

EPICENTRE ESTATE

SIGNAGE MASTER PLAN

SECTIONS 48, 83, 84, 85, 86, & 87 FYSHWICK

APPROVED BY NEIL SAVERY,
CHIEF PLANNING EXECUTIVE ON
19 SEPTEMBER 2007



Approved by:
ACT Planning & Land Authority
in consultation with
National Capital Authority

21 May 2007

1. APPLICATION OF SIGNAGE MASTER PLAN

This signage master plan applies to Sections 48, 83, 84, 85, 86, & 87 Fyshwick, described as land bounded by Canberra Avenue, Newcastle Street, the Canberra – Queanbeyan railway corridor, and the eastern estate boundary, which runs between the railway corridor and Canberra Avenue.

The subject land is being developed as 'The Epicentre Estate' consistent with the Industrial Land Use Policies of the Territory Plan. The ACT Government, through the Land Development Agency (LDA), is providing the physical infrastructure including roads, footpaths, services, verge and public area landscaping, street lighting and entry signage.

The development of sites within The Epicentre Estate must be consistent with the purposes set out for the Industrial Land Use Policies of the Territory Plan for Fyshwick (Precinct B – Retail, Warehouse and Commercial Services).

This signage master plan applies to both the public and private domain within The Epicentre Estate. As far as possible, this signage master plan is a self-contained instrument and does not explicitly rely on any other mode of development control or guidance. Terms used in this master plan are defined in Attachment A and the extent of the subject land is defined in Attachment B.

2. STATUTORY REQUIREMENT FOR SIGNAGE

External advertising signs on leased land require the approval of the ACT Planning and Land Authority through the submission of a development application (DA) as prescribed in the *Land (Planning and Environment) Act 1991*, except where exempt under Schedule 1 of the *Land (Planning and Environment) Regulations 1992*, and/or Disallowable Instrument DI2003-251 made under the Land Act. In the case of new developments, signage is to be designed as an integral part of buildings and/or the landscape proposals. All DAs for new development are required to include details of proposed signage, such as, size, content, type and placement of signs.

Proposals for signs within The Epicentre Estate will be assessed against the provisions of this signage master plan. In determining a proposal for signage, the ACT Planning and Land Authority is required to take account of the approved development control plan for the site, outlined in section 3 below.

3. STATUTORY PLANNING FRAMEWORK

Due to its location adjacent to Canberra Avenue, the area covered by this signage master plan is subject to the overarching provisions of both the National Capital Plan and the Territory Plan.

3.1 National Capital Plan

Under part 2.4 of the National Capital Plan (Special Requirements for Approach Routes), Canberra Avenue (between the ACT border and Hume Circle) is defined as an Approach Route. The Special Requirement in Part 2.4 of the plan is that development flanking these routes is of a type and quality complementing the role and status of the city. These requirements apply to all land which fronts directly onto Canberra Avenue and is not more than 200 metres from its middle line.

Appendix H (Part 3) of the National Capital Plan provides design and siting conditions for signs to be erected within those areas of the ACT that come under the direct planning control of the National Capital Authority.

3.1.1 National Capital Signage Principles

The National Capital Authority's interest in The Epicentre Estate's signage is expressed in the following statement of general principles:

- Carefully designed and positioned signs in addition to fulfilling their roles of informing, directing and advertising may positively enhance and enliven Canberra's major commercial and tourist areas and aid in giving imageability and form to the city.
- Conversely, insensitive or poorly designed and constructed signs may detract from the architectural appearance of buildings and adversely affect the pleasantness and general amenity of business areas to a marked degree.
- The benefits to be gained from signs in business areas can only occur if scope exists for innovative, imaginative and responsible design.
- Emphasis should be placed on achieving standards of design and construction commensurate with the amenity and sensitivity of the locality of a particular application.

3.1.2 Development Control Plan

Development Control Plan 171/05/002, which applies to the subject land, was formally approved by the National Capital Authority on 12 July 2005.

Part 2.4.5 requires all signage on the site *'to be in accordance with a signage master plan approved by ACTPLA in consultation with the National Capital Authority'*. Therefore a key outcome of this document is to give effect to the requirements of the approved DCP.

3.2 The Territory Plan

Two features of the Territory Plan have a direct bearing on the development of a signage master plan for The Epicentre Estate, namely its land use and signs policies.

3.2.1 Land Use Policies

The site of this signage master plan is subject to the Industrial Land Use Policies in Part B3 and Broadacre Land Use Policies in Part B10 of the Territory Plan. The Industrial Land Use Policies were changed in July 2003 as a result of Plan Variation 175. Under these policies, the role of Fyshwick is defined as follows:

The role of Fyshwick is to provide for mixed commercial, motor vehicle sales, service and home improvement businesses with a metropolitan catchment; large sites for manufacturing, wholesale, storage and transport related activities requiring good access to the Airport; regional bulky goods retailing with good access to major transport corridors and a cluster for regional food enterprises.

Part of the site is included within Precinct B (Retail, Warehouse and Commercial Services) for which the primary purposes are defined as follows:

- (a) Provide an accessible location for commercial and service activities with a metropolitan or regional catchment.
- (b) Meet the need for a mix of lower rent bulky goods retailing, specialised industrial, commercial and service activities alongside general industry.
- (c) Protect the hierarchy of commercial centres and accessibility for consumers.
- (d) Encourage redevelopment of older industrial sites particularly with high visibility to major roads.
- (e) Provide opportunities for industries and bulky goods retailing requiring a visible location to be located near main transport routes.
- (f) Preserve a viable industrial base which can coexist with more commercially oriented uses.
- (g) Make provision for small scale industrial services which support surrounding industrial activities.

The remaining eastern part of Section 47 Fyshwick is subject to Broadacre Land Use Policies of the Territory Plan.

3.2.2 Signs Policies

Appendix IV of the Territory Plan (Signs Policies) sets out the objectives and controls for external signs. To a large extent it is a performance based system with the focus mainly on outcomes rather than prescriptive controls. These policies are intended to apply to all land covered by the Territory Plan, in a uniform manner, irrespective of the location, type or form of any particular development.

However, Appendix IV acknowledges the fact that some areas, which have, or will have, a visual sense of place with clear edges, and may have a need for a distinct identity, would benefit from a coordinated 'place-based' approach to signage. Consequently provision is made in Appendix IV (Part 2.2) for a signage master plan for a specified area, which may be at variance with the generic controls of the Signs Policies.

This signage master plan is aimed at reinforcing the importance of The Epicentre Estate in contributing to the role of Fyshwick, and the purposes of Precinct B, as well as acknowledging the functional and visual significance of Canberra Avenue for the national capital.

4. THE SIGNAGE MASTER PLAN

The Epicentre Estate Signage Master Plan encompasses the relevant National Capital Plan and Development Control Plan signage requirements together with those of the Territory Plan in a consolidated format.

4.1 Purpose & Principles

The purpose for establishing a signage master plan is to ensure that there are opportunities for advertising and signage to positively enliven and enhance the commercial and business character of The Epicentre Estate.

An important principle of this signage master plan is to encourage an imaginative, innovative and responsible approach to signs and advertising, whilst still maintaining the ability to reject insensitive and poorly designed signage, which may otherwise detract from the architectural appearance of buildings, and the amenity and character of the estate.

This acknowledges the built form objectives of the DCP, which recognise the fact that a range of elements including landscaping, materials, colours and signage, if used proactively, may enliven buildings and avoid otherwise extensive unrelieved façades.

4.2 Master Plan Objectives

The objectives of this signage master plan are to:

- (a) Facilitate the design and erection of an array of imaginative and innovative signage that brings vitality and interest to the estate.
- (b) Ensure that advertisements and signs contribute to the safety, legibility and amenity, of the estate's natural and modified environment both by day and night.
- (c) Ensure that all signage is of a high quality of design and construction and an integral element of the built environment and landscape setting.
- (d) Ensure that advertisements and signs do not compromise the role of the Territory as the setting of the National Capital and Seat of Government of the Commonwealth.
- (e) Ensure that signs are simple, clear and effective in conveying the message and, in the case of private domain signs, they should inspire confidence in the business or product being advertised.
- (f) Ensure that visual clutter is minimized by limiting unnecessary duplication of signage.
- (g) Ensure that signage at points of entry is consistent with the theme of the estate and respect the existing and desired future character of the locality.
- (h) Give careful consideration to the size and proportion of signs on building façades. Large disproportionate signs will not be permitted. All signs must be located below the roofline. Signs that break the silhouette of a building may be acceptable, where such signage is part of a clearly articulated architectural design philosophy, intended to avoid otherwise extensive unrelieved façades.
- (i) Roof signs and large freestanding signs, visible from Canberra Avenue, except for the entry statement, will not be permitted.

- (j) An entry statement, of high quality design, may be erected adjacent to both the Newcastle Street and Canberra Avenue entries to the site.

4.3 Types of Acceptable Signage

The types of signage generally considered to be acceptable in the Epicentre Estate are indicated in Table 1 under the categories of building signs, free-standing signs and temporary signs.

Table 1: Types of Acceptable Signage

Building Signs	Free-Standing Signs	Temporary Signs
<ul style="list-style-type: none"> • Awning/Fascia Sign • Blind Sign • Business Plate • Canopy Sign • Hamper Sign • Projecting Sign • Roof Sign • Stallboard Sign • Under Awning Sign • Vertical Banner Sign • Wall Sign • Window Sign 	<ul style="list-style-type: none"> • Business Plate • Changing Message Sign • Flag Pole Sign • Ground Sign • Information Sign • Lantern Sign • Pole Sign • Pylon/Column Sign • Vertical Banner Sign 	<ul style="list-style-type: none"> • Marketing Sign • Construction Site Fence Sign

4.4 Public Domain Signage

Signage in the public domain (road reserves and un-leased Territory Land) is generally restricted to the traffic control and place identification signs of the ACT Government; place making signage of the estate developer, including: estate entry features directional information, identification signs marking different precincts of the estate; and signs containing information about services and events within The Epicentre Estate.

4.4.1 General Requirements

All public domain signage (other than standard street and traffic signs) is to be designed in accordance with a cohesive and coordinated theme, based on the branding of the estate as the 'Epicentre' and consistent with the Public Domain Signage Theme (Attachment C). This type of signage is to be designed to complement the character of the estate, and located so as not to obstruct sight lines of motor vehicles, or impede pedestrian movement. The number of signs is limited to the number necessary to ensure legible directions and information for visitors to The Epicentre Estate.

4.4.2 Entry Statements

Illuminated entry statements are permitted at the Newcastle Street and Canberra Avenue road entrances to the estate. The design of the entry statements constitutes an integrated composition of signage, other structures and landscaping as illustrated in Attachment D. The placing of the entry statements should ensure that there are neither obstructions to the visibility of vehicles accessing the estate, nor safety hazards for pedestrians or cyclists.

4.4.3 Temporary Signs

Temporary signage is permitted in the public domain to provide general directional, estate marketing and other information. Temporary estate signs will be subject to separate consideration and have a surface area not exceeding 10m². Temporary signage in the Canberra Avenue road reserve or visible from Canberra Avenue which is used for marketing of the estate is not allowed.

4.5 Private Domain Signage

4.5.1 Content

For the purposes of this master plan, content is classified as being: principal, second party advertising, or third party advertising signage.

Principal Signage

The predominant signage of any site is to relate to the:

- (a) Building name.
- (b) Name of occupier/business address, phone/fax/email and web addresses.
- (c) Nature of business conducted on the premises.
- (d) Advertising of goods and services made or provided on the premises.
- (e) Occupier's business logos, trademarks, insignia or emblems.
- (f) Directional information.
- (g) Public notice information.
- (h) Details of any activities held, or to be held, at the place of business.

Second Party Advertising Signage

Second party signs are advertisements for products not initiated on the site but associated with the business in its day to day business activity, for instance: signs advertising particular brands of products sold or distributed.

Third Party Advertising Signage

Third party signs are advertisements:

- (a) Displaying the name, logo and/or symbol of a company or other organization that does not own or substantially occupy the land;
- (b) For a product, activity or event, not sold or occurring on the land; or
- (c) Displaying sponsorship details.

The acceptable locations for these content classifications are shown in Table 2.

Table 2: Location of Principal Second & Third Party Signage

Content Classification	Ground Floor	First Storey	Above First Storey	Free Standing
Principal Signage:	Yes	Yes	Yes ¹	Yes
Second Party Advertising Signage:	Yes	Yes ²	No	Yes ²
Third Party Advertising Signage:	Yes ²	No	No	No
Notation: Yes: Content of sign which may be permitted. No: Content of sign not permitted. Yes ¹ : Signage content limited to building name & corporate logos. Yes ² : Size limited to 2.0m ² or 20% of the area of the sign, whichever is the lesser.				

4.5.2 Performance Criteria

The principles and objectives for signage within The Epicentre Estate are consolidated in the following set of performance criteria:

- (a) Signs shall be of a character and design standard consistent with the objectives and controls for the estate.
- (b) Signs shall not create a hazard to traffic or pedestrians.
- (c) Signs shall complement the streetscape and amenity of the locality by virtue of: size; location; illumination; utilisation of complementary shapes, forms and colours; material durability; and design concepts.
- (d) If affixed to a building, signs shall complement the architectural style of the building and assist in articulating otherwise extensive unrelieved façades by virtue of: size; location; illumination; utilisation of complementary shapes, forms and colours; material durability; and design concepts.
- (e) Signs shall not unnecessarily repeat or duplicate similar signs.
- (f) Signs shall not cause environmental damage to trees or significant shrubs.

The performance criteria form the 'backbone' to this signage plan and are expected to provide the basis for the planning and design of all forms of signage within The Epicentre Estate.

The acceptable standards associated with each form of signage are provided in the following tables as examples of the ways and means by which the above performance criteria can be achieved. However, they should not be regarded as precluding other solutions. Nevertheless, where alternative solutions are proposed, the onus will be on the proponent to demonstrate that the relevant performance criteria are met.

4.5.3 Signs on Buildings

The scale of a sign shall be compatible with the buildings on which it is fixed, as well as nearby buildings, streets and other signs. In most cases, appropriate dimensions can be achieved by restricting signs to façade grid locations or panels. This ensures that the original architectural character (set by the lines of, for instance, awnings, windows, doors and parapets) remains dominant. Signs on buildings should be predominantly located below the roofline (parapet or eaves). Signs that break the silhouette of a building may only be considered, where any signage protruding above the roofline is part of a clearly articulated architectural design philosophy, intended to avoid otherwise extensive unrelieved façades.

The quantitative standards that apply to permanent building signage are shown in Table 3.

4.5.4 Free-Standing Signs

Free-standing signs include all permanent signage in the private domain that is not directly attached to a building. Key design and siting issues for free-standing signs include: their relationship with buildings, in terms of height, mass, distance and design consistency; the

scale and nature of their landscaped setting; their relationship with roads and pathways; and setbacks from adjoining properties.

The quantitative standards for free-standing signs are outlined in Table 4.

Table 3: **Permanent Building Sign Standards**

Type of Sign	Acceptable Standard	
Awning/Fascia Sign	Extent (projection): Thickness: Clearance (bottom of sign & pathway):	3.0 metres (maximum), provided it does not project above or below the fascia. 200 mm (maximum). 2.4 metres (minimum).
Blind Sign	Number: Clearance (bottom of sign & pathway):	1 per building frontage (maximum). 2.4 metres (minimum).
Business Plates (Building)	Number: Extent (surface area):	1 per business (maximum). 0.2 m ² (maximum).
Canopy Sign	Number: Clearance (bottom of sign & pathway):	1 per building frontage (maximum). 2.4 metres (minimum).
Hamper Sign	Maximum thickness:	300 mm.
Projecting Sign	Number: Height: Orientation: Clearance (bottom of sign & pathway):	1 per building frontage (maximum). Not project above height of the building. Vertical. 2.4 metres (minimum).
Roof Sign	Extent: Character: Number:	Contained within the outline of building (actual or created) & consistent with its architectural character. Consist of separate characters & symbols. 1 per building frontage (maximum).
Stallboard Sign	Fixing:	Fitted flush.
Under Awning Sign	Extent: Orientation: Clearance (bottom of sign & pathway): Distance between signs: Maximum dimensions: Side boundary setback:	Not to project beyond awning/verandah. At right angles to building frontage. 2.4 metres (minimum). 3.0 metres (minimum). 2.5m long, 0.6m high, 0.3m wide. 1.5 metres (minimum).
Vertical Banner Sign (Building)	Number: Height: Clearance (bottom of sign & pathway):	1 per building frontage (maximum). Not project above height of the building. 2.4 metres (minimum).
Wall Sign	Location: Extent (surface area): Height: Thickness:	Building façades. 20% of total wall surface. Not project above height of the building. 300 mm (maximum).
Window Sign	Extent (surface area):	25% of glass surface area (maximum).

4.5.5 Temporary Signs

Temporary signs include all private domain signage of a temporary nature, generally providing information about future events or activities. The content of temporary signs shall be limited to information advertising the availability of sites, buildings or units for sale or rent and/or be limited to events pertaining to or conducted within the estate.

Temporary marketing signs with a surface area not exceeding 10 m² and other forms of temporary signage, such as construction site fence signs, will be assessed on their merits and against the performance criteria contained in this master plan.

All temporary signs must be safely constructed and securely fixed to prevent hazards to pedestrians and vehicular traffic.

Temporary signs may be retained for a maximum period of six (6) months unless a longer period has been authorised in writing by the ACT Planning and Land Authority.

Temporary signage in the Canberra Avenue road reserve or visible from Canberra Avenue which is used for marketing of the estate is not allowed.

Table 4: **Permanent Freestanding Sign Standards**

Type of Sign	Acceptable Standard	
Business Plates (Free Standing)	Number: Extent (surface area):	1 per business (maximum). 0.2 m ² (maximum).
Changeable Message Sign	Number: Extent (surface area):	1 per building frontage (maximum). 2.5 m ² (maximum).
Flag Pole Sign	Location: Extent (surface area): Height (flag pole): Side boundary setback:	Within a landscaped setting. 3.0 m ² (maximum). 10.0 metres (maximum). 3.0 metres (minimum).
Ground Sign	Location: Number: Extent (surface area): Height: Side boundary setback:	Within a landscaped setting. 1 per building frontage (maximum). 4.5 m ² (maximum). 2.0 metres (maximum). 3.0 metres (minimum).
Information Sign	Extent (surface area): Height:	0.6 m ² (maximum). 2.0 metres (maximum).
Lantern Sign	Extent (edge dimension of lantern): Height:	500 mm (maximum). 2.0 metres (maximum).
Pole Sign	Location: Number: Extent (surface area): Height: Side boundary setback:	Within a landscaped setting. 1 per building frontage, provided frontage exceeds 60 metres. 4.5 m ² per side (maximum of 2 sides). 4.5 metres (maximum). 3.0 metres (minimum).
Pylon/Column Sign*	Location: Number: Maximum surface area: Extent (surface area): Height: Side boundary setback:	Within a landscaped setting. 1 per building frontage, provided frontage exceeds 60 metres. 8m ² per side (maximum of 2 sides if back to back, maximum of 4 sides if column design). 10.0 metres (maximum). 3.0 metres (minimum).
Vertical Banner Sign (Free Standing)	Location: Number: Height: Banner width: Side boundary setback:	Within a landscaped setting. 1 per building frontage, provided frontage exceeds 60 metres. 10.0 metres (maximum). 1.0 metre (maximum). 3.0 metres (minimum).

* Acceptable standards for pylon/column signs are not to be interpreted as applying in any way to an entry statement.

4.5.6 General Signage Requirements

The following general requirements refer to all signage within The Epicentre Estate.

Animated Signs: Animated signs will be permitted facing the internal road network of The Epicentre Estate, but not on the Canberra Avenue or Newcastle Street frontages. Generally, animated signs with erratic or flashing movements are not permitted. Quality tri vision (where parallel segments rotate at intervals to change a display) and electronic signs with slow movements are acceptable, where no significant adverse effects are likely to adjacent or nearby sensitive uses.

Illumination: Signage illumination is to minimize the light spill into the night sky. An illuminated sign must be designed to make optimum use of energy. At street level, sign illumination is to be consistent with the general level of lighting which illuminates shadows and enhances the safety of adjoining public areas.

Illuminated Signs: Signs illuminated by exposed lamps or neon tubes will only be permitted, where they face the internal road network and do not detract from the architectural quality of the buildings.

Installation Fixings: No support, fixing, suspension or other systems required for the installation of signage shall be exposed, unless designed as an integral feature of the design. Conduits, wiring switches or the mounting of other apparatus shall be discretely placed out of general view.

4.5.7 Signage Consistency

Signage is to be designed and located within a development in accordance with a consistent theme which achieves an acceptable level of unity between all forms of on-site signage, and with the architectural design of the building and landscape character of the open areas of the site. Signage proposals are to be in accordance with a signage plan, to be submitted as a development application for approval by the ACT Planning and Land Authority. The signage plan is to be designed to avoid signage clutter and must identify the number, type, size, content and placement of all signs associated with a development proposal. Signs that do not conform to this approved signage master plan will not be permitted.

Attachment A

GLOSSARY AND REFERENCES

Glossary of Terms

Amenity means those qualities or conditions associated with a site or locality that are conducive to its better enjoyment for any permitted use.

Animated Sign means a sign where parts of, or all of, the sign components move, or tend to move, or create a sequence of movement, either by electrical or mechanical means.

Authority means the ACT Planning and Land Authority.

Awning/Fascia Sign means an advertisement painted or otherwise affixed to the fascia of a building, an awning, verandah or return end of an awning.

Backlighting includes the internal illumination of a sign box and the internal illumination of individual letters or characters comprising a sign, provided that the sign box, letter or character is constructed of translucent and not transparent materials.

Billboard means a sign erected for the purpose of advertising goods or services, which are not being offered on a site on which the sign is erected.

Blind Sign means an advertisement painted on or otherwise affixed to a solid or flexible material suspended from the edge of an awning, verandah or wall.

Block means a parcel of land for which a separate lease has been issued.

Business Plate Sign means a small advertisement identifying the name and/or trade, business or calling of the occupant or business premises. It may be painted or affixed to a wall, or freestanding.

Canopy Sign means an advertisement painted or otherwise affixed to a canopy, whether the canopy is constructed from flexible or solid material.

Changeable Message Sign means an advertisement, which allows the message to be readily changed.

Commercial Building: means a building defined in the ACT Building Manual as Classes V, VI and VII.

Construction Fence Sign means an advertisement painted or otherwise affixed flat on a temporary safety fence of a construction site, usually along a boundary of the site.

Development Application (DA) means an application to the ACT Planning and Land Authority for approval to undertake a development.

Entry Statement means an entry feature, generally comprising one to a maximum of two signage structures, one on either side of an entry road to the estate.

Flag Pole Sign means a fabric sign hung from a pole.

Frontage means the front property boundary - a line separating a public road from a block.

Ground Sign means a monolithic sign, which in effect, sits on or rises out of the ground.

Hamper Sign means an advertisement painted or otherwise affixed between a door head and an awning, or their equivalent heights.

Height of Building means the difference between the mean natural ground level of that length of the side boundary, which is adjacent to the building and the highest point or points or the parapet, eaves or fascia in the case of flat roofs or roofs pitched at less than 45 degrees. Where a roof is pitched at more than 45 degrees the highest point shall be measured to a line midway between the top of the eaves or fascia and the ridge.

Height of Sign means the difference between ground level and the highest point of the sign.

Illuminated Sign means a sign illuminated by exposed lamps or neon tubes.

Industrial Building means a building defined in the ACT Building Manual as Classes VII, VIII and VIIIA.

Information Sign means an advertisement, providing information related to the use of facilities or features of the site, such as entry, exit and parking.

Lantern Sign means a translucent lighting fixture displaying the name and/or trade, business or calling of the occupant.

Main Avenues means the Avenues listed in 2.2 of Part Two of the National Capital Plan.

Pole Sign means a freestanding sign mounted on one or more vertical support, which has a similar surface area and a lower height than a pylon/column sign.

Private Domain means leased Territory Land.

Projecting Sign means a sign fixed to and projecting at right angles to a wall. It is not an under awning sign.

Public Domain means road reserves and un-leased Territory Land.

Pylon/Column Sign means a large display surface with its height being greater than its width. It may be erected on the ground or mounted on one or more vertical supports.

Roof Sign means a sign positioned at the top of a building where the roof remains the predominant backdrop when viewed from the ground.

Sign means any writing (including letter, word or numeral); pictorial representation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); pylon/column; inflatable object; or any other permanent or temporary figure of similar character.

Signage Plan means a plan, submitted as part of a development application, which identifies the number, type, size, content and placement of all signs associated with a development proposal.

Site means a block, except that in the case of blocks which include an access driveway or right of way, the area contained within the access driveway or right of way shall not be included in the area of the block for the purpose of calculating the site area.

Stallboard Sign means an advertisement, painted or otherwise affixed, at the base of a shop front, normally below a shop window.

Storey means that portion of any building including any portion used for the parking of vehicles or any portion capable of being adapted for use as anything other than storage or the installation of fixed mechanical plant or equipment, which is situated between the floor level above, or if there is no floor above, and the ceiling above.

Surface Area of a sign means that entire area within a single continuous perimeter enclosing the extreme limit of writing, representation, emblem, or any figure or similar character, together with any material or colour form an integral part of the display or used to differentiate such sign from the background against which it is placed. In any event, the support or uprights on which such sign is supported shall not be included in determining the surface area of a sign. The surface area of a double-faced sign shall include only one of the sides when:

- (a) The sides are back to back, or
- (b) The sides are divergent but display identical writing or other representation in substantially different directions.

Any additional side of a multi-faced sign shall be included in the assessment of the surface area.

Territory Sign means a sign located with the public domain, which is not a traffic control sign and may include a pole sign, a ground sign, an information sign and a flag pole sign.

Under Awning Sign means an advertisement suspended under an awning or verandah.

Vertical Banner Building Sign means an advertisement of non-rigid material normally fixed at the top and bottom to brackets projecting from a building.

Vertical Banner Freestanding Sign means an advertisement of non-rigid material normally supported at two or more locations from brackets extending from a freestanding pole.

Wall Sign means an advertisement painted, or otherwise affixed flat, to a wall of a building. It includes any sign affixed to the wall that projects above its parapet or eaves thus breaking the silhouette of the building.

Window Sign means an advertisement painted, or otherwise affixed, on the outside of the glass of a display window.

References

ACT Planning and Land Authority (2002) *'Territory Plan'*. Canberra.

National Capital Authority (2002) *'National Capital Plan Appendix H; Design and Siting Conditions, Part 3 Signs'*. Canberra.

National Capital Authority (2005) *'Development Control Plan: Parts Sections 46, 47 and 48 Fyshwick'*. DCP No. 171/05/0002. Canberra.

National Capital Authority (2005) *'Development Control Plan: Parts Sections 46, 47 and 48 Fyshwick'*. DCP No. 171/05/0002. Canberra as amended at 19 Sept 2006.

Legislation

Land (Planning and Environment) Act 1991 (as amended)

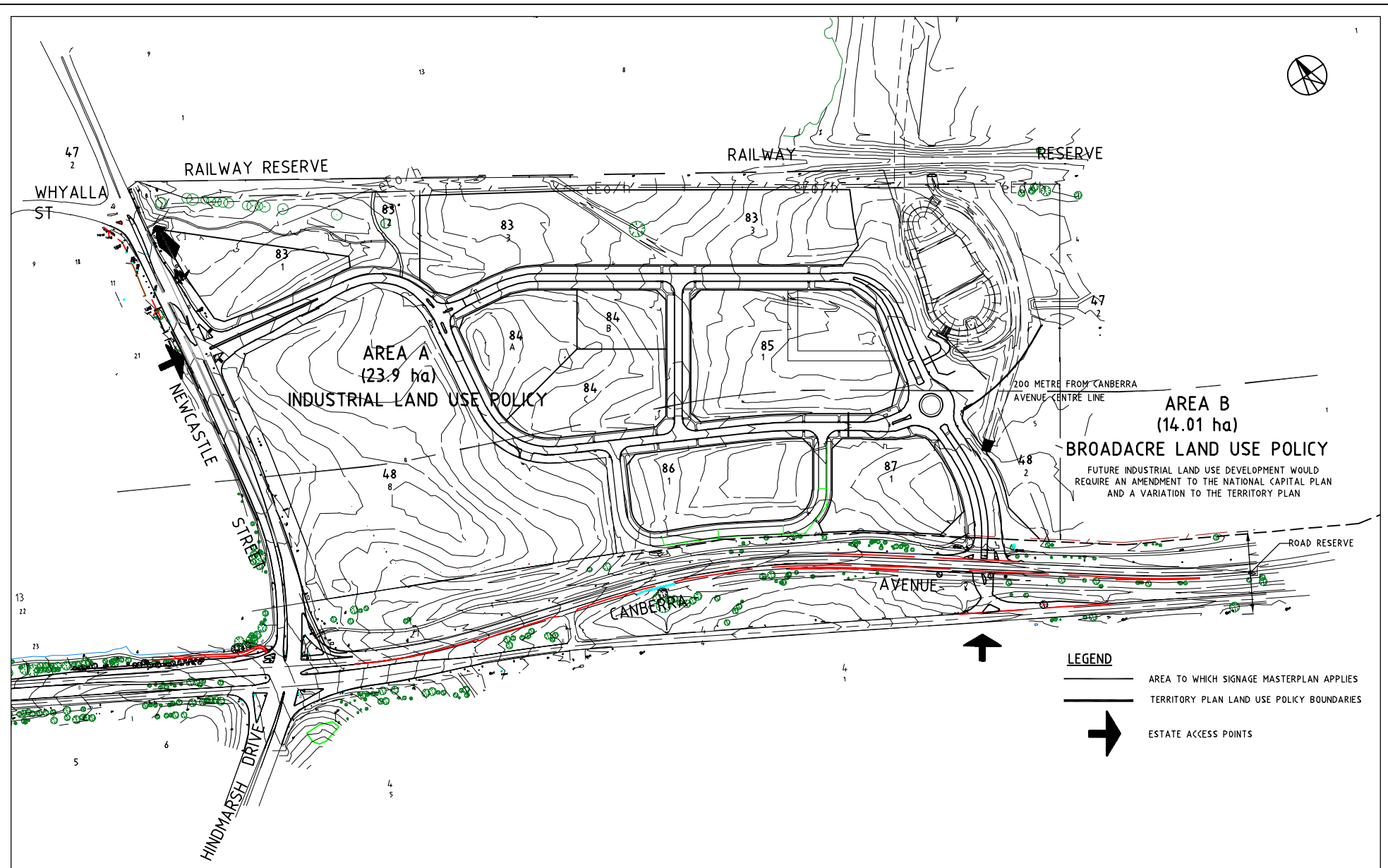
Regulations & Instruments

Land (Planning and Environment) Regulations 1992

Disallowable Instrument DI2003-251 - Land (Planning and Environment) Determination of Criteria for Exemption of Signs 2003.

Attachment B

EPICENTRE SITE PLAN



100 50 0 100 200
SCALE 1:5000 @ A4

REV: B



SIGNAGE MASTERPLAN FYSHWICK SECTIONS 48, 83, 84, 85, 86 AND 87 FIGURE 1 AREA OF APPLICATION

Attachment C

STYLE GUIDE - PUBLIC DOMAIN SIGNAGE



Style Guide



EpiCentre Style Guide

Introduction	3
1. Colour Palette	4
2. Typefaces	5
3. Logo	6
3.1 Logo usage	6
3.2 Exclusion zone	7
3.3 Minimum size	7
3.4 Incorrect application	8

Introduction

Welcome to the EpiCentre Style Guide.

This guide has been developed to ensure the integrity of the EpiCentre style and to maintain a common identity for all EpiCentre collateral items.

This guide outlines the specifications and correct usage for the EpiCentre logo, colours, and typefaces.

1. Colour Palette

Correct use and consistency of colours are vital to maintain the EpiCentre style. The colour palette to be used in the EpiCentre collateral are shown below.

Colour swatches are a guide only, please refer to a Pantone Colour Guide™ for an accurate reference.

Primary Colours



Pantone 130
C: 0 M: 30 Y: 100 K: 0



Pantone Cool Grey 7
C: 0 M: 0 Y: 0 K: 37



Pantone 433
C: 33 M: 3 Y: 0 K: 95



Pantone 391
C: 13 M: 0 Y: 100 K: 33

Secondary Colours



Pantone 368
C: 57 M: 0 Y: 100 K: 0



Pantone 370
C: 56 M: 0 Y: 100 K: 27



Pantone 370
C: 43 M: 0 Y: 100 K: 56



Pantone Warm Red
C: 0 M: 75 Y: 90 K: 0



Pantone 201
C: 0 M: 100 Y: 63 K: 29



Pantone 299
C: 85 M: 19 Y: 0 K: 0



Pantone 370
C: 100 M: 30 Y: 0 K: 20



Pantone 370
C: 100 M: 80 Y: 0 K: 26

2. Typefaces

The typefaces featured in the EpiCentre style have been chosen for readability as well as visual appeal.

Main headings for EpiCentre publications are in Cholla Sans Bold.
Sub headings are suggested to be in Cholla Sans Regular or The Sans Bold.
Body copy is The Sans Light.

Cholla Sans Bold	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqr stuv wxyz 1234567890! @# \$\$%&
Cholla Sans Regular	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqr stuv wxyz 1234567890! @# \$\$%&
The Sans Bold	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqr stuv wxyz 1234567890! @# \$\$%&
The Sans Light	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqr stuv wxyz 1234567890! @# \$\$%&

3. Logo

3.1 Logo Usage

The EpiCentre logo comprises of two elements, the radial circle and a text block, as demonstrated below. It can be produced in full colour or mono.



The elements must appear as one component, however in some cases the radial lines may be used separately to create a graphic device. When using the radial lines as a graphic device, the width of the lines and visual spacing must be kept in their original proportions and be equal to the EpiCentre logo radial lines if placed in the same page.



3. Logo

3.2 Exclusion Zone

An exclusion zone has been established to ensure the dignity of the design is not jeopardised through crowding. This zone is defined as 'X' and is based upon the height of the lower-case letters of the 'EpiCentre' text.



3.3 Minimum Size

The minimum size for the EpiCentre logo is 25mm wide.



3. Logo

3.4 Incorrect Application

Consistency in the application of the logo is critical, therefore the integrity of the logo must be maintained at all times. The examples below show how the design is NOT to be used.

Never tilt or skew the design



Never enlarge or alter in proportion any part of the design



Always place the logo on white



Always use the logo at 100% opacity



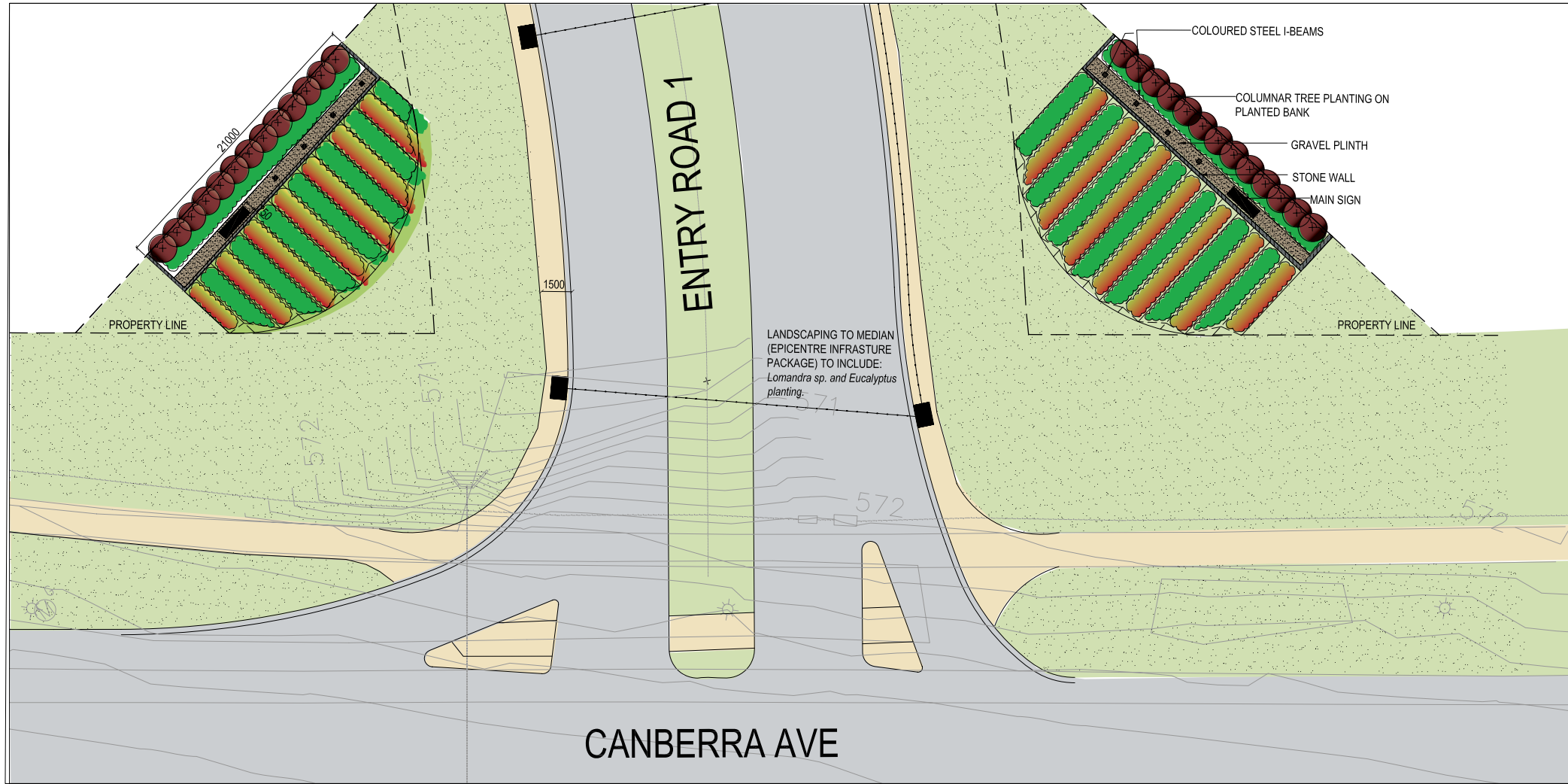
Attachment D

ENTRANCE FEATURE

D1: LANDSCAPE PLAN – PLAN VIEW



SCALE 1:400



SCALE 1:400



LOCATION MAP

NTS

LEGEND	
	MAIN SIGN AND COLOURED I BEAM
	GRANITE GRAVEL PLINTH
	BLACK STONE WALL
	BACKGROUND TREE PLANTING 'Acer platanoides, Crimson Sentry' UNDER PLANTED WITH Grevillea 'Raptor'
	CONTRASTING PLANTING BANDS 'Dianella 'Little Rev' Phormium 'Thumbelina'
	GRASSING

MAY 2006
0332 - L01 D

SCALE AS SHOWN @ A3
A - CLIENT REVIEW 27.02.06
B - AGENCY REVIEW 16.03.06
C - DA SUBMISSION 05.05.06
D - DA AMENDMENTS 31.05.06

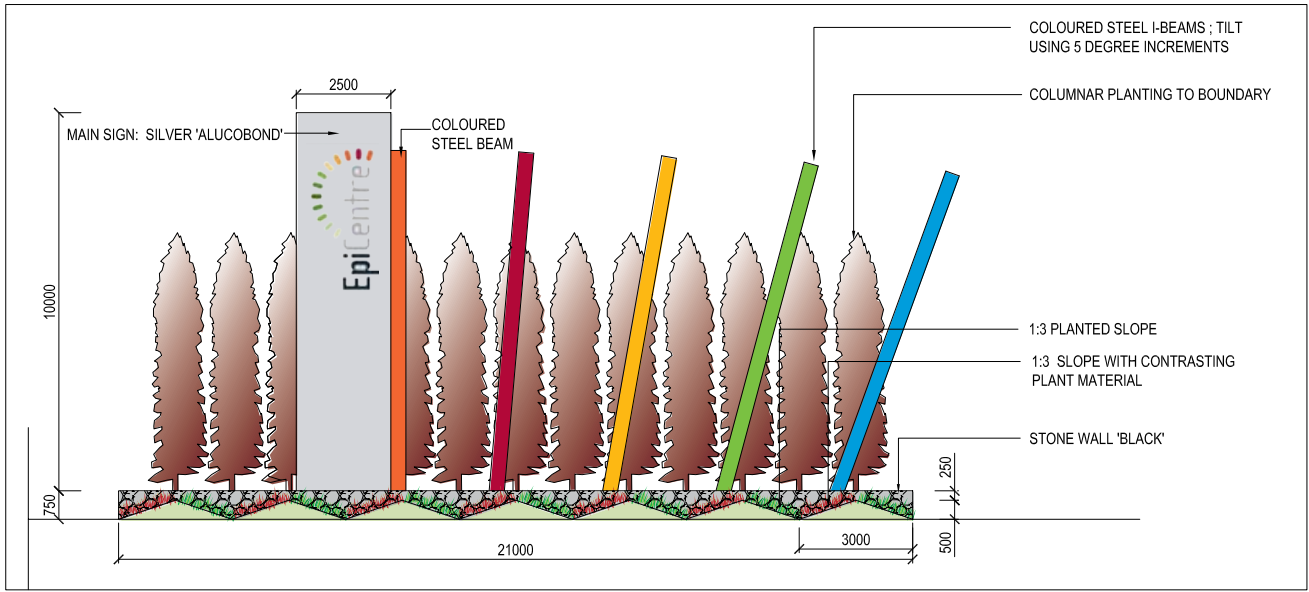


EPICENTRE ENTRANCE FEATURE LANDSCAPE PLAN

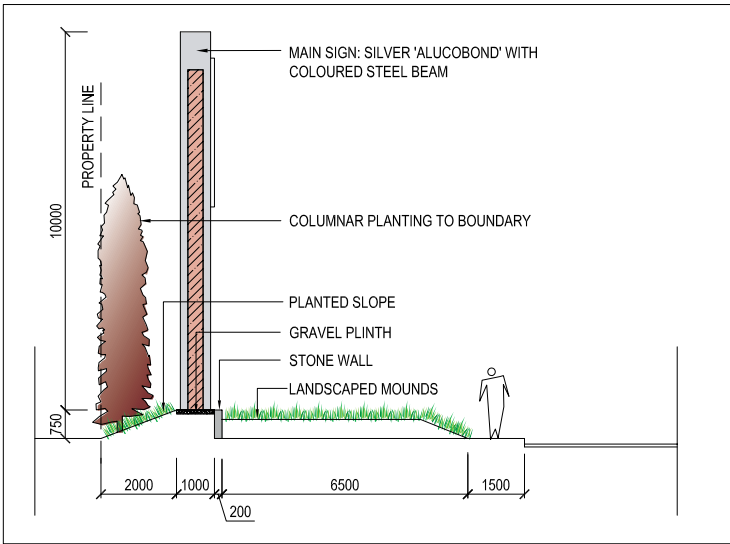


ENTRANCE FEATURE

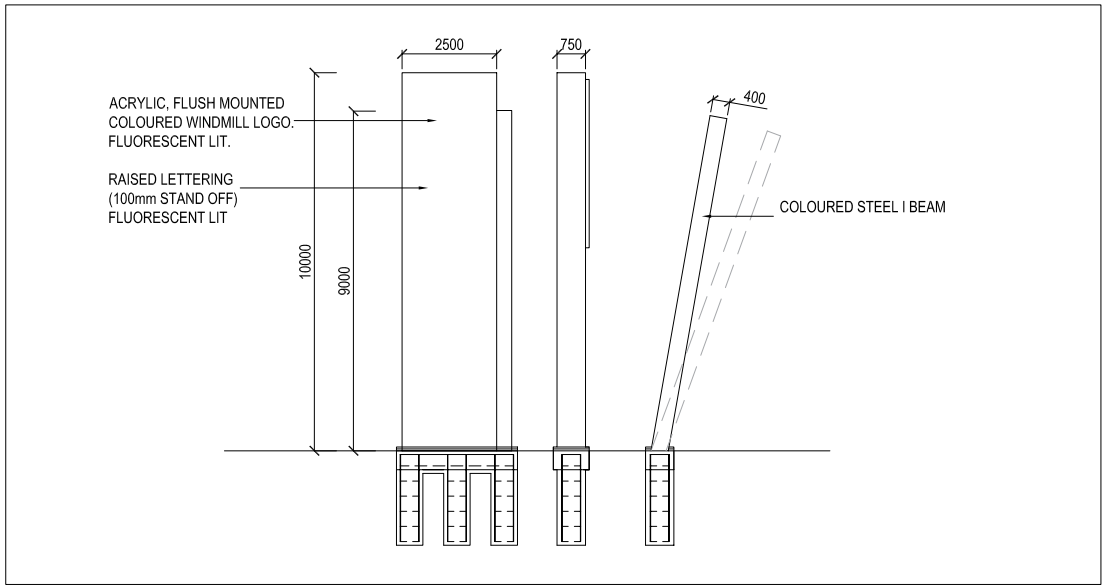
D2: LANDSCAPE PLAN – SECTIONS



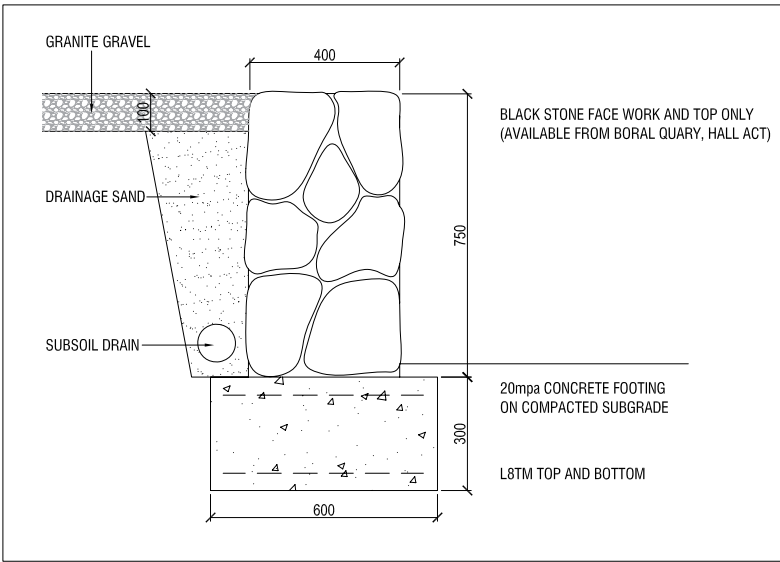
TYPICAL SECTION ELEVATION
SCALE 1:200



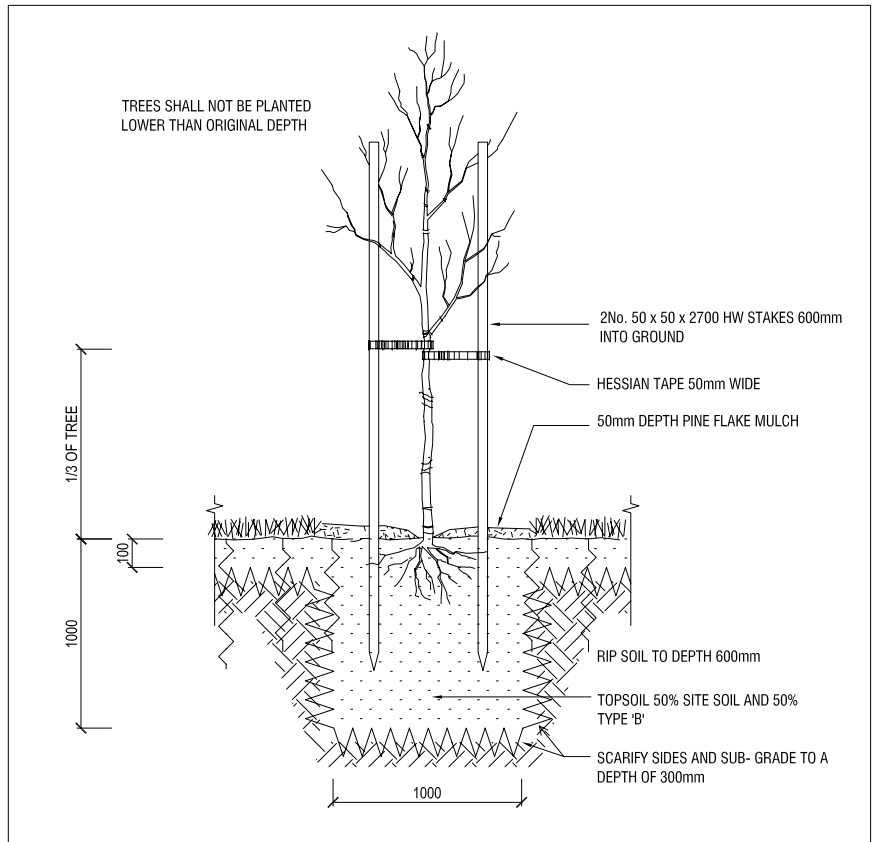
TYPICAL SECTION ELEVATION
SCALE 1:200



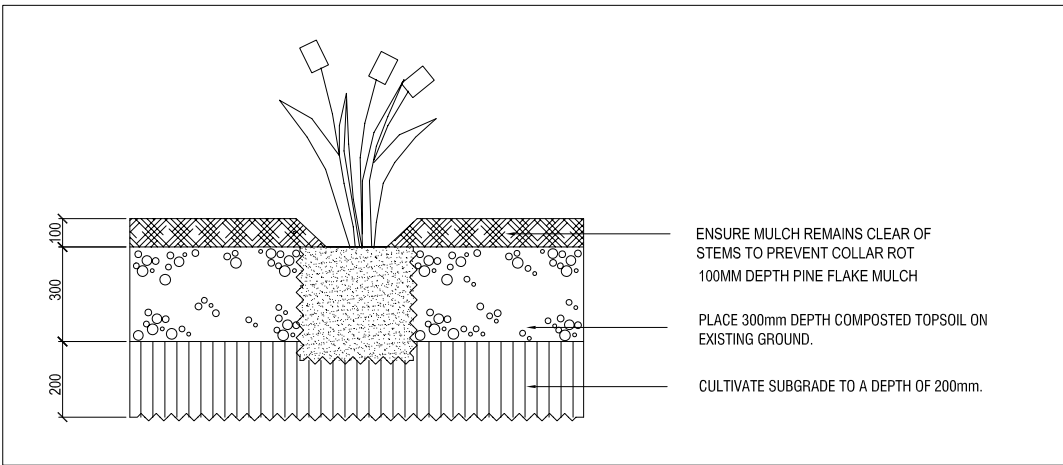
FOOTING DETAIL
SCALE 1:200



STONE WALL DETAIL
SCALE 1:20



TREE PLANTING DETAIL
SCALE 1:40



SHRUB DETAIL
SCALE 1:20

ENTRANCE FEATURE

D3: MATERIALS BOARD

SIGNAGE



MAIN SIGN
MATERIAL : 'ALUCOBOND'
COLOUR : METALIC SILVER



SIGN LOGO
MATERIAL : ACRYLIC COLOURED 'ARC' FLUSH MOUNTED
- BACK LIT FLUORESCENT LIGHTING
ACRYLIC LETTERING RAISED 100mm
- BACK LIT FLUORESCENT LIGHTING
COLOUR : SEE ABOVE



Pantone Warm Red
C: 0 M: 75 Y: 90 K: 0



Pantone 201
C: 0 M: 100 Y: 63 K: 29



Pantone 130
C: 0 M: 30 Y: 100 K: 0



Pantone 368
C: 57 M: 0 Y: 100 K: 0



Pantone 299
C: 85 M: 19 Y: 0 K: 0

COLOURED STEEL 'I' BEAM
FINISH : 2 PACK PAINT FINISH
COLOURS : SEE ABOVE

LANDSCAPE



PHORMIUM THUMBELINA



DIANELLA 'LITTLE REV'



GREVILLEA 'RAPTOR'



ACER PLATANOIDES 'CRIMSON SENTRY'



'BLACK' STONE WALL