

5.2.3

CLASS



ON-PREMISES & MISCELLANEOUS SIGNS

Signs in this class consist mainly of free-standing, locality-bound on-premises signs and advertising structures directly linked to enterprises, residential functions or community services in the urban, rural and natural environments. Closely associated with these free-standing signs is a variety of locality-bound signs which may be attached to non-advertising structures such as:

- Boundary walls and entrance gates
- Residential and community oriented buildings.

Most signs in Class 3 are relatively small in size with combination or stack sign structures at shopping centres and industrial estates the only exception in this regard. The main impact of signs in this class can be attributed to unattractive structures and a tendency to proliferate and to encroach onto the road user.

A. DESCRIPTION

This class consists of locality-bound on-premises signs in urban areas which are aimed at identifying and locating:

- Businesses and enterprises.
- Industries.
- Urban smallholdings.
- Shopping centres
- Industrial parks
- Office parks

The following businesses shall be excluded from *Class 3(a)*:

- Small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes (See *Related Sign Types*).
- Filling stations (See *Related Sign Types*).



B. APPROPRIATE OPPORTUNITY

(i) Application

On-Premises Business Signs in Urban Areas shall be limited to locality-bound messages providing 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 only.

The contents of signs in this class may consist of sign panels, banners, individual cut-out letters, symbols or emblems, product replicas or painted features which shall be applied to the following three structural variations only:

- Free-standing structures on specific business premises carrying individual signs.
- Existing structures on specific premises which are appropriate for carrying signs, such as boundary walls, gates and gate structures.
- Combination sign structures (stack signs) which indicate several businesses or enterprises and which are mostly 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' encompasses the shopping centre or industrial estate as a whole or a communal parking area, together with related enterprises.

On-Premises Business Signs in Urban Areas shall fulfil a secondary role and shall not be allowed when other sign types fulfilling the same purpose may be used instead (See *Related Sign Types*). *On-Premises*

Business Signs in Urban Areas shall therefore be allowed in the following instances only:

- 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 or sufficient signs, such as *Wall Signs* or *Projecting Signs*, to a building.
- Where such a sign is needed to locate the entrance to business premises or private access roads to businesses.

In addition to the above-mentioned conditions the use of banners shall furthermore be limited to the following:

- Indicating the anchor functions at shopping centres.
- Displaying the names of shopping centres, office and industrial parks and similar functions.

(ii) Areas of Control

Shall be permissible in all urban areas of control.

Free-standing product replicas shall be limited to urban areas of partial and minimum control.

GUIDELINE SHEET Type of sign: Class 3(a) ~ On-Premise Business Signs in Urban Areas

(III) Consent Requirements

Shall be subject to specific consent in all relevant areas of control.

(IV) Environmental Management Requirements

The following *On-Premises Business Signs* shall be subjected extensively to an Outdoor Advertising Potential Assessment (OAPA):

- All combination signs higher than 3,0 m
- All product replicas higher than 2 m or with a diameter of more than 1,0m in areas of partial control or 1,3m in areas of minimum control.
- All product replicas at shopping centres.

Such an OAPA shall:

- Address visual, social and traffic safety considerations.
- Take into consideration the cumulative impact of relevant combination signs together with other outdoor advertisements and signs and especially those with a higher impact.

C. PERFORMANCE STANDARDS

(I) Shape

Sign shapes may consist of sign panels, banners, individual cut-out letters, symbols or emblems, product replicas or painted features

In areas of maximum control combination sign

structures shall reflect the design features of on-site buildings.

(II) Size and Height

SIZE OF PANELS AND BANNERS(m ²)		
Type of On-Premises Sign	Urban Area of Control	
	Maximum	Partial & Minimum
Individual Freestanding Sign Panels	2,0	3,5
Banners*	2,0	3,5
Panels on Combination Sign Structures*	1,5	3,0
Signs at Entrance Gates	1,75	2,25
Signs on Boundary Walls*	1,75	2,25

* Not allowed on single enterprise sites or land units

SIZE OF PRODUCT REPLICAS	
Urban Area of Control	Diameter (m)*
Partial	1,0
Minimum	1,3

* Larger product replicas may be considered through an Outdoor Advertising OAPA.

MAX OVERALL HEIGHT OF SIGNS		
Type of On-Premises Sign	Urban Area of Control	
	Maximum	Partial & Minimum
Individual Product Replicas	3,0	4,0
Individual panels, cut-out letters & emblems	2,0	3,0
Banner *	3,0	3,5
Combination Sign Structures*	3,5	7,0

* Not allowed on single enterprise sites or land units

(III) Position and Location

The following signs shall not be allowed on single enterprise sites or land units:

- Combination sign structures
- Banners
- Signs on boundary walls

Combination sign structures should be located next to entrances of shopping centres and similar urban functions in order to emphasise such entrances visually. Banners may be used for the same purpose.

Freestanding product replicas shall be limited to single enterprise sites or land units and shall not be allowed at shopping centres and similar multi-enterprise centres

No sign permitted by this class shall:

- Be allowed inside road reserves or the restricted areas as indicated in Figures 5 & 6.
- Obstruct the view of any motorist entering or exiting a premises.
- Prevent any motorist exiting a premises to be observed by passing traffic.
- Serve as an pre-sign and shall be displayed only on the premises where the business is conducted (locality-bound signs)
- Obstruct the view from any adjacent building.

General conditions on position under 5.1.5 apply.

GUIDELINE SHEET Type of sign: Class 3(a) ~ On-Premise Business Signs in Urban Areas

(iv) Number

SIGN STRUCTURE	NATURE OF ENTERPRISE/ FUNCTION	
	MULTI-ENTERPRISE CENTRE, COMPLEX, ESTATE	SINGLE ENTERPRISE SITE/ LAND UNIT
Freestanding Sign Panels	2 per street front	1 per street front
Freestanding Product Replicas	Not allowed	1 per site
Combination Sign Structures	1 per street front	Not allowed
Sign Panels per Combination Sign Structure	2 per enterprise	Not relevant
Banners	6 per street front longer than 250m 3 per street front shorter than 250m	Not allowed
Signs per Entrance Gate	2	2
Boundary Walls	1 sign per street front	Not allowed

(v) Duration

As long as the enterprise to which such an *On-Premises Business Sign* is referring is operational on the site where the sign is located.

(vi) Colour

No specific conditions.

(vii) Illumination and Animation

The following illumination shall be allowed:

ILLUMINATION TYPE:	AREA OF CONTROL:
Internal illumination	All relevant areas of minimum and partial control
External illumination	All relevant areas of control

All forms of animation shall be prohibited in all relevant areas of control.

D. SAFETY

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. A large number of small panels with illegible information should be avoided.

No signs allowed in this class shall:

- Obstruct the view of any motorist entering or exiting a premises.
- Prevent any motorist exiting a premises to be observed by passing traffic.

General safety conditions under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

Signs in this class shall refer only to the name and nature of the business or enterprise on the premises; the brand name and nature of the goods for sale or goods produced; the type 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. No slogans shall be permitted describing the merits of any enterprise, product or service.

No sponsored sign panel or structure, indicating the name or logo of a sponsor shall be allowed.

(ii) Aesthetics

In areas of maximum and partial control all on-premises sign structures shall also reflect the design elements of any relevant architecture.

Banners at shopping centres and similar functions shall be displayed in groups of three identical banners spaced at equal distances from one another.

The following conditions are specifically relevant to combination sign structures:

- The design of structures 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.
- Individual sign panels and sign features shall be designed as a harmonious whole.

- Messages on the individual panels or boards shall be as concise and legible as possible.

No sign panel, lettering or product replica shall extend above or beyond any of the extremities of any structure to which it is affixed.

No sign panel, lettering or product replica shall be attached to any fence which does not present a solid surface, such as palisades and diamond mesh fencing.

All free-standing product replicas shall be placed on sturdy bases thereby merging such replicas with the ground visually. No freestanding product replicas shall be placed on long slender poles.

On-Premises Business Signs in Urban Areas situated on historical sites shall conform to the architectural style of the buildings on the particular sites and to sign style and practices of that specific historical period.

(iii) General

Any structure carrying a sign, banner or messages shall be of a permanent nature.

It may be necessary to have building plans approved for certain larger combination signs.

General design and construction conditions under 5.1.3 apply

F. MAINTENANCE

General maintenance conditions under 5.1.4 apply.

G. RELATED SIGN TYPES

Sign types with a similar appearance as *On-Premises Business Signs in Urban Areas*, but used for the purpose of indicating:

- Small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes see *Class 3 (b)~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services*
- Businesses and enterprises at places of economic activity in natural and rural areas, including, farm stalls, agricultural corporations and other enterprises on farms and rural smallholdings, see *Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas*.
- Filling stations and roadside service areas, see *Class 5(a) - Service Facility Signs*.

For signs fulfilling a similar function as *On-Premises Business Signs in Urban Areas* and which shall enjoy preference to *On-Premises Business Signs*:

- *Class 2(c) ~ Wall signs*
- *Class 2(d) ~ Signs & murals painted on walls & roofs*
- *Class 2(f) ~ Projecting signs*
- *Class 2(g) ~ Veranda, balcony & under awning signs*
- *Class 2(h) ~ Window signs*

GUIDELINE SHEET Type of sign: Class 3(b)~ Miscellaneous Signs for Urban Residential Oriented Land Use & Community Services

A. DESCRIPTION

This class consists of a variety of smaller notices and signs displayed on buildings or on premises utilised for residential-oriented purposes and community services in urban areas.



Small businesses, enterprises and practices on urban residential premises including urban smallholdings or buildings that were originally constructed and used for residential purposes or community services (i.e. residential areas where office and commercial encroachment has taken place).

- The name and nature of the business, practice or enterprise.
- The name(s) of the owner, practitioner or partners.
- Street numbers.

Small-scale urban accommodation facilities with a residential and neighbourhood character such as guest houses, bed and breakfast facilities, boarding houses and smaller hotels.

- Name and nature of the facility/enterprise.
- Name(s) of the proprietor or partners.
- Street numbers.

Community services and institutions such as religious, educational, cultural, and recreational institutions and medical and health practices.

- Name and nature of institution.
- Name(s) of practitioner(s).
- Nature and extent of service, opening times, etc.

(ii) Areas of Control

Permitted in all urban areas of control.

(iii) Consent Requirements

Specific consent: Small businesses, enterprises and practices, small-scale urban accommodation facilities and medical and health services.

Deemed consent: All other applications.

(iv) Environmental Management Requirements

No specific requirements

C. PERFORMANCE STANDARDS

(i) Shape

The following sign formats may be used in this class:

- Signs affixed flat onto or painted on a building and other existing structures such as boundary walls, gates and gate structures.
- Signs projecting or hanging from a building.
- Free-standing sign panels.
- Signs on more solid and elaborate free-standing supporting structures which form a visual border around the sign panel.
- Banners and flags

B. APPROPRIATE OPPORTUNITY

(i) Application

This class shall also include smallholdings with an urban character.

All signs in this class shall be limited to locality bound signs which shall be limited to the following applications:

Identification, direction and warning with regard to place of residence, e.g.:

- Street numbers and names of houses, flats, and urban smallholdings.
- Notices and signs such as 'Beware of the dog', 'No parking please', and 'No entrance'.

GUIDELINE SHEET Type of sign: Class 3(b)~ Miscellaneous Signs for Urban Residential Oriented Land Use & Community Services

MAXIMUM SIZE (m ²)		
Sign Function	Single Sign Panel	Combination Sign Panel*
Direction & warning	0,5	Not relevant
Name and nature of enterprise, practice, accommodation facility and place of residence as well as name of proprietor, partner or practitioner	1,5	0,85
Name and nature of institutions and other community facilities	3,5	2,0

*In cases where more than one enterprise, practice, residence or institution share the same premises or entrance a combination sign shall be provided.

(ii) Size and Height

No supporting structure enclosing or framing a sign panel(s) shall be more than twice the size of the sign panel(s) it is displaying.

SIZE OF STREET NUMBERS (mm)		
Type	Minimum Size	Maximum Size
Residential areas where the residential function has been replaced by enterprises & practices	200	750
All other cases	200	500

MAXIMUM OVERALL HEIGHT OF FREE-STANDING SIGNS (m)	
Single signs	2
Combination signs	3

(iii) Position and Location

All signs in this class shall be allowed only on the premises to which they specifically refer or against the boundary wall or fence or gate of such premises (site boundary signage).

All site boundary signage shall be restricted to a position directly next to the vehicular or pedestrian access to a premises.

General condition 5.1.5 (c) (v) with regard to restricted areas on street corners applies. Class 3(b) signs shall be allowed only inside such restricted areas (Figures 5 & 6), but not inside road reserves, if there is no other appropriate way of displaying such signs.

(iv) Number

The following maximum number of signs shall be allowed:

- One sign per enterprise, practice, residence, institution or accommodation facility per street front indicating the name and nature thereof.
- Two street number 'signs' per premises.

(v) Duration

As long as the enterprise to which a Class 3(b) sign is referring is operational on the site where the sign is located.

(vi) Colour

Should harmonise with the colour and texture of the building on the premises where it is displayed.

(vii) Illumination and Animation

No animation of any form or format shall be allowed in any area of control.

ILLUMINATION PERMITTED		
Urban Area of Control	Type of Illumination	
	External	Internal
Maximum	Yes	No
Partial	Yes	Yes
Minimum	Yes	Yes

Illumination of signs shall comply with section 5.1.6 of this document.

D. SAFETY

General safety conditions listed under 5.1.2 shall apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

See 'Application'

(ii) Aesthetics

No Class 3(b) signs shall:

GUIDELINE SHEET Type of sign: Class 3(b)~ Miscellaneous Signs for Urban Residential Oriented Land Use & Community Services

- Cover a window or any other external opening of a building to which it is attached or obstruct the view from such an opening or window.
- Extend above or beyond the extremities to any structure or architectural design element to which it is attached.
- Dominate any architectural design element of a building.

Signs and, especially more elaborate supporting structures should harmonise with the buildings and other structures on the premises as to materials, colour, texture, form, style and character, wherever possible.

Instead of placing free-standing signs on long slender poles such signs should be unified with the ground and landscape visually by:

- Positioning them close to the ground
- Making use of sturdy bases or more elaborate supporting structures.
- Making use of freestanding projecting sign structures of less slender proportions.

No sponsored signs carrying the name, logo or colours of a sponsor shall be allowed.

All banners and flags shall be attached to permanent and sturdy freestanding poles or poles permanently attached to buildings. All banners shall be stretched between two bars.

Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services on historical buildings or sites shall conform to the architectural style of the relevant buildings and to sign style and practices of that specific historical period.

(iii) General

It may be necessary to have building plans approved for more solid and elaborate supporting structures.

General design and construction conditions listed under 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under 5.1.4 apply.

G. RELATED SIGN TYPES

For similar sign types outside urban areas see *Class 3 (c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas*

For other signs advertising cultural facilities such as museums see *Class 4(b) ~ Forecourt Signs*

GUIDELINE SHEET Type of sign: Class 3(c)~ Signs for Agricultural & Related Land Use in Rural & Natural Areas

A. DESCRIPTION

This class covers conservation and agricultural land use, places of economic activity and natural and cultural attractions in rural and natural areas.



B. APPROPRIATE OPPORTUNITY

(I) Application

All signs in this class shall be locality-bounded.

Class 3(c) signs may provide information on:

- Ownership, proprietary, occupancy, partnership or practice.
- The name and nature of enterprises, attractions or facilities.
- The name and nature of goods sold, services provided or activities undertaken.
- Any other enterprise or facility at places of economic activity.

Such information may be of relevance to:

- Farms and farming enterprises or corporations
- Protected areas and conservation projects.
- Agricultural products.
- Farm stalls, general dealers, bush pubs and other commercial enterprises.
- Accommodation and conference facilities.
- Tourism and recreational resources (See Related Sign Types).
- Community facilities such as churches.
- Agricultural field trails.

No product replicas and 3-D signs shall be allowed in this sign class.

(ii) Areas of Control

As the name indicates *Class 3(c)* signs have relevance to rural and natural areas of maximum control only.

Banners and flags shall not be allowed in natural areas of maximum control, but shall be limited to rural areas of maximum control only.

(iii) Consent Requirements

Combination or stack signs - Specific consent

All other signs - Deemed consent

(iv) Environmental Management Requirements

No specific requirements. To be covered less extensively for inclusion into OAMP's.

C. PERFORMANCE STANDARDS

(I) Shape

Signs in this class may consist of the following structural types:

- Individual free-standing sign panels
- Combination or stack signs
- Sign panels attached to, placed against or painted onto entrance gates, gate structures or boundary walls (site boundary signage).

GUIDELINE SHEET Type of sign: Class 3(c) ~ Signs for Agricultural & Related Land Use in Rural & Natural

- Banners and flags indicating the name and nature of an enterprise or advertising products sold at such an enterprise.

(ii) Size and Height

Structural Sign Type	Max Size (m ²)	Max Height (m)
Individual Free-Standing Sign Panels	2,5	2,5
Combination or Stack Signs	Not relevant	3.5
Panels on Combination or Stack Signs	1,5	Not relevant
Sign Panels on Entrance Gates, Gate Structures & Boundary Walls	2,5	Depends on height of structure
Banners & Flags	2,0	4

No sponsored sign shall utilise more than 25% of the sign to promote the sponsor or his products. The name or logo of such sponsors shall refer to products and services available or in use or crops under cultivation on such farms or premises only.

(iii) Position and Location

All signs in this class shall be allowed only on the premises or property to which they specifically refer or on which any enterprise, facility, activity or attraction to which they refer is situated. At least one panel on a stack sign shall refer to the premises or property on which it is located or to an enterprise, facility, activity or attraction on the premises or property on which it is located.

All signs in this class shall be limited to the following locations:

- The entrance of an access road of one or more of the following – a farm, enterprise, facility, activity

or attraction. If any official traffic sign bearing a destination or route number is displayed at the entrance of such an access road no Class 3(c) signs shall be allowed at this point.

- The immediate vicinity (within 30m) of an enterprise, facility, activity or attraction to which the sign (s) refer. No sign shall serve as a pre-sign to any enterprise, facility, activity or attraction even if such signs are placed on the same property on which these enterprise, facility, activity or attraction are situated.

At the entrance of an access road all signs should preferably be attached to a gate or gate structure. Freestanding signs shall be allowed only when it is not practical or visually acceptable to attach a sign to a gate, gate structure or boundary wall. Where more than one sign is to be provided at a specific entrance, such signs shall be incorporated into a stack or combination sign.

Signs at enterprises, facilities, activities or attractions visible from a public road should preferably be attached to buildings and structures associated with such enterprises, facilities, activities or attractions by making use of:

- Class 2(b) ~ Roof Signs.
- Class 2(c) ~ Wall Signs.
- Class 2(d) ~ Signs and Murals Painted on Walls and Roofs.
- Class 2(f) ~ Projecting Signs.
- Class 2(g) ~ Veranda, Balcony and Under Awning Signs.
- Class 2(h) ~ Window Signs.

Freestanding Class 3(c) signs shall be allowed only when it is not practical or visually acceptable to attach any of the above-mentioned sign types to such a structure.

(iv) Number

The maximum number of signs shall be limited to:

- One sign or one advertising panel on a stack sign to indicate a specific farm, protected area, enterprise, activity, facility or attraction.
- Two signs per farm, protected area or enterprise where a visual balance is needed such as a sign panel on each side of a gate structure.
- Four flags or banners on any property.

(v) Duration

As long as the farm, protected area, enterprise, activity, facility or attraction to which a sign is referring is in operation or existence.

(vi) Colour

Excessive bright colours contrasting with natural and rural landscapes should be avoided.

(vii) Illumination and Animation

Only external illumination shall be allowed while only soft, diffused lighting shall be used in order not to cause a visual intrusion or create a road safety hazard by blinding road users. Signs may also be retro-reflective.

No form of animation shall be allowed.

GUIDELINE SHEET Type of sign: Class 3(c) ~ Signs for Agricultural & Related Land Use in Rural & Natural Areas

D. SAFETY

The letter size and style of signs should ensure the readability of messages at the operating speed of the road.

General safety conditions under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(I) Contents

The amount of information on any sign should be limited to the basic information needed for identification purposes. Excessive information such as contact details should be avoided.

(II) Aesthetics

In cases where signs are attached to boundary walls or gates such signs should not be visually dominant but should rather compliment the design features of these structures.

The design of combination signs shall be of a high standard and shall harmonise with the architecture of relevant structures such as entrance gates.

No sign panel or lettering shall extend above or beyond any of the extremities of the structure to which it is affixed.

No sign panel or lettering shall be attached to any fence which does not present a solid surface, such as palisades and barbed wire fences.

Signs for Agricultural and Related Land Use in Rural & Natural Areas attached to historical buildings or erected on historical sites shall conform to the architectural style of the relevant buildings and to sign style and practices of that specific historical period.

(III) General

All flags and banners shall be attached to solid poles of a permanent nature.

General design and construction conditions under 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions under 5.1.4 apply.

G. RELATED SIGN TYPES

For guiding the traveller to and indicating tourist facilities and attractions in rural and natural areas:

- Tourism guidance signs. These brown road signs form part of the Southern African Development Community Road Traffic Signs Manual (SADC-RTSM). This will fulfil the need of directing and guiding the tourist to tourist facilities and attractions.
- *Class 5(a) ~ Service Facility Signs*
- *Class 5(c) ~ Tourism Information Signs.*

For indicating enterprises and facilities at places of economic activity:

- *Class 2(b) ~ Roof Signs*
- *Class 2(c) ~ Wall Signs*
- *Class 2(d) ~ Signs and Murals Painted on Walls and Roofs*
- *Class 2(f) ~ Projecting Signs*
- *Class 2(g) ~ Veranda, Balcony and Under Awning Signs*
- *Class 2(h) ~ Window Signs*
- *Class 4(b) ~ Forecourt Signs*