


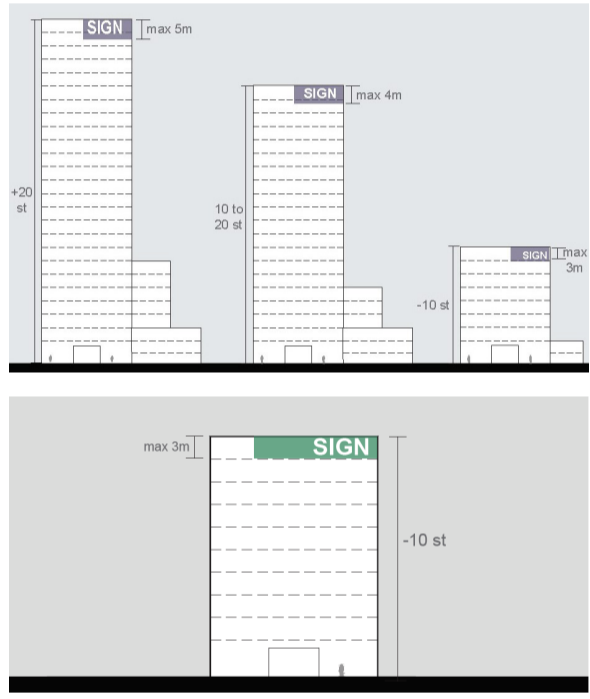
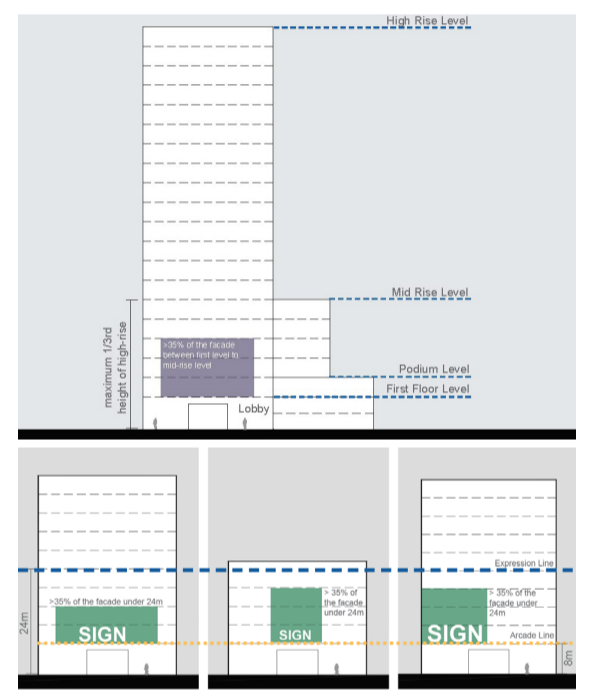
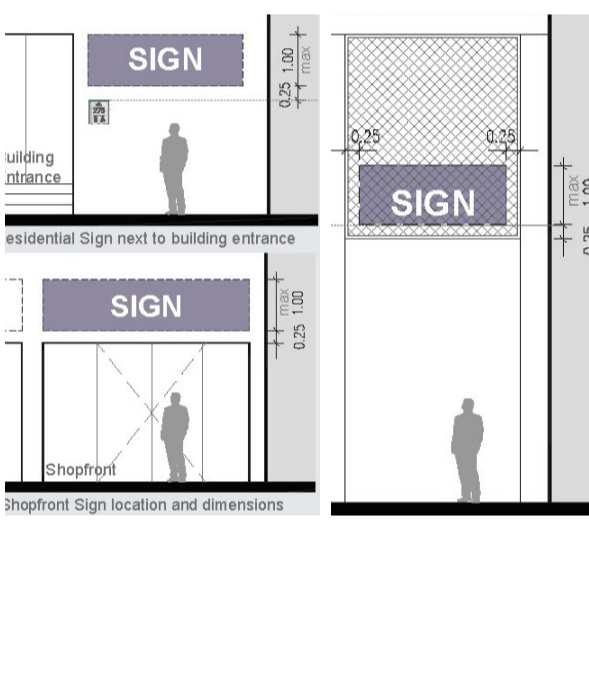





SIGNAGE GUIDELINES

All signage must follow the respective district signage guidelines.

	High Level Signage	Mid Level Signage	Low Level Signage
			
Applicability	<ul style="list-style-type: none"> The logo of the building or of the principle tenant of the building. 	<ul style="list-style-type: none"> Name of building or of anchor store Mid Level signage is only applicable to commercial & mixed use districts. 	<ul style="list-style-type: none"> Individual units which have an entrance
Signage Location	<ul style="list-style-type: none"> Uppermost part of the building, generally on the main facade. 	<ul style="list-style-type: none"> On the podium facade in the case of high-rise buildings or within the 4th floor height in case of mid-rise buildings. 	<ul style="list-style-type: none"> Above the respective entrance
Signage Dimensions	<ul style="list-style-type: none"> The signage text height should be of a maximum of 5m for over 20 storey buildings, 4m (10 to 20 storey buildings), 3m (under 10 storey buildings) and a minimum of 1m. 	<ul style="list-style-type: none"> The text height should not exceed the maximum limit of 4.0m and minimum height of at least 0.50m. 	<ul style="list-style-type: none"> Maximum height of 1m
Signage Position			
Max no. permitted	<ul style="list-style-type: none"> Maximum number of 2 signs per building, one per facade. Only one 'business sign' is allowed. 	<ul style="list-style-type: none"> Only one signage allowed per facade not extending beyond the building face. 	<ul style="list-style-type: none"> Each shopfront can have a single projected wall sign (without backboard) for each entrance. When included in an arcade setting, a secondary sign can be on the arcade.
Design & Material	<ul style="list-style-type: none"> The signage should have individually wall mounted and face illuminated letters and or logos fixed directly to the skin or structure of the building. Flat signs are not permitted. Backboards are not permitted. Signage should be well-designed and should integrate well with surrounding architecture. 		
Not Permitted	<ul style="list-style-type: none"> Signs on the roof are not permitted Advertising signs for lease and/or product sales are banned Multiple brands are not allowed to be communicated at high level on any single building. If the building is a mixed use development with residential establishments, signs are permitted to be displayed on building walls of only commercial floors, not allowed on residential floors 		

LOW LEVEL SIGNAGE

	Examples	Location & Dimension
Projecting Signs		<ul style="list-style-type: none"> Projecting signs permitted only on the ground floor with vertical clearance of 2.5m along pedestrian areas.
Hanging Signs		<ul style="list-style-type: none"> Hanging signs shall be used only at ground floor locations. Should provide at least 2.50m vertical clearance
Free standing / Monument Signage		<ul style="list-style-type: none"> Free standing identification sign must be inside the plot line, no projections into the public realm are allowed. The sign must be setback a by 1.5m from the plot limit. On residential uses a single free standing sign is allowed, with a maximum dimension of 1.5m height to 2.0m width and a minimum of 0.8m height and 0.8m width. On mixed use, religious and civic buildings a single free standing sign is allowed. Plots that face 3 or more streets, a maximum of 2 free standing signs are allowed provided they are located facing different streets. Maximum dimensions for free standing signs on mixed use and civic plots are 4m height to 1.5m width. Stand alone retail plots located on highways can have a multiple sign totem with a maximum height of 8m. This is only allowed by pre-approval and discretion of LREDC.