

Class *5*

Mobile signs

These signs will be concentrated in urban areas but since they are mobile they might also occur in other landscape types. Most mobile signs will have a relatively low aesthetic impact. However, owing to their highly mobile nature advertisement trailers may be very difficult to control and may have a relatively high impact on traffic safety. Mobile signs have a low necessity value.

GUIDELINE SHEET Type of sign: Class 5(a) ~ Aerial signs

A. Description

This class consists of aerial signs painted on, attached to or produced by an aircraft, such as:

- | A captive balloon
- | A kite
- | An unmanned free balloon
- | A manned free balloon
- | An airship (moored)
- | An aeroplane (banner towing or smoke signals)
- | A craft for parasailing
- | A hang-glider
- | A model- or radio-controlled aircraft
- | An aircraft towed behind a vehicle or vessel for the purpose of flight



Photo: OAASA

B. Appropriate opportunity

These signs will be permitted in all areas of control with the exception of natural areas of maximum control and shall require specific consent.

C. Performance standards

(i) Shape, size and height

No captive balloon, craft for parasailing, kite, hang-glider, model or radio-controlled aircraft or any aircraft towed behind a vehicle or ves-

sel for the purpose of flight shall be flown at a height of more than 45 metres from the surface (measured from ground level or from the surface on which a towing vehicle or vessel is travelling to the top of the craft) except with the written permission of the Commissioner of Civil Aviation. There are no shape or size restrictions for aerial signs.

(ii) Position

Except with the written permission of the Commissioner of Civil Aviation, no captive balloon, craft for parasailing, kite, hang-glider, model or radio-controlled aircraft or any aircraft towed behind a vehicle or vessel for the purpose of flight shall be flown-

- | closer than five nautical miles from the aerodrome reference point of an aerodrome;
- | above a public road and in the case of an aircraft towed behind a vehicle or vessel such aircraft shall not take off from or land on a public road.

An advertisement on a captive balloon or on any other captive craft shall not be displayed within the visual zone along a freeway.

(iii) Colour and texture

No colour or texture limitations are imposed for aerial signs.

(iv) Illumination and animation

Illumination or animation shall not be allowed on aerial signs, with the exception of illuminated airships when moored.

D. Maintenance

General maintenance principles listed under section 2.4.1.4, as applicable.

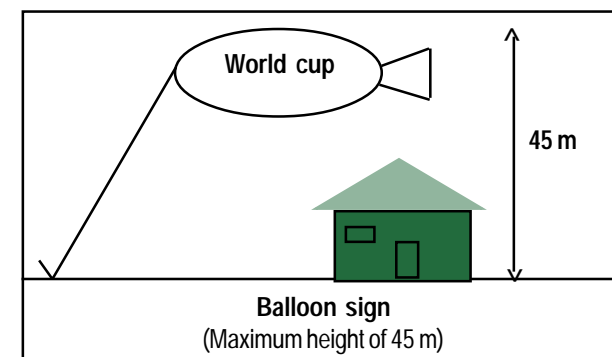
E. Other considerations

With the exception of moored airships, aerial signs shall be displayed in daylight hours only. No sign shall be displayed for a period exceeding two weeks in any calendar year.

No captive or unmanned free balloon shall be flown without the special written permission of the Commissioner of Civil Aviation. Approval for flying a captive balloon will be considered by the Commissioner only after permission by the local authority has been granted.

Manned free balloons have to meet certain conditions before they may be flown within controlled airspace.

Aeroplanes and airships shall not be flown below a certain minimum height, as stipulated by aviation regulations, without special permission.



GUIDELINE SHEET Type of sign: Class 5(b) ~ Vehicular advertising

A. Description

This class consists of advertisements on self-driven vehicles which are normally moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.



B. Appropriate opportunity

This form of advertising is permitted in all areas of control and is subject to deemed consent.

No vehicle shall be used for the sole purpose of advertising.

C. Performance standards

No animation shall be allowed.

Illumination of advertisements shall be limited to the following:

- An internally illuminated sign which indicates that a taxi is for hire.

Retroreflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle.

No other specific performance requirements are prescribed.

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.

GUIDELINE SHEET Type of sign: Class 5(c) ~ Trailer advertising

A. Description

This class consists of advertisements displayed on trailers. A clear distinction must be made between stationary advertisements and advertisements in motion and therefore between two types of trailers. **Advertisement trailers** are of a relatively light construction, carry double-sided "billboard-type" advertisements and are parked at strategic locations for the sole purpose of advertising. Advertisements may also be displayed on heavier **transport trailers** used for the primary purpose of transporting goods and towed by trucks, vans or similar vehicles. Transport trailers are not used for the primary purpose of advertising.



B. Appropriate opportunity

Stationary advertisement trailers aimed at the road user and which are visible from any public road shall be parked only on sites designated by the controlling authority in urban areas of partial and minimum control. An advertisement trailer may also be parked on any other site in an urban area of partial or minimum control for the purpose of public display as long as it is not visible from any public road and as long as it

does not interfere with pedestrian movement. All advertisement trailers shall be subject to specific consent unless not visible from a public road in which case deemed consent shall apply.

Advertisement trailers shall not be towed for the primary purpose of advertising. An advertisement trailer displaying any advertisement shall therefore be towed only to and from a specific site and shall not be towed between the hours of 07:00 and 18:00. Advertisement trailers shall not display any advertisements while being towed on a freeway.

Advertisements displayed on trailers used for the transportation of goods shall be limited to heavier trailers which are able to resist cross winds of up to 30 m per second. Advertisements on transport trailers shall be subject to deemed consent. Advertisements displayed on a transport trailer shall, in the opinion of the controlling authority, be painted or attached to the sides of the trailer in a permanent manner. No transport trailer shall, in the opinion of the controlling authority, be used for the sole purpose of advertising.

C. Performance standards

(i) Shape, size and height

Any sign displayed on an advertisement trailer shall not exceed a vertical dimension of 3 m and a horizontal dimension of 6 m.

(ii) Position

Trailer sites for the parking of advertisement trailers aimed at road users shall be identified by the controlling authority by means of an EIA process and may include public as well as private land. Such an environmental impact assessment shall include visual, social and traffic safety aspects and shall also take the efficiency of control measures into consideration. This type of advertising is very difficult to control owing to its highly mobile nature. If a controlling authority does not have the capacity to control

advertisement trailers, they should not be permitted by such an authority at all.

An advertisement trailer shall only be parked at a stand demarcated by the controlling authority on a designated trailer site and shall be properly secured at both ends in order to withstand strong winds. The minimum distance between stands and sites shall be determined by the controlling authority through an EIA process. Only one trailer per stand shall be allowed.

No advertisement trailer displaying an advertisement shall be parked inside a road reserve or be visible from a freeway within a distance of 50m outside the road reserve boundary of such a freeway or shall be parked within a restricted area at street corners [general condition 2.4.1.5(a)(iv)]

(iii) Illumination and animation

No animation shall be allowed.

Illumination shall be limited to retroreflective signs with the colours red to the back, yellow to the side and white to the front of the trailer.

D. Safety

No person shall tow an advertisement trailer through any public street if, in the opinion of the roads authority, such trailer hinders or obstructs traffic in such street or is likely to do so.

General safety conditions listed under 2.4.1.2 apply.

Class 5(c) ~ Trailer advertising (continued)

E. Design and construction

The name and phone number of the operator together with a disc issued by the controlling authority shall be displayed on all advertisement trailers.

The design and construction of both advertisement trailers and transport trailers shall comply to the relevant sections of the Road Traffic Act , 1989 (Act No. 29 of 1989) and SABS standards for trailers.

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.