



Signage Policy

1. GENERAL

The control of signage is considered one of the prime factors in retaining the quality of Developments and the Town Centre in general. No person shall permit or cause any exterior signage of any description to be erected anywhere on the building or property save as provided for in the policy set out below.

This document is to be read in conjunction with the Umhlanga Ridge Town Centre Management Association's Development Manual and Rules [see extracts below] and in the case of any conflict between this policy and those documents, the provisions of the Development Manual or Rules (as applicable) shall take precedence over the policy. The provisions of this policy shall at all times be subject to the signage bylaws of the local authority. Compliance with this policy shall not exempt any person from compliance with bylaws or other statutory provisions.

2. APPLICATIONS AND APPROVALS

No person may erect any sign without first submitting a formal written application (with attached technical drawings, installation details and colour design drawings) and obtaining written approval from both the following two bodies:

- The Body Corporate/Owner of the Building;
- The Design Review Committee of the Umhlanga Ridge Town Centre Management Association

The erection of any sign without such prior written approval shall constitute a breach of this policy and will be subject to the penalties applicable in terms of the relevant lease or the rules of the Management Association.

It should be noted that approvals of the Design Review Committee and the Body Corporate are a requirement over and above the requirement for Local Authority approval of all signage.

3. PERMANENT SIGNAGE

All permanent signage is to be undertaken by professional designers and sign manufacturers.

For purposes of assessing applications in compliance with Clause 2 above, the following will be taken into account:

3.1. Size and Position

All signage shall be erected only within the demarcated zones as indicated in the building signage policy as prepared by the architects.

The characters or items appearing on a sign and the sign as a whole shall comply with the dimensions indicated on the building signage policy, provided that the owners representative may, with the approval of the Design Review Committee and in light of the individual circumstances of any specific application, decide that such size may be inappropriate and amend such sizing parameters in light of design merit.

Where signage is to be affixed to any shop front / structural element / signage structure, said signage is to match exactly the size and position of the zone for which it is intended.

Where signage is placed above shop fronts or onto large expanses of wall, said signage shall be sized and positioned to match shop front mullion widths, the width of shop front openings or other structural elements as indicated on the Drawings. Ill-fitting signage or signage not constructed to sizes and positions indicated on the Drawings will not be approved.

3.2. Content

The signage content may include the name of a corporation, enterprise or organisation, and/or the description of the type of goods or services offered by the organisation, but it is not the intention to advertise specific brands of product. All advertising of product is to be restricted to within the leased premises only.

3.3. Materials

All signs are to be manufactured of high quality, durable and colour fast materials, preferably of natural or coated aluminium, brass, copper or stainless steel.

Plastic or Perspex signs are discouraged and, if approved for use, shall be rendered with a matt finish.

Signs painted directly onto the façade of a building are prohibited.

Signs manufactured of opaque, translucent material and lit from within are discouraged, as is the use of neon lighting.

As far as possible, tenants should attempt to match the construction methods of the signage of their immediate neighbours. This creates rhythm along the shop front and formalises the signage as part of the building itself. (As opposed to a series of random events tacked onto the structure).

3.4. Fixing Methods

No sign on any façade of a building, save with the consent of the designated representative of the owner and the Committee in cases of individual design merit, may be affixed to a board and then attached to the building.

All elements of a sign are to be affixed by means of concealed fixings, be disengaged from the plane of the façade itself and have a high quality trim or edging as outlined in "Materials" above.

The favoured fixing method encourages each character of a sign to be pin mounted individually at least 20mm from the surface of the façade.

Where fixings are visible to the public eye due to on-site circumstance, all such fixings shall match the colour / material of the surface onto which they are mounted.

3.5. Lighting

Signs should preferably be backlit or lit from a remote, hidden source unless lighting is designed as an integral part of the sign and, hence, of the building.

Moving, flicking or flashing signage, whether in terms of articulated elements of the sign or in terms of lighting, is expressly prohibited.

Detailing shall ensure that no cabling, conduits or cut-off control boxes are visible from a public point of view. (These elements should be contained within the fabric of the building itself.)

4. SIGNAGE APPLIED TO SHOPFRONTS / WINDOWS

Such signage shall be subject to approval as required in Clause 2 above, however it is noted that approval may in this instance be given generically to cover the principles of the ongoing manufacture, erection and display of such signage for a particular tenant and may not require specific approval for each and every sign erected.

Shopfront signage shall be of an approved Decal or sticker type sign. The use of paint applied directly to shopfronts is specifically prohibited.

Shopfront signage may be erected only in designated portions of the shop front glazing as indicated on the Drawings and shall be restricted to tenant logos and names and/or specific services offered by the tenant.

5. SECURITY COMPANY SIGNAGE

Signage erected identifying any security company providing a security / response service to any tenant's lease shall comply with the following:

- o Position and detail of the boards require the prior written consent of the designated representative of the owner and the Manager of the Management Association.
- o Not more than two (2) security boards shall be permitted per business/tenant.
- o Maximum size shall be 450 x 450 mm
- o The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times.

6. DIRECTIONAL/INFORMATION SIGNAGE

Such signage shall be subject to approval as required in Clause 2 above, however it is noted that approval may in this instance be given generically to cover the principles of the ongoing manufacture, erection and display of such signage for a particular tenant or the development as a whole and may not require specific approval for each and every sign erected.

The signage shall be maintained parallel and plumb and in a clean, undamaged condition at all times.

7. ERECTION OF TEMPORARY SIGNAGE / SPECIAL PROMOTIONS

All temporary signage to be erected on any part of the property for the purposes of a specific short-term promotion or any other purpose shall be subject to approval as required in Clause 2 above, however it is noted that approval may in this instance be given generically to cover the principles of the manufacture, erection and display of such signage for a particular tenant and may not require specific approval for each and every sign erected.

Temporary signage shall only be erected for a specified and approved duration after which the tenant is to remove such signage with due diligence.

8. PROHIBITED SIGNAGE

The following signage is prohibited from being erected anywhere on the exterior of the building or rented premises and may only be erected within the leased area behind and not attached to the shopfront in a designated showroom or retail area:

- o Teardrop freestanding banners.
- o Freestanding temporary signboards.
- o Banners
- o Rotating (Whirligig) signs
- o Sandwich boards
- o Bunting
- o Sails
- o Posters
- o Balloons, blimps or other inflatable devices

Acknowledging the need for new businesses to establish their presence in the area, the designated representative of the owner may, on receipt of an application, and with the prior written approval of the Design Review Committee, grant prior written permission for specified departures from this rule for a period not to exceed three (3) months from the date of commencement of trading by any new business within the development or as part of a special promotion for a specified period. The designated representative of the owner reserves the right to remove such prohibited signage at the Tenant's cost should the stated time period be exceeded or should the signage not be kept in a good state of repair to the satisfaction of the designated representative of the owner or the Manager of the Management Association.

9. FLAGS

The erection of flags is prohibited unless specifically approved by the designated representative of the owner and the Design Review Committee. In the event of such approval, the flags shall at all times be maintained in compliance with the conditions of approval and in a condition that in the opinion of the designated representative of the owner / Manager of the Management Association is acceptable. In this regard it is specifically noted that the following are unacceptable:

- o Dirty or stained flags
- o Worn or faded flags
- o Frayed hems
- o Damaged eyelets
- o Jointed or frayed ropes
- o Corroded flagpoles
- o Bent or damaged poles

The Manager of the Management Association or designated representative of the owner may give notice to any member to remedy any contravention in respect of maintenance of flags and flagpoles in terms of this clause. The designated representative of the owner reserves the right to remove such flag installations at the Tenant's cost should the contravention not be remedied within the time stated in the notice given to the Tenant.

10. ESTATE AGENT / BROKER BOARDS

Boards erected by Estate Agents or Property Brokers shall comply with the following requirements:

- o Boards require the prior written consent of the designated representative of the owner a copy of which shall be forwarded to the Manager of the Management Association before signs are erected
- o Not more than two (2) agents or brokers boards are permitted on the property at any time
- o Maximum size shall be 2400 x 1200 mm
- o The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times
- o Boards shall be removed within three (3) months of erection unless permission is granted by the designated representative of the owner and Manager of the Management Association for an extension of the period.

The designated representative of the owner reserves the right to remove such boards at the cost of the Agency or brokerage should the contravention not be remedied within the time stated in the notice given to the agency / brokerage.

11. SIGN MAINTENANCE

All signage is to be properly maintained by tenants to the satisfaction of the designated representative of the owner and the Manager of the Management Association. Tenants are encouraged to engage in maintenance contracts with their respective signage companies to ensure their signage is clean and in a good state of repair.

EXTRACT FROM DEVELOPMENT MANUAL:

CLAUSE 14 : SIGNAGE, LIGHTING AND GRAPHICS

- 14.1 In respect of all signage placed on a building façade visible to any public, semi-public or neighbouring property, all buildings approved by the Committee are to indicate a zone or zones designed as integral parts of the building's architecture, which are to be designated for the placement of such signage. Such designated zone or zones, together with a signage code prepared by the building owner and architect and approved by the Committee for inclusion in any tenant lease agreement, is to be the sole basis of any signage on the building's exterior.
- 14.2 No sign may be displayed on any exterior façade of a building without first obtaining the approval of the Committee.
- 14.3 The naming of buildings themselves (which may well include the name of a corporation, enterprise or organisation), rather than the naming of any corporation, organisation, company or product alone, is encouraged. Naming rights to any single building is to be exclusive to one tenant or occupier alone and any application to the Committee for approval of a sign in respect of naming a building must be accompanied by the written granting of such naming rights by the building's owner. In the case of a building, or complex of buildings, designed so as to create clearly identifiable and unambiguous wings, the Committee may, where individual design merits warrant it, agree to more than one name being given to such components of the building or complex as long as not more than one such name relates to an individual component.
- 14.4 The signage of each of multiple tenants occupying a building may be displayed on the façade of the building within a zone not exceeding 8m from the sidewalk level to which the building relates. Again, while this naming may include reference to a corporation, enterprise or organisation, it is not the intention to advertise product on the façade in this zone. All advertising of product is to be within the leased area of the shop, office or commercial undertaking. All signage in this respect is to be undertaken by professional designers and sign manufacturers and in terms of a code prepared by the developer, approved by the Committee and included in the standard tenant lease agreement.
- 14.5 No sign is to be displayed at a point above the line where the dominant façade of a building meets the transition with the building's roof element or, in the case of a parapet façade, beyond the height of the parapet itself.
- 14.6 No characters nor items of a sign may exceed 750mm in height and the sign as a whole may not exceed 6m in length provided that the Committee may, in the individual circumstances of a development, decide that such size may be inappropriate and reduce or increase such sizing parameters.
- 14.7 Should the sign envisaged not suit the proportions noted above, the guide will be followed that the overall area of the entire sign shall not exceed 4.5 m² subject to the proviso noted in 14.6 above.

- 14.8 No sign on any façade of a building, save with the consent of the Committee in cases of individual design merit, may be affixed to a board and then attached to the building. All elements of such a sign are to be affixed by means of concealed fixings and disengaged from the plane of the façade itself. Such signs are to be manufactured of high quality, durable and colourfast materials, preferably of natural or coated aluminium, brass, copper or stainless steel. Plastic or Perspex signs and signs painted directly onto the façade of a building are discouraged and, where plastic or Perspex is to be used, it should be rendered with a matt finish. The lighting of signs should be backlit or lit from a remote, hidden source unless such lighting is designed as an integral part of the sign and, hence, of the building. Signs manufactured of opaque, translucent material and lit from within are discouraged as is the use of neon lighting. Moving, flicking or flashing signage, whether in terms of articulated elements of the sign or in terms of lighting, is expressly prohibited.
- 14.9 Each building is to have its street address displayed prominently, preferably at the main street entrance of the building. Such signage is to be in keeping with the character of the building and should be consistent with a signage "language" developed for the building as a whole in terms of typography, scale, material, fixing and lighting. Address signage facing onto the parking court area within any block is encouraged provided it is of an under-stated nature.
- 14.10 Flood or accent lighting of building facades or elements of the building is encouraged provided that it is within an ethic of understatement, enhancing of the town centre's group form, of neutral colouring (save for, in the Committee's opinion, appropriate points of accent or cases of individual design merit) and so as not to spill excess light into the sky nor create any glare onto the adjoining street or development. All such lighting is to be from a remote, hidden source or from light fittings designed as an integral part of the building's architecture.
- 14.11 Teardrop freestanding banners, free standing temporary signboards, banners, rotating (whirligig) signs, sandwich boards, bunting, sails, posters, balloons, blimps or other inflatable devices are all prohibited. The erection of flags is prohibited unless specifically approved by the Design Review Committee. In the event of such approval, the flags shall at all times be maintained in compliance with the conditions of approval and the rules of the Association and in a condition that in the opinion of the Town Manager is acceptable.

EXTRACT FROM RULES:

CLAUSE 2 : SIGNAGE

2.1 Introduction

The control of signage is considered one of the prime factors in retaining the quality of the public environment and accordingly property values within the Umhlanga Ridge Town Centre. No member shall permit any exterior signage of any description to be erected anywhere on the building or property save as provided for in these rules.

An infringement of signage rules is considered an infringement of the integrity of the Town Centre itself and its branding as well as of the rights of businesses and residents in the area.

Contraventions of signage rules are accordingly viewed in a serious light and will be dealt with severely by the Association.

These signage rules shall be read in conjunction with the Articles of Association and the Development Manual and in the case of any conflict between the rules and those documents, the provisions of the Articles of Association or Development Manual (as applicable) shall take precedence over the rules. The provisions of these rules shall at all times be subject to the signage bylaws of the local authority. Compliance with these rules shall not exempt any member from compliance with bylaws or other statutory provisions.

2.2 Penalties

Any member committing a breach of any signage rule contained in this Clause (2) shall be instructed to remedy such breach forthwith. Failure to comply with such instruction within a period of seven (7) days shall constitute a breach of this rule and render the member liable to a fine of R500.00 [or such other amount as the directors may determine from time to time] for each 7-day period or part thereof that he continues to be in breach of the rule. Should a member remain in breach for a period of more than three (3) weeks from the date of initial notification, the penalty shall increase to an amount of R500.00 per day [or such other amount as the directors may determine from time to time].

Fines shall be calculated monthly and issued as part of the levy invoice. Amounts outstanding in respect of fines imposed on any member shall be treated in the same manner as outstanding amounts in respect of levies.

Any infringement of this Clause (2) occurring within a period of two (2) months of a prior notice in respect of the same infringement shall be considered a continuation of the prior infringement, and penalties applied accordingly.

In addition to the imposition of a fine, the Association shall have the right to remove any sign erected in contravention of these rules and to recover the cost of such removal from the member concerned. The right to impose these penalties is without prejudice to the Association's rights in terms of the law, the Contract of sale or the Articles.

2.3 Erection of Signage Outside Property Boundaries

No member shall cause any sign, banner, flag or other similar item to be erected outside the boundary of his property, either on the property of another member, or of the Association or within the public roads and sidewalks within the Town Centre without first obtaining the written consent of the Association and (if applicable) the other member concerned.

The erection of any such sign without the required approval shall constitute a breach of this rule and render the member liable to the penalties described in Clause 2.2.

2.4 Permanent Signage

All members shall formally submit a signage policy for their property for approval by the Design Review Committee of the Association. Such signage policy shall be updated as required from time to time and all such updates shall similarly be submitted for approval by the Design Review Committee. All permanent signage to be erected on any building shall be submitted for approval to the Design Review Committee, which will consider such application in terms of the Development Manual and the approved signage policy.

The erection of any permanent sign without the prior written approval of the Design Review Committee shall constitute a breach of this rule and render the member liable to the penalties described in Clause 2.2. It should be noted that approval of the Design Review Committee is a requirement over and above the requirement for Local Authority approval of all signage.

2.5 Prohibited Signage

The following are prohibited forms of signage. Any member causing such signage to be erected on his property in any position adjoining or visible from any public area or area vesting in the Management Association, shall be guilty of contravening this rule and shall be liable to the penalties described in Clause 2.2.

- Signage erected within window lines, whether painted onto the glass itself or separate signage applied to the glass.
- Mobile trailer advertising

- The following signage is similarly prohibited, but may be erected within the building in a designated showroom or retail area:
 - Teardrop freestanding banners.
 - Free standing temporary signboards.
 - Banners
 - Rotating (Whirligig) signs
 - Sandwich boards
 - Bunting
 - Sails
 - Posters
 - Balloons, blimps or other inflatable devices

Acknowledging the need for new businesses to establish their presence in the area, the Town Manager may, on application, grant prior written permission for specified departures from this rule for a period not to exceed three (3) months from the date of commencement of trading by any new business (whether a member or its tenant) within the New Town Centre.

2.6 Flags

The erection of flags is prohibited unless specifically approved by the Design Review Committee. In the event of such approval, the flags shall at all times be maintained in compliance with the conditions of approval and in a condition that in the opinion of the Town Manager is acceptable. In this regard it is specifically noted that the following are unacceptable:

- Dirty or stained flags
- Worn or faded flags
- Frayed hems
- Damaged eyelets
- Jointed or frayed ropes
- Corroded flagpoles
- Bent or damaged poles

The Town Manager may give notice to any member to remedy any contravention in respect of maintenance of flags and flagpoles in terms of this clause. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.7 Estate Agent / Broker Boards

Boards erected by Estate Agents or Property Brokers shall comply with the following requirements:

- Boards require the prior written consent of the member (property/unit owner), and Body Corporate, if applicable, a copy of which shall be forwarded to the Town Manager before signs are erected
- Not more than two (2) agents or brokers boards are permitted on any site
- Maximum size shall be 2400 x 1200 mm
- The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times
- Boards shall be removed within three (3) months of erection unless permission is granted by the Town Manager for an extension of the period.

The Town Manager may give notice to any member to remedy any contravention in respect of Estate Agent / Broker boards. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.8 Signage on sites under development

On any site under development, not more than one contractor's board, one professional board (i.e. a board listing the professional and project team employed on the works) and one development board shall be permitted. These shall comply with the following requirements:

- Position and detail of the boards require the prior written consent of the Town Manager
- Maximum size shall be 3000 x 2000 mm
- The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times
- Boards shall be removed within two (2) weeks of first occupation of the building.

The Town Manager may give notice to any member to remedy any contravention in respect of Developer / Contractor boards. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.9 Security Company Signage

Signage erected identifying any security company providing a security / response service to any member's property shall comply with the following:

- Position and detail of the boards require the prior written consent of the Town Manager
- Not more than two (2) security boards shall be permitted per business/tenant on any site
- Maximum size shall be 450 x 450 mm
- The boards shall be maintained parallel and plumb and in a clean, undamaged condition at all times

The Town Manager may give notice to any member to remedy any contravention in respect of Security Company Signage. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

2.10 Directional/Information Signage

Any miscellaneous directional/information signage erected on any property in the Town Centre in any position adjoining or visible from any public area or area vesting in the Management Association shall comply with the following requirements:

- Position and detail of the signage require the prior written consent of the Town Manager
- The signage shall be maintained parallel and plumb and in a clean, undamaged condition at all times

The Town Manager may give notice to any member to remedy any contravention in respect of Directional/Information signage. Failure to comply with such notice shall constitute a contravention of this rule and shall be subject to the penalties described in Clause 2.2.

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