

Class 4

Signs for the tourist and traveller

Signs aimed at tourists and travellers have an important role to play in all three landscape types. The actual visual impact ranges 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.

GUIDELINE SHEET

Type of sign: Class 4(a) ~ Sponsored road traffic projects

A. Description

This class consists of signs relating to the sponsoring of projects specifically intended for road users aimed at the provision of road services, the promotion of road safety or the management and conservation of road-side environments.

This class also includes logos or brand names to be displayed on the sides of SOS telephones by sponsors.

Signs shall refer only to the name of the project and the name or logo of the sponsor.



B. Appropriate opportunity

This form of advertising is permitted in all areas of control and shall be subject to specific consent in all areas of maximum control and deemed consent in areas of partial and minimum control.

C. Performance standards

(i) Shape, size and height

Signs permitted by this class shall not exceed 4,5 m² in area and shall not have any part higher than 3 metres above ground level.

The name or logo the sponsor of a project shall not occupy more than one third of the total of any sign.

In the case of advertisements on SOS call boxes, duplicate advertisements can be attached to each side of the call box. Sizes shall be limited to 0,04 m² on each side of the call box.

(ii) Position

Advertisements permitted by this class may be displayed inside the road reserve of all roads but not on road islands or medians. [General conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iii)(aa) apply.] See also other general conditions on position under 2.4.1.5.

The minimum distance between signs on the same side of the road shall be 1 km.

(iii) Colour and texture

No limitations.

(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

GUIDELINE SHEET Type of sign: Class 4(b) ~ Service facility signs

A. Description

This class consists of 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 autotellers.



Advertisements on such combination signs shall refer only to the name or logo of a business, company or person providing a service or shall indicate the type of service provided. Only locality-bound signs shall be allowed.

Signs in this class shall be limited to service facilities adjacent to and directly accessible from the public road at which such a sign is directed.

B. Appropriate opportunity

This class is permitted in all areas of control and signs in this class shall require specific consent.

C. Performance standards

(i) Shape, size and height

A combination sign shall not exceed the following dimensions:

	Height	Width
Urban areas	7 m	2 m
Natural areas and urban freeways	10 m	3 m
Rural areas	20 m	6 m

A maximum of 8 advertising panels shall be allowed per combination sign and only one business/enterprise or service shall be allowed per advertising panel.

An advertising panel shall not exceed the following sizes:

Urban areas	4,5 m ²
Natural areas and urban freeways	6 m ²
Rural areas	18 m ²

Only one combination sign as permitted by this class shall be allowed on the premises of a filling station or roadside service area.

(ii) Position

Signs in this class shall be positioned in strict accordance with the engineering requirements of the controlling authority or roads authority responsible for the road adjacent to the service facility.

General condition 2.4.1.5(a)(iv) with regard to restricted areas on street corners shall also apply to service facility signs along urban roads.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination shall be permitted only if the business provides a 24-hour service. Facilities with limited after-hours services shall be allowed to illuminate their advertisements during their business hours only. No animation shall be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

For larger signs permitted by this class the applicant shall submit a proposal for approval by the relevant authority. The proposal shall include a location plan, detail drawings of the sign and an engineer's certificate verifying that the sign was designed by a structural engineer.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

G. Other considerations

Supplementary signs at roadside service areas, which do not form part of a combination sign permitted under this class, shall be used for internal direction and orientation only and shall not be aimed at passing motorists. Sufficient landscaping shall, in the opinion of the controlling authority, be undertaken to screen rest and service areas from freeways. Internal rest and service "totem" signs, which form part of *tourism signs* under the South African Road Traffic Signing System, could play an important role with regard to internal direction and orientation at such roadside service areas. (See SARTSM Vol. 1 par. 4.9.23.)

GUIDELINE SHEET Type of sign: Class 4(c) ~ Tourism signs

A. Description

This class consists of tourism signs which form part of the South African Road Traffic Sign System and which are provided supplementary to *direction signs*. The SARTSM shall therefore serve as the main guideline for the provision of tourism signs.

Tourism signs have a distinct shape (mostly trapezoidal) and colour (white on brown) with only a few exceptions. Symbols are used to a large extent in order to reduce the need for text on sign faces.

The main objective of tourism signs is to inform and guide tourists in the final stages of their journeys. This sign class provides 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.

Tourism signs fulfil an important role as the only advance and non-locality-bound sign permitted by SAMOAC in natural and rural environments. This sign type could also play an important role in urban areas by alleviating the need for inappropriate advance signs and advertisements.

For more information on the description, meaning and application of tourism signs see SARTSM, Vol. 1, Section 4.9; Vol. 2, Chapter 4.



B. Principles

The following principles shall apply to the provision of tourism signs:

The sole purpose of tourism signs shall be to provide directional information to the tourist and traveller and they shall never be regarded as commercial and competitive advertisements for the facilities, activities and services concerned and shall therefore never be misused for the direct promotion of such facilities, activities or services.

The use of tourism signs should be promoted in order to alleviate the need for other less appropriate or unacceptable sign types and in this way achieve a less complex and more functional system of information transfer.

The installation of a large number of tourism signs and possible sign clutter should be avoided by providing information lay-bys or information centres in urban areas and in other complex situations. In urban areas class 2 (a) sign structures (*large poster structures and street furniture*) may also be used for displaying street maps and other tourist information.

The standard of tourist facilities and the quality of services should be taken in consideration when providing tourism signs.

Tourism signs should be seen as one of many methods of providing the tourist with information and should be incorporated in a comprehensive tourism promotion strategy which will include other mechanisms such as maps, brochures and advertising through various media.

For more comprehensive information on signing policies, principles and objectives see SARTSM, Vol. 1, Section 4.9.

C. Appropriate opportunity

This class is permitted in all areas of control and shall require specific consent.

Being road signs tourism signs may be displayed within all road reserves.

D. Performance standards

For information on aspects such as shape, size, colour, position, dimensional detail and sign face layout of tourism signs see SARTSM, Vol. 1, Section 4.9; Vol. 4, Chapter 7.

E. Safety

General engineering principles and guidelines in SARTSM with regard to traffic safety shall apply.

F. Design and construction

General guidelines and conditions in SARTSM with regard to the design and construction of road signs apply.

G. Maintenance

General guidelines in SARTSM with regard to the maintenance of road traffic signs shall apply (see SARTSM, Vol. 1, Section 1.10).

GUIDELINE SHEET Type of sign: Class 4(d) ~ Functional advertisements by public bodies

A. Description

This class consists of functional signs of local authorities and other statutory undertakers such as utilities and public transport operators, displayed wholly for the purpose of announcement or direction in relation to any of the functions of a local authority or to the operation of a statutory undertaking which -

- is reasonably required to be displayed for the safe or efficient performance of those functions or operation of that undertaking, and
- cannot be displayed under any other class.

These signs may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity substation, and the display of by-laws for recreation grounds or open space.

Signs in this class shall not be misused for the purposes of commercial and competitive advertising.

By making use of *public transport regulatory signs* R325 and R326 provided under the South African Road Traffic Sign System the need for functional advertisements by transport operators may be reduced (see



SARTSM, Vol. 1, section 2.10). These regulatory signs allow the logo of the service provider to be displayed.

B. Appropriate opportunity

These advertisements may be displayed in all areas of control and may be displayed with the deemed consent of the decision-making authority.

C. Performance standards

(i) Shape, size and height

Signs permitted by this class shall not exceed 0,55 m² in area. Larger signs may be allowed at the discretion of the local authority if justified by specific circumstances.

(ii) Position

Advertisements permitted by this class may be displayed inside all road reserves other than freeways.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination may be provided if there is a need for information or directions to be read after dark.

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.