

Guidelines 8.7.10 | Revision 0 | October 2012: Front Door Building Name Signs

This guideline applies to the public main entrance to a building, where:

- The standard Building Name Signs comply with Guideline 8-1, and
 - Where the main entrance is not visible from the principal approach to the building.
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 the building, and identify and locate the main entrance 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 per main entrance in addition to the building name sign governed by Guideline 8-1
 7. The sign's position should relate to the main entrance of the building and be close to it.
 8. The size of the sign should be significantly smaller than the building name sign and with appropriate text height so that it can be read clearly from the immediate proximity to the entrance.
 9. The size of the sign must suit the space available on the building at the entrance.
 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 entrance and must not obscure architectural detail.
 13. It must fit comfortably with other building elements such as the doors, 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. The sign must be of sound construction and manufactured according to the best practice.
 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 he 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. Where the building has more than one tenant to be used in the building branding, the Design Review Committee will have sole discretion for the inclusion of a second name in the Front Door Building Name Sign.

End. This guideline must be read with Chapter 8 of the CCPOA Rules and Regulations and Guideline 8.7.1.