>
<td>Gardens, architecture, views</td>
<td>Tour to include non artwork related content such as the highlighting of significant view points, gardens, and content related to stand-out North Sydney architecture. Content could include &quot;then and now&quot; photography using historical images and the written history of the area of North Sydney.</td>
</tr>
<tr>
<td>Rests</td>
<td>Public toilets and physical rest stops</td>
<td>The tour must include the location of public toilet facilities and rest stops, such as park benches.</td>
</tr>
<tr>
<td>Refreshments</td>
<td>Food and Beverage outlets</td>
<td>The tour can include the location of outlets where food and beverage can be purchased. There may also be a function to offer business partnership opportunities between North Sydney Council and local businesses. This can take the form of &quot;in-app&quot; advertising including special deals and offers.</td>
</tr>
</tbody>
</table>
BRIEF: Digital Walking Tour Application
North Sydney Public Art Trail

Specific audience considerations

<table>
<thead>
<tr>
<th>Families with children</th>
<th>Access to information such as toilet facilities, food and beverage outlet locations, possibly content aimed at young children.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Tourists</td>
<td>Clear GPS mapping possibly providing information such as public transport locations. Availability to download the map offline so overseas visitors can avoid high data charges on mobile phones.</td>
</tr>
<tr>
<td>Vision impaired</td>
<td>Access to audio version of written content.</td>
</tr>
<tr>
<td>Hearing impaired</td>
<td>Access to captioned video content. Any audio content to also be reproduced as written content.</td>
</tr>
</tbody>
</table>

Other creative content considerations

- Content to be provided by North Sydney Council, Creative Road Art Projects or direct from Artists. This includes photographs, written work, video, audio and similar.
- Branding for use in the app to be provided by North Sydney Council. This includes all logos.
- Appropriate copyright licenses to be in place to allow for the use of all content.
- Written, oral, and map content to provide clear wayfaring between stops on the North Sydney Public Art Trail.
- Written history of certain tour sites can be provided by Council Historian.
Schedule and Budget

Schedule:

The schedule for the completion of the app is to be discussed in conjunction with consultants Creative Road and North Sydney Council. The initial app setup with initial content can be created in approximately 12-16 weeks, with additional stops being able to be added as necessary into the future.

Budget

The following is an estimated budget based on content being provided by North Sydney Council, Creative Road, or direct from artists:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
<th>Rate</th>
<th>Cost</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>App setup using existing commercial framework* and publishing to iTunes app store and Android market place.</td>
<td></td>
<td></td>
<td>$2500</td>
<td>5 Weeks</td>
</tr>
<tr>
<td>Content editing / upload</td>
<td>15hrs</td>
<td>$150</td>
<td>$2250</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>User testing 1st iteration and resulting edits</td>
<td>8hrs</td>
<td>$150</td>
<td>$1200</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Training for North Sydney Council staff for ongoing app management</td>
<td>2hrs</td>
<td>$150</td>
<td>$300</td>
<td>1 Week</td>
</tr>
</tbody>
</table>

Estimated total budget $6250 12 Weeks

*such as My Tours app or similar

Optional but recommended

| Professional Copywriter*                                                 | 15hrs   | $150    | $2250  | 4 Weeks  |

* A professional copywriter would ensure all written content presents in a singular 'voice' giving a contemporary and polished feel to the app's content.
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**Additional ongoing costs**

| Ongoing hosting and technical support * | Approx $1500 per year | ongoing |

*Ongoing hosting in the App store and Android Marketplace, technical maintenance and support costs are essential. This will need to be budgeted into the ongoing life of the project.*
BRIEF: Digital Walking Tour Application
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Resources

Comparative walking tour apps using similar design methodology: