

2.2.4 Class four: Signs for the tourist and traveller

Signs aimed at tourists and travellers have a role to play in all three landscape types. The actual visual impact varies from relatively high in the case of service facility signs at highway service complexes to relatively low in the case of brown tourism signs that harmonise with the environment. These signs have the primary function of directing the tourist and traveller and of indicating the availability of certain services. They therefore have a rather high necessity value.

4(a) Sponsored road traffic projects

Signs relating to the sponsoring of projects specifically intended for road users and involving the provision of road services, the promotion of road safety or the management and conservation of roadside environments.



4(b) Service facility signs

Consist of relatively large combination signs displayed at filling stations and roadside service areas (rest and service areas) which may provide a variety of services such as fuel pumps, workshops, rest rooms, car washes, shops, accommodation facilities, restaurants, fast food outlets and auto tellers

For advertisements on the columns and roofs of structures covering fuel pumps at filling stations and roadside service areas, see class 3(e). For smaller advertisements displayed on the forecourts of filling stations and roadside service areas, see class 3(i).



4(c) Tourism signs

Tourism signs form part of the South African Road Traffic Sign System and are provided supplementary to direction signs. These signs have a distinctive white on brown colour and use symbols to a large extent. The main objective of tourism signs is to inform and guide tourists in the final stages of their journeys. Tourism signs provide a standardised, safe, functional and environmentally acceptable way of transferring directional information regarding a diversity of localities, facilities, activities and services which might be of interest to the tourist and traveller.

For street maps and other tourist information on street furniture and large poster structures see class 2(a).



4(d) Functional advertisements by public bodies

Advertisements needed by local authorities and other statutory undertakers such as utilities and public transport operators to give information or guidance about the services they provide (e.g. bus timetables).

