

SIGNAGE GUIDELINES

DP128-22

AIR RANCH COMMERCIAL PLAZA

LOT 62, BLOCK 1, PLAN 011 0204

A. INTENT

The intent of this Signage Guideline is to set out standards for exterior building signage for the Air Ranch Commercial Plaza.

B. STORE FRONT (FASCIA) SIGNS

Store front (fascia) signs shall be designed in accordance with the following:

1. Signs must consist of individually illuminated channel letters with light transmitting acrylic faces.
2. Fascia signs include those signs mounted on a metal sign rail that sits proud of the building face and designed to ensure signage does not penetrate the building face.
3. Box signs are not permitted, except for corporate logos as secondary signage used in combination with channel letter signage. The box sign must be designed in proportion to the storefront for clarity and readability, and must meet the following criteria:
 - All installations are to be through wall wired (no exposed conduit, supports or junction boxes are permitted).
 - Pre-finished box with light transmitting face of either flex-face or polycarbonate acrylic face.
 - No manufacturer's labels to be visible on the box.
4. Sign backer panels are permitted, up to a max. 2" depth.
5. Signs should be limited to the store name, plus Tenant standard logo, if applicable. Slogans, such as "we sell for less" maybe included, where the slogan is an important part of the Tenant's national advertising program. Product and brand name listings, store hours and similar information should not be included.
6. All tenant signage shall be illuminated
7. Signage area cannot exceed the approved signage areas noted in the approved development permit sign size criteria approved as part of DP128-22.
8. No exposed raceways are allowed.
9. All sign installations are to be to a professional standard with concealed electrical feeds.
10. Signage shall not project more than a maximum of 20cm from the building façade

C. PROJECTING SIGNAGE

Projecting Signage shall be designed in accordance with the following:

1. For Buildings 1-3, a projecting sign shall be required to be located above or adjacent to the main entrance door to each bay.
2. The total area of each projecting sign shall not exceed 1.5m²
3. There shall be a vertical clearance of a minimum of 2.1m from grade from the bottom of each projecting sign
4. Projecting signs shall be integrated architecturally with the building façade