

# Class 3

## Signs on buildings, structures and premises

This class consists mainly of advertisements and signs attached to or painted on larger structures not erected primarily for displaying advertisements such as buildings, towers and bridges. However, class 3 also allows for certain free-standing on-premises signs and advertising structures directly linked to enterprises, residential functions or community services. On account of this close relationship with buildings, enterprises, residential functions and community services this sign type is functionally limited to urban areas and centres of economic activity in rural and natural environments 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 signs in class 3 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.

# GUIDELINE SHEET    Type of sign: Class 3(a) ~ Sky signs

## A. Description

This class consists of very large signs between 75 m<sup>2</sup> and 300 m<sup>2</sup> on top of skyscrapers in metropolitan areas. It may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems. Sky signs can be important landmarks in larger urban centres.



Photo: OAASA

## B. Appropriate opportunity

Sky signs shall be limited to areas of partial and minimum control in the metropolitan areas of South Africa. Specific consent shall be required after a proper visual and traffic safety impact assessment has been undertaken.

The visual contents of an advertisement shall be included in such a visual impact assessment.

## C. Performance standards

### (i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 300 m<sup>2</sup>.

A maximum of only 1 to 5 signs shall be allowed for each central business district in a metropolitan area. The number and size of signs shall be determined by the outcome of the impact assessment and will depend on factors such as the size and character of the CBD and surrounding areas, the lifestyle of the local communities and the nature of host skyscrapers.

### (ii) Position

A sky sign shall not project in front of a main wall of a host building so as to extend beyond the roof of such a building in any direction.

A sky sign shall not obstruct the view from any other building.

### (iii) Colour and texture

No limitations.

### (iv) Illumination and animation

Illumination shall comply with section 2.4.1.6 of this document.

## D. Safety

General safety conditions listed in section 2.4.1.2 apply.

## E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

All sky signs shall be designed by a structural engineer.

## F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.

## G. Other considerations

Approval for display will be granted by the relevant controlling authority at its discretion for a limited period ranging from 1 to 5 years. The advertisement contents of an approved sign shall not be changed without further approval based on an additional impact assessment.

# GUIDELINE SHEET    Type of sign: Class 3(b) ~ Roof signs

## A. Description

This class consists of signs which are fixed to the roofs of buildings lower than 15 floors and used or partly used for commercial, office, industrial or entertainment purposes. Signs fixed to roofs of verandas or balconies shall not be included in this class. The main purpose of this class is to provide an opportunity for indicating important commercial, office, industrial or entertainment functions in a more prominent manner or for indicating commercial, office, industrial or entertainment functions or enterprises where the structure of a building hinders or prohibits the application of any other appropriate sign type.

Roof signs may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems.



## B. Appropriate opportunity

Roof signs shall be permitted only in urban areas of partial and minimum control and, in both instances, specific consent shall be required. Only locality-bound signs shall be permitted.

## C. Performance standards

### (i) Shape, size and height

The sign shall not be so fixed that the bottom of the sign is more than 120 mm above the nearest portion of the roof beneath it.

A roof sign shall be constructed in a straight line, except in the case of a V construction. In the case of a V construction, the two sides forming the sides of the V shall be of equal length. Furthermore, the distance between the sides at the open end (furthest from the apex of the V) shall not exceed the length of the sides.

A roof sign shall not exceed in size the areas set out below:

Height of sign above ground	Maximum area of sign
<6 m	2 m <sup>2</sup>
6 m<9 m	4 m <sup>2</sup>
9 m<12 m	8 m <sup>2</sup>
12 m<18 m	12 m <sup>2</sup>
18 m+	18 m <sup>2</sup>

Note: In the case of a V-construction roof sign the above areas shall apply separately to the two vertical faces of the sides forming the V.

The sign shall not exceed 300 mm in thickness, except in the case of a V-construction sign.

Only one sign per building shall be allowed.

### (ii) Position

A roof sign shall not project in front of a main wall of a building so as to extend beyond the roof of such a building in any direction.

In areas of partial control, roof signs shall, in the opinion of the controlling authority, be placed well below the ridges of pitched roofs so as not to form part of the skyline of such buildings.

### (iii) Colour and texture

No limitations.

### (iv) Illumination and animation

Illumination to comply with section 2.4.1.6 of this document.

## D. Safety

General safety conditions listed in section 2.4.1.2 apply.

## E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

## F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.

# GUIDELINE SHEET    Type of sign: Class 3(c) ~ Flat signs

## A. Description

This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such a building. Such signs shall at no point project more than 300 mm from the surface of the main wall. A flat sign may consist of a panel/sheet or of individual numbers, letters or symbols.

A distinction can be drawn between:

- | Locality-bound flat signs which are attached to the front walls of buildings but which may also be attached to side and back walls.
- | Non-locality-bound flat signs which may be much larger and shall be attached only to the side and back walls of buildings which do not fulfil the function of a building facade.



## B. Appropriate opportunity

Flat signs are allowed in urban areas of minimum, partial and maximum control and at centres of economic activity in rural and natural areas of

maximum control but shall be limited to buildings utilised for commercial, office, industrial or entertainment purposes and larger accommodation facilities. This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation, which are provided for under class 3(j). Only locality-bound flat signs shall be allowed in areas of maximum control (natural, rural and urban).

Consent requirements shall be as follows:

- | **Areas of maximum control (natural, rural and urban):**
  - Specific consent in all areas of maximum control.
- | **Areas of partial and minimum control (urban)**
  - Specific consent for all non-locality-bound signs
  - Specific consent for all locality-bound signs above first-floor level.
  - Deemed consent for all locality-bound signs at first and ground floor level.

## C. Performance standards

### (i) Shape, size and height

In areas of minimum and partial control flat signs may be allowed rather freely at ground and first floor level in accordance with the commercial, industrial or entertainment character of such areas. However the necessary control shall be applied with regard to non-locality-bound flat signs and flat signs above first-floor level.

The maximum sizes for flat signs shall be as follows:

### Locality-bound flat signs

The total flat sign area for any enterprise shall not exceed 20% of a specific ground floor facade of such an enterprise in areas of maximum control and 30% in areas of partial and minimum control. In the case of shopping centres, wall units on which flat signs are displayed shall not exceed 30% of a specific facade of the shopping centre (excluding office levels).

### Non-locality-bound flat signs.

No non-locality-bound flat sign shall exceed 72 m<sup>2</sup>. The actual size of such a sign will depend on the size of the specific side wall and on factors such as the character of the building and the streetscape as a whole.

An environmental impact assessment shall be required for any flat sign in excess of 36 m<sup>2</sup>. Such an EIA shall include visual, social and traffic safety aspects.

The maximum projection of any part of a flat sign over a footway or ground level shall be 75 mm where such sign is less than 2,4 m above the sidewalk or ground level immediately below such sign and 300 mm where such sign is more than 2,4 m above such footway or ground level.

No more than one flat sign per enterprise shall be allowed in areas of maximum control and no more than two flat signs per enterprise in areas of partial and minimum control. No more than one non-locality-bound flat sign per wall shall be allowed.

## Class 3(c) ~ Flat signs (continued)

### (ii) Position

No flat sign shall cover a window or any other external opening of a building or obstruct the view from such an opening.

A flat sign shall not extend above the top or beyond either end of a wall. A flat sign shall be attached only to a flat wall surface. Non-locality-bound signs shall be attached only to the side and back walls of buildings which do not fulfil the function of a building facade.

Locality-bound flat signs shall not be displayed above the lower edge of a visible second-floor window in a specific building facade. Locality-bound flat signs for the following functions may be excluded from this condition:

- | Banks and financial institutions
- | Larger apartment stores
- | Larger hotels
- | Larger industries
- | Government institutions
- | Building names
- | Shopping centres

The above conditions on position do not apply to entertainment areas.

See general condition 2.4.1.5(a)(iv) with regard to illuminated signs within a restricted area on street corners.

### (iii) Colour and texture

No limitations.

### (iv) Illumination and animation

No limitations over and above those listed in 2.4.1.6 of this document.

### D. Safety

General safety conditions listed under 2.4.1.2 apply.

### E. Design and construction

Wall units to display flat signs at shopping centres shall, in the opinion of the controlling authority, be designed in such a way as to form a structural and architectural whole with such buildings.

General design and construction conditions listed under 2.4.1.3 apply.

### F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

# GUIDELINE SHEET    Type of sign: Class 3(d)~ Projecting signs

## A. Description

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



## B. Appropriate opportunity

Projecting signs will be allowed in urban areas of minimum, partial and maximum control and at centres of economic activity in natural and rural areas of maximum control but shall be limited to buildings utilised for commercial, office, industrial or entertainment purposes and larger accommodation facilities. This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation. These are provided for in class 3(j).

Only locality-bound projecting signs shall be allowed in all areas with the exception of entertainment areas.

Consent requirements shall be as follows:

### Areas of maximum control:

- Specific consent shall be required in all areas of maximum control

### Areas of partial and minimum control:

- Specific consent shall be required for all signs above first-floor level.
- All projecting signs below the lower edge of visible second-floor windows shall be subject to deemed consent.

## C. Performance standards

### (i) Shape, size and height

A projecting sign shall not be fixed at a clear height of less than 2,4 m nor exceed 300 mm in thickness. The maximum size and dimensions of projecting signs shall be as follows:

	Areas of maximum control	
	Clear height of sign	
	Below 6 m	Above 6 m
Maximum size	1,2 m <sup>2</sup>	4,0 m <sup>2</sup>
Maximum horizontal dimension	1,0 m	1,5 m
Maximum vertical dimension	1,5 m	3,0 m

### Areas of partial and minimum control

	Clear height of sign	
	Below 6 m	Above 6 m
Maximum size	2,4 m <sup>2</sup>	8,0 m <sup>2</sup>
Maximum horizontal dimension	1,5 m	2,0 m
Maximum vertical dimension	3,0 m	5,0 m

Only one sign shall be allowed per enterprise facade.

### (ii) Position

In areas of minimum and partial control projecting signs may be allowed rather freely below the lower edge of visible second-floor windows in accordance with the commercial, industrial or entertainment character of such areas. However, the necessary control shall be applied with regard to signs above the lower edge of visible second-floor windows.

Projecting signs above the lower edge of visible second-floor windows shall be limited to the following functions:

- | Banks and financial institutions
- | Larger apartment stores
- | Larger hotels
- | Larger industries
- | Government institutions
- | Building names
- | Shopping centres

## Class 3(d) ~ Projecting signs (continued)

Entertainment areas are exempt from this rule.

A projecting sign shall not be fixed otherwise than at right angles to the street line.

A projecting sign shall not extend beyond the top of the main wall to which it is affixed or above the level of the top of any parapet wall, or above the level of the underside of the eaves or gutter of a building from which the sign projects.

Projecting signs may be suspended above sidewalks and therefore above urban road reserves [see general condition 2.4.1.5(a)(iii)(dd)]. However, a sign with a clear height of less than 6 m shall not project at any point more than 1 800 mm from the surface of the main wall to which it is affixed, or more than one half of the width of the sidewalk immediately below such sign, whichever is the smaller dimension.

The sign shall not be fixed in any way other than the top and the bottom of the sign being in the same vertical plane.

See general condition 2.1.4.5(a)(iv) with regard to illuminated signs within a restricted area on street corners.

### (iii) Colour and texture

No limitations.

### (iv) Illumination and animation

Illumination shall comply with section 2.4.1.6 of this document.

## D. Safety

General safety conditions listed under section 2.4.1.2 apply.

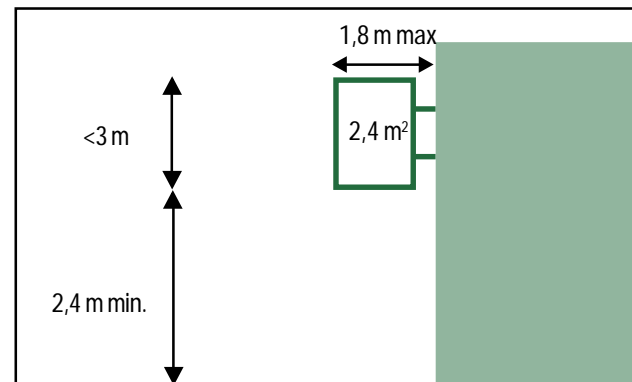
## E. Design and construction

Sign supports shall, in the opinion of the controlling authority, be neatly constructed as an integral part of the design of the sign or otherwise it shall be concealed from view. Structural drawings shall be submitted for all projecting signs with a clear height of more than 6 m.

General design and construction conditions listed under 2.4.1.3 apply.

## F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.



**Example of a projecting sign with a clear height of less than 6 m in areas of partial and minimum control**  
(Min. clear height 2,4 m; max. projection 1,8 m; max. sign area 2,4 m<sup>2</sup>)