

Class 2a ~ Product replicas and 3-dimensional signs

Product replicas and three dimensional signs may be seen as a sign class of extremities. It may have a very negative impact on the aesthetic environment if not handled with care and taste. This may be especially true of mass-produced replicas of mass-produced items. However, not everything is glittering mass-produced metal and plastics. This class also lends itself to more stylish product replicas reflecting taste and skill and which can make a major contribution to local character or sense of place. Generic product replicas may be used for identifying specific enterprises and services. A thousand messages can be communicated without using any words. This is especially true of historical districts since such generic symbols were common practice during an era when illiteracy was still high.

It may be worthwhile covering larger free-standing signs in this class by a [Strategic Environmental Assessment \(SEA\)](#), while all signs at shopping centres should be covered by a [SEA](#) which would also include product replicas and 3-D signs.

Product replicas can be related to **various other sign classes** such as:

- [Class 2d](#) - Specialised signs for parking areas
- [Class 2e](#) - Street furniture & large posters in pedestrian areas
- [Class 2qiii](#) - Signs for sporting events, festivals & exhibitions
- [Class 3c](#) - Wall signs
- [Class 3f](#) - On-premises business signs
- [Class 3g](#) - Projecting signs
- [Class 3j](#) - Advertisements on forecourts of business premises
- [Class 5b](#) - Aerial signs

In order to simplify matters it may make sense to omit product replicas and 3-dimensional signs as a separate sign class while integrating it into other relevant sign classes instead.



Mass-produced replicas of mass-produced items. Such replicas can have a very negative influence on the visual environment. Not only through the unattractive appearance of some of the items, but also by destroying local sense of place by promoting a uniform culture and a uniform visual landscape.

The Coca-Cola sign (previous page) may actually be seen as a Class 3f ~ On-premises business sign while the beer can inflatable may very easily fit into Class 2giii ~ Signs for sporting events, festivals & exhibitions.

The two full-size pools (underneath) serve to advertise a swimming pool business run from a residential home and may be classified as Class 3k ~ Miscellaneous signs for residential oriented land use & community service. However, replicas of this size and impact would be more appropriate to industrial areas and can never be allowed in residential areas. All product replicas in Class 3k should be treated with care and integrity and should not consist of mass-produced items but rather of more tasteful items which would enhance the character of residential areas.



The paint replicas against the walls of a hardware shop (right) can be classified as Class 3c ~ Wall signs.





Hand-crafted product replicas (top left and right) hail from an era when a large segment of the population could neither read nor write, and such signs were the only way to indicate the nature of the wares sold by each and every shop. Such signs lend character to and enhances the attraction of any shopping street. These two signs can be classified as [Class 3g ~ Projecting signs.](#)

The teddy bear and wine barrels (bottom left and right) both serve to advertise items sold at those shops, also contributing to local character. Both of these 'signs' can be classified as [Class 3j ~ Advertisements on forecourts of business premises.](#)



Product replicas from Class 5b ~ Aerial signs. At the top and right are two hot-air balloons in the form of a cup of coffee and a soft drink can with a lip balm replica being towed by an aeroplane as a banner at the bottom.

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