

16.0 SIGNAGE, LIGHTING AND GRAPHICS

16.1.1 The onus is on the architect to demonstrate to the committee how any and all signage placed on any building façade will form an integral part of the building's architecture. In addition, the building owner and architect will be expected to put forward to the committee a 'signage code' relevant to such building which designates a zone or zones where signage is allowed and the restrictions placed on tenants with regards to such signage. This code is to form part of any standard tenant lease agreement and is to be the sole basis of any signage on the building's exterior

16.1.2 No sign shall be displayed on any exterior façade of a building without first obtaining the approval of the committee. Similarly, the naming of buildings themselves will be to the discretion of the committee.

16.1.3 The signage of each of multiple tenants occupying a building may be displayed on the façade of the building within an approved zone from the sidewalk level to which the building relates. While this signage may include reference to a corporation, enterprise or organisation, it is not the intention to advertise product on the façade in this zone.

16.1.4 All advertising of product is to be within the leased area of the shop, restaurant, office or commercial undertaking. All signage in this respect is to be undertaken by professional designers and sign manufacturers and in terms of a code prepared by the developer, approved by the committee and included in the standard tenant lease agreement.

16.1.5 No sign is to be displayed at a point above the line where the dominant façade of a building meets the transition with the building's roof element or, in the case of a parapet façade, beyond the height of the parapet itself. Generally, it is encouraged that all signage zones are restricted to the ground and first floor levels of each building in Precinct One.

16.1.6 Neither characters nor items of a sign may exceed 750mm in height and the sign as a whole shall not exceed 6m in length, provided that the committee may, in the individual circumstances of a development decide that such size may be inappropriate and reduce or increase such sizing parameters.

16.1.7 No sign on any façade of a building save with the consent of the committee in cases of individual design merit, may be affixed to a board and then attached to the Building. All elements of such a sign are to be affixed by means of concealed fixings and disengaged from the plane of the façade itself. Such signs are to be manufactured of high quality, durable and colour fast, preferably of natural or

coated aluminium, brass, copper or stainless steel. Plastic or Perspex signs and signs painted directly onto the façade will not be allowed

16.1.8 The lighting of signs should be backlit or lit from a remote, hidden source unless such lighting is designed as an integral part of the sign and, hence, of the building's facade. Signs manufactured of opaque, translucent material and lit from within are discouraged as is the use of neon lighting. Moving, flicking or flashing signage, whether in terms of articulated elements of the sign or in terms of lighting, is expressly prohibited

16.1.9 Each building is to have its street address displayed prominently at the main street entrance of the building. Such signage is to be in keeping with the character of the building and should be consistent with a signage "language" developed for the building as a whole in terms of typography, scale, material, fixing and lighting

16.1.10 Flood or accent lighting of building facades or elements of the building is encouraged provided that it is within good taste, understated, and forms an integral part of the building and Precinct One as a whole. Such lighting will be to the discretion of the committee and is to be of neutral colouring, with exceptions made by the committee with regards to iconic elements. Such lighting is to be placed in such a manner as not to spill excess light into the sky nor create any glare onto the adjoining street or development. All such lighting is to be from a remote, hidden source or from light fittings designed as an integral part of the building's architecture.

16.1.11 Teardrop freestanding banners, free standing temporary signboards, banners, rotating (whirligig) signs, sandwich boards, bunting, sails, posters, balloons, blimps or other inflatable devices are all prohibited, unless temporary permission has been given by the committee for purposes such as promotions and exhibitions. The erection of flags is prohibited unless specifically approved by the committee. In the event of such approval, the flags shall at all times be maintained in compliance with the conditions of approval and the rules of the Association and in a condition that in the opinion of the Precinct body is acceptable.

16.1.12 Specific design consideration and screening of light-sources is to be given to lighting in structured parking areas, whether in casements, semi-basements or parkades. High levels of light are required for safety purposes, but the glare of these lights must be suitable screened from the habitable areas whether on site, adjacent to or across a road or space from the subject parking area. Such lighting is also to be suitably screened from all adjacent road, be these public or private.

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Additions

16.1.13 Addition to codes (revision 14 October 2013)

- Buildings of up to 2000m² of bulk a maximum of 1 sign per elevation is allowed
- From 2001 to 8000m² of bulk a maximum of 2 signs per elevation
- Over 8001m² and above of bulk a maximum of 4 signs per elevation

16.1.14 Should the sign envisaged not suit the proportions and provision noted on point 16.6 above, the guide will be followed that the overall area of the entire sign shall not exceed **4.5 m²**.

16.1.15 Free standing pylon signs will not be permitted. Multiple tenant signs to be displayed at building and parking entrances following the design code devised for the entire building and conditions noted on point 16.6. Only in the case of car dealership may be consider since most of these enterprises have a free-standing advertising pylon as a standard element, the code has been amended to permit these expressly for motor dealerships, providing that such pylon does not exceed 6m in height and is placed so as not to present a visual obstruction for traffic, impede pedestrian movement or necessitate the removal of significant landscaping or trees

16.1.16 The naming of buildings themselves (which may well include the name of a corporation, enterprise or organisation), rather than the naming of any corporation, organisation, company or product alone, is encouraged. Naming rights to any single building is to be exclusive to one tenant or occupier alone and any application to the Committee for approval of a sign in respect of naming a building must be accompanied by the written granting of such naming rights by the building's owner.

16.1.17 Neon signage and moving signs are strictly forbidden.

16.1.18 Specific design consideration and screening of light-sources is to be given to lighting in structured parking areas, whether in casements, semi-basements or parkades. High levels of light are required for safety purposes, but the glare of these lights must be suitable screened from the habitable areas whether on site, adjacent to or across a road or space from the subject parking area. Such lighting is also to be suitably screened from all adjacent road, be these public or private.

16.1.19 Hotels and Managed apartments

Hotels branded signs to be accommodated as far as possible within the controls on signage imposed by the development Manual. It is recognise that hotels are often identified feature buildings in the urban landscape and act as landmarks and they are therefore highlighted for signage for a building as a whole, both at an upper, elevated level or on prominent facades in order to guide visitors. Way-finding signs are important components of this type of development, therefore they must be carefully integrated into the design codes devised for the entire development and be displayed discreetly and effectively to the approval of the committee.

Secondary signage layer if required to be integrated with the design codes and their location and design parameters clearly indicated for approval of the committee.

16.1.20 Mixed use buildings

Signage or systems of signage to be of consistent design and materials, reinforcing the identity and architectural language of the building presenting a discrete and well integrated design to last the life of the building. A collective naming system for the various tenants can be included within the entity, integrated within the façade of the building at the vehicular and pedestrian entrances to the approval of the committee.

16.1.21 Wayfinding Signage

To be considered at precinct level displaying a common and consistent language through out

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16.1.22 Service entrances

Delivery entrances, height limits, restriction and disclaimers that are required to be displayed at building and parking entrances must be placed in a discrete manner so as not to compromise the aesthetic quality of the building facade, position and sizing to be approved by the committee.

16.1.23 Security systems

Signs relating to security services contracted on a particular site are to be limited in their numbers and displayed discreetly.

16.1.24 Design criteria for assessment and approvals of signage codes :

The following aspects will be taken into consideration in assessing the proposed signage codes designed for specific buildings or group of buildings :

- Design merit
- Legibility
- Proportions in relation to dominant façades where the sign/s are located
- Balanced
- Timelessness
- Integration to the general architectural language

16.1.25 Compliance with local authority regulation

All signs to comply with the local authority regulations and be submitted for approval prior their placement.

16.1.26 Mechanical Plants

All mechanical plant, masts, and antennae are to be designed and placed as an integral part of the overall development of a site and no such plant or services are to be surface mounted on the outside façades of a building other than as a conscious expression of the building's architecture.

16.27 Shop Front Signage

The onus is on the architect to prepare a comprehensive signage policy for the building including: shop fronts, directional and wayfinding signage to be used though out the life of the building , which responds to the architectural aesthetics and “language” of the development including fixing methods, lighting and materiality for the approval of the committee. Colour and materiality to be consistent with the building treatment , logos and branding to be restricted to defined zones designed to accommodate a consistent signage code for the entire building /s.

The following consideration must be taken into account:

16. 28 Product advertising

16.1.28.1 Product advertising must be within the glass-line of the shopfront and may only be affixed to the glass-face itself as an integral system, whether self-adhesive (as in the case of vinyl) or framed (such as systems designed to adhere to the glass yet permit changing of the advertising material

16.1.28.2 Product may be incorporated into the overall signage of a shop/showroom/enterprise provided that it is: an integral and secondary aspect of the overall signage (constituting not more than 20% of the overall sign's area);

- not more than two such product advertisers may be displayed with the overall sign;
- product logos may only be incorporated once in the overall sign and used either as a subtle super graphic background to the sign or distinctly smaller than the main enterprise included in the sign
- a product may be displayed on canopies, awnings and umbrellas provided that: such signage does not constitute more than 15% of the overall area of such canopy, awning or umbrella; or
- the area of such sign does not exceed 0.2m² (e.g. 300mm X 650mm or 850mm X 200mm).

16.1.28.3 Decals or logos advertising product may not be used in a repeated format provided that:

- Such signs may be repeated if less than 0.05m² in area (say 200mm x 200mm)
- repetition does not exceed 5 in number

16.1.28.4 Slogans, phone numbers and/or associated principals/agencies relating to the enterprise with which the shop/showroom is associated may be incorporated into the overall sign of such enterprise provided that

- it is integral to the overall sign;
- it is secondary and subservient to the overall enterprise content of the sign;
- not more than one such slogan may be incorporated;
- not more than one phone number may be incorporated;
- not more than two associated agencies may be noted in the incorporated sign;
- each element of such additional incorporated information may not exceed 0.25m²

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16.1.29 All lighting on the exterior of a building or within the surrounds of a development on a site is preferable to be of a white light type. Where not of a white light type, colours are to be restrained, context-appropriate and approved by the Design Review Committee

16.1.30 All advertising, signs and notices on any other material, and affixed to the inside of the glass in any manner other than the integrated manner noted above, is expressly forbidden

16.1.31 The ratio of clear glass shopfront to opaque or semi-opaque signage or screening shall not be less than 50:50

16.1.32 No advertising material of product or products, measured singly or collectively, may account for more than 30% of the area of the overall shopfront of the shop.

16.1.33 Where not impeding pedestrian or vehicular circulation and movement, or interfering with safe sight-lines for traffic and pedestrians, or impeding views to and from adjoining properties (whether side-by-side or vertically adjoining), or interfering with view lines into and out from the subject shop itself, purpose designed and approved advertising signage boards may be displayed, providing that:

- The position adopted is constituted as an approved concession area
- Such signage devices may be permanently mounted or removable and shall, at all times, be maintained in what constitutes, in the Committee's view, a good condition no movable devices may be left out within a concession area beyond trading times observed by the subject shop/enterprise.

16.1.34 Signs relating to security services contracted on a particular site are to be limited in their numbers and displayed discreetly.

16.1.35 All mechanical plant, masts, and antennae are to be designed and placed as an integral part of the overall development of a site and no such plant or services are to be surface mounted on the outside façades of a building other than as a conscious expression of the building's architecture

16.1.36 All lighting on the exterior of a building or within the surrounds of a development on a site is preferable to be of a white light type. Where not of a white light type, colours are to be restrained, context-appropriate and approved by the Design Review Committee