



LA LUCIA RIDGE OFFICE ESTATE : SIGNAGE POLICY

EXTRACT FROM THE DEVELOPMENT MANUAL

9.1 The basic objective in regard to signs and graphics is to create a discreet and restrained yet effective system of identification and information within the overall Estate. General naming, locational and directional signs will be provided by Moreland at several key locations.

9.2 All individual signage must be provided by individual developers on the following basis and approved by the Panel prior to any manufacture or erection of such signage:

9.2.1 A single identification sign identifying the building name or major occupant may be erected at the entrance to any individual site in a position approved by the Panel prior to any manufacture or erection of such signage:

The sign and its support structure must be ground related and designed as an integral part of the building. If freestanding, it may not project off the ground higher than 1,5 m and may not be longer than 2,5 m.

No flashing or moving elements to the sign will be permitted and any lighting of such sign will be permitted only if the light source is not visible.

9.2.2 One exterior identification sign not exceeding 600mm x 300mm for each tenant within a building will be permitted at the entrance to or within the entrance foyer of the building provided it is designed as an integral part of the entrance feature of the building. Such signage may not project above any roof or canopy level or above the ground floor zone. Specific attention to the grouping of such signs as an entity is required based on unifying design elements.

9.2.3 In the case of any building occupied wholly or substantially by a single dominant tenant, no more than 2 designated elevations may carry signage stating the name of the building or group of buildings or the occupant thereof. Such signage must be designed as an integral part of the

building's architecture. Signage to be erected on each designated elevation may comprise either:

- 9.2.3.1 One sign, which may not exceed a height of 1m by 3m. (or 3m²); or
- 9.2.3.2 Not more than two signs, which may not exceed 0,9 m by 1,8 m (or 1,62m²).

9.2.4 In the case where a building is occupied by more than one substantial tenant, particular elevations of the building or group of buildings are to be designated, together with the Design Review Panel and not exceeding 6 such elevations, for signage purposes and subject to the following :

9.2.4.1 No name may appear more than once on any one façade, nor more than twice on the building as a whole

9.2.4.2 Where more than one occupant's name is to appear on any single elevation, not more than two signs may appear on such elevation.

9.2.4.3 No sign may exceed 0,9 m by 1,8 m (or 1,62m²)

9.2.4.4 All signage is to be placed as an integral part of the building's elevation and sufficiently distanced from other signs (or carefully grouped) so as to respect the individuality of each occupant's identity.

9.2.5 Where the proportions of a logo, building name or identification of an occupant does not suit the 3mx1m or 0,9mx1,8m dimensions set out above, the overall area of 3m² /1,62m² will be applied to guide the size of a proposed sign.

Whether 3m² or 1.62m² in extent, a sign must be formatted to read horizontally or vertically. Unless required for reasons of specific design merit, signs reading off the horizontal or vertical axes are not permitted.

No other signage may appear on a building or group of buildings and advertising of any product or service is expressly forbidden. In addition, any slogan or wording not directly related to the explicit identity of an organization, corporation or trading enterprise, is expressly forbidden.

No part of any sign used to portray the name of a building or buildings or the occupants thereof may project above any roof or cornice line of the building and may not interrupt views from any part of the building.

No flashing or moving elements to any sign will be permitted and any lighting of the sign shall be from a remote source and will be permitted only if the source of such lighting is not visible.

Light-box signage (or back-lit signs through translucent material) are not favoured. If a light-box is to be used, it must be a thin backdrop element "floating" off the surface of the façade and so edged as to appear very thin in depth.

- 9.3 No sign may be painted directly onto a building's façade and nor may a signage board be fastened directly onto a façade. Individually cut-out elements of the sign, pin-mounted not less than 15mm from the building's façade (or a backing board which, in turn, must be off-set from the building's façade by not less than 20mm) are favoured.
- 9.4 Monochromatic signs are encouraged (white, sand-blasted glazing, black, silver or grey) and, if the sign is to be coloured, such colours are to be limited in mix and corporate colours are preferred (e.g. midnight blue, burgundy, deep green) while brash or fashionable colours are discouraged.
- 9.5 Where Perspex or plastic is to be used, the thickness of the material must be substantial and rendered in a matt finish.
- 9.6 All directional traffic, parking or control signs, including the reservation of parking, whether in the public or semi-public domain or within private sites but exterior to buildings, are to be of a standard provided by Moreland and affixed as per details approved by Moreland.
- 9.7 Any other identification devices, such as flags, banners or special graphics are discouraged and may only be erected if approved in writing by the Panel.
- 9.8 Signage bearing the advertisement of the security company responsible for a building is subject to the following:
- 9.8.1 All signs must be in a square format and mounted horizontally or on the 45° diagonal;
 - 9.8.2 The size of such sign may not exceed 300 X 300mm;
 - 9.8.3 The material must be 5mm thick Perspex with lettering and logo either screen-printed, vinyl or engraved;
 - 9.8.4 The sign is to be mounted with an orthogonal or 45° diagonal building reference and fixed with a continuous band of double-sided tape set in 8mm from the outer edge;
 - 9.8.5 Only one sign per elevation is permitted with a maximum of four signs per building. They may not be mounted on adjacent corners and may not be positioned more than 1.5m above ground level at any given point.