



Signage Policy

1. GENERAL

The control of signage is considered one of the prime factors in retaining the quality of Developments and the Town Centre in general. No person shall permit or cause any exterior signage of any description to be erected anywhere on the building or property save as provided for in the policy set out below.

This document is to be read in conjunction with the Umhlanga Ridge Town Centre Management Association's Development Manual and Rules [see extracts below] and in the case of any conflict between this policy and those documents, the provisions of the Development Manual or Rules (as applicable) shall take precedence over the policy. The provisions of this policy shall at all times be subject to the signage bylaws of the local authority. Compliance with this policy shall not exempt any person from compliance with bylaws or other statutory provisions.

2. APPLICATIONS AND APPROVALS

No person may erect any sign without first submitting a formal written application (with attached technical drawings, installation details and colour design drawings) and obtaining written approval from both the following two bodies:

- The Body Corporate/Owner of the Building;
- The Design Review Committee of the Umhlanga Ridge Town Centre Management Association

The erection of any sign without such prior written approval shall constitute a breach of this policy and will be subject to the penalties applicable in terms of the relevant lease or the rules of the Management Association.

It should be noted that approvals of the Design Review Committee and the Body Corporate are a requirement over and above the requirement for Local Authority approval of all signage.

3. PERMANENT SIGNAGE

All permanent signage is to be undertaken by professional designers and sign manufacturers.

For purposes of assessing applications in compliance with Clause 2 above, the following will be taken into account:

3.1. Size and Position

All signage shall be erected only within the demarcated zones as indicated in the building signage policy as prepared by the architects.

The characters or items appearing on a sign and the sign as a whole shall comply with the dimensions indicated on the building signage policy, provided that the owners representative may, with the approval of the Design Review Committee and in light of the individual circumstances of any specific application, decide that such size may be inappropriate and amend such sizing parameters in light of design merit.

Where signage is to be affixed to any shop front / structural element / signage structure, said signage is to match exactly the size and position of the zone for which it is intended.

Where signage is placed above shop fronts or onto large expanses of wall, said signage shall be sized and positioned to match shop front mullion widths, the width of shop front openings or other structural elements as indicated on the Drawings. Ill-fitting signage or signage not constructed to sizes and positions indicated on the Drawings will not be approved.

3.2. Content

The signage content may include the name of a corporation, enterprise or organisation, and/or the description of the type of goods or services offered by the organisation, but it is not the intention to advertise specific brands of product. All advertising of product is to be restricted to within the leased premises only.

3.3. Materials

All signs are to be manufactured of high quality, durable and colour fast materials, preferably of natural or coated aluminium, brass, copper or stainless steel.

Plastic or Perspex signs are discouraged and, if approved for use, shall be rendered with a matt finish.

Signs painted directly onto the façade of a building are prohibited.

Signs manufactured of opaque, translucent material and lit from within are discouraged, as is the use of neon lighting.

As far as possible, tenants should attempt to match the construction methods of the signage of their immediate neighbours. This creates rhythm along the shop front and formalises the signage as part of the building itself. (As opposed to a series of random events tacked onto the structure).

3.4. Fixing Methods

No sign on any façade of a building, save with the consent of the designated representative of the owner and the Committee in cases of individual design merit, may be affixed to a board and then attached to the building.

All elements of a sign are to be affixed by means of concealed fixings, be disengaged from the plane of the façade itself and have a high quality trim or edging as outlined in “Materials” above.

The favoured fixing method encourages each character of a sign to be pin mounted individually at least 20mm from the surface of the façade.

Where fixings are visible to the public eye due to on-site circumstance, all such fixings shall match the colour / material of the surface onto which they are mounted.

3.5. Lighting

Signs should preferably be backlit or lit from a remote, hidden source unless lighting is designed as an integral part of the sign and, hence, of the building.

Moving, flicking or flashing signage, whether in terms of articulated elements of the sign or in terms of lighting, is expressly prohibited.

Detailing shall ensure that no cabling, conduits or cut-off control boxes are visible from a public point of view. (These elements should be contained within the fabric of the building itself.)

4. SIGNAGE APPLIED TO SHOPFRONTS / WINDOWS

Such signage shall be subject to approval as required in Clause 2 above, however it is noted that approval may in this instance be given generically to cover the principles of the ongoing manufacture, erection and display of such signage for a particular tenant and may not require specific approval for each and every sign erected.

Shopfront signage shall be of an approved Decal or sticker type sign. The use of paint applied directly to shopfronts is specifically prohibited.

Shopfront signage may be erected only in designated portions of the shop front glazing as indicated on the Drawings and shall be restricted to tenant logos and names and/or specific services offered by the tenant.

5. SECURITY COMPANY SIGNAGE

Signage erected identifying any security company providing a security / response service to any tenant's lease shall comply with the following:

- o Position and detail of the boards require the prior written consent of the designated representative of the owner and the Manager of the Management Association.
- o Not more than two (2) security boards shall be permitted per business/tenant.
- o Maximum size shall be 450 x 450 mm
- o The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times.

6. DIRECTIONAL/INFORMATION SIGNAGE

Such signage shall be subject to approval as required in Clause 2 above, however it is noted that approval may in this instance be given generically to cover the principles of the ongoing manufacture, erection and display of such signage for a particular tenant or the development as a whole and may not require specific approval for each and every sign erected.

The signage shall be maintained parallel and plumb and in a clean, undamaged condition at all times.

7. ERECTION OF TEMPORARY SIGNAGE / SPECIAL PROMOTIONS

All temporary signage to be erected on any part of the property for the purposes of a specific short-term promotion or any other purpose shall be subject to approval as required in Clause 2 above, however it is noted that approval may in this instance be given generically to cover the principles of the manufacture, erection and display of such signage for a particular tenant and may not require specific approval for each and every sign erected.

Temporary signage shall only be erected for a specified and approved duration after which the tenant is to remove such signage with due diligence.

8. PROHIBITED SIGNAGE

The following signage is prohibited from being erected anywhere on the exterior of the building or rented premises and may only be erected within the leased area behind and not attached to the shopfront in a designated showroom or retail area:

- o Teardrop freestanding banners.
- o Freestanding temporary signboards.
- o Banners
- o Rotating (Whirligig) signs
- o Sandwich boards
- o Bunting
- o Sails
- o Posters
- o Balloons, blimps or other inflatable devices

Acknowledging the need for new businesses to establish their presence in the area, the designated representative of the owner may, on receipt of an application, and with the prior written approval of the Design Review Committee, grant prior written permission for specified departures from this rule for a period not to exceed three (3) months from the date of commencement of trading by any new business within the development or as part of a special promotion for a specified period. The designated representative of the owner reserves the right to remove such prohibited signage at the Tenant's cost should the stated time period be exceeded or should the signage not be kept in a good state of repair to the satisfaction of the designated representative of the owner or the Manager of the Management Association.

9. FLAGS

The erection of flags is prohibited unless specifically approved by the designated representative of the owner and the Design Review Committee. In the event of such approval, the flags shall at all times be maintained in compliance with the conditions of approval and in a condition that in the opinion of the designated representative of the owner / Manager of the Management Association is acceptable. In this regard it is specifically noted that the following are unacceptable:

- o Dirty or stained flags
- o Worn or faded flags
- o Frayed hems
- o Damaged eyelets
- o Jointed or frayed ropes
- o Corroded flagpoles
- o Bent or damaged poles

The Manager of the Management Association or designated representative of the owner may give notice to any member to remedy any contravention in respect of maintenance of flags and flagpoles in terms of this clause. The designated representative of the owner reserves the right to remove such flag installations at the Tenant's cost should the contravention not be remedied within the time stated in the notice given to the Tenant.

10. ESTATE AGENT / BROKER BOARDS

Boards erected by Estate Agents or Property Brokers shall comply with the following requirements:

- o Boards require the prior written consent of the designated representative of the owner a copy of which shall be forwarded to the Manager of the Management Association before signs are erected
- o Not more than two (2) agents or brokers boards are permitted on the property at any time
- o Maximum size shall be 2400 x 1200 mm
- o The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times
- o Boards shall be removed within three (3) months of erection unless permission is granted by the designated representative of the owner and Manager of the Management Association for an extension of the period.

The designated representative of the owner reserves the right to remove such boards at the cost of the Agency or brokerage should the contravention not be remedied within the time stated in the notice given to the agency / brokerage.

11. SIGN MAINTENANCE

All signage is to be properly maintained by tenants to the satisfaction of the designated representative of the owner and the Manager of the Management Association. Tenants are encouraged to engage in maintenance contracts with their respective signage companies to ensure their signage is clean and in a good state of repair.

EXTRACT FROM DEVELOPMENT MANUAL:

14. SIGNAGE, LIGHTING AND GRAPHICS

- 14.1 In respect of all signage placed on a building façade visible to any public, semi-public or neighbouring property, all buildings approved by the Committee are to indicate a zone or zones designed as integral parts of the building's architecture, which are to be designated for the placement of such signage. Such designated zone or zones, together with a signage code prepared by the building owner and architect and approved by the Committee for inclusion in any tenant lease agreement, is to be the sole basis of any signage on the building's exterior.
- 14.2 No sign may be displayed on any exterior façade of a building without first obtaining the approval of the Committee.
- 14.3 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. In the case of a building, or complex of buildings, designed so as to create clearly identifiable and unambiguous wings, the Committee may, where individual design merits warrant it, agree to more than one name being given to such components of the building or complex as long as not more than one such name relates to an individual component.
- 14.4 The signage of each of multiple tenants occupying a building may be displayed on the façade of the building within a zone not exceeding 8m from the sidewalk level to which the building relates. Again, while this naming may include reference to a corporation, enterprise or organisation, it is not the intention to advertise product on the façade in this zone. Subject to the provisions of 14.12 below, all advertising of product is to be within the leased area of the shop, 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.
- 14.5 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.
- 14.6 No characters nor items of a sign may exceed 750mm in height and the sign as a whole may 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.
- 14.7 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 4.5 m² subject to the proviso noted in 14.6 above.

- 14.8 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 colourfast materials, preferably of natural or coated aluminium, brass, copper or stainless steel. Plastic or Perspex signs are discouraged and, where plastic or Perspex is to be used, it should be rendered with a matt finish. Signs painted directly onto the façades of buildings are expressly prohibited. 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. 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.
- 14.9 Each building is to have its street address displayed prominently, preferably 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. Address signage facing onto the parking court area within any block is encouraged provided it is of an under-stated nature.
- 14.10 Flood or accent lighting of building façades or elements of the building is permitted provided that it is within an ethic of understatement, enhancing of the town centre’s group form, of neutral colouring (save for, in the Committee’s opinion, appropriate points of accent or cases of individual design merit). Any such lighting is to be arranged so as not to spill excess light into the sky nor create any glare onto the adjoining street or development or to cause a nuisance for a neighbour, whether residential or otherwise. 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.

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.

- 14.11 Teardrop freestanding banners, free standing billboards, signboards, banners, rotating (whirligig) signs, sandwich boards, bunting, sails, posters, balloons, blimps or other inflatable devices are all prohibited. The erection of flags is prohibited unless specifically approved by the Design Review 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 Town Manager is acceptable.

14.12 Product advertising:

- 14.12.1 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 itself)

14.12.2 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 supergraphic background to the sign or distinctly smaller than the main enterprise included in the sign

14.12.3 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)

14.12.4 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

14.12.5 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

14.12.6 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.

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

14.12.8 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.

14.12.9 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 the trading times observed by the subject shop/enterprise

14.12.10 No three-dimensional, standard-supplied product advertising (e.g. hardware materials, paint tins, human figurines, etc.) are permitted.

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

14.14 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

14.15 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

14.16 Certain types, categories and assemblies of buildings warranting particular consideration from a signage, lighting and graphics point of view:

14.16.1 Shopping complexes and retail centres

Assemblies of buildings designed to constitute a predominantly or exclusively retail environment defining a cohesive shopping entity (as opposed to, for example, line shops in a mixed-use development or a free-standing, single trading entity) are considered collectively within parameters commensurate with such entities and appropriate to how such entities trade. Such entities include, for example The Crescent, Gateway, Outlet Park and Meridian Park. In such instances, judgements are exercised according to:

- An overall identity sign or system of signs portraying the overall entity itself;
- A collective naming system for the various tenants within the entity, usually integrated with the vehicular and pedestrian entrances into the complex itself;
- Controls on the siting size, fabrication, graphics and advertising content of each tenant or component of the entity
- Directional signage for shoppers, deliveries, parking availability, loading arrangements, etc.
- Specific in-store product advertising guidelines and requirements

14.16.2 Motor related uses

Specific areas of the Town Centre are earmarked for motor related uses and this covers limited sites for petrol service stations, car dealerships and their associated showrooms and workshops and motor fitment centres. Panel-beating and spray-painting are not included but can be permitted by Council's Special Consent where very minor and entirely ancillary to the primary use of the premises.

The majority of these sites fall within the Town Centre's Business Park zoning and are subject to the predominantly 'white' architectural code set out in the Development Manual. Additional sites, in the vicinity of and west of the M41 also have rights for motor related uses and are included in the Town Centre Management Association. These too are subject to the 'white' architectural code.

The fitment centres and petrol filling stations are generally strongly branded and this branding is taken into account from a signage, lighting and graphics point of view but constrained to comply with the Development Manual's requirements in this regard.

The nature, scale and form of development of car dealerships makes special consideration of this class of developments necessary. The standard of the Corporate Identity (CI) of these multi-national enterprises, both architecturally and from a signage point of view, is extremely high and is welcomed in those portions of the Town Centre permitting motor related uses. In exercising design review judgements from a signage point of view, the CI requirements are observed and tempered with the requirements of the Development Manual. 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.

The Development Manual's requirements in not permitting bunting, balloons, inflatable devices, flashing lights, moving parts, display of telephone numbers, the advertising of any product other than the dealership itself, are all strictly enforced. The relationship of a dealership to a major, high-speed road is also taken into account in assessing the appropriateness of sizing for signage.

In addition, all signage applied to showroom windows is confined to the upper zones of such windows so as not to impair effective display of the product within a showroom. Temporary signage (such as periodic special offers) and graphics unrelated to the main dealership product is expressly forbidden. In collaboration with a dealership, it is possible for a properly designed, well fabricated panel, fully in keeping with the architectural ethic of the building, to be installed as an area in which temporary signage, as duly approved by the Design Review Committee, to be installed for approved periods.

14.16.3 Institutions

Certain institutions have particular Corporate Identity (CI) requirements and these are accommodated within the restrictions of the Development Manual. Design

review judgements are made accordingly and noting special requirements such as the sub-branding of constituent entities within the overall brand.

By nature, some of these institutional uses, where they occupy shop frontages that would otherwise require full visual interaction with the adjacent public or semi-public environment, require a certain degree of privacy (for example, a tutorial/training room in which students should not be distracted). In such instances, windows may not be blanked-out but a standardised glass-frosting has been devised that allows for privacy at seated eye-level and increasing levels of translucency and visual permeability towards the upper reaches of the shop-front glazing.

Hospitals are also noted as institutional buildings having particular signage, firstly, in terms of needing to be readily identified from a distance and from closer up and, secondly, in respect of way-finding, given that the clarity of emergency services entrances, service and specialised services deliveries, visitors parking, those looking to find their way to medical consulting suites as opposed to the hospital itself, etc. For these reasons, signage needing to project off a building for both identification and directional way-finding is often more pronounced than for other uses.

14.16.4 Uses with particular privacy needs

Certain other uses that tend to occupy shop frontages that would otherwise require full visual interaction with the adjacent public or semi-public environment (dentists, physiotherapists, doctor's examination rooms, etc.) are also often in need of a certain degree of privacy. In these instances, design review judgements are applied in the same way, and with the same treatment, as 14.16.3 above.

14.16.5 Hotels

Many hotels are branded and subject to specific Corporate Identity (CI) requirements and guidelines. These are, as far as possible, to be accommodated within the controls on signage imposed by the development Manual.

Typically, hotels are often strongly 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 on prominent façades as well as at entrances in order to accentuate where visitors are to go. Parking for visitors is also an important way-finding requirement. Particular attention is to be paid to the placement of signage (particularly lit signage) so as not to pose a nuisance to residents of the hotel or its neighbours, many of whom, by nature, are also residential establishments. Service delivery signage and directions are less important in hotels (relative, for example, to hospitals in that they are less complex buildings and rely on frequent deliveries from standard service-providers) and hotel management tends to have stringent protocols as to the place and timing of such deliveries,

Since many hotels in hotel chains or groups tend to have place or site specific naming (as opposed to trading under a single, strongly recognisable brand name), there is a need for a secondary signage layer that indicates which agent or hotel group administers a particular hotel. In such instances, such signage is to be much smaller (600x900 or 0.6m²) and displayed in the vicinity of the hotel entrance and/or parking entrance, making use of the managing agency's logo and emergency contact number.

14.17 Design-based judgements

Design-based judgements generally on sizing, composition and content of signage applications,

On design review and approval of all buildings in the Town Centre, a specific component of review undertaken by the Design Review Committee is the formulation of a signage policy for that particular building against which all subsequent applications for specific signage approval are considered.

Approval of this building-specific policy is based on ensuring that all commercial signage (as opposed to the naming of the building itself) is within the 8m 'sidewalk zone', accommodating a multiplicity of signs with common characteristics and fitting into the architectural ethic of the building itself.

In considering a subsequent, specific application, the size and position has to comply with the above policy. Design judgements on the specific design merits of each case are taken into account such that the overall size of the graphic within the designated zone considers the ratio of 'negative' space to typography and the shape and specific aspects of any logo that may be included.

Essentially, approval is based on achieving a sign that is clear and legible in its visual and graphic message, is not cluttered (either on its own or in context with other signage) and is balanced in the overall integrity of the building's architecture.

EXTRACT FROM RULES:

CLAUSE 2 : SIGNAGE

2.1 Introduction

The control of signage is considered one of the prime factors in retaining the quality of the public environment and accordingly property values within the Umhlanga Ridge Town Centre. No member shall permit any exterior signage of any description to be erected anywhere on the building or property save as provided for in these rules.

An infringement of signage rules is considered an infringement of the integrity of the Town Centre itself and its branding as well as of the rights of businesses and residents in the area.

Contraventions of signage rules are accordingly viewed in a serious light and will be dealt with severely by the Association.

These signage rules shall be read in conjunction with the Articles of Association and the Development Manual and in the case of any conflict between the rules and those documents, the provisions of the Articles of Association or Development Manual (as applicable) shall take precedence over the rules. The provisions of these rules shall at all times be subject to the signage bylaws of the local authority. Compliance with these rules shall not exempt any member from compliance with bylaws or other statutory provisions.

2.2 Penalties

Any member committing a breach of any signage rule contained in this Clause (2) shall be instructed to remedy such breach forthwith. Failure to comply with such instruction within a period of seven (7) days shall constitute a breach of this rule and render the member liable to a fine of R500.00 [or such other amount as the directors may determine from time to time] for each 7-day period or part thereof that he continues to be in breach of the rule. Should a member remain in breach for a period of more than three (3) weeks from the date of initial notification, the penalty shall increase to an amount of R500.00 per day [or such other amount as the directors may determine from time to time].

Fines shall be calculated monthly and issued as part of the levy invoice. Amounts outstanding in respect of fines imposed on any member shall be treated in the same manner as outstanding amounts in respect of levies.

Any infringement of this Clause (2) occurring within a period of two (2) months of a prior notice in respect of the same infringement shall be considered a continuation of the prior infringement, and penalties applied accordingly.

In addition to the imposition of a fine, the Association shall have the right to remove any sign erected in contravention of these rules and to recover the cost of such removal from the member concerned. The right to impose these penalties is without prejudice to the Association's rights in terms of the law, the Contract of sale or the Articles.

2.3 Erection of Signage Outside Property Boundaries

No member shall cause any sign, banner, flag or other similar item to be erected outside the boundary of his property, either on the property of another member, or of the Association or within the public roads and sidewalks within the Town Centre without first obtaining the written consent of the Association and (if applicable) the other member concerned.

The erection of any such sign without the required approval shall constitute a breach of this rule and render the member liable to the penalties described in Clause 2.2.

2.4 Permanent Signage

All members shall formally submit a signage policy for their property for approval by the Design Review Committee of the Association. Such signage policy shall be updated as

required from time to time and all such updates shall similarly be submitted for approval by the Design Review Committee. All permanent signage to be erected on any building shall be submitted for approval to the Design Review Committee, which will consider such application in terms of the Development Manual and the approved signage policy.

The erection of any permanent sign without the prior written approval of the Design Review Committee shall constitute a breach of this rule and render the member liable to the penalties described in Clause 2.2. It should be noted that approval of the Design Review Committee is a requirement over and above the requirement for Local Authority approval of all signage.

2.5 Prohibited Signage

The following are prohibited forms of signage. Any member causing such signage to be erected on his property in any position adjoining or visible from any public area or area vesting in the Management Association, shall be guilty of contravening this rule and shall be liable to the penalties described in Clause 2.2.

- Signage erected within window lines, whether painted onto the glass itself or separate signage applied to the glass.
- Mobile trailer advertising

- The following signage is similarly prohibited, but may be erected within the building in a designated showroom or retail area:
 - Teardrop freestanding banners.
 - Free standing temporary signboards.
 - Banners
 - Rotating (Whirligig) signs
 - Sandwich boards
 - Bunting
 - Sails
 - Posters
 - Balloons, blimps or other inflatable devices

Acknowledging the need for new businesses to establish their presence in the area, the Town Manager may, on application, grant prior written permission for specified departures from this rule for a period not to exceed three (3) months from the date of commencement of trading by any new business (whether a member or its tenant) within the New Town Centre.

2.6 Flags

The erection of flags is prohibited unless specifically approved by the Design Review Committee. In the event of such approval, the flags shall at all times be maintained in compliance with the conditions of approval and in a condition that in the opinion of the Town Manager is acceptable. In this regard it is specifically noted that the following are unacceptable:

- Dirty or stained flags
- Worn or faded flags
- Frayed hems

- Damaged eyelets
- Jointed or frayed ropes
- Corroded flagpoles
- Bent or damaged poles

The Town Manager may give notice to any member to remedy any contravention in respect of maintenance of flags and flagpoles in terms of this clause. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.7 Estate Agent / Broker Boards

Boards erected by Estate Agents or Property Brokers shall comply with the following requirements:

- Boards require the prior written consent of the member (property/unit owner), and Body Corporate, if applicable, a copy of which shall be forwarded to the Town Manager before signs are erected
- Not more than two (2) agents or brokers boards are permitted on any site
- Maximum size shall be 2400 x 1200 mm
- The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times
- Boards shall be removed within three (3) months of erection unless permission is granted by the Town Manager for an extension of the period.

The Town Manager may give notice to any member to remedy any contravention in respect of Estate Agent / Broker boards. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.8 Signage on sites under development

On any site under development, not more than one contractor's board, one professional board (i.e. a board listing the professional and project team employed on the works) and one development board shall be permitted. These shall comply with the following requirements:

- Position and detail of the boards require the prior written consent of the Town Manager
- Maximum size shall be 3000 x 2000 mm
- The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times
- Boards shall be removed within two (2) weeks of first occupation of the building.

The Town Manager may give notice to any member to remedy any contravention in respect of Developer / Contractor boards. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.9 Security Company Signage

Signage erected identifying any security company providing a security / response service to any member's property shall comply with the following:

- Position and detail of the boards require the prior written consent of the Town Manager
- Not more than two (2) security boards shall be permitted per business/tenant on any site
- Maximum size shall be 450 x 450 mm
- The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times

The Town Manager may give notice to any member to remedy any contravention in respect of Security Company Signage. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.10 Directional/Information Signage

Any miscellaneous directional/information signage erected on any property in the Town Centre in any position adjoining or visible from any public area or area vesting in the Management Association shall comply with the following requirements:

- Position and detail of the signage require the prior written consent of the Town Manager
- The signage shall be maintained parallel and plumb and in a clean, undamaged condition at all times

The Town Manager may give notice to any member to remedy any contravention in respect of Directional/Information signage. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

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