



SIGNAGE POLICY

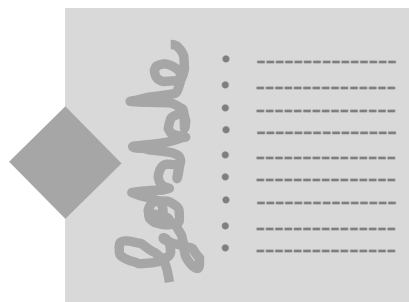
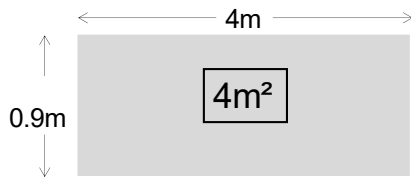
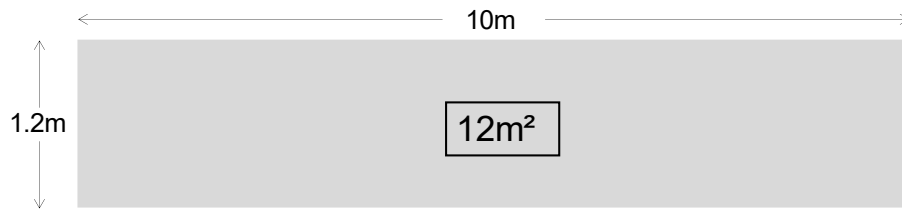
- 9.1 A major reason for purchasing a business site adjacent to the N2 is to capitalise on exposure. It is therefore important that companies be permitted to display signage on those facades facing surrounding roads, that signage does not become cluttered and that size be limited within reason, to prevent signage “out-shouting” other signs.
- 9.2 In this regard, signage must be governed by the following guidelines and any waivers granted by the Panel in this regard will be in terms of considerations of individual design merit.
- 9.2.1 No sign may appear on a building or any component thereof other than as an integral part of the building’s design and each building or complex of buildings must be designed with signage as a conscious aspect and a policy governing signage into the future for inclusion in lease documentation must accompany the approved design.
- 9.2.2 Pylon signage is expressly forbidden provided that, if designed as an integral part of the main building and not exceeding 12m in height, the Panel may waive this requirement in respect of a single pylon only.
- 9.2.3 Only the name of the company having naming rights to the building may display its name on the building’s façade.
- 9.2.4 Where a development has been designed as a series of discrete units, more than one company name may be displayed provided that only one name appears on each unit and that the sign is suitably reduced in scale to relate to the unit to which it applies.
- 9.2.5 No product may be displayed nor advertised unless condoned, in writing, by the Panel and this usually only where product is synonymous with company name.
- 9.2.6 All other signage, such as advertising billboards and banners, as well as freestanding signs on poles or attached to fences are expressly forbidden.
- 9.2.7 Not more than one sign may be displayed on any one façade of a building provided that the Panel may waive this restriction where the length, proportions and form of the façade, the profile of the building’s occupants and the nature

of the prospective signage merit such waiver and within the guidelines noted in 9.2.12 below.

- 9.2.8 No sign may project above the point at which the façade of a building meets the roof of the building (being that point where the vertical face of any elevation transitions to constitute the roofing element of the building) save that, subject to the provisions of 9.2.9 below, signage explicitly designed as an integral part of a building's roof may be considered in cases of individual merit. No signage may be painted onto the roof of a building nor erected on any roof other than being an integral part of the design of the roof.
- 9.2.9 If, in the view of the Panel, a building or complex of buildings warrants a special design of its roof element to facilitate a single sign and that such design response is considered by the Panel to be appropriate, a sign not exceeding 50 sq. metres, but in proportion to the extent of building in the Panel's opinion may, be considered provided that such sign contains solely the name of the enterprise having naming rights to such sign, does not contain the advertising of any product or service other than as implicit in the enterprise's name, does not contain any advertising slogans or addresses or telephone numbers and generally subscribes to the high standards of signage implicit in the remainder of the provisions of this Development Manual.
- 9.2.10 No characters nor items of a sign may exceed 1,2m in height and the sign may not exceed 10m in length provided that the Panel may, in the individual circumstances of a development, decide that such size may be inappropriate and reduce or increase such sizing parameters.
- 9.2.11 Should the sign envisaged not suit the proportions noted above, the guide will be followed that the overall area of the entire sign shall not exceed 12 sq. m subject to the proviso noted in 9.2.10 above.
- 9.2.12 Where, in cases of individual merit and deemed appropriate by the Panel, approval of more than one sign on any one elevation is possible provided that such signs are reduced to 0.9m in height and 4m in length with 4 sq. m each being regarded as the overall governing area of such signs.
- 9.2.13 The favoured fixing method of signs discourages backing boards affixed to a building and prohibits signwriting directly onto the façade, roof or any other surface of a building.
- 9.2.14 The favoured fixing method of a sign, whether comprising individual cut-out letters or a backing board, encourages each character of a sign or its backing board to be pin mounted at least 20mm from the surface of the façade.
- 9.2.15 Where backing boards are to be used as the basis of a sign, such boards are to be designed as integral parts of the building's architecture or individually detailed and framed so as to create an elaborate signboard affixed to the building.

- 9.2.16 Lighting of signage, unless designed as a conscious and integral part of the building and the sign's design, is to be in the form of concealed lighting only and may not shine directly through the material forming the sign.
- 9.2.17 No flashing nor moving components on signage is permitted.
- 9.2.18 As far as possible the signage on buildings will be confined to monochromatic colours in the range from silver to white to grey to black where corporate livery is not mandatory.
- 9.2.19 Materials used in the manufacture of signs are to be of high quality, matt finish and of enduring materials and colourings.
- 9.3 Each site requires, as an integral part of its site entry, a sign that observes the above provisions but which does not exceed an overall area of 5 sq.m.
- 9.4 The address of the concern must be reflected as an integral part of the site's entrance subject to the above guidelines and provided that the address does not exceed 200mm high and 1 200mm long.
- 9.5 Flags, bunting, blimps, balloons, inflatable objects and banners are not permitted.
- 9.6 Signs relating to security services contracted on a particular site are to be limited in their numbers and displayed discreetly. These are not to advertise the service provider but to show the building has security.
- 9.7 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 facades of a building other than as a conscious expression of the building's architecture.
- 9.9 All lighting on the exterior of a building or within the surrounds of a development on a site is to be of a white light type only in order to ensure effective functioning of security systems and cameras and provide an overall integrity to the appearance of the park at night.
- 9.10 Lighting, whether for architectural, functional or security purposes is to be discreet with an emphasis on uplighting in a way that does not contribute to light pollution of the sky nor overspill into the adjacent natural habitats and disturb the light qualities of the natural habitat.
- 9.11 Floodlighting is discouraged and all lighting should be considered in terms of the extent to which it contributes to surveillance and security, promotes the ambiance of the park as a whole, accentuates individual developments without 'out-shouting' the neighbouring developments and does not cause glare onto conservation areas, the highway, main roads and into the sky.

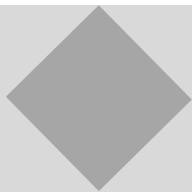
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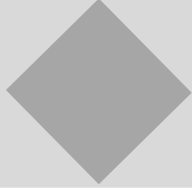
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