

## **Class 3d ~ Signs and murals painted on roofs and walls**

Especially painted murals can make a very positive contribution to the aesthetic environment and the local character of an area. On the other hand painted signs may also have a very negative impact on the visual environment if not handled with the necessary finesse and care and if not painted by a talented artist.

Class 3(d) signs are only allowed on the main walls and roofs of buildings used for commercial, office, accommodation, industrial and entertainment purposes. This sign type is not allowed on boundary or retaining walls except in the case of smaller accommodation facilities with a residential character (covered by [Class 3k](#)), which are locality-bound. It may make a positive contribution to the visual environment if allowed on boundary or retaining walls in certain other cases. However, any sign type allowed on such walls can very easily get out of hand thereby impacting very negatively on the aesthetic environment. Any signs painted on retaining walls along highways should be handled with special care since too much detail on such signs may impair traffic safety. A solution might be to identify a limited number of boundary & retaining walls for non-locality-bound painted signs by means of a SEA.

Signs painted on roofs are highly visible in rural and natural environments. For this reason it is therefore not allowed in natural areas. It is also not allowed in urban areas of maximum control.

Signs painted on walls of buildings in rural areas aimed at the passing motorist might be misused and untidy lettering and bright colours might impact on the visual environment. It might therefore be necessary to limit painted wall signs in the rural environment to murals with limited lettering and subdued colours.

In many cases the walls of buildings are painted in very bright colours in order to attract attention. This practice should also be seen as a form of outdoor advertising and **should not be allowed** due its enormous impact on the visual environment.

In contrast to wall signs ([Class 3c](#)), it will be possible to paint this sign type onto building façades with windows without covering the windows and may therefore be allowed on such façades.

Painted signs are not only limited to roofs and walls, but may also be painted onto other structural elements. Rather than being treated as a separate sign type painted signs may also be seen as a technique or method to display various other sign types. The following sign classes may be relevant in this regard:

- [Class 2qi](#) ~ Construction site advertisements (Signs painted on construction site fences)
- [Class 2qviii](#) ~ Temporary window signs

- **Class 3b** ~ Roof signs
- **Class 3c** ~ Wall signs
- **Class 3f** ~ On-premises business signs (Signs painted on entrance gates & walls)
- **Class 3g** ~ Projecting signs
- **Class 3h** ~ Veranda, balcony and under awning signs
- **Class 3i** ~ Window signs
- **Class 3j** ~ Advertisements on forecourts of business premises
- **Class 3k** ~ Miscellaneous signs for urban residential oriented land use and community service
- **Class 3l** ~ Signs for Agricultural and related land use in rural & natural areas
- **Class 6b** ~ Painted stone signs on hillsides

It may therefore be more practical to omit Class 3(d) as a separate sign class from the final revised SAMOAC by integrating painted signs into the above-mentioned sign classes.



Class 3d ~ Signs and murals painted on roofs and walls

## Painted signs and murals on roofs & walls

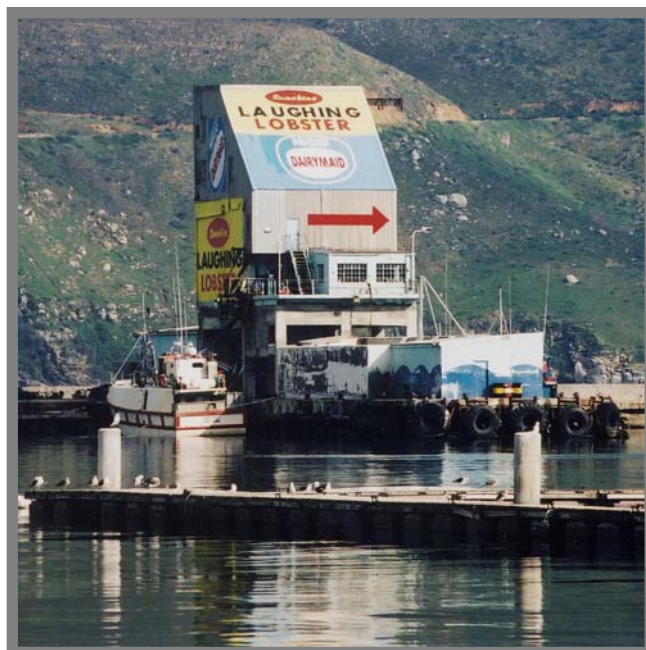


Murals from the German towns of Boppard and Bingen contributing to sense of place.



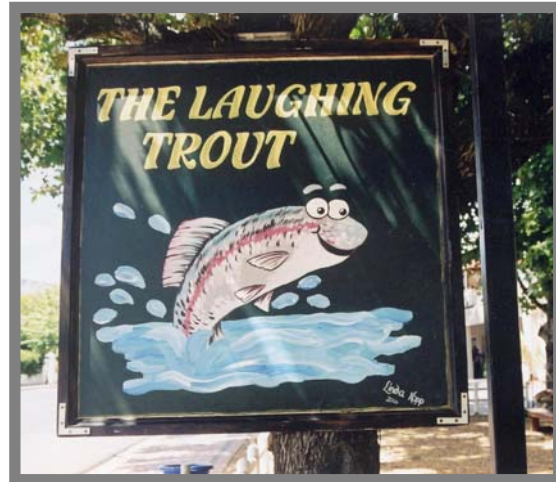
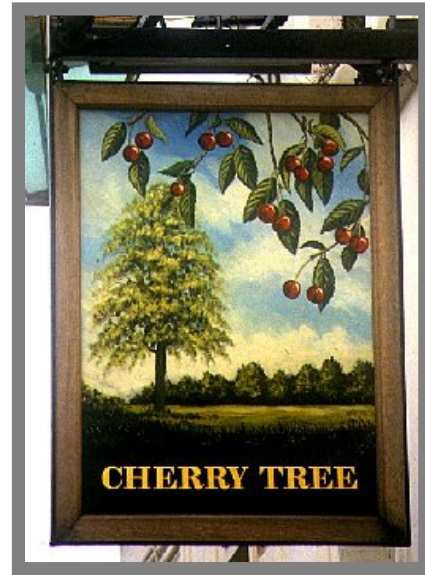
# MATOPPO

"aan de wagenweg"



Painted name signs form a much better harmony with historical buildings than is the case with 'mass-produced' name panels (top, left). Painted name signs on the boundary walls of two guest houses (top, right & centre). Roof signs should not be non-locality bound by serving as direction signs to other enterprises (bottom, left & right).

## Painted signs are not limited to roofs and walls



The English inn sign of the past often formed a medium for artistic expression which contributed to the local sense of place. This tradition has been kept alive over the years and even today inn and pub signs can be seen as a key contributor to local sense of place (top, left & right and centre, left).

In various countries the concept of using hand-painted images for indicating pubs and inns has been broadened to include a variety of enterprises, such as restaurants (centre, right) and guest houses (bottom, right).

As was mentioned painted signs are not limited to those painted on roofs or walls. These hand-painted signs may actually be classified as either [Class 3f](#) ~ On-Premises business signs (centre, right), [Class 3g](#) ~ Projecting signs (top, left & right and centre, left) or [Class 3k](#) ~ Miscellaneous signs for urban residential oriented land use and community service (bottom, right).





Hand-painted signs which convey a stronger message than a thousand words. These signs indicate services provided by the *Plum Tree Kitchen* in Parys, Free State Province or simply reflect something about the local environment.

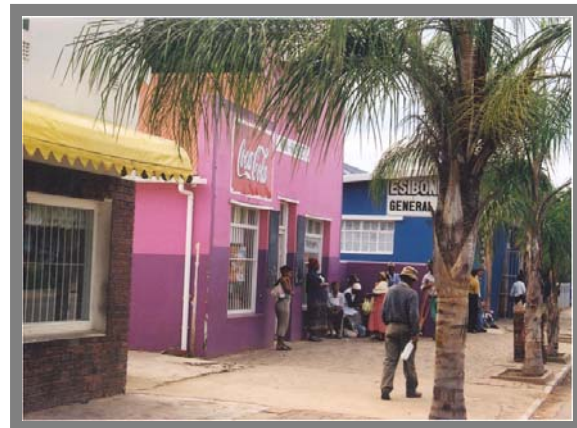
In an age of plastic and vinyl such hand-painted signs bear witness of timeless quality and the uniqueness locked up in each place.





Painted signs used as [Class 3h](#) ~ Veranda, balcony or under awning signs (left) or as [Class 3i](#) ~ Window signs (right).

### Using bright colours for advertising purposes



The practice of using a whole building as an advertisement in itself by painting it in bright contrasting colours, as is clearly illustrated by the striking butchery and general dealer in Great Brak River, Western Cape (centre), should be prevented as far as possible. Such a practice can very easily get out of hand as a result of a snowball effect as is shown in the case of Kirkwood, Eastern Cape (bottom right). A coloured building might serve as a focal point in drab and dreary environments. However, such a building should be painted tastefully and should integrate and harmonise with the building design and the rest of the streetscape. It is needless to say that this principle should not be applied in historical areas as was done in the historical centre of Cathcart, Eastern Cape (bottom left) where even the sandstone blocks in the building were painted over.

Compiled by Frans Jordaan