

2.2.2 Class two: Posters and general signs

The function and necessity of signs in this class vary greatly. Most signs in this class have an urban nature but some of them also have a role to play in natural and rural areas. These signs generally have a lower aesthetic impact owing to smaller size or temporary nature. However, the relative ease with which some of these signs are manufactured and displayed and the relatively low cost involved cause a significant aesthetic impact.

2(a) Large posters and advertisements on street furniture

This class provides ample opportunity for advertising along urban streets, in public spaces and in other pedestrian-oriented areas at shopping centres, shopping malls and transport nodes. Large posters come in various formats such as 1,56 m x 1,05 m (commonly known as 4 sheet posters) or 1,8 m x 1,2 m and are normally displayed on standardised self-supporting structures which may be mounted on poles or be placed directly onto the ground. Advertising on street furniture consists of advertising on public facilities and structures which are not primarily intended for advertising but which are provided for pedestrians and commuters and may include seating benches, planters, pavement litter bins, pole mounted bins, bus shelters, pavement clocks and drinking fountains.

Specially designed advertising furniture may also be provided for the sole purpose of advertising and contributing to the streetscape.

For free-standing posters on forecourts of business premises - see class 3(i)



2(b) Banners and flags

Consist of locality-bound banners and flags for advertising functions, events and enterprises and non-locality-bound banners and flags for streetscaping projects. May be attached to flagstaves, buildings or special streetscaping structures. Banners and flags advertising promotions or commercial products or events are not allowed. National flags of countries as well as banners and flags carried through the streets as part of a procession are not controlled by SAMOAC.

For aerial banners see class 5(a).



2(c) Suburban ads

Pole-mounted location signs at entrances to suburbs carrying an advertising sign beneath the suburb name.



Photo: Suburban and Industrial Signs



Photo: Suburban and Industrial Signs

2(d) Temporary advertisements

This class includes a wide variety of signs and advertisements which are usually displayed to publicise a forthcoming event, to advertise a short-term use of the advertisement site or to announce the sale or renting of real estate or the sale of goods and commodities. This class includes the following sign types:

(i) Estate agents' boards

Real estate for sale, on show, to let or sold.



(ii) Sale of goods or livestock on land and premises not normally used for commercial purposes (Auction sales).



(iii) Pavement posters and notices

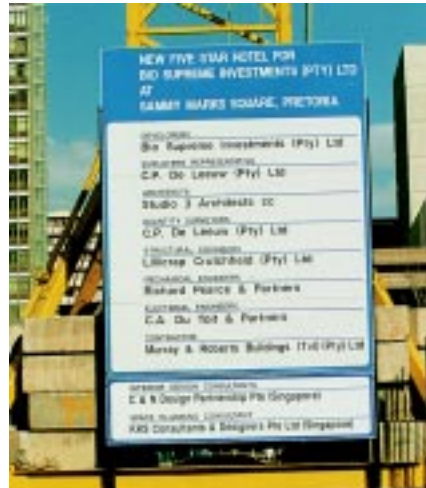
Consist of temporary signs which are attached to electrical light standards within the road reserve and which are intended to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature. The advertising of commercial products, services or events shall not be allowed.



2(d) Temporary advertisements (continued)

(iv) Project boards

Permit contractors and consultants involved in minor or major construction projects or alterations to existing structures or facilities to advertise their involvement on the site where the construction works are taking place. Also included are signs describing the type of development being carried out on a site and giving details of the type of accommodation being provided, floor space available, etc.



(v) Temporary window signs

Signs which are temporarily painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.

For permanent window signs see class 3(g).



2(e) Street name advertisements

Pole mounted, double-sided, internally illuminated signs, that bear both the street name and advertising panels in the urban environment.



2(f) Neighbourhood watch and similar schemes

This class makes provision for outdoor signs for neighbourhood watch, farm watch and similar watch schemes indicating that watch schemes are in operation in certain areas. It also makes provision for signs containing the name, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.



2(g) Product replicas and three-dimensional signs

Product replicas or three-dimensional devices used for the purpose of advertising may be free-standing or attached to a building. This type of sign is associated with shopping centres or other commercial areas and with entertainment and industrial areas.

For three-dimensional advertisements incorporated in billboards, see class 1(b).

