

2.2.3 Class three: Signs on buildings, structures and premises

This class consists mainly of advertisements and signs attached to or painted on larger structures not primarily erected for displaying advertisements such as buildings, towers and bridges. However, class three also allows for certain free-standing on-premises signs and advertising structures directly linked with enterprises, residential functions or community services. Owing to this close relationship with buildings, enterprises, residential functions and community services this sign type is functionally limited to urban areas and rural centres of economic activity with only one or two exceptions. The aesthetic impact of advertisements in this class ranges widely from the huge sky sign on top of a building to the very small “beware of the dog” sign on a residential site. Most of the signs in this class are locality bound (see definition of locality-bound sign) and have a high necessity value since they play an important role in locating enterprises and other functions and services.

3(a) Sky signs

Consist of very large signs ranging from 75 m² to 300 m² on top of tall skyscrapers in metropolitan areas and may form very important landmarks in such urban areas.

For smaller signs on top of lower and less prominent buildings, see class 3(b).



Photo: Outdoor Advertising Association of South Africa

3(b) Roof signs

Consist of signs on the main roofs of buildings lower than 15 floors which are used to some extent for commercial, industrial or entertainment purposes

For larger signs on top of skyscrapers, see class 3(a). For signs painted on roofs, see class 3(f).



3(c) Flat signs

Signs which are affixed to the main walls of buildings used for commercial, industrial, office or entertainment purposes and which at no point project more than 300 mm from the surface of such a wall.

For signs affixed to a parapet wall, balustrade or railing of a veranda or balcony, see class 3(e). For signs painted on building walls, see class 3(f).



3(d) Projecting signs

Any sign which is affixed to a main wall of a building which is used for commercial, office, industrial or entertainment purposes, which sign projects more than 300 mm from the surface of the main wall and is affixed at right angles to the street line.

For signs projecting from columns or posts supporting a roof which covers fuel pumps, see class 3(e).



3(e) Veranda, balcony, canopy and underawning signs

The following signs are included in this class:

- # Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or a balcony.
- # Signs affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns.
- # Signs affixed flat onto or painted on the fascia of a roof structure without walls such as a roof covering fuel pumps at a filling station.
- # Signs suspended below the roof of a veranda or balcony (underawning signs).
- # Signs placed on top of the roof of a veranda.
- # Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or roof structure without walls.
- # Signs painted or printed on the fabric of a canopy or blind.



Only verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or roofed structures without walls which are situated on premises used for such purposes are relevant for the purposes of this class.



3(f) Signs painted on walls and roofs

All signs painted directly on the main walls or roof of a building used for commercial, office, industrial or entertainment purposes. Most signs in this class are painted on the side walls of buildings.



3(g) Window signs

Window signs are signs which are permanently painted on or attached to the window-glass of a building used for commercial, office, industrial or entertainment purposes, or any other permanent sign which is displayed within two metres of any window or external opening through which it can be seen from outside such a building.

For temporary window signs, see class 2(d)(v).



3(h) Signs incorporated in the fabric of a building

Any advertisement incorporated in and forming an integral part of the fabric of a building (i.e. not painted on or affixed in any manner). This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.

For signs affixed flat onto a building see class 3(c).

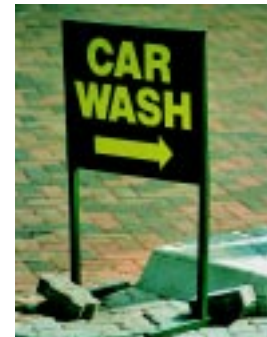
For signs painted onto a building see class 3(f).



3(i) Advertisements on forecourts of business premises

Notices, signs and advertisements displayed on the forecourts of businesses in order to draw attention to commercial services, goods for sale, or other services available at the premises. A forecourt can be seen as an outdoor area which forms a functional part of a building housing an enterprise and may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or café, a "sidewalk" café, etc. The term 'forecourt' includes an enclosing fence, wall, screen or other structure, but does not include sidewalk areas in front of business premises which are intended for pedestrian circulation.

For advertisements on fascias and columns of roof structures covering fuel pumps, see class 3(e). For combination signs at filling stations and roadside service areas, see class 4(b).



3(j) Miscellaneous signs for residential oriented land use and community services

This class covers a wide variety of relatively small notices and signs to be displayed on buildings or premises utilised for residential-oriented purposes and community services including small businesses, practices and accommodation facilities with a residential character. Class 3(j) is aimed primarily at urban residential areas and urban community services but it includes places of residence in natural and rural environments such as farms and smallholdings, as well as community services such as farm schools. This class also includes urban residential areas where office and commercial encroachment has taken place.

For small-scale businesses, practices and accommodation facilities on farms and rural smallholdings, see class 3(k).



3(j) Miscellaneous signs (continued)



3(k) On-Premises business signs

This class consists of locality-bound signs which are aimed at identifying and locating:

- # Businesses, enterprises and industries in urban areas.
- # Businesses and enterprises at centres of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.

On-premises business signs may provide information such as the name and nature of the enterprise, the nature of goods sold or services provided and the name of the proprietor, partner or practitioner. This sign type may include the following:

- # Individual free-standing signs on specific business premises.
- # Signs on appropriate structures on specific premises such as boundary walls, gates and gate structures.
- # Combination signs which identify several businesses or enterprises and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises.

For small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes, see class 3(j).



3(k) On-Premises business signs (continued)



3(l) Advertising on towers, bridges and pylons

Advertising by means of signs affixed to or painted on towers, bridges and pylons not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos and similar structures.

For advertising on tower structures erected for the sole purpose of advertising, see class 1(d). For advertising on columns, pillars and posts supporting verandas, balconies and roofs without walls, see class 3(e).



3(m) Advertisements on construction site boundary walls and fences

Consist of signs fixed (but not painted) flat against or on top of any fence or wall (not being the wall of a building) where such fence or wall forms the boundary of a site where construction work is being carried out.

