

2.4

Guidelines for control

2.4.1 General conditions and principles

2.4.1.1 Amenity and decency

- (a) **No sign, as permitted by SAMOAC, shall in the opinion of the controlling authority -**
- (i) be detrimental to the environment or to the amenity of a human living environment by reason of size, shape, colour, texture, intensity of illumination, quality of design or materials or for any other reason;
 - (ii) be in its content objectionable, indecent or suggestive of indecency or prejudicial to the public morals;
or
 - (iii) unreasonably obscure, partially or wholly, any sign owned by another person previously erected and legally displayed.

2.4.1.2 Safety

- (a) **No advertisement or advertising structure, as permitted by SAMOAC, shall -**
- (i) in the opinion of the controlling authority constitute a danger to any person or property;
 - (ii) in the opinion of the roads authority be so placed or contain an element which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;
 - (iii) in the opinion of the roads authority be illuminated to the extent that it causes discomfort to or inhibits the vision of approaching pedestrians or drivers;
 - (iv) be attached to a road traffic sign or signal, combined with a road traffic sign or signal [unless specifically provided for in the South African Road Traffic Signs Manual (SARTSM)], obscure a road traffic sign or signal, create confusion with a road traffic sign or signal, interfere with the functioning of a road traffic sign or signal or create a road safety hazard in the opinion of the roads authority;
 - (v) in the opinion of the roads authority obscure a pedestrian's or driver's view of pedestrians, road or rail vehicles and features of the road, railway or pavement such as junctions, bends and changes in width;

- (vi) project over a pedestrian or cycle circulation route, unless the clear height of such sign exceeds 2,4 m;
- (vii) obstruct any fire escape or the means of egress to a fire escape or obstruct or interfere with any window or opening required for ventilation purposes; or
- (viii) exceed the minimum clearance with regard to overhead power lines as prescribed in regulation 15 of the Electrical Machinery Regulations (No R1593 in GG. 11458 of 12 August 1988). (Permission must be obtained from the relevant supply authority before any advertising structure may be erected in a power line servitude).

(b) Signs or advertisements positioned along roads and specifically targeting the road user shall be concise and legible and shall comply with the following requirements:

- (i) No sign displaying a single advertisement or message shall exceed 15 "bits" of information. No combination sign or any other sign displaying more than one advertisement or message shall contain more than 6 "bits" of information per enterprise, service or property or per individual advertisement or message displayed on a combination sign. "Bit" values shall be calculated as follows:

Words of up to 8 letters, inclusive	:	1 "bit"
Numbers of up to 4 digits, inclusive	:	0,5 "bit"
Numbers of 5-8 digits	:	1 "bit"
Symbol, logo or abbreviation	:	0,5 "bit"

- (ii) Street numbers indicating specific premises shall have a minimum size of 150 mm and a maximum size of 350 mm.
- (iii) No message shall be spread across more than one sign or sign panel.

2.4.1.3 Design and construction

(a) Any sign, as permitted by SAMOAC -

- (i) shall, in the opinion of the controlling authority, be neatly and properly constructed and executed and finished in a workmanlike manner;
- (ii) shall, in the opinion of the controlling authority, not be detrimental to or have a negative aesthetic impact on the urban design, streetscapes or the character of the surrounding area by way of the design of the structure or device;
- (iii) shall, in the opinion of the controlling authority, have a neat appearance and shall consist of durable materials in accordance with the function, nature and permanence of the advertisement, sign or

structure and materials such as cloth, canvas, cardboard, paper or synthetic cardboard should be used only when essential to the nature and function of a particular sign;

- (iv) shall, in the opinion of the controlling authority, have a neat appearance in terms of advertisement content and signwriting while untidy hand-written messages should be avoided as far as possible;
- (v) shall, in the opinion of the controlling authority, not deface building facades with electrical services provisions and other accessories;
- (vi) shall, in the opinion of the controlling authority, be rigidly and securely attached, supported or anchored in a safe manner and so that unwanted movement in any direction is prevented;
- (vii) shall be capable of effectively securing, supporting and maintaining not less than twice its mass with the addition of any force to which the sign may be subjected, including wind pressure;
- (viii) shall wherever necessary in accordance with the nature of the sign and when attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in such brickwork, masonry or concrete or passing through the same and secured on the opposite side;
- (ix) shall, when attached to conservation-worthy buildings, be attached with the necessary expert advice in order to prevent damage to such buildings;

(b) Any advertiser or contractor -

- (i) shall not use water-soluble adhesive, adhesive tape or similar material to display or secure any sign or advertisement elsewhere than on a billboard, board or any structure provided for this purpose;
- (ii) shall have all exposed metalwork of any sign painted or otherwise treated to prevent corrosion and all timber treated to prevent decay; and
- (iii) shall have measures taken to prevent the entry of water into and the accumulation of water or moisture on or in any sign or any part of its supporting framework, brackets or other members.

(c) Glass

- (i) All glass used in signs (other than glass tubing used in neon and similar signs) shall be safety glass at least 3 mm thick.
- (ii) Glass panels used in signs shall not exceed 0,900 m² in area, each panel being securely fixed in the body of the sign, structure or device independently of all other panels.

(d) Electrical

- (i) Every illuminated sign and every sign in which electricity is used -
 - (aa) shall have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly in the opinion of the controlling authority;

- (bb) shall be constructed of material which is not combustible;
- (cc) shall be provided with an external switch in an accessible position whereby the electricity supply to the sign may be switched off; and
- (dd) shall be wired and constructed in accordance with and subject to the provisions of the relevant authority's electricity supply by-laws.

(e) Damage to property

- (i) No person shall, in the course of erecting or removing any sign, advertisement structure or device, cause damage to any tree, electrical standard or service or other public installation or property.

2.4.1.4 Maintenance

(a) Any sign, as permitted by SAMOAC -

- (i) should, where possible, to be located at a height that discourages vandalism;
- (ii) shall be serviced on a regular basis; and
- (iii) shall be maintained in good repair and in a safe condition and according to the highest standards as regards quality of structures, posting and signwriting.

(b) The owner of any land or building on which a sign is displayed or erected, or to which a sign is attached, and the owner of any such sign shall be jointly and severally responsible for the maintenance in a safe and proper condition and for the cleaning and the repainting of any such sign.

2.4.1.5 Position

(a) Signs, as permitted by SAMOAC -

- (i) shall not be positioned on a road island or road median with the exception of those in class 2(e) (*street name advertisements*);
- (ii) shall not be suspended across a road with the exception of signs permitted on bridges across certain urban roads other than freeways [class 3(l)] as well as banners suspended across urban roads other than freeways and as part of a streetscaping project [class 2(b)];
- (iii) shall not be erected within or suspended above a road reserve or within the limited use area outside the road reserve boundary of freeways, as indicated in Figure 7, with the following exceptions:
 - (aa) classes 4(a), 4(b), 4(c) and 5(b) may be allowed within all road reserves;
 - (bb) class 2(d)(iv) signs that concern road construction may be allowed within all road reserves;

- (cc) class 2(d)(iv) signs that do not concern road construction may be allowed within all road reserves other than freeways, but only next to the actual development site and only if sufficient space is not available on such a site;
 - (dd) classes 2(a), 2(b), 2(c), 3(d), 3(e) and 4(d) may be allowed within all urban road reserves other than freeways;
 - (ee) classes 2(d)(iii) and 2(e) as well as signs on bridges [class 3(l)] may be allowed within urban road reserves other than freeways but only in urban areas of minimum and partial control;
 - (ff) class 2(f) signs may be allowed within road reserves other than freeways in urban, rural and natural environments;
 - (gg) classes 3(c), 3(d) and 3(e) may be allowed within the limited use area along freeways if the main building housing an enterprise is within 50 metres from the road reserve boundary of a freeway and if there is no other appropriate means of indicating that particular enterprise facing another public road carrying through passing traffic.
- (iv) shall not be permitted within a restricted area at urban street corners as illustrated in Figure 8, with the exception of sign types 2(d)(v), 2(e), 3(c), 3(d), 3(e), 3(g) and 3(h), and illuminated signs allowed within restricted areas at signalised street corners as indicated in Figure 9 shall have a clear height of at least 6 m if such signs contain the colours red, green or amber.

2.4.1.6 Illumination

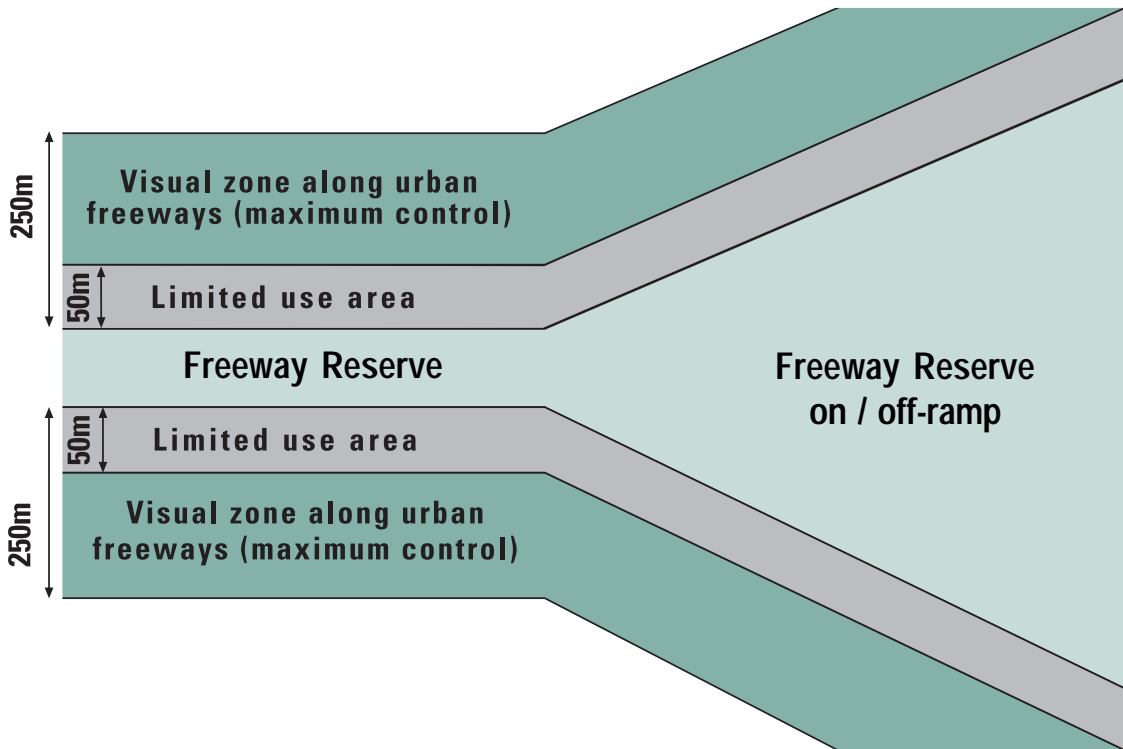
- (a) The following maximum luminance levels per square metre are applicable for all classes of advertisements in SAMOAC where illumination is permitted (as determined by the International Commission on Illumination):

Illuminated area	Max. luminance
less than 0,5 m ²	1 000 candela/m ²
0,5 m ² < 2m ²	800 candela/m ²
2m ² < 10 m ²	600 candela/m ²
10m ² or more	400 candela/m ²

- (b) The light source emanating from floodlights shall not be visible to traffic travelling in either direction.
- (c) Floodlighting shall be positioned to ensure effective distribution and minimise light wastage or 'spill'.

- (d) In respect of urban freeways, irrespective of the area of control, classes 1(a), 1(b), 1(c), 1(d), 2(c), 2(d), 2(g), 3(b), 3(c), 3(f), 3(h), 3(l), 3(m), 5(a) and 5(c) may not be illuminated in any way unless the freeway is lit by overhead lighting over the full distance within which the advertising sign is visible from the freeway.

Figure 7: Advertising Restrictions on Urban Freeways



Notes:

1. See par. 2.4.1.5(a)(iii)
2. Within visual zones the responsible roads authority may, after an EIA process, identify areas in which relaxation may be allowed by changing such visual zone areas back to the original area of control (minimum or partial) onto which the visual zone (maximum control) was super-imposed. In such instances, the responsible roads authority may also stipulate any terms and conditions additional to the requirements of this manual they may require compliance with.

Figure 8: Restrictions on signs at street corners

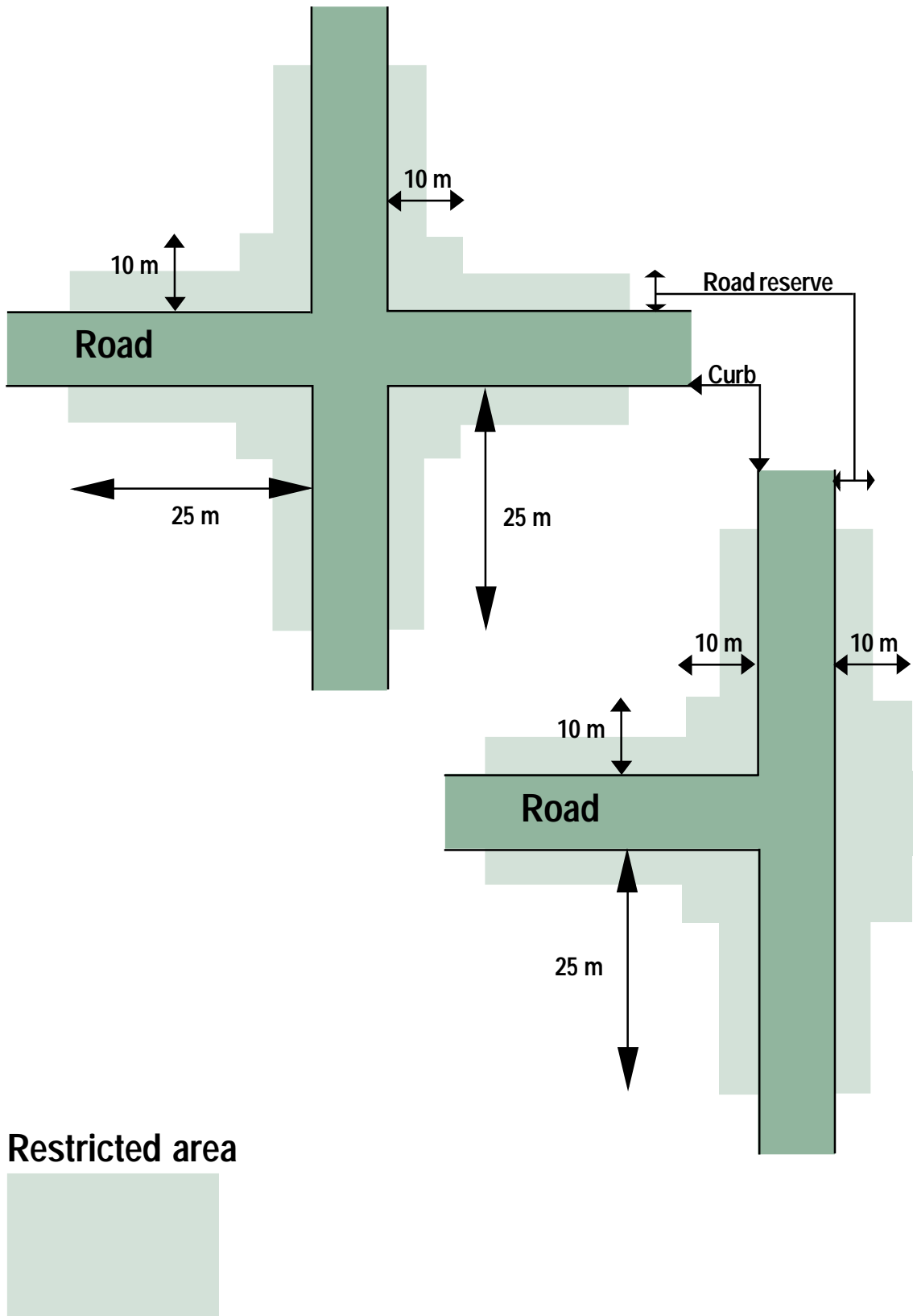
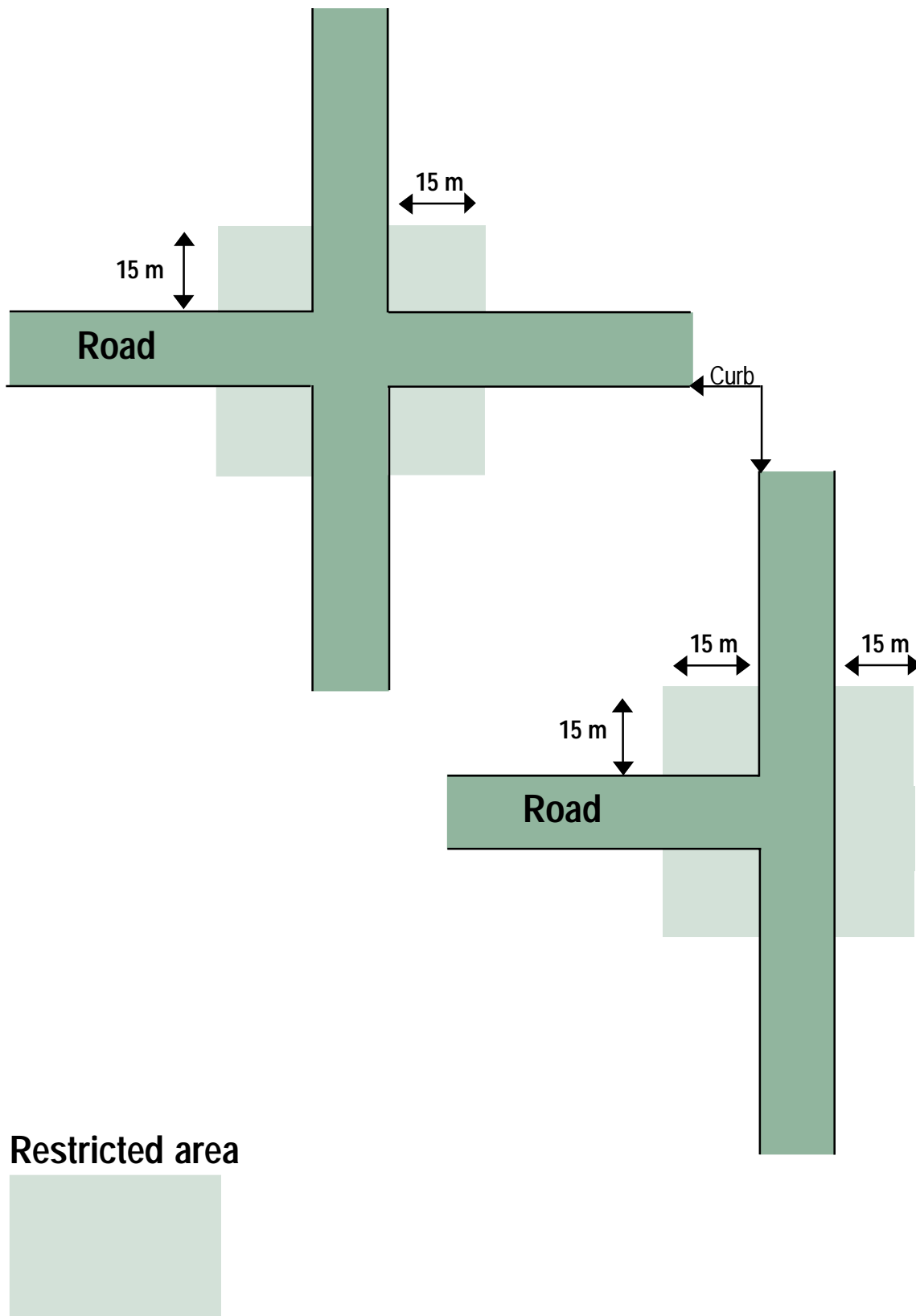


Figure 9: Restrictions on illuminated signs at signalised street corners



2.4.2 Guideline sheets

Guideline sheets indicate the appropriate advertising opportunities for each sign type as well as specific conditions attached to such opportunities.

Each guideline sheet contains the following headings:

(a) Description

The type of sign in question is defined and an indication is given of its role and function.

(b) Appropriate opportunity

The area of control in which the sign type is deemed permissible is given. A distinction is drawn between specific or deemed consent requirements.

Permissible with specific consent

The application may be approved at the discretion of the controlling authority after review of the applicable guidelines. The application will have to meet the prescribed conditions and any additional requirements there may be and must follow the route of application and written approval.

Permissible with deemed consent

These sign types are deemed approved without the authority having to provide specific consent. The onus is on the advertiser to ensure the sign complies with the conditions for the class concerned. The authority may declare the sign illegal or subject to specific consent should the conditions not be met.

(c) Performance standards

Specific conditions and requirements with respect to -

(i) *shape, size and height;*

(ii) *position;*

(iii) *colour and texture; and*

(iv) *illumination and animation of the sign.* A sign may be internally or externally illuminated. Animation may involve variable messages in the form of moving units such as trivision, revolve ads and wave motion ads or it may involve other special effects such as flashing lights, running light signs or similar devices.

(d) Safety

Specific safety requirements, where applicable, are stated. The safety provisions listed under 2.4.1.2 are of a non-specific nature and are applicable to all sign types.

(e) Design and construction

Specific design and construction requirements are listed where appropriate. The design provisions listed under 2.4.1.3 are of a non-specific nature and are applicable to all sign types.

(f) Maintenance

Specific maintenance requirements are listed where appropriate. The maintenance provisions listed under 2.4.1.4 are of a non-specific nature and are applicable to all sign types.

(g) Other considerations

Other considerations are discussed where applicable.

The period of display will depend on the type of sign and may vary from a few weeks to 5 years.