

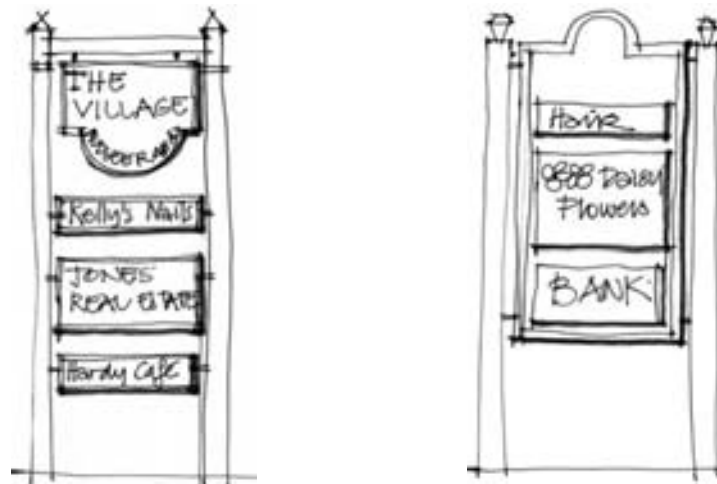


Policy 22: Mudgeeraba Signage Policy

The intent of this policy is to provide guidance in accordance with the provisions of the **Mudgeeraba Village Local Area Plan**. The overriding aim is to maintain the visual amenity of Mudgeeraba Village while balancing the commercial requirements of business owners. This Policy applies to precincts identified on the Mudgeeraba Signage Policy - Signage Precincts Map.

Broad Principles

- Sites that include more than one individual business or complexes containing more than one business should develop a package of signs to accommodate all tenants.
- Signs should not detract from the architectural features of the building and should not dominate the character of the streetscape.
- All signs should be set within a border of heritage colours and/or traditional heritage frame design, which complements the building, its ancillary structures and colour scheme.
- Colours and/or materials used for the frame of all signage should be in keeping with or complement the guide of heritage colours included in this policy. The use of traditional materials such as timber and iron is also considered appropriate.
- Corporate lettering and logos are acceptable. Font styles for signage (where corporate fonts are not used) are to be in a traditional style of font such as Times New Roman, Garamond and Book Antiqua.
- The building or place name (e.g. Mudgeeraba Village) should take prominence over any other sign on site.



An example of heritage borders and frames.



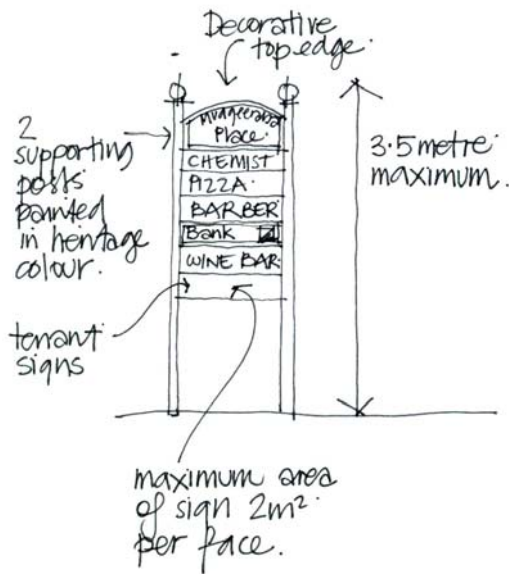
Detailed Guidelines

All Signs

- The maximum area of signage should not exceed 1m² per 1 metre of street frontage of the property.
- The border should cover at least 10% of the signage area.

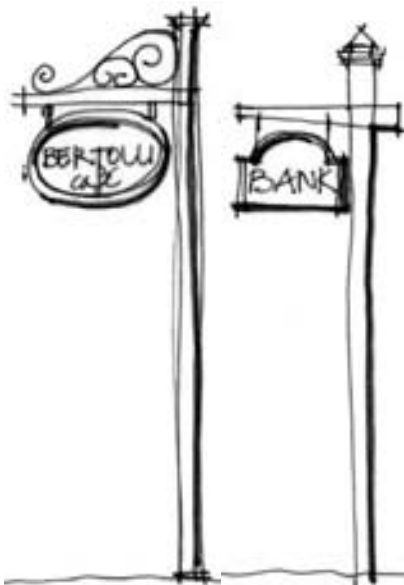
Freestanding Signs

- A single sign is suitable for each development. It should be a maximum height of 3.5 metres or no greater than the highest point of the roof whichever is the lesser.
- This sign should be supported with two posts which are to provide a frame to both edges of the sign. The sign should incorporate a decorative top. If the sign is for a single business only it may be supported by one post and hung to the side of that post with a decorative heritage design.



An appropriate freestanding sign showing the use of commercial logo within the broader sign.

- Signs may contain the identification for a single business or the identification for a group of tenants providing these infill signs are the same size.



Examples of single business freestanding signs – more relevant to Village Heart Precinct.





For the Village Heart Precinct:

- The maximum size of the two-post sign is a combined total of 2m² per single face area of actual sign not including the timber frame per site. Single post signs are to have a maximum of 2 faces and be no more than 800mm² per single face.

For the Outer Village Precinct:

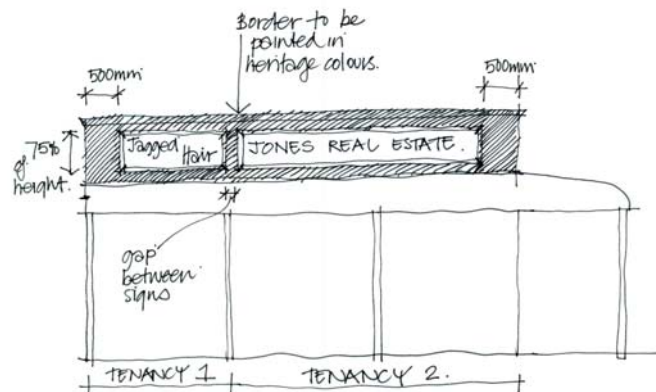
- The maximum size of the two-post sign is a combined total of 5m² per single face area of actual sign not including the timber frame per site. Single post signs are to have a maximum of 2 faces and be no more than 1m² per single face.

Window Signs

- Signs may be applied directly to the glass shopfronts, providing they do not restrict the solar function of the window, as message lettering and graphics only. Non-coloured film and frosting effects are acceptable and are not restricted in size. The message, including graphics, should not obscure more than 25% in total of the single glazed window surface to which it is applied. Signs located behind the windows should not obscure more than 25% in total of the window surface (includes area of signs applied directly to the window).

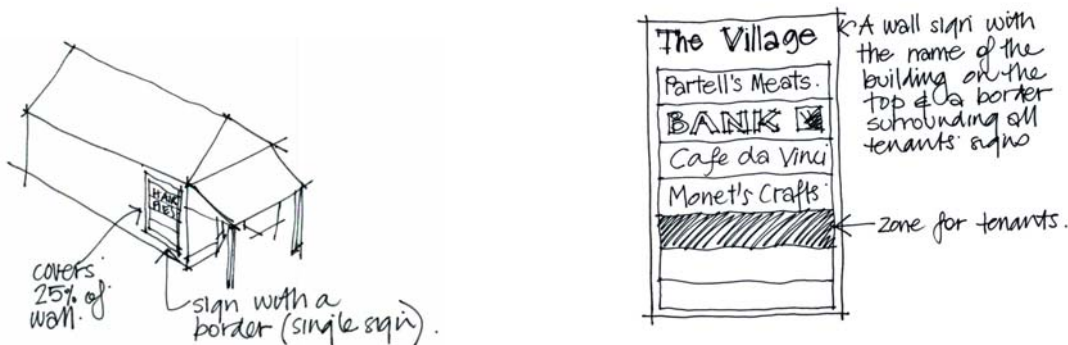
Parapet and Attached Fascia Signs

- Signs are generally appropriate in the parapet/fascia zone of a building providing they each have a heritage border and are set back 500mm from the ends of the parapet/fascia. The signs including the border should cover a maximum of 75% of the area of the parapet/fascia and not extend the full height of the parapet/fascia. The border should cover at least 10% of the 75% signage area. Where a parapet/fascia extends over several businesses, separate signs surrounded with a border should be used for each tenant.



Wall Signs

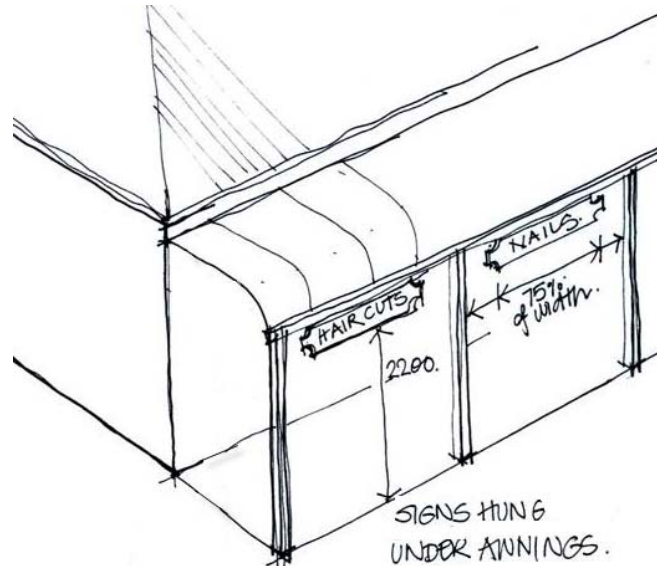
- Signs may be appropriate on walls providing they cover a maximum of 35% of a single plane of wall and providing they are a single sign surrounded with a border. The border should cover at least 10% of the signage area and is included in the total area calculations. Where several businesses are located on the site they should be included in the one sign with the place name located at the top of the sign.





Under Awning Signs

- Signs may be hung from the underside of awning beams provided there is a clearance of 2200mm below the sign. Signs may also be hung under the edge of the veranda roof on the second story provided there is a clearance of 2000mm below the sign. Where the building has post supported awnings, signs should extend a maximum of 75% of the width (the border can extend up to 80%).



Blackboard Signs

- Blackboard Signs may be utilised on the wall or window to advertise specials. Blackboard Signs are included in the overall signage calculation for an establishment. Messages placed on these boards should be temporary. The area of blackboard is to be included in the total area of signage allowed for either the wall or window, however if it is located on a wall it can be a separate sign instead of with the group.

Gable Signs

- Signs are generally acceptable on gables provided that they should not exceed 35% in area of the total gable area.

Internally Illuminated or Neon Signs

- The illumination of a sign should not flash, be animated, and/or cause a nuisance. The luminance level of a sign should not exceed 350 cd/m^2 . Freestanding Signs may be externally lit from up lights within the ground that are located inside the property boundary. External lighting from above may be acceptable if approved by Council.

In the Village Heart Precinct:

- The illumination of signs should only be operating during the hours of permissible business operation.

In the Outer Village Precinct:

- The illumination of signs can be operated during as well as after the hours of permissible business operation.



Signs Which Are Generally Not Appropriate

The following signs are not considered appropriate in **Mudgeeraba Village**:

- Corporate flags;
- Signs on fences;
- Pylon signs (except as described in freestanding signs for a single business);
- Signs mounted to roofs or atop of awnings;
- Billboard signs.

Heritage Colour Guide

The following heritage colours from the **Australian Standard AS2700** colour chart and are acceptable and also provide a guide for colour matching complementary colours and shades:

- Deep Indian Red R64;
- Deep Stone Y55;
- Bottle Green G11;
- Cream Y34;
- Sandstone Y53;
- Biscuit X42;
- Coffee X52;
- Cinnamon X45;
- Charcoal B64;
- Terracotta R52;
- Venetian red R62;
- Cootamundra T45;
- Light Grey Blue B44.



The layout of the signs including the choice of typeface and colour are important elements in making signage appropriate to the character of Mudgeeraba Village.
(Danthonia Designs)



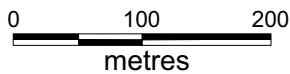
Examples of Appropriate Signage



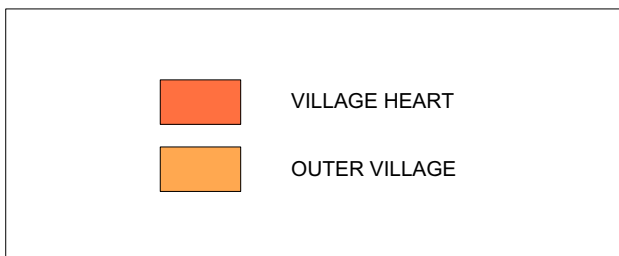
Examples demonstrating how signs can be placed so as not to clutter the footpath or dominate the building.



Examples of appropriate signage where the architecture dominates. The signs are controlled in terms of their size, design, colour and quantity.



Legend



Map Date: 3 September 2009
Map Version: 1.0

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