

Class 2

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 have a role to play in natural and rural areas. These signs generally have a lower aesthetic impact owing to their smaller size or temporary nature. However, in relative terms their aesthetic impact is significant given the relative ease with which some of these signs are manufactured and displayed and the relatively low cost involved.

GUIDELINE SHEET Type of sign: Class 2(a) ~ Large posters and advertisements on street furniture

A. Description

This class consists of self-supporting posters and advertising on street furniture. It provides ample opportunity for non-locality-bound advertising along urban roads and streets inside road reserves as well as opportunities for non-locality-bound advertising in public spaces and in other pedestrian-oriented areas at shopping centres, shopping malls and at transport nodes.

Large posters are provided in various formats such as 1,56 m x 1,05 m (commonly known as 4 sheet posters) and 1,8 m x 1,2 m. These posters are usually displayed on standardised self-supporting structures erected by outdoor advertising contractors and are commonly referred to in the industry as *impact fours*, *popstands*, *flagstands*, *centre fours*, *shop ads*, *CBD units*, *landscape pops*, *postalflex*, *station fours*, and *station streamers*, depending on the function and location of the sign.

These standardised structures are normally mounted on poles or standards, the base of which is firmly embedded and fixed in the ground, but poster structures might also be placed directly on the ground.

Advertising on street furniture consists of advertising on public facilities and structures which are not intended primarily 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.

In certain instances specially designed advertising furniture of high visual quality may be provided for the sole purpose of advertising.

Large posters and street furniture may also be used for displaying street maps and other tourist information.

This class provides opportunities for making creative and positive contributions to streetscapes.



B. Appropriate opportunity

Signs in this class shall not be permitted in natural and rural landscapes, but may be considered in urban areas of maximum and partial control (specific consent) and in urban areas of minimum control (deemed consent).

Large posters shall not be used for the primary purpose of directing or guiding the traveller to an enterprise or facility.

C. Performance standards

(i) Shape, size and height

Poster signs and advertisements on street furniture shall not exceed 2,2 m² in area, provided that where poster signs or street furniture face in more than one direction, the total area shall not exceed 4,4 m². Poster structures and street furniture carrying advertisements shall not exceed a

maximum height of 3 m. A maximum height of 4 m may be allowed for street and advertising furniture of high visual quality and which serve as visual focal points.

(ii) Position

Class 2(a) signs are permitted within all urban road reserves other than freeways and limited use areas along freeways but any poster sign permitted by this class shall not extend nearer than 1 800 mm from the vertical line of the carriageway edge or extend nearer than 300 mm to the vertical line of the kerb of a cycle path, footpath or sidewalk.

Poster signs aimed at the road user shall not be less than 120 metres apart. Street furniture shall not be used or positioned for the primary or sole purpose of advertising. Signs in this class shall not be placed in such a way as to obstruct any pedestrian movement in the opinion of the controlling authority. See also general conditions on position 2.4.1.5(a)(i) - 2.4.1.5(a)(iv).

(iii) Colour and texture

Signs in the vicinity of signalised intersections 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

Illumination and animation shall not be permitted in urban areas of maximum control, but are permissible in areas of partial and minimum control. No animation or illumination shall be allowed if such animation or illumination, in the opinion of the roads authority, constitute a road safety hazard.

Class 2(a) ~ Large posters and advertisements on street furniture (continued)

D. Safety

General safety conditions listed in section 2.4.1.2 apply.

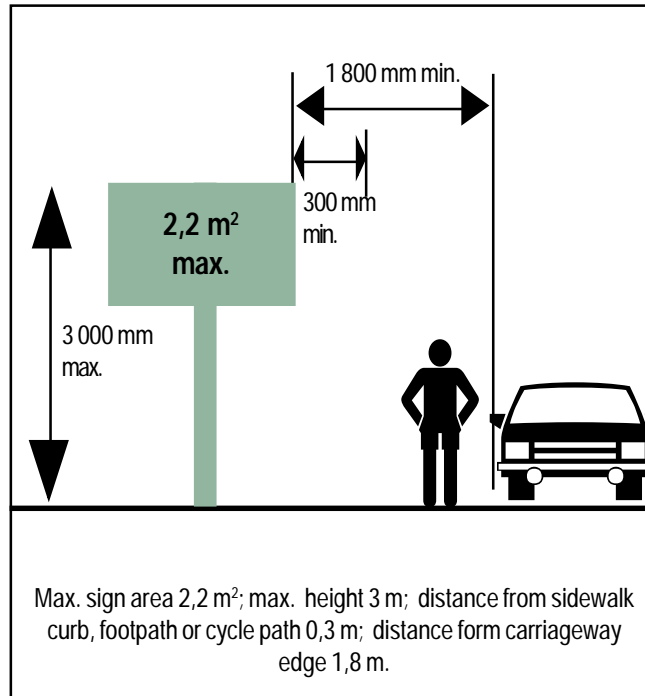
E. Design and construction

Standardised pole-mounted posters shall be allowed only where they will not have a negative visual impact on the streetscape and the character of an area in the opinion of the controlling authority. More creative and visually pleasant structures should be used for displaying large posters than standardised pole-mounted structures in order to make a positive contribution to streetscaping. Street furniture and advertising furniture higher than 3 m shall be used only as focal points.

General design and construction conditions listed in section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.



GUIDELINE SHEET Type of sign: Class 2(b) ~ Banners and flags

A. Description

This class consists of advertisements in the form of banners and flags.

Flags are attached to a single flagstaff projecting vertically from a premises or projecting vertically, horizontally or at an angle from a building. Banners may be attached to buildings or to special streetscaping structures provided for this purpose.

Banners and flags shall be used only for the following purposes:

- Advertising functions and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes, or functions or events relating to municipal, provincial or parliamentary elections or referenda.
- Displaying the name, corporate symbol and nature of enterprises.
- Streetscaping urban areas such as pedestrian malls and gateways.

Only locality-bound banners and flags shall be used for advertising functions, events and enterprises, except when incorporated in a streetscaping project. Banners and flags shall not be used for advertising sales promotions or commercial products or events.

Note: National flags of any country are excluded from this class and may therefore be displayed in all areas of control provided they do not carry any advertisement or subject matter additional to the design of the flag or flagstaff.

Note: Banners and flags carried through the streets as a part of a procession are not included in this class.



B. Appropriate opportunity

This class of advertisement shall not be permitted in natural areas of maximum control. The display of banners and flags is permitted in rural and urban areas of maximum control (specific consent), urban areas of partial control (specific consent) and urban areas of minimum control (deemed consent). Specific consent shall also be needed in urban areas of minimum control to display flags and banners for the purpose of streetscaping.

C. Performance standards

(i) Shape, size and height

A maximum of only two banners or flags per event, enterprise or function shall be permitted in urban and rural areas of maximum control, while a maximum of only four banners or flags per event, enterprise or function shall be permitted in urban areas of partial and minimum control. A maximum of only ten banners or flags shall be permitted per larger shopping centre.

No banner or flag shall be larger than 5 m² in rural and urban areas of maximum control and not larger than 6 m² in urban areas of partial and minimum control, while the total sign area per event, function or enterprise shall not exceed 7 m² in areas of maximum control and 12 m² in areas of partial and minimum control.

No character or symbol on a flag or banner shall be more than 0,75 m in height.

(ii) Position

Every banner or flag shall be attached to or suspended between poles or other supports on the site or against the building where the function or event is to be held or where the enterprise is located or on such other site as the controlling authority may allow. Banners and flags are permitted within all urban road reserves other than freeways, but banners shall only be suspended across a road or street as part of an urban streetscaping project. [General conditions 2.4.1.5(a)(ii) and 2.4.1.5(a)(iii)(dd).]

See also general conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iv).

(iii) Colour and texture

Banners attached to buildings in urban areas of maximum control shall, in the opinion of the controlling authority, blend with such buildings.

(iv) Illumination and animation

No illumination or animation of banners or flags shall be permitted.

Class 2(b) ~ Banners and flags (continued)

D. Safety

Every banner or flag shall, in the opinion of the roads authority, be attached so as not to interfere with or constitute a danger to passing vehicular or pedestrian traffic.

See also other general safety conditions under 2.4.1.2.

E. Design and construction

General design and construction conditions listed in 2.4.1.3 apply.

Banners and flags used for streetscaping shall, in the opinion of the controlling authority, form a harmonious and well-designed part of the total streetscape.

F. Maintenance

No advertisement shall be displayed for more than two weeks before the date of the function or event advertised and no such advertisement shall be permitted to remain in position for more than three days after the conclusion of such function or event. See general maintenance conditions under 2.4.1.4.

GUIDELINE SHEET Type of sign: Class 2(c) ~ Suburban ads

A. Description

This class consists of pole-mounted *location signs* (road traffic signs - GL2) at entrances to suburbs carrying an advertising sign beneath the suburb name.



B. Appropriate opportunity

'Suburban ads' shall be permitted only in urban areas of maximum, partial and minimum control and shall require specific consent in all instances. According to the South African Road Traffic Signs Manual, *suburb name signs* (GL2) are not recommended for use on freeways. (SARTSM Vol1, Subsection 4.5.5.3)

C. Performance standards

(i) Shape, size and height

Shall be rectangular, 0,4 m x equal length of the *suburb name sign*. The advertisement shall be smaller and less conspicuous than the *suburb name sign*.

(ii) Position

Suburban ads are permitted within all urban road reserves other than freeways [General condition 2.4.1.5(a)(iii)(dd)]. As these signs are attached to *suburb name signs*, which are road traffic signs, their positioning shall be dependent on the positioning of the *suburb name sign*. However, *suburb name signs* positioned on road islands, medians and within the restricted area as indicated on Fig. 8 shall not be used to carry suburban ads. [See general conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iv).]

(iii) Colour and texture

No colours that may cause confusion with road traffic signs in the opinion of the roads authority shall be used.

The principal area (background) of the advertising sign shall not be retroreflective or fluorescent.

(iv) Illumination and animation

No illumination or animation shall be permitted.

D. Safety

General safety conditions as listed under 2.4.1.2 of this document apply.

E. Design and construction

General design and construction conditions as listed under 2.4.1.3 of this document apply.

F. Maintenance

General maintenance conditions as listed under 2.4.1.4 of this document apply.

G. Other considerations

See also South African Road Traffic Signs Manual Vol. 1 par 1.9.4(b) and 4.5.5.

