



Wayfinding Signage Strategy

Suggested content and orientation to be reviewed with detailed signage subcontractor proposals
- proposal based on installed proposals at Downtown scheme, Woden Street assuming standard Client Branding.

Free standing signage 'totem'

1. Scheme frontage adjacent to Clive Street

- Title - 'Downtown Victoria North'
- Map indicating all 4no blocks
- Main Reception Highlighted
- 'You are here' motif
- (Location facing road)

2.& 3. Link Entrance (2no)

- Title - 'Downtown Victoria North'
- 'Block 1 & 2'
- (Location adjacent to access control)

4. Scheme frontage Rochdale Road

- Proposals as Signage 1
- (location facing road)

5. External Garden area

- Title - 'Downtown Victoria North'
- Map indicating all 4no blocks
- Main Reception Highlighted
- 'You are here' motif
- (Adjcent to bench seating)

6. Block 3

- Title - 'Downtown Victoria North'
- 'Block 3'
- (Location at bottom of stairs)

AEW Assume car park & stair adjacent to Block 3 and other entries into the Site are not to be 'highlighted'. Block 4 is to back of footpath and there is limited availability to provide signage to the front of this.

AEW assumes signage will be required adjacent to the play equipment to report issues and highlight intended use hours - Client requirements to be confirmed

AEW not aware of any requirement to add external signage onto building - this would be subject to Planning Application

Client branding requirements, font styles and colours required. Graphic map to be developed by graphic artist / signage subcontractor based on the site plan and shape



IMAGE OF SIGNAGE FROM DOWNTOWN SCHEME