

**Signage Guidelines: 8.7.2 | Revision 0 | October 2010**  
**Innovative, Designed Signs for Building Names and Special Signs**

1. For special buildings, large buildings or building complexes, the owners, developers and their designers may use innovative solutions to signage which go beyond the limits of the signs indicated in Signage Guideline 8.1
  2. Special buildings include commercial and retail developments, public buildings, and the theme park.
  3. Large buildings include all buildings greater than 10000m<sup>2</sup> GLA or as agreed by the Design Review Committee.
  4. Building Complexes are groups of buildings under one ownership or buildings which are sectionalized and run by a Body Corporate or Home Owners' Association.
  5. This guideline applies to signs on the exterior of the building or group of buildings facing common or public areas.
  6. The purpose of the signs is to identify the building and provide information to assist people find it and to provide wayfinding within the building or complex.
  7. 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.
8. When the design and construction proposal is developed and submitted, it must include details of the following, *inter alia*:
- a. The number of signs proposed.
  - b. The location of each sign, in relation to the streets and the main entrance.
  - c. The sign's position in relation to the main entrance of the building.
  - d. The size of each sign and an indication of its relationship to the building.
  - e. The size of the sign in relation to its position on the building.
  - f. The reading distances and legibility of the signs.
  - g. The colour combinations, the choice of typeface and other graphic elements.
  - h. The sign viewed under daylight and twilight conditions.
  - i. The sign must suit the character of the building.
  - j. The materials and construction of the signs.
  - k. The illumination of the signs, if applicable.
  - l. The use of pylons, flags and other devices.
9. Where signs are large or otherwise requiring the design of a structural engineer, a qualified engineer must be used.
10. Where the building is within a precinct which has guidelines for the design of signs, those guidelines must be taken into account.
11. All Signs must be submitted for approval by the Design Review Committee and the CCPOA prior to manufacture and installation.
  12. Applicants may submit outline design proposals showing broad intentions of the signs supported by drawings, motivations and illustrations before final documents are prepared for submission and approval. These outline proposals will be returned with comments but will themselves not be approved.
  13. Final proposals, in line with comments and agreements arising from the outline design must then be submitted for final approval before manufacture and installation commences. Required documents: full specification and scale drawings of the sign and its location on the building sufficient for City of Cape Town Approval; a structural engineers' certificate where applicable.
  14. The proposal must comply with the CCPOA requirements for electronic submissions.
  15. The property owner is responsible for the sign and its submission and must endorse the proposal.
  16. The scrutiny fee must be paid when the proposal is submitted.

*End*