

GUIDELINE SHEET Type of sign: Class 3(k) ~ On-premises business signs

A. Description

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 shall provide only information on 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 shall include only 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 indicate several businesses or enterprises and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises. In this case the concept of locality-bound is broadened so that premises includes the shopping centre or industrial estate as a whole or a communal parking area, together with related enterprises.

This class shall not include small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes [see class 3(j)].



B. Appropriate opportunity

This sign type is permissible in all areas of control but shall be subject to specific consent. It may be necessary to have building plans approved for certain supporting structures. This class shall not cater for all businesses, but shall only be provided in the following instances:

- | Where the building housing an enterprise is situated relatively far back from the road or street onto which it faces and passing motorists or pedestrians may have difficulty in noticing any signs affixed to such a building.
- | In cases where it is not structurally possible or visually feasible to affix appropriate signs [such as classes 3(c), 3(d) and 3(e)] to a building.
- | Where such a sign is needed to locate the entrance to business premises or the private access road to a business.
- | Where a free-standing combination sign may prevent the proliferation of signs.

In rural and natural areas the need for on-premises business signs may be reduced by making use of brown *tourism signs* [class 4(c)] to indicate certain facilities and services.

C. Performance standards

(i) Shape, size and height

Only one sign or advertising panel on a combination sign shall be allowed per enterprise. If there is more than one entrance to premises on different road frontages, two signs or advertising panels may be allowed per enterprise, each on a different road frontage.

Signs in this class shall be limited to the following maximum size:

Areas of maximum control:

| signs at farm stalls and access roads to farms and smallholdings: A maximum sign area of 2 m² provided that where a sign is affixed to a non-advertising structure such as a boundary wall, gate or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used the maximum area per sign, including the supporting structure, may be increased to 4 m², with the proviso that the sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign at an access road a maximum sign panel area of only 1,5 m² shall be allowed.

| All other signs: A maximum sign area of 4,5 m², provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used the maximum area per sign, including the supporting structure, may be increased to 9 m², with the proviso that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign a maximum area of only 3 m² per advertising panel shall be allowed.

Areas of partial and minimum control:

| A maximum of only 6 m² per sign shall be allowed, provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign

Class 3(k)~ On-premises business signs (continued)

shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used, the maximum area per sign, including the supporting structure, may be enlarged to 12 m², with the proviso that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign a maximum area of only 4,5 m² per sign panel shall be allowed.

The highest point of any sign shall not exceed the following height above ground level:

	Single free-standing sign	Combination sign
Areas of maximum control		
Signs at farm stalls and farm access roads	3 m	4 m
All other signs	4 m	7 m
Areas of partial and minimum control	4 m	10 m

The name or logo of the sponsor of any on-premises business sign shall not occupy more than one third of the total area of such sign and it shall refer to products and services available on those specific premises or at that specific enterprise.

Signs shall not have in their design any letters, figures, symbols or similar features over 0,75 m in height in areas of partial and minimum control, and over 0,35 m in areas of maximum control.

(ii) Position

A sign permitted by this class shall not serve as an advance sign and shall be displayed only on the premises where the business is conducted. Where a business or enterprise such as a stall or guest house is situated on a large property such as a farm the sign shall be placed in the immediate vicinity of the enterprise where such an enterprise is adjacent to or visible from a public road; if the enterprise is not adjacent to or visible from a public road the sign shall be placed at the entrance of the private access road to the enterprise.

Signs indicating roadside enterprises such as farm stalls or roadside cafés shall not be closer than 5 m from the road reserve fence. Such enterprises shall have direct access to the public road.

Since combination signs at shopping centres and industrial estates contain a large amount of information, such combination signs shall be designed and located with care so as not to create a traffic safety hazard resulting from an information overload in the opinion of the roads authority.

No sign shall obstruct the view from any adjacent building. General conditions on position under 2.4.1.5 apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Internal and external illumination are permitted in areas of minimum and partial control, while only external illumination shall be permitted in areas of maximum control. Animation shall be prohibited in all areas of control

(v) Content

Signs in this class shall refer only to the name and nature of the business or enterprise on the premises; the brandname and nature of the goods for sale or goods produced; the nature of services provided; and the name of the person(s) or firm who own(s) the business or provide(s) the goods or services at the premises.

D. Safety

General safety conditions under 2.4.1.2 apply.

E. Design and construction

In order to prevent the proliferation of signs at shopping centres or at other premises or access roads housing or leading to several enterprises, individual on-premises business signs shall be incorporated in combination signs. The design of such combination signs shall be of a high standard and shall, in the opinion of the controlling authority, harmonise with the architecture of the shopping centre or other buildings or structures such as entrance gates. Messages on the individual panels or boards of combination signs shall be as concise and legible as possible.

On-premises business signs at access roads to farms or smallholdings shall be co-ordinated with class 3(j) signs indicating farm/smallholding names in order to form a single combination sign. The necessary harmony shall be obtained by using the same form, letter type and colour for the various parts of the combination sign.

General design and construction conditions under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions under 2.4.1.4 apply.