

JCDcaux – City West Link, Lilyfield

Design Statement - February 2023

The design amendments to the original development proposal have reduced overall visual 'bulk' and present a more elegant and site-specific proposal.

While the proposed visual display size and border frame is unchanged, fundamentally the sign faces have been angled slightly creating a visually slimmer 'tapered' design solution, consequently diminishing the depth of the sign from 2m to 0.95m on the Brenan Street elevation.

The tapered design still supports internal maintenance access and angles the displays away from properties to the north. The previously proposed large black cladding face on the Brenan Street elevation has been replaced with a more articulated frame design.

The stainless-steel shroud that integrates the display screens with the supporting pole structure has been remodelled to elegantly compliment the tapered design while concealing the maintenance access ladder and hatch.

The substantial reduction in bulk, refinement of form and new location creates a more considered and suitable proposition to the streetscape.

