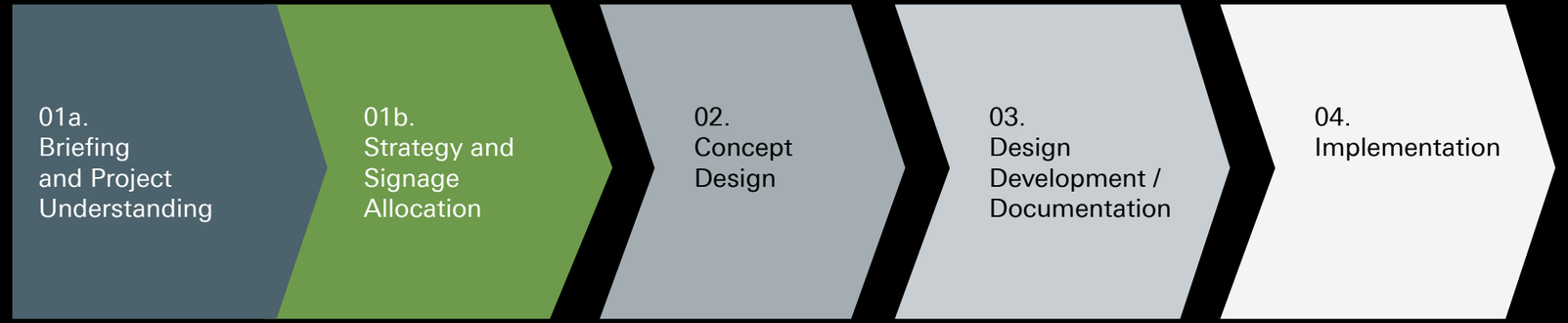
NORTHCOTE VILLAGE WAYFINDING STRATEGY

The wayfinding strategy for Northcote Village will form the basis of the signage design. This strategy includes a functional analysis of the building to identify navigational requirements.

Signage elements, where shown, are indicative of sign location, size and relative scale. The diagrams do not represent design proposals. Concept design for key wayfinding and signage elements will follow this strategy stage of work.





1_Contextual Analysis
2_Addressing
3_Site Identification
4_Signage Allocation

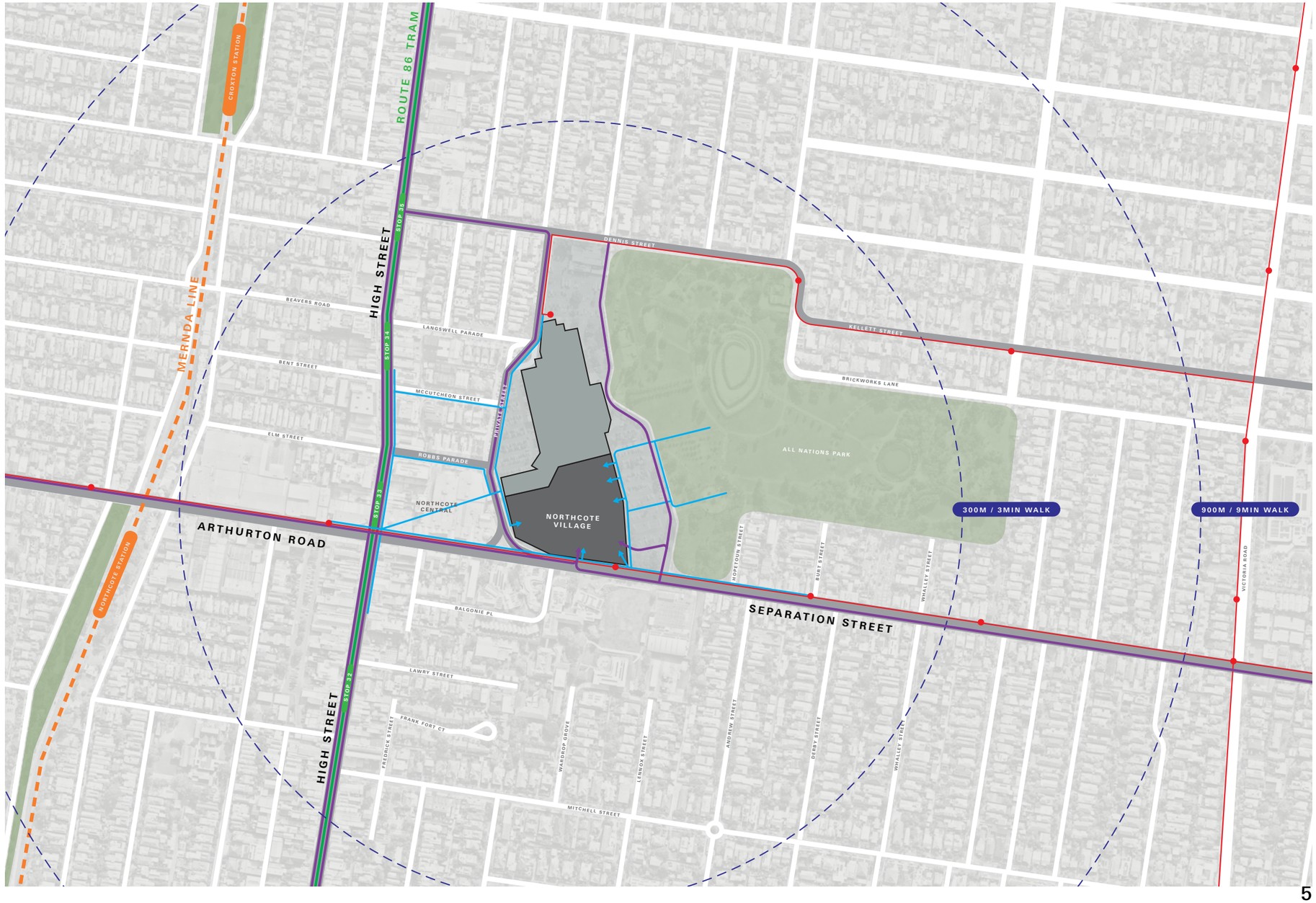
1_CONTEXTUAL ANALYSIS

CONTEXTUAL ANALYSIS

Northcote Village is well connected to Melbourne's public transport network, providing residents and visitors with convenient access via train, tram, bus and private vehicle. The contextual analysis illustrates the range of transport options serving the precinct.

Located one street back from the High Street retail strip and attached to the well-established Northcote Plaza, Northcote Village is within easy walking distance of tram and train services. Bus routes 508 and 552 also stop directly adjacent to the site, further enhancing accessibility.

Separation Street will serve as the primary arrival corridor to Northcote Village. The porte cochère will accommodate resident access and passenger drop-off for Towers 2 and 3, as well as the south-facing apartments. Breavington Way will provide access to Tower 1, the retail precinct, and the east-facing apartments, creating a clear and legible arrival experience for all users.



Key:

- Tram
- Bus
- Train
- Vehicular
- Pedestrian

SITE ACCESS

Pedestrians approaching Northcote Village have multiple arrival points, providing convenient access to different parts of the precinct depending on their destination.

Northcote Central has been established as a key daytime pedestrian connection between the corner of Separation Street and Arthurton Road and Northcote Plaza. As part of the redevelopment, this connection will extend to become a western entry into Northcote Village.

Robbs Parade is envisioned to become the principal arrival corridor for Northcote Village, providing direct access to Tower 3 and the surrounding residences, including outside of retail trading hours. Pedestrians arriving from tram Stops 33 and 34 on High Street can access Northcote Village via Robbs Parade, reinforcing this route as a key pedestrian approach to the precinct.

The porte cochère serves as the principal arrival point for residents accessing the residential car parks and for car and rideshare drop-offs at the entrance to Tower 2.

Additional vehicular access is provided via Breavington Way, where visitor parking is accessed via the basement entry ramp.



Key:

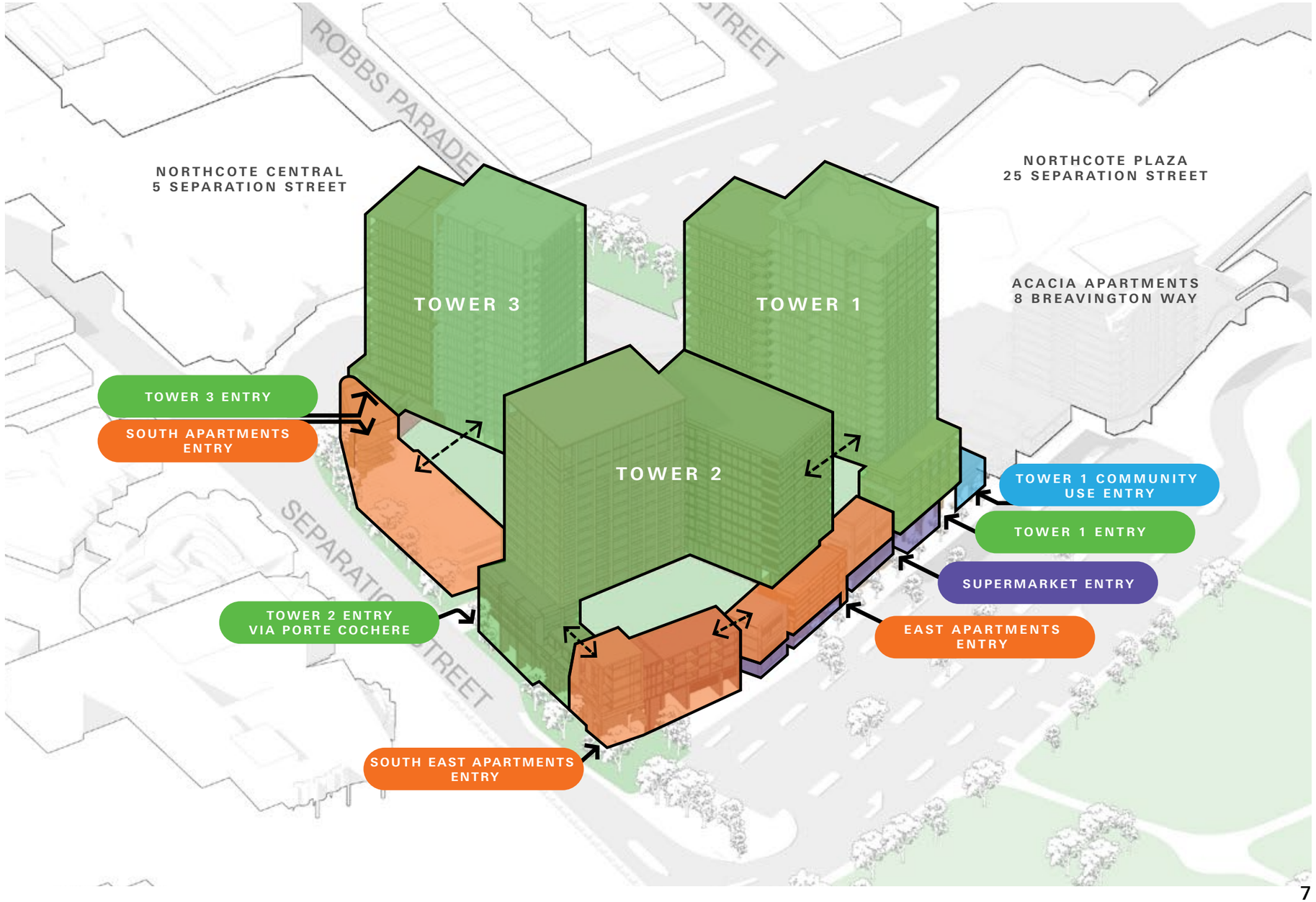
- Tram
- Bus
- Train
- Vehicular
- Pedestrian

ENTRANCES

Northcote Village incorporates a clear hierarchy of primary and secondary entries, balancing legibility with a permeable pedestrian network.

Prominent primary entries provide intuitive arrival points for residents and visitors, while a series of secondary access points enables residents to move efficiently throughout the precinct and access individual buildings via multiple routes.

The Level 3 podium functions as a central connection hub, linking the residential buildings and shared amenities. This interconnected circulation network allows residents to move between buildings conveniently while improving accessibility across the precinct.



Key:
- Towers
- Apartments
- Retail

2_ADDRESSING

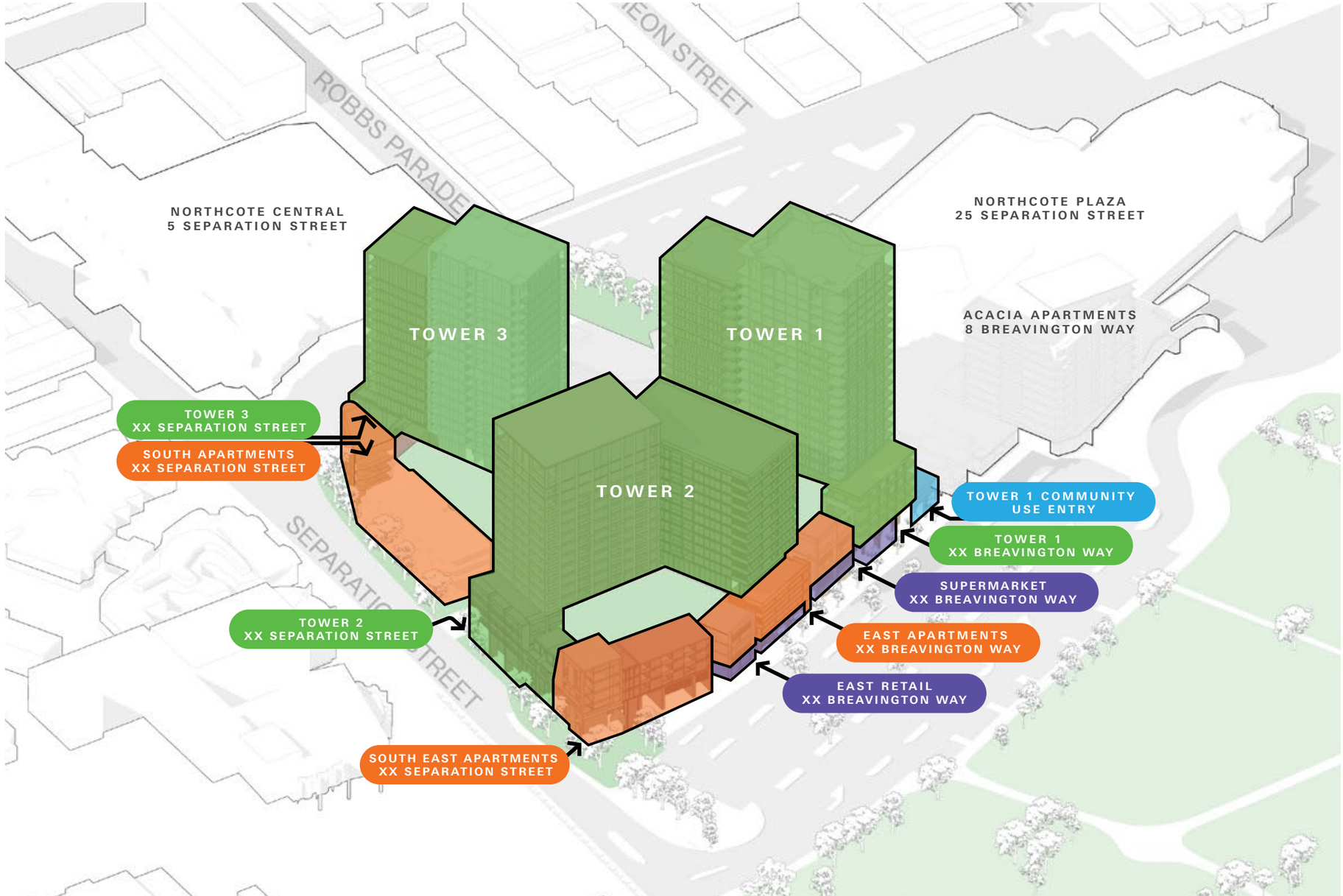
VILLAGE ADDRESSING STRATEGY

Northcote Village is conceived as a collection of distinct built forms that together create a cohesive mixed-use precinct. The addressing strategy reinforces this village character by establishing a clear and recognisable address for each building within the development

Drawing on both Separation Street and Breavington Way, the strategy creates a legible addressing framework that supports intuitive navigation for residents, visitors and service providers.

With a clear and robust addressing hierarchy in place, the wayfinding strategy can remain streamlined, allowing building addresses and identification signage to become the primary navigational cues.

This approach also supports accurate mapping, mail delivery, emergency response and visitor access by providing clear and easily identifiable addresses across the precinct.



RESIDENTIAL ADDRESSING STRATEGY

1. **Tower 1** - XX Breavington Way
2. **North Eastern Retail** - XX Breavington Way
3. **Supermarket** - XX Breavington Way
4. **Eastern Apartments** - XX Breavington Way
5. **Eastern Retail** - XX Breavington Way
6. **South Eastern Apartments** - XX Separation Street
7. **Tower 2** - XX Separation Street
8. **Southern Apartments** - XX Separation Street
9. **Tower 3** - XX Separation Street
10. **Western Retail** - XX Separation Street

Numbering is subject to planning availability and approvals process.



Key:

- Towers
- Apartments
- Retail

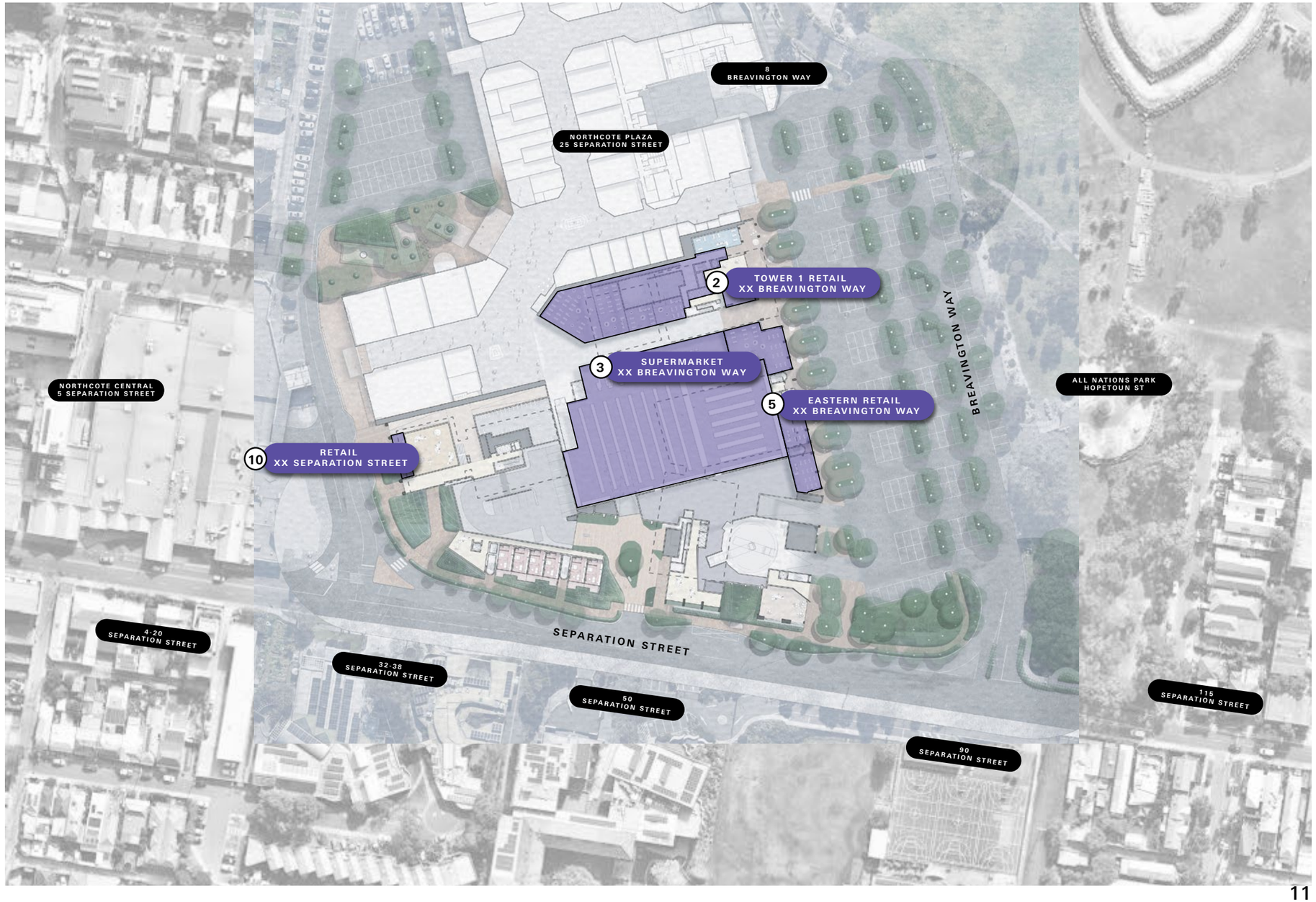
RETAIL ADDRESSING STRATEGY

Generally retail addressing will use the same address as the residential stack since they exist within the same forms. The supermarket will be an exception to this.

ie. Shop 2/XX Breavington Way

1. **Tower 1** - XX Breavington Way
2. **Tower 1 Retail** - XX Breavington Way
3. **Supermarket** - XX Breavington Way
4. **Eastern Apartments** - XX Breavington Way
5. **Eastern Retail** - XX Breavington Way
6. **South Eastern Apartments** - XX Separation Street
7. **Tower 2** - XX Separation Street
8. **Southern Apartments** - XX Separation Street
9. **Tower 3** - XX Separation Street
10. **Western Retail** - XX Separation Street

Numbering is subject to planning availability.



Key:

- Towers
- Apartments
- Retail

3_SITE IDENTIFICATION

NORTHCOTE VILLAGE SITE IDENTIFICATION LOCATIONS

PRIMARY ID
South/ West:

1 - Focuses on porte cochere becoming the main welcome point for Northcote Village. Captures motorists travelling along Separation Street.

SECONDARY ID

2 - Captures a prominent intersection where cars and pedestrians are most present. Traffic lights allow for prolonged attention to Northcote Village.

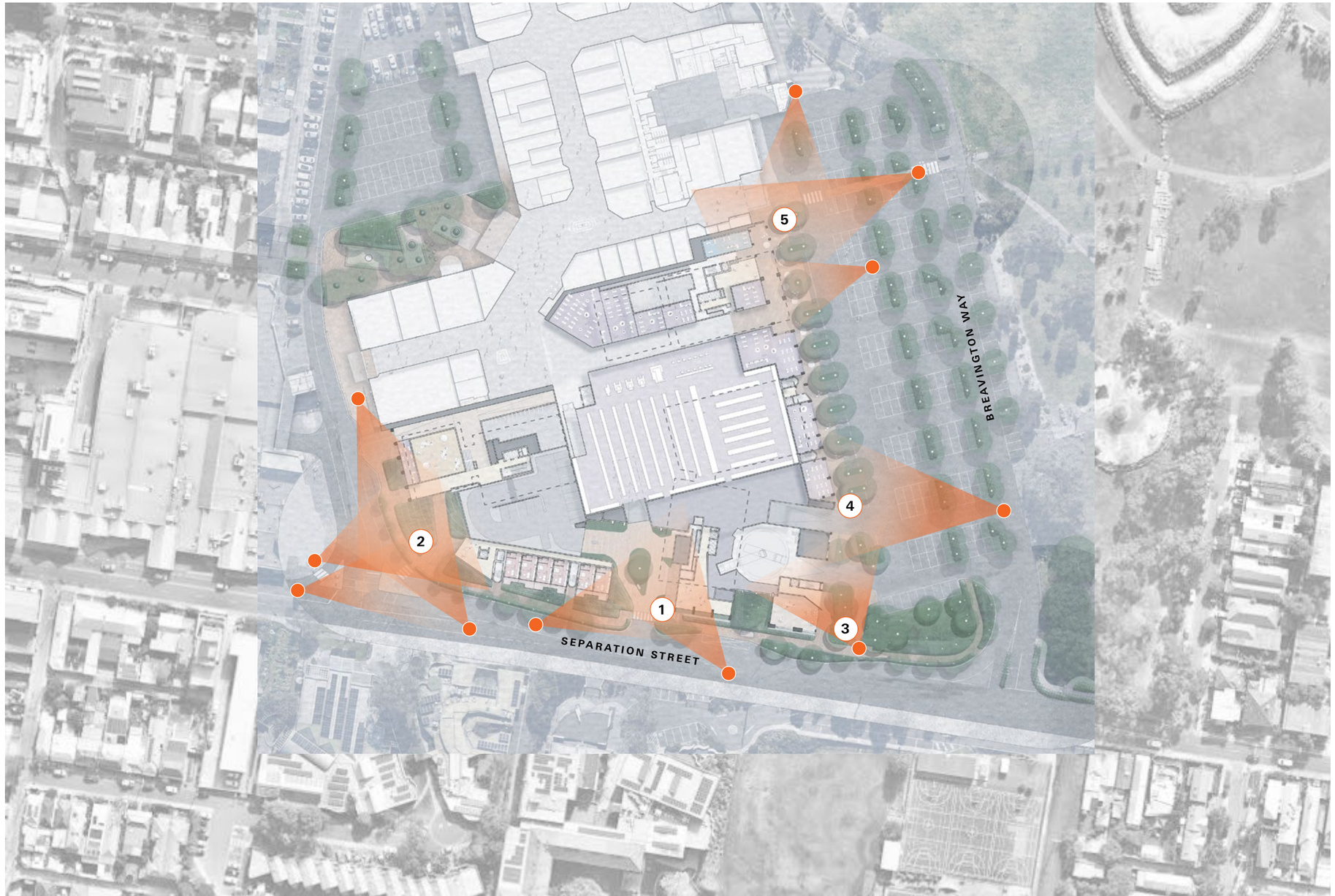
East:

3 - Invites pedestrians on Separation Street through to the main corridor to the retail offerings.

4 - Captures visitors arriving to Retail carpark ramp and pedestrians from the side walk.

5 - Highlights main corridor through to retail capturing visitors from the carpark and All Nations Park.

TERTIARY ID
TBD



4_SIGNAGE ALLOCATION

GROUND FLOOR CIRCULATION

Analysis of the principal pedestrian and vehicular arrival points has informed the location and hierarchy of the wayfinding and signage strategy throughout Northcote Village.

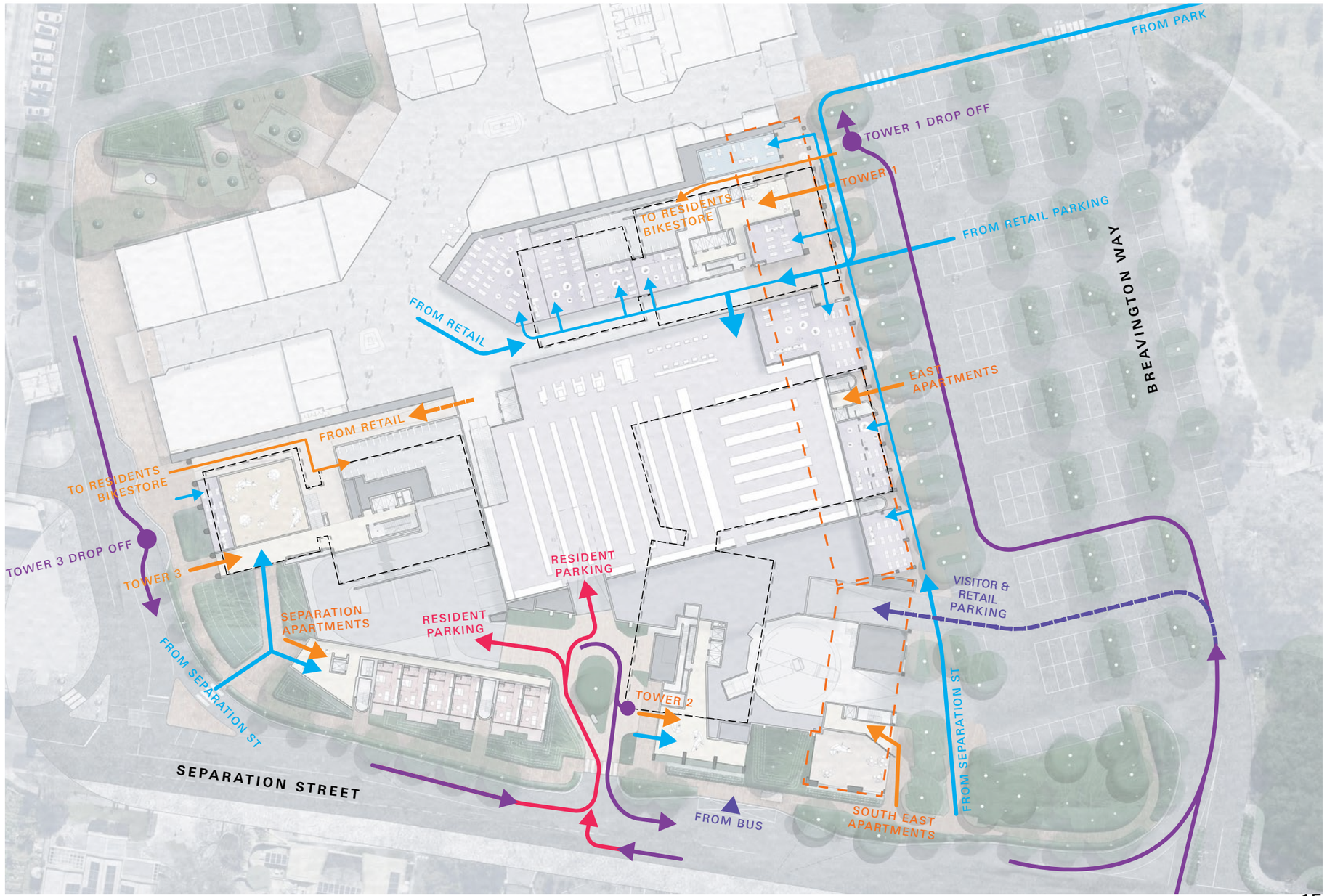
The southern porte cochère forms the primary vehicular arrival point for residents and drop off for visitors, accommodating access to residential car parking on upper floors together with passenger pick-up and drop-off.

Short-term visitor parking is accessed via the basement entry ramp on Breavington Way, and provides convenient access to the supermarket and the retail precinct. Signage at the entry will clearly identify this parking opportunity and guide visitors into the development.

Pedestrians arriving from High Street are anticipated to access Northcote Village via Robbs Parade and Northcote Central, establishing this route as the principal pedestrian approach to the retail precinct.

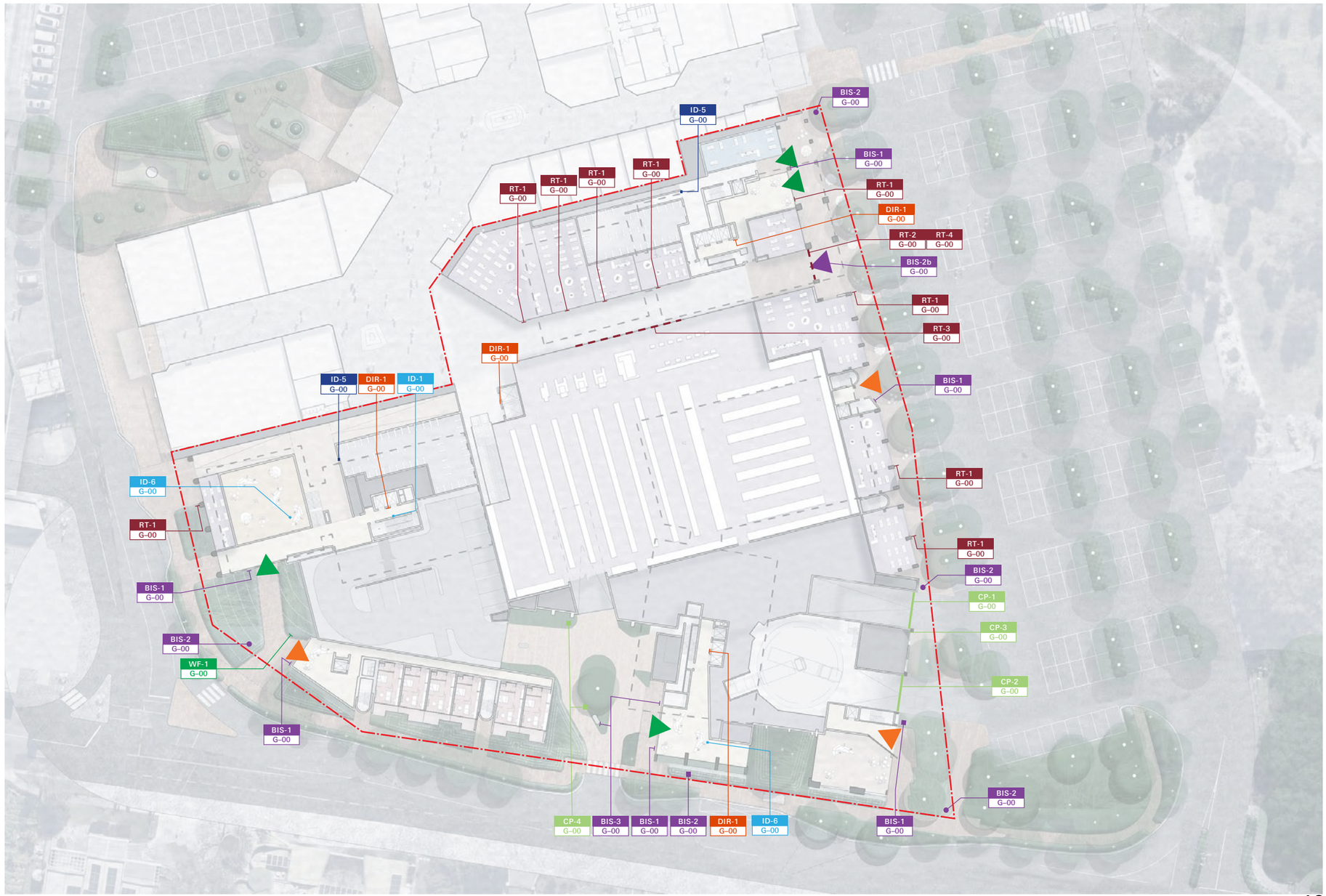
Residents approaching from High Street will primarily access Towers 2 and 3 via their respective entries on Separation Street. Tower 1 can be reached via Separation Street turning into Breavington Way, or through the Northcote Plaza retail connection.

Key:
- Visitor Access
- Visitor Vehicle Access
- Retail Vehicle Access
- Bicycle Access
- Residential Vehicle Access



GROUND FLOOR SIGNAGE ALLOCATION

Sign type
Building Identification Signage
BIS-1 Building Identification Signage – Address
BIS-2 Building Identification Signage – Wall Mounted
BIS-2b Building Identification Signage – Hanging
BIS-3 Porte Cochere Brand ID
Wayfinding Signage
WF-1 Exterior Wayfinding Signage
WF-2 Interior Wayfinding Signage
Identification Signage
ID-1 Level ID
ID-2 Internal Address ID
ID-3 Room ID
ID-4 Amenities ID
ID-5 Bike Room ID
ID-6 Reception/ Concierge ID
Retail Signage
RT-1 Retail Signage
RT-2 Retail Signage - Supermarket Entry
RT-3 Retail Signage - Supermarket Brand ID
RT-4 Retail Operational and Opening Hours
Directory Signage
DIR-1 Lift Directory
Car park Singage
CP-1 Retail Carpark ID
CP-2 Loading Zone ID
CP-3 Supermarket Carpark ID
CP-4 Residential Carpark ID
CP-5 Carpark Level ID
CPWF-1 Carpark Residential Wayfinding
CPWF-2 Carpark Retail Wayfinding
CPVF-1 Carpark Vehicle Wayfinding



THANK YOU