

Northcote Wayfinding Signage

City of Darebin

In 2009 Darebin City Council and Department of Planning and Community Development jointly funded a Wayfinding Project aimed at improving pedestrian connectivity between High Street, Northcote and Northcote Train Station. Urban Initiatives were engaged to design and execute the strategy. Following community consultation a combination of custom designed wayfinding signage, commissioned urban street art and integrated pavement art plaques, innovative pedestrian crossing design, retrofitted low-energy street lights and water sensitive urban design strategies resulted in improved access, navigation and safety that creatively responded to community needs.



Road based wayfinding



Versatile wayfinding



Custom designed wayfinding signage

Maltby Bypass Werribee Zoo Screens

Werribee Open Range Zoo

This successful project involved the design and documentation of 7km of landscape treatment to the Maltby Bypass section of the Geelong Freeway. This scheme included the enhancement of views into the adjacent rural area, avenue tree planting to several intersecting roads, gateway treatments to the interchanges and the intensive treatment of the frontage to Werribee Zoo including animal-themed roadside screens to bring a sense of the landscape into the road corridor.



Freeway view of signage screens



Punched metal freeway signage screens



Urban Initiatives Pty. Ltd. is one of Victoria's most established and respected specialist landscape architecture and urban design practices. We are based in central Melbourne and service clients throughout Victoria and Tasmania. We work for a wide range of private and government clients on a mix of built projects and policy and planning studies.

Victoria
Melbourne Office
 Ground Floor
 143 Franklin Street
 Melbourne Victoria 3000
 Australia

Tel: 03 9329 6844
 Fax: 03 9329 6336
 Em: office@urbaninitiatives.com.au

Tasmania
Hobart Office
 Suite 2, Level 2
 13-17 Castray Esplanade
 Battery Point Tasmania 7004
 Australia

Tel: 03 6223 3138
 Fax: 03 6223 3616
 Em: andrew@urbaninitiatives.com.au

THE SIGNAGE AND GATEWAY WORKS OF URBAN INITIATIVES



SIGNAGE DESIGN



Darebin Signage Suite

City of Darebin



Signage Design and Landscape Design

The City of Darebin engaged Urban Initiatives to develop a suite of custom designed municipal signage. The engagement extended to municipal boundary identification, town centre signage, parks, open space, precinct signage and library identification. Extensive consultation with the project steering committee was undertaken, and a great amount of effort was made to work with Council's established corporate identity, while creatively recognising the multi-cultural community, history, geographic location and progressive nature of this vibrant community. This suite of signs has been highly successful and widely appreciated. The Council are continuing to roll out the signage replacement program across the municipality.



Signage Design Strategies

Urban Initiatives has over twelve years experience in the design and placement of external signage systems for local government, schools and other institutions. While signage is not the practice's primary focus, we have established an excellent reputation for delivering distinctive signage packages in the marketplace.

As landscape architects we offer a particular approach, one attuned to the particular siting issues that affect the legibility of external signage and one that is open to the development of new sign typologies; where a sign may take on a specific sculptural or graphic form to become an evocative component of the landscape.

Many public and institutional buildings and facilities such as schools, tertiary campuses and hospitals require signage and wayfinding systems. A thoughtful and creative strategy can reinforce the identity of an organisation or a locality while still providing the clear functional directions required.

Lifecycle costs and evolving technologies are important considerations for this type of work. Designs must often comply with corporate graphic standards, road authority restrictions and budget constraints as well as the sensibility of clients who are often representative committees. These factors often necessitate a sensitive design development process where various options are canvassed. Siting studies, visual simulations, the development of prototypes and liaison with fabricators can be involved.

Signage and Wayfinding

- Boundary Signs, Gateways, Landscapes and Artworks that capture the identity of the place or organisation and that are legible and durable.
- Identity and Wayfinding Directory Signs for shopping centres, schools, child care centres, libraries, offices, hospitals, galleries, museums, sports precincts, parks and squares.
- Public Parking and Transport signage.

Shepparton Showgrounds

City of Greater Shepparton

Urban Initiatives has been continuously involved with the site planning, urban design advice, and landscape design and documentation services for the Shepparton Showgrounds redevelopment since 2005.

As part of the master plan design, Urban Initiatives designed a series of iconic gateways with an agricultural theme. The design style is complementary to the Greater Shepparton City Council's family of signs, as established by Urban Initiatives, yet unique in their scale and colour.

The signage was designed to accommodate future retrofitting of interpretative signage panels - this has now been successfully implemented on gateway number 1.



Shepparton Showgrounds gateway signage



Landscaped signage and flagpole entry at Gate 1



Custom designed Shepparton entry signage

Shepparton Municipal Boundary Signage

City of Greater Shepparton

Greater Shepparton City Council incrementally commissioned Urban Initiatives for a system of identity and directory signs within the municipality. The designs were developed to showcase the skills and technologies of local fabricators.

The designs are consistent with the colours and materials of the city's Urban Design Suite, and establish a strong image for the city.



Indigenous recognition signage