

16.0 SIGNAGE, LIGHTING AND GRAPHICS

16.1 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

16.2 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.

16.3 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. 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.

16.4 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.

16.5 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.

16.6 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.

16.7 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 colourfast materials, 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.

16.8 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. Neon lighting is however encouraged on iconic elements only. Moving, flicking or flashing signage, whether in terms of articulated elements of the sign or in terms of lighting, is expressly prohibited.

16.10 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.

16.11 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.

16.12 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 Precinctbody is acceptable.