



BAY WEST

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SIGNAGE CRITERIA FOR BAYWEST MALL

TENANTS ARE REQUESTED TO REFER TO THE DRAWING SPECIFIC TO THEIR SHOP (AVAILABLE FROM THE ARCHITECT) INDICATING THE SIGNAGE POSITION ON THE SHOPFRONT ELEVATION FOR TENANT SIGNAGE :

This specification has been prepared to assist Tenants in their understanding of the overall scheme and obligations as Tenants. Signage is to be provided by the Tenant at their cost and forms an integral part of the design criteria. Whilst the Landlord will take cognisance of the Tenant's wishes, the design of the signage shall conform strictly in accordance with the Landlord's requirements. All signage proposals must be submitted to the Tenant Coordinator and approved by the project architect, whose decision shall be final and binding on all parties.

It is the intent of these criteria to encourage creativity and individuality in sign design through the use of quality materials and to provide guidelines necessary to achieve a visually co-ordinated, balanced and appealing signage environment. However, sign types and materials need not be limited to those recommended.

Adherence to these signage criteria shall nonetheless be vigorously enforced. The Landlord retains full right of approval of any sign used in the centre and no signs shall be installed without the written approval of the Landlord's architects and tenant co-ordinator.

This criteria contains information as to the minimum standard finish of signage, the implementation of, and the general fitting of signage in and around the shop.

The Tenant will be required to appoint a reputable signage manufacturer, to the approval of the Developer. A high level of co-operation between the Landlord and the Tenant will be necessary at all times.

The Tenant should strive to achieve the highest possible standards of design, quality, durability and effective signage. Poor quality design and presentation will not be accepted and should Tenants require professional assistance, such Tenants should approach the signage co-ordinator for advice without delay.

The Tenant and / or his designer is responsible for obtaining the relevant Municipal approval to obtain a license and should be acquainted with the Fire Department's requirements in relation to means of escape, fire and general signage safety.

GENERAL REQUIREMENTS

The tenant shall submit to the landlords architect for approval prior to fabrication, copies of detailed drawings of the signage proposal from a signage manufacturer in colour indicating the following:

- Shopfront elevation showing the location
- Size, section and elevation
- Colour
- Materials to be used
- Installation details
- Illumination type (neon or otherwise illuminated)
- Shop number applicable
- Full details of designer
- Electrical loading in amps and volts

All submissions shall be made not later than 15 days after the Tenant receives the base building drawings and Tenant criteria.

SUCH SUBMISSION SHALL BE MADE AS PART OF THE TENANT SUBMISSION REQUIREMENTS:

- It is the responsibility of the tenant to obtain written approval from the tenant co-ordinator prior to contractual agreement, fabrication and installation of any sign.
- All signs shall be constructed and installed at the tenants expense.
- The tenant is responsible for the fulfilment of all requirements and specifications, including those of the local authority.
- All shop interior, fire signage as required by the project fire engineer, in conjunction with the local fire department shall be provided at the tenants own cost. The type of signage to be installed must be pre-approved by the project architect.
- The tenant shall be liable for any damage caused by the tenant and or his agents to the shopfront, signage bulkhead, mall ceilings and any part of the premises as well as the exterior finishes of the complex, during the installation of the shop signage.
- The tenant shall, if requested in writing by the landlord at the expiry or prior to the termination of the lease remove any signage fixtures and restore the premises to the condition in which they were before the signage fixture was installed.

GENERAL RESTRICTIONS

IT MUST BE EMPHASIZED THAT NO ALUMINIUM BOXED TYPE SIGNS WILL BE PERMITTED AT THIS MALL.

1. Signs are limited to the trading area of the Tenant only. No brand names will be permitted.
2. Temporary signs which are either sign-written or stuck onto the shopfront glass, i.e. Special Offer or Sale **ARE NOT ALLOWED.**
3. Signage affixed to demising walls or other parts of the structure of the building are not allowed, except for external signage as agreed on an individual basis with each Tenant.
4. Moveable signs which are moved into the passages and walkways when the shop is open are not permitted, i.e. banners and A frame stand up signs.
5. NO perpendicular signage, unless a special requirement is made from the Landlord's architects and /or the tenant co-ordinator WILL BE ALLOWED.
6. All signage and graphics will be subject to the approval of the Landlord's architects and / or the tenant co-ordinator.
7. No animation or flashing signage will be permitted.
8. Signage painted directly onto the face of the bulkhead is not permissible.
9. NO polystyrene, flat Perspex, paper or cardboard will be permitted
10. Signage must be illuminated by means of neon, LED or fluorescent tubing. Any other form of external illumination will not be permitted

WHERE ILLUMINATED SIGNS ARE USED, THE FOLLOWING RESTRICTIONS SHALL APPLY:

- If a backlit letter is used, the rear face of each letter shall not be more than 50mm off the shopfront surface material and be projected from an opaque non - reflective surface.

SIGNS, COMPONENTS AND DEVICES NOT PERMITTED:

1. Aluminium boxed or cabinet type signs
2. Cloth, paper, cardboard and similar stickers or decals around or on surfaces on the exterior of the closure line.
3. Noisemaking
4. Moving, rotating or flashing
5. Odour producing

6. Temporary signs on the shopfront, such as "Special Offer", "Sale", etc., are specifically prohibited.
7. Signs and displays which are moved into the covered walkway during trading hours
8. Signage fixed to the demising piers or demising bulkhead except that specifically provided by the Landlord for that purpose
9. No sign, advertisement, notice or other lettering shall be exhibited, painted or affixed on any part of any storefront. Advertorial boards, snapper frames reflecting special deals and or sand blaster glass panels advertising available services and trading hours may be suspended on the inside of the shopfront from the bulkhead or ceiling.
10. All attachment devices, wiring, clips, transformers, lamps, tubes and other mechanisms required for all signs will be concealed
11. No telephone numbers, slogans and brands may be displayed on the shopfront signage – refer to Clause no 11.

SIGNAGE REQUIREMENTS

1. All signage must be illuminated

2. Shaped fabricated, individual or 3 dimensional letters
3. Letters formed / shaped with perspex approximately 50 - 150 mm deep, individually mounted to a backing and illuminated internally with neon tubing
4. The neon may be fitted inside, behind the face of the letter or in pan style as in a dish within the letter and exposed
5. Letters formed on brass, chrome, anodised aluminum, powder-coated or epoxied aluminum mirror or opaque perspex (with perspex returns). All edges must be suitably finished. Letters to be individually mounted on spacebars, approximately 30 - 125 mm proud of the mounting surface. Neon tubing illuminating the lettering from behind, creating a halo effect. Such signs shall be projected from an opaque non-reflective surface
6. Illumination method (signage company or tenant will be responsible for the connection of the signage)
7. Colour graphic with all dimensions
8. Section through, indicating various elements and depth of the sign
9. Fixing method and support (if required) – estimated weight to be indicated
10. Tenants are encouraged to use logos in combination with the shop name

The Tenant shall ensure that his / her public liability insurance will also offer sufficient cover should any person be injured in any way whatsoever (i.e. fire or tripping over illegal signage such as banners or sandwich boards).

The Tenant is responsible for the installation of all escape and fire signs in his / her own store.

All attachment devices, wiring, clips, transformers, lamps, tubes and other mechanisms required for all signage will be concealed at all times.

PLEASE NOTE : ALL TENANTS WILL BE RESPONSIBLE FOR THE ELECTRICAL CONNECTION AT THE BULKHEAD SIGNAGE BY A QUALIFIED ELECTRICIAN. THE LANDLORD WILL ENSURE THAT EACH TENANT HAS A WIRING POINT AVAILABLE IN THE BULKHEAD, CONNECTED TO THE IN STORE DB.

INDIVIDUAL LETTERS

1. **INDIVIDUAL LETTERS INTERNALLY ILLUMINATED – SIGNAGE TYPE 1**
Letters formed and moulded Perspex approximately 50 – 150 mm deep, individually mounted and illuminated internally with neon tubing
 2. **INDIVIDUAL LETTERS BACK – LIT – SIGNAGE TYPE 2**
Letters formed of brass, chrome, anodised aluminium, powder coated or epoxy aluminium, mirror or opaque Perspex (with Perspex returns). All edges must be suitable finished. Letters are to be individually mounted on spacers, approximately 10mm – 15mm proud of the mounting surface. Neon tubing illuminates the lettering from behind, creating a “halo” effect.
 3. **INDIVIDUAL LETTERS REMOTELY ILLUMINATED – SIGNAGE TYPE 3**
Letters formed of moulded Perspex (approximately 50 to 150mm deep) timber, chrome brass, anodised aluminium, powder coated aluminium, epoxy aluminium mirror. All letters must have 50 – 150mm returns, or must be suitable edged and mounted on approximately 15mm spacers proud of the surface. Signage must be illuminated by means of an approved remote spotlight supplied and installed by tenant.
 4. **EXPOSED NEON TUBES – SIGNAGE TYPE 4**
Any exposed neon tube sign.
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EXTERIOR MALL SIGNAGE

TENANTS ARE REQUESTED TO REFER TO THE DRAWING (AVAILABLE FROM THE ARCHITECT) INDICATING THE SIGNAGE PANEL ALLOCATED FOR TENANT SIGNAGE :

All signage must be illuminated with fluorescents, neon or LED

1. Letters formed / shaped with perspex approximately 50 - 150 mm deep, individually mounted to a backing and illuminated internally with neon tubing
2. Non corrosive housing as well as fixtures to be used
3. Any graphics to be guaranteed for a minimum of 6 years – Centre Management will review on a regular basis. Guaranteed to be submitted with proposal.
4. Signage must be to the exact dimensions of the position agreed
5. Electrical point will be provided for each sign
6. Tenant installer will not be permitted to install any sign without the required documentation – the tenant coordinator will submit an approval and site access certificate once the signage proposal is approved. This certificate must please accommodate the signage contractor or NO ACCESS will be permitted on site.
7. When neon is used, a fire mans switch connection will be indicated
8. All joints in material used to be indicated on proposal.

PROPOSAL TO CONSIST OF THE FOLLOWING :

- Elevation of building with the sign in proposed position
- Detail colour dimensioned graphic of sign
- Section through with all various elements & dimensions
- Illumination method
- Fixing method
- Weigh
- Fabrication method
- Guarantees