

CHAPTER 8

OUTDOOR ADVERTISING AND SIGNAGE

SIGNAGE

As a mixed use development, Century City needs to accommodate signage that imparts a sense of quality and vibrancy, without detracting from the amenity of the environment. For this reason signage is subject to approval by the Design Review Committee, and must comply with the policy laid down for signage.

Signage should provide easily comprehensible orientation and information. Signs are visual aids that provide a person with information about the local area and how to use it. Such visual information should be aesthetically pleasing and effective as communication. Systematic signage is important to ensure validity of the signage hierarchy over time.

Commercial advertising is an inevitable component of urban signage. It is part of a free enterprise society that promotes competition and choice. Commercial advertising can produce an environment that is lively, colourful and stimulating if carefully managed. But if pursued recklessly such signage can often compete with, and detract from, the quality of the urban environment.

The impact on urban quality and character is the reason why commercial advertising is regulated at Century City. The task of regulation is essentially an aesthetic

one, in which the extent, character, size and position of a commercial sign is measured against the loss of amenity or environmental quality.

Aims of the signage policy are to:

- a) facilitate direction finding, maintain clear communication and promote orientation in the public realm;
- b) impart a sense of vibrancy and interest about the project;
- c) contribute to the quality of the project through the style, image and visual consistency of the signs;
- d) regulate commercial advertising to promote environmental quality and urban character;
- e) prevent a proliferation of jarring/clashing/loud signs and lights which create visual conflict and detract from the urban and natural environment.

Private Realm Signage

All externally located building or site signage must be submitted to the POA and Design Review Committee for approval. For designers pursuing a conventional approach, there are a few simple rules, which are

obtainable from the Century City Property Owners' Association. These include:

- recognition of the hierarchy of signage,
- limits on the number and size of signs,
- relationship of the sign to the architectural form of the building,
- policy regarding naming rights,
- requirements for development and contractor's boards.

Designers who are interested in innovative solutions to signage may submit proposals which must be supported by motivation drawings and photographs indicating the design of the sign. This must

include an explanation of the context in terms of signage precedent and locality, and demonstrate the communication aim, aesthetic merit and technical detail of the proposal.

Public Realm Signage

Signage in the public realm is organized by locality and position in the urban hierarchy which establishes precedence among signs.

This hierarchy comprises:

- Century City as a whole,
- Precincts and zones
- Blocks and streets
- Complexes of buildings
- Buildings
- Temporary signs.

