

## Signage Guidelines 8.7.1 | Revision 0 | October 2010 Standard or Conventional Sign for Building Names

1. This guideline applies to all standard Building Name signs on the exterior of the building or group of buildings.
2. It applies to all buildings and types of buildings except those which are covered by other specific guidelines.
3. The purpose of the sign is to name and identify the building and to provide information to assist people find it.
4. Building Names may be derived from the branding or corporate identity of the owner as occupant or the principal tenant, with the agreement of the CCPOA.
5. The number of signs permitted is one per building where there is one building on the property or, with the approval of the CCPOA, one per building in a group of buildings. The sign is to face the street.
6. Where the property abuts two or more public streets, one additional sign is permitted facing one of the other streets.
7. The sign's position should relate to the main entrance of the building.
8. The size of the sign should be large enough and with appropriate text height so that it can be read clearly from the approaches to the building and from the maximum distances from where it can be read.
9. The size of the sign must suit the space available on the building.
10. The colour combinations, the choice of typeface and other graphic devices must ensure that the sign is legible under daylight and twilight conditions.
11. The sign must suit the character of the building.
12. The sign must fit into the scale of the building and must not obscure architectural detail.
13. It must fit comfortably with other building elements such as windows and arches.
14. A wall sign shall comprise individual cut out lettering.
15. Signs on backing boards are not permitted.
16. Signs may be illuminated with the approval of the CCPOA, but neon signs and back-lit, boxed signs are not permitted.
17. All signs must be of sound construction and manufactured according to the best practice.
18. Where signs are large or otherwise requiring the design of a structural engineer, a qualified engineer must be used.
19. Where the building is within a precinct which has guidelines for the design of signs, those guidelines will have precedence over these.
20. Where the sign gives a building name and an occupant's name, then the name of the building is to have greater prominence.
21. Where deviations from these guidelines are necessary, they must be motivated.
22. All Signs must be submitted for approval by the Design Review Committee and the CCPOA prior to manufacture and installation.
23. The proposal must comply with the CCPOA requirements for electronic submissions.
24. The property owner is responsible for the sign and its submission and must endorse the proposal.
25. The scrutiny fee must be paid when the proposal is submitted.
26. The documents submitted for approval must include full technical specification, illustrations of the appearance of the sign in colour, and scale drawings of the sign and its location on the building sufficient for City of Cape Town Approval under their signage by laws.
27. A structural engineers' certificate must be included where applicable.

***End. This guideline must be read with Chapter 8 of the CCPOA Rules and Regulations***