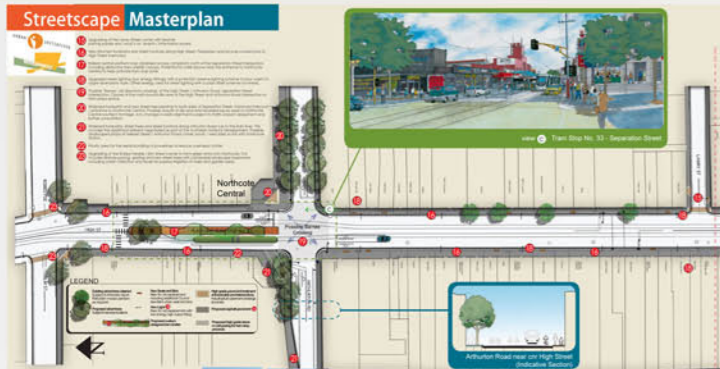


High Street Activity Centre

CITY OF DAREBIN

For this project Urban Initiatives prepared a detailed streetscape master plan for High Street, Northcote. The plan builds on the urban character of this busy retail strip. Significantly, the master plan considers the integration of the Route 86 disabled compliant tram stops into the streetscape as a seamless addition to the public realm. The master plan tackled other vital retail centre issues such as wayfinding, laneway and car parking connections, sustainability and greening opportunities.



Perspective sketch of High Street, Northcote upgrade

THE URBAN DESIGN AND URBAN PLANNING WORKS OF URBAN INITIATIVES



Shepparton Showgrounds master plan perspective sketch

Shepparton Showgrounds

CITY OF GREATER SHEPPARTON

This project began with a speculative master plan to explore how a key city site, owned by the Shepparton Agricultural Society, could better serve the annual show but also contribute to the wider urban development of the city.



URBAN DESIGN



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



Coastal Towns Design Framework

East Gippsland and Wellington Shire Councils, in association with the Department of Sustainability and Environment and the Gippsland Coastal Board

The Coastal Towns Design Framework is the largest urban design framework project to be conducted in regional Victoria.

A primary objective of the Coastal Towns Design Framework was to implement the Victorian Coastal Strategy (2002), as well as other regional strategic coastal planning policies, State tourism strategies, foreshore management plans and local planning schemes/policies. These policies provided the primary policy foundation for the Urban Design Framework. This was supported by local analysis, the identification of issues and broader areas of research, including regional trends and strategic approaches to similar issues elsewhere.

Urban Initiatives provided landscape and urban design advice through all phases of the study from initial analysis and consultation to the development and costing of all master plans for public and private development within these towns.

3D modelling was used to illustrate more complex design proposals in larger towns.

This project has been recognised with the following awards:

2007 AUSTRALIA AWARD FOR URBAN DESIGN
(Award for the best project from all professions)

2008 AILA NATIONAL AWARD
Australian Medal for Landscape Architecture
(Award for the best landscape architecture project in 2007/8)

2007 AILA VICTORIA AWARD
Commendation for Planning in Landscape Architecture

2007 Planning Institute Australia

2007 Victorian award for Rural & Regional Planning Achievement

2008 Planning Institute Australia National Award
Commendation Urban Design – Plans and Ideas Award



Urban Design Approach

Urban Initiatives was conceived as a specialist urban design and landscape architecture practice from its foundation in 1981.

In the 1970s, before the practice of urban design was well known in Australia, Bruce Echberg, the company's founder, completed a masters degree in urban design in the UK. Bruce has been active, both as a practitioner and through his involvement in the Urban Design Forum, since that time. Other practice staff also have formal qualifications in urban design and the associated professions of architecture and landscape architecture. The practice collaborates broadly with planners, architects, economists and engineers where larger teams of allied professionals are required to meet the demands of an urban design brief.

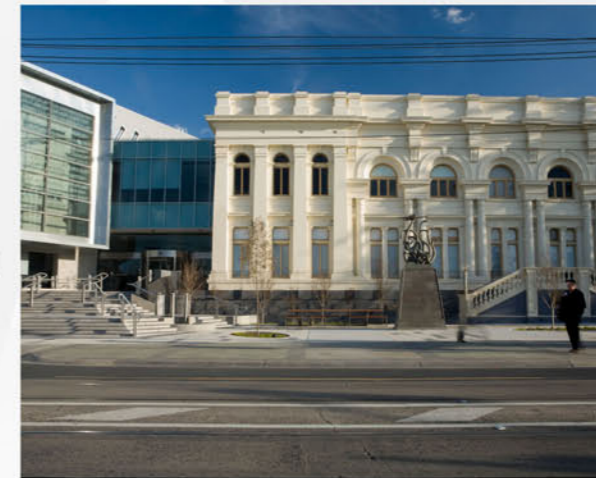
Urban design projects can take many forms. This area of practice, at this point of urban development, is perhaps more dynamic and prone to fashion than the more established fields of architecture and landscape architecture.

Critical engagement in the contemporary debate about urbanism is important to us at Urban Initiatives.

Urban Design Work

- Site Master Planning for new developments and for renewal of existing urban areas.
- Urban Design Frameworks for towns and urban areas. These typically involve detailed analysis, engagement with the community to generate an agreed vision for the development of the place. Urban Initiatives then develops policy to form the vision, in terms of design and development guidelines, project definition and prioritisation.
- Policy Development for local government. Urban Initiatives has produced a wide range of policy documents for use by local government in the development of their urban form, streetscape and open space areas.
- We have produced Technical Manuals for street detailing and furniture provision and Street Tree Master Plans for a number of Victorian Councils.
- Urban Character studies are a specialist area of the practice whereby urban character is assessed and catalogued through detailed databases. These include tools for use in streetscape improvements and development controls.
- Built Form Guidelines and building height and envelope controls are developed for clients when required, including the three dimensional modelling of anticipated built form outcomes.

Our team is practised in a broad urban design skill set that includes community consultation, sophisticated mapping, working with GIS and other database systems, 3D modelling, policy writing and desktop publishing, as well as the conventional design and detailing methodologies of architectural practice.



St Kilda Town Hall Forecourt



Custom designed furniture



Bus shelter and streetscape



3D impression of proposed medium density living in Dandenong

St Kilda Town Hall Forecourt

City of Port Phillip

In 2008, with the addition of a new office wing on Carlisle Street, the City of Port Phillip consolidated their administration at the St Kilda Town Hall. The forecourt to the new building was conceived as a new public space that would serve the council staff on site as well as the general public. A clean, contemporary design was built on certain retained elements from the earlier 1992 plaza. The design also responded to the functional requirements and architectural language of both the new office wing and the adjacent Victorian building.

Urban Initiatives documented the project, which was designed by Council landscape architect Andrew Brophy. He, with designer Andrew Gibbs, developed the custom designed furniture for the Forecourt.

Station North Upgrade & Realignment Project

VicUrban

This project involved the design of new roads and the public realm for central Dandenong. Walker, Mason and Cadle Streets have been reconstructed to connect with the new George Street Bridge and accommodate increased bus and pedestrian movements to Dandenong Station and the CBD.

The project cost is in the order of \$6 million. Urban Initiatives has worked with lead consultant SKM through all design and documentation phases of this project which was completed in 2011.

The design and documentation phase during 2009 involved negotiating design for these reconstructed streets with all stakeholders including the City of Dandenong, VicUrban and the Department of Transport. The project includes an innovative off road cycle path and water sensitive urban design treatments for all street trees. 3D Modelling was extensively used as a design and communication tool for the project.