

16.0 SIGNAGE, LIGHTING AND GRAPHICS

- 16.1 The onus is on the architect to demonstrate to the Committee how any signage placed on a building's façade will form an integral part of the building's architecture. In addition, the building owner and architect will be expected to provide the Committee with a 'signage code' relevant to the 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 prior approval of the Committee. Similarly, the naming of buildings will be at 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 to which the building relates. While this signage may include reference to a corporation, enterprise or organisation, it is not the intention to advertise products on the façade in this zone.
- 16.4 All advertising of professional services and / or product is to be within the leased area of the 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 three.
- 16.6 Neither characters nor items of a sign shall 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 it.
- 16.7 No sign on any façade of a building save with the consent of the Committee in cases of individual design merit, shall 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 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 façade. 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, flickering or flashing signage, whether in terms of articulated elements of the sign or in terms of lighting, is expressly prohibited.
- 16.9 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.
- 16.10 A major reason for purchasing an office park site adjacent to the M41 is to capitalise on exposure to the main route. It is therefore important that companies be permitted to display signage on those façades facing surrounding roads.
- 16.11 In summary, signage must be governed by the following guidelines and any waivers granted by the Committee in this regard will be in terms of considerations of individual merit:
- No company name may appear other than as an integral part of the building's design
 - Pylon signage is expressly forbidden provided that, if designed as an integral part of the main building and not exceeding 12m in height, the Committee may waive this requirement in respect of a single pylon only
 - Only the name of the company having naming rights to the building shall be displayed on the building's façade
 - Where a development has been designed as a series of discrete units or wings of a building, 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
 - Subject to the provisions of 16.12 below, no product may be displayed or advertised
 - All other signage, such as advertising billboards, is expressly





forbidden

- Not more than one sign may be displayed on any one façade of a building provided that the Committee may waive this restriction where the length, proportions and form of the façade merit such waiver

- No sign may project above the point at which the façade of a building meets the roof of the building provided that, in the case of a parapet wall or facade extending above the meeting point of the façade with the roof, the sign may not project above the top of such parapet.

- No characters or items of a sign may exceed 1,2m in height and the sign as a whole may not exceed 10m 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 the parameters

- 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 above

- The favoured fixing method of signs discourages backing boards affixed to a building or signwriting directly onto the façade of a building

- 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 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

- Lighting of signage is to be predominantly in the form of concealed lighting

- Lighting shining directly through the material forming the sign is discouraged and waiver in this regard is to be in terms of specific design merit and in the case of signs designed as integral parts of the building and in terms of established corporate signage codes
- Wherever appropriate, the lighting of the façade of buildings by means of floodlights installed within the landscaping of the property is to be encouraged

- No flashing or moving components on signage is permitted
- 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

- Only in instances of corporate livery or branding will accent colours be used in a sign with such colours being timeless rather than faddish colours that tend to date
- Materials used in the manufacture of signs are to be of high quality, preferably matt finish and of enduring materials and colourings

- 16.12 In the case of components of buildings designed with a retail component (e.g coffee shops), product names and goods may be displayed and the name of the enterprise, undertaking or concern authorised to trade in and display particular products may be displayed once per street frontage of the site
- 16.13 Each site is permitted, 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.
- 16.14 The address of the concern may also 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.
- 16.15 Flood or accent lighting of building façades or elements of the building is encouraged provided that it is in good taste, understated, and forms an integral part of the building and the precinct as a whole. Such lighting will be at the discretion of the Committee and is to be of neutral colouring, with exceptions made by the Committee with regards to iconic elements. The lighting is to be placed so as not to spill excess light into the sky or create any glare on the adjoining street or development. All the lighting is to be from a remote, hidden source or from light fittings designed as an integral part of the building's architecture and/or installed within the landscaping of the property. All lighting on the exterior of a building or in the surrounds of a development on a site is to be of a white light type.
- 16.16 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 Association, is acceptable.
- 16.17 Signs relating to security services contracted on a particular site are to be limited in their numbers and displayed discreetly.
- 16.18 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 façade of a building other than as a conscious expression of the building's