



614-632 High Street Penrith

Preliminary Public Art Strategy

Development Application

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DKO

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Introduction

The following document explores a Preliminary Public Art Strategy for the proposed development at 614-632 High Street, Penrith. The document identifies what public art is, provides a background of the existing site and proposed development and identifies potential placemaking and public art opportunities for the proposed development.

Public Art Strategy

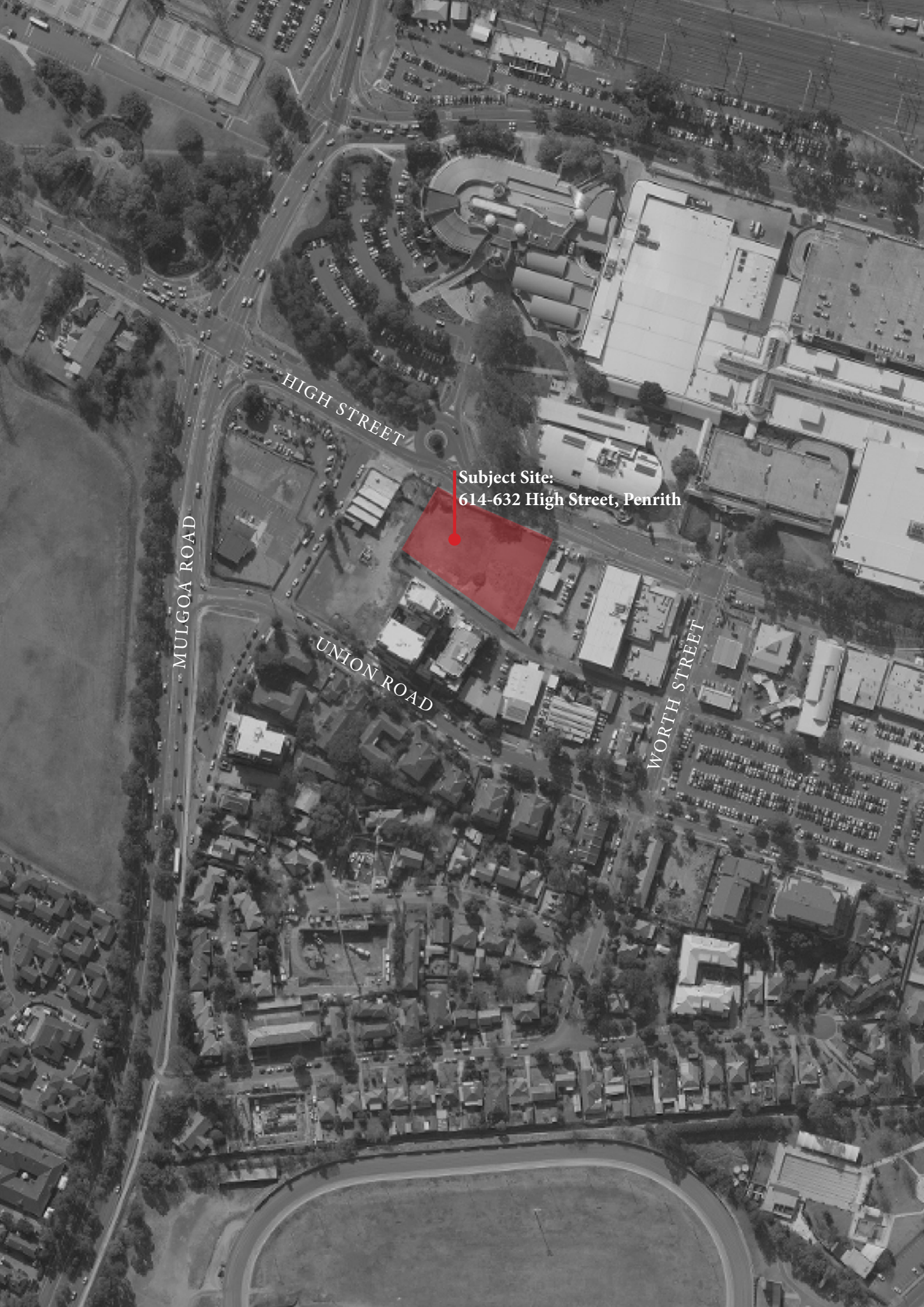
Public Art is art that contributes to the public experience of built and natural environments. As stated within *Penrith City Council Development Control Plan 2014 - Section C8.5 Public Art*, “Public art is implemented through place making principles and refers to all manner of artworks from traditional forms to the utilisation of new technologies. These creative works are located in and around interfaces with the public domain rather than in galleries and museums. Public art may have an integrated function within street furniture, street infrastructure and/or free standing icon and/or integrated into the architectural building designs that interface with public spaces”.

Relevant Planning Controls

The following Public Art Strategy for the proposed development at 614-632 High Street, Penrith responds to the requirements outlined in:

Section C8.5 of the Penrith Development Control Plan 2014

In particular, the following Public Art Strategy focuses on “the nature and style of the place making and public artworks, the method, approach, scale, locations, community engagement process and to utilise themes that reflect the local heritage and/or local environment to contribute to a sense of place, pride and identity”. The following Public Art Strategy aims to create a sense of arrival, connect residents and retail occupants to the area through reference to the history, culture and environmental significance of the site and its surrounding areas and encourage community interaction through works that are tactile, dynamic and create curiosity.



Subject Site:
614-632 High Street, Penrith

MULGOA ROAD

HIGH STREET

UNION ROAD

WORTH STREET

Proposed Development Background

The proposed development at 614-632 High Street, Penrith involves the following:

- Construction of a 45-storey mixed-use development including residential units, serviced apartments, commercial and retail suites
- Proposed residential component will provide 254 dwellings including 1, 2 and 3 bed apartments
- Proposed commercial, retail and cafe component
- Proposed development comprises a basement over 5 levels
- Proposed public thoroughfare connecting High Site to Union Lane

Public Art Opportunities

Concept for the Artwork

The concept for the proposed artwork will be a cohesive addition to the overall architectural design of the proposed development. It aims to meet the objectives within *Penrith City Council's Development Control Plan 2014* providing public art through place making principles that contribute to a communities creative life, liveability, accessibility, and cultural development of an area whilst enhancing the spatial experience for the public, residents and retail occupants.

The artwork will explore the spatial quality and relationship between various building users such a residents, retail occupants, retail visitors and public pedestrians. Some of the key features for the artwork to consider include the following:

- Make reference to the heritage, cultural and environment fabric of the local precinct
- Spatial integration between different areas
- Celebrate the diversity of the local Penrith neighbourhood
- Contribute to a sense of place, place and identity
- Be a focal point or landmark to the site and gathering spaces
- Ensure a sympathetic design to the proposed architectural style
- Consider attributes that are tactile and dynamic to create curiosity
- Create spaces for local activities to occur
- Ensure child safety

Siting and Location

The concept of the proposed public artwork is anticipated to be a series of artworks located along the pedestrian laneway connecting High Street to Union Lane and being integrated into the residential and commercial lobbies. In particular, the proposed public artwork at the intersection between High Street and the pedestrian laneway and residential/commercial lobbies act as entry points or visual landmarks to the site. A number of potential locations for public artwork are highlighted in the below architectural diagrams accompanied by a description of the key features of the envisaged artworks in these locations.

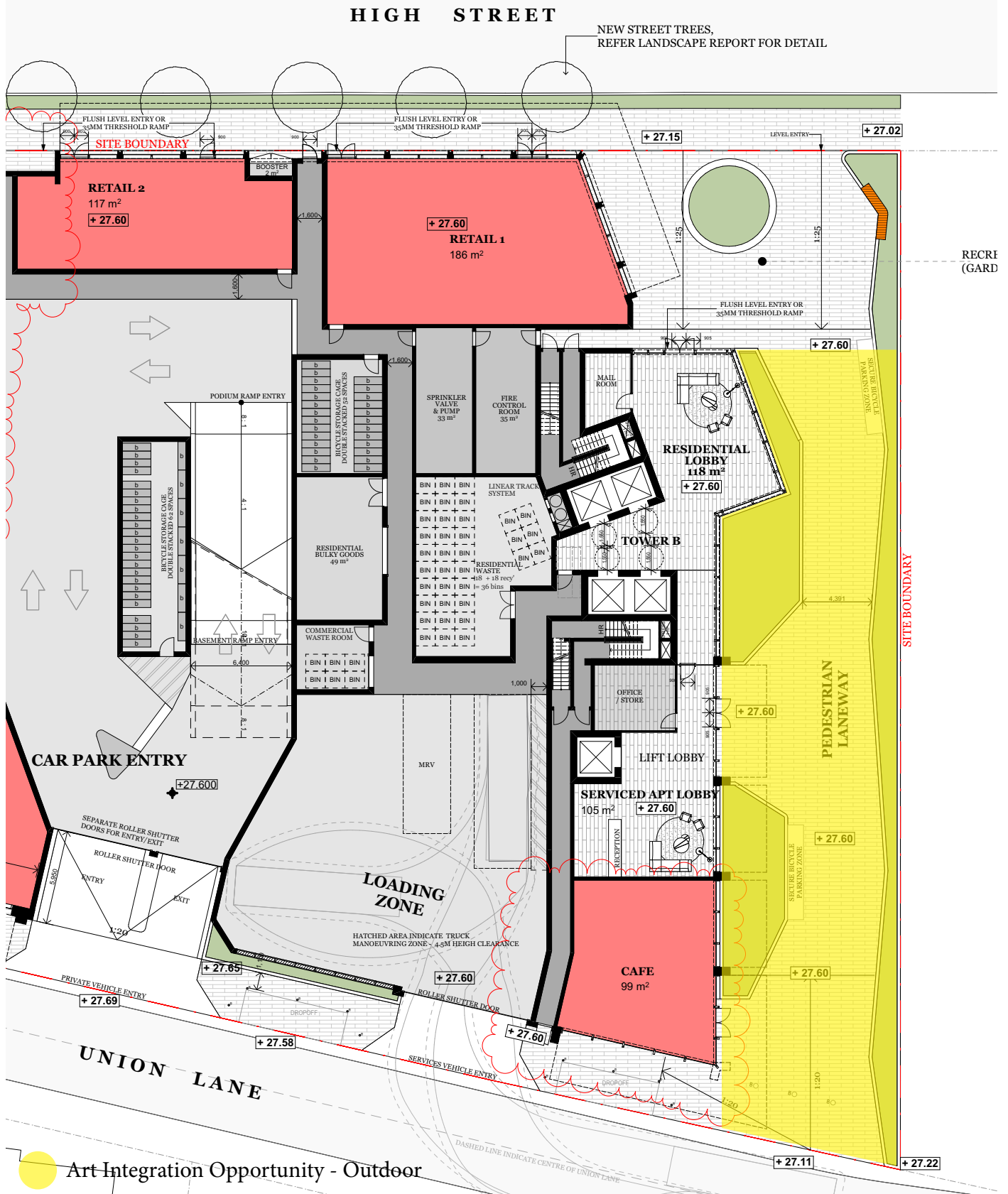




Key Drivers

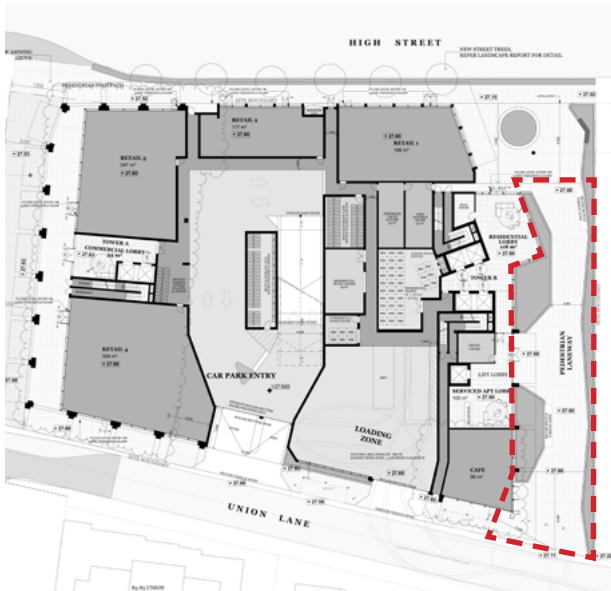
The key drivers influencing the Public Art Strategy include:

- Celebrating the Nepean River and connecting people to local significant environmental sites
- Encouraging connection to adjacent sites through vibrant and activated laneways
- Embracing nature through the integration of landscaping on the site

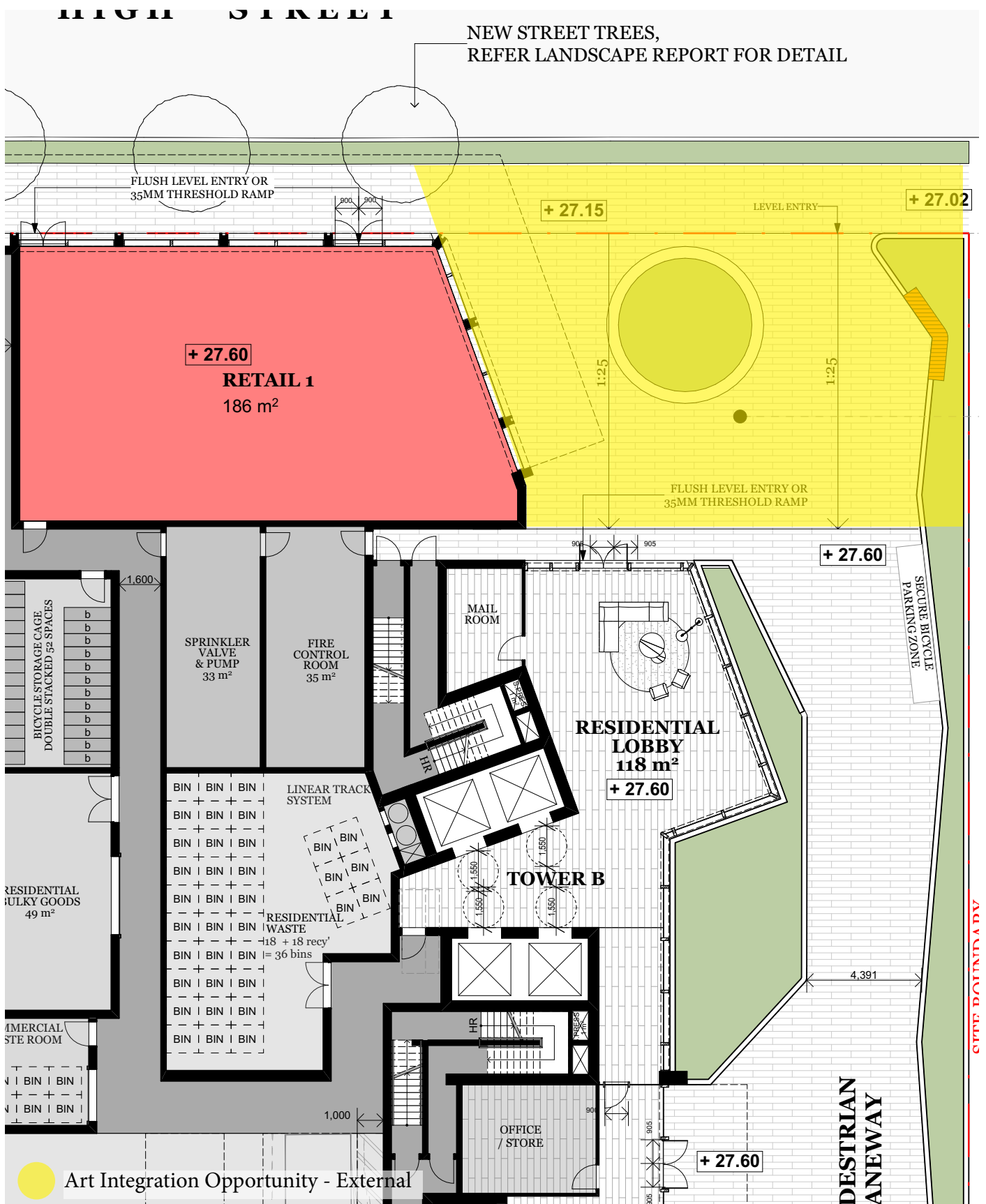


Art Location 1 - Pedestrian Laneway

The above diagram highlights opportunity for artwork to be integrated into the landscape along the pedestrian laneway connecting High Street to Union Lane. This is an exceptional location for an artwork that makes reference to the cultural and environmental significance of the local area, in particular the Nepean River. Due to the active nature of the through link, there is potential to express the dynamic nature of water and take pedestrians on a journey as they walk through the site.

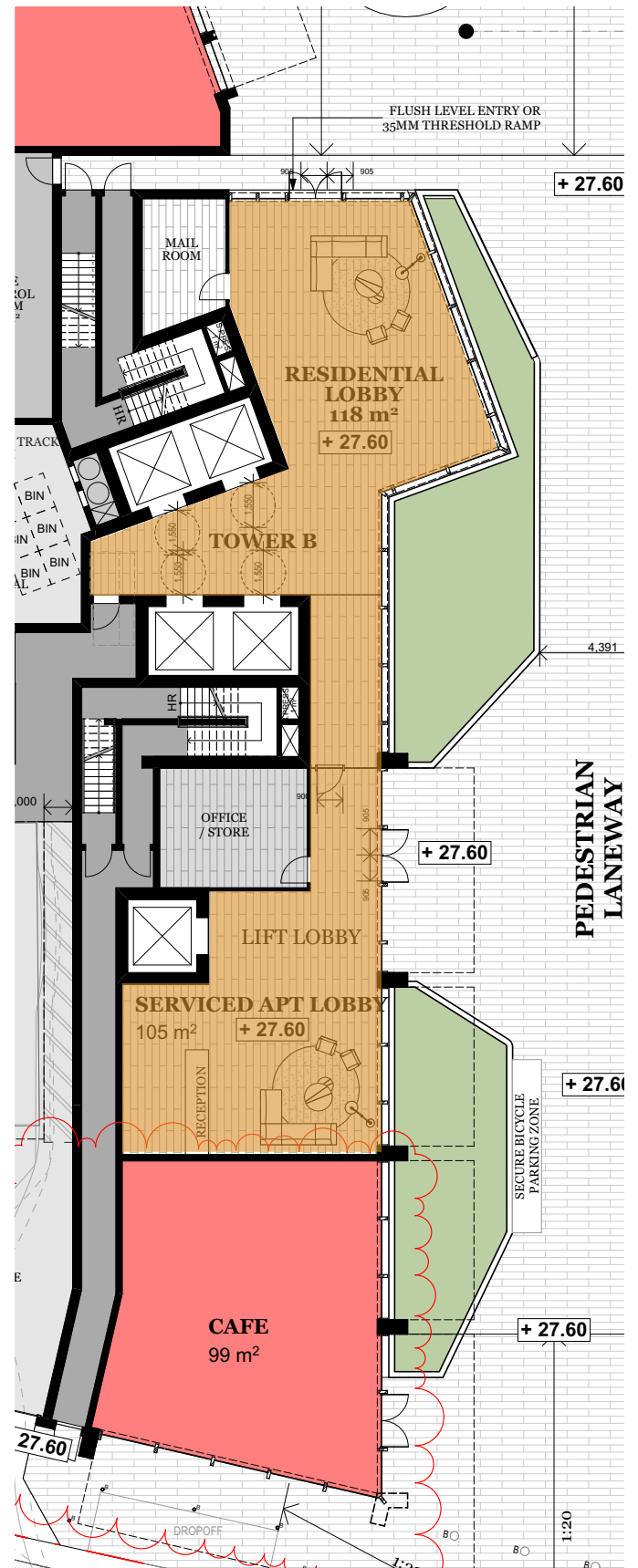
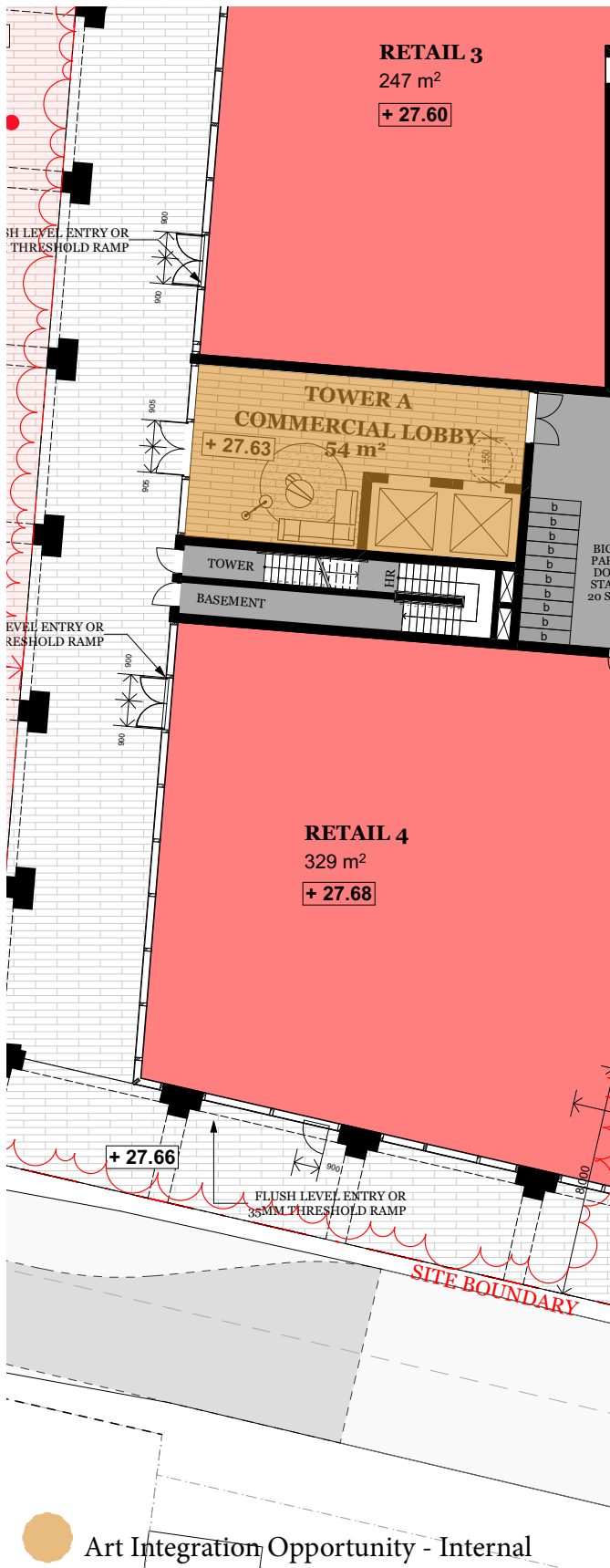


--- Art Integration Opportunity



Art Location 2 - Intersection High Street and Pedestrian Laneway

The above diagram highlights opportunity for a static artwork as the focal entrance point on the intersection between High Street and the pedestrian accessway. As the location is open, spacious and provides high visibility from the main road, the intention behind the artwork could serve as a landmark for the site drawing people in.



Art Location 3 - Residential and Commercial Lobbies

Being a centralised meeting point, the residential lobbies provide opportunity for static artwork as highlighted in the above diagram. Being directly linked to the pedestrian laneway, public artwork from the external thoroughfare can seep into the residential lobbies, acting as a visual aid and drawing people inside the building. There is also opportunity for this to be replicated in the commercial lobby, offering art appreciation for residents, visitors and retail occupants.

Artwork Parameters

Materials

Public art can take many forms in various materials. The proposed artwork should comprise of sculptures, environmental design, integration of art and architectural design, installations, lighting works, media/ technological installation or outdoor performances. Public artworks are usually site specific and make reference to the heritage, environment and culture identity of the local area.

Locations

The proposed ideal locations for the public artwork have been outlined in the architectural diagrams above.

Size/Scale

The size and scale of the public artwork will be flexible, leaving the decision to the appointed artist.

Target Audience

The target audience includes building users of the site such as residents, retail occupants, visitors, employees, precinct users and public pedestrians who are walking along High Street or through the thoroughfare connecting to Union Lane.