

# 757-763 George St, Haymarket, NSW

Preliminary Public Art Plan  
(In support of Architectural Planning Proposal)



Prepared by: Site Image Public Art Consultants  
For: Samprian Pty Ltd  
September 2020



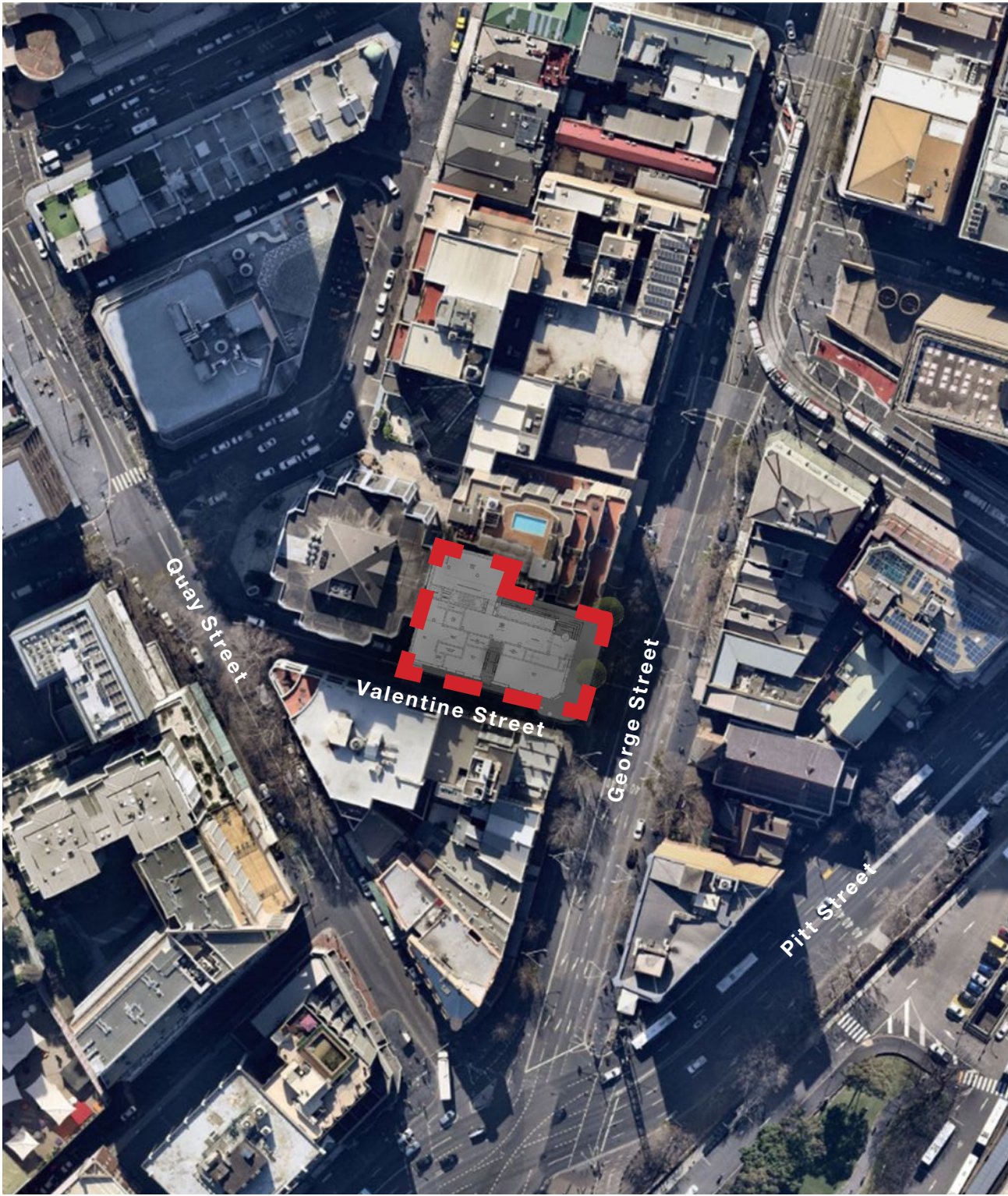
SITE IMAGE  
Public Art Consultants

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Context Plan

## INTRODUCTION

This report has been prepared by Site Image Public Art Consultants in support of Planning Proposals for the development at 757-763 George Street, Haymarket. This Plan is to be prepared to demonstrate an opportunity of public art strategy to the City of Sydney Council's DCP and 'Interim Guidelines - Public Art in Private Developments'. This report provides an analysis of the site locality and public art opportunities for the site. Through research of the site and local themes, history and features, and initial artwork concept formulation, and selection and development of a preferred artwork.

Council's Interim Guidelines - Public Art in Private Developments notes:

1. Preliminary Public Art Plan to be submitted with Planning Proposal

The Preliminary Public Art Plan should include an analysis of the precinct, planning requirements and any studies pertinent to the public art objectives. It should identify public art opportunities, propose a methodology for the selection and commissioning of artists and provide an estimated budget and program for the inclusion of artists. The Preliminary Public Art Plan will be reviewed by the Public Art Committee for comment and any recommendations will be recorded and passed onto the developer.

*For reference we include the following relevant extract from The City of Sydney Public Art Policy 2016:*

“ Art and culture make a city stimulating and memorable and create a flourishing and outward-looking environment of which its communities can be justly proud.

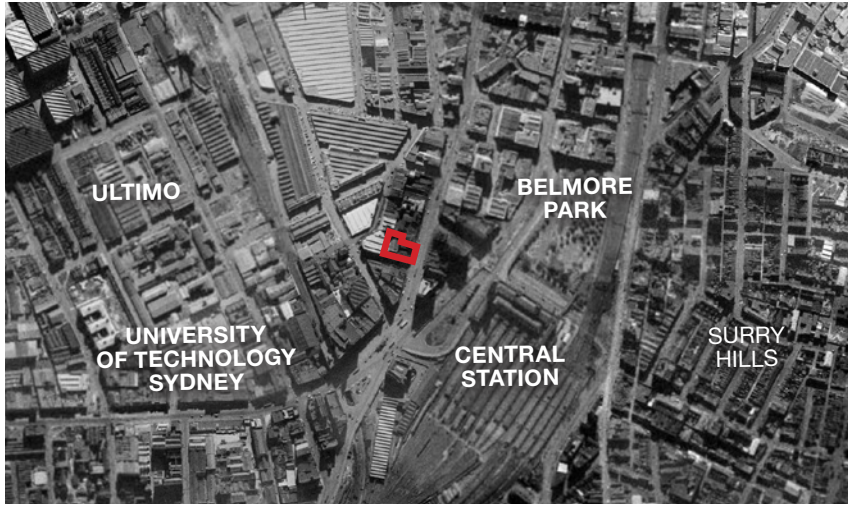
As the most visible and accessible art form, public art plays a role of unprecedented importance in contributing to the poetic dimension of the city. Thriving art and culture are the great indicators of a city's pulse and should have a palpable presence throughout the city.

Public art can enrich the public domain and artists can contribute to the shaping and transforming of the urban realm in ways which reflect, accentuate and give meaning to Sydney's unique environment, history and community. ”

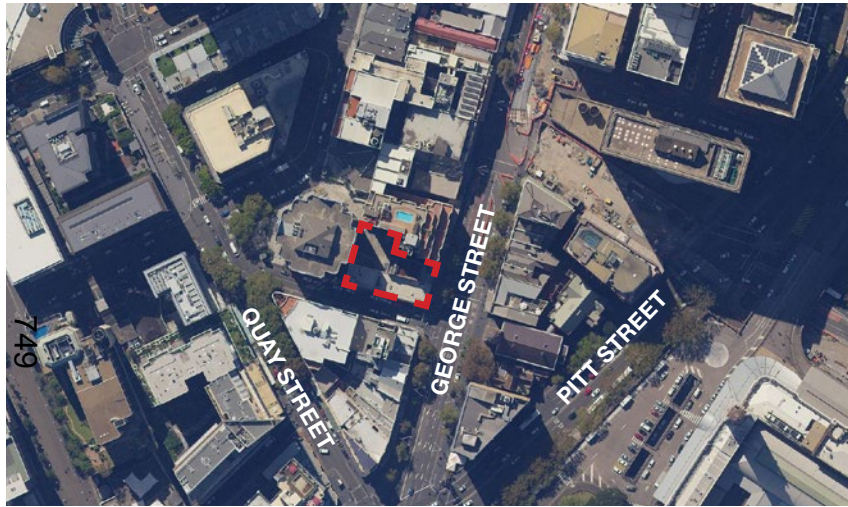




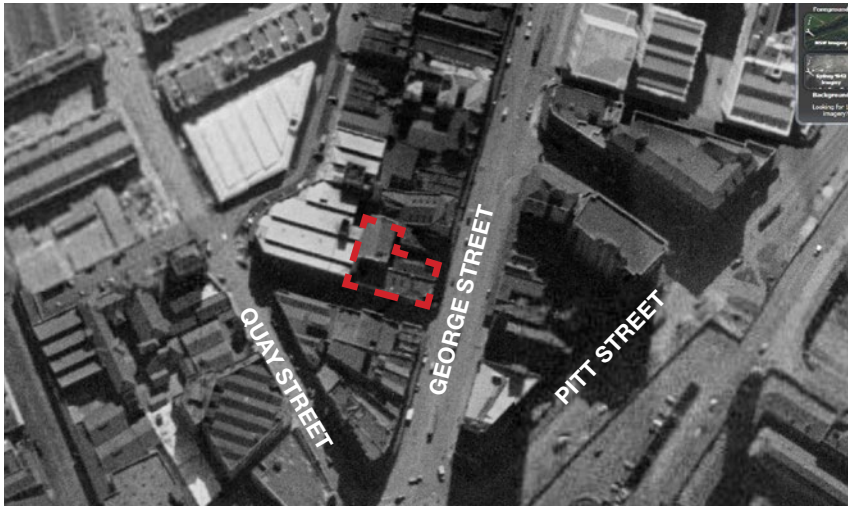
Aerial showing local context - Sixmaps 2017



Aerial showing local context - Sixmaps 1943



Aerial showing the project site context - Sixmaps 2017



Aerial showing the project site context - Sixmaps 1943



Street view along George Street- Google maps



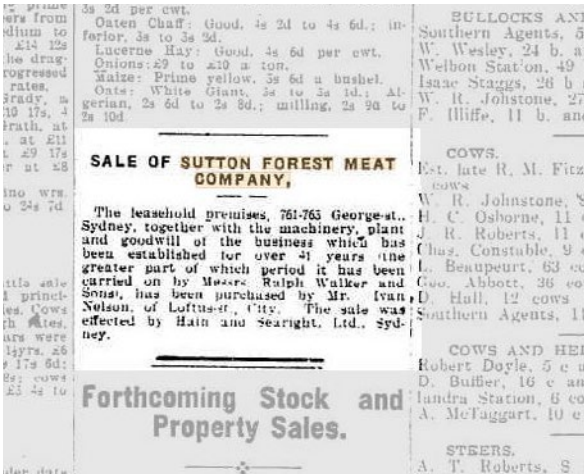
Pedestrian footpath from George Street- Google maps

# SITE CONTEXT

The subject site at 757-763 George Street, Haymarket is a proposed development site located in a prime location 300m from Central station. The area has been identified under the Central Sydney Planning Strategy as within the “Haymarket Activity Node”, an area of Sydney that has the potential to accommodate increased density without overshadowing of Sydney’s primary open spaces.

At the base of the multi-storey proposal is a heritage item of local significance under the Sydney LEP 2012. The former Sutton Forest Meat Company building is a two-story structure which dates back to 1897. The site is located within the urban context of active civic precincts of Ultimo, Central Station, UTS as well as being in close to Belmore Park.





Sale of the Sutton Forest Meat Company in the Sydney Stock & Station  
Journey on 26th January 1917  
*The Sydney Stock and Station Journal (1896 - 1924), City of Sydney Archives*



Image shot in 2000, depicting the heritage facade & its ceramic tile patterns  
(1231). Malaya Restaurant. City of Sydney Archives

## SITE HERITAGE AND THEMES EXPLORATION

The following synopsis of history and heritage for the site is provided as a guide, with the project heritage consultant to consult with the selected artist and provide more detailed understanding and resource material as appropriate to the final selected theme and artwork format.

The former Sutton Forest Meat Building is significant for its long association with the wholesale meat trade and is a rare example of this practice in the city. It is part of the major development of primary produce markets at Haymarket at the turn of the century. It also reflects the period of major redevelopment in the city during the later decades of the nineteenth century

The former Sutton Forest Meat building's aesthetic significance is derived from the qualities of the simple lines of the building form, and the more complex and repetitive rhythm of its Arts and Crafts inspired brick structure, and the primitive application of ceramic tile patterns and decorative panels. Such extensive external detailing is rare in the Sydney area.

Although the date on the parapet indicates establishment in 1875, the earliest documented association of Suttons Meat Co. with this site dates from the early 1890s. In 1895 the company occupied premises at 761. In 1897 the business was expanded to encompass both 761 and 763. The building reflects the period of great redevelopment of the city during the later years of the nineteenth century. Its original function is also indicative of the principal functions served by this part of the city.

The association of the shop with the meat industry ceased in the 1960s. Several tenants have used the building since that time including a fish shop and coffee house. A restaurant was opened in 763 during the early 1970s and this remains its primary function, although 761 continued to house a variety of shops and offices until the 1980s. Changes to the building since the 1960s have included the introduction of more partitions, the upgrade of services, and the construction of a store room. In 1985 the restaurant was extended to include 761 George Street. In the same year the building was damaged by fire, and the interiors were subsequently refurbished.

# BUILDING PROPOSALS, PUBLIC ART OPPORTUNITIES & BUDGET

The subject site at 757-763 George Street, Haymarket is proposed to be redeveloped into a tower development accommodating retail floor space at Ground and Podium Levels with 3.5 star hotel accommodation above. Given its close proximity to Sydney’s Central Station & having been identified within the “Haymarket Activity Node’ the site has the potential for high foot traffic as well as for those using the retail & hotel amenities of the development itself.

With the Sutton Forest Meat Company’s two story heritage listed facade preserved at the base of the site, there are vast opportunities to present public art that is sympathetic of & calls reference to the areas rich & diverse history dating back to 1897.

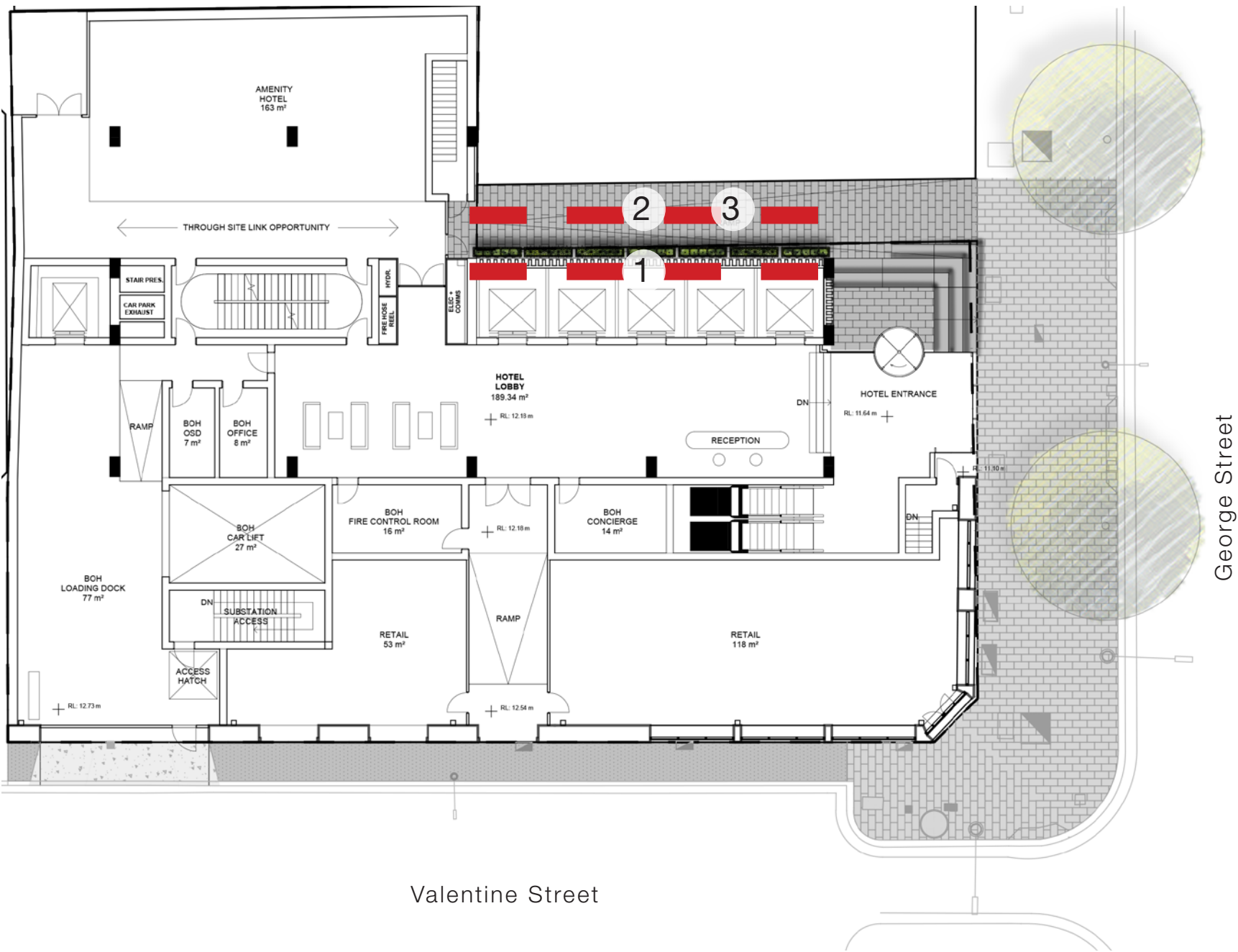
The principal opportunities for public art are:

- 1. Wall art on the lift core adjacent the laneway
- 2. Floor inlay art along George Street Laneway
- 3. Canopy element over George Street Laneway

### Public Art Budget and Management of Costs

- The process of determination of budget is guided by consultation and project management including:
- Preparation of esquisse / artwork development / shop drawings;
  - Seeking fabricator budget feedback t the early stages so that the artist vision is within the cost plan;
  - Develop esquisse sketches to shop drawings by specialist fabricators and gain opinion of cost;
  - Constructive dialogue with the artist provides feedback on range of costs against ‘budget’ should the proposals be significantly above budget;
  - Project Manager and head contractor supervision and ongoing monitoring of the progress. This includes the artwork shop-drawings, tendering and programming, fabrication, delivery, installation, costs monitoring & general budget feedback.

It is important to not only manage costs to meet the general budget guidelines for public art, but also to ensure artist participation in fabrication and concept development results in a profitable outcome for the artist. Most important is that the artistic process is not unduly constrained, and that the artist is reasonably guided to a satisfactory outcome that achieves both budget and artist’s vision. The public art budget is to be commensurate with the scale of the project and its location, and will be subject to Council approval as part if agreed VPA provision.





# PUBLIC ART OPPORTUNITIES

As shown on the plan on the previous page, three potential opportunities for public art integral with the building and public domain have been identified. The discussion and illustrations below are intended to provided starting points and guidance only for the selected artist to develop and refine into a final public artwork.

## WALL ARTWORK PRECEDENTS

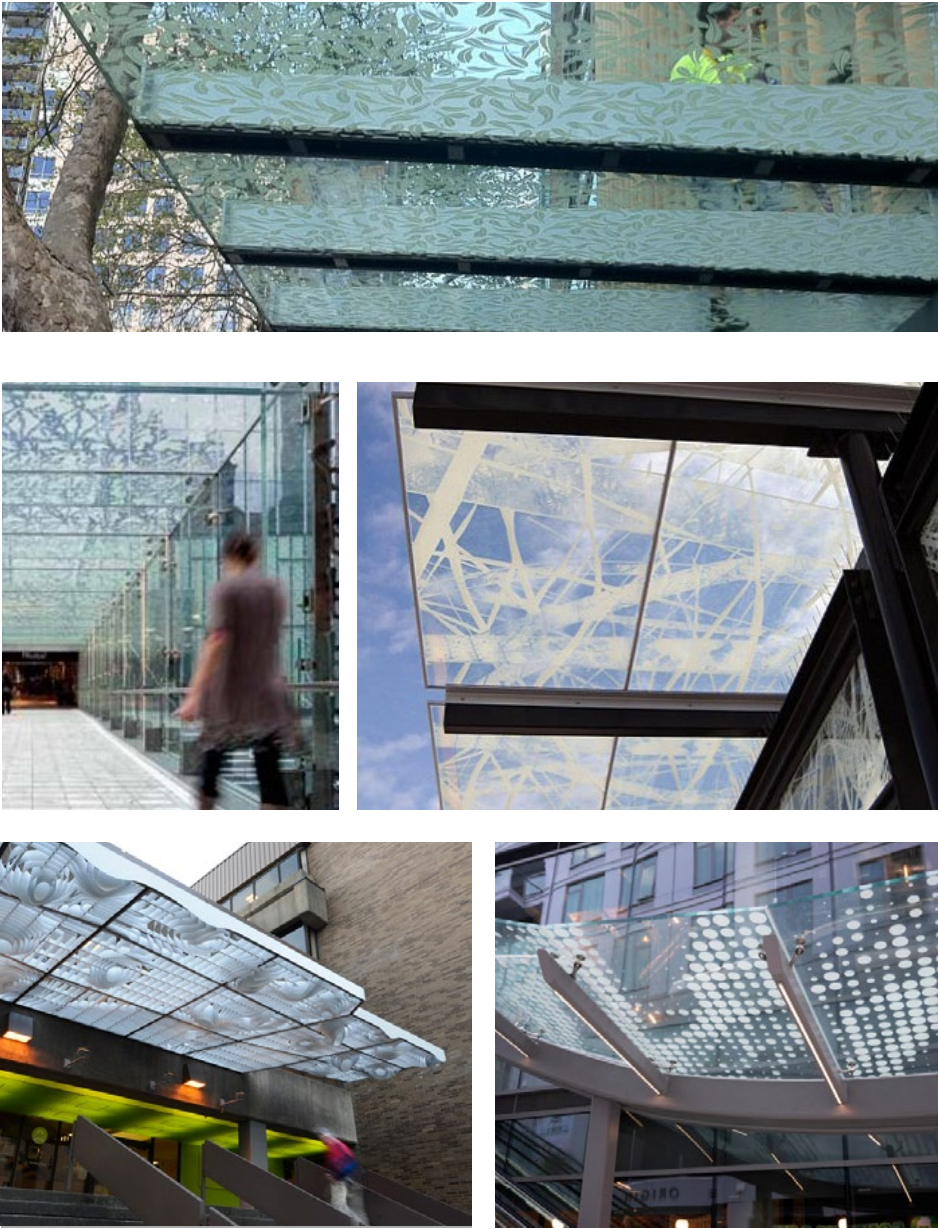
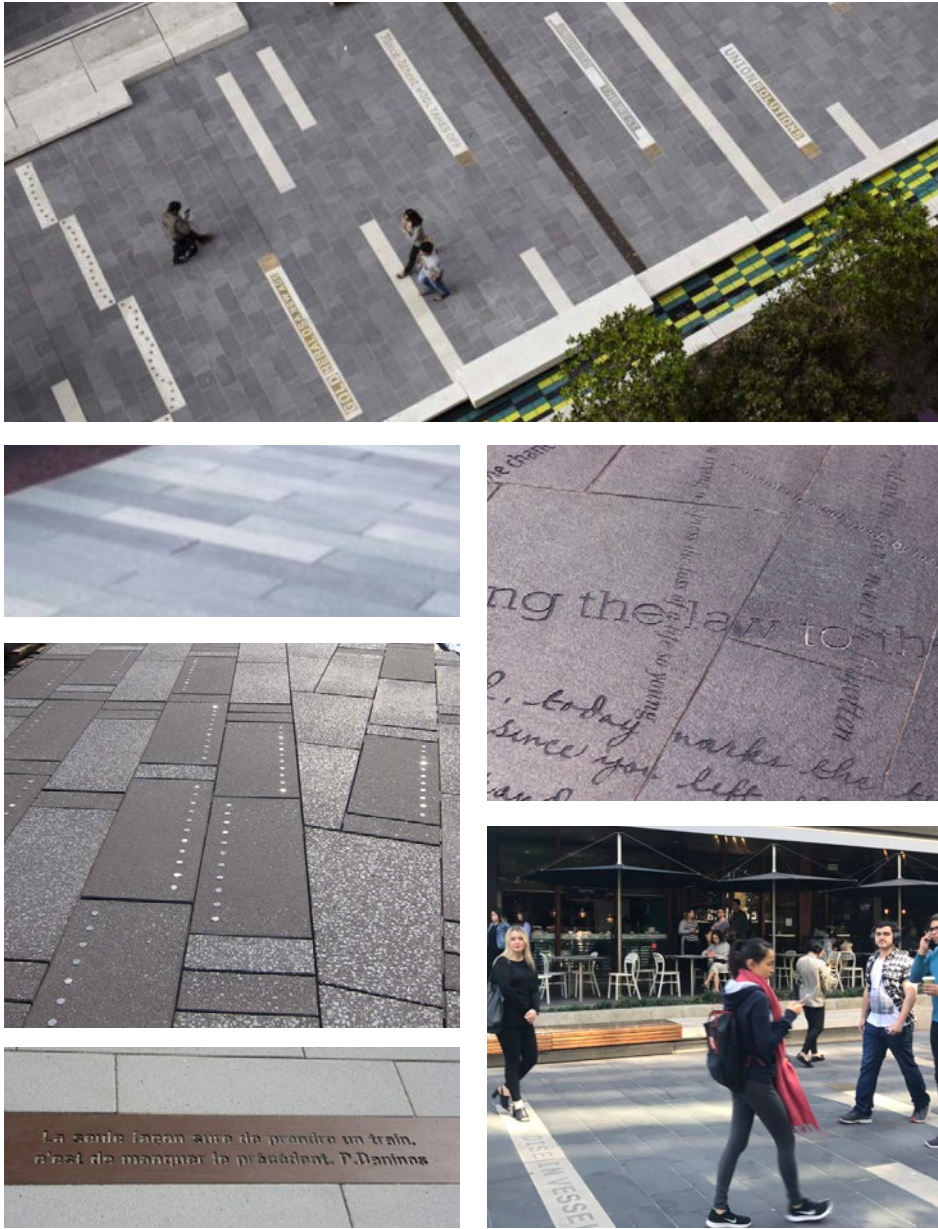
For the selected artist to formulate a mural or applied screen or graphics / panels to create a suitable interpretive artwork as an extension / integral with the architecture. Heritage of the site can be illustrated with artist expression and interpretation of the changes of the site and its forms.

## INLAY PAVING ARTWORK PRECEDENTS

To create paving inlay texts and/ or graphics that reference and interpret the building heritage, people and events associated with its distinctive past.

## CANOPY ARTWORK PRECEDENTS

Across leading edges of courtyards or at building entries, to utilise the canopy as an expressive element of glass, perforated metal, or fabric. Appointed artist will create an artwork to be applied on canopy panels that is suitable to compliment architecture. Heritage of the site is illustrated with artist expression and interpretation that reflects the changes of the site and its forms.



Reference wall art includes images from Damaru House Wall, UAP 200 George Street building and other example images for paving and canopy treatments



# CALL FOR ARTISTS EOI / SHORTLIST AND SELECTION PROCESS

The ‘City Art’ and ‘Public Art in Private Developments’ documents set out a range of suitable processes for short-listing and selection of a preferred Public Artist. Given the relatively limited scope for public art, after consultation with the Architect and Interior Designer the team is to decide the preferred location for public art (ie laneway wall or pavement, or entry canopy). Based on the specific opportunity a short list of artists is to assembled based on relevant experience, and an call for Expression of Interest sent. The indicative sequence below highlights the proposed methodology for calling of selected Artist EOI, indicative artist application requirements, shortlisting, selection and engagement through to implementation.

1. Artist Selection Process:

Appoint a suitable Curator with relevant experience with the City of Sydney and comparable Public Art projects  
Curator to assemble a panel of 3 artists that are considered suitable for the project, based on previous experience  
Shortlisted Panel of 3 artists submitted to Council for approval, and following input finalise shortlist.

EOI invitation sent to Shortlisted Artists, requesting relevant practice details including:

- a. Artistic Practice Details: provide a summary of artistic focus and professional career, especially outlining how the artists’ background relates specifically to this opportunity;
- b. Images of Previous Work and referees relating to public art projects experience
- c. Confirmation of suitability of proposed form of contract / terms and conditions;
- d. Brief comment on understanding of the project and approach to creating an artwork for the project.

Artist Selection Panel to be formed (Client, Architect, Public Art Consultant, and Council member if requested) and meeting convened to decide artist selection.

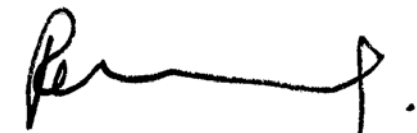
Winning Artist formal engagement, and unsuccessful candidates notified

2. On-going process from selected Artist engagement to completion:

Artwork development in consultation with Curator / Project Team  
Coordination with project team to integrate the work with site / architectural and interior elements  
Final artwork client approval, and coordinate detailed shop drawings, in conjunction with specialist public art fabricator  
Submit Shop Drawings to Council to gain CC stage approval  
Commence artwork pre-production / fabrication  
Commencement of siteworks / provisions and installation / final completion  
Handover including completing contract requirements / warranty and maintenance

# CONCLUSION

This Preliminary Public Art Plan has been developed in support of Architectural Planning Proposals for 757-763 George Street, Haymarket. We believe this Public Art Plan satisfies the public art requirements set out in Council’s guidelines and policies, and it is hoped sets out suitable locations and potential themes, and sets out a suitable process for artist selection, artwork development through to delivery of a final artwork that will provide a significant contribution to the project and surrounding area. We welcome dialogue with Council to discuss the artwork approach.



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