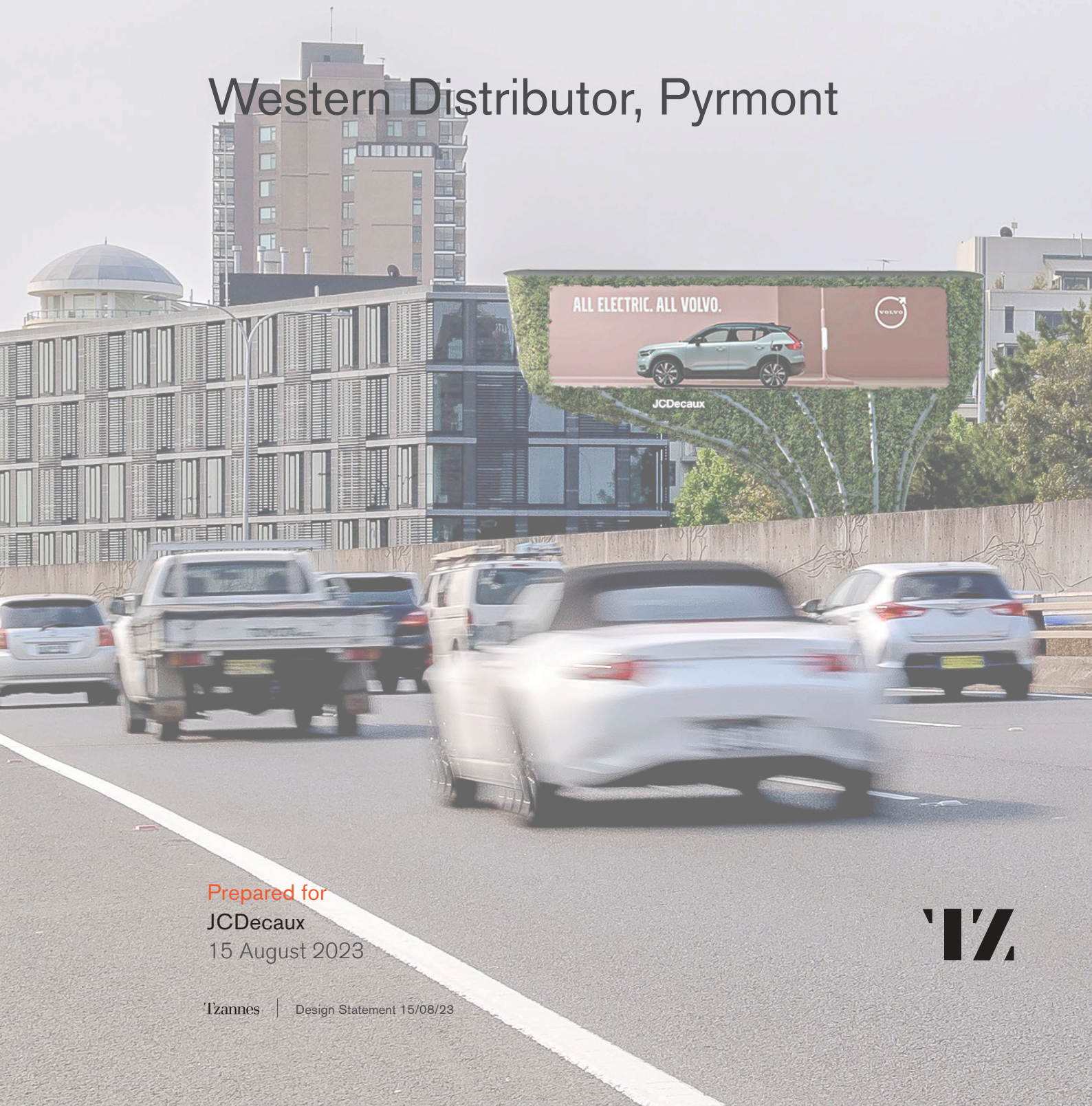


Tzannes

# Design Statement for Proposed Digital Screen Infrastructure v2.2

## Western Distributor, Pyrmont



Prepared for  
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## Design Statement

The concept proposal aims to set a new standard of design for urban digital displays by creating iconic, innovative green infrastructure to enhance the overall public domain experience.

The proposal is designed to be a sculptural addition to the Fish Market light rail station and sit comfortably in its immediate context, de-materialising against a back drop of mature trees. The proposal is carefully designed to be unobtrusive when viewed from the Western Distributor or adjacent office buildings, offering a dynamic form when viewed from street level and the light rail station platforms.

Inspired by the trellis planting elements that adorn the adjacent expressway, the proposal combines a finely engineered high-quality fabricated steel 'exoskeleton' with a vertical planting system bringing the biodiversity benefits to the local ecosystem. The introduction of climbing plants throughout the structure will compliment the variety of planting species in the area, provide further noise reduction from the expressway, add natural habitat, and improve the general air quality. During the next stage of design development, a relevant specialist expert will select appropriate planting species tailored to suit the local micro-climate and site conditions.

The sinuous tubular steel structure supports the mesh panel underlayer for the climbing plants. Galvanised steel is selected as the proposed main structural element due to its robust character and mirroring of surrounding infrastructure such as the support structure to the precast concrete acoustic wall panels on the highway / directly above the light rail track.

Orientated away from adjacent buildings, the digital display can only be viewed by out-bound vehicles on the expressway from the southeast, however the overall sculptural structure is designed to be appreciated from multiple view points.

The proposal carefully considers the surrounding street and park trees, an arborist has been engaged to determine the least disruptive location of the footing and impact on the trees, together with a geotechnical analysis.

A series of planter boxes are integrated into the structure and the climber plants will be trained to grow over the entire mesh panel underlayer in time. Maintenance of the planting system and digital display screen will be done from inside the structure via a series of integrated internal landings at 3m intervals. Access to the base of the structure will be via a secure maintenance only ladder to the side of the light rail track and a connecting landing.

The design proposal advances sustainable urban media elements by integrating digital communications with enhanced urban outcomes. This includes the creation of an elegant placemaking marker, contributing to the City and enriching the commuter experience.



### Addressing Design Excellence

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- A typical large format signage structure would be an unsightly steel pole with exposed access ladder and a highly visible steel framework structure supporting the digital display. The proposal aims to address these negative impacts.
- The structure requires a subsurface concrete plinth and to minimise the ground works and impact on the sandstone surface, preliminary construction advice has been sought from specialist contractor. The design proposal seamlessly integrates this plinth with a highly refined sculptural structural form and framework.
- Collaborating with Common Ground Landscape Architecture and Fytogreen, the proposal will set a new standard in urban digital displays through the incorporation of best practice approaches to living architecture with a dynamic landscape design narrative celebrating growth and cyclical nature of the seasons.
- The proposal will exemplify best practice in water efficiency technology and drip irrigation. The design will embed an approach to optimise water distribution, reducing wastage, and conserving water resources, setting the standard for innovative watering technologies.
- The proposed living structure extends the green buffer of the established park trees of Paradise Reserve whilst not exceeding the height of these mature trees. This further screens the park and neighbouring properties from the noise, visual and airborne pollution of the express way. Considered landscape design and new fencing will also improve the ground plane currently blighted by fly-tipping.
- In the subsequent stage, the design proposal will be developed and detailed to a high level of resolution and achieves design excellence by seamlessly integrating visually captivating, innovative green infrastructure into the public domain, enhancing the overall urban environment and softening the visual mass of the expressway overhead.

### Comparison to existing condition

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- Zero impact on loss of casual surveillance
- Improved bio-diversity and air quality by introducing a vertical planting system
- Zero overshadowing impact towards surrounding residential properties
- Improvement to the ground plane that is currently blighted by rubbish and fly-tipping
- Digital display canvas can communicate important messaging and community announcements.



Reference Image - Trellis planting structures under the adjacent expressway.



Reference Image - Galvanised steel support structure to precast concrete panels on the expressway.



## Western Distributor, Pyrmont - Proposed Digital Display Infrastructure



Proposed view from the Western Distributor heading west

Note: This is a computer generated artists impression only. Proposed landscaping illustrated is indicative only and may reveal elements otherwise obscured



Proposed view from Miller Street looking east

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