

UAP acknowledges the Traditional Custodians of the land on which we are meeting and recognise the value, diversity and integrity of First Nations arts, cultures and expressions, and their continual significance today.

We pay our respect to Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander people. We acknowledge that Indigenous sovereignty has never been ceded.

3 HOLDSWORTH AVENUE, ST LEONARDS

PUBLIC ART STRATEGY

Client

New Golden St Leonards Pty Ltd

UAP Reference

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Public Art Strategy

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Public Art Strategy

UAP are pleased to have been invited by New Golden St Leonards Pty Ltd to submit a Public Art Strategy for 3 Holdsworth Avenue, located within the St Leonards South Precinct, Sydney.

The central focus of this Public Art Strategy is to identify an approach for the inclusion of innovative, site-specific, integrated and contemporary public art, with consideration to the City of Lane Cove's guidelines and in collaboration with the project architects and client team.

To inform the successful commissioning of suitable public art for 3 Holdsworth Avenue, St Leonards, this Public Art Strategy will:

- Provide a high-level site and contextual spatial analysis;
- Develop a Curatorial Framework to guide the conceptual approach of site-wide, holistic art integration;
- Provide indicative artwork forms, materiality and desired experiences;
- Display a range of illustrative key benchmarks;
- Outline Methodologies for Artist Procurement, Fabrication and Installation; and
- Provide preliminary Implementation information on Program, Maintenance and Artwork Durability and Sustainability.

PROJECT CONTEXT

Project Context

Site Heritage

Cammeraygal Country

Cammeraygal Country is defined by diverse landforms and waterways, creating Sydney Harbour and its vast arterial river valleys. The Cammeraygal people occupy the north west side of what is known colonially as 'Port Jackson', as well as extending from Cremorne to Woodford Bay and Middle Harbour.

The Cammeraygal people belong to the Eora Nation, a term which has come into use in contemporary contexts to speak about the many groups of First Nations peoples in the greater Sydney area. The people of the Eora Nation have long been saltwater people, and the women are skilled at fishing. Eora fisherwomen make and use bara - or shell hooks - for fishing, attaching the hooks to lines made from tree bark. These fisherwomen would wear reed necklaces around their necks and light small fires on the nawi (wood canoes) to keep warm & cook the freshly caught fish.



Cammeraygal Country / 4,000 Fish by Lucy Simpson / St Leonards South Visualisation

Barangaroo the Woman

Possibly the most notable Cammeraygal historical figure is Barangaroo - a powerful Cammeraygal leader at the time of colonisation. She lived in and around the north harbour and Manly, and was known for her independence, strength and grit.

Barangaroo was a fierce defender of her personal beliefs and Cammeraygal traditions and knowledges. She refused to wear European clothes or drink their wine, and when she watched as the colonisers collected some 4,000 salmon from the ocean in one go - more than they could all possibly eat, she was outraged. Her foresight and apt understanding of the threats to her traditional way of life remain an important story to be told today.



European Arrival and History

In 1788 the First Fleet, commanded by Captain Arthur Phillip, landed on the shoreline of Sydney Cove. Within a short time urban development and industry had begun. The first land grants in Lane Cove were made as early as 1794, and one of the earliest small industries was Rupert Kirk's soap and candle factory established in 1831.

St Leonards

In the 2016 census, 6,000 people lived in St Leonards. With two thirds of St Leonards' residents born overseas, the suburb is richly multicultural and diverse. After Australia, the most common countries of birth include China, India, Japan and Hong Kong. St Leonards offers convenient city living, with a lively and dynamic community feel that will continue to take shape amongst a new sustainable and connected urban precinct for St Leonards South.



Project Context

Project Overview

3 Holdsworth Avenue is located within St Leonards South, a new community precinct for Sydney’s north shore. The dynamic new residential development contains 96 apartments across 10 and 12 storeys, as well as the provision of 400sqm of public open space across the site.

The design vision of the site is ‘shaped and inspired by the nature and its surrounding neighbourhood’, with a stepped design that responds to the rhythm of terraced topography. The podium facade is built from brick masonry and the building reflects the material character of surrounding houses. The integration of Sandstone retaining walls establishes a distinct Sydney character, while the apartments offer unique viewlines towards the Newlands Park natural trail and down to the harbour.

In line with the Landscape Vision for St Leonards South, the development sits alongside the ‘green spine’, a lush open space for the community to enjoy in nature. Open green spaces at the Northern and Western edges of the block integrate within this green spine to create opportunities for community to meet, gather and interact, supporting St Leonards South as a liveable, walkable and highly connected precinct.

Size of Development	~2,631 m² Foot Print
Floor Count	Part 10 and Part 12 + 4 levels below-ground for parking
Public Open Space	~400 m²
Apartments	96



Project Context

St Leonards South Precinct

Lane Cove Council has developed a significant Development Control Plan and Landscape Masterplan for the St Leonards South Precinct, envisaging an interconnected and vibrant community. The Masterplan integrates high-rise residential towers amongst existing dwellings, ensuring the community feels a sense of belonging within a growing city.

St Leonards will play a significant role in the continual development of Sydney as a ‘Harbour City’, integrating community living closer to the bay. The Landscape Masterplan for the Precinct, developed by Oculus, envisages a route of interconnected green spines and courtyards which incorporate lush plantings and shared public space east-west between the high-rise residential dwellings.

Informed by sustainable design practices, St Leonards South will become a community precinct for a forward-thinking new city, driven by the importance of human connection, public green spaces and accessibility. Cycle routes as part of the Lane Cove Bike Plan 2019 will encourage a more active community, while future stages of the masterplanned redevelopment will see a significant community plaza where people can meet, gather and interact.

Green Spines	3, each 24-30m wide
Pocket Parks	4 across ~4,000m ²
Local Park	3775m ²



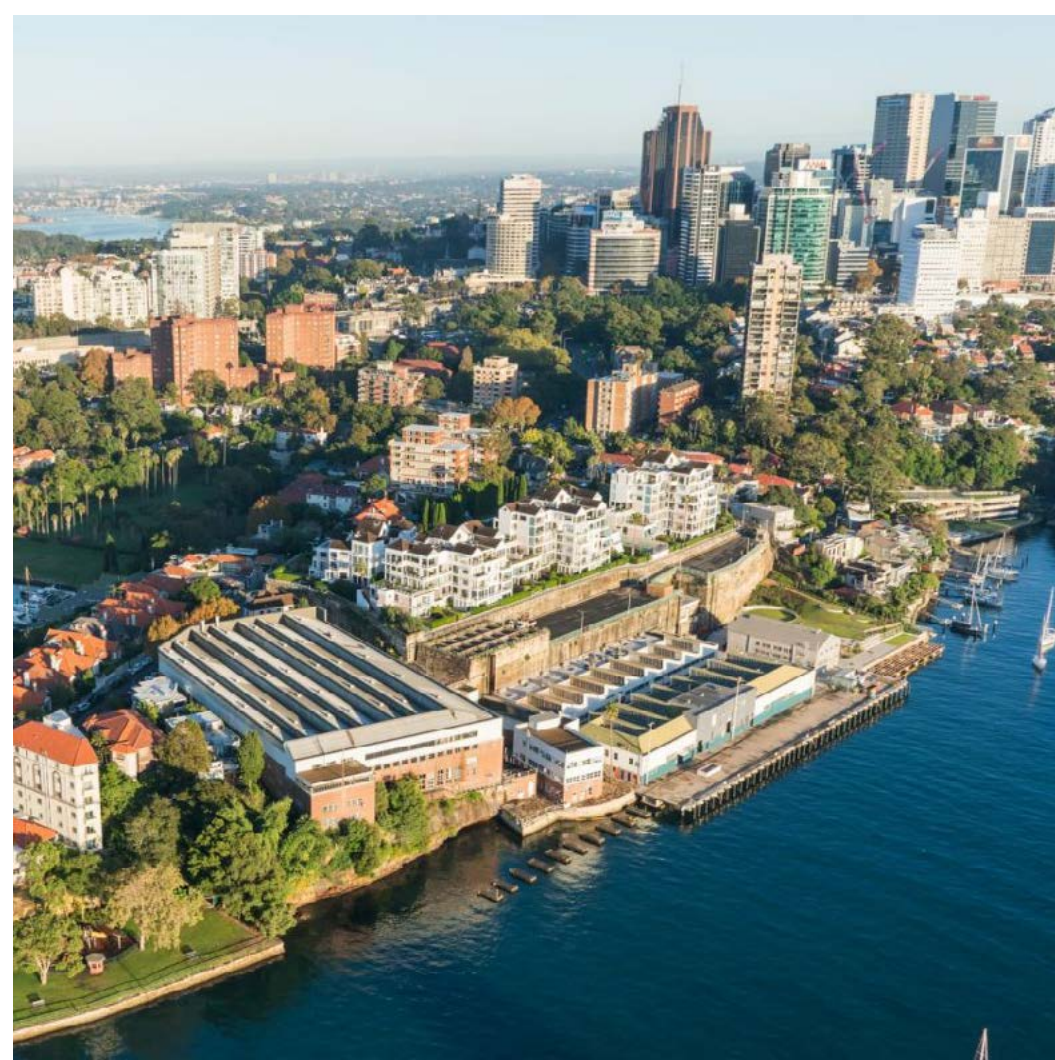
Project Context

St Leonards Local Character

St Leonards South is quickly taking shape as a vibrant, interconnected community precinct, home to a young and diverse demographic of residents. Situated in an ideal location just 6km from the CBD, St Leonards is supported with access to a trail of parks and reserves leading down to the bay.

With a Landscape Masterplan led by Oculus, St Leonards South is establishing itself amongst a growing city. Envisaged to become a community-centred, sustainability-focused residential precinct, this pocket of Sydney's north shore will capture the spirit of an invigorated community at St Leonards South.

Set to improve amenity and access, with a wealth of green spaces and community facilities just beyond residents' front doors, St Leonards South is creating a future-focused community precinct.



Project Context

Location and Access

3 Holdsworth Avenue is located within St Leonards South, a community precinct seeking to become a highly connected, walkable and liveable area in Sydney's north shore. Located 6km from Sydney's CBD and a short 6 minute walk from St Leonards Town Centre, the residential development is well supported by improved pedestrian journeys through the precinct, as well as key access routes from Pacific Highway and River Road.

Pedestrian Access

The future St Leonards Plaza, a major public park, will be located a short 6 minute walk from the development nearby to St Leonards Station. Supported pedestrian routes from Newlands Park through the green spine create a walkable precinct.

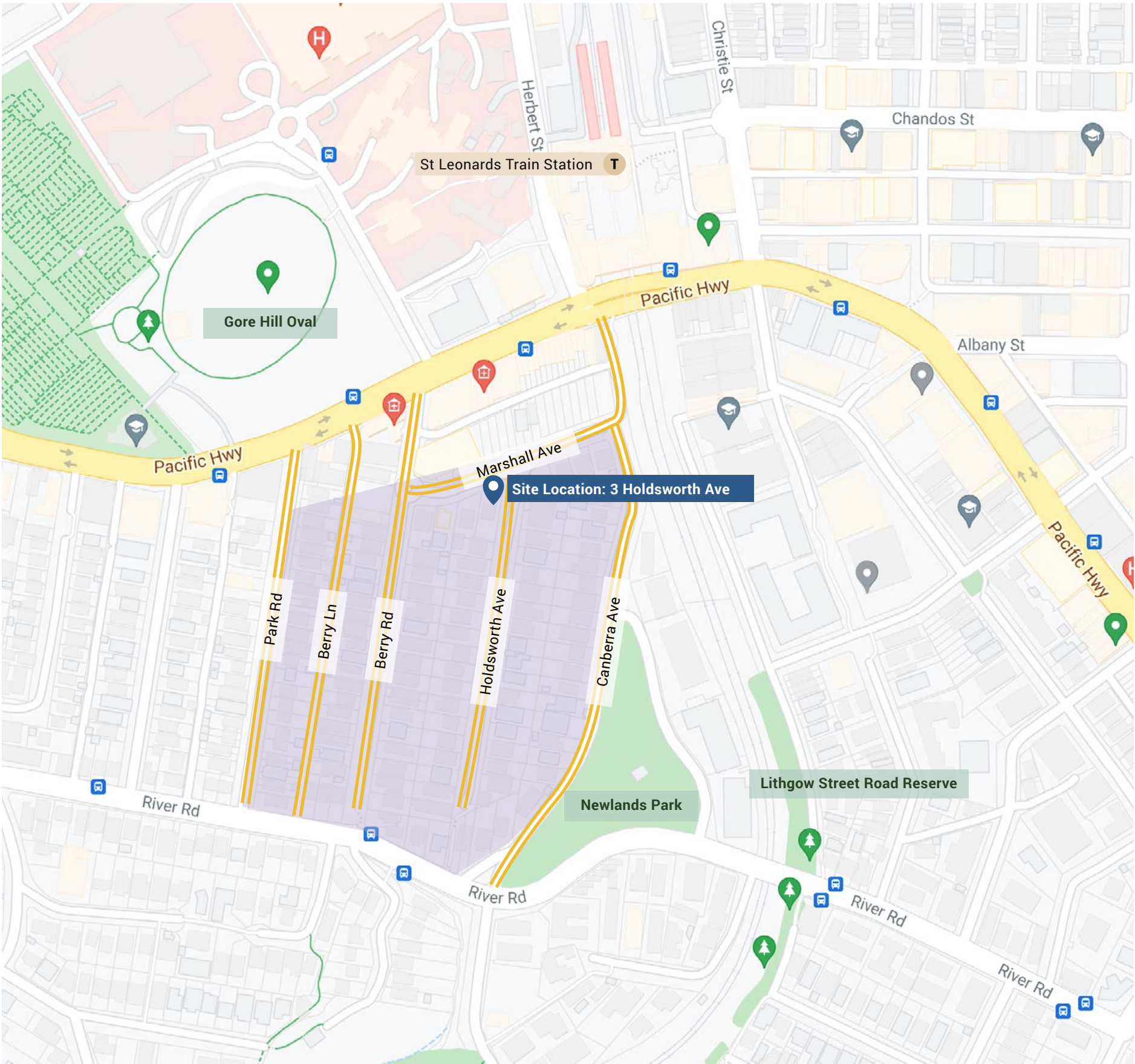
Major Roads and Transport

The development at 3 Holdsworth Avenue is bound by Marshall Ave to the north and Holdsworth Ave to the east. These key roads connect residents to the Pacific Highway and through key routes across Sydney, as well as southwards across the St Leonards South precinct.

Public Transport

3 Holdsworth Avenue is located a short 6 minute walk from St Leonards Station and is highly accessible by foot through the communal green spine, connecting across the entire residential precinct of St Leonards South. Bus stands on Pacific Highway and River Road connect residents to neighbouring suburbs and across to the Sydney CBD.

- Site Location
- Main Roads
- Public Transport
- Parklands
- St Leonards South Precinct



Project Context

Site Characteristics

St Leonards is located on Sydney's North Shore in an area of exciting redevelopment. A young and multicultural community are creating a dynamic and lively place to live, work and play, with an exciting array of restaurants, a newly developed creative precinct and a wealth of recreational opportunities. St Leonards South has a green and leafy suburban character and distinct relaxed setting.

Listed below are some local green spaces, as well as the key historical, cultural and recreational opportunities in the immediate surrounds.

Parks and Reserves

- Gore Hill Oval
- Newlands Park
- Propsting Reserve
- Smoothey Park

Historical

- Carisbrook House
- Gore Hill Cemetery

Cultural

- Walsh Bay Sculpture Walk
- TWT Creative Precinct, Atchison Lane

Recreational

- Climb Fit
- Luna Park
- Greenwich Baths



VISIONING

Visioning

Public Art Policy Alignment

The Lane Cove Public Art Policy, adopted 1 November 2010, outlines Guiding Principles which provide a holistic approach to strategic planning across Council. The matrix, right, speaks to these Guiding Principles for Public Art, indicating how art commissioned for 3 Holdsworth Avenue, St Leonards will align with these overall goals.

Cultural Vision

Lane Cove Council’s Cultural Vision is ‘for Lane Cove to be at the forefront in realising the artistic and creative potential of the community in a way that fosters diversity, passion and equity for all cultural pursuits and protects and celebrates our heritage, environment and community atmosphere.’

Following this Cultural Vision, Council has also stipulated key ideas of place which should underline all Public Art:

- Connection to and reflection of the natural and local environment;
- Celebration of local artistic and musical talents and the creative contributions of local artists, craftspeople, designer/ makers, writers, musicians, performing artists, and other creative makers;
- Honouring and celebrating the Cameraygal heritage of Indigenous inhabitants in the Lane Cove area;
- Interpreting the richness of the local cultural heritage from immigrants and the multiple strands of contemporary cultural heritage development in the Lane Cove area;
- Exploring the sense of place or unique identity arising from the layering of meaning in Lane Cove’s public places; and
- Working to increase community well-being and engagement.

Lane Cove Guiding Principles for Public Art	3 Holdsworth Avenue Public Art
Community To develop a strong, inclusive community that promotes access, equity and participation in decision making, working towards a better Lane Cove for everyone.	Public Art for 3 Holdsworth Avenue will be well-integrated within the public realm to create a welcoming environment for the community to gather, interact and relax. Public Art will be inclusive through form, expression and accessibility, ensuring it connects to all members of the Lane Cove community alike.
Creativity To nurture diverse creative expression in the community and foster innovation to meet the needs of Lane Cove.	Local creatives, emerging artists, innovative thinkers and respected creative practitioners will all be considered to develop public art for 3 Holdsworth Avenue. Public Art will nurture the diverse creative expressions emerging from the Lane Cove community.
Sustainability To ensure that all decisions consider a balance of economic, environmental, cultural and social elements to enhance the quality of life in Lane Cove.	Public Art will consider sustainability through chosen materiality, anticipated lifespan, and effect on the surrounding social and environmental contexts of the site. Public art will improve access and provide moments of solitude and rest, assisting to soften the urban heat of the cityscape.
Best Value To balance the provision of quality services to the community of Lane Cove with cost, and to always seek continuous improvements to the services provided.	Public Art for 3 Holdsworth Avenue will be developed with value for cost in mind, ensuring the final outcome is proportionate to the money spent on Public Art. The artwork will be maintained over its lifetime, ensuring it remains an important aspect of the urban design for years to come.

Visioning

Curatorial Vision

The Curatorial Vision is inspired by the unique geology and topography of place here, where viewlines trace the twists and turns of winding creek patterns as the land descends to meet the water at Sydney Harbour. The vast arterial waterways become natural markers, contouring and defining this place as Cammeraygal Country for thousands of years.

contour lines takes cues from the design vision for 3 Holdsworth Avenue, guiding the creation of art which will respond to the ecological context of site as well as the contour lines visible within the built form itself, rendered in brick masonry patternations and a stepped facade. This concept continues through the sandstone retaining wall, contouring the edges of the site in ode to the Hawkesbury bedrock lying beneath.

Artists may be inspired by organic growth and natural flow patterns, speaking to the rhythmic waves of water, undulating grasslands and ripples on rockfaces. Alternatively, art may delineate landscapes real or imagined, creating terrains of discovery and wonder. The Curatorial Vision imagines art for 3 Holdsworth Avenue that responds to topographies, geologies and forms, creating a place for the interconnected circles of community at St Leonards South.



contour lines

ARTWORK OPPORTUNITIES

Artwork Opportunities

Overview

The development site at 3 Holdsworth Avenue offers various opportunities for public art integration. The lush green space, offering a place for communal recreation, gathering and activity with viewlines from neighbouring roads, is nominated as the key location for public art. It is anticipated that one opportunity be selected to proceed.

Artwork Opportunities

- Sculptural Elements
- Stone Wall Art Integration

Budget Guidelines

Public Artwork will be delivered as per the DCP Guidelines that stipulates that a minimum of 0.1% of the development construction costs must be spent.

- Sculptural Elements
- Stone Wall Art Integration



Artwork Opportunities

Sculptural

Located within the open green space, a sculptural artwork would invigorate this public realm space as a place for gathering, interaction and engagement.

Location

There are two possible locations for Sculptural opportunities within the open green space:

- Northern green space, between the trees near the pathway
- Public park

Artwork Form

A sculptural opportunity may take the form of a single standalone sculptural work, or multiple sculptural elements.

Artwork Role & Function

- Embed creativity within the public realm space, providing a place for people to meet and gather
- Create an identifiable marker of place for 3 Holdsworth Avenue, fostering a sense of identity for residents
- Significant opportunity to embed histories & stories of place within the urban fabric, adding a further layer of meaning to the development
- Inspire and delight children and adults alike, as a playful artistic intervention that can be discovered in new ways over time

Design Considerations

- This opportunity would be realised in close collaboration with the landscape architects to ensure a high level of integration within the green space.



Sculptural Elements

Artwork Opportunities

Benchmarking



Artwork Opportunities

Stone Wall Art Integration

Art Integration to the retaining stone wall offers a unique opportunity for artists to respond to the geology and stories of site, creating a highly integrated and dynamic creative response.

Location

Sandstone retaining wall, at the corner of Holdsworth & Marshall Avenues.

Artwork Form

Art integration to the retaining stone wall may comprise the following:

- Sculptural attachments to the existing wall

Artwork Role & Function

- Foster a sense of place identity for residents, creating a welcoming entryway leading up to the shared green space
- Unique opportunity to speak to the site’s natural history and geology, responding to the sandstone materiality of the wall itself
- With high visibility from pedestrian routes along Holdsworth and Marshall Avenue, this opportunity would interact closely with passers-by as a highly public artwork
- Create a sense of surprise and delight along the pedestrian journey, injecting creativity within the built fabric of 3 Holdsworth Avenue

Design Considerations

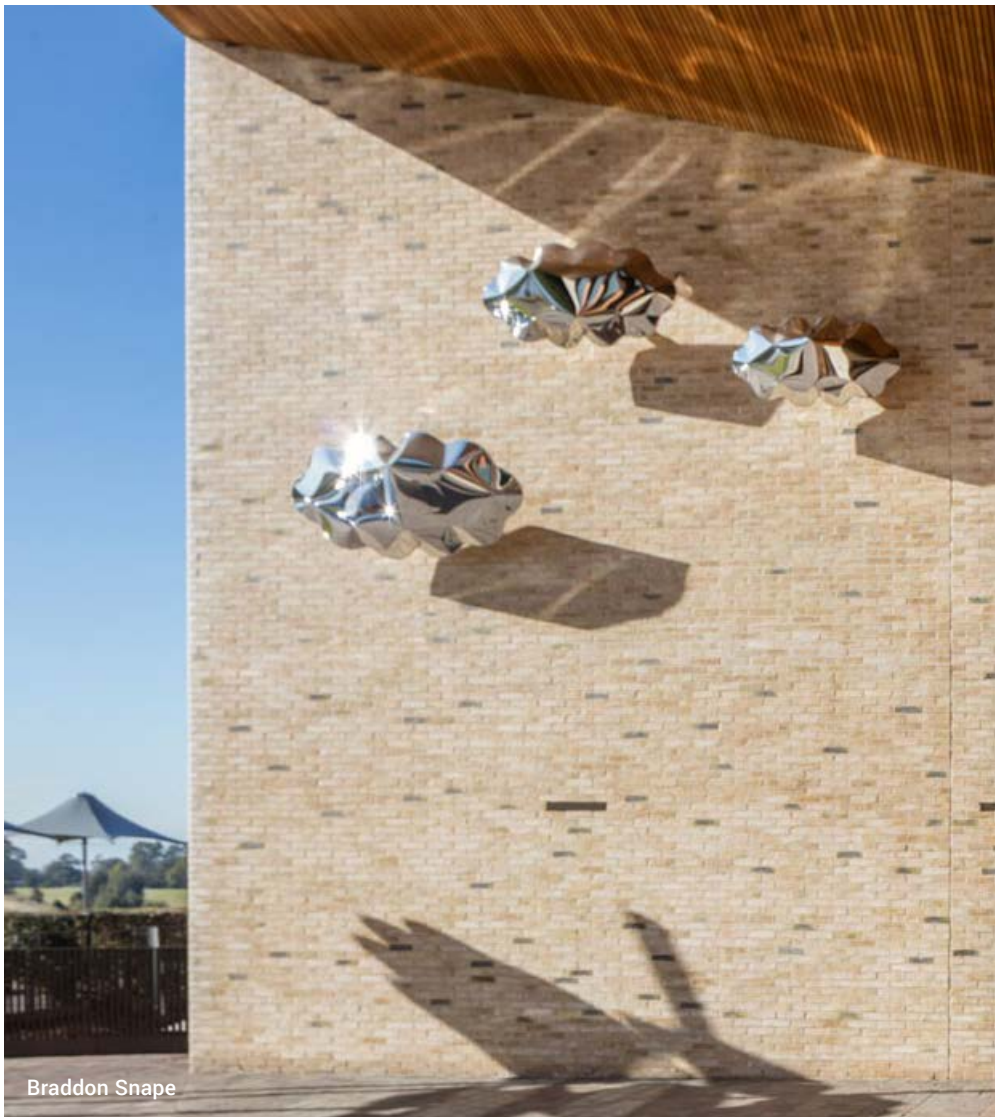
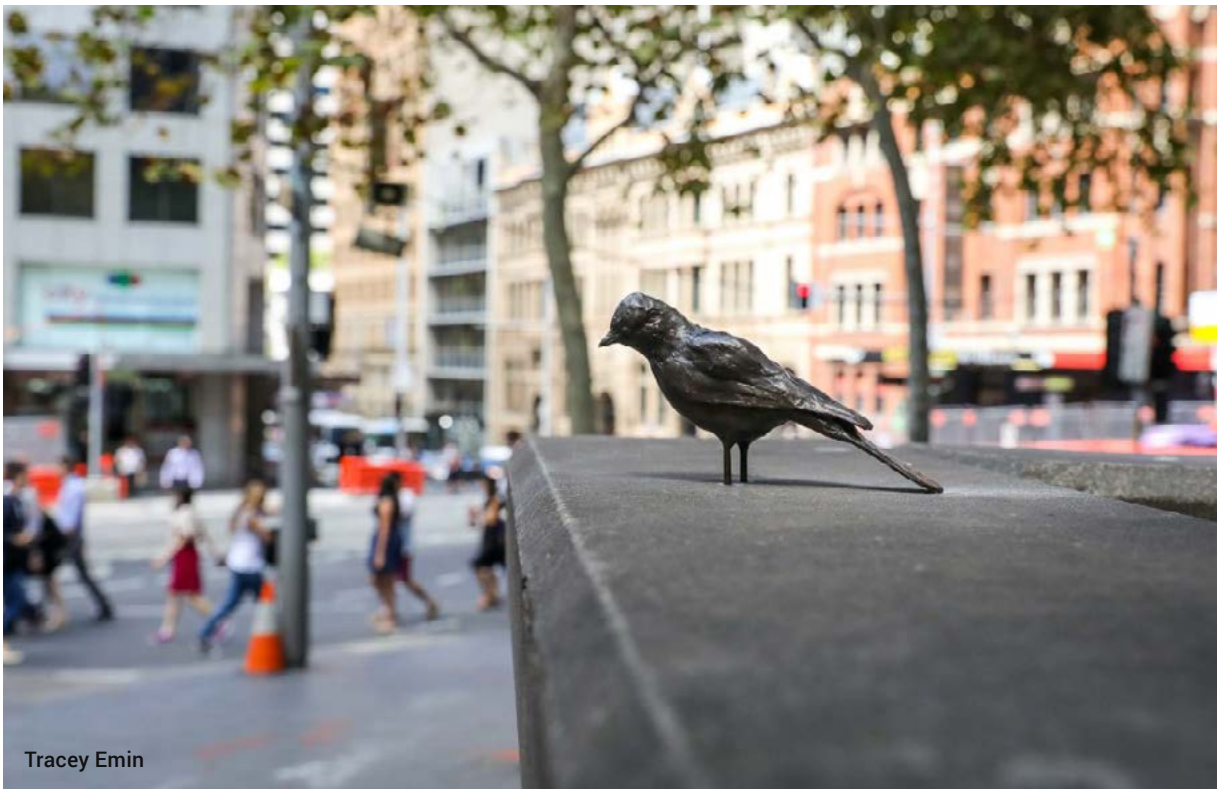
- This opportunity would be realised in close collaboration with the building architects to ensure a sensitive design and high level integration within the retaining wall.



Stone Wall Art Integration

Artwork Opportunities

Benchmarking



IMPLEMENTATION

Implementation

Indicative Public Art Process and Timeline

The indicative program below outlines a typical process for the commissioning of public art, in line with Council and Client review points by stage.

Art Planning		Design		Construction
Art Strategy (4 – 6 weeks)	Artist Procurement (2 – 4 weeks)	Concept Design (6 – 8 weeks)	Design Development (6 – 8 weeks)	Construction / Delivery (14 – 22 weeks)
<ul style="list-style-type: none"> Project initiation meeting and workshop process with key stakeholders Review of development's design documents Research into local culture, history and environment Development and documentation of Art Strategy with identification of art locations and benchmarking Implementation planning including development of; art budget guide, art process and initial program, maintenance and sustainability methodologies 	<ul style="list-style-type: none"> Facilitate and support artist short-listing and selection process with Client Confirm artist availability Develop Artist Briefing documents 	<ul style="list-style-type: none"> Contract selected Artists Brief contracted Artists Artist support for research and investigation, concept development, selection of materials, colours and scale Concept Design presentation including narrative descriptions, sketches and visualisations prepared by artists Preliminary construction program and budget Management of Client review and selection of winning Concept Designs 	<ul style="list-style-type: none"> Artist support for further materials investigation Preliminary engineering advice and liaison with design consultants and construction team Final models and computer generated visualisations (as required) Material selection and fabrication budget review with client Management of Client review and approval of Developed Designs 	<ul style="list-style-type: none"> Full construction documentation and engineering certification including samples and prototypes (as required) Final construction budget review with client Project management and budget control of artwork construction Management of fabrication process, including: Artwork fabrication Client approvals during construction Quality control Transportation to site Maintenance advice and development of Maintenance Manual/s Attribution plaque
CURRENT STAGE				
Council review points by stage				
<ul style="list-style-type: none"> City of Lane Cove review Art Strategy 		<ul style="list-style-type: none"> City of Lane Cove review selected Concept Design(s) 		<ul style="list-style-type: none"> City of Lane Cove review and approval point, confirming completion of art requirement

Implementation

Artist Procurement

UAP acknowledges the importance of First Nations cultural knowledge and should the First Nations' history of the site be developed further if the project team invite a First Nations' artist to respond to the site, UAP will ensure that a Cultural Advisor is engaged and key Community stakeholders are engaged at key points prior to the artwork being designed and delivered.

There is one (1) main method recommended for the procurement of an artist for 3 Holdsworth Avenue.

Direct Engagement

- A short list of 4 – 5 artists is developed
- 1 artist is selected to develop a concept design
- The artist's concept design is presented for approval to continue to Design Development
- The artist is paid a concept design fee. In some cases the artist may be paid a higher fee and asked to submit more than one concept for consideration



Maintenance is a key factor in the long-term care and quality of public artworks and should be taken into consideration during concept and design development, during material selection and construction.

In addition, the development of a maintenance program will ensure that the benefits generated by public art can be enjoyed over a long period and that maintenance costs can be kept to a minimum.

There are climatic conditions for 3 Holdsworth Avenue that all artists and fabricators must consider during permanent artwork development to ensure the longevity of all artworks. These conditions include humidity, fatigue, vehicular pollution, UV degradation and vandalism.

Material Selection

To withstand these conditions, artists will be required to ensure their artworks are of a robust nature, incorporate technologies that are easily replaced and be constructed from materials suitable for long-term exterior installations.

Artworks may be constructed from materials such as:

- Brass
- Cast aluminium
- Cast bronze
- Stainless Steel (select)
- Exterior grade paint

Please note the list on the left provides examples only and is not prescriptive to the selection of materials.

Materials not considered suitable include resins, soft timbers and any materials that are not UV stable.

Where artworks include technology elements, these should be high quality, warrantied components and fittings that are easily accessible for replacement. Use of LEDs is recommended for longevity and power efficiency of lighting installations.

Maintenance Program

During the development of a public art project, consideration should be given to the thorough documentation of the processes involved in the future care and maintenance requirements of the artwork. This information is captured in an Artwork Maintenance Manual which outlines the following information in relation to the artwork:

- Contact details for the construction company/companies involved
- Materials used during construction and supplier details
- Treatments, aftercare works and processes
- Design and structural drawings
- Predicted lifespan of components
- Location of power source, power supply, water supply etc
- Cleaning program outlining processes and recommended frequency
- Any specific specialist maintenance requirements

The Artwork Maintenance Manual forms the final handover of ownership of the artwork.

Financial Implications

While artworks should be designed to be durable and require minimum maintenance, all permanent artworks in the public realm will require a certain amount of maintenance to ensure their longevity and reduce replacement costs. All commissioners of artworks must understand the maintenance responsibilities of each artwork which will be minimised and explained during the design stages.

In order that maintenance responsibilities and associated costs do not become onerous it is recommended that responsibility for maintenance is clearly established and that a condition check of the artwork is undertaken on a regular basis with any remedial works and cleaning carried out when necessary. This will prevent any deterioration of the artwork that may lead to more expensive restoration works in the long-term.

Artwork Life-Span

Permanent artworks commissioned for 3 Holdsworth Avenue should be intended to have a life expectancy of up to 25 years. Where artworks include technology elements with expected lifespans shorter than 25 years, the future owner of the artwork may choose to conduct a review of the artwork before the intended expectancy is reached.

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