

Joondalup Priority 2 & 3 Entry Statements Review

Prepared for the City of Joondalup by UDLA

Introduction

The following report, prepared by UDLA, provides commentary and recommendations concerning the Priority 2 and Priority 3 entry signs for the City of Joondalup. For the Priority 2 signage, Two Options were considered by UDLA: Option A which consists of 3 interpretive poles and Option B which consists of five interpretive poles. Priority 3 signage is limited to the sign only. It is proposed that the signage be accompanied by simple landscape treatments along the median where appropriate.

Signage Design

For the Priority 2 signs, UDLA generally supports the use of **Option B** as the default approach; however Option A would require less width and may be useful where the median is relatively narrow. Option B best represents the intent of the concept designs previously developed by UDLA. Generally, the medians in which the signage will be positioned are substantial enough in both length and width that it makes sense to use the more voluminous approach. This allows the signage to become more spatial and will have a greater impact especially when viewed from a moving vehicle.

We note that the five (5) poles should appear randomised, and care should be taken when positioning the poles so as to not obscure the 'Welcome to Joondalup' side of the sign. Inevitably the reverse 'Drive Safely' side of the sign will be partially obscured, however this can be minimised by careful placement. Generally each site should have its own unique pole configuration and this can be fine-tuned on site by the Landscape Architect during construction.

Similarly, randomising the colours of the different pole lengths could also be considered (e.g. at Site A, the tall pole might be red; on Site B the tall pole might be yellow and so on). As a recap, the colours were based on the following symbolic associations:

- Green = wetlands
- Blue = coast
- Yellow = local flora
- Red = learn/play
- Silver = city

For example, on Ocean Reef Road where the sign is near Lake Joondalup, the tall pole might be green to emphasise the wetland association. On Connolly Drive the tall pole might be blue due to it being closer to the coast than Wanneroo Road and so on for the other sites.

The Priority 3 Entry Statements consist of the signs alone in a landscape garden bed context.

The Sites

No major issues concerning the selected sites have been identified, although the different context of some of the signs may provide some cues on planting palettes and layouts. For example some areas are more developed with suburban built form, and other areas are more naturalistic. As such the landscape design and planting response could more strongly relate to the surrounds rather than be a 'one size fits all' planting scheme.

Priority 2 Entry Statements

1. Connolly Dr median at intersection of Connolly and MacNaughton Cres.

- Looking south / new median/new roundabout.
- Grassed median. About 5-6m wide.
- Sign should be located south of brick paved area.
- Suburban context with sound walls around.
- Recommend Option B, with tall pole to be blue.

2. At the Wanneroo Road intersection, within the median of:

Ocean Reef Road

- Looking West. Median is approx. 6.5 m wide.
- Patchy grass. Large street light poles approx. 60m apart. There is a slight rise travelling westwards.
- Sign to be approx. 1.5km down the road from intersection where the LGA boundary is near Lake Joondalup. Some trees in median. Generally a more 'naturalistic' setting.
- Recommend Option B with tall pole to be green to reflect wetlands.

Warwick Road

- Driving west Median is substantial – approx. 16m wide.
- Grassed – no other obstruction for first 60m. Trees and vegetation beyond this.
- Sign would have to be in the grass area. Left turn lane into Warwick Rd .
- Sign will need to be further to the back towards the vegetation – but not on it (say about 10m in front).
- Recommend Option B with tall pole to be yellow. Due to the larger size of the median, the designers may wish to consider an 'enhanced' version of Option B that increases the number of poles (say an extra 3 poles – 1 of each size)

Hepburn Avenue

- Looking west, 5-6m wide median with patchy grass and medium shrubs at 4m spacings.
- Major light pole about 80m from intersection. No other obstruction.
- Sign to be 250m from intersection due to future road modifications.
- Immediate Proximity to Lake Goollelal.
- Recommend Option B with tall pole to be green to correspond to wetlands. Opportunity for garden planting to reflect the wetlands

Whitfords Ave

- Sign visible when driving west on 5m wide grassed median.
- Small-medium sized native trees at 10m spacing from intersection.
- Sign will be 250m down from the intersection. This places it amongst a row of trees some of which may need removal. No existing kerb to median here (ie soft shoulder)?
- Due to the narrower width of this median, Option B may need to be configured 'lengthways' to accommodate the poles. Alternatively, Option A could be a candidate here.

Priority Three Entry Statements

It is noted that the Priority 3 Entry Statements will consist just of the naming sign in a garden bed, as such the commentary below is focussed on associated landscaping. We note that the garden beds should be simple and not too 'stylised' – as median/verge planting displays can often be subject to trends and can rapidly appear 'dated'.

1. At the Mitchell Freeway off ramps, within the median of:

Ocean Reef Road

Driving West: Narrow paved median. Recommend sign placed in paving with possible new coloured concrete base under to emphasise.

Driving East: 4m patchy mulch median could use significant planting. Lots of trees to either side. Recommend that garden bed responds to the surrounding vegetation. Opportunity for tree planting along median and in verges either side.

Whitfords Avenue

Driving West: 4m patchy mulch median could use significant planting. Lots of trees to either side. Recommend that garden bed responds to the surrounding vegetation. Opportunity for tree planting.

Driving East: As above.

Hepburn Avenue

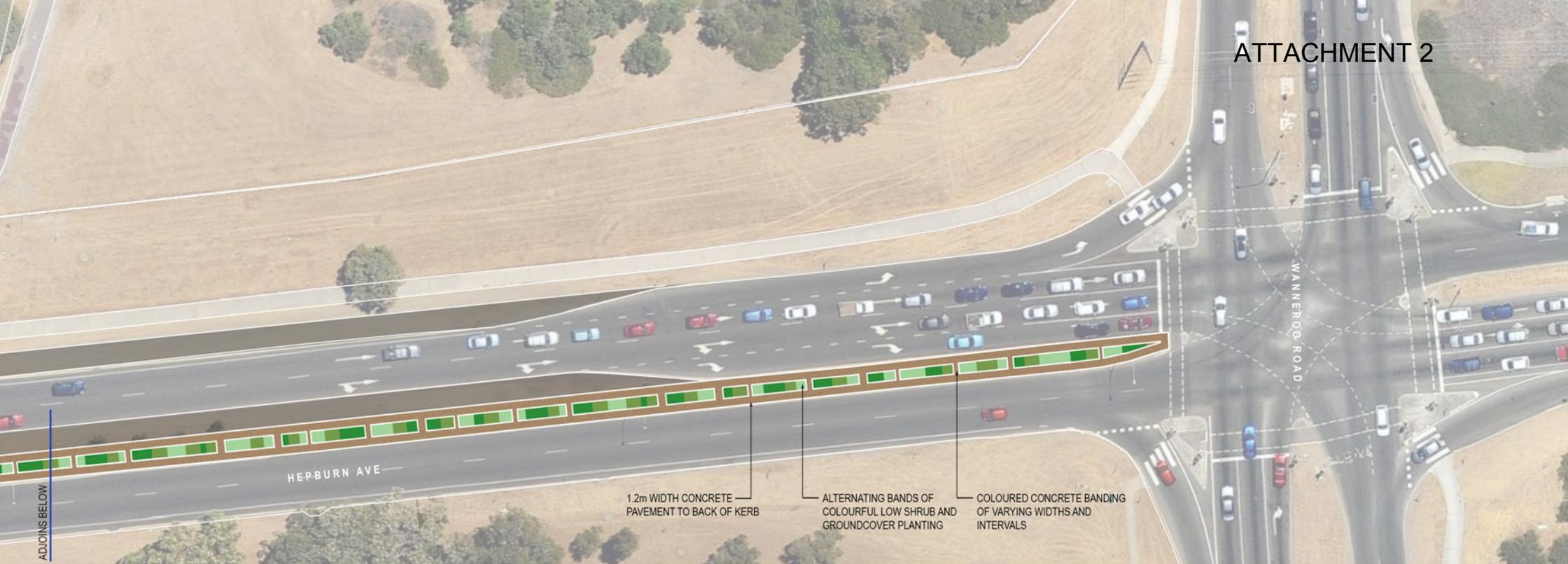
Driving West: 4m patchy mulch median could use significant planting. Lots of trees to either side. Recommend that garden bed responds to the surrounding vegetation.

Driving East: As above.

Warwick Road

Driving West: 6m grass median. Suburban housing & domestic scale fencing either side. Recommend that garden bed responds to the surrounding suburban context. Opportunity for tree planting in median

Driving East: As above, but additional trees near verge could be considered.





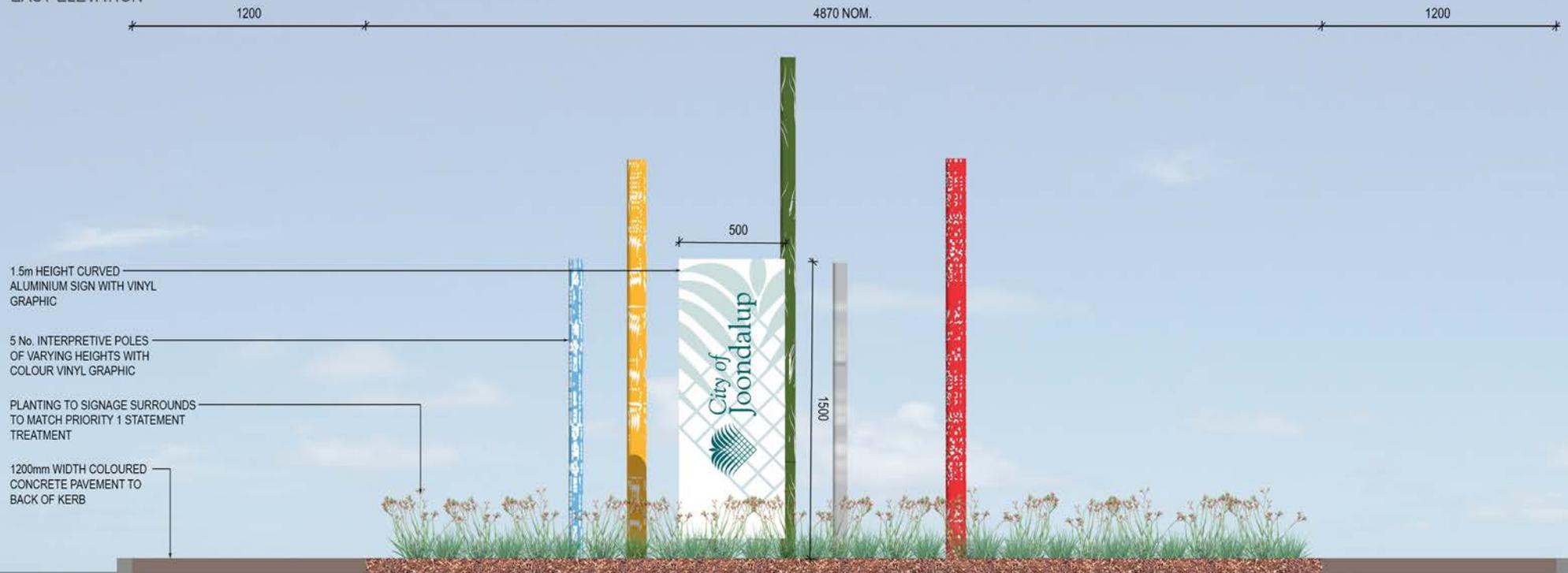
20m NOM.

PLANTING TO SIGNAGE SURROUNDS
TO MATCH PRIORITY 1 STATEMENT
TREATMENT

5 No. INTERPRETIVE POLES
OF VARYING HEIGHTS WITH
COLOUR VINYL GRAPHIC

1.5m HEIGHT CURVED
ALUMINIUM SIGN WITH VINYL
GRAPHIC

EAST ELEVATION



WEST ELEVATION





PERSPECTIVE
HEPBURN AVENUE

MAY 2014
PRIORITY 2 ENTRY STATEMENT





20m NOM.

PLANTING TO SIGNAGE SURROUNDS
TO MATCH PRIORITY 1 STATEMENT
TREATMENT

1.5m HEIGHT CURVED
ALUMINIUM SIGN WITH VINYL
GRAPHIC

EAST ELEVATION

1200

4870 NOM.

1200

1.5m HEIGHT CURVED
ALUMINIUM SIGN WITH VINYL
GRAPHIC

PLANTING TO SIGNAGE SURROUNDS
TO MATCH PRIORITY 1 STATEMENT
TREATMENT

1200mm WIDTH COLOURED
CONCRETE PAVEMENT TO
BACK OF KERB



500

1500

WEST ELEVATION

Drive Safely



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LEGEND

- **PRIORITY 1**
 - MARMION AVE
 - PRIMARY DISTRIBUTOR ROAD FROM BEACH RD TO OCEAN REEF RD
 - DISTRICT DISTRIBUTOR (A) ROAD FROM OCEAN REEF RD NORTH
 - JOONDALUP DRIVE
 - DISTRICT DISTRIBUTOR (A) ROAD

- **PRIORITY 2**
 - OCEAN REEF RD
 - DISTRICT DISTRIBUTOR (A) ROAD
 - WHITFORDS AVE
 - DISTRICT DISTRIBUTOR (A) ROAD
 - HEPBURN AVE
 - DISTRICT DISTRIBUTOR (A) ROAD
 - WARWICK RD
 - DISTRICT DISTRIBUTOR (A) ROAD
 - BEACH RD
 - DISTRICT DISTRIBUTOR (A) ROAD
 - WEST COAST DR
 - DISTRICT DISTRIBUTOR (B) ROAD
 - DAVALLIA RD
 - LOCAL DISTRIBUTOR ROAD & SHOPPING PRECINCT NORTH OF BEACH ROAD
 - DISTRICT DISTRIBUTOR (B) ROAD SOUTH OF BEACH ROAD
 - ERINDALE RD
 - DISTRICT DISTRIBUTOR (A) ROAD & SHOPPING PRECINCT

- **PRIORITY 3**
 - CONNOLLY DR
 - DISTRICT DISTRIBUTOR (A) ROAD
 - FREEWAY EXITS ONTO
 - DISTRICT DISTRIBUTOR (A) ROADS

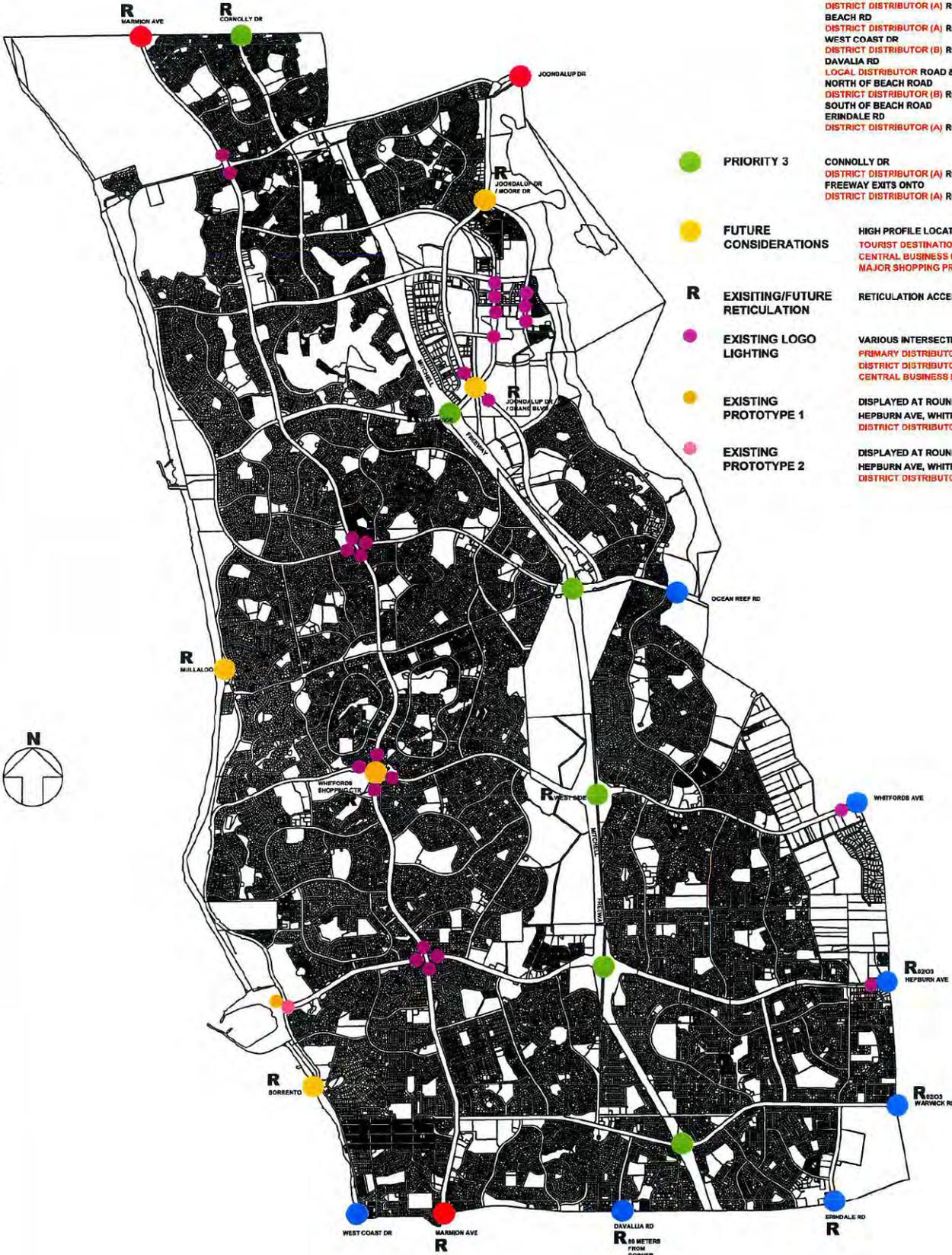
- **FUTURE CONSIDERATIONS**
 - HIGH PROFILE LOCATIONS
 - TOURIST DESTINATIONS
 - CENTRAL BUSINESS DISTRICT
 - MAJOR SHOPPING PRECINCT

- R** **EXISTING/FUTURE RETICULATION**
 - RETICULATION ACCESSIBLE

- **EXISTING LOGO LIGHTING**
 - VARIOUS INTERSECTIONS ON
 - PRIMARY DISTRIBUTOR ROAD
 - DISTRICT DISTRIBUTOR (A) ROADS
 - CENTRAL BUSINESS DISTRICT

- **EXISTING PROTOTYPE 1**
 - DISPLAYED AT ROUNDABOUT AT INTERSECTION
 - HEPBURN AVE, WHITFORDS AVE AND WEST COAST DR
 - DISTRICT DISTRIBUTOR (A) AND (B) ROADS

- **EXISTING PROTOTYPE 2**
 - DISPLAYED AT ROUNDABOUT AT INTERSECTION
 - HEPBURN AVE, WHITFORDS AVE AND WEST COAST DR
 - DISTRICT DISTRIBUTOR (A) AND (B) ROADS



PROPOSED AND EXISTING LOCATIONS

