
SIGNAGE POLICY

Purpose

The Archerfield Airport Corporation (AAC) signage policy ensures a thoroughly integrated and appealing approach is applied to all site and street signage (including advertising) throughout the airport.

Overview

Archerfield Airport is developing and delivering a premier general aviation metropolitan airport that reflects its objectives for high quality amenity, development and business on airport as endorsed by AAC development guidelines.

This Policy aims: to ensure that signage is:

- compatible with the desired amenity and visual character of the airport;
- effective communication in suitable locations;
- high quality design and finish; and
- constructed, installed and maintained to essential safety standards.

This policy also includes time-limited consents for the display of certain advertisements, however does not regulate the content of signage and does not require consent for a change in the content of signage.

To ensure the growth and development of Archerfield Airport is of a consistent and high quality standard, AAC seeks to encourage the progressive improvement of the airport environment, and is particularly concerned to see improvement in the quality and presentation of buildings on the site, including signage, in line with the Building Presentation Standards set out in the Archerfield Airport Master Plan 2017-2037.

An important part of these guidelines is the signage policy that aims to ensure a thoroughly integrated and appealing approach is applied to all site and street signage. It applies to all airport tenants, licensees, users and contractors looking to establish a visual presence within the airport. The AAC signage policy requires a consistent approach be undertaken for all street, tenant and directional signage. The overall objective of the policy is to meet the signage and visibility needs of all tenants while maximising and standardising the design aesthetics of the airport precincts.

When assessing an application for a sign, AAC will also refer to signage guidelines applied elsewhere by Brisbane City Council. This will assist AAC to ensure that the character of the airport and surrounding neighbourhood is protected and, where possible, enhanced.

Scope

The policy applies to all signage including the following and is subject to change to facilitate future/changing community standards, or legislation from any level of government that affects our wider community.

Permitted Signage

The following signage will be considered on a case by case basis:

- Awning fascia (and under awning) signs
- Builder & developer signs
- Business promotion
- Commercial flag (cloth or similar non-rigid fabric hung from a pole)
- Container signs
- Exclusive use car park signage (Special Conditions apply – see below)
- Free standing signs (Special Conditions apply – see below)
- Ground signs
- Illuminated signs and devices (Special Conditions apply - see below)
- Information/directional signs
- Projecting signs (hanging signs)
- Pylon signs
- Real Estate signs
- Roof signs (structures on roof or text painted on roof)
- Temporary bunting and streamers (for an event such as a fete, fair, festival or other special event)
- Temporary signs
- Vertical banner signs
- Wall signs
- Window signs

AAC reserves the right to refuse an application for the above signage types.

Prohibited Signage

The following signage is prohibited:

- Above awning signage
- Bunting and streamers (other than for a temporary period of time, as agreed by AAC)
- Fly poster signs (i.e. flyers fixed to walls or other places)
- Inflatable signs
- Vehicle signs

General Terms and Conditions

The following general terms and conditions apply:

1. Maximum area of advertisements

For a single advertisement, no more than 10% of the size of the wall/structure to which it is attached, or a total dimension of 20m², whichever is the lesser, unless consented to by AAC in writing.

2. Traffic safety

- An advertisement must not obstruct the passage of pedestrians or vehicles.
- An advertisement must not obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic, or the road ahead.
- An advertisement must not be distracting to drivers or cyclists.
- No advertisement may be designed to contain a facsimile of a traffic sign, to resemble, or otherwise be capable of being confused with a traffic control device.

3. Structural systems

- The supporting structure of an advertisement must comply with structural standards or codes under applicable laws.
- A certificate of structural adequacy from a qualified structural engineer must be produced if required by AAC.
- No support, fixing, suspension or other system required for the proper installation of an advertisement may be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertisement.

4. Electrical systems

- All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.
- All conduits, wiring, switches or other electrical apparatus installed on an advertisement are to be concealed from general view.
- No electrical equipment may be mounted on an exposed surface.

5. Static Illuminated Signs

- The electronic display component must be within the size limit of the relevant type of sign and no greater than 4m².
- The top of the sign must be shielded so that the entire display does not spill any light above the horizontal.
- The sign must not scroll or have a moving image screen display.
- The location of the sign must not extend outside the boundaries of the site.
- There shall be no more than one sign per site.
- Must satisfy the requirement for traffic safety.

- Must satisfy the requirements of the Technical Guideline produced by Brisbane City Council which are applicable to the type of electronic display component of the sign at the time the sign commences operation or at the time it is altered to include the low impact electronic display component.
- The sign must satisfy all other conditions relating to its classification in addition to these conditions.
- An overriding consideration is that the size and siting of the advertisement must ensure it does not become an excessively prominent element of the streetscape and must be commensurate with the area's character and the scale of its buildings.

5A High impact electronic display component signs

The location of the sign must not:

- extend outside the boundary of the site (including any necessary shielding to prevent light spilling above the horizontal)
- be less than 3m from the boundary of the adjoining site unless AAC and the adjoining lessee gives written consent
- be located on a street frontage within 200 m of another sign with a high impact electronic display component.

The electronic display component area must:

- be within the size limit of the relevant type of sign
- be no greater than a height agreed by AAC above ground level at its highest point
- not expose an unsightly back view to a road or other public place
- satisfy the requirement for traffic safety.
- satisfy the requirements of the Technical Guideline produced by Brisbane City Council which are applicable to the type of electronic display component of the sign.

A significant consideration is that the size and siting of the advertisement must ensure it does not become an excessively prominent element of the streetscape and must be commensurate with the area's character and the scale of its buildings.

5B Guidelines for different types of electronic display components of signs

AAC impose the conditions set out in the Technical Guidelines produced by Brisbane City Council on signs which are permitted or which are already existing and changed to include a low impact electronic component.

Such guidelines may include, but are not limited to, matters such as:

- (a) display dwell times
- (b) transition times
- (c) locating different types of signs
- (d) separation distances
- (e) pedestrian movement corridors
- (f) illumination
- (g) colour

Fees

Every Lessee has the right to one approved external sign attached to the building of their lease, within the permitted dimensions, at no charge. Any additional signs, or signs larger than the permitted dimensions, approved at AAC's discretion, will incur an annual fee of \$175.00 – the first year paid in advance on approval.

Application Process

An Application for Signage must be submitted to AAC management for approval via mail, email (aac@archerfieldairport.com.au) or hand delivered. The application form is available on AAC's website via the link below:

http://www.archerfieldairport.com.au/index.php?option=com_content&view=article&id=110&Itemid=80

NOTE: All approvals by AAC management will be in writing, and must be kept on applicant's file for audit purposes.

Special Conditions

Exclusive Use Car Park Signage

Airport tenants who have committed to an Exclusive-Use Car Park Bay are permitted, on approval, one standard car park sign attached to the curb edge of the leased bay, provided that:

- The applicant has signed an Exclusive-Use Car Park Bay licence;
- Applicants use AAC's preferred supplier who has the specifications of the approved standard. This approach will ensure consistency from an aesthetics point of view and will also benefit the lessee who can take advantage of the reasonable price per unit which AAC has negotiated with the supplier.
- The general Terms and Conditions are complied with.
- AAC will line-mark leased Exclusive-Use Car Park Bays, at no cost to the Lessee, with the words "Airport Leased Bay".

Free Standing Signs Conditions:

- No sandwich board advertising is permissible outside of the site boundary.
- Approval for sandwich board advertising external to a building but within a lease area will only be granted for professionally prepared boards that in the opinion of AAC management will not constitute a safety hazard to the public, or other airport users.
- An annual fee of \$175.00 applies.

Illuminated Signs & Devices

The main objective is to ensure high level of safety for aircraft and road users impacted by advertisements with illumination and/or electronic display components (EDC). In the case of aircraft, this is achieved by ensuring no light from an advertising sign is permitted to shine above the horizontal plane. In the case of vehicles, this is achieved by managing the competition for drivers' attention in locations where driving demands are greater or require additional driver attention and decision making. Another objective is to ensure a minimum level of impact on desirable characteristics of the surrounding natural and built environment.

Compliance Requirements

AAC is required to comply with the Airports (Building Control) Regulations and its Airport Environment Strategy 2017-2022 to ensure signs are safely installed and to ensure buildings with heritage significance are appropriately managed.

It is the responsibility of the lessee to ensure any sub lease tenants comply with this policy, for, as with the lease, this signage policy is an agreement between AAC (Lessor) and their Lessee.

Non-Compliance

Failure to meet these terms and conditions could result in:

- A notice of breach of signage policy, requiring the matter to be attended to within 7 days;
- The cost to be met by the lessee for any repairs/maintenance carried out by AAC; or
- The loss of rights to free signage, with current signs being removed by AAC and with all costs related to this being met by the lessee.