

# DMCC Building Signage Guidelines

*ver 03*

22<sup>nd</sup> March 2017



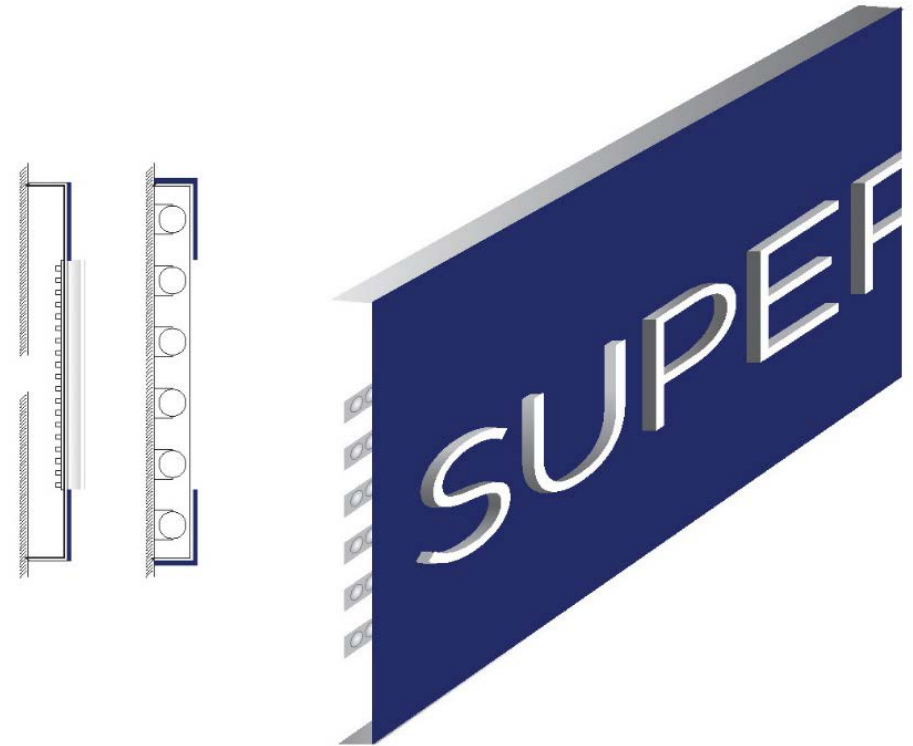
# Material & Lighting

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Materials should be chosen as a priority with consideration given to climatic restrictions. Innovative use and application of materials is encouraged. The signage look should be consistent with the architectural theme of the development.

## General lighting guidelines:

- Signs need to be maintained regularly and should not be allowed to fade due to the exposure to direct sunlight.
- All conduits, wiring, switches or other electrical apparatus installed on a wall sign are to be concealed from general view.
- The use of neon, flashing, blinking, flickering or animated lighting, or any other highly reflective material, is not permitted.
- The use of exposed fluorescent or otherwise bright colours within any part of a sign is strongly discouraged.
- Outlined technical Drawings of proposed signage proposals should accompany concept to highlight proposed fixing and details.
- Exceptions to recommended materials & lighting will be reviewed on a case by case basis following submission to DMCC.
- Power for signage should be available within the existing approved allocation and agreed with OA.
- The glare from any lit element should not pollute / impact surrounding area.



Powder coated aluminium light box backlit with LED's or fluorescent tubes and 3D push letters

# Material & Lighting

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**The following design criteria should be considered for the signage:**

1. Materials and finishes should be selected to maintain the look and feel over an extended period of usage, keeping in mind prevailing environmental conditions.
2. Signage design and associated graphics are to be elegant, clean and uncluttered.
3. Sign footings and fixings should be hidden where possible, with signage to compliment the hard / softscapes and ensure no unsightly connections to building facade.
4. Sign visibility day and night is essential and should be integrated with building signs and landscaping of building architecture where possible, to become complimentary.
5. Integration of building details, finishes and patterns into the sign design is encouraged.
6. Prototyping of the typical signs is encouraged to ensure design quality and sizing.

# Exterior Signage Type and Fees

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## Typical Family of Sign Products (As recommended only)

The Primary family of signage products to be included (but not limited to) and taken into consideration for each project should include:

### a. Exterior Signage

1. Primary Tower or Building Elevation & Secondary Mid Level Building Identification Signage
2. Primary Tower or Building & Secondary Entry Level Building Marketing/Branding Signage
3. Ground Level Facility / Destinations Identity & Address Signage
4. Vehicular & Pedestrian Directional Signs, Primary & Secondary
5. Valet, Taxi, & Guest Drop-Off Identification Signs for Hotels

RATE	1000dhs per m2
RATE	1500dhs per m2
RATE	500dhs per m2
RATE	500dhs per m2
RATE	500dhs per m2

### b. Building Code, Regulatory and Life Safety Signage

1. All regulatory and Local/International Building Code required signage
2. Fire Egress Map Design (at lifts and other code required locations)

#### No Individual Charge

(Will be approved under building concept and subject to applicable NOC charges)

### c. Car Park Signage

1. Entrance Identification & Directional Signs
2. Vehicular Directional Signs
3. Pedestrian Directional Signs
4. Disabled/Reserved Parking Identification Pole Mounted & Floor Painted Signage
5. Floor Markings / Space Numbering
6. Indemnity Warning & Rules

#### No Individual Charge

(Will be approved under building concept and subject to applicable NOC charges)

### d. Traffic Signage

1. Traffic Signage as per Local Municipal requirements, design, specifications, and locations for car parks and roads within the site.

#### No Individual Charge

(Will be approved under building concept and subject to applicable NOC charges)

- For the purposes of evaluating payments, the signage size and area will be calculated on a rectilinear basis taking into consideration the greatest width and length.
- Applications for signage approval can be made by submission of proposals to DMCC through Community Representative at [flora.Taraporewala@dmcc.ae](mailto:flora.Taraporewala@dmcc.ae) & copy [Community@dmcc.ae](mailto:Community@dmcc.ae)

# Exceptions and Variances

Under limited circumstances, the Master Developer shall allow exceptions and variances to the Guidelines, as further detailed below. Any exception or variance is subject to the approval of the Master Developer, which approval shall be given in the Master Developer's sole discretion.

An application for an exception or variance is subject to one or more of the conditions below being met;

## The exception or variance:

1. is consistent with these Guidelines;
2. is not contrary to public interest and will not adversely affect the rights of adjacent property owners or the master development;
3. improves the existing status quo and the overall good of the community;
4. has unique conditions which complement the development;
5. the application clearly demonstrates that the signage under application cannot be developed under these Guidelines, given the current condition of the property detailed in the application; and
6. will not adversely affect public health, safety and general welfare.

All applications for an exception or variance must be made in writing to the Master Developer. An approved exception or variance shall expire if the approved changes have not been made by the Applicant within six months of the approval date.

# Enforcement and Violations

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## Violation of these Guidelines

Sub-Developers/Tower Owners Association Managers shall, upon receipt of written notice from the Master Developer that there has been a violation of these Guidelines by an Applicant, its contractors or representatives (Notice of Violation), immediately suspend any further work on the plot. The Notice of Violation shall set out what actions are necessary to correct a violation. Any costs arising from or associated with the issuance of a Notice of Violation shall be borne by the Applicant.

Within 14 days of receipt of a Notice of Violation (Response Period), the Applicant may submit a written reply (Response) to the Master Developer contesting the violation if he/she considers that there has not been a violation. A Response received after the Response Period shall not be considered. A Response shall include date and period of occurrence, the substance of the alleged violation and the alleged responsible parties.

The Master Developer shall consider any Response received within the Response Period and will provide its final position. The Master Developer's decision on the issue shall be final and not capable of further appeal or discussion.

## Enforcement and Violations

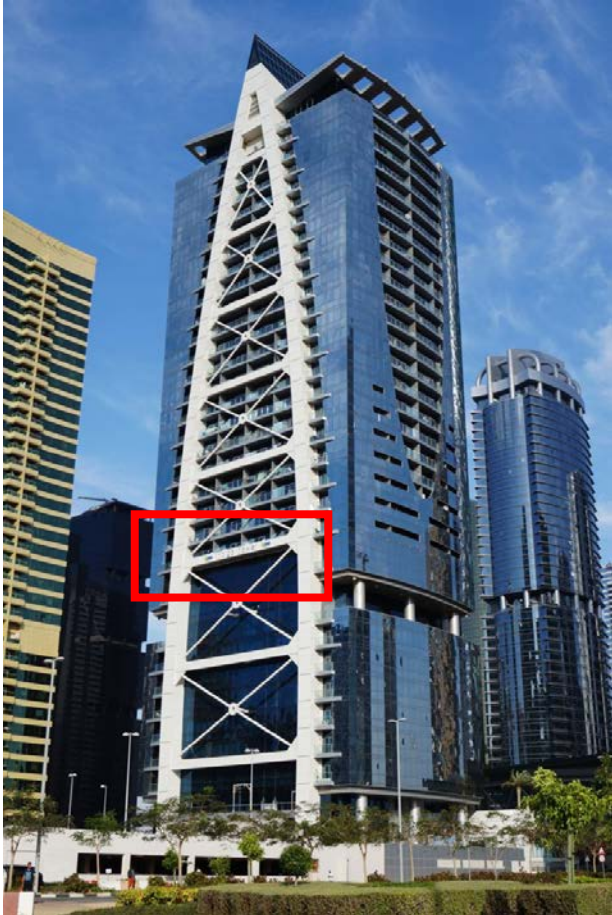
- The Master Developer may take all steps which it, in its sole discretion, considers necessary to ensure that all building signage and materials are consistent with these Guidelines.
- An NOC shall only be issued by the Master Developer for signage which is consistent with proposals submitted for approval.
- Any changes to a submitted proposal which are made after an NOC is granted, must be resubmitted for approval.
- Failure to resubmit a proposal for change shall be deemed to be a violation of these Guidelines.
- Any installation or activity which is contrary to these Guidelines will be deemed to be a violation of these Guidelines.

## Penalties

Penalties for violation of these Guidelines shall include but not be limited to:

1. Removal or correction of the violation at the violator's expense.
2. Suspension of operations of the violator.
3. A fine, determined by the Master Developer in its sole discretion, for each day that a violation persists, commencing on the day which falls 15 days from the date stated in the Notice of Violation.
4. Any other penalty that the Master Developer deems to be appropriate.

# Tower Signage Precedent



The attached precedent highlight the location of primary signage on building crown, mechanical level and on solid façade elements.