

Oaks on Market

No one could be happier than I am to see signs installed at Oaks on Market in Melbourne's CBD.



to council for re-approval. Again this took quite some time, but after a lot of effort by all involved, eventually all was approved, construction drawings produced and certified and manufacture commenced. Then directly after the signs were manufactured and sent to Victoria for installation, the project was put on hold again, this time due to a change of ownership.

The Oaks Group, the new property managers, naturally couldn't use the existing signs (destined never to see the light of day), so the whole process commenced once again. This time things have gone more according to plan, if you discount the demolition of newly renovated bathrooms, to accommodate the engineers requirements for fixing points for the high level signs, then delays with getting work permits for working over the adjoining building! That's all in a days work, as they say.

Today, a long 3 years since our first involvement, and a lot of work by a host of people, the Market Street property is proudly branded Oaks-on-Market and the r2 restaurant and bar. Many thanks to Albert Smith's Brandcare team for their persistence, and to Annabel Harris and the Oaks team for their custom, and in helping us to bring this project to fruition.

Elizabeth Easton – Albert Smith Group



Anyone in our industry knows there is often a long gestation period from when you first get an opportunity to quote on a project and when the project is finally approved for manufacture and installed. A lot can happen in between, and the Market Street site is no exception.

Our involvement began in March 2004 when we were asked to quote on a new hotel development. Artwork was prepared, and approved by the customer, then submitted to council for DA and BA approval and after a lot of to'ing and fro'ing and some changes, all over quite a lengthy period of time, local authority approval was granted. The project was then requested to accommodate the changes requested by council.

However, not long after that, we were advised there was likely to be a branding change to the hotel and the project was to be put on hold, re-quoted, new artwork supplied and re-submitted

