

Class 1

Billboards and other high impact free-standing signs

This class consists of free-standing advertising structures which have a very high visual impact owing to their sheer size (billboards) or their appearance (tower structures). The main function of this class is to advertise non-locality-bound products, activities and services. (See definition of locality-bound sign). Most signs in this class therefore have a rather low necessity value.

GUIDELINE SHEET Type of sign: Class 1(a) ~ Super billboards

A. Description

This class consists of massive electronic billboards between 40 m² and 81 m².



Photo: OAASA

B. Appropriate opportunity

This type of sign shall be limited to urban areas of minimum control in the metropolitan areas of South Africa. It shall be subject to specific consent and shall be allowed only after a proper environmental impact assessment (EIA) has been undertaken. Such an EIA shall include visual, social and traffic safety aspects.

C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 81 m² and a maximum height of 25 m.

Road safety principles shall be taken into consideration when determining letter sizes and the length of messages (See South African Road Traffic Signs Manual Volume 1 Section 4.4 and Section 9).

(ii) Position

Signs shall be displayed perpendicular to the direction of oncoming traffic.

A minimum distance of 5 km between signs on the same side of the road shall be maintained.

No billboard in this class shall be erected within a radius of 200 m from the centre of an intersection on an arterial road or within a radius of 100 m from the centre of an intersection on any lower order road in such a manner as to be oriented towards such an intersection.

See also general conditions 2.4.1.5(a)(i) - 2.4.1.5(a)(iii).

(iii) Illumination and animation

Are integral to this sign type.

D. Safety

General safety conditions 2.4.1.2(a) apply.

E. Design and construction

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority. General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only, ranging from 1-5 years.

GUIDELINE SHEET Type of sign: Class 1(b) ~ Custom-made billboards

A. Description

This class consists of custom-made billboards between 8 m² and 81 m² which feature special effects such as internal illumination, specialist character cut-outs and three-dimensional presentations. 'Spectaculars' is a generic term used by the advertising industry for custom-made billboards and may include popular brandnames such as 'Supersites', 'Fireflies', 'Glolites', and 'Unillites'. Spectaculars are mostly in 3 m x 12 m or 3 m x 6 m format (commonly known as 96 and 48 sheet signs) but they may be as small as 4 m x 2 m.

B. Appropriate opportunity

This type of sign shall be permitted only in urban areas of minimum control and shall be subject to specific consent.



C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 81 m² and a maximum height of 7,5 m. The clear height of the advertising structure shall not be less than 2,4 m. An environmental impact assessment shall be required for any custom-made billboard in excess of 36 m². Such an EIA shall include visual, social and traffic safety aspects.

(ii) Position

No more than one sign shall be allowed on any site. An advertisement consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic.

In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of oncoming traffic.

At a road intersection, a maximum of two signs of this class shall be permitted per intersection. No billboard shall be allowed within a radius of 100 m from the centre of an intersection on an arterial road and within a radius of 50 m from the centre of an intersection on any lower order road. See also general conditions 2.4.1.5(a)(i) - 2.4.1.5(a)(iii).

Spectaculars along roads shall be spaced at the following minimum distances:

Speed limit	Spacing
81-100 km/h+	} apart when in view of each other and on the same side of the road
61-80 km/h	
<60 km/h	

(iii) Colour and texture

Signs erected in the vicinity of a signalised intersection shall not display the colours red, amber or green if such colours will, in the opinion of the roads authority, constitute a road safety hazard.

(iv) Illumination and animation

Internal and external illumination are allowed, but no animation shall be allowed. The following maximum luminance levels are prescribed (as determined by the International Commission on Illumination):

Illuminated area	Max. luminance
<0,5 m ²	1 000 candela/m ²
0,5 m ² <2 m ²	800 candela/m ²
2 m ² <10 m ²	600 candela/m ²
>10 m ²	400 candela/m ²

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

Class 1(b) ~ Custom-made billboards (continued)

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

E. Design and construction

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority.

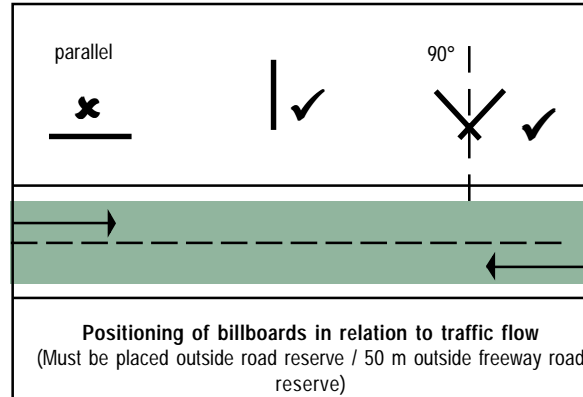
General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a period ranging from 1-5 yrs.



GUIDELINE SHEET Type of sign: Class 1(c) ~ Large billboards

A. Description

This class consists of billboards ranging in size from 36 m² to 18 m². Large billboards are a widely-used outdoor medium, with 3 m x 12 m and 3 m x 6 m proving the most popular formats (commonly known as 96 sheet and 48 sheet signs). These billboards are generally paper-posted, but may also be signwritten, posted with vinyl or a combination of all three.



B. Appropriate opportunity

These signs shall be permitted only in urban areas of minimum control and shall require specific consent. These signs shall not be permitted in areas of partial and maximum control.

C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 36 m² and a maximum height of 7,5 m. The clear height of the advertising structure shall not be less than 2,4 m.

(ii) Position

No more than one sign shall be allowed per site. An advertisement

consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic.

In the case of two billboards joined together, the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of oncoming traffic.

Billboards along roads shall be spaced at the following minimum distances:

Speed limit	Spacing
81-100 km/h+	} apart when in view of each other and on the same side of the road
61-80 km/h	
<60 km/h	

At a road intersection, a maximum of only two billboards per intersection shall be permitted. No billboard shall be permitted within a radius of 100 m from the centre of an intersection on an arterial road and within 50 m from the centre of an intersection on any lower order road.

See also general conditions 2.4.1.5(a)(i) - 2.4.1.5(a)(iii).

(iii) Colour and texture

No signs erected in the vicinity of a signalised intersection shall have the colours red, amber or green if such colours will, in the opinion of the roads authority, constitute a road safety hazard.

(iv) Illumination and animation

External illumination is permitted provided such illumination does not constitute a road safety hazard in the opinion of the road authority, or cause undue disturbance. [For internal illumination and animation of the same size of billboard, see class 1(b).]

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

E. Design and construction

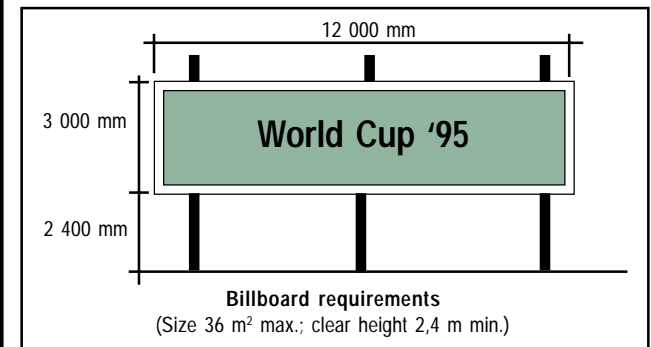
Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority. General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only, ranging from 1-5 yrs.



GUIDELINE SHEET Type of sign: Class 1(d) ~ Small billboards and tower structures

A. Description

This class consist of small billboards and tower structures which shall be used only for general and non-locality-bound advertisements on products, activities and services in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports. Tower structures may also be used as focal points in larger pedestrian areas. Although small billboards and tower structures may refer indirectly to products, activities or services available at a particular shopping centre or transport node, the main function of this type of sign shall not be to identify or locate specific enterprises at such centres or nodes. This function belongs to *on-premises business signs* [class 3(k)].

Small billboards may range in size and format between 3 m x 2 m and 3 m x 1,5 m (commonly referred to in the advertising industry as 16 sheet and 12 sheet signs). Popular brand names for small billboards include *shopper twelves*, *station twelves*, and *junior posters*. Tower structures include brandnames such as *guard towers* and *super trilaterals*. 'Guard towers' are tower shaped advertising structures comprising four 2,5 m x 1,5 m, 3 m x 1,5 m or 4 m x 1 m panels. 'Super trilaterals' are pole-mounted, three-sided units carrying three 1 m x 4 m panels.



B. Appropriate opportunity

These signs shall be permitted only in urban areas of minimum and partial control. Deemed consent will apply in areas of minimum control. Specific consent shall be required in areas of partial control.

C. Performance standards

(i) Shape, size and height

Any billboard permitted by this class shall not exceed a maximum size of 6 m² and a maximum height of 3,5 m and shall have a clear height of not less than 1,5 m. No panel or board on a tower structure shall exceed a maximum size of 4,5 m². The clear height of a tower structure shall not be less than 2,4 m, while the maximum height of such a structure shall not be more than 5 m.

(ii) Position

Signs in this class shall be "internally oriented" and shall, in the opinion of the controlling authority, not be aimed at the road user outside the shopping centre or transport node.

(iii) Illumination and animation

Illumination or animation are permitted provided such illumination or animation does not, in the opinion of the roads authority, constitute a road safety hazard or cause undue disturbance.

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

E. Design and construction

Tower structures provided in larger pedestrian areas shall be used only as focal points. Such tower structures shall be of a high visual standard and shall, in the opinion of the controlling authority, harmonize with the surrounding buildings and streetscape.

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of conditions laid down by the controlling authority. General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only, ranging from 1-5 yrs.