

**CHARLEVILLE,  
THE HEART**

---

**OF MULGA COUNTRY,  
THE LARGEST TOWN,  
IN THE SOUTH WEST OF THE OUTBACK**

---

**With A Warm  
Climate**

---

**& SITUATED ON THE BANKS THE  
WARRAGO  
RIVER**





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façades

## **ALFRED STREET PERSPECTIVE**

A window into how the concepts would be applied in the street-scape, including façades, street furniture, way finding, planters, lighting, identification typography and so forth.
















# Charleville Street scape


Charleville Post Office 


Historic House 


Hotel Corones 


Murweh Shire Council 

Police Station 


Supermarket 


Town Hall 


War Memorial 


Warrego River Walk 


## Key


Bollard 


Buildings 


Lighting 


Information Plaque 


Pedestrian Crossing 


Rubbish Bin 


Shared Zone 

Shrub 

Street Furniture 

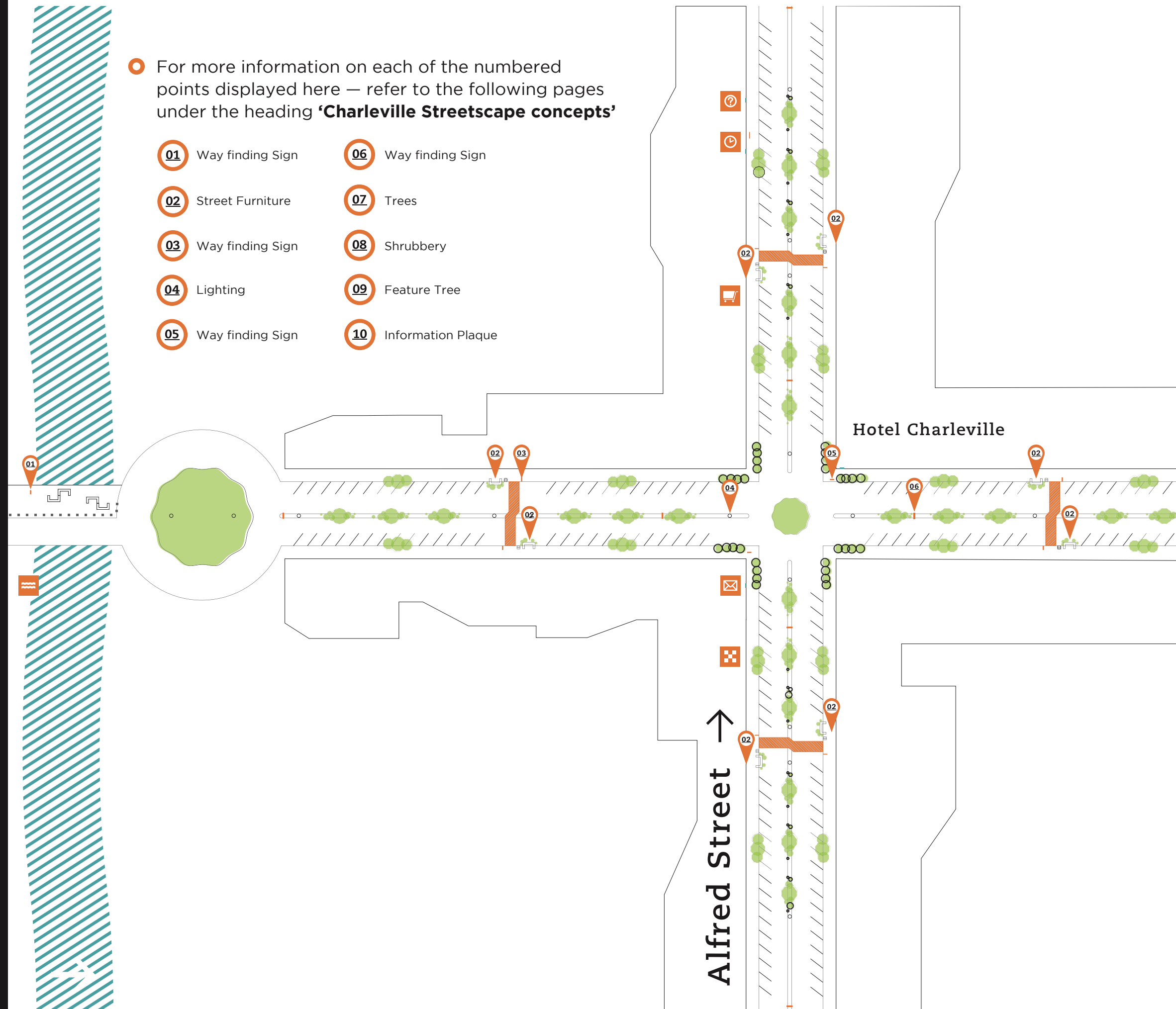
Tree 

Turf 

Wayfinding Signage 

For more information on each of the numbered points displayed here — refer to the following pages under the heading **‘Charleville Streetscape concepts’**

- |                            |                              |
|----------------------------|------------------------------|
| <b>01</b> Way finding Sign | <b>06</b> Way finding Sign   |
| <b>02</b> Street Furniture | <b>07</b> Trees              |
| <b>03</b> Way finding Sign | <b>08</b> Shrubbery          |
| <b>04</b> Lighting         | <b>09</b> Feature Tree       |
| <b>05</b> Way finding Sign | <b>10</b> Information Plaque |





## THE STREET

Pedestrian crossing are proposed in selected locations to ensure the safe crossing of both locals and tourists within the community. The crossings are proposed as terracotta coloured bricks, laid in a herringbone pattern to add visual interest.

Roundabouts are proposed to be built between each intersection on the streets to improve traffic flow and provide the opportunity to install Jacaranda trees for shade. A second median strip, similar to the one presently on Alfred Street is proposed for Wills Street to increase the visual interest of the two streets.

## FOOTPATHS

For the pedestrian zones located on both side of Alfred and Wills Street as well as in the median strips, hardy greenery specified by the Local Council is recommended. Large Jacaranda trees are proposed for the middle of each roundabout, and vegetable gardens extended down the the street, for locals and tourists to help themselves to seasonal produce.

Custom made furniture, made out of hard wood is proposed for both sides of the street. Furniture extends out from the footpaths and into what is currently parking area on the sides of the streets. To provide privacy and a feeling of security, mixed height planting will surround the furniture.

## LIGHTING

There is currently little street lighting along Wills and Alfred Street. For security purposes and to allow for night time events, new lighting inspired by traditional designs has been proposed to line the streets. The lights are proposed as laser-cut steel, to tie in with the new proposed shade screens along the street façades. This in conjunction with concealed lighting behind the shade-screens will create ambience and provide a safe and pleasant environment at night, encouraging night time events and gatherings.



Please, continue...

# Charleville

## Street Scape

### Concepts

The following is an extension of the map on the previous page. Please refer to the Street Scape Map on pp. 4-5 for positioning and placement in the town.

01

way finding

#### FEATURE

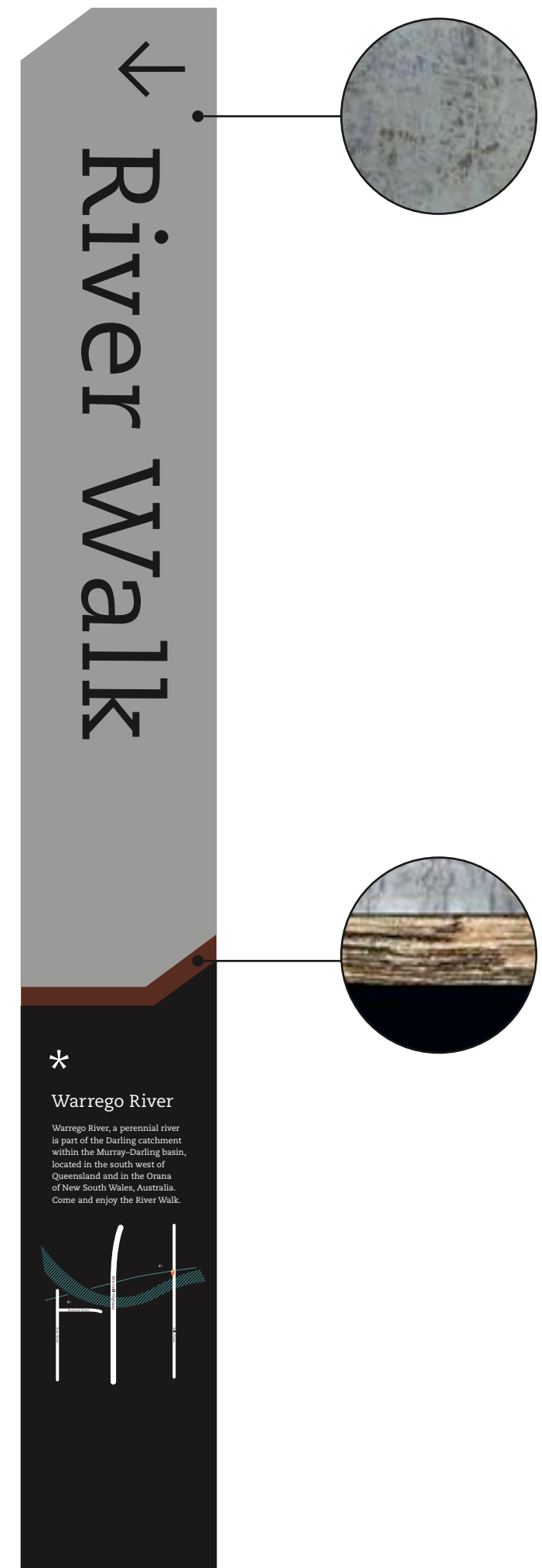
#### FREE-STANDING SIGN

For main identification

(ie. River Walk or Charleville entrance), assisting people to confirm that they have reached a location.

This sign type is crucial for aiding tourists and visitors navigation through the town of Charleville, particularly engaging them via the bridge entrance on Wills Street and leading them to the River Walk.

The grey areas in this iteration represents re-purposed steel, the brown area being a recycled wooden frame and the bottom panel been powder coated steel with vinyl cut lettering - including information about the Warrego River and a small map.



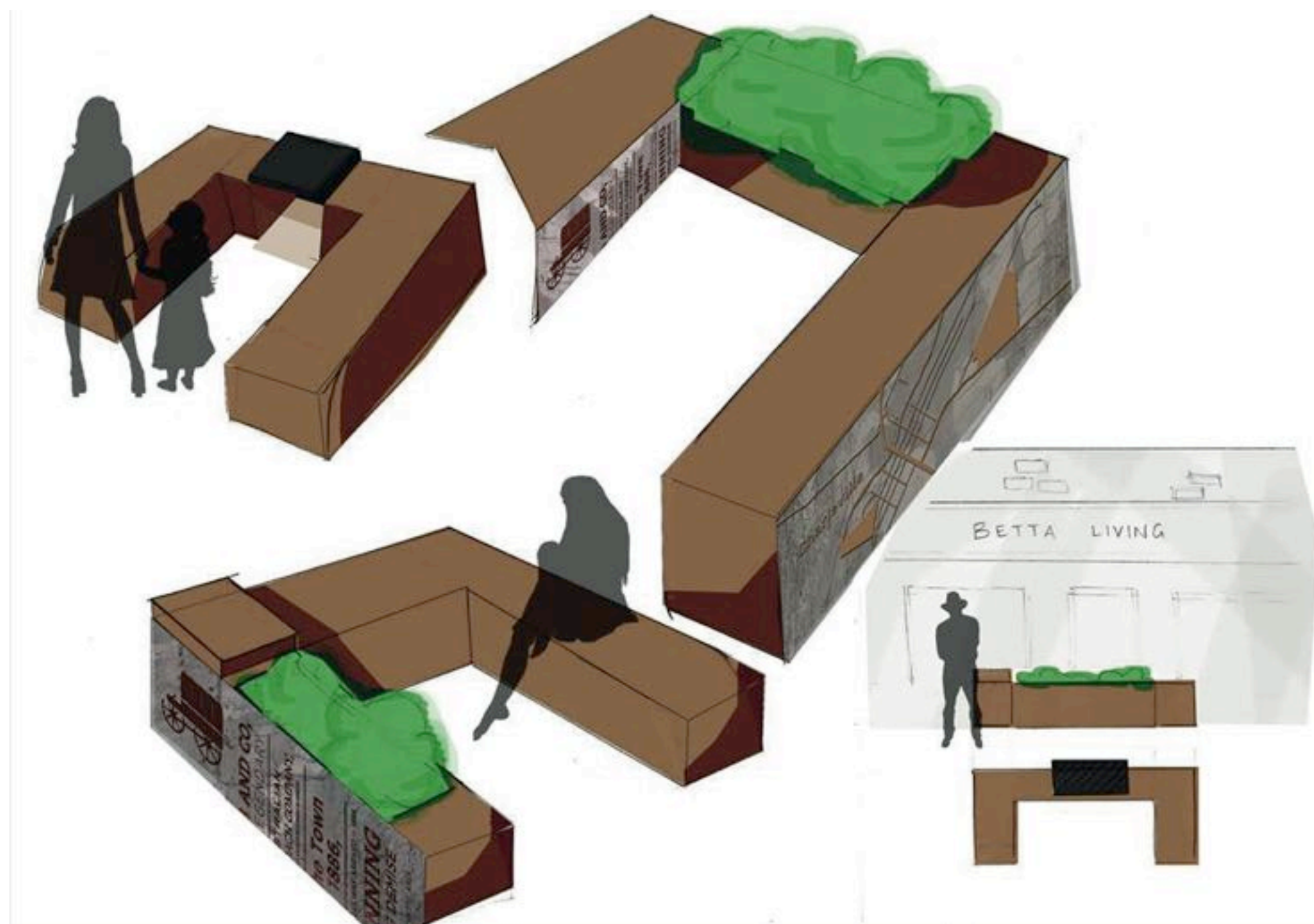
leisure

## STREET FURNITURE

The initial inspiration for the street furniture design was drawn from the letter C in Charleville. The furniture will be constructed from hard wood and is proposed to be placed in select locations along both sides of the street.

Seating extends out from the path and into what is currently parking bays on each side of the street. Laser cut steel images inspired by Charleville will be incorporated into the furniture to give the pieces a sense of place. To provide privacy and shade, mixed height planting will surround the furniture.

Each communal seating area will be custom made and unique — with elements such as herb gardens, tables, trees and chess boards incorporated. Herb gardens and herb walls will also be scattered throughout the street for travellers and the people to select fresh produce at their own leisure.



way finding

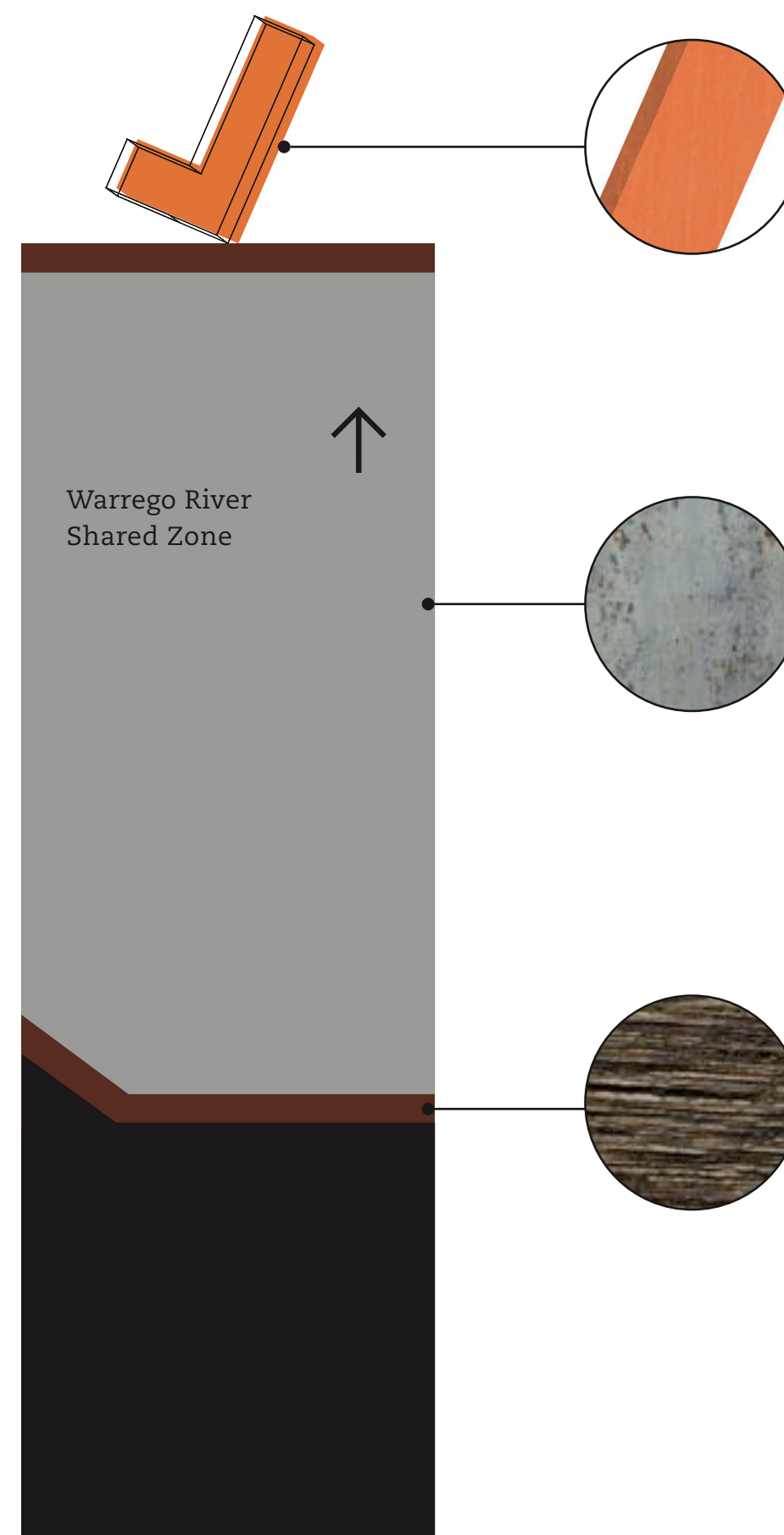
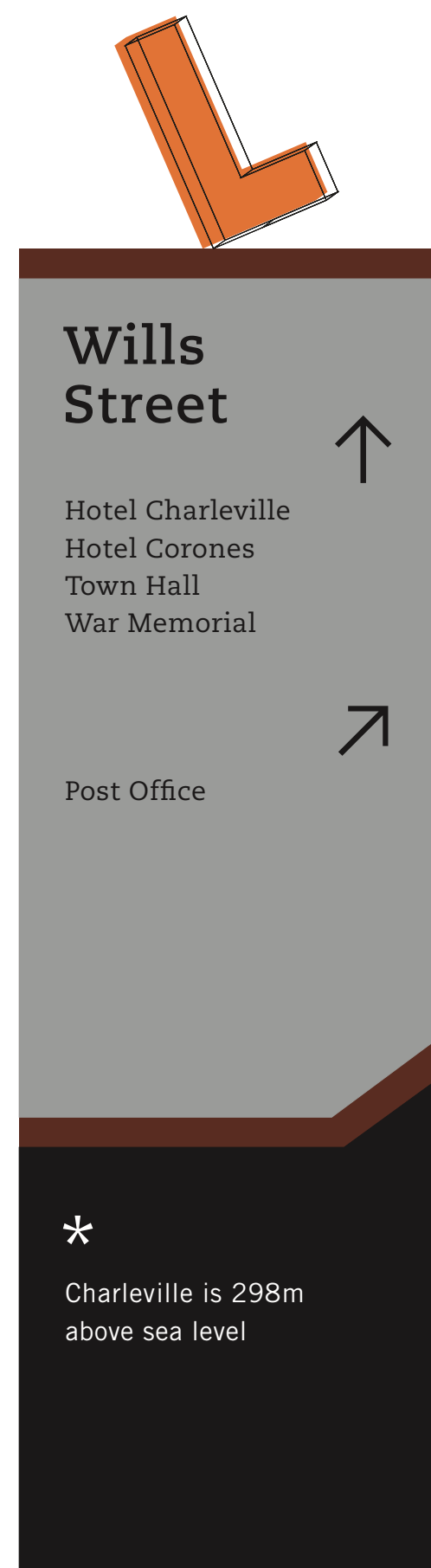
## IDENTIFY / DIRECT FREE-STANDING SIGN

For on-foot placement at pedestrian crossings; to provide direction and remind tourists and visitors of their positioning in the town with a sense of location. (eg. Alfred or Wills Street).

This sign type is designed specifically to direct pedestrians and aid locational identification.

The letter form, drawn from Charleville, also works as a navigational aid, based on the hand painted signage in Charleville it serves a distinct purpose - to engage and create interest. The letter forms, are proposed as red (On Alfred Street) and orange (as shown for Wills Street) to further create a sense of place.

Letters are proposed as wood-turned and painted with exterior-grade weather-proof enamel.

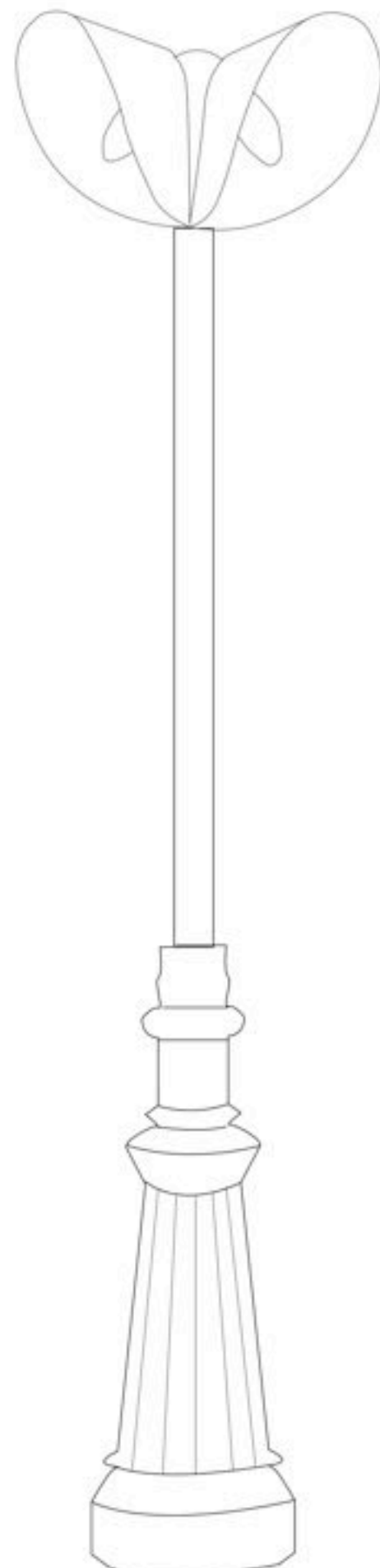




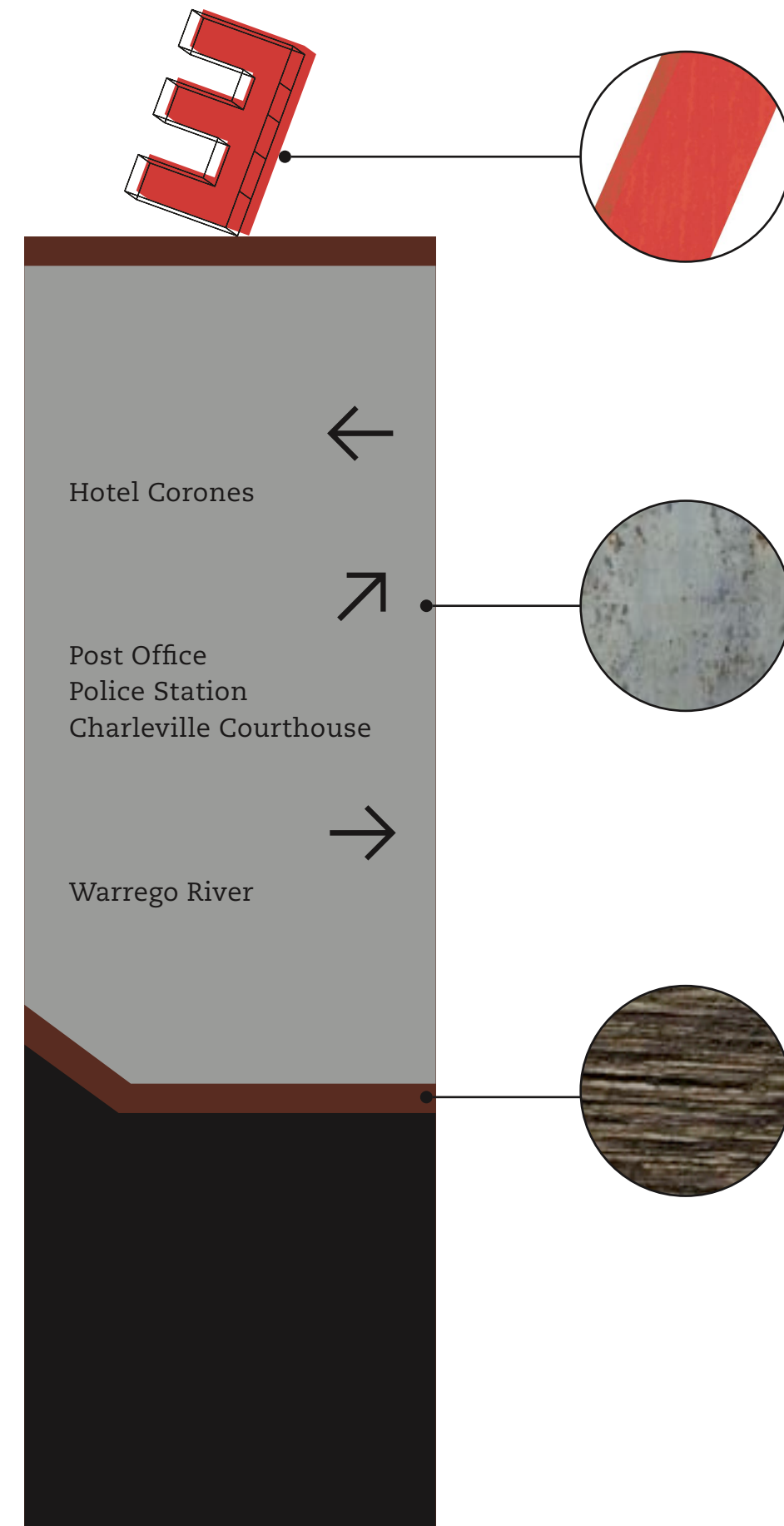
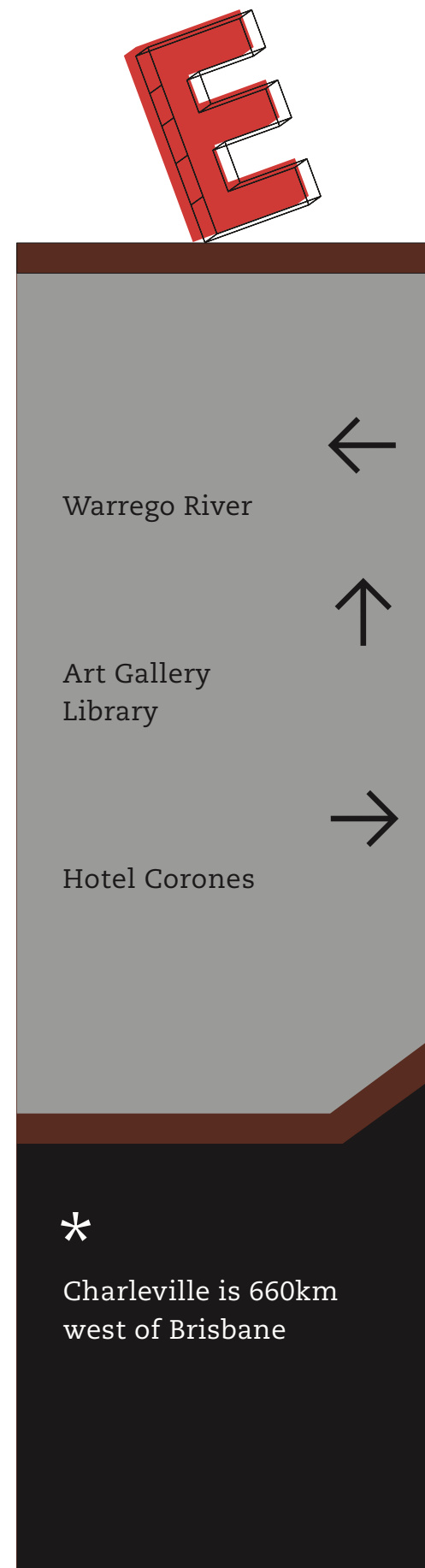
show me the light

## **LIGHTING /** **FREE-STANDING**

There is currently little street lighting along Wills and Alfred Street. For security purposes and to allow for night time events, new lighting inspired by traditional designs has been proposed to line the streets. The lights are proposed as laser-cut steel, to tie in with the new proposed shade screens along the street façades. This in conjunction with concealed lighting behind the shade-screens will create ambience and provide a safe and pleasant environment at night, encouraging night time events and gatherings.



## DIRECT FREE-STANDING SIGN



way finding

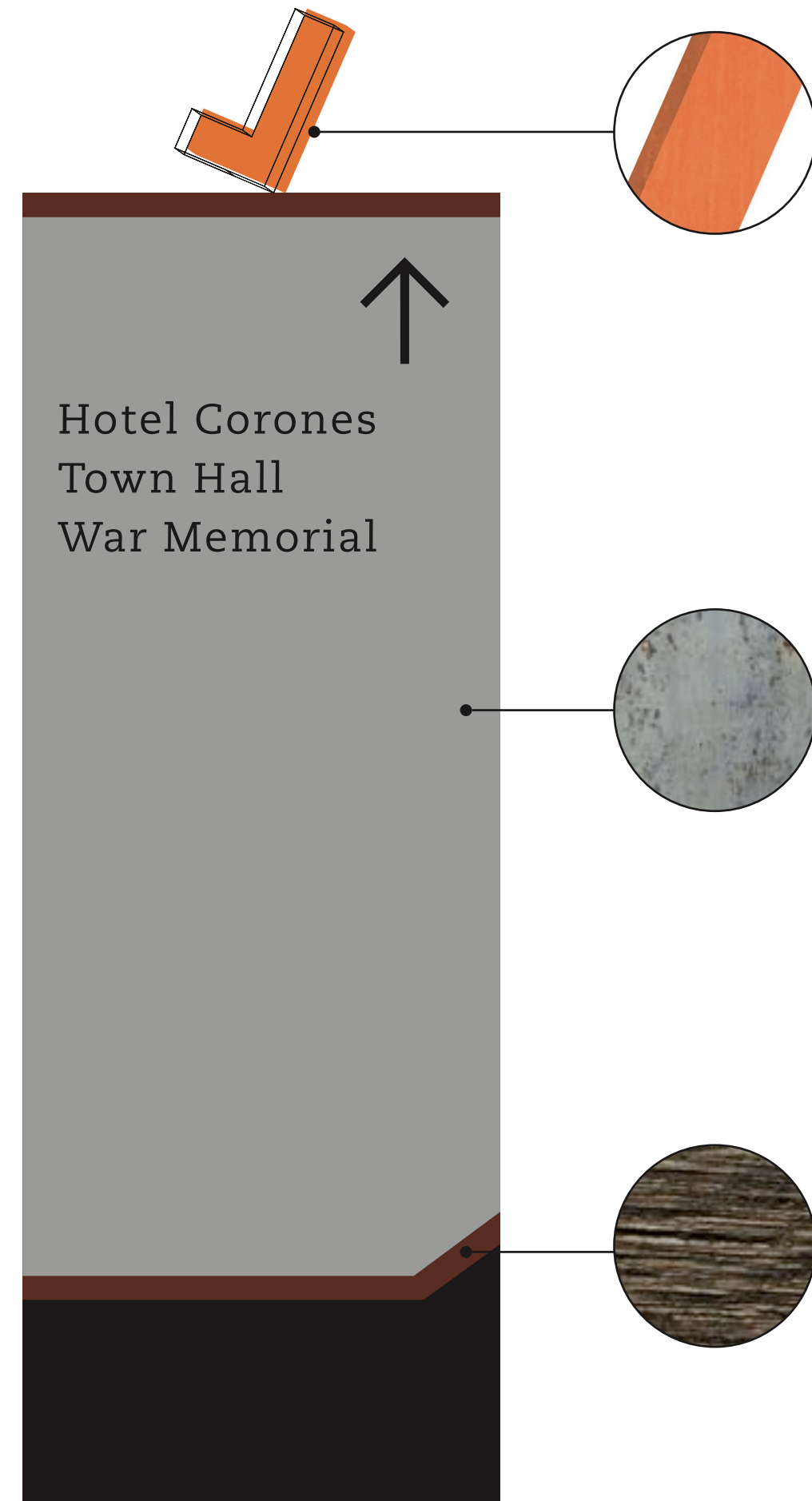
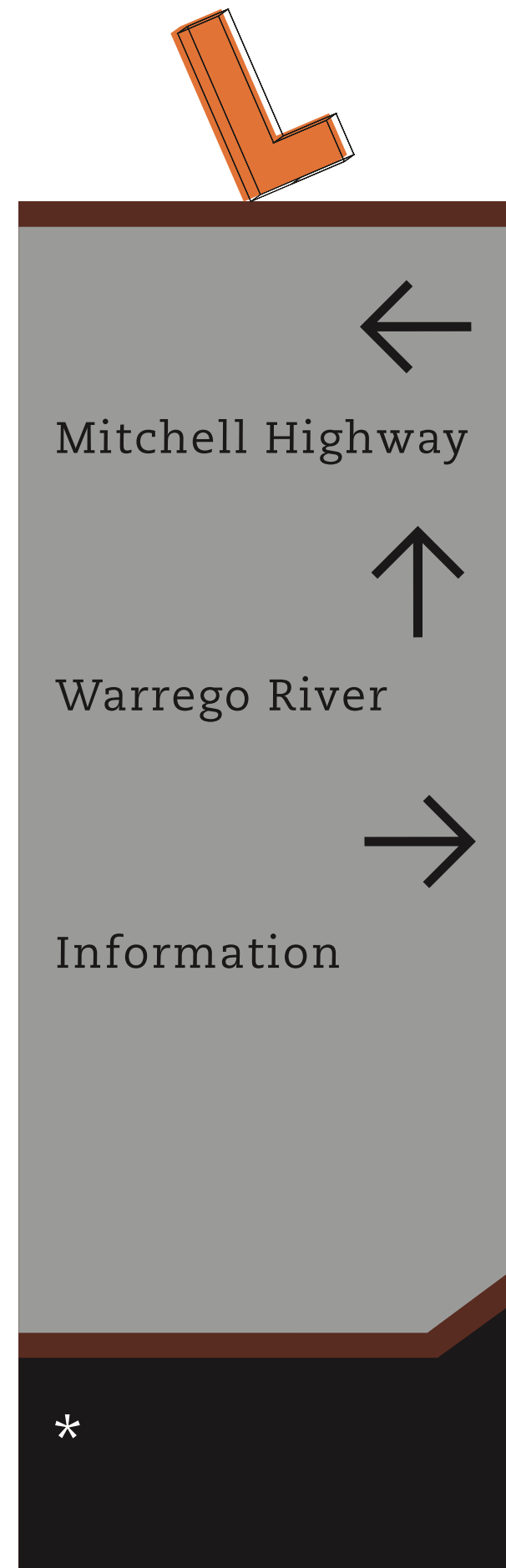
## **TRAFFIC DIRECT** **FREE-STANDING**

For on road placement, to aid the direction and navigation of cars, bikes, trucks and caravans.

Critically considering viewing heights and distances, this sign type will specifically act to assist traffic movement and direction as well as leading to key parts and places in the town. This is aimed at ensuring that tourists and visitors stay on track.

One of the main intention of the road signage is to redirect larger trucks to the Mitchell Highway, and cars and caravans to the Warrego River, and key Information and locations.

Re-purposed steel and timber frame, black powder coated panel with vinyl cut graphic, rustoleum clear coat finish.





horticulture

## **STREET PLANTERS / TREES**

Another important element, directly linked to the well-being and sense of place in Charleville, is to provide additional shading and street-scaping.

Proposed planting also responds to the climate and conditions in the town and works to absorb the heat from the road in the Summer season.

The placement critically considers visibility of the façades and store fronts whilst also providing shade for the public.

This is a Lilly Pilly Tree.





horticulture

## **STREET PLANTERS / SHRUBBERY**

Surrounding street furniture is interspersed with shade trees. Selected low height planting and shrubbery is proposed to further green and soften the existing street-scape.

This is a Buddleia Bush.





horticulture

## **STREET PLANTERS / FEATURE TREES**

As a new intervention and based on case-studies of other successful street-scaping in places like Gin Gin; Larger feature trees are proposed at the centres of main intersections as features in roundabouts.

These will blossom during the spring, adding to the natural presence of Charleville and will decorate the asphalt with a beautiful display of colour.

This is a Jacaranda Tree.

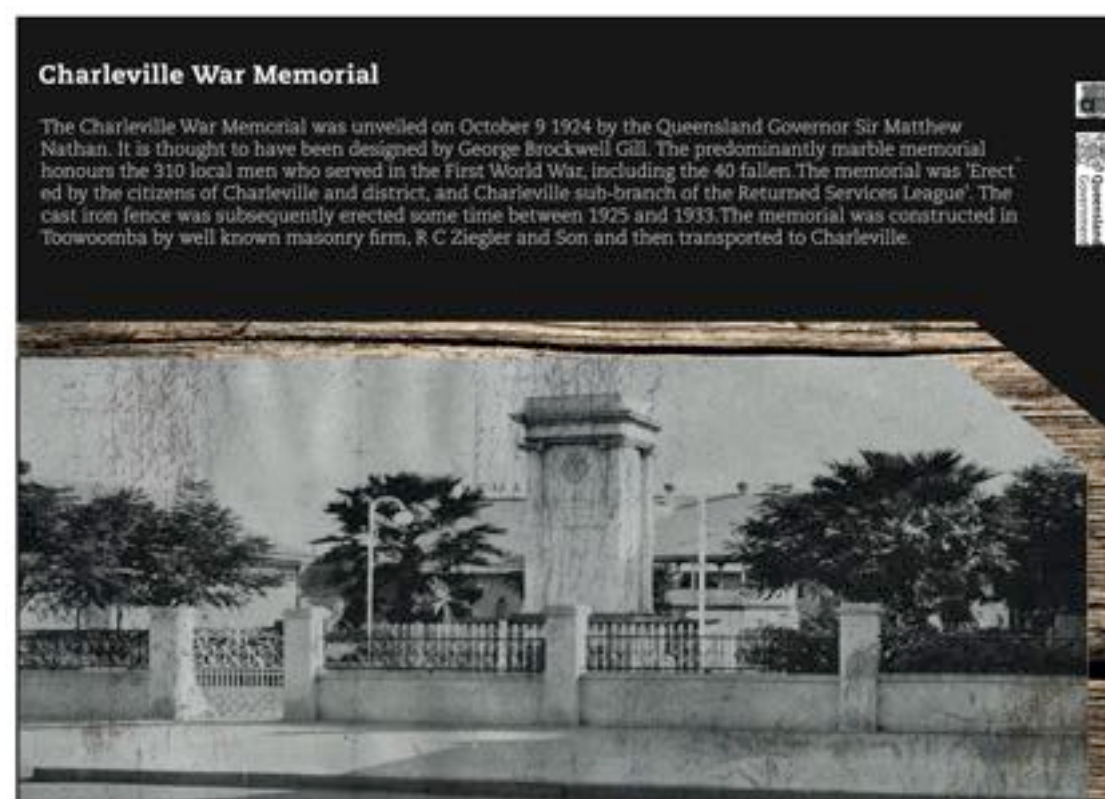




## INFORMATION PLAQUES

Charleville has an engaging and dynamic history. However it is difficult to pinpoint key contributions to this history from an initial passing through the town. A series of informative plaque designs is proposed, which would be distributed throughout the town and posted beside key features and historic buildings.

The design itself draws similarities to the way finding signage we designed — both in terms of aesthetics and materials used, allowing for overall cohesion throughout the street scapes. This will feature a historic image of each of the structures or locations, identification and a short blurb explaining its coming into being and / or key facts and information. This further enables the viewer to gain a sense of place and helps the town to embrace and showcase its dense historical significance.



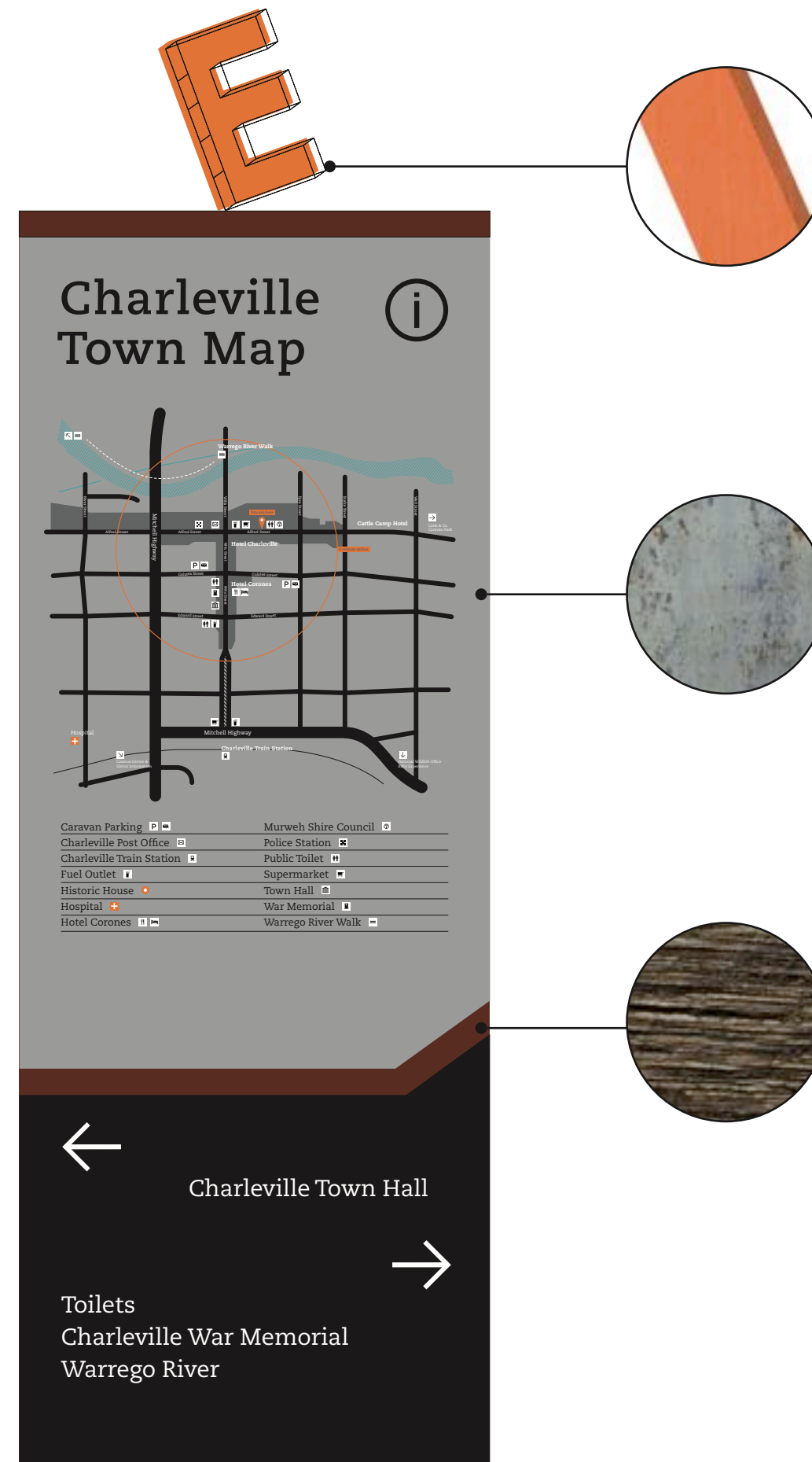
way finding

## ORIENTATION FREE-STANDING SIGN

This sign holds particular importance, functioning mostly as a map for pedestrian inspection but also for directional aid.

A map of the town has been rendered and embedded within the design, detailing main features and key identification (predominately within Alfred and Wills Street). This also works to direct on-foot traffic flow. These will be strategically placed outside the War Memorial and Historic House, based on convenience, popularity, accessibility of location and direction within the two streets.

Re purposed steel and wooden framing and panel, direct print onto steel map and directory, vinyl cut lettering on black powder coated steel panel, rustoleum clear coat finish.



way finding

**CHARLEVILLE**  
**TOWN MAP**

A closer look at the town map on the signage seen opposite. Key navigational aids have been drawn to assist both residents and tourists alike.



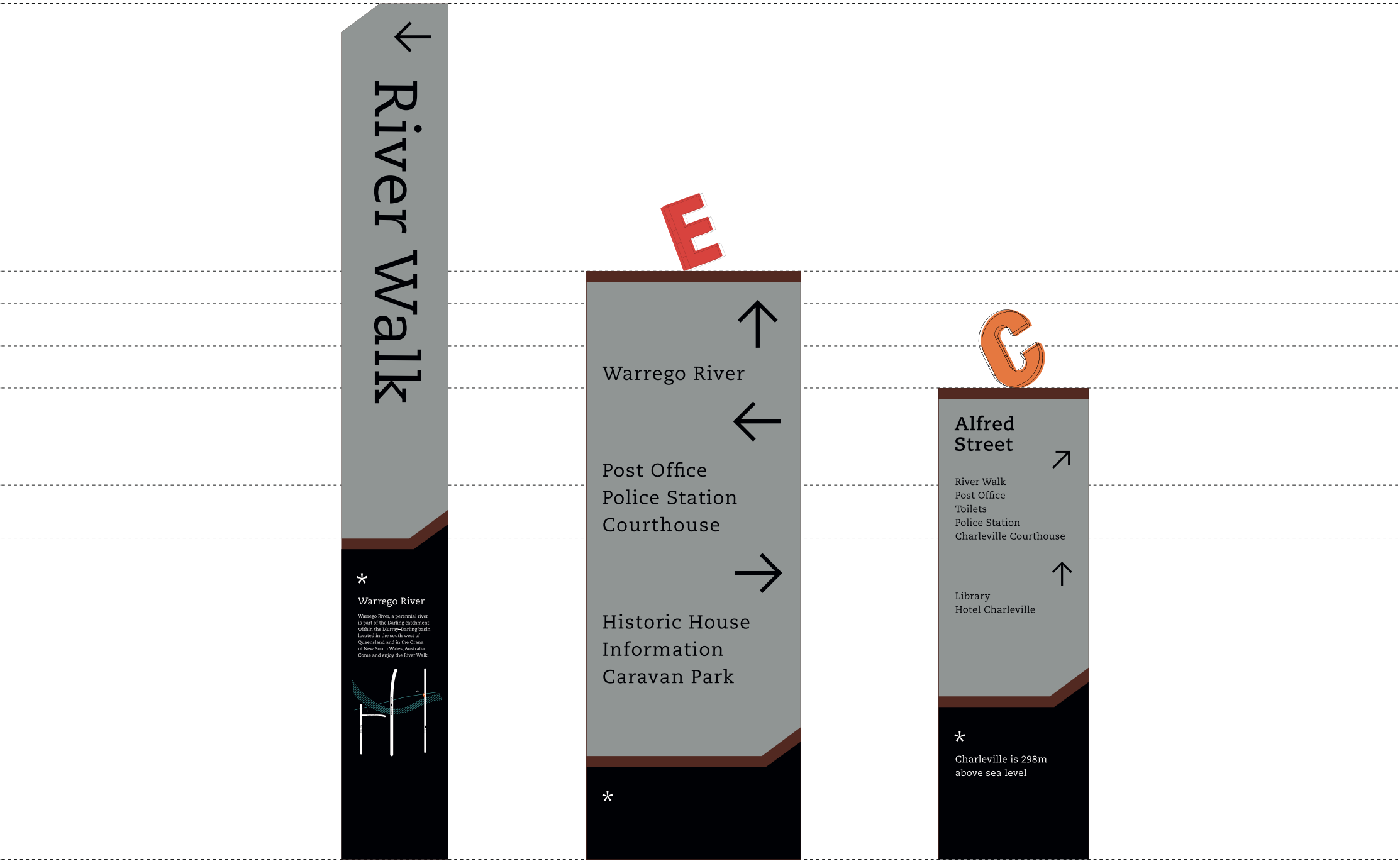
way finding

# WAY FINDING SYSTEM

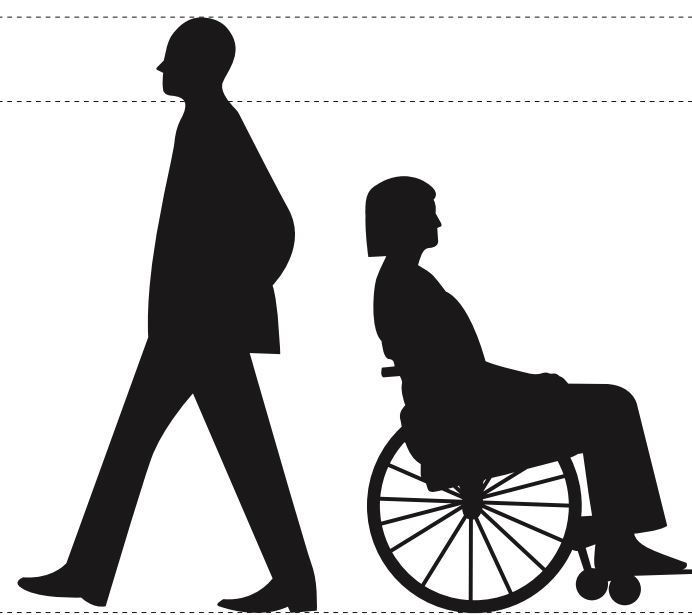
Another key area, way finding was noted for consideration, directly affecting both residents and visitor experience through the street-scapes.

The current way finding system, within the town does not draw emphasis to some of the major tourist attractions available. The unique hand-painted letter forms from the current façades as well as letter forms from historical images of Charleville have been extracted as inspiration. These were then used above each of the way finding signs designed. They take shape as individual letter forms but also strategically spells out; 'CHARLEVILLE' in both Alfred and Wills Street when lined up. This engages people to interact with the town and creates a sense of place.

For the materials of the signage and way finding, inspiration was drawn from the beautifully weathered nature of some of the steel structures around the town, providing the opportunity to repurpose some the timber from around Charleville, proposed to be used for the construction of the signs. Key facts and information about the town, its history and features have been integrated into the bottom panel of the signs, to inform and create interest.







**Charleville Town Map** ⓘ

Caravan Park	Murweh Shire Council
Charleville Post Office	Police Station
Charleville Public Library	Public Toilet
Fuel Station	Supermarket
Historic House	Town Hall
Hospital	View Murweh
Hotel Complex	Warrego River Walk

← Warrego River Walk  
Charleville Post Office  
Police Station →

Murweh Shire Council

River Walk  
Post Office  
Toilets  
Police Station  
Charleville Courthouse

Library  
Hotel Charleville

Psst...  
Historic House is  
133 years old

4000mm

2750mm

2600mm

2400mm

2200mm

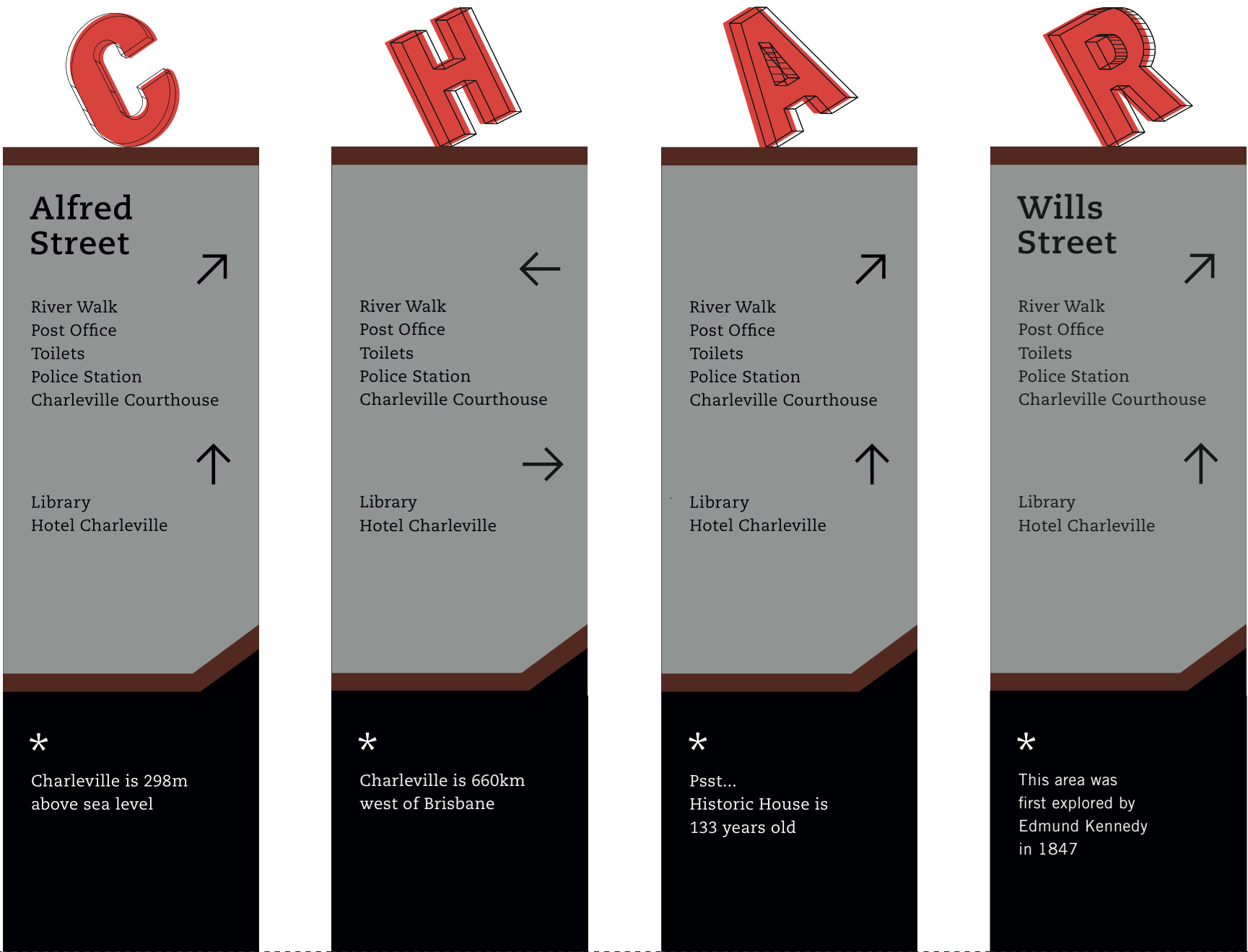
1750mm

1500mm

way finding

**WAY FINDING  
SYSTEM  
CONTINUED**

Following up the previous annotation this displays how the identification letterforms function and provides a taste of information panel difference.

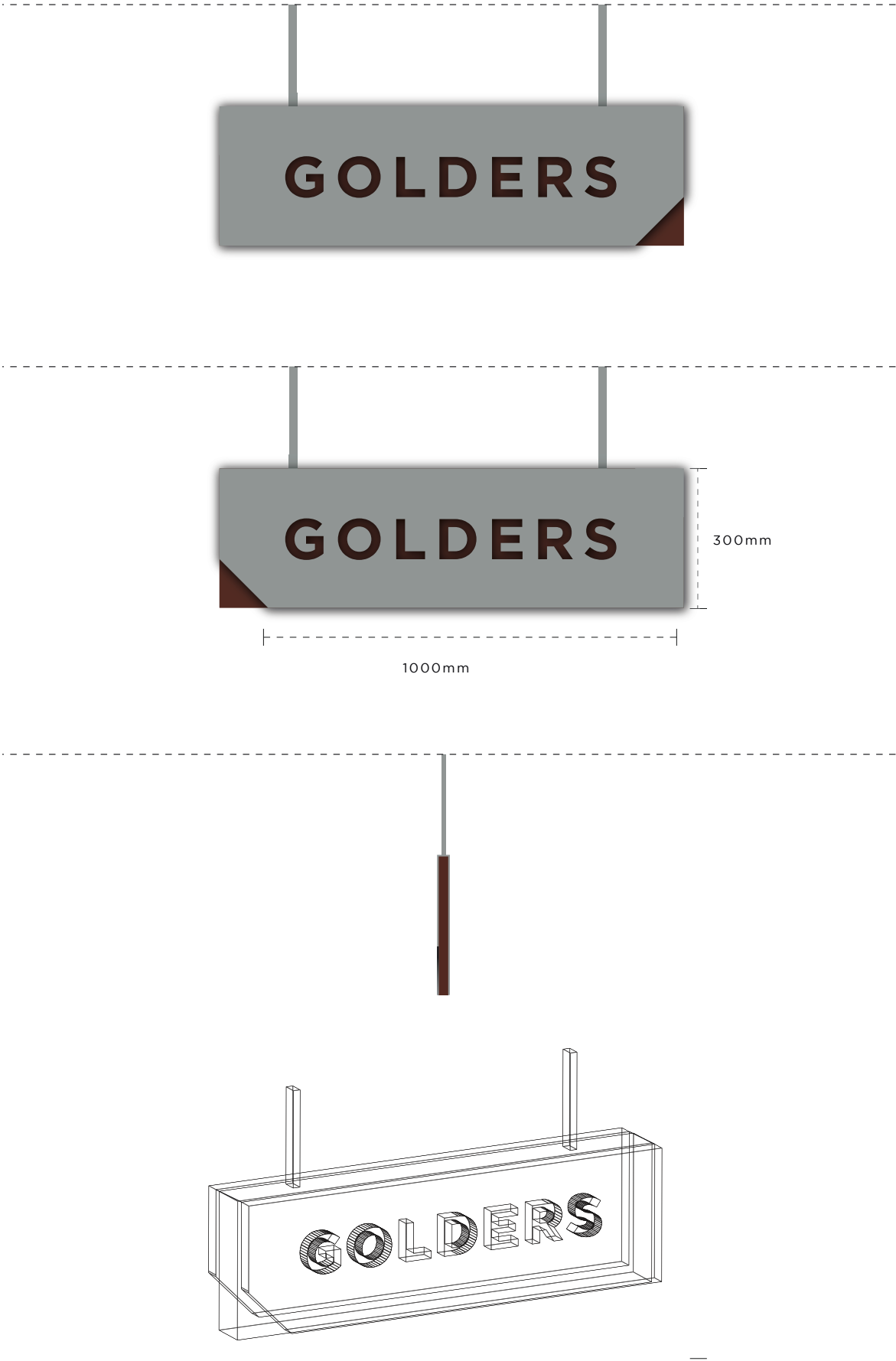




identify

**SUSPENDED  
SHOP SIGNAGE**

In order for the shops on the street to retain their own branding and have a place to display their shop logo, matching signage made out of double sided laser cut metal with a recycled timber accent behind is proposed to be hung below the eaves. Therefore each shop retains its own identity in a restrained and tactful manner that retains the unified aesthetic of the street.







GOLDERS

What's next...

# Further Concept Development

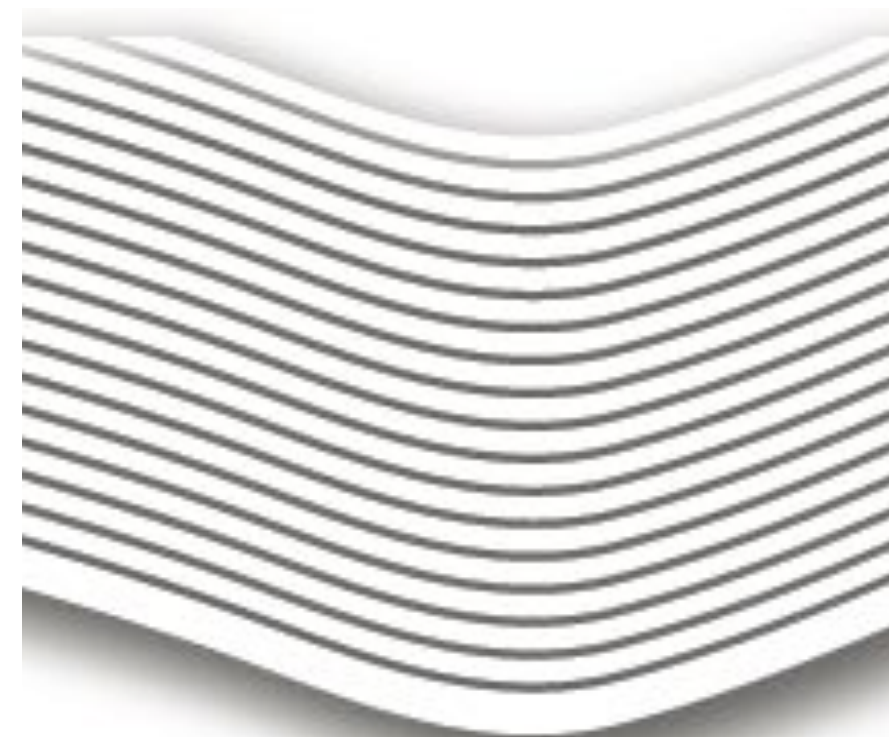


place making

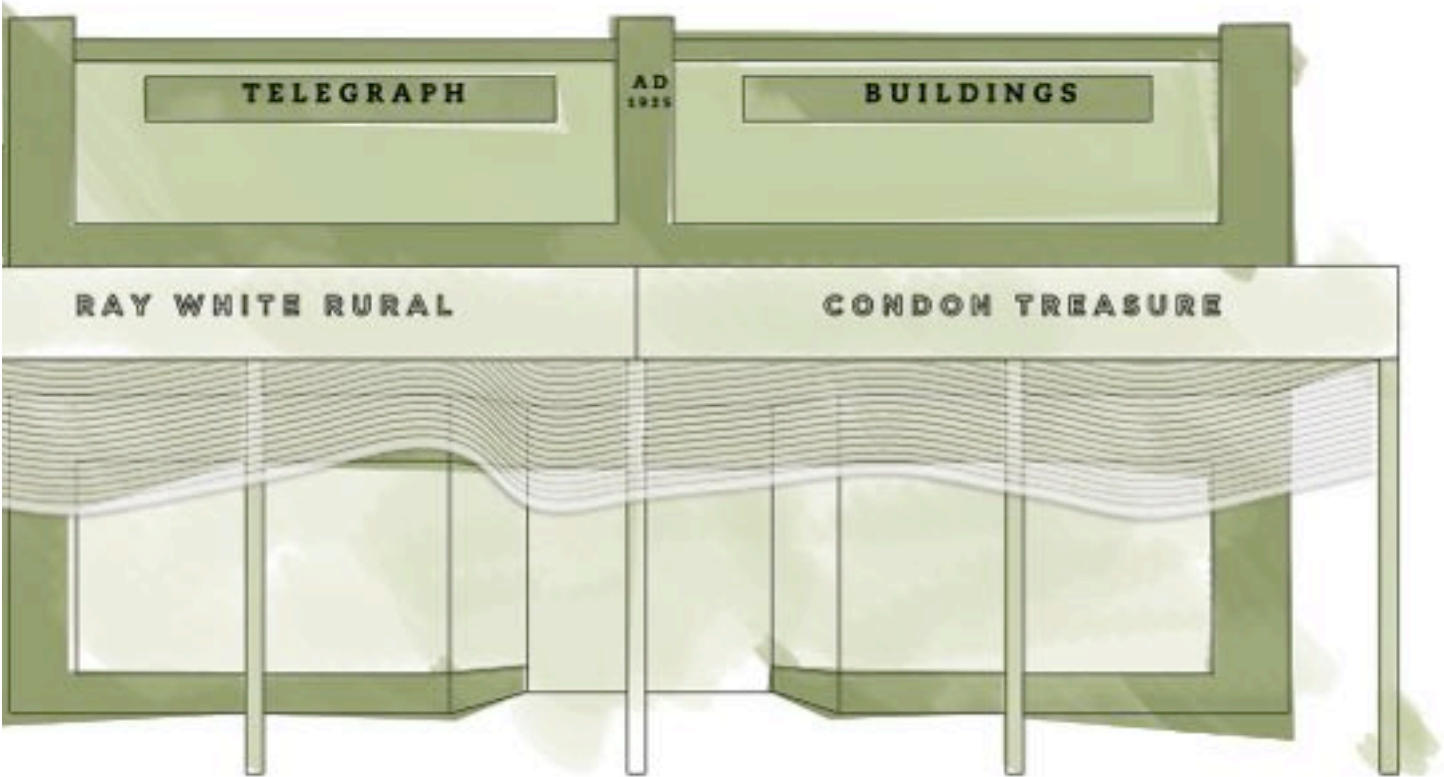
## SHADE SCREEN DESIGNS

To provide cohesion for street facades, steel laser cut shades are proposed to be below the eaves, with a custom design echoing the history of the town, in order to provide shade and protection to the shops and those walking along the path. Concealed lighting will be installed under the eaves, so light can pass through the shades, creating patterns of light along the street and path.

The repainting and refurbishment of each façade is proposed to be undertaken on a voluntary basis by each store owner, following town planning guides in order to achieve a cohesive unified outcome long term.









Just my type...

# Town Typography

—

Three typefaces were critically selected for the Charleville Street scaping and façade identification. These being Caecilia LT Std (for its rural, outback yet contemporary aesthetic), Gotham (no-nonsense clean and legible), and Turnpike (draws similarities from past typography evident in Charleville).

These have and can be used, contrasted and applied in various ways. Here is an example of a typographic style guide for the town typography use. The type is evident in the overall package, from commercial material (brochure) to the façades, street furniture and way finding.



# Ag.

A.D.

**1897**

CHARLEVILLE

TOWN

**COBB & CO.**

**WARREGO RIVER**



Give me shelter...

# Façade & Eaves Concepts

The following exhibits the refurbishing and concepts for the façades in Alfred and Wills Streets. This includes solutions for structural consistency of the eaves, typography, lattice designs (shade screens) and colour palettes.

- \* Colours specified align with Dulux Outdoor swatches
- \* Some dates on façades are inaccurate. These are for conceptual purposes only.

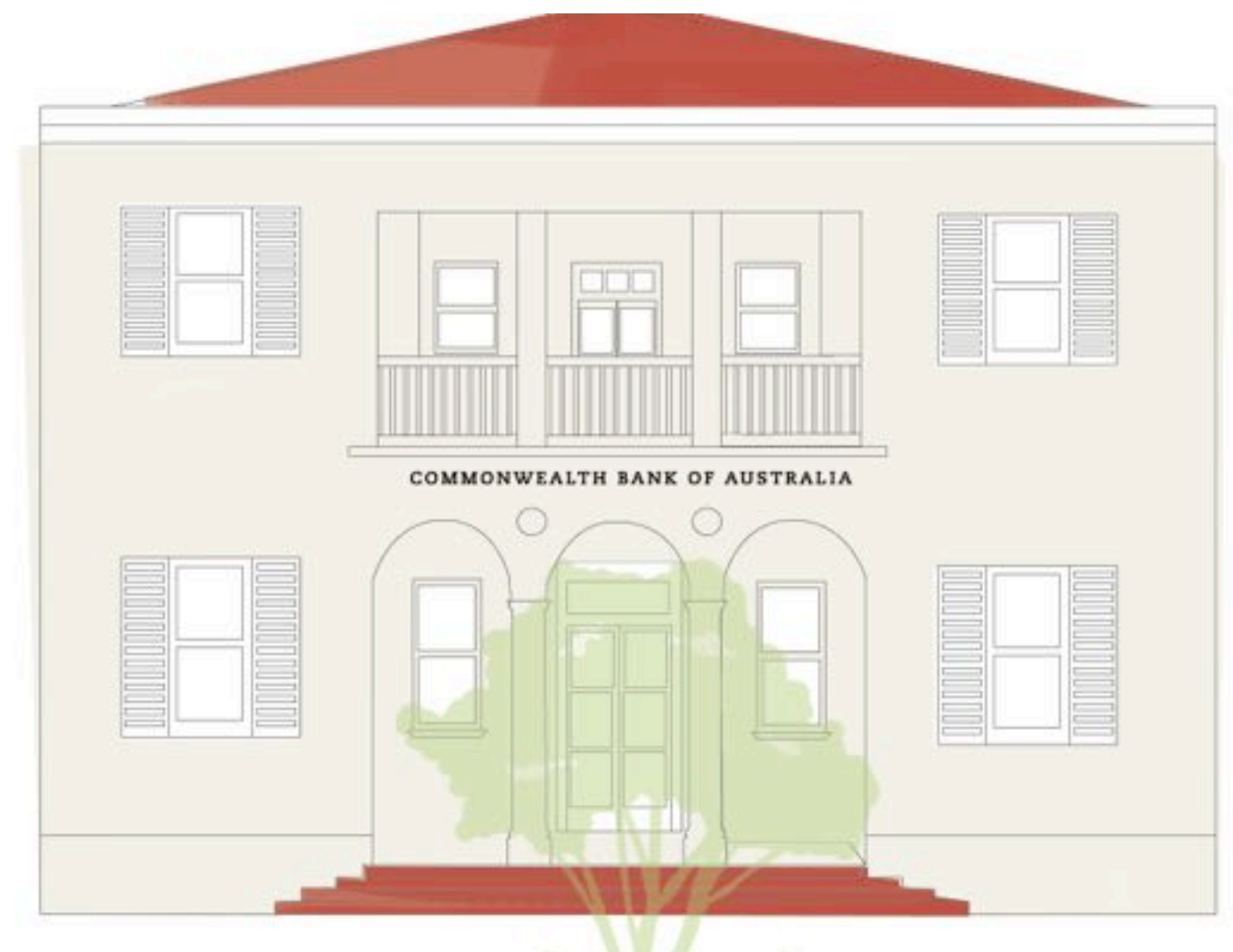


façades

## THE COMMONWEALTH BANK OF AUSTRALIA

The current signage is proposed to be removed and the original black painted signage found in the historical images of the building is proposed to be reinstated. No shade screens on this side.

**Paint Colours:** Black Matte



façades

## **CHARLEVILLE** **POST OFFICE**

This building is proposed to relish its current state.  
No shade screens on this side.



façades

## **ALFRED** **STREET**



façades

## **WESTERN TRAVEL SERVICES AND E.W. WILKINSON & CO.**

The aesthetics of the building is proposed to be retained but the eave will be made level with the rest of the street. Black typographic signage is proposed to be painted on the eaves with the name of the current shop owner to assist in way finding. No shade screens on this side.



façades

**CHARLEVILLE**  
**NEWSAGENCY**

The façade is proposed to be painted in an art deco colour scheme matching that of the era its was constructed. The eave is proposed to be levelled to match the rest of the street.  
No shade screens on this side.

**Paint Colours:** Peplum Quarter and Bright Delight





façades

**GOLDERS**

The existing signage and modern additions is proposed to be removed to reveal the art deco architectural features behind. The façade is proposed to be painted in an art deco colour scheme which also complements their existing logo. The eave is proposed to be levelled to match up with the rest of the street. No shade screens on this side.

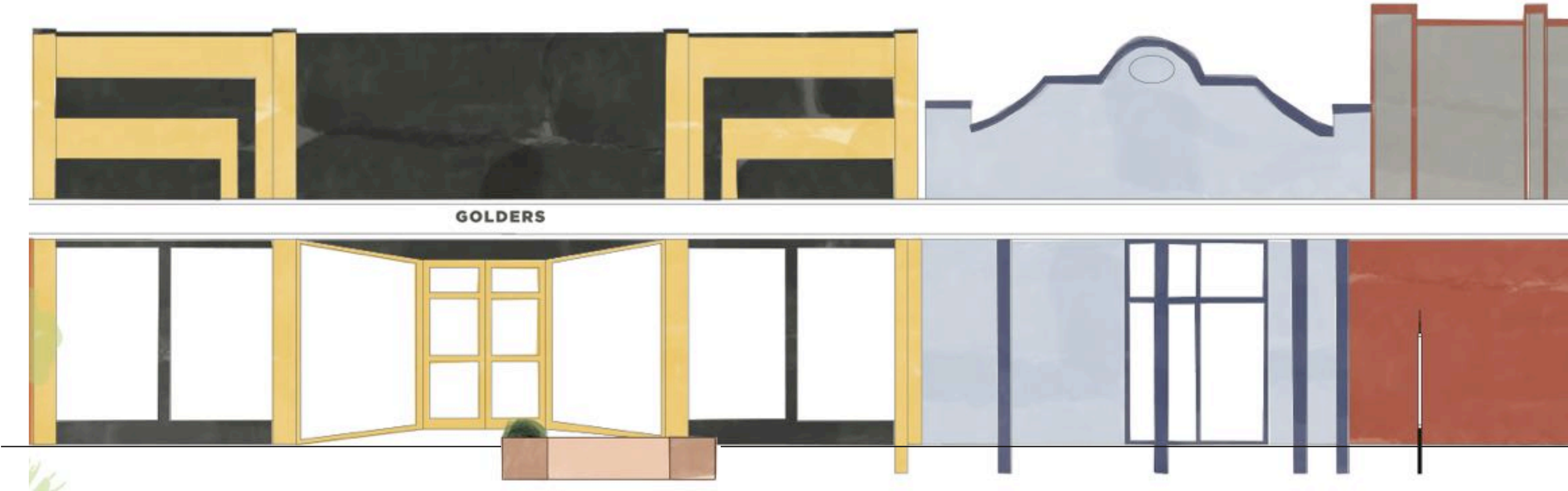
**Paint Colours:** Soft Sun and Black Matte

façades

**VACANT SHOP**

The building is proposed to be painted in a Victorian colour scheme, the eaves are proposed to be levelled to match up with the rest of the street. No shade screens on this side.

**Paint Colours:** Hindsight and Mystification



façades

## CHARLEVILLE IGA

The architectural features of the building is proposed to be emphasised by painting the building in an art deco colour scheme. The eave is proposed to be made level with the rest of the street. No shade screens on this side.

**Paint Colours:** Stepney and Red Stop



façades

## SKILL CENTRED

The building is proposed to be painted in a Victorian colour scheme, the eaves is proposed to be levelled to match up with the rest of the street. No shade screens on this side.

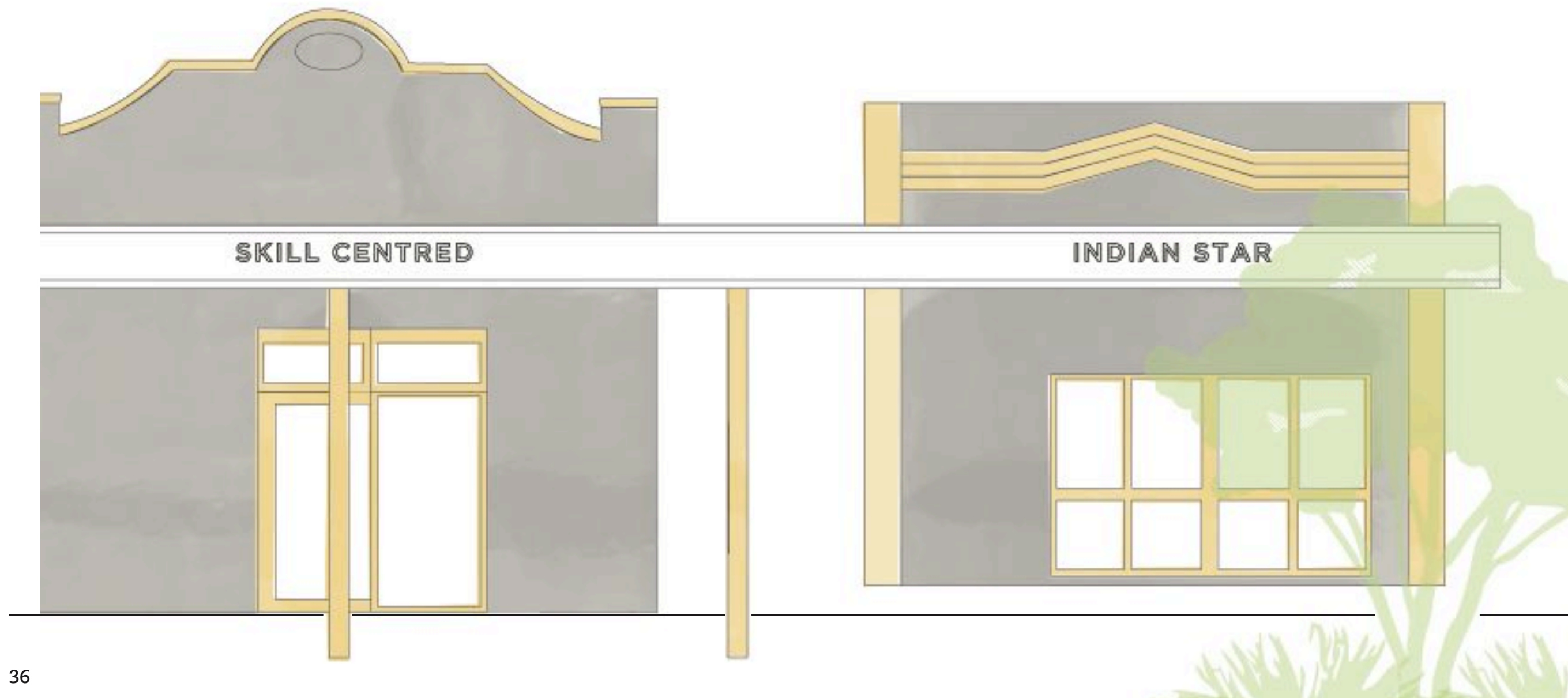
**Paint Colours:** Straw and Slate.

façades

## INDIAN STAR

The building is proposed to be painted in a Victorian colour scheme, the eaves is proposed to be levelled to match up with the rest of the street. No shade screens on this side.

**Paint Colours:** Hindsight and Mystification





façades

## **HISTORIC** **HOUSE**

This building is proposed to remain in its current state. No shade screens on this side.



façades

## **MURWEH SHIRE COUNCIL**

This building is proposed to remain in its current state. No shade screens on this side.

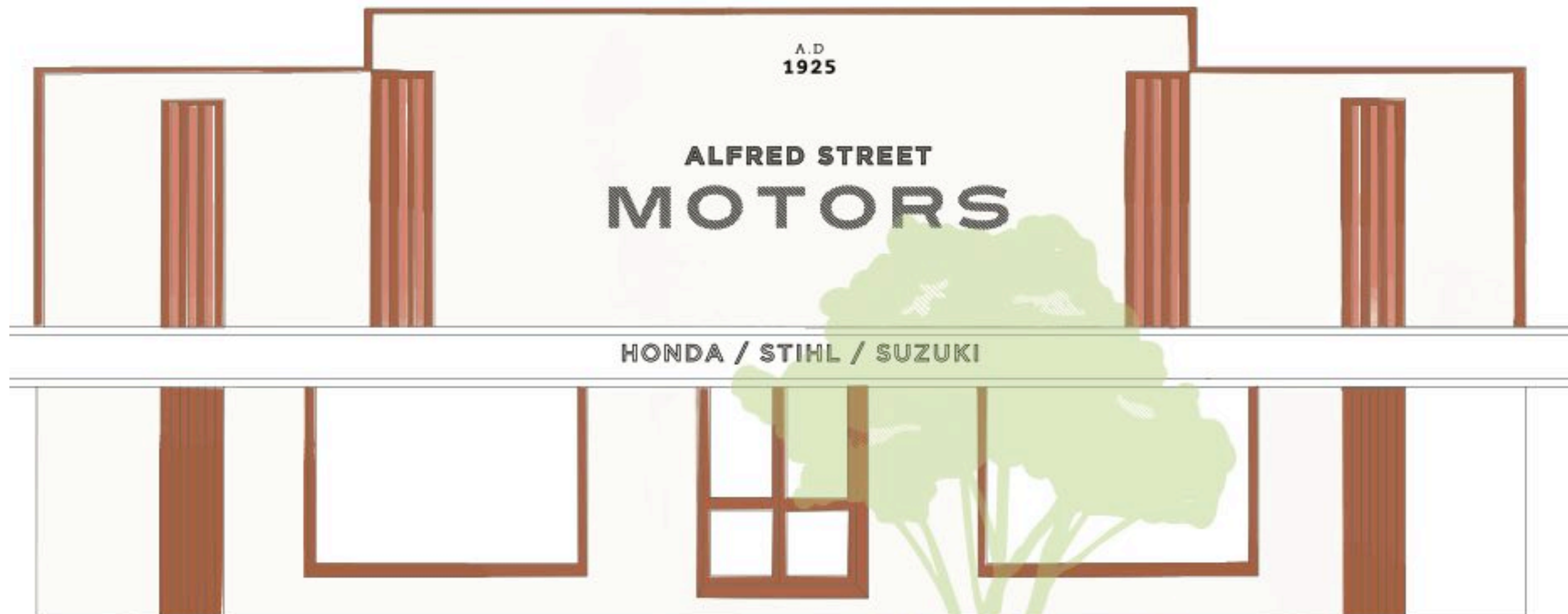


façades

## HONDA

An eave is proposed to be installed to match up with the rest of the street, the façade is proposed to be painted in an art deco colour scheme and the original signage of the building is proposed to be reinstated. No shade screens on this side.

**Paint Colours:** Red Terra and Annular





façades

## **SENIOR CITIZENS CLUB**

An eave is proposed to be installed to match up with the rest of the street, the façade is proposed to be painted in an art deco colour scheme. No shade screens on this side.

**Paint Colours:** Lexicon Half and Turquoise



façades

## VACANT SHOP

Opposite side of Alfred Street from Senior Citizens Club.

The eave is proposed to be levelled to match up with the rest of the street, the façade is proposed to be painted in an art deco colour scheme and custom made shade screens are proposed to be installed below the eaves made out of laser cut, white powder coated steel.

**Paint Colours:** Dieskau and Silkworth



façades

## FRASER'S

The eaves are proposed to be levelled to match up with the rest of the street , the façade is proposed to be painted in an art deco colour scheme and shade screens are proposed to be installed.

**Paint Colours:** Carmen Miranda and Lady Fern

façades

## LIFELINE SHOP

The eaves are proposed to be levelled to match up with the rest of the street , the façade is proposed to be painted in an art deco colour scheme and shade screens are proposed to be installed.

**Paint Colours:** Carmen Miranda and Bone White

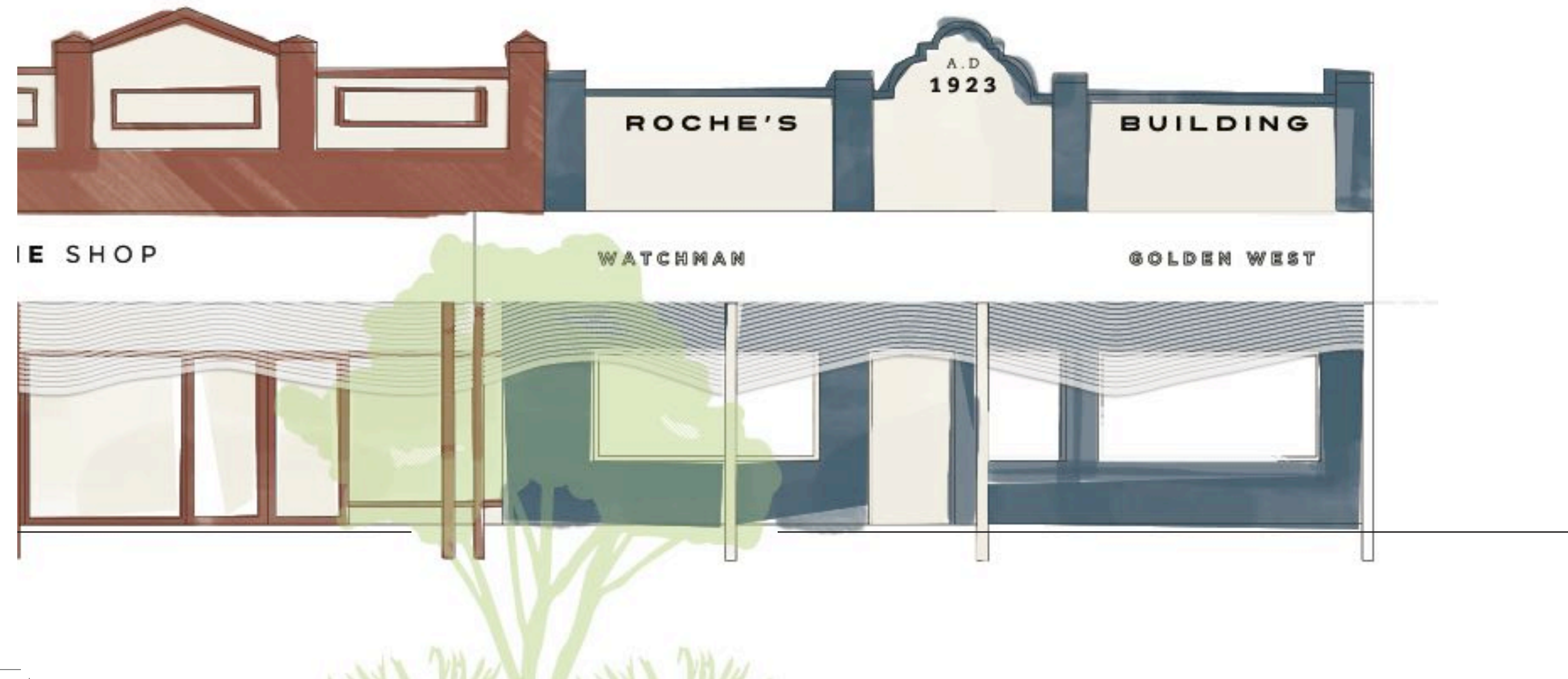




façades

## **ROCHE'S BUILDING**

The eaves are proposed to be levelled to match up with the rest of the street and shade screens are proposed to be installed.

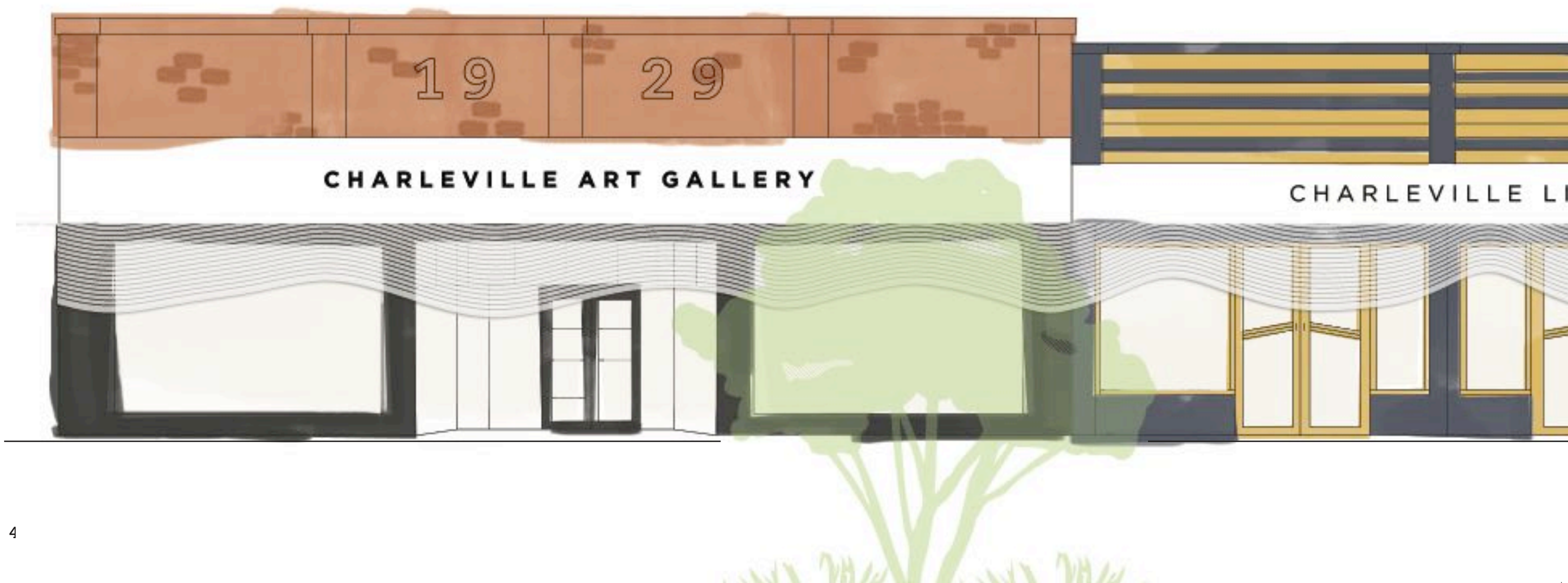


façades

## CHARLEVILLE ART GALLERY

The original brick of the building is proposed to be exposed, the eave is proposed to be levelled to match up with the rest of the street, and shade screens are proposed to be installed.

**Paint Colours:** Black Matte



façades

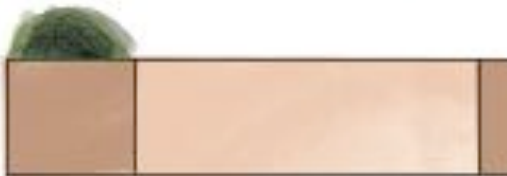
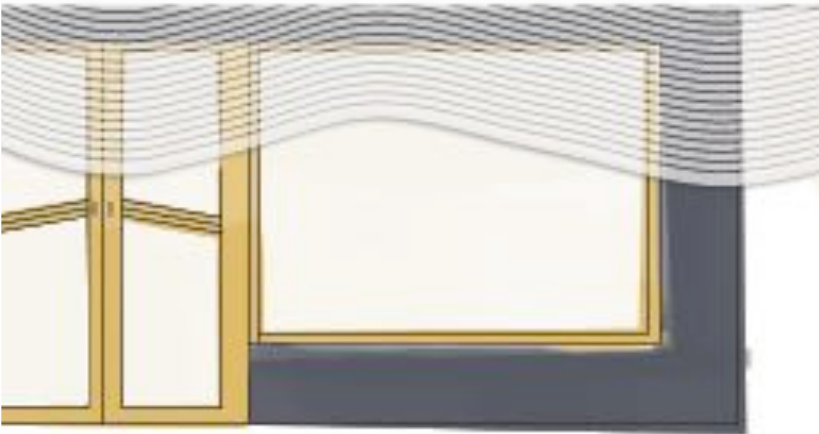
**CHARLEVILLE**  
**LIBRARY**

The eaves are proposed to be levelled to match up with the rest of the street , the façade is proposed to be painted in an art deco colour scheme and shade screens are proposed to be installed.

**Paint Colours:** Capital Yellow and Sapphire Stone



. I B R A R Y





façades

## **FINANCIAL COUNSELLING SERVICE**

The eave are proposed to be levelled to match up with the rest of the street , the façade is proposed to be painted in an art deco colour scheme and shade screens are proposed to be installed. The original signage of the building is proposed to be reinstated.

**Paint Colours:** Crewelwork Half and Buffalo Bill



façades

## **CHILD SAFETY SERVICES**

The building is proposed to be modernised to add architectural interest.

façades

## HEINEMANN'S BAKERY AND CAFE

The eaves are proposed to be levelled to match up with the rest of the street, the façade is proposed to be painted in an art deco colour scheme and shade screens are proposed to be installed.

**Paint Colours:** Green Paw Paw and Crewelwork Half

façades

## WARREGO CHAMBERS

The eaves are proposed to be levelled and shade screens installed.



façades

**JUDY’S  
FISHING &  
CAMPING**

The façade panel is proposed to be painted in an art deco colour scheme and the original signage reinstated. The eave is proposed to be levelled to match up with the rest of the street and shade screens are proposed to be installed.

**Paint Colours:** Otto’s Bay and Stepney

façades

**BLUE GUM CAFE**

The façade panel is proposed to be painted in an art deco colour scheme and the original signage reinstated. The eave is proposed to be levelled to match up with the rest of the street and shade screens are proposed to be installed.

**Paint Colours:** Red Terracotta and Magnolia

façades

**COTTAGE FLOWERS  
& GARDEN**

The façade panel is proposed to be painted in an art deco colour scheme and the original signage reinstated. The eave is proposed to be levelled to match up with the rest of the street and shade screens are proposed to be installed.

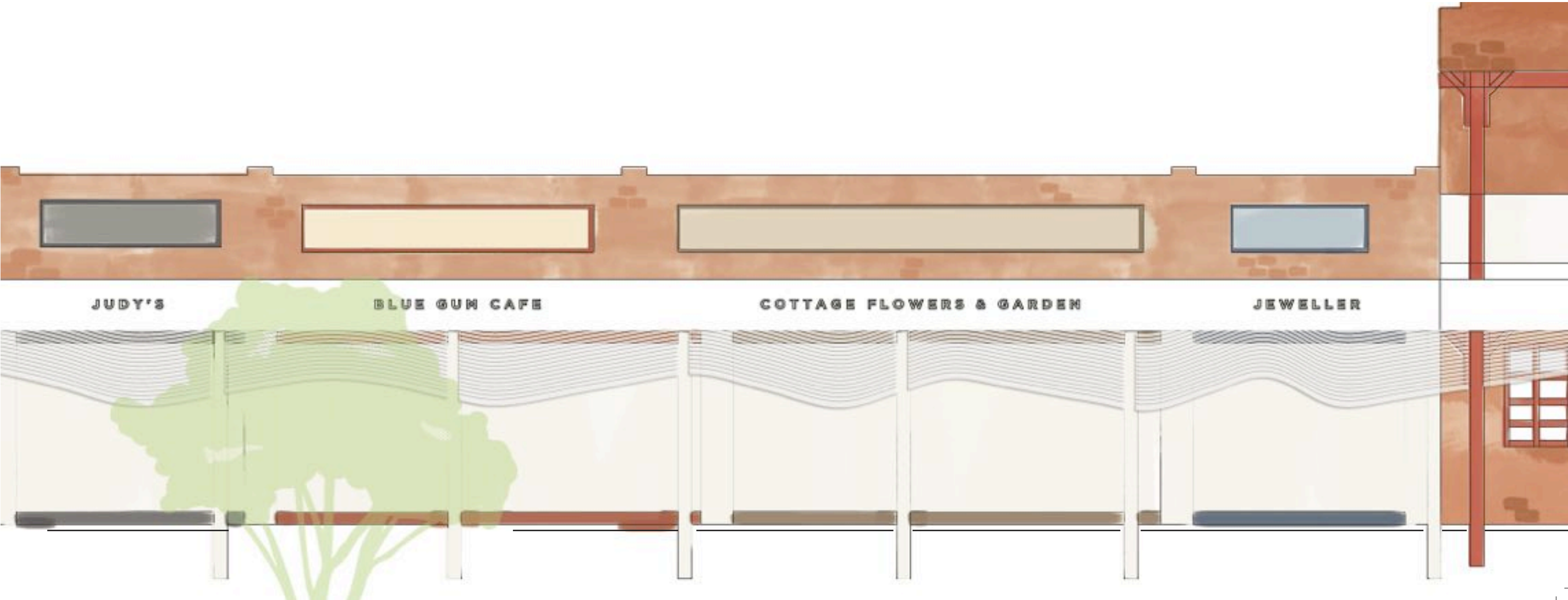
**Paint Colours:** Coconut Husk and Raw Cotton

façades

**CHARLEVILLE  
JEWELLER**

The façade panel is proposed to be painted in an art deco colour scheme and the original signage reinstated. The eave is proposed to be levelled to match up with the rest of the street and shade screens are proposed to be installed.

**Paint Colours:** Stream and Angora Blue



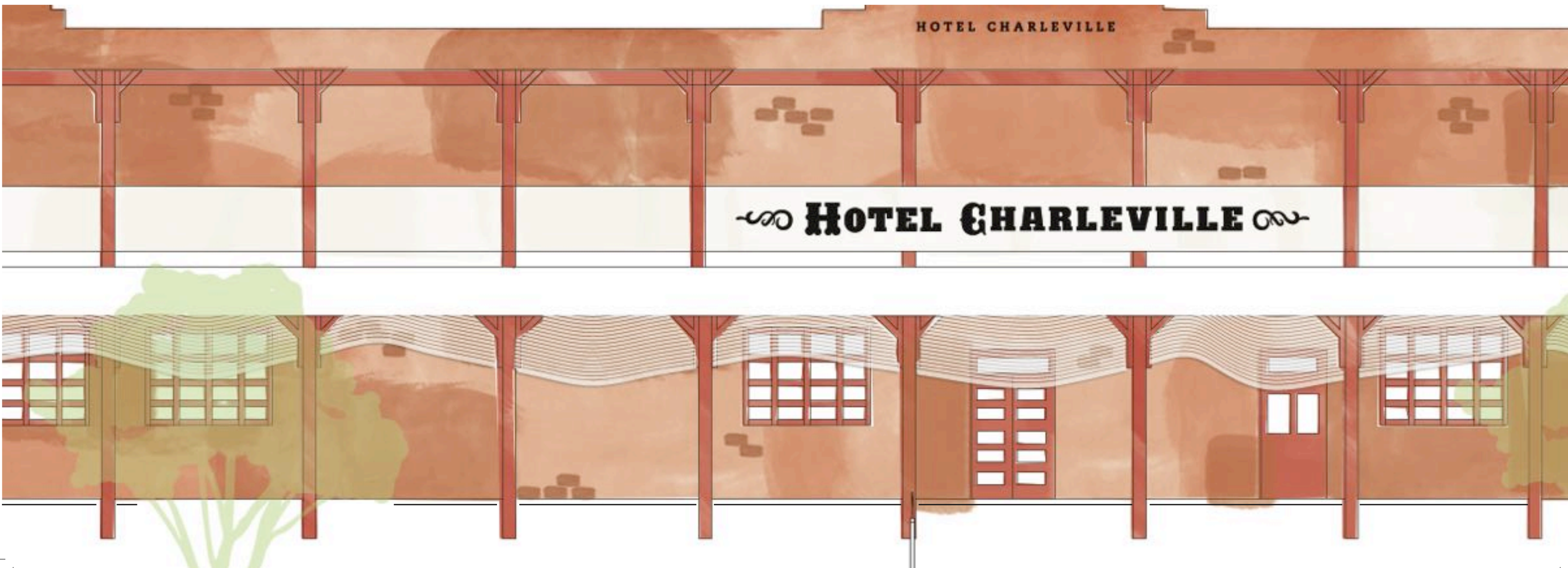


façades

## HOTEL CHARLEVILLE

The façade is proposed to be painted to match up with that of its historical representation, the original signage is proposed to be reinstated and all additional signage removed.

**Paint Colours:** Capsicum Red and Barrista White





façades

## WILKINSON'S JEWELLERS

The eaves are proposed to be levelled and shade screens installed.





façades

**DALTON HOUSE**

The eaves are proposed to be levelled and shade screens installed.



façades

**ALFRED STREET GREENERY CONCEPT**

The building is proposed to be modernised to add architectural interest.

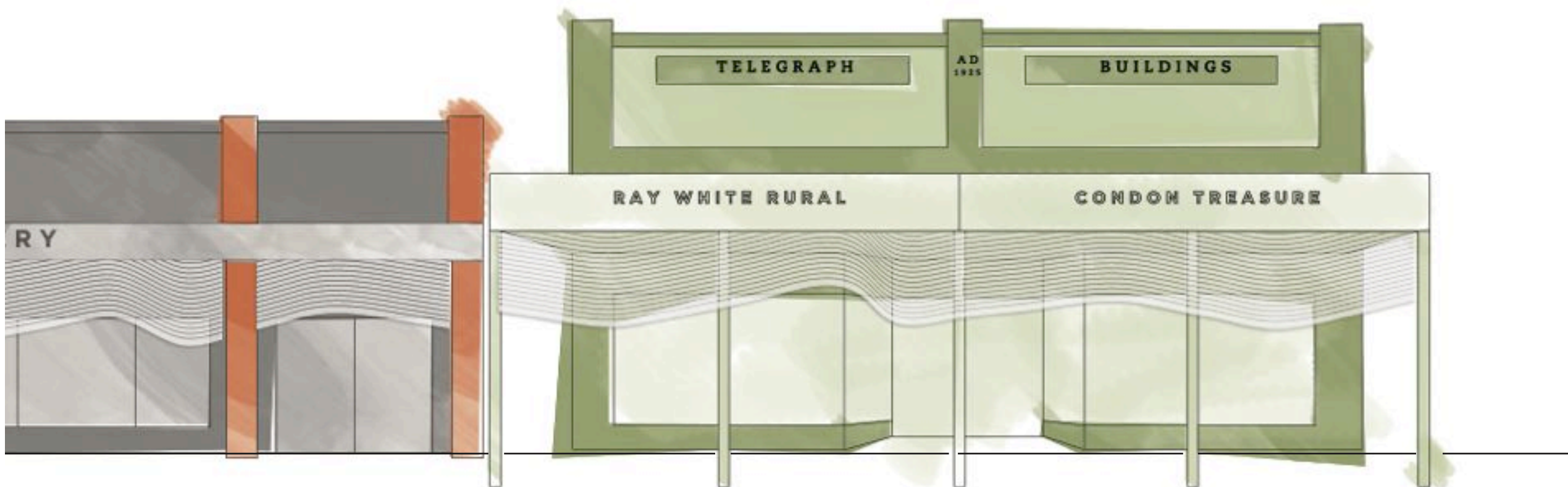


façades

## TELEGRAPH BUILDINGS

The eave is proposed to be levelled to match up with the rest of the street, the façade is proposed to be painted in an art deco colour scheme and shade screens are proposed to be installed. The original signage of the building is proposed to be reinstated.

**Paint Colours:** Pretty Maiden and Honey Dew

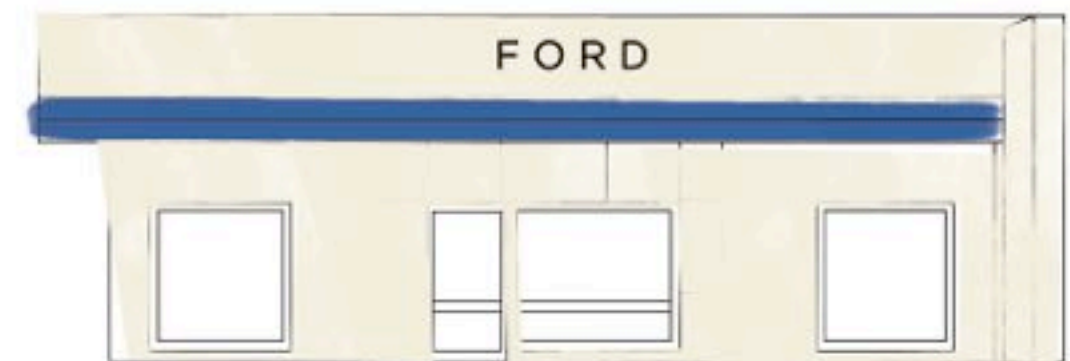
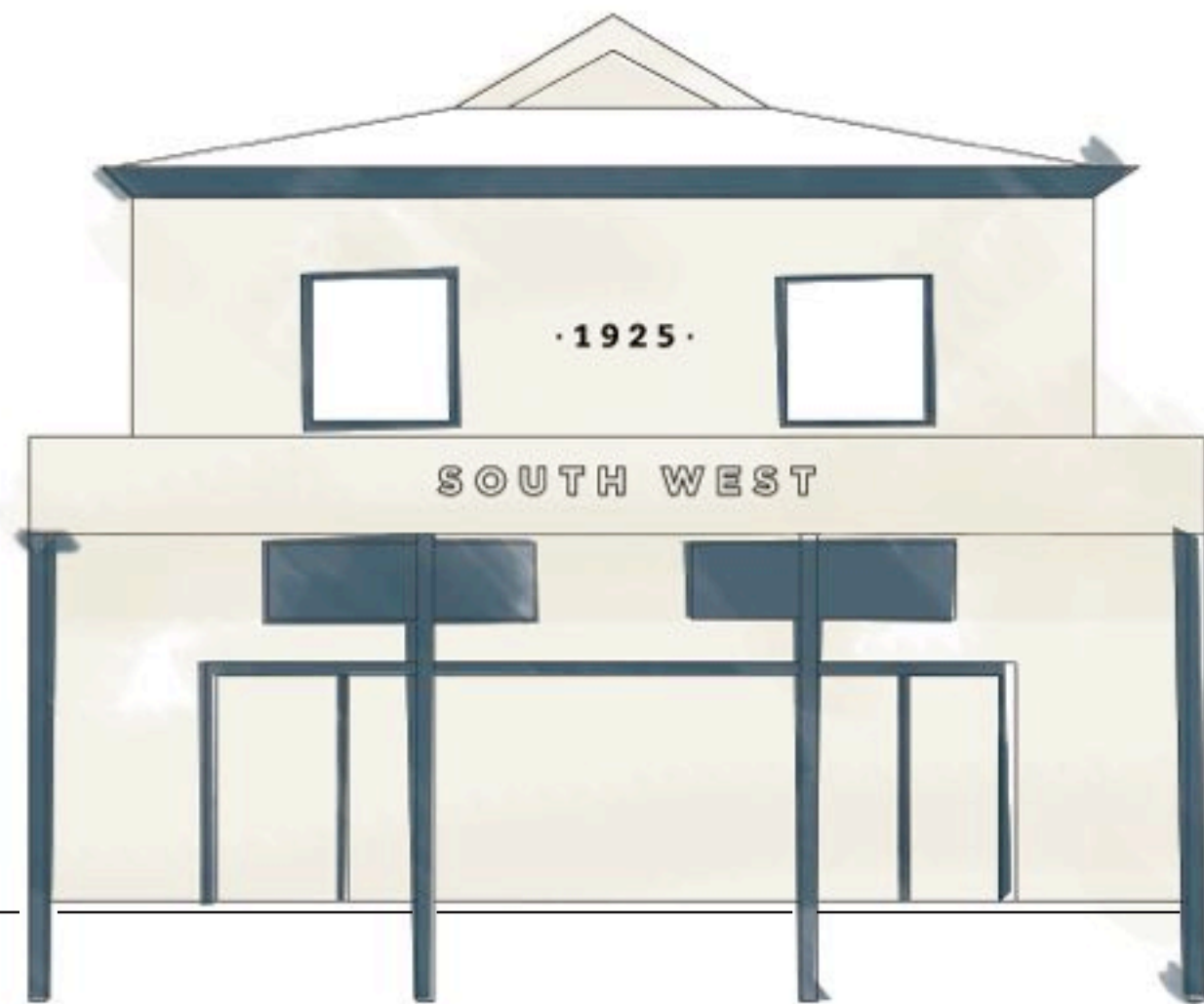


façades

## SOUTH WEST FORD

The windows on the building is proposed to be restored, the eave levelled to match up with the rest of the street and the façade painted on an art deco colour scheme.

**Paint Colours:** Fresco Blue and Antique White





façades

## WILLS STREET



façades

## VACANT SHOP

The eave is proposed to be levelled to match up with the rest of the street, the façade eave is proposed to be painted in an art deco colour scheme. The original signage of the building eave is proposed to be reinstated. No shade screens on this side.

**Paint Colours:** Shallot Leaf and Backyard

façades

## BUTCHER

The eaves are proposed to be levelled to match up with the rest of the street, the façade eave is proposed to be painted in an art deco colour scheme. No shade screens on this side.

**Paint Colours:** Black Matte and Lexicon Half



façades

**NAB**  
**BUILDING**

The current signage on the building is proposed to be removed and its original signage reinstated. No shade screens on this side.

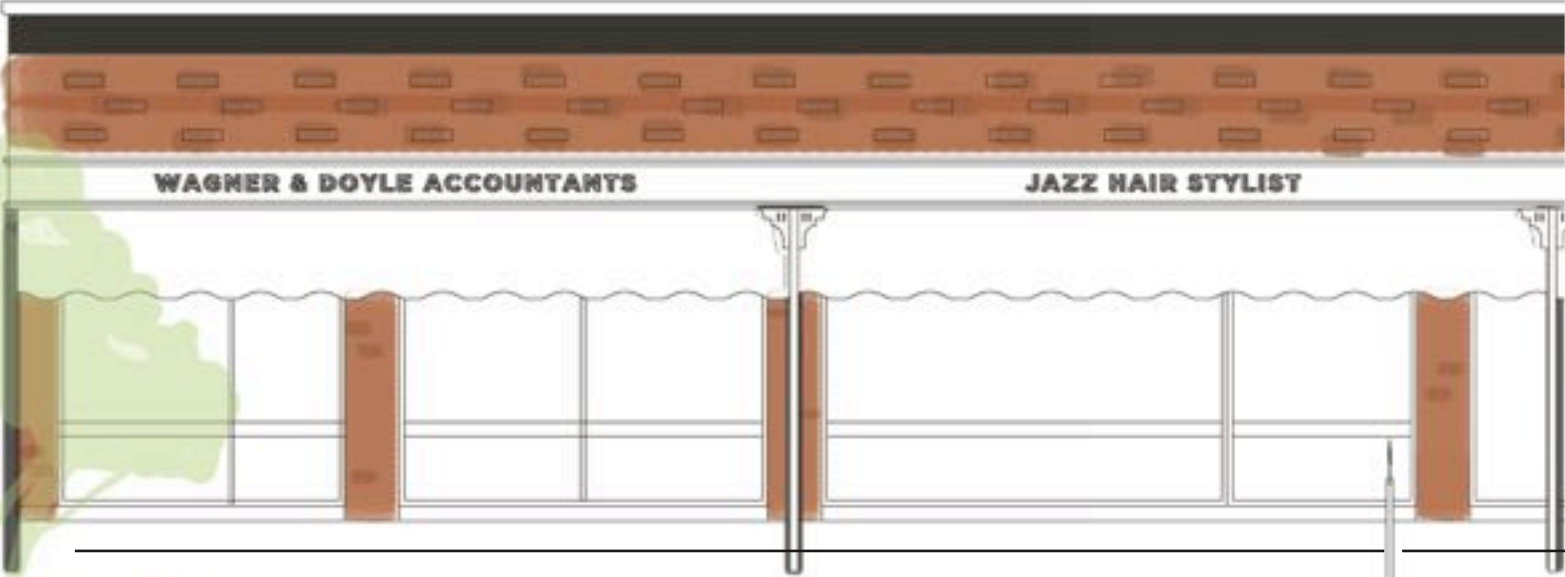
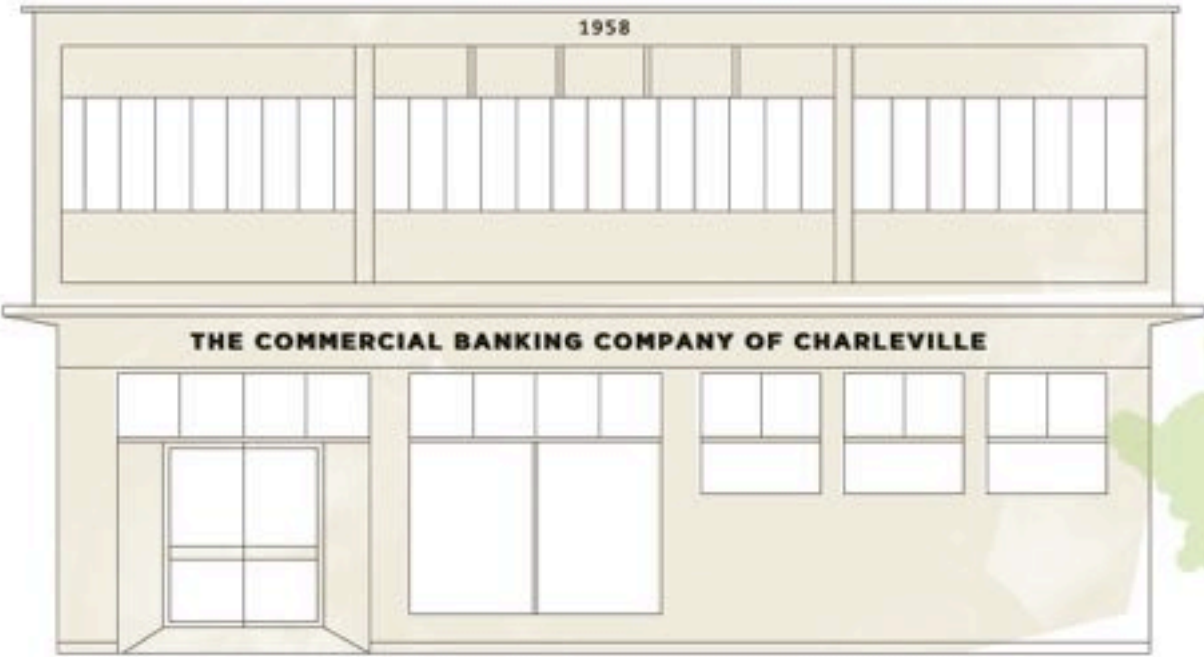
**Paint Colours:** Lexicon Half and Black Matte

façades

**MULTIPLE**  
**SHOPS**

The original brick of the building is proposed to be exposed, the eave levelled to match up with the rest of the street. No shade screens on this side.

**Paint Colours:** Black Matte





façades

## MULTIPLE SHOPS

The original brick of the building is proposed to be exposed, the eave levelled to match up with the rest of the street. No shade screens on this side.

**Paint Colours:** Black Matte



façades

## **HOTEL** **CORONES**

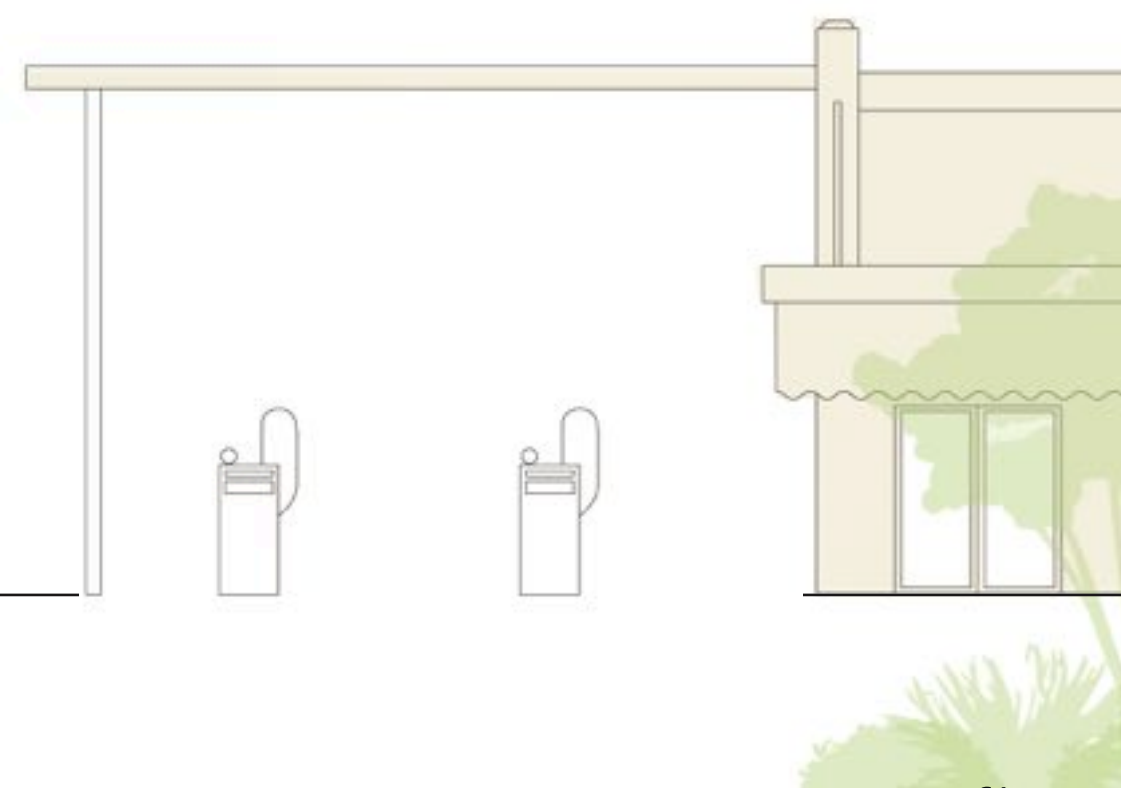
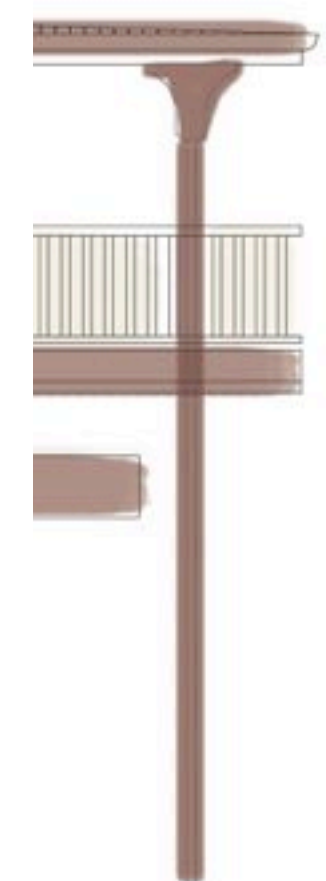
The façade is proposed to be painted to match up with that of its historical representation, the original signage is proposed to be reinstated and all additional signage removed.  
No shade screens on this side.

**Paint Colours:** Belly Fire and Ecru Quarter









façades

## VACANT SHOP

An eave is proposed to be installed to match up with the rest of the street, the façade is proposed to be painted in an art deco colour scheme. No shade screens on this side.

**Paint Colours:** Bone White and Bertshire White



façades

## COMINO'S BUILDINGS

The architectural features of the building is proposed to be reinstated, the eave is proposed to be levelled to match up with the rest of the street. The façade is proposed to be painted in an art deco colour scheme. No shade screens on this side.

**Paint Colours:** Red Stop, Vivid White and Peplum





façades

## **HOTEL** **SCHOOL OF ARTS**

Opposite side of Wills Street,  
facing Comino's Buildings



façades

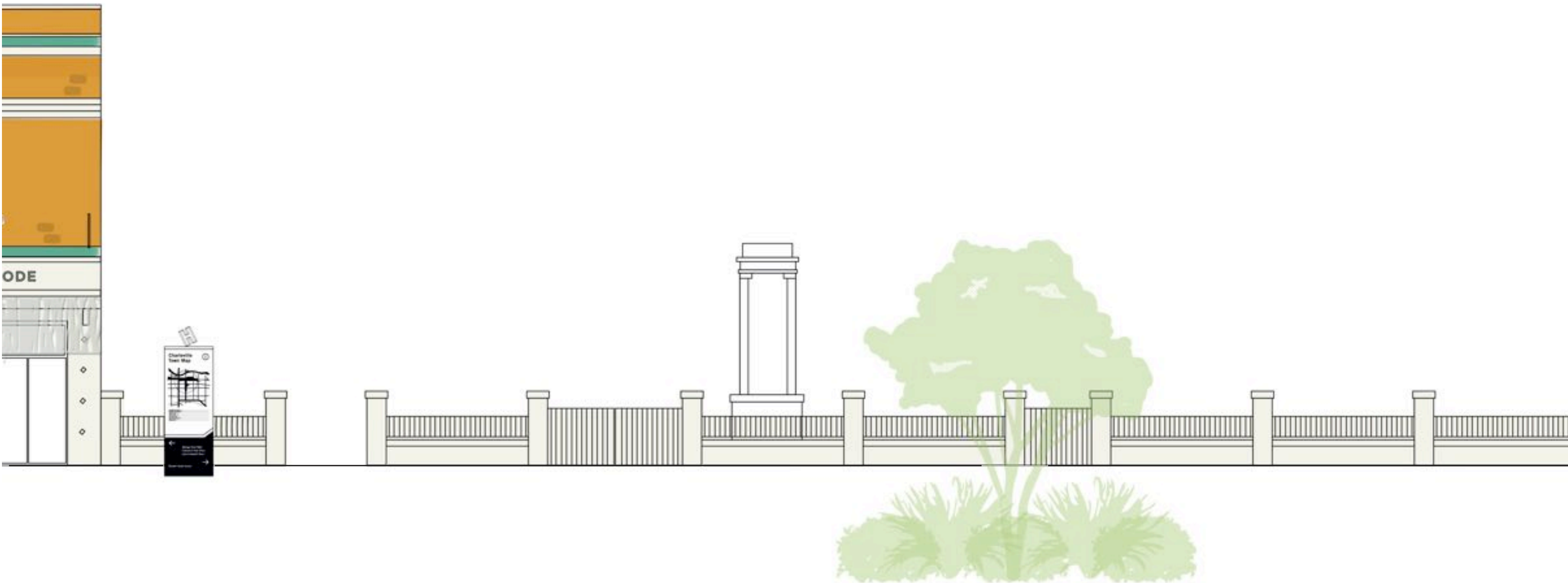
## CHARLEVILLE TOWN HALL

This building is proposed to remain in its current state.



façades

## WAR MEMORIAL





façades

## CORRECTION SERVICES AND VACANT SHOPS

The building is proposed to be painted in an art deco colour scheme, the eave levelled to match up with the rest of the street and shade screens installed.

**Paint Colours:** Techno Green, Bone White and Cook's Bay



façades

**BETTA**  
**HOME LIVING**

The building is proposed to be painted in an art deco colour scheme, the eave levelled to match up with the rest of the street and shade screens installed.

**Paint Colours:** Classic Calm, Angry Ocean and Strawberry Surprise



façades

**JONGKIND & CO.**  
**SOLICITORS**  
**AND**  
**CHARLEVILLE**  
**PHARMACY**

The original bricks on the building is proposed to be exposed, the eave levelled to match up with the rest of the street and shade screens installed.





façades

PUBLIC HEALTH UNIT

This building is proposed to remain in it's current state.

façades

MAX EMPLOYMENT

The original bricks on the building is proposed to be exposed, the eave levelled to match up with the rest of the street and shade screens installed.

façades

LJ HOOKER

The brick on the building is proposed to be exposed and black stripes painted in an art deco pattern. The eave is proposed to be levelled to match up with the rest of the street and shade screens installed.

**Paint Colours:** Black Matte.



façades

## COD HOUSE

The original bricks on the building is proposed to be exposed, the eave levelled to match up with the rest of the street and shade screens installed.



façades

## WILKINSONS JEWELLERS

The brick on the building is proposed to be exposed and black stripes painted in an art deco pattern. The eave is proposed to be levelled to match up with the rest of the street and shade screens installed.

**Paint Colours:** Black Matt.







facades

## THE PRESENT

These panoramas represent the town in its present state. The architecture present on the street, has been overwhelmed by advertisements and modern additions which do not do the history of the buildings justice. The aim in refurbishing each building is to celebrate the architecture of the era in which it was built, taking inspiration from the architectural detailing and colour schemes most commonly used at the time that each building was constructed.

# ALFRED STREET







# WILLS STREET





## THE PROPOSAL

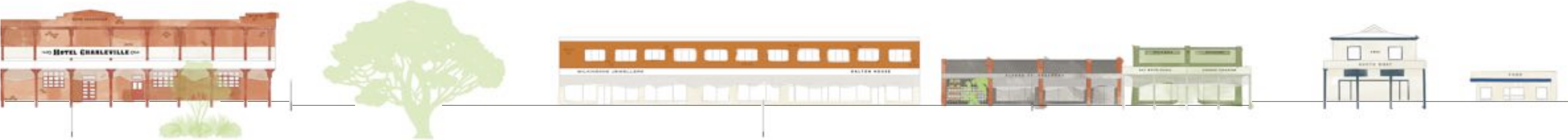
The rich history of the town is highlighted in proposed refurbished façades in Wills and Alfred Streets. In redesigning these façades, elements are removed including additional advertisements and architectural additions, with each façade restored to its original appearance.

The façades are proposed as painted in the selected colour schemes, popular to their time periods.

# ALFRED STREET







# WILLS STREET











