

## 2.1 CLASSIFICATION

### SECTION TWO: THE NATIONAL CODE OF PRACTICE

#### 2.1.1 TYPE OF LANDSCAPE AND AREAS OF CONTROL

**Sub-problem 10:** To develop and specify the model for a National Code of Practice for Outdoor Advertising in order that such becomes functional and implementable.

**Hypothesis 10:** The previously established model for a National Code of Practice for Outdoor Advertising can be developed and specified in order that such becomes functional and implementable.

Section Two discusses the further development of the model for a National Code of Practice for Outdoor Advertising under the following sub-sections:

#### 2.1 CLASSIFICATION

#### 2.2 EVALUATION

#### 2.3 CONTROL

#### 2.1.1 AREAS OF MINIMUM CONTROL (NATURAL LANDSCAPE)

##### 1.1.1.1 INTRODUCTION

The 'natural' landscape refers to the relatively unspoiled areas of vegetation and terrain. All areas in a relatively natural state are included within the areas of maximum control.

Natural landscapes include national parks, game reserves, nature reserves, marine reserves, wilderness areas, extensive agriculture, subsistence agriculture, and scenic corridors.

## 2.1 CLASSIFICATION

The classification of the type of landscape, area of control and type of sign must be established before evaluation can be undertaken, and control effected.

### 2.1.1 TYPE OF LANDSCAPE AND AREAS OF CONTROL

The first step in the classification process is to establish which landscape a sign site would fall into. One of three broad landscape categories can apply, namely *natural*, *rural* and *urban*.

The second step would be to establish which area of control the sign site falls into. Areas of control are linked to the three broad landscape classes mentioned above. Areas of control are established by applying a sensitivity rating to the landscape and then linking the landscapes to areas of varying degrees of control. Three alternative areas of control exist, namely *areas of maximum control*, *areas of partial control* and *areas of minimum control*.

**Natural and rural landscapes are defined as areas of maximum control due to their sensitivity to visual disturbance. Centres of economic activity in rural areas may be defined as partial or minimum control “urban” areas at the discretion of the local authority concerned. Within urban landscapes, one will find all three areas of control applicable due to the varying nature and sensitivity of the urban environment.** The delineation of the urban landscape is the responsibility of the local authority in consultation with interested and affected parties.

It is necessary to consider the urban landscape in its three dimensions. Therefore, at street level a shopping precinct may be defined as an area of minimum control whilst what happens above may be different. A precinct therefore may, depending on the uses at the different levels, be defined as falling into all three categories of control i.e. areas of minimum control at ground level, areas of partial control for offices above and areas of maximum control for living accommodation at the highest levels.

More detail regarding the relationship between the areas of control, the three basic landscapes and the land use zones or precincts, within these landscapes, is provided below and in figure 11.

#### 2.1.1.1 AREAS OF MAXIMUM CONTROL (NATURAL LANDSCAPE)

##### (a) Character

The ‘natural’ landscape refers to the relatively unspoilt areas of the rural environment. All areas in a relatively natural state are included and defined as areas of maximum control.

Natural landscapes include national parks, game reserves, nature reserves, marine reserves, wilderness areas, extensive agriculture, subsistence agriculture, and scenic corridors.

(b) Objectives

- To ensure that the aesthetic appeal and ecological integrity of the natural landscape is not compromised; and
- to permit adequate display of information concerning the identification of areas of interest, identification of premises and activities conducted on the land.

(c) Appropriate sign opportunities

Opportunities for advertising as well as acceptable media used are limited.

- Areas of economic activity within the natural landscape (service stations, roadside stalls, etc.) will be permitted to advertise products and services generally available on the premises.
- Alternative forms of signage ('logos' and tourism signs) will be encouraged.
- Directional signage will be permitted (facilitate tourism).

### 2.1.1.2 AREAS OF MAXIMUM CONTROL (**RURAL LANDSCAPE**)

(a) Character

Rural areas have varied landscapes and form a transition between the developed urban areas and the relatively unspoilt natural areas. Typical forms of land use include intensive agriculture and peri-urban development (small holdings etc.).

(b) Objectives

- To discourage the proliferation of signs;
- to co-ordinate advertising to promote road safety;
- to provide information for tourists, tourism-related industries and local communities; and
- to preserve the rural amenity of the locality within which the sign is to be displayed.

(c) Appropriate sign opportunities

- Property or farm names.
- Farm stalls will be permitted to display on-premise signs provided they are removed when the stand is not in use.
- Tourism orientated business names relating to the property on which the sign is located.
- Directional signs for tourism.

Note: Rural centres of economic activity in rural or natural landscapes may be defined as urban areas of partial or minimum control.

### 2.1.1.3 AREAS OF MAXIMUM CONTROL (**URBAN LANDSCAPE**)

#### (a) Character

The following precincts are deemed significantly sensitive to visual disturbance and, consequently, may be defined as urban areas of maximum control:

- Conservation  
*Interface of natural landscape and built fibre; natural edges like water, rivers, ridges and forests.*
- Recreation  
*Open areas like parks, squares and commons.*
- Scenic  
*Characteristic vistas over built up areas, down streets or avenues.*
- Architectural  
*National or local heritage sites or buildings, special tourist areas, historical or contextual streetscapes, skylines from viewing points; Areas of strong architectural context or historical scale.*
- Low density residential  
*Exclusively residential areas, mostly low density single.*
- Gateway  
*Important gateways (scenic, historically or architecturally significant).*
- Routes of metropolitan significance (N, R and M routes)  
*Certain important through road corridors.*

#### (b) Objectives

- To prevent the proliferation of signs and minimise visual disturbance caused by signs;
- to protect and enhance urban areas of significant conservation and recreation potential, be it natural or man-made, from visual degradation caused by outdoor advertising;
- to preserve the residential amenity of suburbs;
- to enhance and protect the scenic amenity of our towns and cities;
- to protect and enhance urban areas of metropolitan significance, such as through roads and gateways to towns and cities; and
- to permit adequate display of information concerning the identification of areas of interest, identification of premises and activity conducted on the land.

#### (c) Appropriate sign opportunities

Only signs expressing an essential message are permitted. The size, number and positions of advertisements are strictly controlled, with some freedom for their design. Apart from signs identifying owners or tenants or building names, all advertisements are scrutinised to well developed and well-defined regulations. As all advertisements affect the appearance of the building, structure or place where they are displayed it may be necessary to develop conditions and regulations to specific detail. Local trade and amenity organisations are to be consulted about the policy of demarcation.

In sensitive areas defined as maximum control, the following controls will apply in addition to those set in the guidelines:

- Only one sign will be permitted for each street frontage of a property.
- The materials and colours of the sign must harmonise with the building.
- Only concealed backlighting or floodlighting of signs will be permitted.

#### 2.1.1.4 AREAS OF PARTIAL CONTROL (URBAN LANDSCAPE)

##### (a) Character

The areas in which this category applies are those in which there is a multiplicity of users and where a particular use does not predominate. Greater freedom is allowed for the size, number and positions of advertisements, and well-stated guidelines will be enough to regulate most cases.

Areas of partial control will predominantly include urban areas although rural centres of economic activity may also be defined as areas of partial control.

- High density residential  
*Residential areas with shops and offices interspersed, mostly high density mixed.*
- Medium density residential  
*Residential areas in transition.*
- Commercial enclaves  
*Small commercial enclaves in residential areas;  
Rural centres of economic activity.*
- Commercial ribbon  
*Ribbon development along main streets.*
- Education  
*Educational institutions.*
- Recreation  
*Sports fields or stadia.*
- Institutional  
*Government enclaves including diplomatic or civic amenities.*

- Public transport corridors  
*Public transport connections e.g. train and bus stations, railways, airports or harbours.*
- Road corridors

(b) Objectives

- To permit greater freedom for the size, number and positions of advertisements;
- to encourage a co-ordinated approach to advertising;
- to permit adequate display of information concerning the identification of areas of interest, identification of premises and activity conducted on the land and business advertising; and
- to provide a means of communicating educational, product and community services messages to major target markets in urban and rural areas.

(c) Appropriate sign opportunities

All sign types are permitted subject to compliance with the principles and guidelines.

3.1.1.5 AREAS OF MINIMUM CONTROL (**URBAN LANDSCAPE**)

(a) Character

Those urban areas in which commercial interests predominate. Any lawful and safe advertisement is allowed. The principle is that in commercial areas the dominant concern is to conduct business and sell products. In such an environment an illuminated commercial message which is blatant and exaggerated may be deemed acceptable.

- Commercial  
*Commercial districts, shopping centres and office parks or precincts.*
- Industrial  
*Industrial areas or parks.*
- Entertainment  
*Entertainment districts or complexes.*

(b) Objectives

- To permit adequate identification and business advertising;
- to recognise that advertising signs express the character of the commercial, entertainment and industrial environment;
- to ensure equal access to limited advertising space;

- to ensure that advertising does not visually degrade the streetscape character or cause visual clutter; and
- to encourage a co-ordinated approach to advertising.

(c) Appropriate sign opportunities

All sign types are permitted subject to compliance with the guidelines and principles.

The relation between the categories of control and the three broad landscapes is illustrated in figure 11 overleaf:

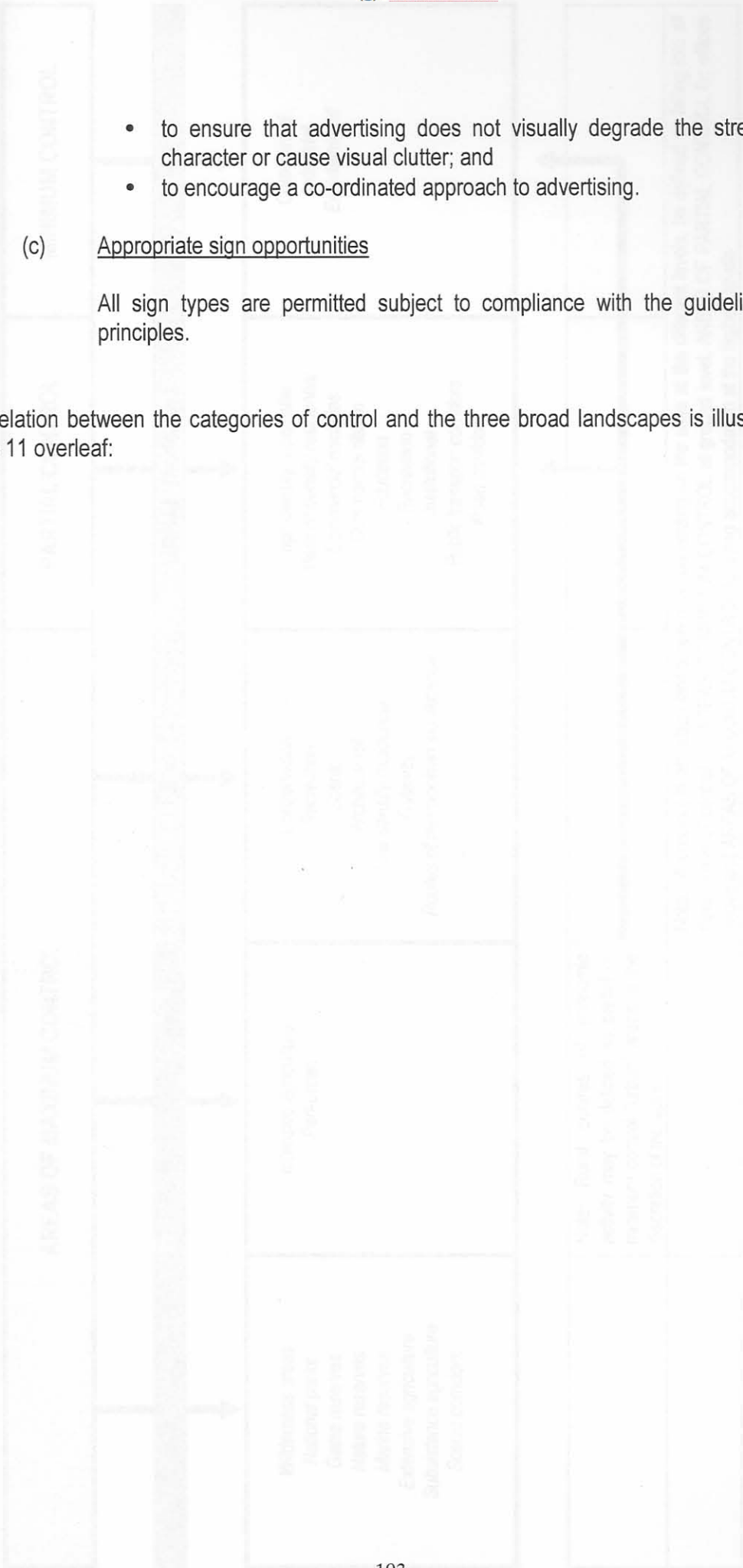


FIGURE 11: Relationship between Areas of Signage Control and Landscape Categories

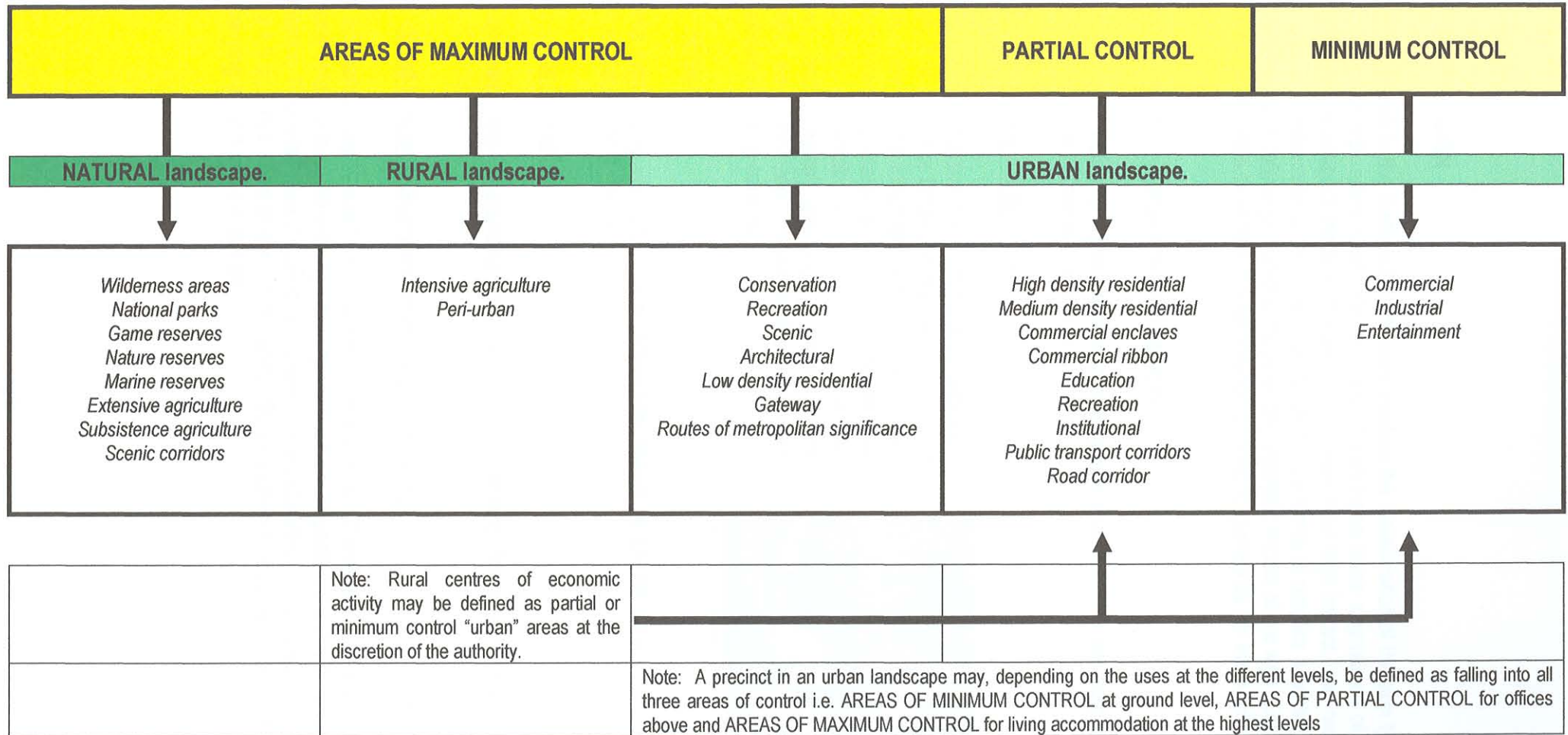


FIGURE 11: Relationship between Areas of Control and Landscapes.



## 2.1.2 TYPE OF SIGN

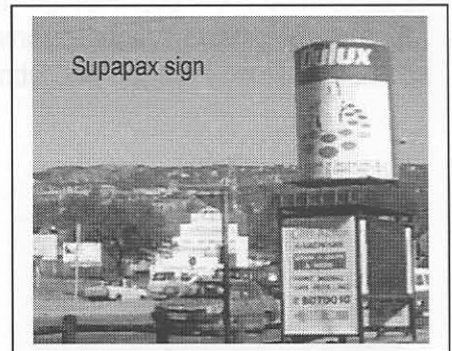
The second branch to the classification process involves the classification of the sign type. Here four groupings of sign types exist. The grouping of sign types takes cognisance of potential impact and the necessity of the sign. Classes 1 to 3 range from high impact / low necessity to low impact / high necessity. Class 4 represents alternative forms of outdoor advertising where structures are specifically engineered to minimise the aesthetic impact of the sign. Each class is divided into subclasses to enable the compilation of specific guidelines for each subclass at a later stage.

### 2.1.2.1 CLASS ONE (large free-standing signs)

Class 1 makes provision for signs deemed to have a high impact on the aesthetic and social environment by virtue of their size, shape or prominence.

#### 1a Spectaculars and Supapax

'Spectaculars' are custom made, illuminated billboards, generally 3 m x 12 m or larger but may be as small as 4 m x 2 m. They may be externally or internally illuminated and often include specialist character cut-outs and three dimensional presentations. 'Supersites', 'Fireflies', 'Glolites', and 'Unilites' are popular brand names. 'Supapax' are giant-sized product replicas commonly seen outside shopping centres.



#### 1b Aerial signs

An 'aerial sign' is any sign affixed to a captive kite, balloon or aircraft, or any other device by which it is suspended in the air.

#### 1c Large billboards

'Large billboards' are free-standing signs varying from 96 sheets (3 m x 12 m) to 48 sheets (3 m x 6 m).

#### 1d Small billboards, Guard Towers and Super Trilaterals

'Small billboards' vary in size from 16 sheets (3 m x 2 m) to 12 sheets (1,5 m x 3 m). They are commonly referred to in the industry as 'Shopper Twelve's', 'Roadside Twelve's', 'Junior posters' and 'Station Twelve's'. '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.

## 1e Advertising on towers, bridges and pylons

This category includes all advertising (painted signs, logos or corporate colours as well as mounted signs) on cellular telephone towers, water towers, bridges and the like as well as pylon mounted signs.

Note 1: Trivision, revolving advertisements and wave motion alternatives, are variations on the above classes and are dealt with in the guidelines under 'animation'.

### 2.1.2.2 CLASS TWO Posters and general signs

#### 2a 4 Sheet posters

Also referred to as '4-Sheeters'. These are usually pole mounted, double sided, and permanent advertising structures capable of carrying advertisements varying from 1,56 m x 1,05 m to 1,8 m x 1,2 m. Included are the following industry brand names: 'Impact Fours', 'Popstands', 'Flagstands', 'Centre Fours', 'Shop ads', 'CBD Units', 'Landscape pops', 'Postaflex', 'Station fours' and 'Station streamers'.

#### 2b Pavement posters and notices

Pavement posters include all temporary signs erected within the road reserve intended to advertise any public thanksgiving, rejoicing, mourning or any other public function or occasion.

#### 2c Banners and flags

An advertisement in the form of a banner or of a flag attached to a single flagstaff projecting vertically from a building or premises.



#### 2d Suburban ads

Pole mounted signs at entrances to suburbs carrying a 0,5 m x 2 m advertising sign beneath the suburb name.

#### 2e Street furniture

Advertising on street furniture includes signs mounted onto benches, planters, pavement litter bins, pole mounted litter bins and bus shelters.

## 2f Temporary advertisements

This class includes a wide variety of signs and advertisements that are usually displayed to publicise a forthcoming event, or to advertise a short term use of the advertisement site. This class includes signs temporarily displayed to:

- advertise that land, premises or developments are for sale or to let;
- announce that there is to be a sale of goods or livestock on land or premises which are not normally used for commercial purposes;
- advertise any local event which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose;
- announce the visit of travelling entertainment; or to
- advertise the fact that firms or individuals are carrying out building, engineering or construction work.



## 2g Identilites

Pole mounted, double sided, internally illuminated, 1,0 m x 1,5 m signs, carrying street names in the urban environment.



## 2h Transit advertising

This class includes all advertising on normally moving vehicles including taxis, buses, trailers, trains and vessels.

## 2i Functional advertisements by public bodies

This class includes those advertisements which are needed by public bodies (such as local authorities, public utilities operators and public transport operators) to give information or direction about the services they provide (e.g. a bus timetable).

## 2j Construction site hoardings on boundary walls and fences

This class permits signs to be fixed (but not painted) flat against or on top of any fence or wall (not being the wall of a building) where such fence or wall forms the boundary of a site where construction work is being carried out.

## 2k Project boards

This class includes all advertisements displayed on a site where a building, swimming pool, tennis court, paving, fencing or garden landscaping or any other structure is in the course of being constructed, erected, carried out or altered. Also included are signs describing the type of development being carried out on a site and which gives details of the type of accommodation being provided, floor space available, and such like.



## 2l Advertisements displayed on enclosed land

This class includes advertisements displayed on enclosed land, for example inside a railway station forecourt, inside a bus station or sports stadium.

## 2 m Neighbourhood watch and similar schemes

This class makes provision for outdoor signs for Neighbourhood Watch, Farm Watch and similar watch schemes established by the local Watch Committee and the police authority, saying 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.



### 2.1.2.3 CLASS THREE (Signs on buildings and premises)

The following signs and no others are permitted to be affixed or painted on buildings.

#### 3a Sky signs

A 'sky sign' is any sign that is fixed above the roof of a building other than a roof of a veranda or a balcony.

#### 3b Flat signs

These are signs affixed to the main walls of buildings. Such signs do not project more than 230 mm from the surface of the walls.

### 3c Projecting signs

A projecting sign is a sign that is affixed to a main wall of a building and projects more than 230 mm from the surface of the main wall.

### 3d Veranda, balcony, canopy and underawning signs

Included hereunder are:

- signs affixed flat on to, or painted on a parapet wall, balustrade or railing of a veranda or a balcony;
- signs on top of the roof of a veranda, only where such a roof does not have a parapet wall, balustrade or railing;
- signs affixed flat on to, or painted on the fascia of a veranda or a beam over veranda columns;
- signs suspended under a veranda or balcony.

### 3e Signs painted on walls and roofs

This class includes all signs painted directly onto the main walls or roof of a building.

### 3f Window signs

Window signs are signs that are permanently painted on, or attached to, the window-glass of a building.

### 3g Advertisements incorporated in the fabric of a building

This class includes any advertisement incorporated into, and forming an integral part of, the fabric of a building (i.e. not painted on or affixed in any manner).

### 3h Advertisements on forecourts of business premises

This class includes notices, signs and advertisements positioned on the forecourts of business premises, to draw attention to any commercial services, goods for sale, or other services available at the premises. The term 'forecourt' includes an enclosing fence, wall, screen or other structure, so long as the means of enclosure is not part of the business premises itself. A forecourt may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or cafe, etc.

### 3i Miscellaneous advertisements on any premises

This class gives consent for a wide variety of small notices and signs to be displayed on the premises or buildings to which the notice or sign relates.

### 3j Advertisements on business premises

This class includes advertisements pertaining to the business carried on, the nature of the goods sold or services provided on those premises.

#### 2.2.1.4 CLASS FOUR (Composite signs)

### 4a Sponsored road traffic projects

This class makes provision for any advertisements relating to the sponsoring of projects specifically intended for road users either aimed at the provision of road services or the promotion of road safety.

### 4b Logos

Specific service or 'Logo' signs are alternate signing systems included to provide the motorist with specific information in the interest of the motoring public. They provide travellers with business identification and directional information regarding essential motorists services. These signs may be used on any class of road and are primarily intended for use in rural and natural areas.

### 4c Service facility signs

This class permits advertisements to be displayed on any premises for the purpose of advertising the fact that a business, company or person is providing services specifically aimed at the road user. These services include restaurants, filling stations, accommodation, and holiday resorts.

### 4d Tourism signs

Tourism signs represent a standardised method of displaying directional information about public places owned by national or local authorities, publicly or privately owned natural phenomena, historic, cultural, scientific, educational, and religious sites as well as areas of natural scenic beauty or naturally suited for outdoor recreation deemed to be in the interest of the travelling public. The sign may only identify the activity and direct the viewer. Advertising and logos are prohibited.

## 2.2 EVALUATION

Once the classification of the area of control and the sign type is established, it is necessary to cross reference the two in order to arrive at advertising opportunities. Opportunities exist for each type of sign in each area of control. These opportunities are based on the envisaged impact each class of sign would have on each area of control. Figure 12 demonstrates the results.

## 2.3 CONTROL

Consent (permissible or not permissible), together with principles and guidelines all related to the area of control and type of sign, will form the basis to the control measures.

### 3.3.1 CONSENT

Figure 12 presents the applicant / decision making authority with two scenarios:

#### × NOT PERMISSIBLE

Under no circumstances may the relevant class of advertisement be located within the particular area of control.

#### ✓ PERMISSIBLE

The type of sign is permissible within the appropriate area of control. The guidelines will determine whether deemed or specific consent is required to erect the sign.

TYPE OF SIGN		AREA OF CONTROL				
		AREA OF MAXIMUM CONTROL			PARTIAL	MINIMUM
CLASS 1 Large, free-standing	1a	x	x	x	✓	✓
	1b	x	x	x	✓	✓
	1c	x	x	x	✓	✓
	1d	x	x	x	✓	✓
	1e	x	x	x	✓	✓
CLASS 2 Posters and general signs	2a	x	x	✓	✓	✓
	2b	x	x	✓	✓	✓
	2c	x	x	x	✓	✓
	2d	x	x	x	✓	✓
	2e	x	x	✓	✓	✓
	2f	x	x	✓	✓	✓
	2g	x	x	x	✓	✓
	2h	x	x	✓	✓	✓
	2i	x	x	✓	✓	✓
	2j	x	x	✓	✓	✓
	2k	x	x	✓	✓	✓
	2l	x	x	✓	✓	✓
	2 m	x	x	✓	✓	✓
CLASS 3 signs on buildings and premises	3a	x	x	✓	✓	✓
	3b	x	x	✓	✓	✓
	3c	x	x	✓	✓	✓
	3d	x	x	✓	✓	✓
	3e	x	x	x	✓	✓
	3f	x	x	✓	✓	✓
	3g	x	x	✓	✓	✓
	3h	x	x	✓	✓	✓
	3i	✓	✓	✓	✓	✓
	3j	✓	✓	✓	✓	✓
CLASS 4 Composite signs	4a	✓	✓	✓	✓	✓
	4b	✓	✓	✓	✓	✓
	4c	✓	✓	✓	✓	✓
	4d	✓	✓	✓	✓	✓
		NATURAL	RURAL	URBAN ENVIRONMENT		
		LANDSCAPE TYPE				

LEGEND

	Landscape type
	Area of control
	Advertisement type
x	Not permissible
✓	Permissible (subject to compliance with principles and guidelines)

FIGURE 12: Advertising Opportunities



## 2.3.2 PRINCIPLES AND GUIDELINES

### 2.3.2.1 PRINCIPLES

#### (a) General

Any advertisement, as permitted by the National Code of Practice, may not

- be detrimental to the environment or to the amenity of the neighbourhood by reason of size, shape, colour, texture, intensity of illumination, quality of design or materials or for any other reason;
- be in its content objectionable, indecent or suggestive of indecency, prejudicial to the public morals or objectionable; or
- unreasonably obscure partially or wholly any sign owned by another person previously erected and legally displayed.

#### (b) Safety

Any advertisement, as permitted by the National Code of Practice, may not

- constitute a danger to any person or property;
- be illuminated to the extent that they cause discomfort to, or inhibit the vision of approaching pedestrians, cyclists or drivers;
- obscure a road traffic sign, create confusion with a road traffic sign, interfere with the functioning of a road traffic sign, or create a road safety hazard;
- obscure a pedestrian's, cyclist's or driver's view of pedestrians, road or rail vehicles, features of the road, railway or pavement such as junctions, bends and changes in width;
- obstruct any fire escape or the means of egress to a fire escape or obstruct or interfere with any window or opening required for ventilation purposes; or
- if illuminated, contain the colours red, green or amber or any one or more of such colours unless such sign has a clear height of 6 m or unless such sign is more than 15 m (measured horizontally) from the vertical line of the street line at the corner of a public street.

Furthermore, signs or advertisements positioned along roads and specifically targeting the road user shall comply with the following requirements:

- No sign shall exceed 10 “bits” of information where a “bit” is defined as one syllable, a symbol or a logo, an abbreviation or a group of numbers.
- Letter sizes shall increase in size by 25 mm for every 15 m distance between the viewer and the sign as follows:

DISTANCE FROM SIGN	MINIMUM LETTER SIZE
0-15 m	25 mm
16-30 m	50 mm
31-45 m	75 mm etc.

(c) Design and construction

Any advertisement, as permitted by the National Code of Practice

- shall be neatly and properly constructed, executed and finished in a professional manner;
- shall, when attached to a building, fence or wall, be rigidly and securely attached thereto so that it is safe and that movement in any direction is prevented;
- shall be attached in such a manner that it is capable of effectively securing, supporting and maintaining not less than twice the weight of the sign in question with the addition of any force to which the sign may be subjected. The use of nails or staples for the purpose of anchorage and support is prohibited;
- shall, when attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in such brickwork, masonry or concrete or passing through the same and secured on the opposite side;
- shall have all exposed metalwork in the sign or supports painted or otherwise treated to prevent corrosion and all timber treated to prevent decay; and
- shall have taken measures to prevent the entry of water into, and the accumulation of water or moisture on, or in, any sign or any part of its supporting framework, brackets or other members.

Furthermore, any advertisement, as permitted by the National Code of Practice, may not

- interfere with the urban design, landscape policies or character of the surrounding area by way of the design of the structure;
- deface building facades by means of electrical services provisions and other accessories;

- be constructed in whole or in part of cloth, canvas, cardboard, paper or like material, except in the case of sign types 2(b) and 2(c); or
- use water soluble adhesive, adhesive tape or similar material to display or secure any sign elsewhere than on an advertising hoarding.

Glass:

- All glass used in signs (other than glass tubing used in neon and similar signs) shall be safety glass at least 3 mm thick.
- Glass panels used in signs shall not exceed 0,9 m<sup>2</sup> in area, each panel being securely fixed in the body of the sign independently of all other panels.

Electrical - every illuminated sign and every sign in which electricity is used

- shall have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly;
- shall be constructed of material which is not combustible;
- shall be provided with an external switch in an accessible position whereby the electricity supply to the sign may be switched off; and
- shall be wired and constructed in accordance with and subject to the provisions of the relevant authority's electricity supply bylaws.

Damage to Property:

- No person shall intentionally, in the course of erecting or removing any sign, advertising hoarding, poster or banner cause damage to any tree, electrical standard or service or other public installation or property.

(d) Maintenance

Any advertisement, as permitted by the National Code of Practice

- shall, where possible, be located at a height that discourages vandalism;
- shall be serviced on a regular basis; and
- shall be maintained together with its supports and braces, in good repair and safe condition and to the highest standard in terms of quality of structures, posting and sign writing.

The owner of any land or building on which a sign is displayed, or on which any sign or advertising hoarding is erected, or to which a sign is attached, and the owner of any such sign or hoarding shall be jointly and severally responsible for the maintenance in a safe and proper condition and for the cleaning and the repainting of any such sign or hoarding.

(e) Position

Advertisements, as permitted by the National Code of Practice

- shall not be positioned on a road island or road median;
- shall not be suspended across a road;
- shall not require erection or servicing from a public road unless prior permission has been obtained; and
- shall not be permitted within specified distances of on- and off-ramps, overhead traffic signs and traffic signals as illustrated on figures 13, 14 and 15 with the exception of 'Identilites' that may be considered at traffic signal intersections.

(f) Illumination

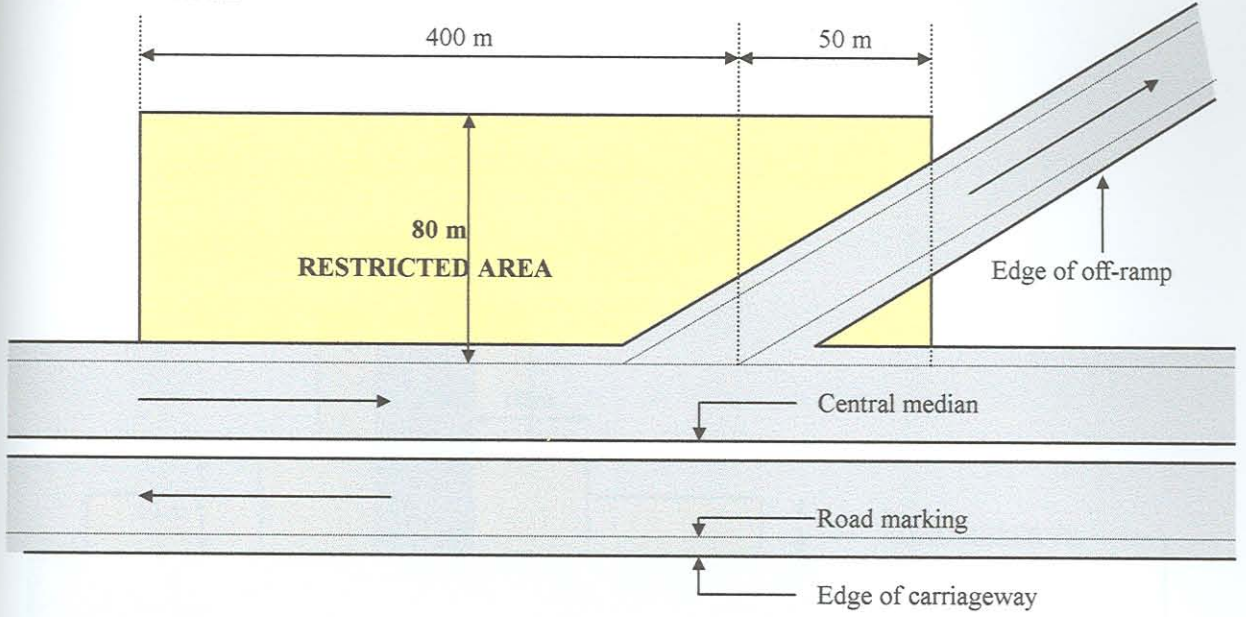
- The following maximum luminance levels per square meter are prescribed for all classes advertisements in this NCOP where illumination is permitted (as determined by the International Commission on Illumination):

ILLUMINATED AREA	MAX. LUMINANCE
less than 0,5 m <sup>2</sup>	1000 candela/m <sup>2</sup>
0,5 m <sup>2</sup> <2 m <sup>2</sup>	800 candela/m <sup>2</sup>
2 m <sup>2</sup> <10 m <sup>2</sup>	600 candela/m <sup>2</sup>
10 m <sup>2</sup> or more	400 candela/m <sup>2</sup>

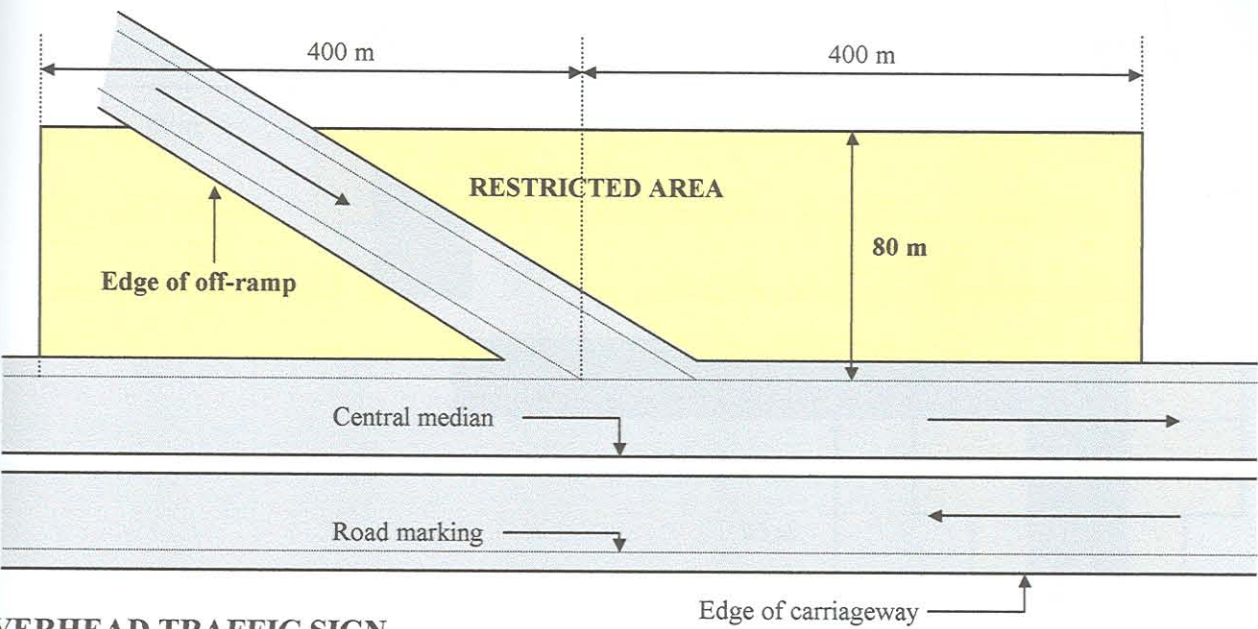
- The light source emanating from floodlights may not be visible to traffic travelling in either direction.
- Floodlighting should be positioned to ensure effective distribution and minimise light wastage or 'spill'.

FIGURE 13: ADVERTISING RESTRICTIONS ON HIGHWAYS  
(Adapted from discussions with the Department of Transport)

### OFF-RAMP



### ON-RAMP



### OVERHEAD TRAFFIC SIGN

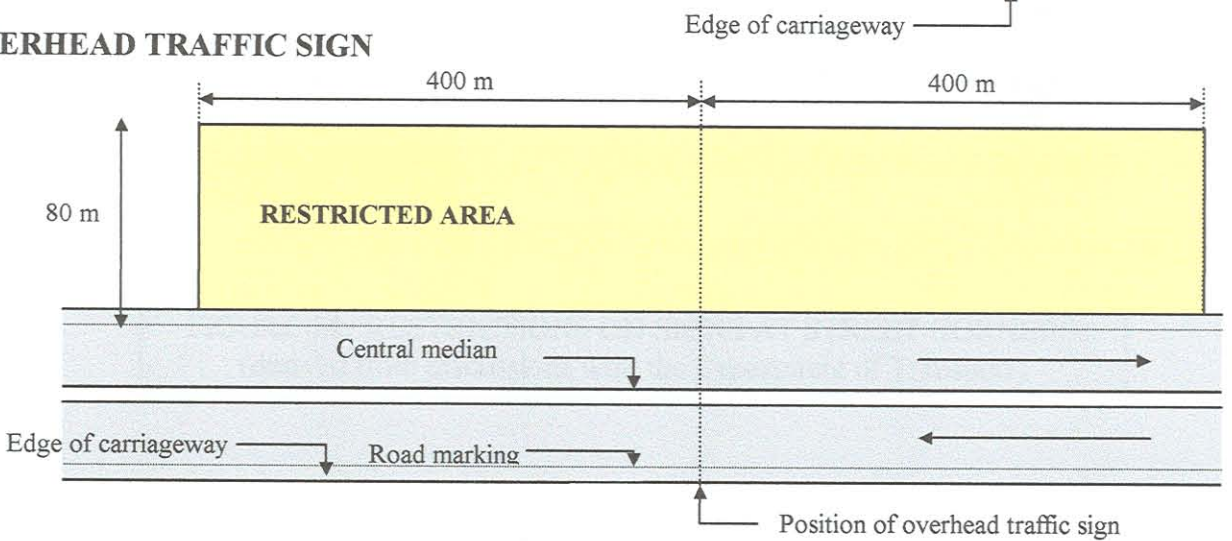


FIGURE 13: ADVERTISING RESTRICTIONS ON FREEWAYS  
(derived from discussions with the Department of Transport)

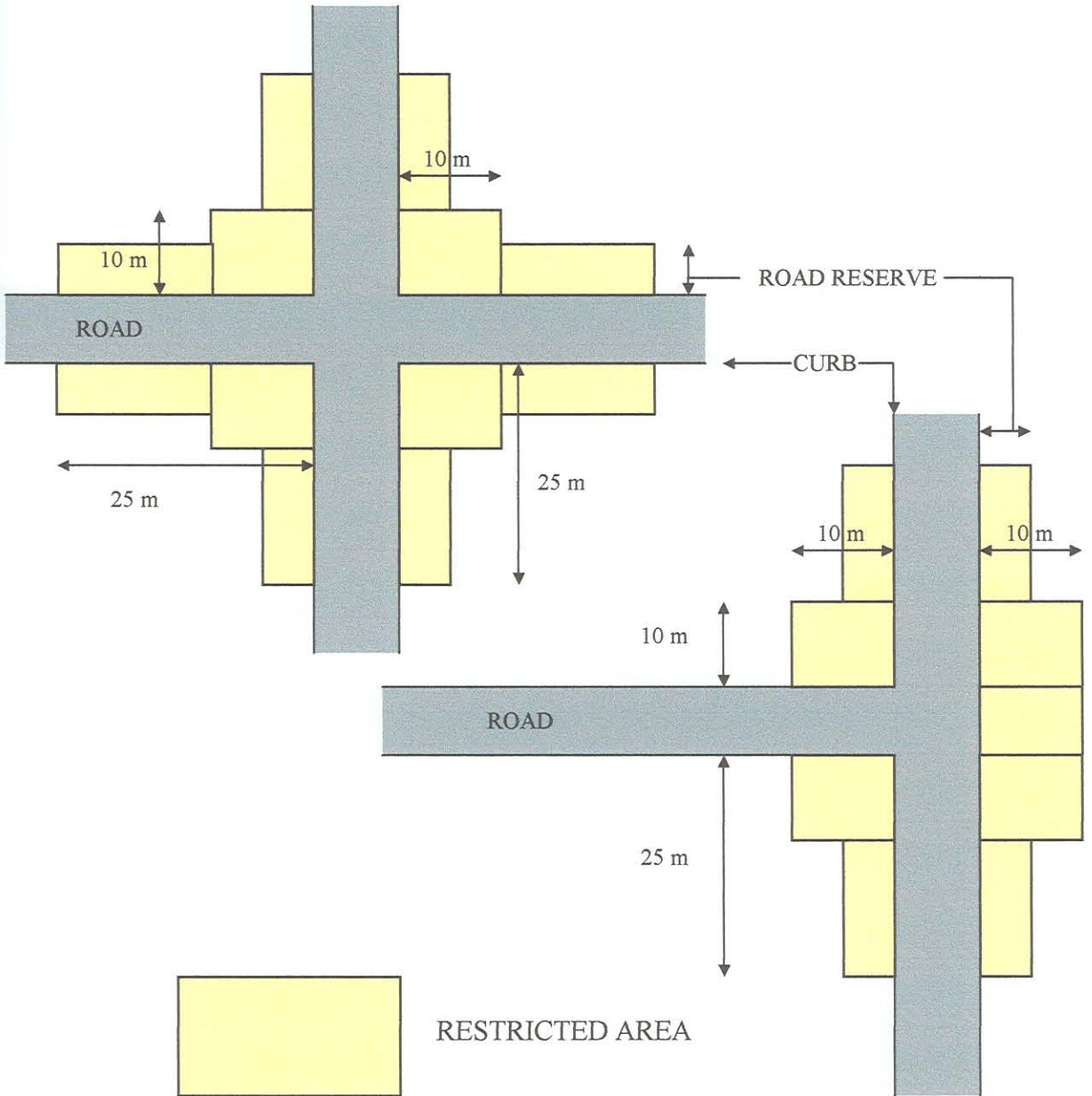


FIGURE 14: RESTRICTIONS ON SIGNS AT STREET CORNERS  
(derived from discussions with the Department of Transport)

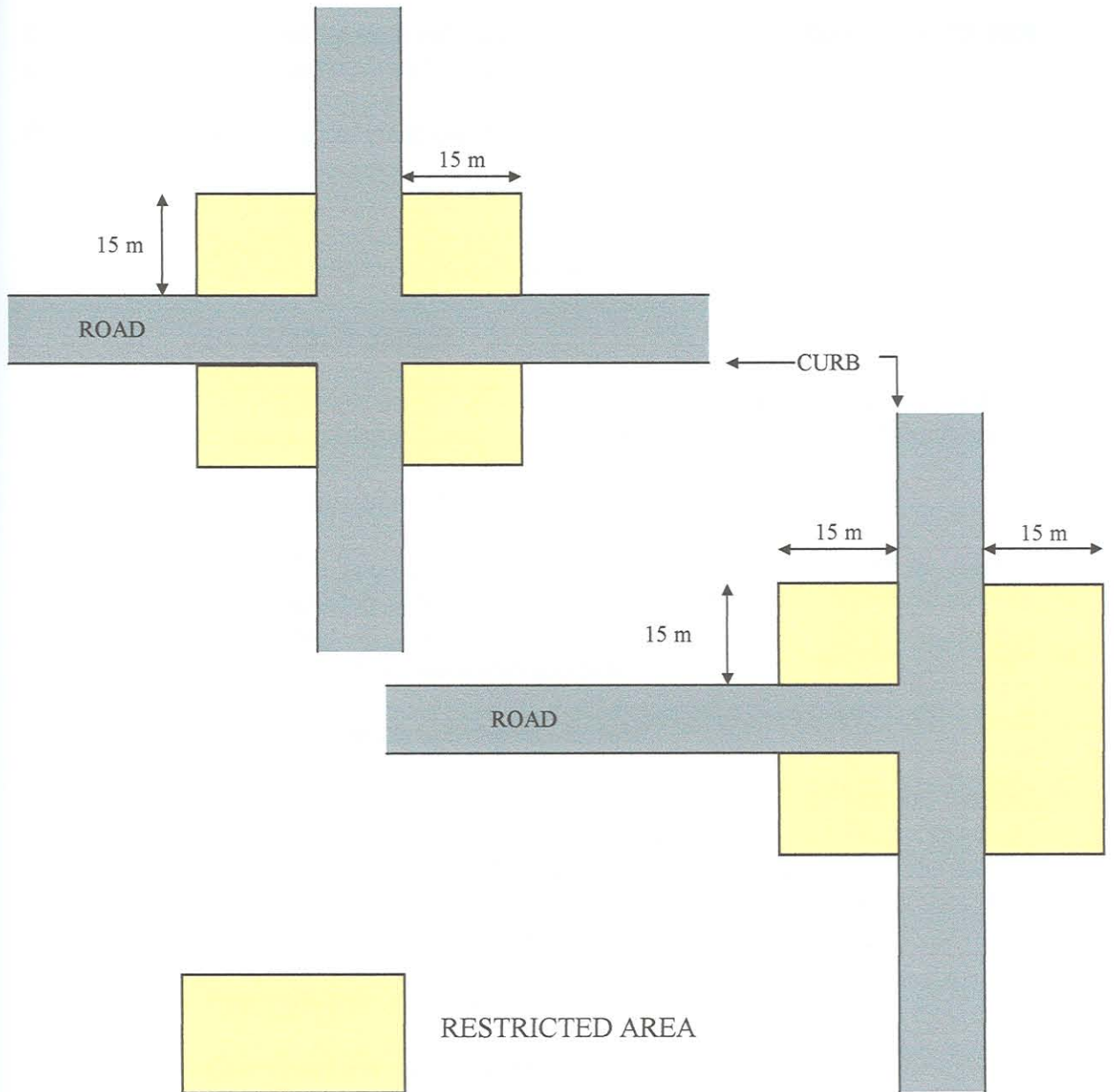


FIGURE 15: RESTRICTIONS ON ILLUMINATED SIGNS AT SIGNALISED STREET CORNERS (derived from discussions with the Department of Transport)

## 2.3.2.2 GUIDELINES

Guidelines are established for each permissible scenario resulting from figure 12, i.e. for each sub-class of sign type occurring in each area of control.

Guidelines are discussed under the following headings:

(a) Description

The type of sign in question is defined.

(b) Appropriate Opportunity

The appropriate area of control wherein the sign type is deemed permissible is stated. A distinction is made between specific or deemed consent requirements.

- *Permissible with specific consent*

The application may be approved at the discretion of the planning authority after review of the particular guidelines. The application will have to meet the prescribed guidelines and follow the route of application and written approval.

- *Permissible with deemed consent*

These sign types are deemed approved without the authority having to provide specific consent. The onus is on the advertiser to ensure the sign complies with the guidelines for this particular class. The authority may declare the sign illegal and / or subject to specific consent should the guidelines not be heeded.

(c) Performance Standards

Specific guidelines with respect to

- (i) *shape, size and height;*
- (ii) *position;*
- (iii) *colour and texture;* and
- (iv) *illumination and animation* of the sign.

(d) Safety

Specific safety requirements where applicable, are stated. The safety provisions listed under 2.3.2.1 (b) above are of a non-specific nature and are applicable to all sign types.



(e) Design and Construction

Specific design and construction requirements are listed where appropriate. The design provisions listed under 2.3.2.1 (c) are of a non-specific nature and are applicable to all sign types.

(f) Maintenance

Specific maintenance requirements are listed where appropriate. The maintenance provisions listed under 2.3.2.1 (d) are of a non-specific nature and are applicable to all sign types.

(g) Other Considerations

Other considerations are discussed where applicable.