

Class 3k ~ Miscellaneous signs for urban residential oriented land use & community service

Limiting the field of Class 3k

The current SAMOAC (April 1998) incorporates places of residence and community services situated in both rural and natural environments in *miscellaneous signs for residential oriented land use & community service*. It has been decided for the purpose of the Draft Revised SAMOAC (July 2008) to limit the above sign class to the urban environment. Places of residence and community services in rural and natural environments are now included in a newly created sign class (*Class 3l ~ Signs for Agricultural and related land use in rural & natural areas*) together with signs indicating enterprises in such environments and which are currently contained in the existing *Class 3k (On-premises business signs)* of the April 1998 SAMOAC. This decision was based on the following reasons:

- By concentrating all land use (residential, commercial, etc.) in natural and rural environments in a single newly created sign class the Draft Revised SAMOAC (July 2008) will be more user-friendly to relevant interested and affected parties in sectors such as agriculture and conservation.
- Both sign classes 3k (*On-premises business signs*) and 3l (*Miscellaneous signs for residential oriented land use and community services*) as contained in the existing SAMOAC (April 1998) are too complicated and need to be limited to urban or built-up areas in the Draft Revised SAMOAC of July 2008 (Now respectively 3f and 3k in the Draft Revised SAMOAC).

Scope of Class 3k

Class 3k in the draft revised document will cover the following:

- **Place of residence** in urban areas
- **Small businesses, enterprises and practices** on urban residential premises
- **Small scale urban accommodation facilities** with a residential character
- **Community services and institutions** in urban areas

Crime and Security

In order for the police and emergency services to identify any premises with ease the legibility of street numbers becomes quite an important issue. For this reason a minimum letter size of 200mm is required according to the Draft Revised SAMOAC (July 2008) – although it is assumed that home owners cannot be forced to apply this standard. Allowance is also made for a maximum letter size of 500mm, while a maximum of 750mm is allowed in ‘residential areas’ where the previous residential function has been mostly replaced by enterprises and services.

Major problem in transitional urban areas

In previous 'low density' residential areas where office and commercial encroachment have taken place, such as parts of Arcadia, Pretoria, Class 3(k) signs pose quite a dilemma. Streets like Church, Pretorius and Schoeman carry quite a heavy traffic load. It is therefore quite difficult to concentrate on the traffic and to find the enterprise or practice one is looking for at the same time. In order to solve this problem, enterprises have either erected huge signs to indicate their location or they have painted the residential structures from which they operate in gaudy colours, which can also be seen as a form of outdoor advertising. This particular area incorporates a large number of historical homes and Jacaranda trees, which make it a potential tourist attraction. It is therefore important to manage all advertisements and signs adequately in order to retain and enhance the aesthetic potential of this area.

It is assumed that most other large urban areas are experiencing the same problem as Arcadia, Pretoria. Decisions need to be taken on how to effectively control advertisements and signs in such areas, while also solving the problem of identifying individual enterprises and practices. The following measures may be considered:

- Limiting the size and height of signs while using street numbers as the main mechanism of identification. Allowance is made for a maximum letter size of 750mm. Letters of this size should preferably be attached to or painted onto boundary walls or more elaborate or solid supporting structure where they may be easily observed by the passing motorist. Specially designed freestanding signs on sidewalks carrying street numbers of a somewhat smaller size may also be considered. If legible street numbers are provided for each and every premises the sequence of numbers will make it easy to identify any enterprise or practice. The sequence of street numbers for each street block may also be provided together with street names.
- Zoning of such precincts as areas of maximum control. As a result of the large number of historical buildings and associated tourism and cultural values, such areas need to be classified as urban areas of maximum control. However, on account of the advertising control measures currently applied to, for instance, the areas of Arcadia referred to above it may be assumed that such areas are currently being managed as urban areas of minimum control.

The problem of the proliferation of inappropriate advertisements and signs in these transitional areas lay deeper than insufficient control measures. It is linked to various other problems that play just an important a role in the destruction of tourism and cultural resources in these areas, such as the illegal replacement of historical structures by new commercial structures, poor planning decisions regarding the use of residential structure for commercial purposes and the decay of nearby urban centres.

There is a need to look at this problem in more depth, with inputs from professions such as architecture, town planning and heritage conservation.



According to the Draft Revised SAMOAC (July 2008) signs, and especially supporting structures, should harmonise with the buildings and other structures on the premises as to materials, colour, texture, form, style and character, wherever possible.

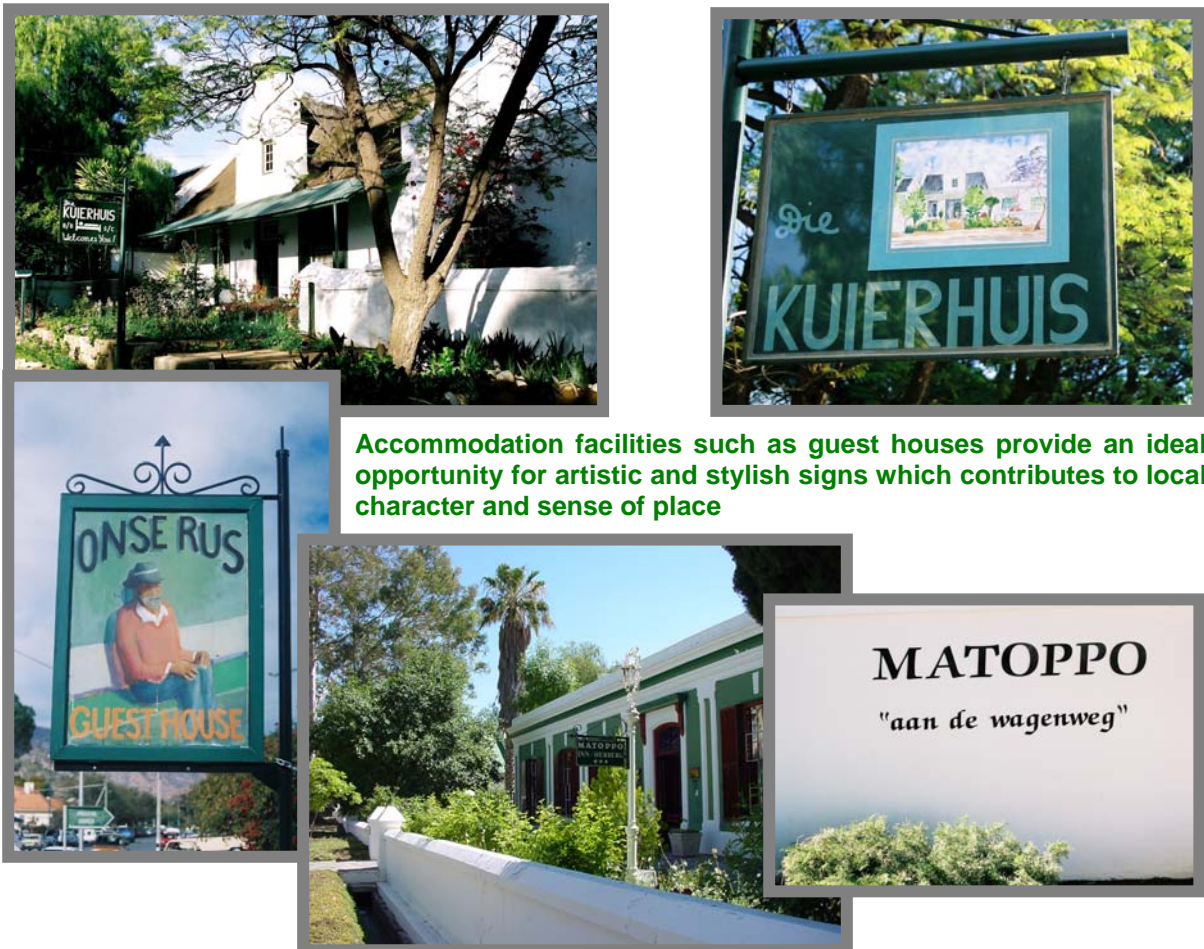
Identification and warning with regard to place of residence



Small businesses, enterprises and practices on urban residential premises

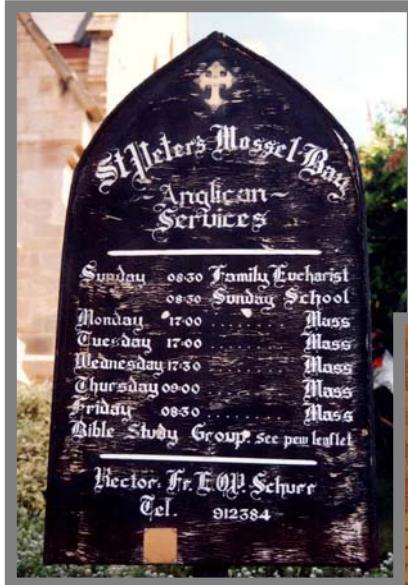


Small scale urban accommodation facilities with a residential & neighbourhood character



Accommodation facilities such as guest houses provide an ideal opportunity for artistic and stylish signs which contributes to local character and sense of place

Community services & institutions



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