

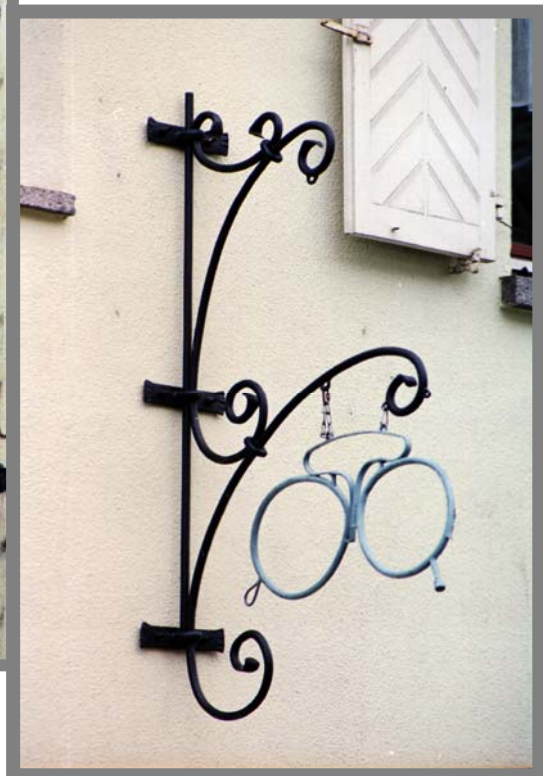
Class 3g ~ Projecting signs

Specific consent is required in all areas of control in order to prevent projecting signs proliferating on buildings. However, it might not be possible to implement this condition due to limited manpower resources at controlling authorities.

Due to the prominent nature of projecting signs above ground floor level such signs might very easily proliferate, smothering building facades. In order to prevent this, the following conditions were adopted in the Draft Revised SAMOAC (July 2008):

- No digital or electronic signs should be allowed.
- The number of projecting signs above the lower edge of the visible second floor window should be limited to 2 or 3 signs per building façade.
- The size of projecting signs should be limited.

It may also be a good idea to consider projecting signs together with other sign types fulfilling the same function such as [Class 3b ~ Roof signs](#), [Class 3c ~ Wall signs](#), [Class 3f ~ On-premises business signs](#), [Class 3h ~ Veranda, balcony and under awning signs](#) and Class 3i ~ Window signs. Not all of these sign types are required for advertising each and every enterprise within a specific building. This may lead to a massive proliferation of signs. One or two sign types per enterprise may be sufficient.



Stylish projecting signs may contribute to sense of place.



This cross between a wall and projecting sign (top left) is totally unacceptable. It is intrusive, over-sized and dominating! The projecting *Pick n Pay* sign (top right) is trying to dominate the other signs by being closer to the street. A more harmonious sign display would be possible by incorporating this projecting sign with the rest of the signs as a wall sign instead.

The two projecting 'Biltong' signs plus and additional Class 3h sign portray an overkill situation (centre). The smaller projecting sign would have been sufficient. V-shaped projecting signs are also not visually acceptable.

A very appealing sign rhythm is obtained (bottom right). However, projecting signs should not be used for non-locality bound purposes. Image from Marketing ADventures

<http://www.adsoutdoor.com>





Projecting signs in the form of banners

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