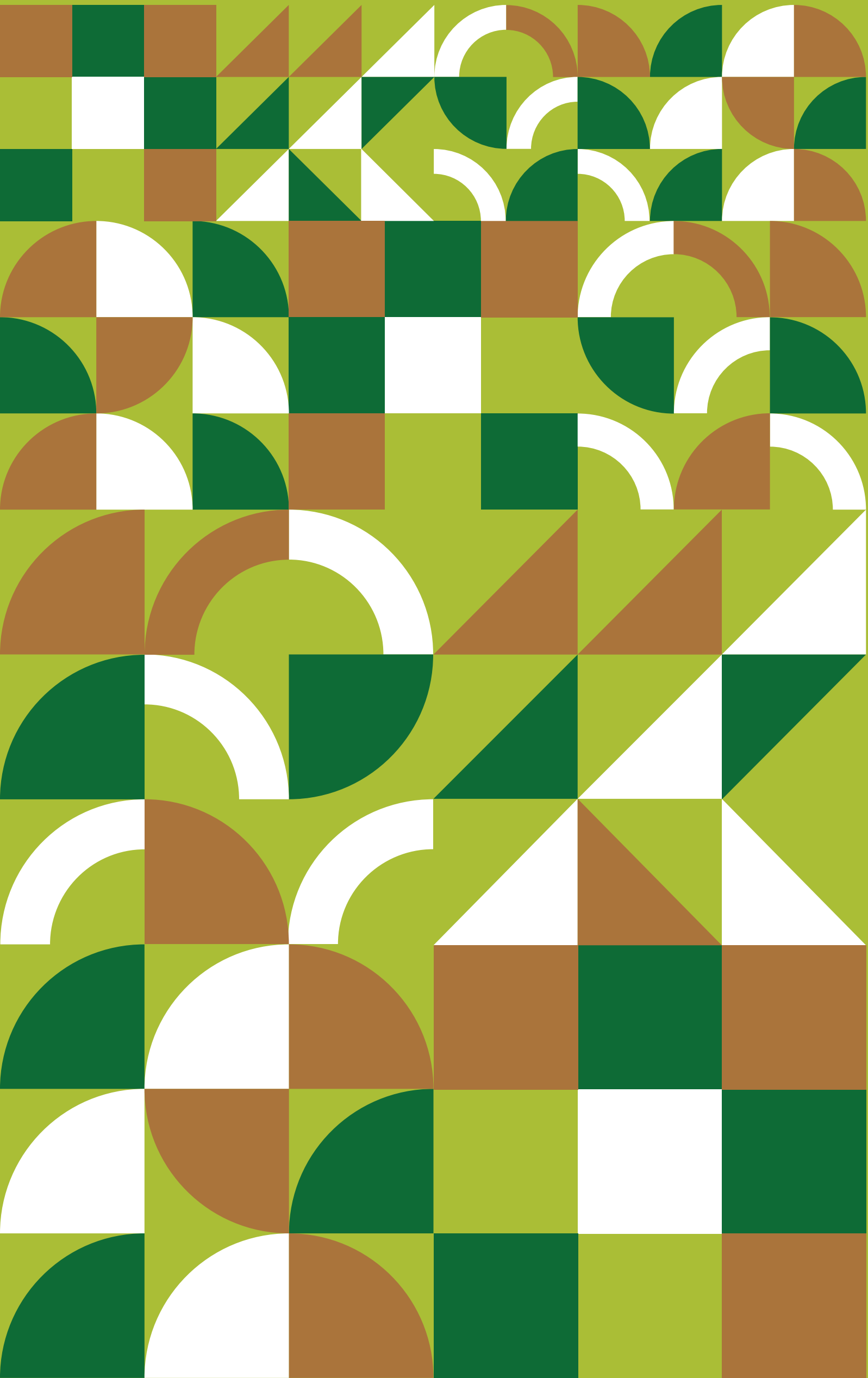


John Hay Art and Forest Park
Comprehensive Integrated
Master Development Plan

Design
Standards
& Guidelines

December 2019



BCDA[®]
Bases Conversion and
Development Authority

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3.7

Signage

3.7.1 Intent

- The guidelines for signage are meant to:
- Provide clear identification of and directions to places in the zone
 - Maximize the effectiveness of signage while minimizing visual clutter
 - Enhance the urban character of the zone and its districts

Mandatory

- 3.7.2 Standalone billboards and hoardings shall not be permitted in the zone.
- 3.7.3 All signage shall not obstruct pedestrian and cycle circulation, key views, and building entry points.
- 3.7.4 Moving lighting on signage shall not be permitted.

Roadway

- 3.7.5 Road traffic signage including regulatory road signs, directional signs, warning road signs, and road markings shall comply with the Philippines’ DPWH 2012 Road Signs and Pavement Markings Manual.

Transit

- 3.7.6 Transit signage shall be consistent throughout the zone for easy recognition. More details are provided in Section 3.9.

Wayfinding

- 3.7.7 Wayfinding signage shall be placed at transit stations and all intersections. More signage may be needed along key pedestrian corridors.
- 3.7.8 Wayfinding signage shall contain clear directions to key destinations within the 400-meter radius of the sign. Maps are encouraged to be included.
- 3.7.9 Wayfinding signage shall be coordinated throughout the zone, be within the expected cone of vision for a person travelling on the route which the sign is intended for (Figure C18), and and be illuminated at night.
- 3.7.10 Wayfinding signage shall incorporate braille on panel signage at 1.2 to 1.8 meters from the base of signage.

Gateway

- 3.7.11 Gateway signage shall mark the entry to the zone and promote the identity of the city. Its design shall be complementary to the designs of other signage in the district.
- 3.7.12 Consistent and visible gateway signage shall be provided at all major entry points.

Building Entrance

- 3.7.13 Building entrance signages shall contain the building name and/or building address and street name only.
- 3.7.14 Building entrance signage shall be non-illuminated, positioned over main entry doors or applied to architectural elements near main doors, and located within the plot. Top-of-building signage is discussed in Section 4.9.
- 3.7.15 Canopies and awnings shall not be introduced to a building facade to serve as signage. Signage may be placed on canopies and awnings if these are integral to the building.
- 3.7.16 Each building shall have an entrance signage facing its address street, Signage on secondary entrances are permitted, but at a smaller scale than the main signage.

Shopfront

- 3.7.17 Shopfront signages shall contain the tenant logo, name, and/or address only.
- 3.7.18 There shall be one shopfront sign per tenant, except where tenant space fronts two streets, in which case one sign per frontage is permitted.
- 3.7.19 Tenants shall have a shopfront fascia sign and may complement this with a projecting blade sign and/or window signs.

Advertising

- 3.7.20 Advertising signage include temporary marketing material in the form of free-standing, wall mounted, and streetlight display panels.
- 3.7.21 Advertising signage shall be in line with the theme and appearance of surrounding developments.
- 3.7.22 Advertisements on digital screens will be considered only at locations where the display of such digital screens would not adversely affect the amenity of the nearby residents or create visual clutter along the streetscape.

Construction

- 3.7.23 Temporary signages related to construction are discussed in Section 4.14.

Recommended

- 3.7.24 Overly bright signage should be discouraged because it harms amenity, safety, and ecology. For reference, signs smaller than 10 m2 should have a maximum luminance level of 500 cd/m2 while signs larger than 10 m2 should have a maximum luminance level of 250 cd/m2.

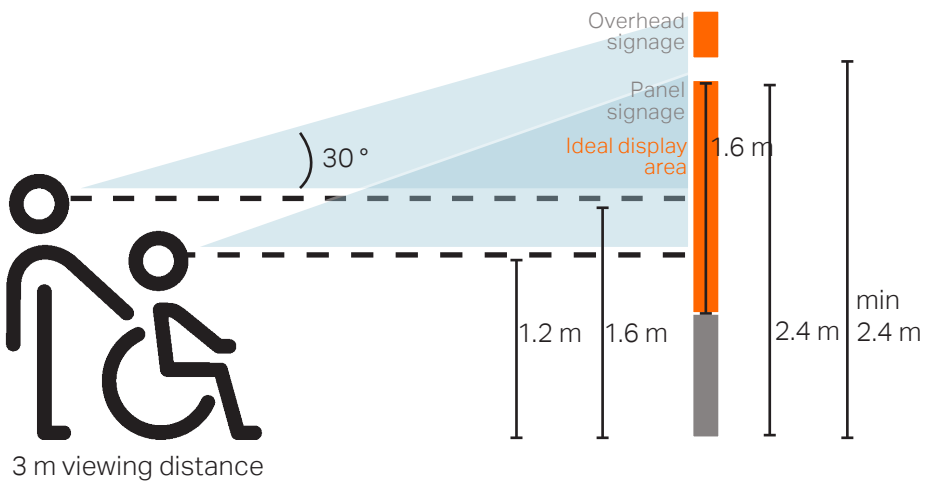


Figure C18: Cone of vision

Source: Transport for London

Source: Danthonia Designs

Source: McCauley Pharmacy

Source: Article Design Studio

Source: Tom Brown Copy

Source: ProEnc USA








Signage Type	Quantity	Location	Size	Illumination	Material
Wayfinding					
	At all transit stations and all intersections; more signage may be needed along key pedestrian corridors	Signs may be free-standing or mounted on wall or poles Not obstructing sidewalks and cycle paths, but getting enough illumination from streetlight or transit stop	Face of sign shall not exceed 2 square meters; Maximum height of 3.5 meters and width of 0.8 meters Maximum thickness 0.3 meters	Not illuminated	Texts and logos shall be easy to read Materials shall be durable and complement the urban character of the city
Gateway					
	One at each major entry point to the city	Landscape area	Face of the sign shall not exceed 10 square meters Maximum height of 5 meters Maximum thickness of 0.5 meters	Halo Illuminated, internally illuminated box letters, or externally illuminated	Texts and logos shall be easy to read Materials shall be durable and complement the urban character of the city
Building Entrance					
	One per building on address street If building has two front-ages on different streets, one sign per frontage is permitted	Over main entry doors or applied to architectural elements near main doors, and located within the plot	Face of the sign shall not exceed 4 square meters Maximum height of 0.5 meters Projection beyond the property line is not permitted	Not illuminated	Shall contain the building name and/or building address and street name only
Shopfront Fascia					
	One per tenant	Building fascia panel	May extend the entire width of the storefront Maximum height of 1 meter	If illuminated, halo illuminated, internally illuminated box letters, or externally illuminated	Colors and materials shall complement the architecture of the host building
Shopfront Blade Signs					
	Optional; One per tenant	Within the arcade and canopied areas of buildings, centered on the fascia zone	Exact size and uniformity of the blade signs shall be determined by the building owner, but these shall not exceed a width and length of 50 cm	If illuminated, halo illuminated, internally illuminated box letters, or externally illuminated	Colors and materials shall complement the architecture of the host building
Shopfront Window Signs					
	Optional; If used, these, should not block views of the displays behind them	Within the window area	May extend the entire width of the window Maximum height of 1 meter	Not illuminated	Decal
Advertising					
	As may be approved by the Declarant	As may be approved by the Declarant	As may be approved by the Declarant	If illuminated, internally or externally illuminated	As may be approved by the Declarant

Table C4: Signage Types