

Signage Guidelines: 8.7.3 | Revision 0 | October 2010
Signage Design Guidelines for Complexes and Large Buildings

1. In special buildings, large buildings or building complexes, especially where there will be a demand for new and additional signs over a period of time, the property owners will be responsible for the preparation of project specific guidelines for the ongoing control and management of signs.
 2. These special buildings include office, commercial and retail developments, public buildings, and the theme park or any other building or complex where the CCPOA requires project specific guidelines.
 3. This guideline applies to signs on the exterior of the building or group of buildings facing public areas or in some cases the interior public spaces where the interests of the public may be better served by guidelines.
 4. The purpose of the signs is to identify the building and provide information to assist people find it and to provide wayfinding within the building or complex.
 5. Building Names may be derived from the branding or corporate identity of the owner as occupant or the principal tenant, with the agreement of the CCPOA.
6. When project specific design guidelines are prepared, they must include details of the following, *inter alia*:
 - a. The overall intention or logic of the guidelines must be clear.
 - b. The number of signs proposed and the location of each sign, in relation to the streets and entrances.
 - c. The sign's position in relation to the main entrance of the building.
 - d. The size of each sign and an indication of its relationship to the building.
 - e. The size of the sign in relation to its position on the building.
 - f. The reading distances and legibility of the signs.
 - g. The colour combinations, the choice of typeface and other graphic elements.
 - h. The sign viewed under daylight and twilight conditions.
 - i. The sign must suit the character of the building.
 - j. The materials and construction of the signs.
 - k. The illumination of the signs, if applicable.
 - l. The use of pylons, flags and other devices, etc
 7. Where signs are large or otherwise require structural design, a qualified engineer must certify the signs.
 8. Where the building is within a precinct which has guidelines for the design of signs, those guidelines must be taken into account.
 9. Where standard or conventional building name signs may apply to the project, the provisions of Guideline 8.1 are to be taken into account in the preparation of the Project Specific Guidelines.
10. Sign Guidelines must be submitted for approval by the Design Review Committee and the CCPOA.
 11. The proposal must comply with the CCPOA requirements for electronic submissions.
 12. The property owner is responsible for the guidelines and its submission and must endorse the proposal.
 13. The scrutiny fee must be paid when the proposal is submitted.
 14. Once approved, the guidelines will be the basis on which all subsequent sign will be approved.

End. This guideline must be read with Chapter 8 of the CCPOA Rules and Regulations