

## **Class 3h ~ Veranda, balcony, canopy & under awning signs**

Signs in this sign class should supplement and harmonise with the design elements of buildings and should not dominate the building or its main design features in terms of size, form or colour. With this in mind various conditions have been adopted in the Draft Revised SAMOAC (July 2008) with regard to the position, number and size of these signs.

Specific consent is required in all areas of control in order to prevent signs from Class 3(h) proliferating on buildings. However, taking into consideration the limited manpower of most controlling authorities the enforcement of such a condition may not be a viable option.

Signs attached to the railings of verandas and balconies should be approached with extreme care. The rhythm of such railings may very easily be disrupted and the aesthetic value of both the railings and the building as a whole may be impaired by the indiscreet placement of signs against these railings. This is especially true of historical buildings. With this in mind the following condition has been laid down in the Draft Revised SAMOAC (July 2008):

*No sign should be attached to the veranda or balcony railings or any other railings of buildings in areas of maximum control or historical buildings in any other area of control. In other cases a sign may only be attached to such railings if no other opportunities exist for advertising a specific enterprise or goods and services provided by such an enterprise.*

Signs displayed on the roofs of verandas are also prone to disrupt the visual appeal of buildings and streetscapes by interfering with architectural features behind the sign, while the sign-supports may also be visually obtrusive.

*Signs shall therefore be placed on top of veranda roofs only where such a veranda does not have an appropriate parapet wall, balustrade, fascia or beam on which a sign may be affixed.*

In many cases the problems posed by signs against veranda railings or on veranda roofs may be solved by making use of signs suspended from the front of verandas or balconies parallel to the street line.

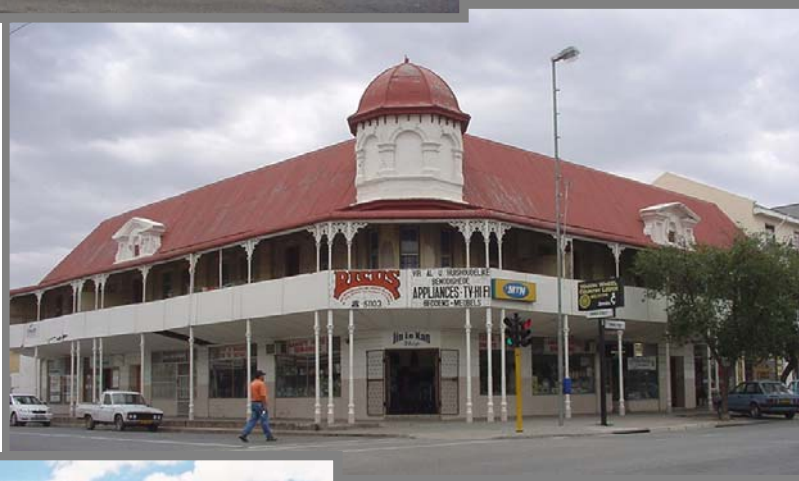
Preference is often given to signs placed at right angles to the oncoming traffic. Signs in Class 3(h) are often misused in this respect in order to obtain maximum exposure to passing motorised traffic. In order to counter this tendency the following conditions were adopted:

- Under awning signs are aimed at pedestrians and need to be displayed at right angles to the street line. The size of such signs should therefore be limited to 0,75m<sup>2</sup> per sign face.
- Signs on top of veranda roofs shall be fixed parallel to the street line. Apart from distracting the attention of drivers signs fixed at right angles to the street line will also have a negative visual impact since the sign supports will be highly visible. This is especially true of signs on sloping veranda roofs.



The veranda railings of the Old Masonic Hotel in Beauort West (top) form a prominent visual element.

Pritchard House on the opposite street corner (right). Boards had been attached to the veranda railings in order to accommodate shop signs. This has destroyed one of the major visual elements of the building and the aesthetics of the building as a whole.



Clyde House in Beaufort West. The appeal of the building has been preserved by not attaching the signs to the veranda railings. The two signs form a visual balance



A sign on a veranda roof in Parys, Free State Province. This sign interferes with the lines of a prominent and attractive gable. It might have been a better option to suspend a sign from the front of the veranda or to attach a wall sign (Class 3c), reflecting the lines of the gable and containing less information, to the gable itself.



Parys, Free State Province - sign on veranda roof, perpendicular to passing traffic. Notice obtrusive support extending all the way down the veranda pillar.



Parys, Free State Province – shop sign aimed at passing traffic. Although very artistic in design, it is overwhelming the veranda post to which it is attached.



Compiled by Frans Jordaan