



# middys

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## RETAIL SIGNAGE ALLOCATION GUIDELINES

Issue G — 24 June 2009



## TABLE OF CONTENTS

TABLE OF CONTENTS	2
OVERVIEW	3
OVERVIEW	4
MINIMUM REQUIREMENTS	5
MINIMUM REQUIREMENTS	6
TYPICAL TENANCY	7

## PURPOSE OF GUIDELINES

1. To create a friendly and convenient shopping atmosphere that will excite and attract trade while contributing to the image and environment of Middy's Retail Complex and the surrounding streetscape.
2. To establish design guidelines that set minimum design standards for tenant signage and merchandising.
3. To reinforce the vitality of the development and the retail experience while supplying tenants with sufficient opportunity to attract customers.

## GENERAL PRINCIPLES AND DESIGN PHILOSOPHY

Tenants are to identify their premises at their own expense while maintaining a high standard that is reflective of the architecture and dynamic ambience of Middy's Retail Complex precinct.

## SIGNAGE SUPPLIED BY TENANTS

All tenants occupying premises at Middy's Retail Complex will be required to provide their own signage. A position will be allocated for a sign above the premises entry

Tenants should ensure they follow the design guidelines on the pages that follow. All signage designs are to be approved in writing by Middy's Retail Complex Management or their appointed representative before construction and installation.

## SIGN LOCATIONS, SIGN TYPES & LICENSING

Tenants should provide additional signage to enliven the retail experience within their store environment and provide an active, engaging shopping experience. Internally illuminated signage preferred.

The locations have been approved as part of the 'whole of project' signage licence package by the Sunshine Coast Regional Council. Tenants should apply to the Sunshine Coast Regional Council for any additional signage locations which face out of their tenancy, prior to construction and installation. Note that these additional applications may be rejected by the Sunshine Coast Regional Council based on the area of signage approved in the existing 'whole of project' signage licence package.

All signage designs are to be cleared by Middy's Retail Complex. Additional signs on the internal walls and dividers within the store such as back lit posters/transparencies illustrating products are also recommended. It is suggested tenants locate an illuminated sign above the point of sale area and to the rear of the store in order to create points of focus and visual depth. All costs involved with licence application, approval and signage production and installation are to be met by the tenant.

## NON ALLOWED SIGN LOCATIONS

This signage should not sit in front of the shop front glass and should not be applied to the front or rear of the glass in vinyl or other similar method. No placards, banners or pennants are allowed.

Signage on footpath outside lease line is not allowed (E.g. A-frame street boards). Dining furniture may be permitted beyond lease line for cafes/restaurants occupying premises in designated locations. If approved, all furniture designs and seating layouts must be cleared by Middy's Retail Complex Management and must meet the requirements and safety standards of the Sunshine Coast Regional Council.

### SIGN LIGHTING

Internal and halo lighting of signage is preferred but spotlighting is not allowed. Shop front and internal lighting should be free from glare and light sources must not be visible from outside the store.

All fluorescent lighting must be recessed and behind an opal diffuser. Animated, flashing or strobe lighting is not allowed. All electric signs must conform to Australian Standards and be connected to power supplies by a qualified electrician. All sign wiring, conduit and transformers are to be concealed.

### FITTINGS AND FIXINGS

High quality fittings and fixings should be used. This is important to prevent corrosion and staining of external paint work. Power feeds and control wiring should be hidden from public view and be customer friendly if within customers reach.

Any sign to which the lessor has consented must be properly maintained and kept in a good state of repair and appearance by the relevant lessee. The lessor may withdraw it's consent to any sign which the lessor considers has not been properly maintained and kept in a good state of repair and appearance.

### NON ALLOWED SIGN TYPES

1. Temporary sandwich boards.
2. Flashing or rotating signs.
3. Off-premises third party advertising - signage promotion products or services not sold on the premises.
4. Temporary or permanent paper messages stuck to shop front or glass (photocopied, laser printed or handwritten etc).
5. Spruiking or announcing.
6. Inflatable signs or balloons \*
7. Sales messages on glass over and above the licensed sign area.
8. With exception of the public notice board as provided by Middy's management.
9. The lessor may remove a sign to which it has not consented at the expense of the relevant lessee.

\* Except where previously approved by Middy's Retail Complex Management.

NOTE: Annual Council licensing fees (if applicable) are payable by the tenant.

### **FIT OUT GUIDELINES**

In addition to the Retail Signage Guidelines, lessees must comply with all requirements of the lessors Fit Out Guidelines. Sections of the Fit Out Guidelines relating to signage are outlined for further reference.

### **SIGNAGE**

Lessees shall submit to the Tenancy Coordinator for approval coloured drawings showing all proposed signs to be erected on the premises.

Drawings submitted for approval shall clearly show graphic as well as construction and attachment details for all signs, including electrical load requirement and brightness.

No sign may be erected unless approved by the Lessor. The following criteria have been established for the benefit of all Lessees of the centre.

### **GENERAL REQUIREMENTS**

1. All shop front, entrance and store identification signage shall be subject to the approval of the Lessor.
2. All signs shall be constructed and installed at the Lessee's expense.

### **DESIGN REQUIREMENTS**

1. Lessees are encouraged to have signs designed as an integral part of the shop front design with letter size and location appropriately scaled and proportional to the overall shop front design.

### **ELECTRICAL SIGNAGE**

1. All signs and installation shall comply with all applicable building and electrical codes.
2. No exposed raceways, ballast boxes, crossovers or conduits will be permitted.
3. All cabinets, conductors, transformers and other equipment shall be concealed. Visible fasteners, cables, joiners, flex and hangers will not be permitted.
4. All shop front and signage lighting shall be controlled by time clock mounted in your tenancy switchboard illuminated during centre trading hours only.
5. Electrical and illuminated signage must be illuminated from sunset to sunrise seven(7) days per week.

### **CONSTRUCTION AND INSTALLATION REQUIREMENTS**

1. All exterior sign materials shall be non-corroding.
2. All exterior letters or signs exposed to the weather shall

be mounted at least 20 mm from the building wall to permit proper dirt and water drainage.

3. All metal in letters shall be fabricated using full-welded construction.
4. Location of all openings for conduits and sleeves in sign panels or building walls shall be indicated by the sign contractor on drawings submitted for approval.
5. All penetrations of the building structure required for sign installation shall be neatly sealed. External signs are to be sealed in a watertight manner.
6. No labels will be permitted on the exposed surface of signs except those required by local ordinance which shall be applied in an inconspicuous location on the under face of the hamper.
7. Retainers used at the perimeter of sign letter faces shall match in colour and finish the face or sides of the sign.
8. Sign contractors shall repair any damage caused by their work.
9. The Lessee shall be fully responsible for their sign contractors.
10. Threaded rods or anchor bolts may be used to mount sign letters, which are spaced out from a background panel, but please consult Project Builder as to suitable fixing systems.
11. Service access to the rear of the sign mounting face must be possible.

## MINIMUM REQUIREMENTS

### COMMENTS AND QUESTIONS

For any comments and/or questions relating to the information provided in this document, please contact the Manager of Middy's Retail Complex on the details below.

Name: Tom McLean  
Phone: 0414 300 224  
Email: [tom@mcleannet.com.au](mailto:tom@mcleannet.com.au)

## Illuminated Tenant Signage

NB: Signage structures to be provided by TBC

### A Main Structure

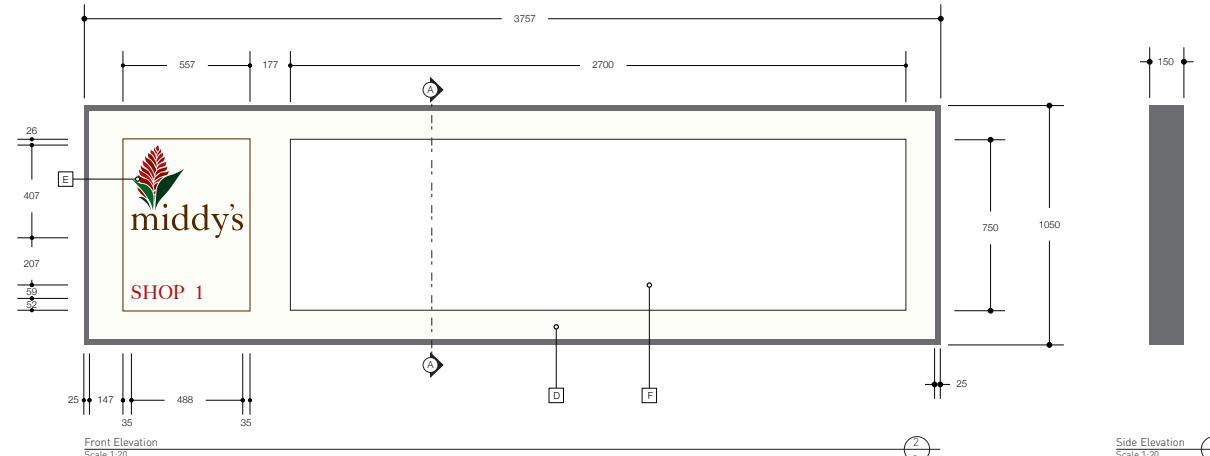
Fabricated aluminium lightbox with internal illumination.

### B Fluorescent Tubes

T5/T8 or similar tubes to be used.

### C Sign Face

10mm high impact opal acrylic cut to size and installed as shown.



### D Vinyl Face

Blockout vinyl to be printed, cut and affixed to sign face.

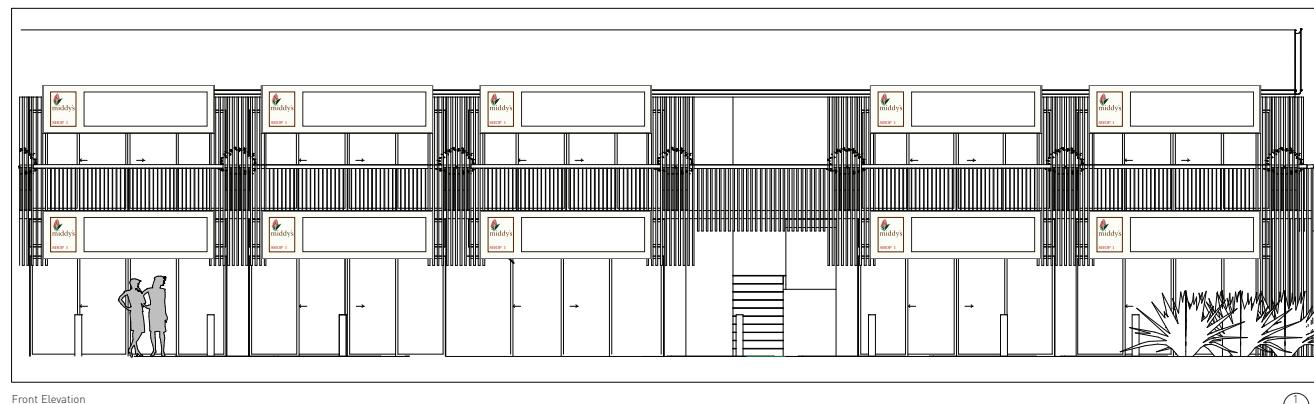
### E Branding Panel

Vinyl cut logo and text to be face applied to sign face. UV resistant vinyl to be used.

### F Tenant Allocation

Space for tenant logo 2700 x 750. Where the tenant logo/graphic is not on a coloured background or does not fill the entire area, then it must be printed and affixed to sign face with white area as drawn.

## TYPICAL TENANCY



**Illuminated Tenant Signage**

NB: Signage structures to be provided by TBC

**A Main Structure**

Fabricated aluminium lightbox with internal illumination.

**B Fluorescent Tubes**

T5/T8 or similar tubes to be used.

**C Sign Face**

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**D Vinyl Face**

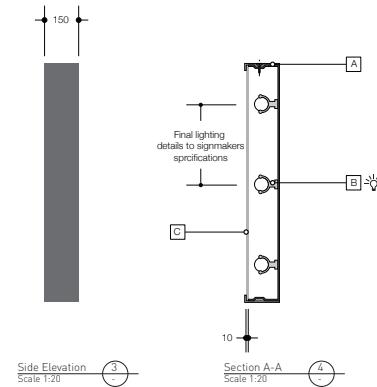
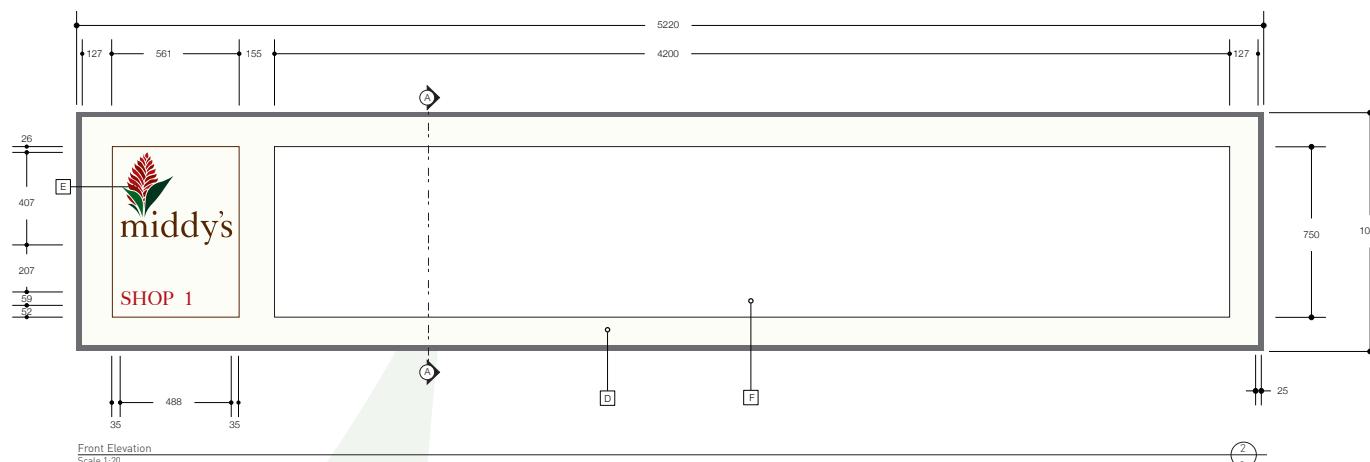
Blockout vinyl to be printed, cut and affixed to sign face.

**E Branding Panel**

Vinyl cut logo and text to be face applied to sign face. UV resistant vinyl to be used.

**F Tenant Allocation**

Space for tenant logo 4200 x 750. Where the tenant logo/graphic is not on a coloured background or does not fill the entire area, then it must be printed and affixed to sign face with white area as drawn.



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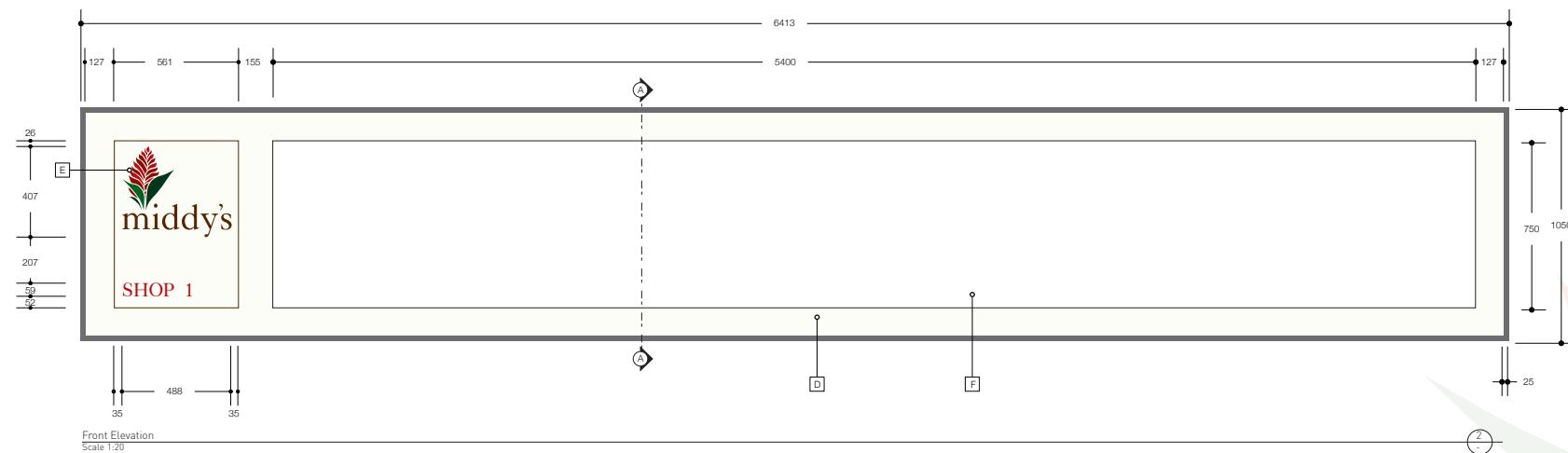
Blockout vinyl to be printed, cut and affixed to sign face.

### E Branding Panel

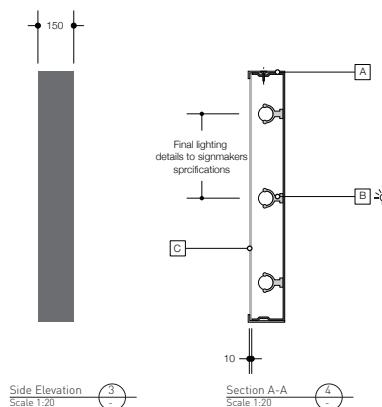
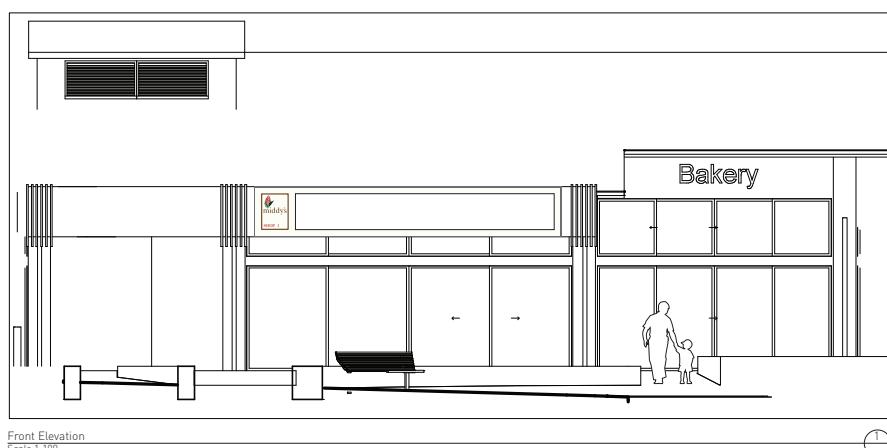
Vinyl cut logo and text to be face applied to sign face. UV resistant vinyl to be used.

### F Tenant Allocation

Space for tenant logo 5400 x 750. Where the tenant logo/graphic is not on a coloured background or does not fill the entire area, then it must be printed and affixed to sign face with white area as drawn.



## TYPICAL TENANCY



Section A-A  
Scale 1:20

## TYPICAL TENANCY

### Non Illuminated Tenant Signage

NB: Signage structures to be provided by TBC

#### A Main Structure

Fabricated aluminium frame from 20x20x3 square edge box section (SHS).

#### B Sign Face

2mm aluminium sheet cut and folded to size as specified in sign type drawings.

#### C Angle Frame

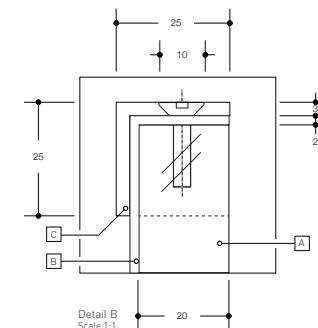
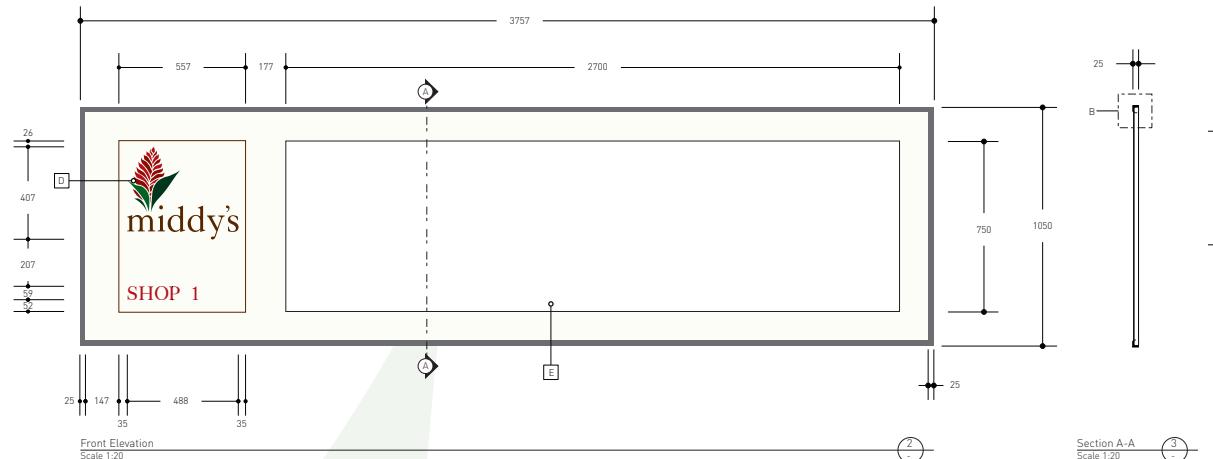
25x25x3 aluminium angle frame.

#### D Branding Panel

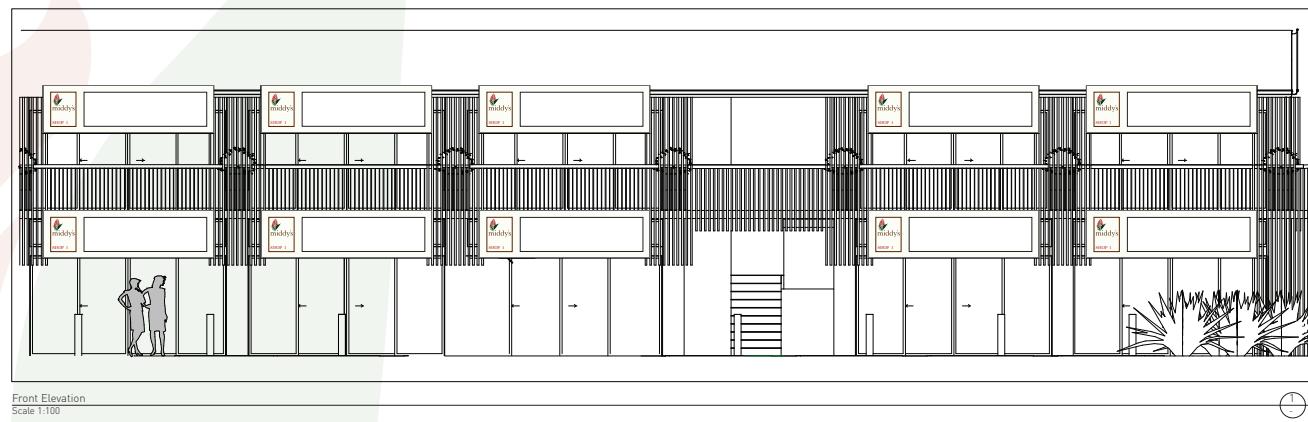
Vinyl cut logo and text to be face applied to sign face. UV resistant vinyl to be used.

#### E Tenant Allocation

Space for tenant logo 2700 x 750. Where the tenant logo/graphic is not on a coloured background or does not fill the entire area, then it must be printed and affixed to sign face with white area as drawn.



Detail B  
Scale 1:1



Middy's Retail Complex  
Page 10

## TYPICAL TENANCY

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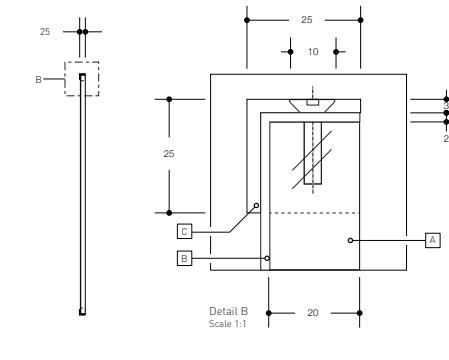
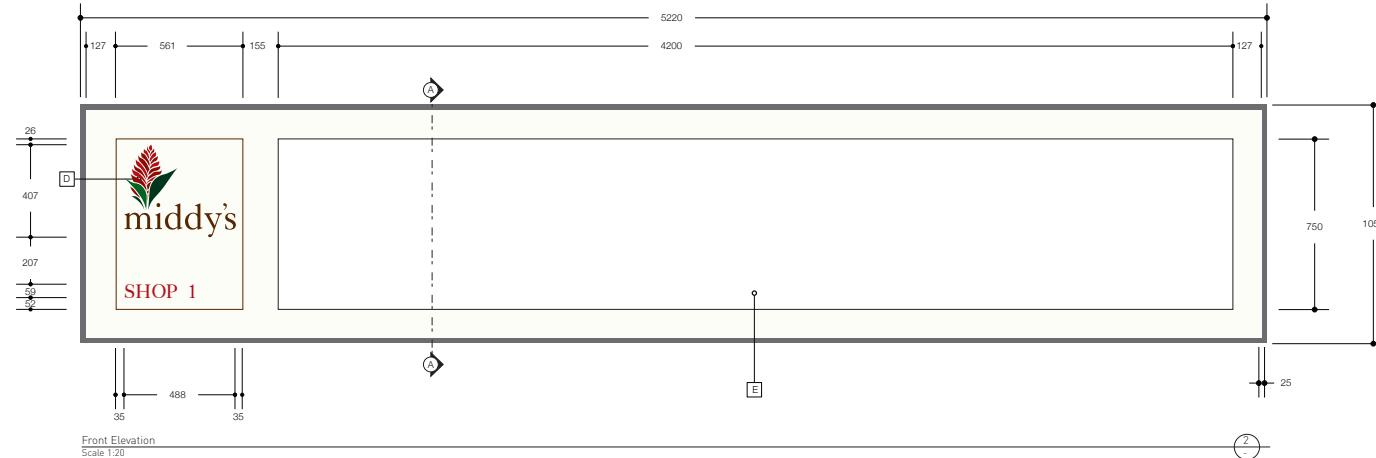
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