
Jones Bay Wharf Hotel

Research & Creative Process



*JAOR*Group

Jodi Anderson | Olivia Rohanek

Design Processes Studio | Project 2

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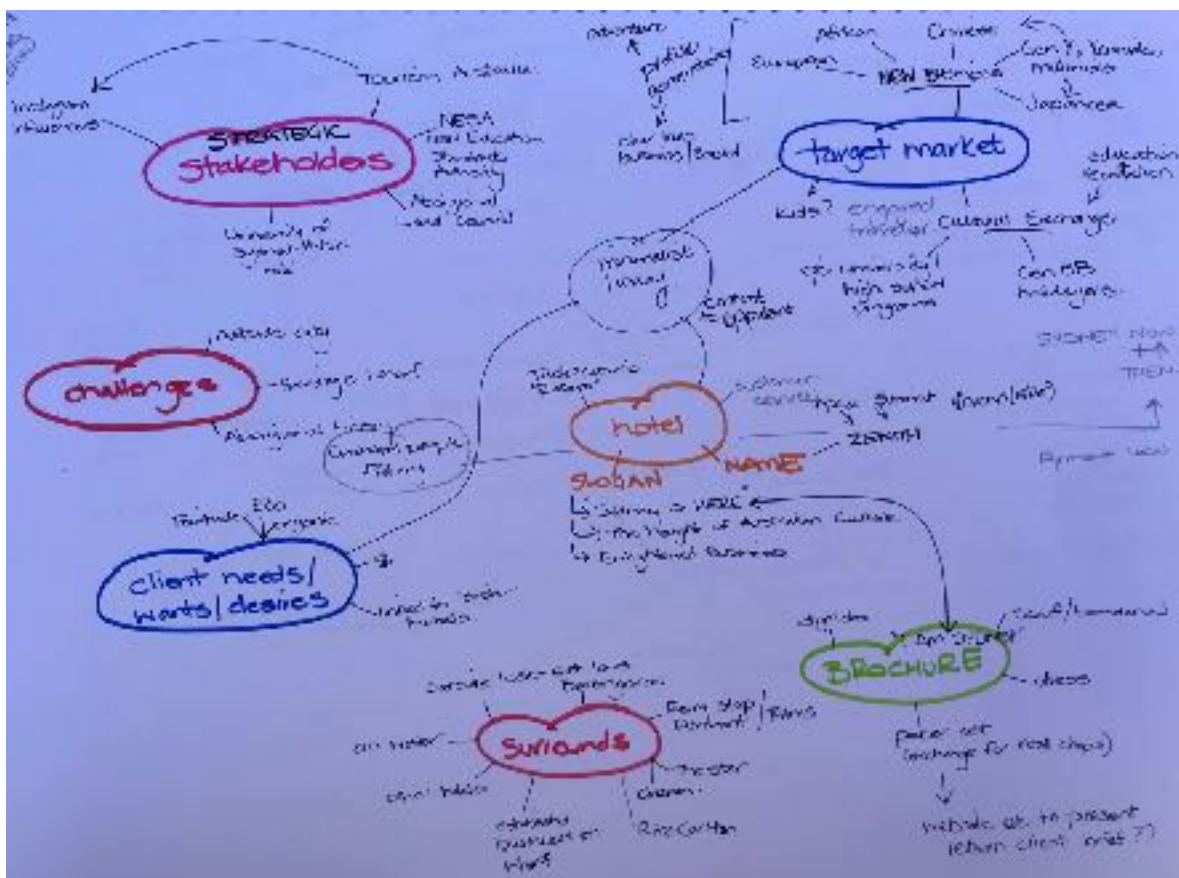
Clients



M Hotel Group

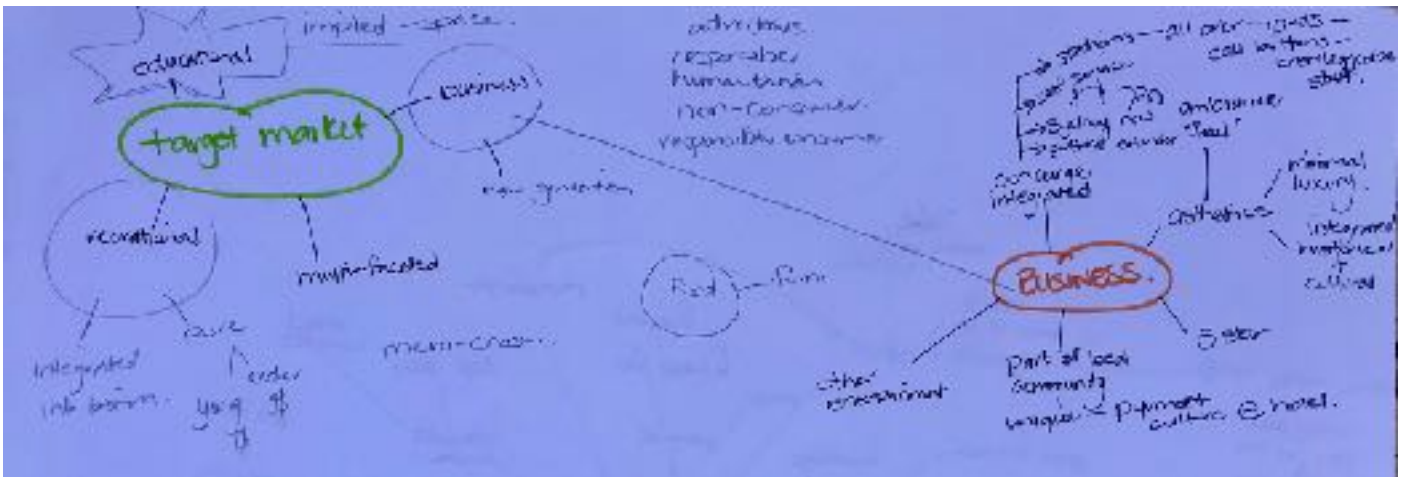
- Melbourne based
- Commercial developer
- Wharfs 19/20/21, 26-32 Pirrama Road, Pyrmont Bay
- Primary target - business clients in the business capital of Australia
- Desires - innovation; utilise location history, precinct and amenities
- Prepare - design proposal that will inform future work

Initial brainstorming mind map:



Our approach has been to take each aspect of research and apply the creative process along the way, producing mind maps and idea generation, coupled with concept images, site photographs, maps, artworks or historical pictures to help identify and solidify the design concepts. Site images by Jodi Anderson and Olivia Rohanek, other images referenced.

Target Markets



Two key markets have been identified, the Baby Boomer Travellers and a new generation of business owners and innovators. Common to both markets is they want:

- a new side to Australian culture they have not seen
- authentic Australia
- excellence and trouble free service, food, accommodation
- luxury in a contemporary setting
- global services, local culture
- health and environmentally aware, socially networked

Baby Boomer Travellers

The Grey Nomads are making way for the retiring and travelling Baby Boomers. The first generation of whole or part self funded retirees, home owning with grown children, they are cashed up, ready to downsize and make the world their playground.

- Born 1946-1964 (aged 54-72 today)
- First generation of consumerism
- Environmentalists
- Returning to Sydney for a new experience
- New range of lifestyle and genetic health issues that are now being addressed (type 2 diabetes, heart disease, cancers, normal ageing ailments) and make them open to alternative foods and health practices



New Generation Business

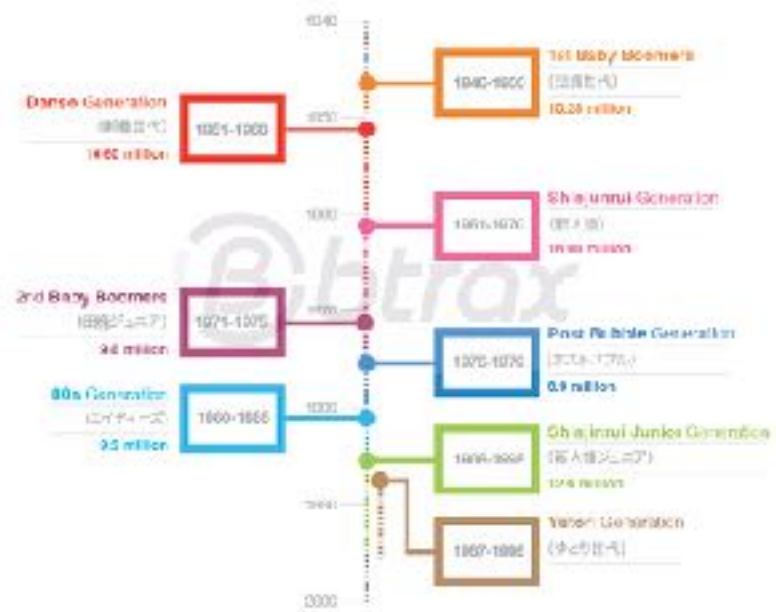
Generation X, Xennials and Millennials are the next three generations leading traditional businesses, starting their own small business or innovating new business ideas in the international marketplace. They are the current holder of money, or making their own. Their business ranges from the tangible production of raw materials, products and services, to the less quantifiable service based, consulting and ever expanding world of information technology and media.

- Young business people
- Cooler and more eco, culturally aware and trending
- Laptop lifestyle, lifestyle generation
- Generation X (Baby Bust)
 - Born 1965-1979 (aged 39-53 today)
 - High level of education
- Xennials
 - Born 1975-1985 (aged 33-43 today)
 - Analogue childhood with digital adulthood
- Millennials
 - Born 1980-1994 (aged 24-38)
 - Also known as Gen Y and Next Gen
 - Digital generation, urge to be connected globally
 - Living simply life philosophy



International Peer Groups

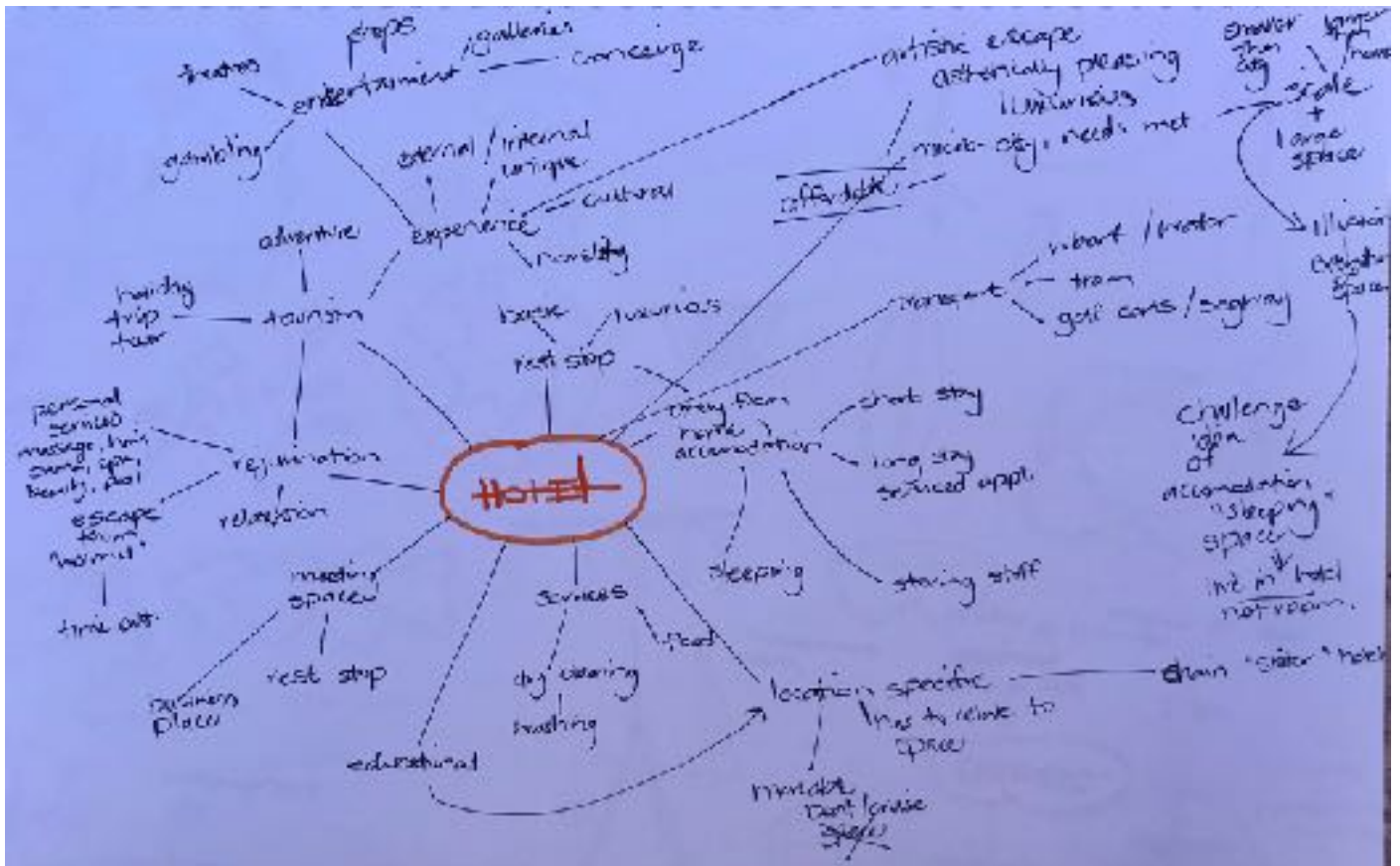
- Japanese, <https://blog.btrax.com/gen-x-millennials-a-quick-guide-to-japans-generation-cohorts/>
- Chinese, same as Western generations but additionally most Generation Y are only children
<https://hbr.org/2009/03/generations-in-china>



- African, https://www.ted.com/playlists/423/the_rise_of_africa_s_next_gene



Purpose of a Hotel



Target Market Hotel Specifics

- Challenging the use of space
- TOP FLOOR - accommodation
- BOTTOM FLOOR - conference and function rooms, business services, restaurants/cafes, entertainment
- INTEGRATED ALL OVER HOTEL - health services, food/drinks, bars, concierge, facilities



Holistic Health & Mindfulness



- Physical workouts - activity based and fitness programs, lap pools, walking historical and cultural tours around Pyrmont Bay Precinct, outside pilates class, “walking history and juice breakfast”
- Body Relaxation
 - spas, beauty treatments, swimming pool, acupuncture, massage
 - multiple locations around hotel, eg massage rooms in old goods lift (transform into tranquil quiet zone), creating a unique experience with music
- Mental Breaks - Reading book nooks & Reading Bar, shopping, group cooking experiences and arts classes (like drumming), workshops
- Spiritually and culturally sensitive amenities - prayer rooms, yoga and meditation, links to local churches, mosques and religious groups, Aboriginal dream time and storytelling sessions
- Sensory Experience - soundscapes, music, aromatherapy (essential oils)







Concierge

Both target markets value excellent and knowledgeable service people willing and able to assist and make their stay easier, however their approach is diverse. The travellers are personable, will want to talk with someone, have them explain and advise; where as the business people will prefer to book and research online, requiring assistance when needed or handing tasks over to concierge.

- Concierge App
- Online via iPad in room, and before check-in
- Around hotel on plinths, iPads with information and connections and booking, with online payment tap-and-go
- In person, less desk and more floating when needed. All staff do all jobs (except housekeeping)
- Extensive knowledge and beyond ability to get things done
- Links to Pyrmont local community and City of Sydney
- Calendar of current events in Sydney (ie Vivid, Australia Day, Mardi Gras), Chinese New Year, Opera House events
- Local cultural walks, Culture Walk 7, Pyrmont (<https://urbanwalkabouts.com/sydney-culture-walks/>)
- Calendar of traditional Aboriginal events (ie Gardening in Botanical Gardens, local ceremonial events, tours)
- Local and city knowledge about galleries, museums, theatre and performing arts, markets, Pyrmont Festival
- Links to hotels within Australia for booking next leg of stay
- Adventure activities - climbing Harbour Bridge, Skywalk, scuba diving and snorkelling, Harbour cruises, Targona Zoo





Entertainment within the Hotel

- Aboriginal
 - Cultural heritage around the hotel, both as an integrated gallery of art and interactive physical props and displays
 - Live traditional and contemporary performances in music and dance
 - Culturally sensitive educational activities like traditional fishing workshops, modified corroborees designed to be inclusive experiences for non-Aboriginals, making and playing garnbak (didgeridoo) and other instruments, fabric printing, painting



- Historical gallery of moving images and video on screens, information panels and a interactive displays

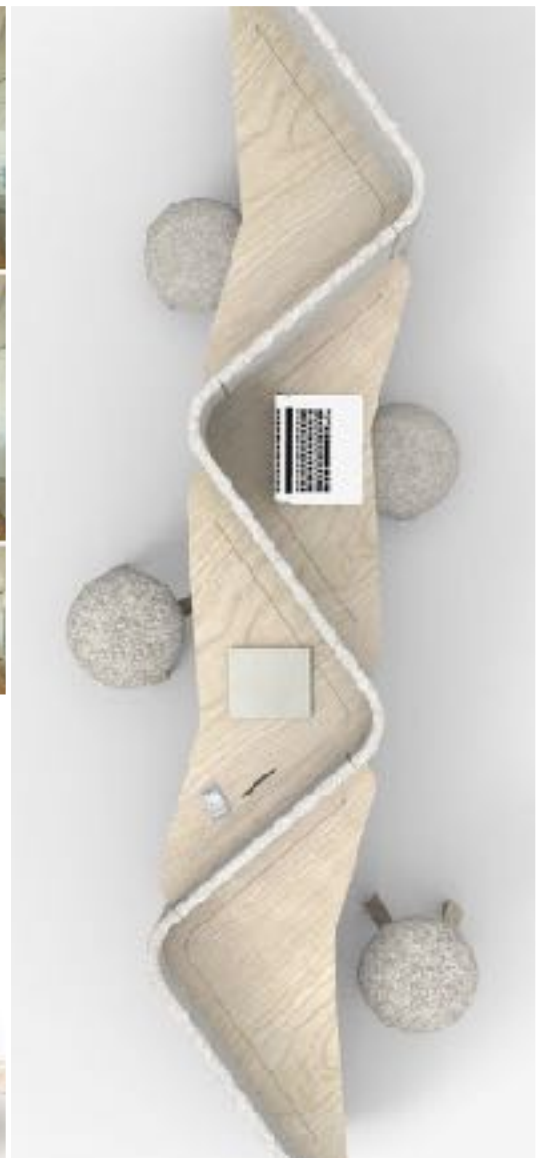


- Boutique and Local Entertainers
 - Live music, small bands and quartets, Indi music (like English pub atmosphere)
 - Small theatre and dance performances using a modified space as opposed to a dedicated and large theatre space
 - Pop-up concept shops
- VR gaming
- TED talks (inspirational and entertaining)
- Gallery integrated into the lower hotel floor
 - Art series
 - Interactive art around the hotel
 - Indigenous (colour) and historical (black and white)
- Workshops - beer making
- Outdoor cinema
- Speed dating etc events



Business Services

- Dedicated team to arrange conferences for international, interstate and local
- Integrate business with cultural and adventure activities to achieve a balanced and enjoyable experience that reflects the company values (ie In-between short focus sessions in pod meeting spaces, have wellness and adventure activities where business can be done more informally, giving your body and mind a break throughout the day, and maximising time with fellow workers)
- Conference spaces..indoor/ outdoor (enclosed /open), on a boat...on the wharf...open rooms(internal) or enclosed...glass that changes privacy
- Pods rooms on wheels that can be moved adjoined to fixed pods; pods with glass walls with smart glass; moveable sides of large blinds that can divide and open spaces.
- Wireless connectivity everywhere, charging stations with a variety of cables and pads, power points and concierge available accessories for lending
- Hot desks
- Team building
- Ethical hotel company partnerships

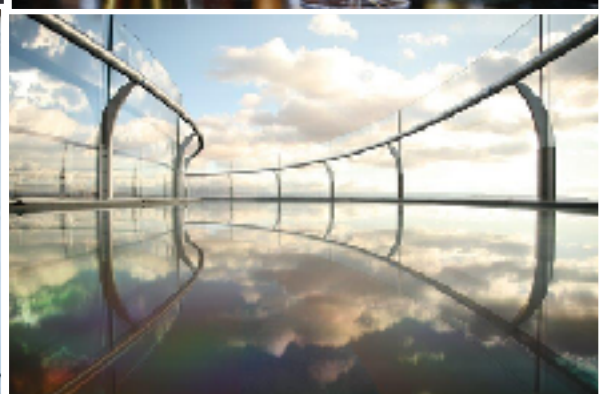
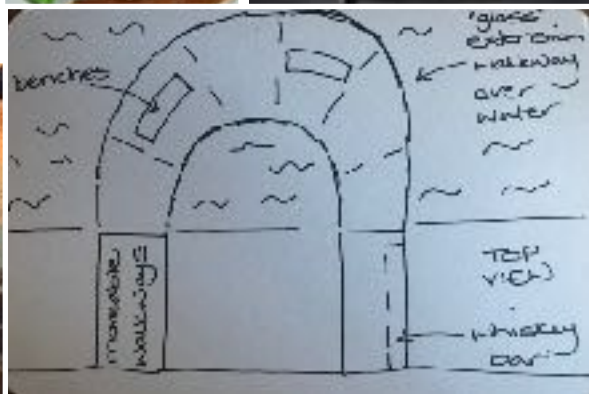


Food & Drink

- Room service and dine in options, bars and cafes
- Variety of international cuisines, with a modern interpretation
- Ethical choices - always organic, sustainable seafood, free range, paddock to plate where possible, locally sourced and seasonal, fair trade, micro brewery
- Bars - whisky tasting and bar, cocktail bar, local craft beers, wine tasting & bar, Reading Bar



- Variety of eating options integrated 'no fuss' into the menu - allergy friendly kitchens, paleo, non-dairy, gluten free, vegetarian, pescatarian, vegan, low sugar and less processed
- Special Bar - a glass curved sitting and standing area connecting two moveable walkways together over the western water, mimicking the curve of the Harbour Bridge and Pirrama Park headland.



Facilities

- Real Integration
 - Challenging the idea of 'space'
 - Communal space....integrating....coffee / food/ wi fi /chill out areas/ educational, informative, surrounded by the history-art-infos of area
 - Traditional rooms of a spa, pool area, gym, theatre and nightclub would be integrated into the space in-between the accomodation (top level) and meeting area of pods (lower level)



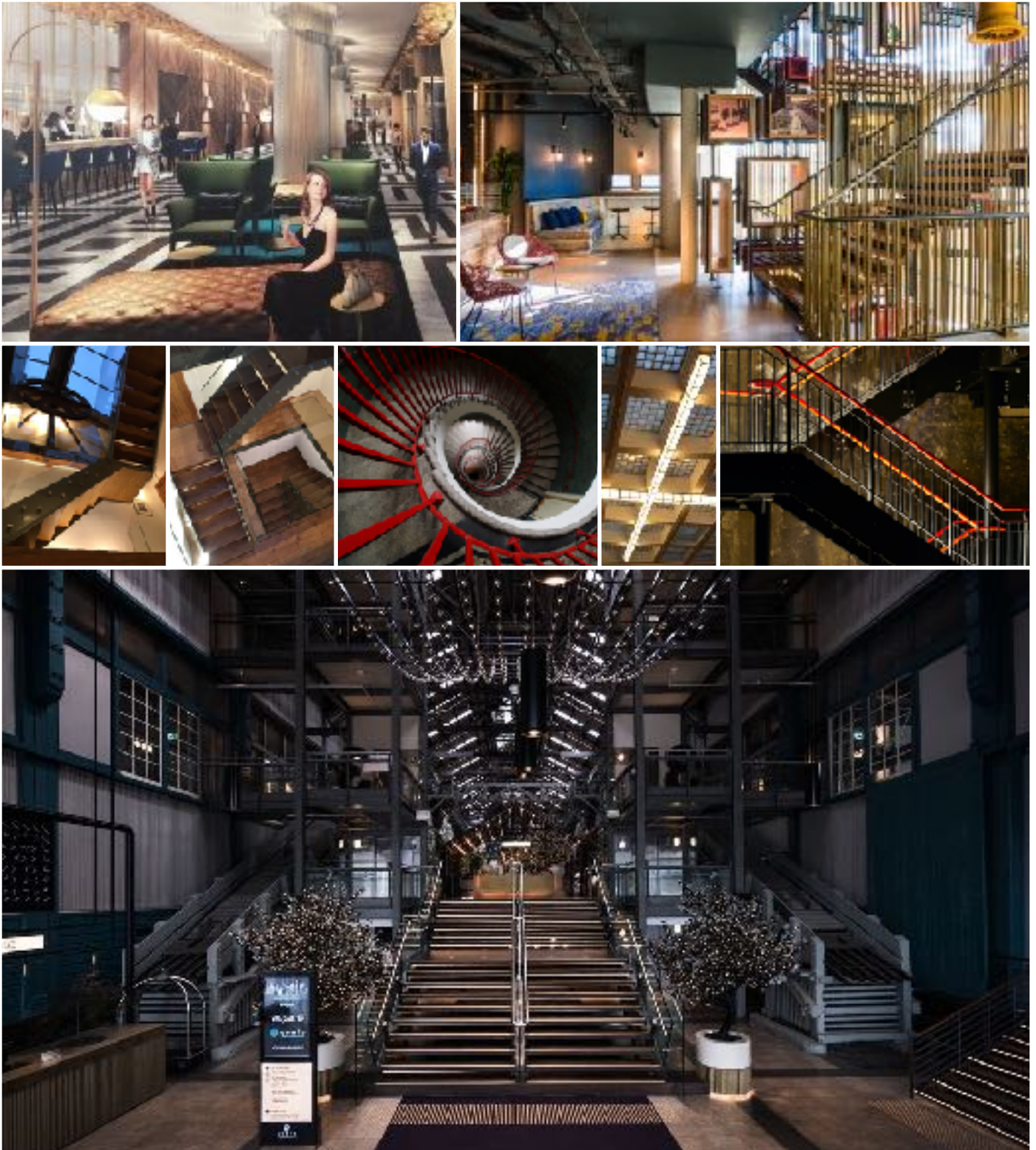
- Lower level of for pod structures, each one suspended with wires and supported by piers, either two, three or four sided, accessible by ramps and steps, prefab polished concrete with integrated heating, cut out windows with opaque controlled glass, and drop down blinds to create walls and divide spaces
- Pods are able to be used for a variety of meeting spaces, theatre or extended restaurants
- Ramps, as currently shown, and steps, and glass lifts



- Atriums in the light shafts
- Glass bottom on lower level see through to water
- Segways and golf carts for mobility
- Bicycles and adult tricycles for hire for local precinct
- Local businesses would occupy the first part of the lower levels, operating as car hire, restaurants, services and shops for the hotel and local residents



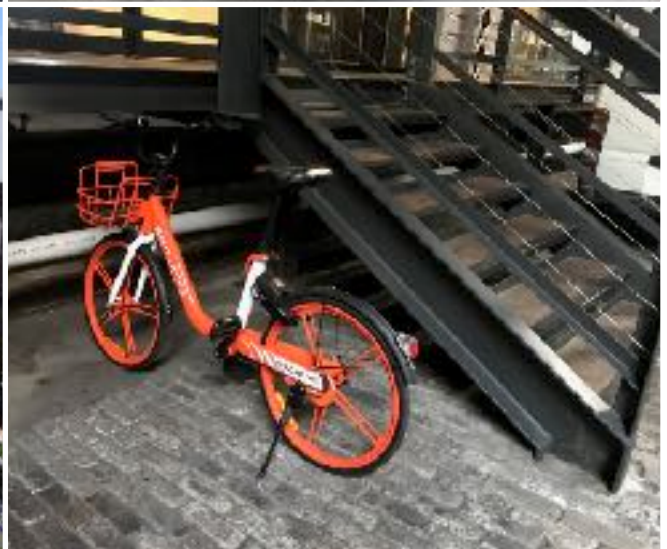
- “Gateway tower”
 - Hotel services, like kitchens, housekeeping, administration and workers rest area
 - Floors of concept shops
 - Floors of education centre for the local community
 - Interacting with the community, TED talks/ workshops
 - Dedicated large function rooms for community
 - Rooftop garden green space - multi use night/day - for outdoor cinema, speed dating, catered picnics, yoga and meditation, general meeting space and chill out zone





Accessibility

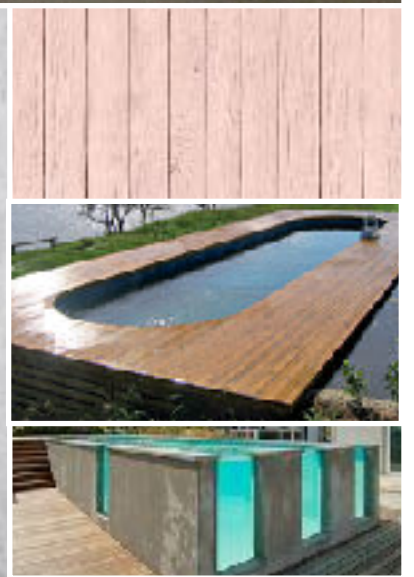
- Current infrastructure of roads, light rail, boat docking, marina
- Add public ferry wharf, bicycles, segways and golf carts to wharf
- BUSES
 - 389 Pyrmont to North Bondi
 - 501 West Ryde to city via Pyrmont (Harris St Union Sq)
- LIGHT RAIL - there are four stops in Pyrmont - John St Square, The Star, Fish Markets, Pyrmont Bay
- FERRY - Pyrmont bay ferry wharf (cross harbour ferries connect to circular quay)
- WALKING/ CYCLING: Pyrmont is linked to the city by Pyrmont bridge (pedestrian/cyclists) and walking distance to Town hall and Wynyard stations
- TRAIN: Pyrmont is close to Central (501 bus), Town hall (389 bus) and Wynyard (389 bus - connects to North shore line)
- PRIVATE: There are two jetties at the end of JBW servicing water taxis and small privately owned vessels
- PARKING: There is parking opposite JBW on Pirrama road, and the Wilson Carpark
- ROAD LINKS: Pyrmont links to the Western distributor via The Anzac Bridge to the western suburbs and to the north via The Harbour Bridge



Accommodation

- Antithesis of surrounding 5/6 star hotels (Crown, Star, Ritz)
- Top level of Wharf, suites of rooms in each double door enclosure
- A variety of room configurations, from spacious executive suites including own kitchenette to available to accommodate a group
- Spaces may be divided into several rooms with mezzanine levels
- All hotel accommodation to allow the full space experience, no serviced apartments or long term tenants
- Eco rooms
- Oval lap pools, half above ground in perspex, in-between atriums running down centre of pedestrian road, no cars
- Decoration includes sheer curtains, custom made wallpaper of historical pictures in black and white, a different 'pattern' or pictures in each room
- Electronically controlled lighting and mood lighting presets, music, temperature, calls for services and activating smart glass and curtains
- Top floor west facing balconies are all communal





Feasibility Study

Heritage Listing

REPORT ON CITY OF SYDNEY INDUSTRIAL & WAREHOUSE BUILDINGS HERITAGE STUDY, CITY OF SYDNEY
https://www.cityofsydney.nsw.gov.au/_data/assets/pdf_file/0015/221514/CoS-Warehouses-Industrial-Buildings-Heritage-Study-Report_FINAL-2_13Oct2014-accessible-version.pdf

Pymont	“Jones Bay Wharf” (Wharf 60, Berths 19–20) including wharf, sea wall, sheds and interiors, lower and elevated road and industrial artefacts	26–32 Pirrama Road	Lots 1 and 2, DP 1050360 (SP 69950, SP 69951, SP 70641)	Local	I1249
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PYRMONT AND ULTIMO HERITAGE STUDY : FINAL REPORT / ANGLIN ASSOCIATES

Work identifier

<https://trove.nla.gov.au/work/20932106>

Edition identifier

<https://trove.nla.gov.au/version/24867264>

<https://nla.gov.au/anbd.bib-an40628926>

APA citation

Anglin Associates (1990). Pymont and Ultimo heritage study : final report. Anglin Associates, Potts Point, N.S.W

MLA citation

Anglin Associates Pymont and Ultimo heritage study : final report. Anglin Associates, Potts Point, N.S.W, 1990.

Harvard/Australian citation

Anglin Associates 1990, Pymont and Ultimo heritage study : final report, Anglin Associates, Potts Point, N.S.W

Wikipedia citation

{{Citation | author1=Anglin Associates | title=Pymont and Ultimo heritage study : final report | publication-date=1990 | publisher=Anglin Associates | url=https://trove.nla.gov.au/work/20932106 | accessdate=14 September 2018 }}

Citations are automatically generated and may require some modification to conform to exact standards.



Environmental Impact

MAKING SYDNEY A SUSTAINABLE DESTINATION, DRAFT FEBRUARY 2018, CITY OF SYDNEY

https://www.cityofsydney.nsw.gov.au/_data/assets/pdf_file/0014/302054/Making_Sydney_a_Sustainable_Destination_Draft.pdf

PYRMONT BAY WHARF REDEVELOPMENT, REVIEW OF ENVIRONMENTAL FACTORS, NOVEMBER 2014

<http://www.rms.nsw.gov.au/documents/projects/sydney-inner/pyrmont-bay/pyrmont-bay-wharf-ref.pdf>

- The build would attempt to minimise the impact on the natural environment
- Use sustainable or environmentally responsible materials
- Furnish the build with
 - smart technology, such as automated lights for less electricity usage
 - solar panels
 - eco friendly systems, such as half flush toilets
 - mainly showers, few private baths
 - skylights and cross ventilation to heat and cool the building, relying less on thermostat control
 - Where possible, and catering for people with special needs, disposable items are replaced with reusable, such as plastic straws with metal, and paper coffee cups with travel cups

Budget, Timing, BCA

- For a 5 star hotel on Jones Bay Wharf, Pyrmont, we predict the build will cost \$500 million and take 3 years.

AUSTRALIAN BUILDING CODES BOARD

<http://www.abcb.gov.au>

HOTEL BUILDING GUIDE

<http://www.abcb.gov.au/Resources/Publications/Research/Class-2-and-3-Evaluation-of-Options-Project>

JONES BAY WHARF REDEVELOPMENT

<https://www.smh.com.au/business/piers-buoy-demand-for-office-space-20020914-gdfmrw.html>

BENCHMARKING TABLE - SIMILAR HOTELS IN PYRMONT AREA

Hotel	Completion Date	Build Timeframe	Cost
Jones Bay Wharf Refurbishment	2003		\$127-200 million
The Star Sydney Refurbishment "Project Star"	2012	3 years	\$475 million
Sofitel Sydney Darling Harbour	2017		\$500 million
Ritz-Carlton Hotel	2020	2 years	\$500 million
The Crown Casino Barangaroo	2021	4 years	\$1.127 billion

HOTEL STAR RATINGS

<https://www.starratings.com.au>

Star Ratings stand for independently reviewed quality standards and are easily defined:

- ★★★★★ Properties that typify luxury across all areas of operation. Guests will enjoy an extensive range of facilities and comprehensive or highly personalised services. Properties at this level will display excellent design quality and attention to detail.
- ★★★★ Properties which achieve a deluxe guest experience. A wide range of facilities and superior design qualities are typically complemented by service standards that reflect the varied and discerning needs of the guest.
- ★★★ Properties that deliver a broad range of amenities that exceed above-average accommodation needs. Good quality service, design and physical attributes are typically fit for purpose to match guest expectations.
- ★★ Properties that focus on the needs of price conscious travellers. Services and guest facilities are typically limited to keep room rates affordable and competitive but may be available upon request or fee-based.
Properties that offer budget facilities without compromising cleanliness or guest security.
- ★ Guests may access fee-based services or facilities upon request.

Stakeholders

With any development, government and community groups are interested and involved in developments that impact the local community, heritage and city scape. Strategic stakeholders can be engaged who have a vested interest in the development, whose objectives are helped being achieved by such a development.

- City of Sydney - heritage, environmental impact, Pyrmont Bay Precinct master plan, hotel development plans (<https://www.cityofsydney.nsw.gov.au/live>)
 - Variety of compliance and studies on the local area
- City of Sydney Aboriginal Advisor panel (<https://www.cityofsydney.nsw.gov.au/community/community-support/aboriginal-and-torres-strait-islander-communities/the-city-advisory-panel>), Aboriginal Land Management, Gadigal people groups
 - Ensure culturally sensitive and appropriate activities are developed in consultation with cultural leaders and lead by appointed people
 - Employment opportunities within the Aboriginal gallery area as well as broader hotel services
- NSW Department of Education, University affiliates
 - 'Gateway' education floor is incorporated into the local school curriculum
 - Partner programs internationally attract cultural visitors doing their postgraduate coursework study tours
- Tourism Australia
 - In September 2018 Tourism Australia launched a A\$10 million campaign in South and South East Asia challenging perceptions and stereotypes of what Australia offers the region's travellers as a tourism destination (<http://www.tourism.australia.com/en/about/our-campaigns/theres-nothing-like-australia/UnDiscover-Australia.html>)
 - Consumer Profile - Hong Kong - Hong Kong travellers choose a destination based on good food and wine, world-class nature, clean cities and friendly citizens. A destination must also satisfy the rational factors of safety and security and value for money (<http://www.tourism.australia.com/content/dam/assets/document/1/6/x/u/2/2003402.PDF>)
 - Business Events Market Profile - North America - Important factors when choosing a business events destination (<http://www.tourism.australia.com/content/dam/assets/document/1/7/1/g/2/2008082.pdf>)
 - A safe and secure destination
 - A destination that offers value for money
 - Excellent business event facilities
 - A range of quality accommodation
 - Good food and wine, local cuisine and produce
 - Centrally located convention centres
 - Strength in specific knowledge sectors relevant to the association
- Social media marketing (<https://www.smartinsights.com/social-media-marketing/social-media-marketing-trends-2018/>)
 - Instagram influencers
 - Augmented reality with the hotel
 - Large video media content online

Precedents

- Boutique hotels within the Pyrmont and Sydney city area, plus other Australian capital cities and sister international cities
- Restored historical buildings and/or wharf dwellings
- Have incorporated a unique point of difference
- Iconic style

ART SERIES HOTEL GROUP, AUSTRALIA

<https://www.artserieshotels.com.au>

Inspired by and dedicated to Australian contemporary artists, Art Series Hotels offered a hotel experience a little extraordinary. Located in the hottest art and cultural hubs, the boutique hotels and Residences are currently found in Melbourne, Brisbane and Adelaide.

THE HENRY JONES HOTEL, HOBART

<https://thehenryjones.com>

At the Henry Jones Art Hotel history and art collide. Hobart's oldest waterfront warehouses have been thoughtfully reimagined as Australia's first dedicated art hotel. Located in the Hunter Street precinct, the hotel blends modernity with an industrial past. Decadent elliptical spas bubble underneath rough-sawn timber trusses. Blackwood-lined boardrooms have been refashioned into stately, indulgent suites.

OVOLO HOTEL, WOOLLOOMOOLOO

<https://www.ovolohotels.com.au/ovolowoolloomooloo/>

<http://www.allandgroup.com.au/wp-content/uploads/2017/11/CaseStudy-Ovolo-Hotel.pdf>

Bridging between heritage and modern luxury, indulge in the rich history of the wharf complemented by contemporary designs and tech-savvy inclusions, all in the comfort of your generously sized abode over picturesque Sydney Harbour.

NOVOTEL CANARY WHARF

<https://www.accorhotels.com/gb/hotel-9057-novotel-london-canary-wharf/index.shtml>

Mid-scale hotel for business or family trips. Novotel London Canary Wharf is a modern and stylish 39-storey hotel. Located in the capital's world-famous financial district and just a few tube stops from some of London's iconic attractions, you'll find yourself in the perfect place whether you're travelling for business or pleasure. The hotel is home to an award-winning restaurant, a bar and roof terrace with spectacular 360 views of the growing London skyline. With nine fully equipped meeting rooms, free Wi-Fi, a state-of-the art gym and a pool.

THE TERMINUS PYRMONT

<https://terminuspyrmont.com>

In the heart of Pyrmont and legally licensed on Christmas Eve in 1841, the Terminus is one of Sydney's oldest pubs and has an eclectic, rich and checkered past throughout generations of colourful characters, gamblers, revellers and members of Sydney's underbelly. The Terminus called 'last drinks' over 30 years ago and has now been lovingly revived in a way that respects its rich history and connects with the modern community.

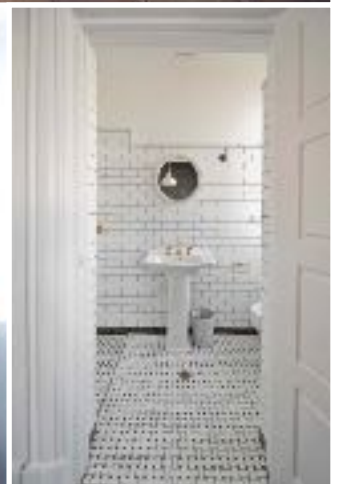
THE TERMINUS PYRMONT



HOTEL PALISADE

<http://hotelpalisade.com.au>

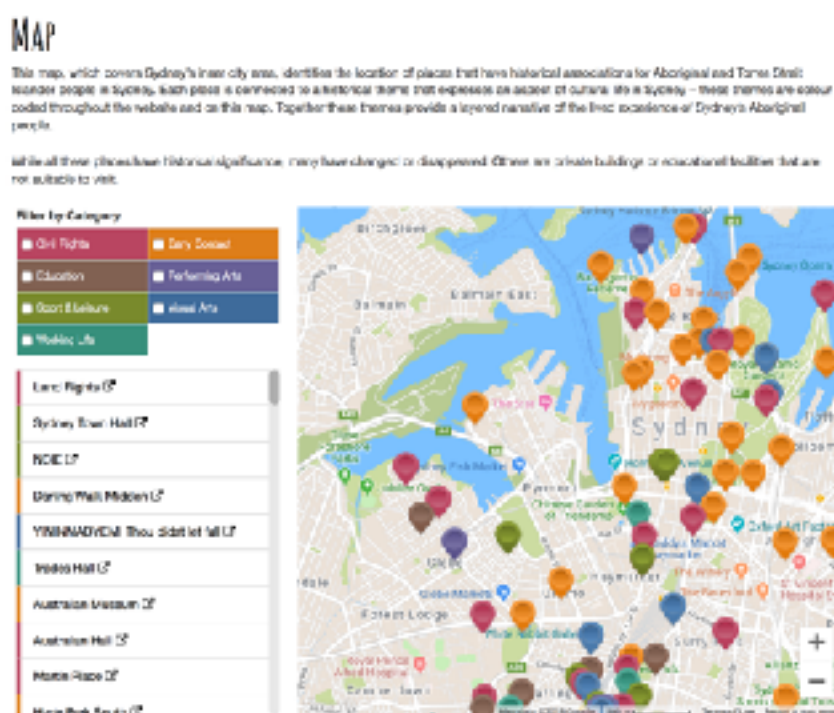
Spread across the middle floors are eight rooms of boutique accommodation with beds to rest your head and a tranquil setting to enjoy the surrounding views. Mallard's marine wall murals uniquely hand-painted in each room in seafaring shades are a subtle reminder of your portside location in Old Sydney Town. Treat The Hotel as your home during your sojourn and indulge in all the services the house has to offer.



Jones Bay Wharf

Aboriginal History 30,000 years ago - 1788

- Gadigal people of the Eora Nation are traditional owners
- The Bays Precinct | Historical Timeline <https://vimeo.com/174176257>
- Darling Island was a boundary for two clans of the Eora people (Gadigal and Wangal), used for fishing and seafood collection, accessed by boat
- Known as Tumbalong, early white settlers called it Cockle Bay, then Darling Island, then Jones Bay Wharf
- From what I can tell, there are no significant Aboriginal Land rights attached to Jones Bay Wharf (see map) (<http://www.sydneymarani.com.au/maps/>)



ABORIGINAL WOMAN IN A CANOE

(NAWI) FISHING WITH A LINE, C1805 (MITCHELL LIBRARY, STATE LIBRARY OF NSW - PXB 513)

<http://www.sydneymarani.com.au/sites/aboriginal-people-and-place/>

THE EARLIEST VIEW OF COCKLE BAY ABORIGINAL CAMP ENGRAVING BY JOHN EYRE C1813. SLNSW

<https://www.darlingharbour.com/learn-explore/history-and-heritage/>



Modern White Settlement History 1788 - 1991

PARADISE, PURGATORY AND HELLHOLE: A HISTORY OF PYRMONT AND ULTIMO EXHIBITION, 19 MARCH 2005

<https://www.smh.com.au/national/from-heaven-to-hell-in-one-easy-walk-20050307-gdkvfa.html>

Pymont is named after a German spa town (Bad Pymont) near Hanover. Legend has it that in 1806 the landowner Captain John Macarthur held a picnic on the peninsula for some visiting Englishwomen. "One of them remarked that the bubbling springs and rocky outcrops reminded her of the beautiful spa," Turnbull says. Ironically, Sydney's Pymont soon became an industrial Hades.

"I think Pymont and Ultimo have changed more over the years than any other suburb," says the curator, Anni Turnbull.

Three sandstone quarries in Pymont - Paradise, Purgatory and Hellhole - which provided the fathers of colonial Sydney with the raw material to build their city. Many people have seen these names on the sandstone carvings that decorate the footpaths between the Fish Markets and the Channel Ten complex.

"Paradise was the easiest to work and also delivered the most beautiful golden sandstone," Turnbull says. "Most people don't realise that many of our finest buildings were built of sandstone from Paradise - including St Mary's Cathedral, the Town Hall, Sydney University and Sydney Tech."

Hellhole, by contrast, involved a lot of hard work for poorer-quality stone.



JONES BAY WHARF HISTORY

<http://ocp.net.au/jones-bay-wharf/>

The Jones Bay Wharf, Berths 19-21, known also as the Jones Bay Finger Wharf, is of exceptional cultural significance as a remarkable port structure, whose size and classical modular design make it a landmark for Pyrmont and Sydney Harbour.



It is now a rare and intact example of early twentieth century wharf construction and is unique in the Sydney region for its very early use of reinforced concrete. The finger wharf is also unique in that it retains in its fabric and configuration, evidence of its linking of rail, road and sea transportation.

Since its completion in 1919, this wharf has played an important role in significant historical events and the development of Australia's international trade and retains physical evidence of these various uses.

The Jones Bay Finger Wharf is of exceptional cultural significance as a remarkable port structure, whose size and classical modular design make it a landmark for Pyrmont and Darling Harbour specifically, and Sydney Harbour generally. Despite the loss of certain features, the Jones Bay Finger Wharf is a substantially complete and intact example of early twentieth century waterfront technology at its most developed. Its early use of reinforced concrete make it a unique wharf structure in the Sydney region. This together with the use of steel lattice columns, riveted steel girders, bow-string steel trusses, and hardwood, all in combination, make it a highly innovative structure for its time.

The Jones Bay Finger Wharf survives as a unique waterfront facility in Sydney Harbour, retaining in its fabric and configuration, evidence of its linking of rail, road and sea transportation. The rail connections with the state rail network were integral to the wharf's design and electric capstans enabled direct wagon shunting on the wharf. Electric lighting and handling facilities such as lifts, cranes and mobile gantries allowed efficient loading to both upper and lower levels. No other wharfage group displays the full range of facilities as is at the Jones Bay Finger Wharf.

The Jones Bay Finger Wharf is an integral part of our maritime history and forms a key element of the historic Pyrmont waterfront. It retains significant associations with the development of Australia's, foreign trade and associated waterfront industries. It has supported a variety of uses over the past 75 years, handling millions of tonnes of goods and providing employment for hundreds of stevedores. The Jones Bay Finger Wharf also retains significant associations with major events in Australia's history. It was one of the staging points for Australian troops leaving for combat in the Second World War and also the point of entry into Australia for many migrants after the Second World War.



Jones Bay Finger Wharf together with its adjacent elements, the Royal Edward Victualling Yard, other early waterfront elements, the cliff face, bridges and Way's Terrace, forms a cohesive precinct with a strong and distinctive identity as part of a working harbour. It is continuation of this maritime activity, combined with the

JONES BAY WHARF HISTORY CONTINUED

associated extant structures, which gives the precinct a character and integrity almost unique in Sydney.

Jones Bay Finger Wharf, is the sole traditional finger wharf, complete with wharf and shore sheds, remaining in Jones Bay and Pyrmont. The wharf includes a double row of two storeyed steel and timber sheds with central roadways to both levels, carried on fill with timber piles supporting the wharf aprons. The surviving brick and timber shore shed, built as offices, formed a significant component of the function of the Jones Bay Finger Wharf and part of it remains in use as offices to the present day. It is the only surviving office building at this wharf, the timber office building on the other side of the central road bridge having been demolished in 1993. It is related in its characteristics to the surviving shore sheds at Walsh Bay, however, it is a much smaller example than these. The Jones Bay Finger Wharf is associated with prominent people through the Sydney Harbour Trust, including H. D. Walsh, chief engineer. (Howard Tanner and Associates 1996: 25-27)

Jones Bay Wharf Berths 19-21 were constructed during the period 1911-1919. Work was sporadically interrupted by material and labour shortages during World War I. The jetties were constructed between 1911 and 1917 and the wharves between 1914-1919. The constructing authority was the Sydney Harbour Trust, established in 1901, which took over all private wharf facilities and established a ten year plan for the Harbour involving complete re-development of port facilities and the construction of new wharfage. The Wharf was built to accommodate the needs of overseas ships which were becoming much larger requiring efficient handling and quick turnaround. Other berths which were built just prior to and during the construction of Pyrmont Wharf Berths 19-23 were those at Walsh Bay, Millers Point and Woolloomooloo.

The Pyrmont Wharves differed significantly in the provision of rail links to Berths 19-22 as an integral part of their design. They linked to Darling Harbour and to the New South Wales extensive railway network, and were designed to carry large volumes of wool and wheat for export.

From the 1870s, Pyrmont's residential building stock increased to service its fast growing maritime, industrial and commercial ventures. The development of Jones Bay Wharf forms a part of this expansion and has a direct association with the working history of this inner city suburb, and relates to the aspirations of the Sydney Harbour Trust to provide for the city's continued growth and prosperity.

During World War II the wharves at Pyrmont were an important centre for the movement of troops and materials. They remained an effective port facility until the end of the Second World War, after which their usefulness for trade and freight lessened, due to changes to Australia's trading policies and the development of containerisation in the 1960s. In the post war years the Jones Bay Wharf was an important site for immigration, used as an overseas passenger terminal. After the construction of the new overseas passenger terminal at Circular Quay, the wharves were used for limited commercial purposes and storage. In 1991 the Jones Bay Wharf was declared surplus to government requirements, and various studies were undertaken to determine its future use. A scheme for mixed commercial and residential uses was been approved, and negotiations were finalised in 1999 for The Wharf to be redeveloped.

Jones Bay Finger Wharf extends into Jones Bay in a north easterly direction from the Pyrmont Peninsular. It comprises a land filled central section upon which the wharf structures are built, surrounded by a concrete deck supported on concrete encased timber piles. Two rows of rail tracks run along the full length of each side deck, with an added central track for mobile gantries. A third set of tracks run along the east side, closer to the sheds. The wharf sheds comprise two rows of two-storeyed construction with steel framing to the lower floor and timber framing to the upper floor. Each shed is large scale, about 300m long and 50m wide, with a brick end wall at the south shore end, a firebrick wall immediately south of the crossover roadway, and a timber clad gabled end to the harbour. The cladding material is used in a regular and rhythmic configuration of timber infill panels on the long elevations and have clerestory lights along the roof ridges. The roof structure comprises large open timber trusses supporting the roofing above. Between the sheds runs a bitumen paved road at the lower level and a concrete and bitumen paved road at the upper level. The upper roadway is supported on steel stanchions and beams along the centre of the lower road, with a series of white tile lined and flared openings between them, allowing light to enter the lower level. Both roadways are lowered to allow loading directly from the truck tray to the shed floor on each level. The upper roadway connects to Point Street over Jones Bay road via a substantial steel arch bridge. While similar in character to other remaining early 20th century wharves in Sydney Harbour, Berths 19-21 are different in design due to the central upper and lower roadways and the extension of the upper deck over the main wharf level.

JONES BAY WHARF RE-DEVELOPMENT

<http://ocp.net.au/jones-bay-wharf/>



Jones Bay Wharf, constructed between 1911 and 1919, was one of the first Pyrmont wharves built by the Sydney Harbour Trust. The wharf consists of two nearly 300 metre long, double-level shed buildings. In a collaborative design partnership, OCP Architects were part of the team that transformed Jones Bay Wharf into an exemplary example of adaptive reuse along Sydney Harbour.

As a requirement of development approval, OCP Architects prepared and oversaw implementation a heritage conservation strategy for the wharf and buildings. Heritage action plans were developed as part of the strategy containing detailed methodologies for the removal and labelling of heritage fabric, the storage of salvaged fabric, the maximum retention of fabric as well as specific actions for its repair and conservation.

Retaining the sense of the original expansive internal spaces was of high importance. Although internal spaces could not remain in their original configuration, by limiting subdivisions within tenancies, especially in the southern half of the site, and the inventive placement of mezzanine floors, which allowed large, open uninterrupted spaces, the sense of scale and space of the original form can still be appreciated. The design also allowed major structural elements such as steel columns, girders and roof trusses to remain visible.

The adaptation for commercial office space also required larger glazed areas. To avoid dramatically altering the existing rhythmic chequerboard pattern of void (open cargo doors) and solid (weatherboard and metal cladding), external sliding louvres were introduced in the bays where cladding was removed.

Ideally located on the edge of the harbour, making the most of Sydney's outdoor climate, tenants and the general public can now enjoy the benefits afforded by the adaptive re-use of an large obsolete marine structure for commercial office and retail use has assured the survival of the Jones Bay Wharf complex.

This work has assured the survival of the Jones Bay Wharf, a prominent yet previously underutilised item of Sydney's heritage. The success of this project is reflected in it receiving the highest national heritage award, the RAIA NSW Chapter Greenway Award and Award for Heritage & Adaptive Reuse Development.



PYRMONT RE-DEVELOPMENT 1990S

The Pyrmont peninsula once belonged to Sydney's industrial heartland, with its wharves, goods yards, wool stores and factories, contributing enormously to the city's economic wealth. But it was regarded as a slum area by the 19th century. It started to decay seriously after World War Two, when industries closed down and residents moved out.

As all industry closed down the government initiated the Better Cities Programme, with the construction of low and high rise residential and commercial office space. Buildings such as The Cooperage and Tablet House are heritage listed. Following the redevelopment the suburb became more multicultural.

The Star casino complex now dominates the waterfront with Sydney Fish Market located at Blackwattle Bay. Jacksons Landing is a residential and commercial property development located on the northern part of the peninsula. Pyrmont is home to several corporations including: American Express Australia, Vodafone, Fairfax Media, Accenture, Network Ten, Seven Network, Google, and several radio stations.



Also see <http://www.jacksonsteece.com/projects/pyrmont-bay-master-plan>



DE DE CE ARCHITECTS

<http://dedece.com/projects/jones-bay-wharf>



minimalist to counterpoint the heritage shell. Structural glass balustrades and open stair treads are used to increase the transparency between spaces. The interior volume maximises views towards the harbour whilst simultaneously enabling an appreciation of the distinctive volume and industrial fabric of the heritage building. A flexible open plan office area was created which allows a discrete separation between spaces, providing privacy without the need for enclosing walls or rooms.

The office design solution was a linear mezzanine inserted laterally across the building every second structural bay with voids between. The mezzanine edge aligns with the truss over allowing the truss to be viewed three dimensionally as a space defining element and creating a tension between old and new. The support services are contained in an enclosed linear volume beneath the mezzanine. Sliding wall panels hide these services and are expressed as joinery items. The stair is carved out of this solid volume and is intentionally suppressed as an expressive element to emphasis the spatial volume of the interior

Bates aim is to sensitively preserve the wharfs' maritime industrial qualities while adapting the existing structure to provide contemporary strata title office space suites. Jones Bay Wharf will be one of the few opportunities to have office space in a part of Sydney Harbour's maritime heritage. The new interior additions are clearly expressed as modern insertions, detached from the heritage fabric. The insertions respond to the rhythm of the wharf, and integrate the heritage structural elements such as the trusses, columns, and cargo doors so that they form an integral component of the interiors space. The office suites address both the wharf apron and the internal street.

Each suite has a private outdoor terrace on the harbour side creating the opportunity for outdoor meetings and functions. The interior volume has been sculpted to maximise the views towards the harbour, while enabling an appreciation of the distinctive volume and industrial fabric of the historic shell. The interlocking spatial volumes of the interiors allow the occupants to utilise the volumes dynamically. The planning creates a discrete separation between spaces, which provides privacy without the need for enclosing walls or rooms. Flexibility is created for tenants to occupy suites of varying sizes by combining two or more adjacent suites. These combinations create suites of differing spatial volumes to accommodate the needs of various owners and occupiers.



Jones Bay Wharf is a \$175 million refurbishment of the last remaining wharf on Sydney Harbour. It is also the only wharf to have pylons on dry land as well as in the water. Historically it was one of the migrant arrival ports for Sydney ie passenger terminal.

The aim was to sensitively preserve its industrial maritime qualities while adapting the existing structure to provide contemporary office space.

The wharf consists of 2 sheds with upper and lower levels divided by a central roadway. The northern half of the wharf will contain small strata titled offices, the southern half will contain larger office tenancies, and the new Shore Building is constructed at the street entry. The Shore Building has been developed as a commercial office and function centre incorporating the existing brick structures. A screen facade along the street consists of an abstract composition of timber members, creating a street presence and entry statement that reinterprets the technology of the wharf, as well as its maritime history.

The new additions are clearly expressed as modern insertions detached from the heritage fabric. The design language of the new elements is crisp and







CHRONICLE COLLECTION

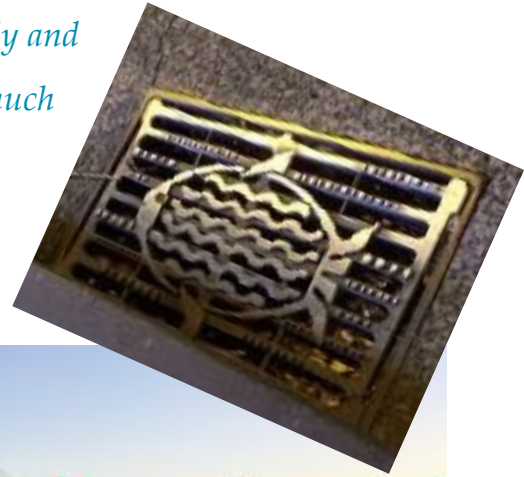


Adelphi Steamship Company's large interstate passenger liners, Manunda (left) and Manora show how big berths were in the early 1900s. Behind them most of the Jones Bay wharfrage has since been transformed into accommodation.

Pymont Today

"Pymont has emerged from it's shipping port origins into a friendly and vibrant inner city suburb, but it still has a village feel about it, as much of the heritage has been tastefully retained."

- Local resident



PYRMONT POINT



Bay Precinct Future Plans

CHANGING FACE OF PYRMONT, 12 NOVEMBER 2012

<https://www.smh.com.au/national/nsw/life-atop-one-another-can-still-mean-a-key-20121128-2ae91.html>

PYRMONT TAGGED AS SECOND CBD, 19 OCTOBER 2016

<https://www.dailytelegraph.com.au/newslocal/central-sydney/pyrmont-earmarked-as-sydneys-second-cbd-by-urban-taskforce/news-story/c1e4a73fde213b872eb6628a1cbae55e>

PYRMONT LOCALS ANGER AT GLEBE ISLAND BECOMING A WORKING WHARF AGAIN, 13 FEBRUARY 2018

<https://www.commercialrealestate.com.au/news/pyrmont-residents-oppose-glebe-island-returning-to-a-24-hour-working-dock/>

THE RESTORATION AND FUTURE OF PYRMONT BRIDGE, 13 MAY 2018

<https://www.smh.com.au/national/nsw/with-restoration-underway-visions-of-the-future-for-pyrmont-bridge-emerge-20180511-p4zeok.html>

BAYS PRECINCT

<https://thebayssydney.nsw.gov.au>

Sitting just two kilometres west of the Sydney CBD, The Bays Precinct comprises 5.5 kilometres of harbourfront, 95 hectares of largely government-owned land and 94 hectares of waterways in Sydney Harbour.

The Transformation Plan: The Bays Precinct, Sydney (2015) represents a blueprint to transform The Bays Precinct into a bustling hub of enterprise, activity and beautiful spaces over the next 20 to 30 years. Located within the iconic Sydney Harbour, the area will be enjoyed by Sydneysiders and the global community alike.

THE BAYS WATERFRONT PROMENADE

To deliver a continuous, staged, waterfront promenade from Balmain to Pyrmont – connecting all Destinations to the CBD and on to Woolloomooloo.

While the Bays Waterfront Promenade will be an essential connector within The Bays Precinct and to surrounding suburbs, it will be more than just a pathway that links people between great places – it will be planned as a new must-see Destination for every visitor to Sydney; a waterfront playground to bring communities together.

It will be designed to seamlessly connect the urban coastal and marine contexts. A variety of special



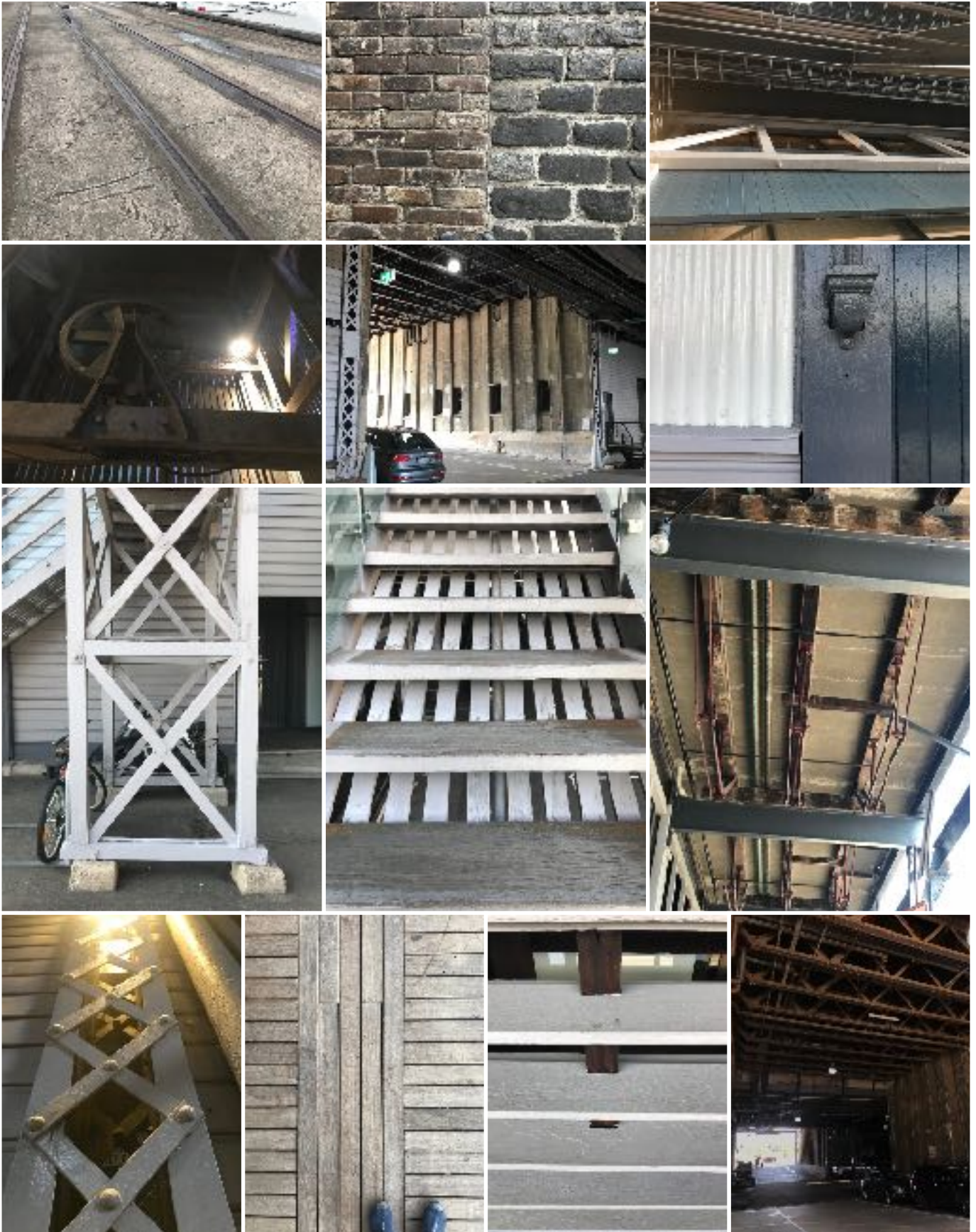
SOURCE: URBAN DESIGN FOR BALMAIN WATERFRONT PLAN



Site Visit

Wharf Construction & Materials

- Reinforced concrete, steel and hardwood





Wharf Current Usage

- Mixed business (<http://jonesbaywharf.com/about/occupants/>)
- Marina (<http://www.jonesbaymarina.com.au>)

Site Context

- Outside the city
- Just around from Darling Harbour, which is under re-development with new ICC, hotels and The Ribbon
- Barangaroo, across the harbour, building Crown Casino, making it the second casino in the area
- Outside lock-out laws
- Pyrmont Public Ferry Wharf and Private Marina
- Across from Balmain and Inner West, next to Glebe
- Local businesses and large corporations including Channel 7 and Fairfax Media
- New apartments and developments









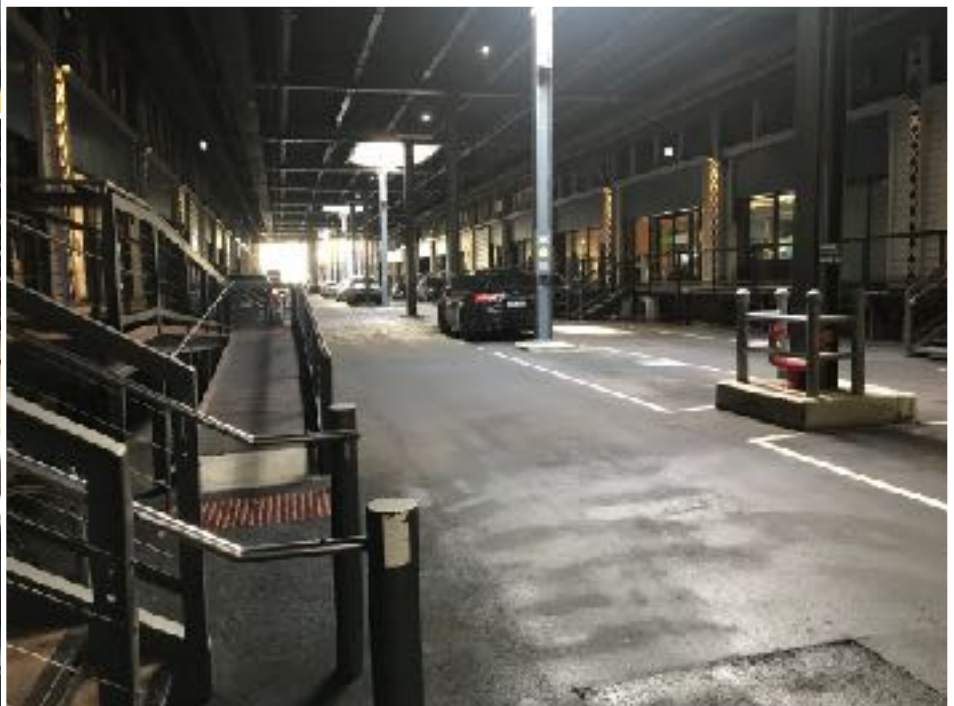






Building/Space

- Facing NNE, sunrise across the two sides of the building
- Strong cross ventilation
- Privacy - downstairs and upstairs <https://www.smarttint.com/#testimonials>
- Wharf itself is very private and quiet
- Each set of siding doors upstairs lends itself to accommodation rooms
- Many old nooks, like cargo lift spaces and wool shutes, that could be utilised without changing the structure, ie massage table inside privacy glass cube, switch on when in use, otherwise you can see the space



Design Concept Creative Process

These are the questions that we asked ourselves as we researched the history, features of a hotel and the target market. This is the creative process that drove the concepts explored.

Who Is Australia Now?

Authentic experience of our real history

pushing the envelope of innovative ideas about business and down time, food and leisure. Can we serve futuristic cuisine beside modern fare?

Challenging Space

CHALLENGING THE SPACE... TRANSFORMING.....MORPHING....

UPLIFTING.....FLOATING.....CONNECTING.....EXPERIENTIAL...FLOW

CHALLENGE THE IDEA OF WHAT IS A HOTEL??

WHAT CAN WE OFFER DIFFERENT TO OTHERS??

WHAT EXPERIENCE DO CUSTOMERS WANT???

WHATS RELEVANT TODAY??

Experience being on a wharf!

Spaces, not rooms. Changing spaces around the needs of the client.

Glass sliding panels

- Emoji or Hydroglyphics rather than words

Deconstruct the building....(lose the walls)...back to bones of original...

morphing spaces....hanging rooms...space within a space..

flexibility within the space....



How to we Connect with the Community?

WHO IS SYDNEY NOW????

DESIGN UNIQUE. INDUSTRIAL. SYMPATHETIC TO HISTORY OF BUILDING.
MODERN..CONTEMPORARY..MINIMALIST..BUT UPMARKET?

BRINGING the flow back to hotel life, helps with jet lag and holistic living

Additional References

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