Tzannes

Design Statement for Proposed Digital Screen Infrastructure

Western Distributor, Pyrmont

Prepared for
JCDecaux
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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 building, 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 black powder-coated 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, and together with a geotechnical analysis at the next stage of the project, will determine a suitable footing design and placement.

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.

Western Distributor, Pyrmont - Proposed Digital Screen Infrastructure

Comparison to existing condition

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