

Class 2d

Temporary advertisements

This class permits a wide variety of occasional 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. Class 2(d) includes the following types of temporary advertisements:

- 2(d) (i) *Estate agents' boards* (Real estate for sale, on show, to let or sold)
- 2(d) (ii) *Sale of goods or livestock* on land and premises not normally used for commercial purposes (Auction sales)
- 2(d) (iii) *Pavement posters and notices*
- 2(d) (iv) *Project boards*
- 2(d) (v) *Temporary window signs*

GUIDELINE SHEET Type of sign: Class 2(d)(i) ~ Estate agents' boards

A. Description

This class consists of signs which are temporarily displayed to advertise the fact that land, premises, development or any other form of real estate is for sale or to let. All signs in this class shall contain only the words 'For Sale', 'To Let' or 'Sold', and the name, logo, address and telephone number of the selling or letting agent.



B. Appropriate opportunity

Estate agents' boards may be permitted in all areas of control and are subject to deemed consent in all areas.

C. Performance standards

(i) Shape, size and height

Only one sign per estate agent shall be allowed while not more than two estate agents shall display their signs simultaneously on the same premises. A sign may consist of a single board or two duplicate boards joined at an angle of 120°.

The maximum size of estate agents' boards shall be as follows:

Areas of maximum and partial control

- **Residential:** 0,55 m² for single boards or a total area of 0,65 m² for two joined boards.
- **Agricultural or commercial** (including centres of economic activity outside urban areas): 2 m² for single boards or 2,3 m² in total for two joined boards.

Areas of minimum control

2,8 m² for single boards or 3,2 m² in total for two joined boards.

(ii) Position

These signs shall be placed at or fixed to the building concerned, or attached to the boundary fence of the premises concerned, or displayed within the boundaries of such premises. These signs shall not be displayed in the road reserve or on road islands or medians. (Other general location conditions under 2.4.1.5 also apply).

No sign shall project at any point more than 1,3 m from the wall of the building or structure to which it is affixed.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation of this sign type shall not be allowed.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions 2.4.1.3(a)(i) - 2.4.1.3(c)(ii) and 2.1.4.3(e)(i) apply.

F. Maintenance

All boards shall be removed not later than 14 days after completion of the sale or granting of the tenancy.

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 2(d)(ii) ~ Sale of goods or livestock

A. Description

This class consists of signs announcing the sale of goods or livestock on land or on premises not normally used for commercial purposes. It may include auction sales of furniture and other household goods on residential premises or an auction of livestock or game on a farm.



B. Appropriate opportunity

Signs in this subclass may be displayed with deemed consent in all areas of control.

C. Performance standards

(i) Shape, size and height

Only one sign per sale shall be allowed.

The maximum size of signs shall be as follows:

Areas of maximum and partial control: 2 m²

Areas of minimum control: 2,8 m²

No part of any sign shall be higher than 3 metres above the ground.

(ii) Position

A sign announcing the sale of goods or livestock shall be displayed only on the premises or property where the advertised sale is to be held or shall be attached to the boundary fence of such a property or such premises.

See also general condition 2.4.1.5(a)(iv).

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation of this sign type shall not be allowed.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions under 2.4.1.3(a)(ii), 2.4.1.3(a)(iv), 2.4.1.3(a)(ix) and 2.4.1.3(e)(i) apply.

F. Maintenance

A sign shall be removed not later than 7 days after an auction or sale.

G. Other considerations

Tourism signs indicating temporary events (TGF17) as provided under the South African Road Traffic Sign System may also be used to indicate auctions. Such signs are commonly provided by service organisations such as the Automobile Association and have a black-on-yellow colour code.

GUIDELINE SHEET Type of sign: Class 2(d)(iii) ~ Pavement posters and notices

A. Description

This class consists of temporary signs attached to electrical light standards within the road reserve to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature.

This includes the display of posters for parliamentary or municipal election campaigns.



B. Appropriate opportunity

Signs in this class shall be limited to urban areas of partial and minimum control. Specific consent shall be required in both cases. The advertising of commercial products, services or events by means of pavement posters and notices shall be prohibited. Permission shall be granted only to non-profit-making organisations such as charities, institutions and educational and sporting bodies.

C. Performance standards

The number of posters for election campaigns shall be limited to a maximum of three posters per post or standard. The number of all other posters shall be limited to a maximum of one poster per post or standard.

The name of the organisation, the date of the function and the venue shall appear on the poster in letters not smaller than 50 mm

in height.

(i) Shape, size and height

The posters shall not exceed 0,55 m² in size. Posters shall be a minimum of 2 metres below any light fixture.

(ii) Position

Posters shall be restricted to electric light standards or any other structure which is provided for the express purpose of pasting or affixing posters and notices.

No posters shall be erected on power line standards, road traffic signs and signals, walls, columns and posts of verandas and balconies, electricity boxes, trees or bridges.

Posters shall not cover any municipal markings or painted stripes on lamp posts.

General conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iv) apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation of this class of sign shall not be permitted.

D. Safety

General safety conditions listed in section 2.4.1.2 apply.

E. Design and construction

Posters shall be fixed to electric light standards by means of a suitable cord. No metal clamps or wire shall be used.

No steel or aluminium ladders shall be placed against the standards on which the posters are to be erected.

The maximum number of posters affixed to any light standard shall be limited to one poster.

F. Maintenance

Posters, with the exception of parliamentary or municipal election or referendum posters, shall be erected only 14 days prior to the event. All posters, backing boards and cord or string shall be removed within 7 days of the passing of the event. No poster relating to a parliamentary or municipal election or referendum shall be displayed for longer than the period extending from the beginning of the date of proclamation in the Government Gazette of an upcoming referendum or election to the end of the fourteenth day after the date of such election or referendum.

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Every poster and notice for which permission is granted, with the exception of election campaign posters, shall be stamped with the local authority's stamp or marked with a municipal sticker and only signs so stamped or marked shall be displayed.

GUIDELINE SHEET Type of sign: Class 2(d)(iv) ~ Project boards

A. Description

This class consists of signs displaying the involvement of contractors and consultants in minor or major construction projects or alterations to existing structures or facilities. The sign shall describe only the building or structure being erected or other work or activity being carried out in the duration of the project, and the names of the contractors or consultants concerned in such work or activity. The branches of the industry or the professions of the contractors or consultants may be listed.

Also included are signs describing the type of development being carried out on a site and giving details such as the type of accommodation being provided, floor space available and the name, address and telephone number of the developer or his agent.



B. Appropriate opportunity

This type of sign may be displayed in all areas of control and shall be subject to specific consent in natural areas of control and deemed consent in all other areas of control.

C. Performance standards

(i) Shape, size and height

Project boards shall not exceed 1,5 m² per consultant or contractor, whether displayed as part of a combined project board or individually. Combined project boards shall not exceed 9 m² in total. Individual or single boards shall be displayed only if no other consultants or contractors are involved or if a combined project board has already been erected.

Signs describing the type of development shall not exceed 3 m in height, and shall not exceed 4,5 m² in size in areas of maximum control and 6 m² in all other areas of control.

(ii) Position

Only one advertisement per contractor or consultant shall be permitted per street frontage of a site, while in natural areas only one advertisement per contractor or consultant per project shall be allowed. In all cases only one sign describing the type of development shall be allowed per premises.

Project boards may be positioned within road reserves other than free-ways, but only next to a development site if sufficient space is not available on the actual site. Project boards concerning road construction may be positioned in any road reserve, including a freeway [General conditions 2.4.1.5(a)(iii)(bb) and 2.4.1.5(a)(iii)(cc).]

See also general condition 2.4.1.5(a)(i).

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

The advertisement shall not be illuminated or animated.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

Project boards shall be displayed only during the period when the construction works are actually taking place on the site.

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 2(d)(v) ~ Temporary window signs

A. Description

This class consists of 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. These signs are used mainly for sales promotions and other advertisements which are aimed at attracting the attention of both road users and pedestrians. Non-locality-bound products, activities and services may also be included in this class. Price tickets on items inside such buildings which are smaller than 0,01m² shall be excluded from this class. [For permanent window signs see Class 3 (g).]



B. Appropriate opportunity

Temporary window signs may be permitted in all areas of control, but shall be displayed only on ground-floor windows, and shall be subject to deemed consent.

C. Performance standards

(i) Shape, size and height

The total area of all temporary signs which are painted on or attached to the windows of a specific enterprise shall not exceed 10% of the total ground-floor window area of such an enterprise in an urban and natural area of maximum control; 25% in a rural area of maximum control and an urban area of partial control; and 50% in an urban area of minimum control.

(ii) Position

Signs shall be limited to ground-floor windows.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

In urban and natural areas of maximum control no internally-illuminated signs inside a building shall be visible from outside the building.

Illumination shall comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions 2.4.1.2(a)(i) - 2.4.1.2(a)(iii), 2.4.1.2(a)(v), 2.4.1.2(a)(vii), 2.4.1.2(b)(i) and 2.4.1.2(b)(iii) apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

GUIDELINE SHEET Type of sign: Class 2(e) ~ Street name advertisements

A. Description

This sign class consists of pole-mounted, double-sided, internally illuminated advertisements displayed in combination with *street name signs* (GL1) in the urban environment.

Street name advertisements should be aimed primarily at advertising and identifying functions such as:

- shopping centres and groups of shops in arcades and plazas;
- community facilities;
- parking areas;
- larger and more prominent enterprises and institutions such as apartment stores, banks and financial institutions, and hotels; and
- filling stations.

These signs will constitute an important service to both the motorist and the pedestrian in locating such facilities and functions.

B. Appropriate opportunity

Street name advertisements shall be permitted only in urban areas of minimum and partial control and shall be subject to specific consent in both cases.

C. Performance standards

(i) Shape, size and height

The advertising and street name sections shall be rectangular in shape. The street name section shall be below the advertising section but not closer than 200 mm from the advertising section and not closer than 2,1 m to the ground.



The maximum horizontal dimension of the advertising section of the sign may range between 0,8 m and 1,0 m while the maximum vertical dimension of this section may range between 1,0 m and 1,2 m, as long as the advertising space shall not exceed 1,0 m².

The illuminated parts of the sign shall be above the level of standard pole-mounted traffic lights and shall not extend over the road surface.

(ii) Position

Street names advertisements shall be erected only at intersections with a maximum of two illuminated signs per intersection. This type of sign is therefore allowed within urban road reserves other than freeways and on road medians. [General conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(ii)(ee)].

(iii) Colour and texture

Static illumination is allowed on condition that the colours red, amber and green shall not be permitted at signalised traffic intersections. The street name shall be in black letters on a white background.

(iv) Illumination and animation

Internal illumination of both sections of the sign is permitted with the proviso that the degree of illumination intensity shall be equal for both parts of the sign. Illumination shall comply with section 2.4.1.6 of this document. No forms of animation shall be permitted. The sign shall not flash.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

Any street name on the advertising space shall be smaller and less conspicuous than the street name on the actual street name panel. The layout of the advertising panel shall be such that there shall, in the opinion

of the roads authority, not be any confusion with the street name on the street name panel of the sign.

E. Design and construction

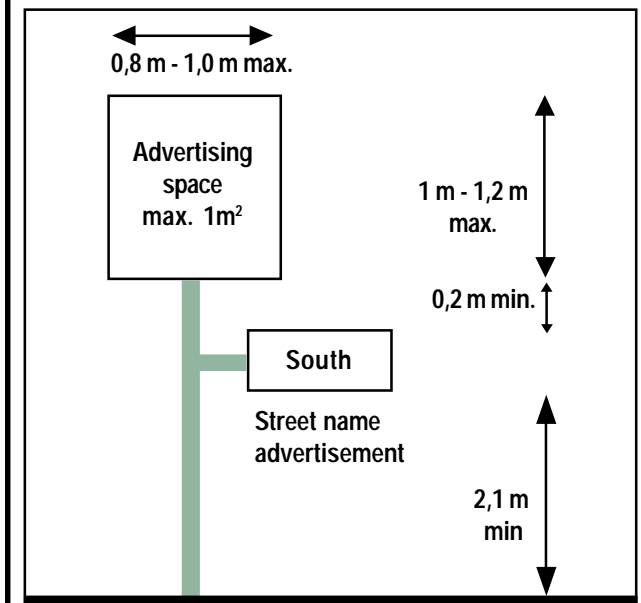
General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

G. Other considerations

See also SARTSM Vol. 1 par.1.9.4(a) and par. 4.5.4.



GUIDELINE SHEET Type of sign: Class 2(f) ~ Neighbourhood watch and similar schemes

A. Description

This class consists of outdoor signs for neighbourhood watch, farm watch and similar watch schemes indicating that a watch scheme is in operation in the area. 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.



B. Appropriate opportunity

These signs may be displayed in all areas of control and are subject to deemed consent.

C. Performance standards

(i) Shape, size and height

Signs shall not exceed 0,35 m² in area nor a height of 3,0 metres above ground level, with the exception of farm watch signs which shall not exceed 1,5 m².

(ii) Position

In urban areas only one sign per street boundary of a stand or subdivision shall be permitted and such sign shall be firmly affixed to the building, boundary wall, fence or gates on the street frontage or shall be displayed within the boundaries of the stand.

Farm watch signs may be displayed at the junction or intersection of a public road and private access road or at the entrance to an individual farm. Only one sign per farm shall be allowed.

A neighbourhood or farm watch sign may be erected within a road reserve other than freeways at the point where the watch area is entered. However, such signs shall not be positioned on a road island or road median or inside a restricted area at street corners as indicated on Fig. 8 [(See general conditions 2.4.1.5)(a)(i) and 2.4.1.5 (a)(iv)]

(iii) Colour and texture

No limitations to colour and texture are imposed.

(iv) Illumination and animation

Illumination or animation shall not be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

G. Other considerations

Signs shall refer only to the existence and operation of a commercial security service, burglar alarm system or neighbourhood watch or similar system or scheme.

GUIDELINE SHEET Type of sign: Class 2(g) ~ Product replicas and three-dimensional signs

A. Description

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



B. Appropriate opportunity

This type of sign shall be permitted only in urban areas of partial control (specific consent) and urban areas of minimum control (deemed consent) and shall be provided only for commercial, entertainment and industrial land uses.

C. Performance standards

(i) Shape, size and height

Individual signs shall not exceed a vertical dimension of 1,5 m and a diameter of 1 m in areas of partial control and a vertical dimension of 2 m and a diameter of 1,3 m in areas of minimum control.

Signs attached to buildings or displayed on individual premises shall be limited to one sign per enterprise.

The highest point of any free-standing sign above ground level shall not exceed 3 m in areas of partial control and 4 m in areas of minimum control.

(ii) Position

Signs attached to buildings shall not be displayed above the bottom edge of the second floor window and shall not extend above the level of the underside of the eaves or gutter of any building. No sign shall be placed in front of or obstruct the view from any window or any other external opening of any building. The above conditions on position do not apply to entertainment districts.

Signs aimed at the road user shall be spaced at the following minimum distances when in view of each other and on the same side of the road:

Speed limit	Spacing
81-100 km/h+	250 m
61-80 km/h	200 m
<60 km/h	120 m

General conditions with regard to position as listed under 2.4.1.5 apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation may be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

Product replicas shall, in the opinion of the controlling authority, not dominate prominent architectural features of any building with the exception of buildings in entertainment districts. General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.