

## A. DESCRIPTION

'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.



## B. APPROPRIATE OPPORTUNITY

This type of sign is not permitted in all areas of control with the exception of **urban areas of partial and minimum control**, where they are permitted subject to **specific consent** being granted after submission and approval of an EIA.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

No maximum size is prescribed. The clear height of the advertising structure shall not be less than 2,4 m.

### (ii) Position

Signs may not extend over or be nearer than 1,2 m to any overhead electricity wires or cables. No person shall erect more than one sign on a site. An advertisement consisting of a single board shall be displayed perpendicular to, or at an

angle of 30° with the direction of the oncoming traffic. In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of on coming traffic.

These signs will not be permitted within specified distances of on- and off-ramps and overhead traffic signs (see figures 13, 14 & 15, section 2.3.2.1)

At a road intersection, a maximum of 2 signs of this class per intersection are permitted. Spectaculars along roads shall be spaced as follows:

### SPEED LIMIT SPACING

- >100 kph 300 m;
- 81-100 kph+ 250 m;
- 61-80 kph 200 m;
- <60 kph 120 m apart when in view of each other and on the same side of the road

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (iv) Illumination and Animation

Illumination and animation is permitted. The following maximum luminance levels are prescribed (as determined by the International Commission on Illumination):

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

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'.

## D. SAFETY

General safety principles listed under section 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

Any sign permitted by this class shall be placed on a base, which has been designed and erected to the satisfaction of the local authority.

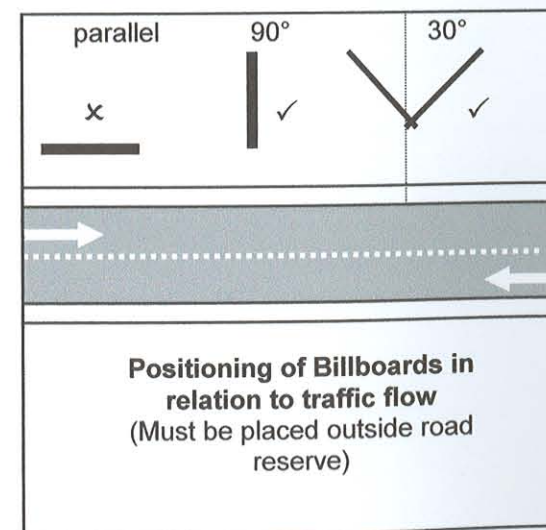
General design and construction principles listed under section 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.

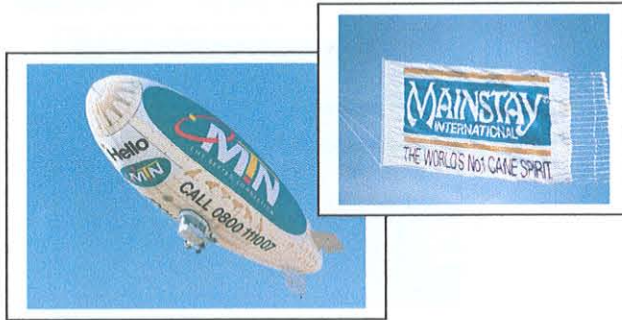
## G. OTHER CONSIDERATIONS

Approval will not be granted for an indefinite period. The relevant controlling authority will at its own discretion grant the approval for a limited period only ranging from 1-10 yrs.



## A. DESCRIPTION

An **aerial sign** is any sign attached to a captive kite, balloon or aircraft, or any other device by which it is suspended in the air over any part of the area. Aerial signs should be regarded as temporary signs used for advertising promotions, special events, etc.



## B. APPROPRIATE OPPORTUNITY

These signs will only be permitted in urban areas of **minimum and partial control** and will require **specific consent**. Aerial signs are not permitted in areas of maximum control.

## C. PERFORMANCE STANDARDS

### (i) Shape Size and Height

Signs may only be flown at a maximum height of 45 metres above ground level or 25 metres above surrounding structures, whichever is the greater. There are no shape or size restrictions.

### (ii) Position

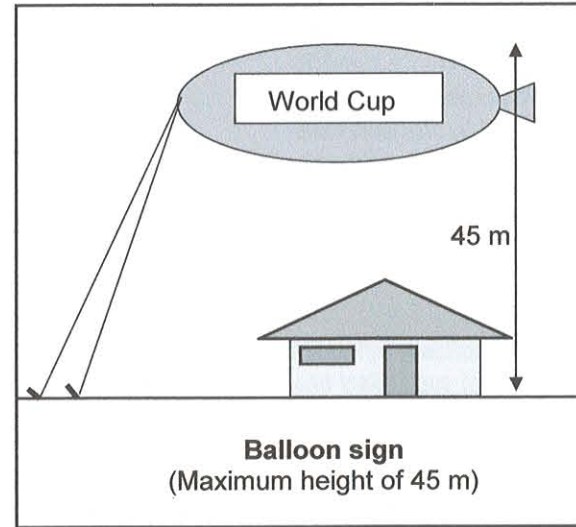
Aerial signs must be located at least 100 m away from any arterial route or 500 m away from any airport flight path.

### (iii) Colour and Texture

No colour or texture limitations are imposed.

### (iv) Illumination and Animation

Illumination and animation are not permitted on aerial signs.



## D. SAFETY

- (i) Signs must be secured with at least 2 anchor ropes.
- (ii) Metal strips must be incorporated into the body to ensure its radar visibility.

## E. DESIGN AND CONSTRUCTION

The application must be accompanied by an engineer's report on the construction thereof and specifically rating the fabric and anchorage's.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply

## G. OTHER CONSIDERATIONS

The sign may only be displayed in daylight hours for a period not exceeding 2 weeks in any calendar year.

An application involving aerial signs must be accompanied by a certificate of approval from the Department of Civil Aviation.



## A. DESCRIPTION

**Billboards** are free-standing signs varying from 96 sheets (3 m x 12 m) to 48 sheets (3 m x 6 m) (commonly known as 96 sheet and 48 sheet signs). Billboards are the most widely used outdoor medium, generally paper-posted, but also sign written, posted with vinyl or with a combination of the three. Billboards are usually pole mounted, free-standing signs.



## B. APPROPRIATE OPPORTUNITY

These signs will only be permitted in urban areas of **minimum and partial control** and will require **specific consent** after submission and approval of an **EIA**. These signs are not permitted in areas of maximum control.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Any sign permitted by this class shall not exceed a maximum size of 3 m x 12 m or 36 m<sup>2</sup>. The clear height of the advertising structure shall not be less than 2,4 m.

### (ii) Position

Signs may not extend over or be nearer than 1,2 m to any overhead electricity wires or cables. No person shall erect more than one sign on a site. An advertisement consisting of a single board shall be displayed perpendicular to, or at an angle of 30° with the direction of the oncoming traffic. In the case of two billboards joined together the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of on coming traffic.

Billboards along roads shall be spaced as follows:

### SPEED LIMIT SPACING

- >100 kph 300 m;
- 81-100 kph+ 250 m;
- 61-80 kph 200 m;
- <60 kph 120 m apart when in view of each other and on the same side of the road

At a road intersection, a maximum of 4 billboards per intersection are permitted of which not more than 2 are permitted per corner.

Billboards will not be permitted within specified distances of on- and off-ramps and overhead traffic signs (see figures 13, 14 & 15, section 2.3.2.1).

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (vi) Illumination and Animation

Illumination and animation is permitted provided such illumination or animation does not constitute a road safety danger, or cause undue disturbance.

## D. SAFETY

General safety principles listed under section 2.3.2.1 apply.

## E DESIGN AND CONSTRUCTION

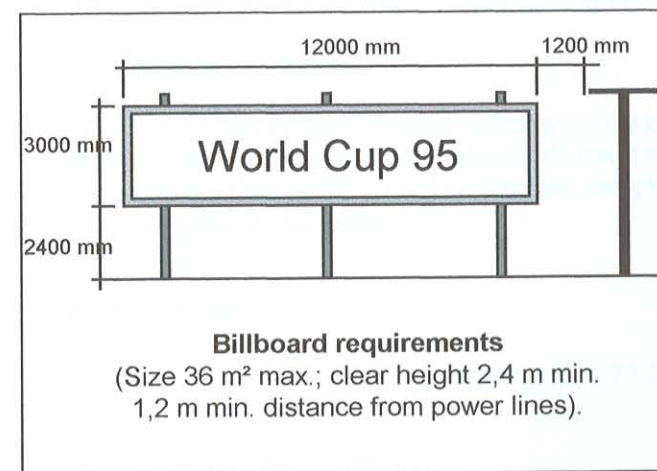
Any sign permitted by this class shall be placed on a base which has been designed and erected to the satisfaction of the local authority. General design and construction principles listed under section 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.

## G. OTHER CONSIDERATIONS

Approval will not be granted for an indefinite period. The relevant controlling authority will at its own discretion grant the approval for a limited period only ranging from 1-10 yrs.



## A. DESCRIPTION

Class 1(d) makes provision for **billboards** ranging in size from 3 m x 2 m to 3 m x 1,5 m. These are more commonly referred to in the industry as 16 sheet and 12 sheet posters (shopper, roadside & station twelve's, junior posters). '**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.

As guard towers and super trilaterals are variations on the billboard theme, they are grouped together for purposes of control.



## B. APPROPRIATE OPPORTUNITY

These signs will only be permitted in areas of **minimum and partial control**. **Deemed consent** will apply in areas of minimum control (subject to compliance with these guidelines). **Specific consent** is required in areas of partial control after submission and approval of an **EIA**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Any sign permitted by this class shall not exceed a maximum size of 3 m x 2 m or an area of 6 m<sup>2</sup> in the case of billboards or 1,5 m x 4 m in the case of guard towers and super trilaterals. The clear height of the advertising structure shall not be less than 2,4 m.

### (ii) Position

Signs may not extend over or be nearer than 1,2 m to any overhead electricity wires or cables. No person shall erect more than one sign on a site. An advertisement consisting of a single board shall be displayed perpendicular to, or at an angle of 30° with the direction of the oncoming traffic.

In the case of two billboards joined together the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of on coming traffic.

Billboards along roads shall be spaced as follows:

SPEED LIMIT	SPACING
• >100 kph	300 m;
• 81-100 kph+	250 m;
• 61-80 kph	200 m;
• <60 kph	120 m apart when in view of each other and on the same side of the road

At a road intersection, a maximum of 4 billboards per intersection are permitted of which not more than 2 are permitted per corner. Billboards will not be permitted within specified distances of on- and off-ramps and overhead traffic signs (see figures 13, 14 & 15, section 2.3.2.1).

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (vi) Illumination and Animation

Illumination and animation is permitted provided such illumination or animation does not constitute a road safety danger, or cause undue disturbance.

## D. SAFETY

General safety principles listed under section 2.3.2.1 apply.

## E DESIGN AND CONSTRUCTION

Any sign permitted by this class shall be placed on a base which has been designed and erected to the satisfaction of the local authority. General design and construction principles listed under section 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.

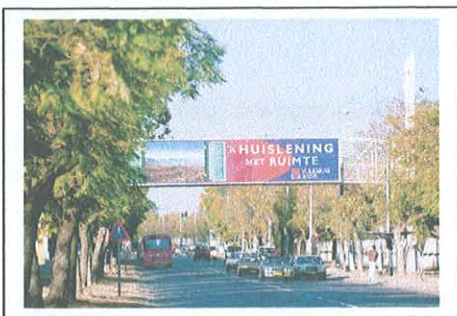
## G. OTHER CONSIDERATIONS

Approval will not be granted for an indefinite period. The relevant controlling authority will at its own discretion grant the approval for a limited period only ranging from 1-10 yrs.



## A. DESCRIPTION

Advertising by means of signs affixed to or painted on towers, and bridges not primarily used for advertising purposes. Included in this regard are signs on cellular telephone base station towers, water towers, radio towers, silos and similar structures. Also included in this class are signs attached to pylons.



## B. APPROPRIATE OPPORTUNITY

Advertising on towers will only be permitted in **urban areas of minimum control and partial control** and will be subject to **deemed consent** (areas of minimum control) or **specific consent** (areas of partial control) after submission and approval of an EIA.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Any single sign permitted by this class shall not exceed a maximum size of 3 m x 12 m. No pylon or tower shall carry signs in the aggregate exceeding an area of 36 m<sup>2</sup>.

In the case of pylon signs, the pylon without the sign shall be such that the entire assembly, can be wholly contained within a notional vertical cylindrical figure having a diameter of 6 m and a height of 12 m. No protruding part of a pylon sign shall be less than 2,4 m above the highest point of the existing ground level immediately below such pylon or sign.

### (ii) Position

In the case of signs erected on towers, signs may not extend beyond the top of the tower or project more than 300 mm from the main wall of the tower.

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (vi) Illumination and Animation

Illumination and animation is permitted in areas of minimum control provided such illumination or animation does not constitute a road safety danger, or cause undue disturbance. Illumination and animation are not permitted in areas of partial control.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E DESIGN AND CONSTRUCTION

Any sign permitted by this class shall be affixed to the tower, pylon or bridge in a way which has been designed and erected to the satisfaction of the local authority.

Every pylon shall be independently supported and for that purpose be properly secured to an adequate foundation in the ground and be entirely self supporting without the aid of guys, stays, brackets or other restraining devices.

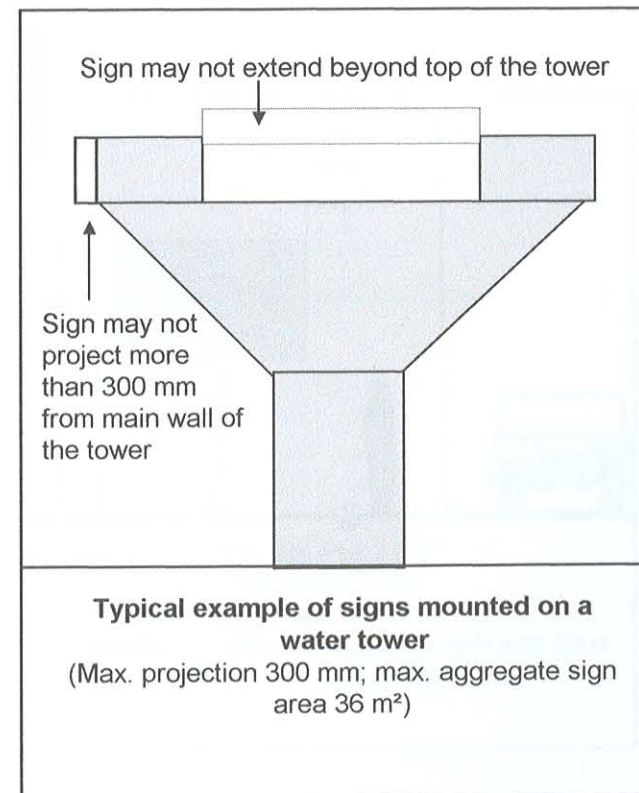
General design and construction principles listed under section 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.

## G. OTHER CONSIDERATIONS

Signs displayed on bridges will require written permission from the relevant road authority.



## A. DESCRIPTION

This class permits permanent posters varying in size from 1,56 m x 1,05 m to 1,8 m x 1,2 m. These posters are usually standardised 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, Postaflex, Station Fours, and Station Streamers depending on the function and location of the sign.

The signs are generally self-supporting and mounted on singular poles, standards or pylons, the base of which is firmly embedded and fixed in the ground.



## B. APPROPRIATE OPPORTUNITY

These signs are not permitted in natural and rural landscapes, but may be considered in **urban areas of maximum control (specific consent)** and **partial and minimum control (deemed consent)**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Signs permitted by this class may not exceed 2,8 m<sup>2</sup> in area, provided that where signs facing in more than one direction (double-sided) the total area may not exceed 5,6 m<sup>2</sup>. The signs may not exceed a maximum height of 7600 mm.

### (ii) Position

If a sign permitted by this class projects beyond the street line the sign may not have a clear height of less than 2600 mm, extend more than 1800 mm beyond the street line or extend nearer than 300 mm to the vertical line of the kerb of the footpath or sidewalk. This type of sign may furthermore not extend over or nearer than 1200 mm to any overhead electricity wires or cables.

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (iv) Illumination and Animation

Illumination and animation is not permitted in urban areas of maximum control but is permissible in areas of partial and minimum control.

## D. SAFETY

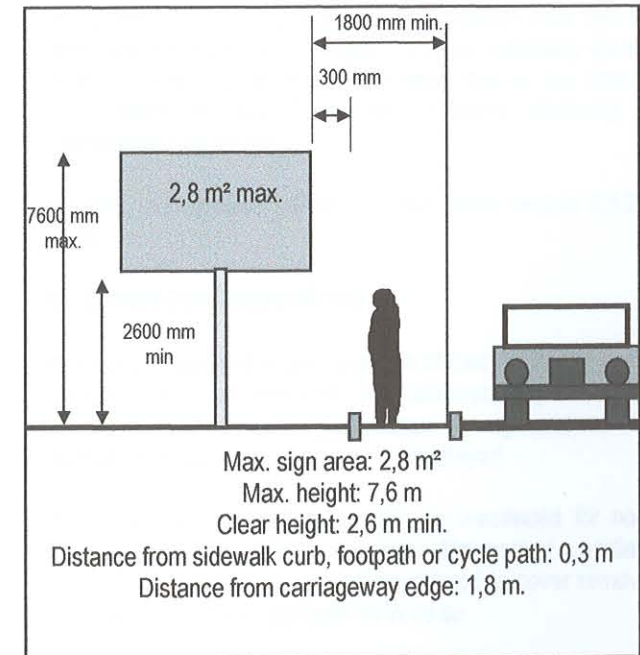
General safety principles listed under section 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under section 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.





## A. DESCRIPTION

Pavement posters and notices includes temporary signs erected within the road reserve intended to advertise the following functions:

- any public thanksgiving, rejoicing, mourning or
- any other public function or occasion.

This permits the display of posters for parliamentary or municipal election campaigns. The advertising of commercial products and services by means of pavement posters and notices is prohibited.



## B. APPROPRIATE OPPORTUNITY

Permitted in **urban areas of partial and minimum control**. **Specific consent** is required in both cases. Permission should be granted only to non-profit making organisations such as charities, institutions, educational bodies.

## C. PERFORMANCE STANDARDS

- The number of posters for election campaigns be limited to an amount determined by the local authority and based on the size of the ward.
- The names of the organisation, the date of the function and the venue must appear on the poster in letters not less than 50 mm in height.
- Only one poster per organisation per occasion may be displayed per pole / standard / tree.

### (i) Shape, Size and Height

The posters may not exceed 900 mm x 600 mm in size. Posters to be a minimum of 2,2 metres above the ground and a minimum of 2 metres below any light fixture.

### (ii) Position

Posters are to be restricted to electric light standards and trees only. No posters to be erected on power line standards, road traffic signs, walls, electricity boxes or bridges. Posters must be erected above the level of the red, green, yellow or black painted stripes indicating the position of fire hydrants. No posters to be erected on light standards within 40 metres of a busy intersection or on traffic control signals.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

Illumination and animation of this class of sign is not permitted.

## D. SAFETY

General safety principles listed under section 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

- Posters to be fixed to electric light standards and trees by means of a suitable cord. No metal clamps or wire may be used
- No steel or aluminium ladders may be placed against the standards on which the posters are to be erected.
- A maximum of 2 posters may be affixed to a street tree.

## F. MAINTENANCE

Posters, with the exception of parliamentary or municipal election or referendum posters, may only be erected 14 days prior to the event. All posters, backing boards and cord / string to 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 either the date of proclamation in the government Gazette declaring that a referendum or election is to be held, to the end of the tenth day after the date of such election or referendum : Provided that posters not relating to a specific candidate may also be displayed for a period no longer than that extending from a date 14 days prior to either nomination day or the date of proclamation in the Government Gazette declaring a referendum is to be held.

General maintenance principles listed under section 2.3.2.1 apply.

## G. OTHER CONSIDERATIONS

Any poster displayed in contravention of these guidelines may without notice be removed and destroyed by the local authority, at the cost of the person or organisation who displayed or caused the poster to be displayed.

It is proposed that a fines system be introduced for non-removal of posters after the due date. Payment of a partially refundable deposit may also be considered to cover removal of posters should the applicant fail to do so.

Every poster and notice for which permission is granted should be stamped with the local authority's stamp and only signs so stamped shall be displayed.

## A. DESCRIPTION

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

Banners and flags may only carry an advertisement relating to a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes, or to a function or event relating to a municipal or parliamentary election or referendum.

Note: National flags of any country are excluded from this class and may be displayed with deemed consent in all areas of control provided they do not carry any advertisement or subject matter additional to the design of the flag on 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 is not permitted in all areas of maximum control. The display of banners and flags is permitted in **urban areas of partial control (specific consent)** and **minimum control (deemed consent)**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

No character or symbol on the flag may be more than 0,75 m in height in areas of minimum and partial control and 0,3 m in areas of maximum control

### (ii) Position

Every advertisement shall be attached to or suspended between poles or other supports on the site on which the function or event is to be held or on such other site as the local authority may allow. No banners or flags may be displayed in the road reserve.

No more than five advertisements shall be displayed in respect of one function or event.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

No illumination or animation of banners or flags is permitted.

## D. SAFETY

Every banner or flag shall be attached so as not to interfere with, or constitute a danger to passing vehicular or pedestrian traffic.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

No advertisement shall be displayed for more than two weeks before the date of the function or event advertised nor shall any such advertisement be permitted to remain in position for more than three days after the conclusion of such function or event.



## A. DESCRIPTION

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



Photo: Suburban and Industrial Signs

## B. APPROPRIATE OPPORTUNITY

'Suburban ads' are permitted in **urban areas of partial and minimum control** and require **specific consent** in both instances.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Rectangular, 0,5 m x 2 m advertising sign beneath the suburb name.

### (ii) Position

As these signs are attached to suburb name signs (road traffic signs), their positioning is dependent on the positioning of the suburb name sign. However, suburb name signs positioned on road islands, medians and within the distances specified under 2.3.2.1 (e) of this document, shall not be used to carry Suburban Ads.

### (iii) Colour and Texture

No colours that may cause confusion with road traffic signs may be used.

### (iv) Illumination and Animation

Not permitted.

## D. SAFETY

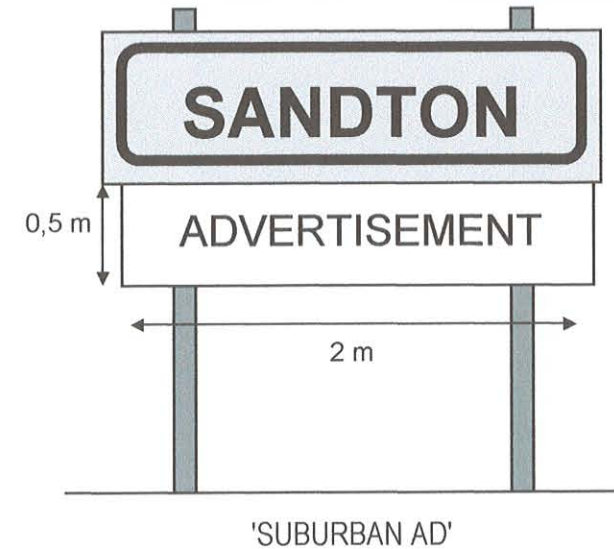
General safety principles as listed under 2.3.2.1 of this document apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles as listed under 2.3.2.1 of this document apply.

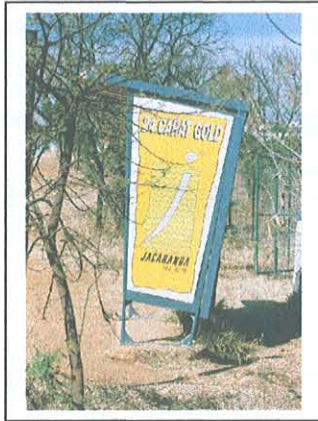
## F. MAINTENANCE

General maintenance principles as listed under 2.3.2.1 of this document apply.



## A. DESCRIPTION

This category includes all advertising on public street furniture including seating benches, planters, pavement litter bins, pole mounted bins, bus shelters.



## B. APPROPRIATE OPPORTUNITY

These are facilities provided for pedestrians and commuters in **urban areas** and are permitted in all such areas subject to **specific consent** being granted.

## C. PERFORMANCE STANDARDS

The wide variety of street furniture makes it impossible to prescribe specific guidelines.

## D. SAFETY

General safety principles as listed under 2.3.2.1 of this document apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles as listed under 2.3.2.1 of this document apply.

## F. MAINTENANCE

General maintenance principles as listed under 2.3.2.1 of this document apply.



## A. DESCRIPTION

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

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



## B. APPROPRIATE OPPORTUNITY

These signs are permitted in **all urban areas of control** and benefit from the provisions of **deemed consent** in all areas.

## C. PERFORMANCE STANDARDS

- 2(f)(i) **Signs temporarily displayed to advertise that land, premises or development are for sale or to let;**

Only one sign is permitted and this may consist of a single board or two duplicate boards joined at an angle of 120°.

These signs may not exceed 0,5 m<sup>2</sup> (areas of maximum and partial control) or 2,6 m<sup>2</sup> in areas of minimum control.

All signs in this class may only contain the words 'For Sale' or 'To Let' or 'Sold', and the name, address and telephone number of the selling or letting agent. No separate advertisement may be displayed to indicate a sale or tenancy other than by an addition of such notice to an existing advertisement relating to the sale or letting of the land or premises. These signs must be placed on or fixed to the building concerned, or attached to the boundary fence of the erf concerned; or displayed within the boundaries of such erf. These signs are not permitted to be displayed in the road reserve or on road islands or medians.

- 2(f)(ii) **Signs advertising sale of goods or livestock on land or premises which are not normally used for commercial purposes**

These signs may be displayed on land adjacent to a public road. Signs may not exceed 4 m<sup>2</sup> in area or have any part higher than 4 metres above the ground.

- 2(f)(iii) **Signs advertising any local event which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose;**

These signs include advertisements for a church bazaar, a fête, a marathon in aid of charity, an amateur sports event etc. These signs may not exceed 0,6 m<sup>2</sup>.

- 2(f)(iv) **Announcement of the visit of travelling entertainment**

Advertisements in this class shall be displayed on land with a direct access road to the public road. It is therefore not applicable to limited access roads. Signs may not exceed 2 m<sup>2</sup> in area and may have no part higher than 4 metres above ground level.

- 2(f)(v) **Building / engineering / construction project boards**

Each firm or individual may display an advertisement referring to the name of the client, project and main contractor and the duration of the project. A sign area of 4 m<sup>2</sup> is permitted should only one company or person be advertised. Should more than one company / person be advertised, 2 m<sup>2</sup> per person / company is permitted. No part of any sign in this class may be higher than 5 metres above the ground.

No advertisement permitted by this class may be displayed on a building site adjacent to, or visible from a limited access road except in the case of national, provincial and other road or road related construction, and where the advertisement board conforms to specific requirements pertaining to limited access roads only. Signs may be positioned within the road reserve.

For national or provincial road construction the advertisement board must comply with the requirements as set out in the Standard Plans.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply. No illumination or animation is permitted.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

## G. OTHER CONSIDERATIONS

Signs in this class (with the exception of class 2(f)(v)) may not be displayed earlier than 28 days before the event and have to be removed not later than 7 days after the event. Signs under class 2(f)(iv) may only be displayed while the relevant work is being carried out.

## A. DESCRIPTION

**Identilite** is a registered industry term for pole-mounted, double-sided, internally illuminated 1.033 m x 1.585 m signs, carrying street names in the urban environment.



## B. APPROPRIATE OPPORTUNITY

Identilites will be permitted 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 must be below the advertising section but not lower than 300 mm from the advertising section.

The advertising section of the sign may not exceed 1,033 m x 1,585 m. The letters and numbers may not be smaller than 100 mm high. The street name letters shall be in standard capital letters.

The total height of the sign may not exceed 5000 mm. The illuminated part of the sign must be above the level of standard pole mounted traffic lights.

### (ii) Position

Illuminated street names and advertising signs may only be erected at intersections with a maximum of two illuminated signs per intersection.

### (v) Colour and Texture

Static illumination is permitted on condition the colours red, amber and green do not predominate at robot controlled traffic signal intersections. The street name shall be black letters on a yellow background.

### (vi) Illumination and Animation

Internal illumination of both sections of the sign is permitted with the proviso that the degree of illumination intensity is equal for both parts of the sign.

No forms of animation are permitted. The sign may not flash.

## D. SAFETY

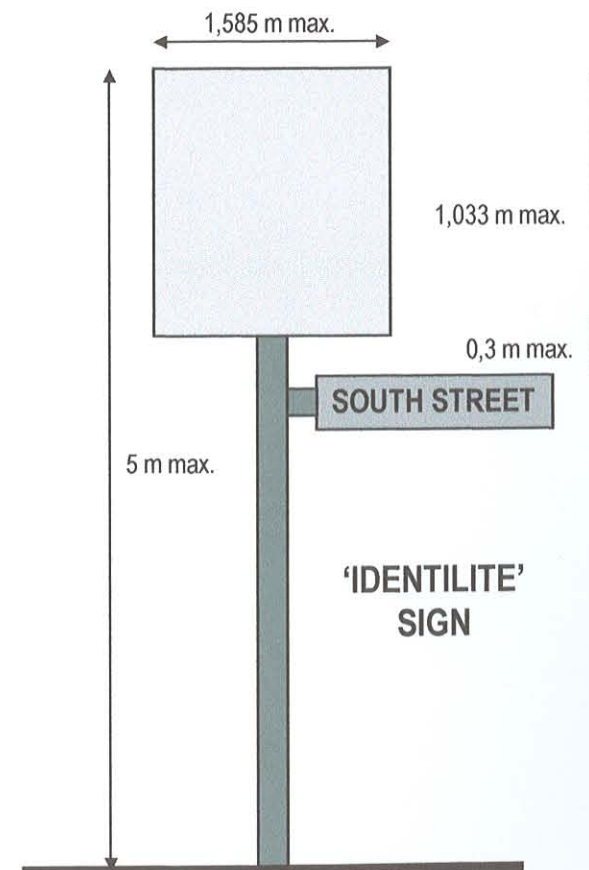
General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

Signs may bear a logo, a maximum of 5 words in 3 rows and an arrow indicating the direction of an undertaking.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.



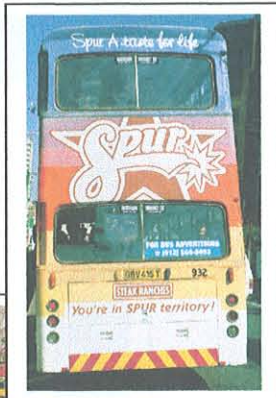


## A. DESCRIPTION

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

Buses: Advertising on panels of various dimensions on the exterior of buses or overall design on the whole of the bus.

Trailers: A moving double sided billboard (3 m x 6 m) on a trailer.



## B. APPROPRIATE OPPORTUNITY

This form of advertising is permitted in **urban areas of maximum, partial and minimum control** and is subject to **deemed consent**.

## C. PERFORMANCE STANDARDS

No specific performance requirements are prescribed with the exception of Trailer Signs which may not exceed an individual sign face area of 18 m<sup>2</sup> and a combined sign face area of 36 m<sup>2</sup>.

Trailer signs positioned at one place for a period exceeding 2 days per month shall be deemed billboards and subject to the guidelines applicable to class 1(c).

## D. SAFETY

No person shall drive or propel through any public street any transit advertisement or other movable advertising device if such van or device hinders or obstructs traffic in such street, or is likely to do so.

Trailers shall not be parked in restricted areas or in such a way as to block visibility to the motorist.

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

## A. DESCRIPTION

This class refers to functional advertisements of local authorities, statutory undertakers and public transport undertakers, 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 or a public transport 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 by virtue of any other class.

The above may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity sub-station, and the display of bylaws for a recreation ground or common land.

This class also includes advertisements displayed by a local authority on land in their area.



## B. APPROPRIATE OPPORTUNITY

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

## C. PERFORMANCE STANDARDS

Limitations for shape, size and height are at the discretion of the local authority. Illumination is not permitted unless reasonably required for the purpose of the advertisement.

## D. SAFETY

General safety principles as listed under 2.3.2.1 of this document apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles as listed under 2.3.2.1 of this document apply.

## F. MAINTENANCE

General maintenance principles as listed under 2.3.2.1 of this document apply.



## A. DESCRIPTION

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.



## B. APPROPRIATE OPPORTUNITY

This form of signage is only permitted in **urban areas of minimum** and **partial control** on condition that such signs conceal an unsightly condition arising out of the use to which the property is lawfully being put, in which instance permission therefore may be granted for a limited period only. **Specific consent** is required.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

A sign in this class may not exceed 12 m<sup>2</sup>.

### (ii) Position

The sign may not be placed onto the top of a fence or wall if it is not positioned to rest directly thereon.

The sign may not project more than 100 mm from the surface to which it is affixed (if placed flat against a wall or fence), or extend above the top or beyond either end of the fence or wall.

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (iv) Illumination and Animation

Illumination and animation are not permitted.

## D. SAFETY

General safety principles as listed under 2.3.2.1 of this document apply.

## E. DESIGN AND CONSTRUCTION

Poster signs in this class shall be enclosed with definite panels, which shall be uniform in size and level.

General safety principles as listed under 2.3.2.1 of this document apply.

## F. MAINTENANCE

General safety principles as listed under 2.3.2.1 of this document apply.

## G. OTHER CONSIDERATIONS

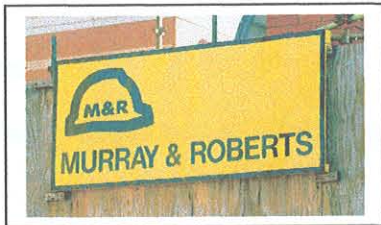
These signs may only be erected for the duration of the construction work.

The relevant controlling authority may at its own discretion grant the approval for a limited period only.

## A. DESCRIPTION

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. The sign may only describe the building or structure being erected or other work or activity being carried out, 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 which gives details of the type of accommodation being provided, floor space available, the name, address, telephone number of the developer or his agent, erected during construction, alteration or addition work.



## B. APPROPRIATE OPPORTUNITY

This form of advertising is permitted in **urban areas of maximum, partial and minimum control** and is subject to **deemed consent** provided the guidelines listed below are adhered to.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Project boards displaying the names of architects, consultants and contractors may not exceed 9 m<sup>2</sup>. Project boards advertising individual consultants and contractors may not exceed 1,5 m<sup>2</sup>.

Signs describing the type of development may not exceed 6 m<sup>2</sup> in size.

### ii) Position

Only one such sign, or set of contractor signs shall be permitted per street frontage of a site.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

The advertisement may not be illuminated or animated.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

The sign may only be erected on commencement of work and may remain for a period not exceeding 3 months after the completion of the work.



## A. DESCRIPTION

**Advertisements displayed on enclosed land** would include advertisements inside a railway station forecourt, or inside a bus station or sports stadium.

## B. APPROPRIATE OPPORTUNITY

These signs are permitted in **all areas of control with deemed consent**, provided the advertisement is not readily visible from outside or from any place to which the public have a right of access.

## C. PERFORMANCE STANDARDS

No performance requirements or limitations are set for signs displayed on enclosed land and not visible to passers-by.

Advertisements visible from the outside will have to comply with the guidelines for the relevant type of sign listed elsewhere in these guidelines.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

## A. DESCRIPTION

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. The watch scheme must be officially supported by the local authority and police. 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 are only permitted in **urban areas**. **Specific consent** is required in urban areas of **maximum control**. **Deemed consent** applies to urban areas of **partial** and **minimum control**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Signs may not exceed 0,20 m<sup>2</sup> in area and a height of 3,6 metres above ground level.

### (ii) Position

Only one sign per stand or subdivision per street boundary of the 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.

### (iii) Colour and Texture

No limitations to colour and texture are imposed.

### (iv) Illumination and Animation

Illumination and animation are not permitted.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

## G. OTHER CONSIDERATIONS

If the police or local authority withdraw their approval of the watch scheme, or the watch scheme or security service ceases to operate, the sign must be removed within 14 days.

Signs may only refer to the existence and operation of a commercial security service, burglar alarm system or Neighbourhood Watch or similar system.



## A. DESCRIPTION

This class permits **sky-signs** to be fixed above the roof of a building other than the roof of a veranda or a balcony. **Rotating signs** on or above the roof of a building are included in this class.



Photo: Outdoor Advertising Association of South Africa

## B. APPROPRIATE OPPORTUNITY

Sky signs are only permitted in **urban areas of partial control** (specific consent required) and **minimum control (deemed consent)**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and height

If the sign is placed solely on the roof, the sign may not be so fixed that the bottom of the sign is more than 1200 mm above the nearest portion of the roof beneath it.

A sky-sign may not be constructed in any way other than in a straight line, except in the case of V construction. In the case of a V construction, the two sides forming the sides of the V must be of equal length. Furthermore, the distance between the ends of the sides (furthest from the apex of the V) may not exceed the length of the sides.

A sky-sign may not exceed in size the areas as set out below:

Height of sign above ground	Maximum sign area
<6 m	1,9 m <sup>2</sup>
6 m<9 m	3,7 m <sup>2</sup>
9 m<12 m	7,4 m <sup>2</sup>
12 m<18 m	11,0 m <sup>2</sup>

Note: In the case of a V-construction sky-sign the above areas shall apply separately to the two vertical faces of the sides forming the V.

The sign may not exceed 300 mm in thickness, except in the case of a V-construction sign.

In the case of a rotating sign on or above the roof of a building, the following limitations to dimensions apply:

No. STOREYS BELOW SIGN	DIMENSIONS OF ROTATING PORTION OF SIGN	VERT. DIST. BETWEEN ROOF & HIGHEST POINT
1-2	1,5 m	2,5 m
3-4	2 m	4 m
5-6	3 m	5 m
7-8	4 m	6 m
9+	5 m	9 m

### (ii) Position

A sky-sign may not be placed on or over combustible material or project in front of a main wall of a building so as to extend, in plans, beyond the roof of such a building in any direction.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

No limitations over and above those listed under section 2.3.2.1 of this document.

## D. SAFETY

General safety principles listed under section 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

Sky signs shall have not less than four metal supports; any two of which shall be capable of carrying the weight of the sign. The designed strength of the supports acting together shall be calculated on a weight equal to twice the weight of the sign with a superimposed horizontal wind pressure of 1,500 Kpa. The supports shall be neatly constructed as an integral part of the design of the sign or otherwise concealed from view.

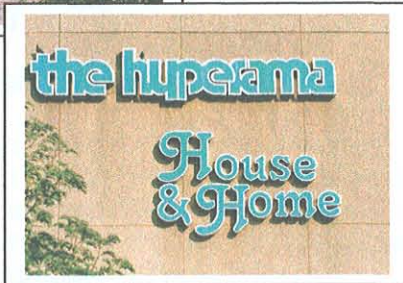
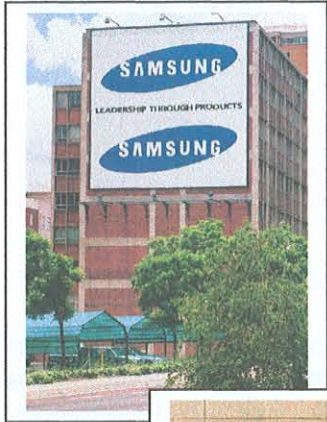
The supporting structure of any rotating sign shall be secured to the building and shall be self supporting without the aid of guys, stays or other similar devices.

## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.

## A. DESCRIPTION

A flat sign is any sign which is affixed to any external wall of a building (excluding a parapet wall, balustrade or railing of a veranda or balcony) and which at no point projects more than 230 mm from the surface of such wall.



## B. APPROPRIATE OPPORTUNITY

This class of sign is permitted in **urban areas of maximum (specific consent), partial (deemed consent) and minimum control (deemed consent).**

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Flat signs may not exceed in size the areas set out as follows:

Clear height of sign	Maximum area
6 m or less	3,25 m <sup>2</sup>
6 m < 12 m	6,50 m <sup>2</sup>
12 m < 18 m	13,00 m <sup>2</sup>
> 18 m	16,00 m <sup>2</sup>

The maximum areas set out above may be increased if the horizontal length of the main wall concerned exceeds 11 m. Thus, the flat sign may be increased by 1 square metre for every complete 3 m by which such length exceeds 11 m.

The maximum projection of a flat sign over the footway or ground level shall be 75 mm where such sign is less than 2,4 m above the sidewalk or ground level immediately below such sign and 230 mm where such sign is more than 2,4 m above such footway or ground level.

### (ii) Position

Flat signs may not extend above the top, or beyond either end of the main wall.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

No limitations over and above those listed under section 2.3.2.1 of this document.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

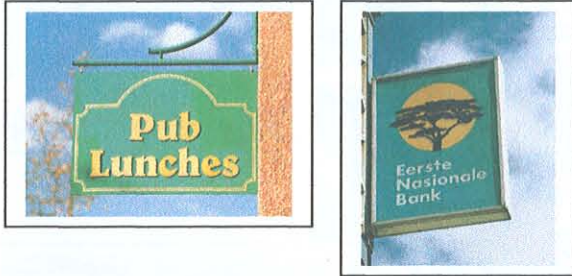
## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.



## A. DESCRIPTION

**Projecting signs** mean any sign which is affixed to a main wall of a building and which at any point projects 230 mm or more from the surface of the main wall.



## B. APPROPRIATE OPPORTUNITY

This class of sign is permitted in **urban areas of maximum (specific consent), partial (deemed consent) and minimum control (deemed consent)**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and height

A projecting sign may not be fixed at a clear height of less than 2500 mm, or exceed 230 mm in thickness provided that where a V construction is employed the thickness may be more than 230 mm but shall not exceed 600 mm.

The sign may not exceed 2,3 m<sup>2</sup> in area except where the clear height is greater than 4500 mm, in which case the permissible area of 2,3 m<sup>2</sup> may be increased by 0,55 m<sup>2</sup>. (For every 1500 mm by which the clear height exceeds 4500 mm, up to a maximum area of 4,6 m<sup>2</sup>.)

The vertical distance between the level of the sidewalk immediately below a projecting sign and the lowest part of the projecting sign will be determined by the vertical dimension of the sign as follows:

VERTICAL DIMENSION OF SIGN	MIN. VERTICAL DISTANCE BETWEEN SIDEWALK AND SIGN
<3 m	2,5 m
3<6 m	3 m
>6 m	4,8 m

### (ii) Position

A projecting sign may not be fixed otherwise than at right angles to the street line.

A projecting sign may not extend beyond the top of the main wall to which it is affixed or above the level of the top of any parapet wall from which it projects, or above the level of the underside of the eaves or gutter of a building from which the sign projects.

The sign may not project in any part more than 1800 mm from the surface of the main wall to which it is affixed, or more than one half of the width of the sidewalk immediately below such sign, whichever is the lesser dimension.

The sign may not extend over, or nearer than 1200 mm to any overhead electricity wires or cables.

The sign may not be fixed in any way other than the top and the bottom of the sign are in the same vertical plane.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

No limitations over and above those listed under section 2.3.2.1 of this document.

## D. SAFETY

General safety principles listed under section 2.3.2.1 apply.

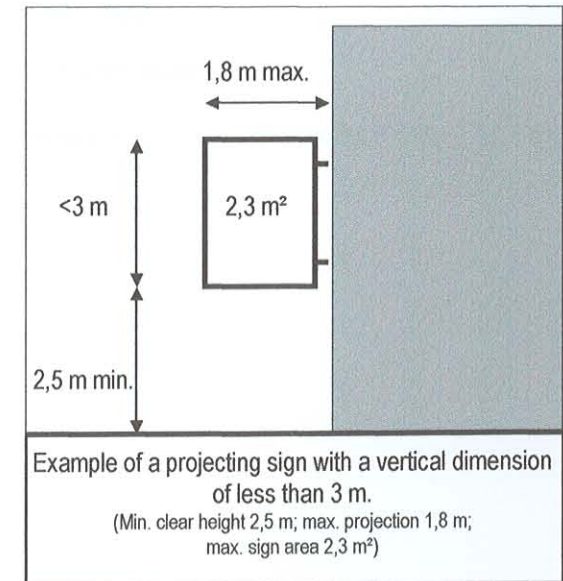
## E. DESIGN AND CONSTRUCTION

Projecting signs shall have not less than four metal supports; any two of which shall be capable of carrying the weight of the sign. The designed strength of the supports acting together shall be calculated on a weight equal to twice the weight of the sign with a superimposed horizontal wind pressure of 1,500 Kpa.

The supports shall be neatly constructed as an integral part of the design of the sign or otherwise concealed from view.

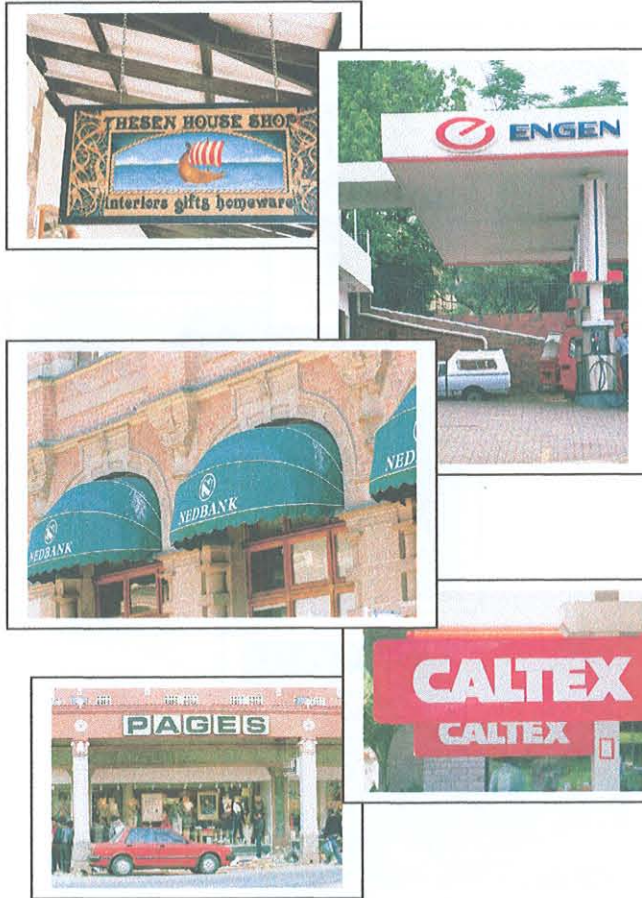
## F. MAINTENANCE

General maintenance principles listed under section 2.3.2.1 apply.



## A. DESCRIPTION

Signs affixed to or painted on verandas and balconies.



## B. APPROPRIATE OPPORTUNITY

This class of sign is permitted in **urban areas of maximum (specific consent), partial (deemed consent) and minimum control (deemed consent).**

## C. PERFORMANCE STANDARDS

The following signs and no others may be affixed to or painted on verandas and balconies:

- **Signs affixed flat on to or painted on a parapet wall, balustrade or railing of a veranda or balcony**

These signs may not project in any part more than 100 mm from the surface to which it is affixed, nor extend above or below or beyond any of the extremities of the parapet wall, balustrade or railing. The sign may not exceed a depth of 750 mm.

- **Signs suspended below the roof of a veranda**

These signs shall be fixed at right angles to the street line, have a clear height of not less than 2600 mm, a maximum thickness of 230 mm and a maximum length of 2400 mm.

- **Signs placed on top of the roof of a veranda only where such a roof does not have a parapet wall, balustrade or railing.**

These signs must be constructed in a straight line. They may not exceed beyond the extremities of the veranda roof nor project beyond the rear of any veranda roof gutter. The signs must be set parallel to that end of the veranda which faces the street as near thereto as the configuration of such veranda roof will permit. The bottom of the sign must rest directly on the veranda roof.

- **Signs affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns.**

These signs may not project in any part more than 100 mm from the surface to which it is affixed, nor extend above or below or beyond any of the extremities of such fascia or beam. The sign may not exceed 750 mm in depth.

- (i) **Colour and Texture**

No limitations.

- (ii) **Illumination and Animation**

No illuminated sign or sign designed to reflect light, shall be attached to or displayed on any splayed or rounded corner of a veranda or canopy at a street intersection, unless the bottom of such sign is a minimum of 6 m above the street immediately below.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

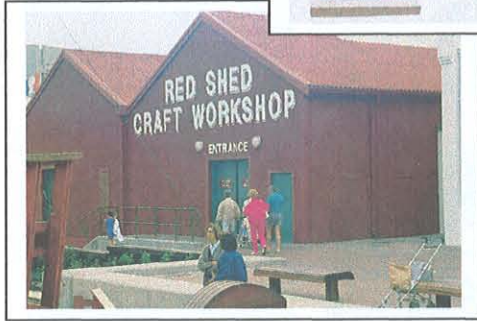
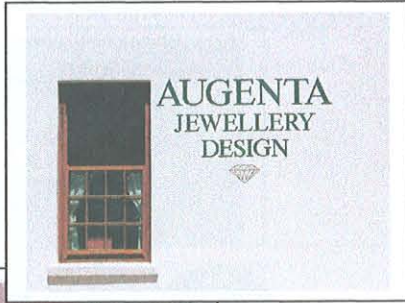
## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.



## A. DESCRIPTION

All signs painted directly onto the main walls or roof of a building.



## B. APPROPRIATE OPPORTUNITY

Signs painted on walls and roofs are only permitted in **urban areas** of **partial control** and **minimum control** and are subject to **specific consent** in both cases.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

At the discretion of the local authority.

### (ii) Position

No limitations.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

Illumination of signs painted onto walls and roofs is not permitted.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

## A. DESCRIPTION

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



## B. APPROPRIATE OPPORTUNITY

Window signs are only permitted in **urban areas of partial and minimum control** and are subject to **deemed consent**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

The maximum area of window signs may not exceed 20% of the total area of the window-glass of any building in an area of partial control; or 40% in any area of minimum control.

### (ii) Position

No limitations.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

Not permitted.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

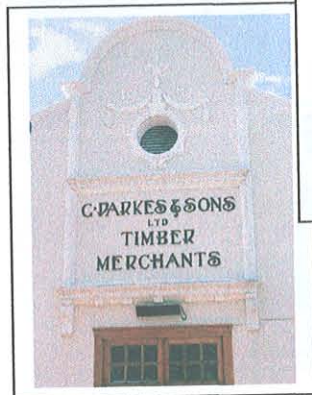
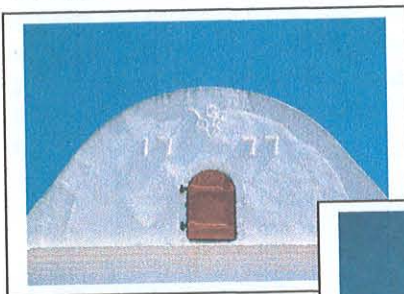
General maintenance principles listed under 2.3.2.1 apply.



## A. DESCRIPTION

Any advertisement incorporated into, and forming an integral part of, the fabric of a building.

An advertisement fixed to, or painted on a building is not to be regarded as incorporated in its fabric.



## B. APPROPRIATE OPPORTUNITY

Any building located in an **urban area of minimum, partial or maximum control**. Subject to **deemed consent**.

## C. PERFORMANCE STANDARDS

No specific limitations are set provided the building or any external face of it is not used principally for the display of advertisements (a hoarding or similar structure is to be regarded as a building used principally for the display of advertisements).

## D. SAFETY

Not applicable.

## E. DESIGN AND CONSTRUCTION

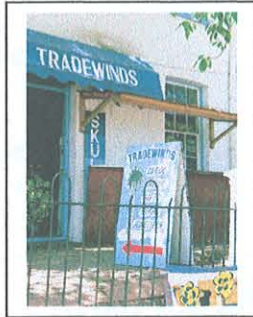
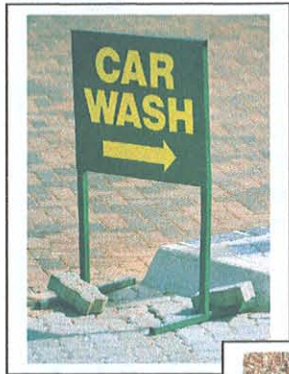
Not applicable.

## F. MAINTENANCE

Not applicable.

## A. DESCRIPTION

When businesses have a forecourt, class 4(c) gives deemed consent to display the type of advertisement permitted by class 4(b), namely notices, signs and advertisements to draw attention to any commercial services, goods for sale, or other services available at the premises. The term 'forecourt' includes any 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.



## B. APPROPRIATE OPPORTUNITY

Signs complying with the guidelines below may be displayed with **deemed consent** on forecourts in urban areas.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

The total permitted area for all forecourt advertisements must not exceed 4,5 m<sup>2</sup> on each forecourt frontage to the premises i.e. a building with two forecourt frontages may have advertisements not exceeding 9 m<sup>2</sup> in all, provided that those on each frontage do not exceed 4,5 m<sup>2</sup>.

### (ii) Position

As this class permits advertisements on the forecourts of business premises, any such notices, signs or advertisements must be at ground level.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

No illumination or animation is permitted.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.



## A. DESCRIPTION

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. Included in this class are the following:

- (i) **Identification, direction or warning**, e.g.
- street numbers, house names and farm names; and
  - “Beware of the dog”, “No parking please” signs, etc.
- (ii) **Small business notices**, e.g.
- a brass plate outside a doctor’s surgery.
  - notice displaying names of individuals in partnership; and
  - the name of a company operating from the premises.
- (iii) **Institutions and accommodation**
- any religious, educational, cultural, recreational, medical or similar institution; or
  - any hotel, inn or public house, block of flats, club, boarding-house or hostel.



## B. APPROPRIATE OPPORTUNITY

These signs are permitted in all **areas of control** with **deemed consent** subject to compliance with the guidelines listed below.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Identification, direction and warning signs as well as small business notices may not exceed 0.3 m<sup>2</sup> in area, but if there is more than one entrance to the premises on different road frontages, two advertisements of 0.3 m<sup>2</sup> each may be displayed (on a separate frontage).

Signs advertising institutions and accommodation may not exceed 1,2 m<sup>2</sup> in area. If there is more than one entrance to the premises on different road frontages, two advertisements of 1,2 m<sup>2</sup> each may be displayed (each on a separate frontage).

### (ii) Position

Farm name signs will only be permitted for farms with direct access to a public road. Farms along limited access roads are not permitted to sign post the farm along said road. All types of signs in this class must be displayed outside the road reserve. Farm name signs must be displayed next to the entrance of the access road or attached to the gate at the entrance to the access road.

In the case of several farms sharing an unnumbered access road, a collective advertisement board will be permitted at the entrance to the access road. If an official traffic sign bearing a destination or numbered route is displayed at the entrance to the access road, no advertisement will be allowed. All signs in this class shall be affixed to the boundary wall or fence, building or a free-standing wall. No free-standing signs are permitted.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

Any advertisement in this class may be internally illuminated, with deemed consent, if the illumination is intended to indicate

that medical or similar services or supplies are available at the premises. No external illumination is permitted.

### (v) Content

Any sign permitted by this class may only have reference to any or all of the following matters:

- name of the owner;
- name of the house / farm / business / institution;
- main activity on the farm or at the business/institution;
- sponsor of the sign.

The name or logo of the sponsor of the sign may not occupy more than one third of the total area of the sign.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

## G. DEVIATIONS

Deviations to the guidelines may be considered by the relevant planning authority if fully motivated. Examples of possible exceptions include:

- the design and position of gates, structures and statues;
- specialist farming;
- the obscuring of accesses and gates by vegetation.



## A. DESCRIPTION

Advertisements pertaining to the business carried on, the nature of the goods sold or services provided on those premises.



## B. APPROPRIATE OPPORTUNITY

This class permits businesses to display advertisements pertaining to the business carried on, the nature of the goods sold or services provided on those premises with deemed consent in all areas of control. It is important to note that this class does not attempt to cater for all business signs, but merely caters for certain business signs permissible in **all areas of control and requiring deemed consent.**

## C. PERFORMANCE STANDARDS

C1: RURAL AND NATURAL AREAS OF MAXIMUM CONTROL

Typical examples of businesses in this class are farm stalls and roadside cafes, etc.

### (i) Shape, Size and Height

Farm stall advertisements may not exceed 2,0 m<sup>2</sup> or have any part higher than 4 metres above ground level. Only one sign per premises is permitted.

Other on-premise business signs may not exceed 6,0 m<sup>2</sup> in area or have any part higher than 5 metres above ground level. Only one sign per premises is permitted.

### (ii) Position

An advertisement permitted by this class may be displayed on the premises where the business is conducted, if the premises is adjacent to or visible from the public road. In the case of farm stalls, the stall must be adjacent to, and with direct access to the public road.

Farm stall signs may not be closer than 5 metres from the road reserve fence.

### (v) Colour and Texture

No limitations.

### (iv) Illumination / Animation

No illumination or animation is permitted.

### (v) Content

Advertisements may only refer to the business on the premises; the nature of the goods for sale or services available / provided; and the name of the person / firm owning the business or providing the goods or services at the premises.

C2: URBAN AREAS

Urban areas of minimum, partial and maximum control can accommodate business signs complying with the guidelines below without subjecting those signs to specific consent.

### (i) Size and Height

Signs may not have any letters, figures, symbols or similar features in the design over 0,75 m in height, in areas of partial and minimum control, or 0,3 m in areas of maximum control.

The highest point of the sign may not exceed 4,6 m above ground level in areas of partial or minimum control, or 3,6 m in an area of maximum control. In areas of maximum control, the sign may not exceed in area 10% of the external face of the building, measured up to a height of 3,6 m above ground level.

### (ii) Position

The highest part of the sign may not extend above the first floor window.

### (iii) Content

The signs may only refer to the business or other activity on the premises; the goods for sale or the services for sale; and the name and qualifications of the firm or person providing the service in the premises.

### (iv) Illumination and Animation

Illumination is only permitted if it is intended to indicate that medical or similar services or supplies are available at the premises.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.



## A. DESCRIPTION

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.

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

Signs may only have reference to the name of the project and the name and, or logo of the sponsor.



## B. APPROPRIATE OPPORTUNITY

This form of advertising is permitted in **all urban areas of control** and is 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 may not exceed a size of 6 m<sup>2</sup> in area and may not have any part higher than 5 metres above ground level.

In the case of advertisements on SOS call-boxes, duplicate advertisements can be attached to each side of the call-box. Sizes are limited to 0,04 m<sup>2</sup> on each side of the call-box.

### (ii) Position

Advertisements permitted by this class may be displayed inside the road reserve.

### (iii) Colour and Texture

Signs may not have as main colours red, amber or green if the sign is erected in the vicinity of a signalised intersection.

### (iv) Illumination and Animation

Illumination and animation are not permitted.

## D. SAFETY

General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.

Logo signs or are not commonly used in the RSA, but have been successfully used in the USA as an integral part of their 'Scenic Byways' programme. It is proposed that these structures be used in the more sensitive landscapes of RSA as a means of **consolidating and rationalising essential signage** where corporate identification is necessary. These signs will differ from the Tourism Sign system in that they will be erected and maintained by private enterprise, will not be placed in the road reserve, and will contain corporate logos as opposed to generic symbols.

### A. DESCRIPTION

'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 places of interest and tourist attractions where corporate identification is necessary. **These signs will only be permitted in exceptional circumstances and should only be considered where the Tourism Sign system (see class 4d) will not cater for the needs of the advertiser.** Examples are the "Crocodile Ramble" in Gauteng and the Wine Route in the Western Cape. These signs may be used on any class of road and are primarily intended for use in rural and natural areas.

The signs shall carry word legends describing the nature of the advertisement i.e. "WINE ROUTE" along with an appropriate directional legend such as NEXT RIGHT, or directional arrows, the exit number if applicable, and one to six separately attached business logos. A business logo, which may consist of the business identification symbol, name, brand, trademark, or combination, shall be shown on a separate panel which is attached to the specific service sign.

### B. APPROPRIATE OPPORTUNITY

**Specific consent** is required to erect a logo sign. Logo's may be erected in **all areas of control** although they are primarily intended to be used along freeways in **rural and natural landscapes**.

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

Each logo, when attached to a specific service sign, shall be contained within a rectangular background area which shall not exceed the dimensions shown below for the applicable class of road:

CLASS OF ROAD	LOGO WIDTH	LOGO HEIGHT
Freeways & Numbered routes	1400 mm	1000 mm
Unnumbered Routes	750 mm	500 mm

The vertical and horizontal spacing between logos shall not exceed 240 mm and 360 mm respectively. A maximum of 6 logos may be affixed to a specific service sign. All letters and numerals on specific service signs, other than on the logos, shall be 300 mm high (freeways and numbered routes) or 200 mm high (unnumbered routes).

### (ii) Position

Specific service signs shall NOT be permitted in the road reserve. Signs may not extend over or be nearer than 1,2 m to any overhead electricity wires or cables. No person shall erect more than one sign on a site. The sign shall be displayed perpendicular to, or at an angle of 30° with the direction of the oncoming traffic.

Signs should be located so as to take advantage of the natural terrain, to have the least impact on the scenic environment.

### (iii) Colour and Texture

White lettering, numbers, arrows and borders on a blue background.

### (iv) Illumination and Animation

Letters, numbers and characters shall be reflectorized. Illumination and animation of any other sort is not permitted.

## D. SAFETY

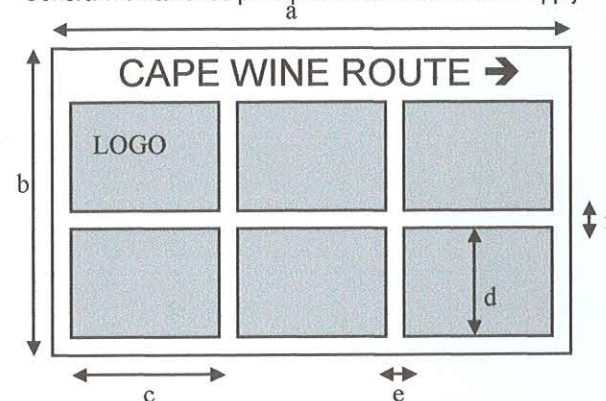
Messages, symbols and trademarks which resemble any official traffic control device shall not be used. General safety principles listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

General design and construction principles listed under 2.3.2.1 apply.

## F. MAINTENANCE

General maintenance principles listed under 2.3.2.1 apply.



Specific service sign - maximum dimensions (mm)

	Signs on Freeways & Numbered routes	Signs on Unnumbered routes
a	5640	3690
b	2930	1930
c	1400	750
d	1000	500
e	360	360
f	240	240

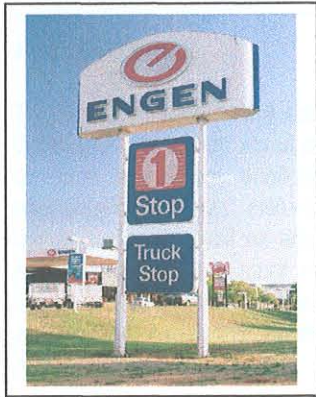


## A. DESCRIPTION

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.

This class is not intended to permit advertisements of all types of service facilities. It only permits advertisements for service facilities adjacent to, and with direct access to the public road.

These advertisements may only refer to the name or logo of the business, company or person providing the service, or the main services provided with a maximum of three.



## B. APPROPRIATE OPPORTUNITY

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

## C. PERFORMANCE STANDARDS

### (i) Shape, Size and Height

The size of the advertisement may not exceed the maximum permissible width and height of 6 and 7 metres respectively. The height of the structure may not exceed 20 metres.

### (ii) Position

Signs permitted by this class may not be closer than 20 metres from the road reserve boundary. Only one sign as permitted by this class shall be allowed on the premises of a service facility.

### (iii) Colour and Texture

No limitations.

### (iv) Illumination and Animation

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

## D. SAFETY

General safety provisions listed under 2.3.2.1 apply.

## E. DESIGN AND CONSTRUCTION

For a sign permitted by this class the applicant shall submit a proposal for approval by the relevant authority. The proposal must 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 provisions listed under 2.3.2.1 apply.

## G. OTHER CONSIDERATIONS

Deviations to the guidelines may be considered by the relevant planning authority if fully motivated.



Tourism signs are a **local or supplementary form of guidance signing** which are provided in support of primary direction signs. These signs are provided for the benefit of tourists and should never be regarded as advertisements for the facilities concerned. The primary objective of tourism signs is to guide travellers to their tourism destinations. The tourist facility sign also provides the travelling public with basic information about the establishment.



### A. DESCRIPTION

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.

The density of tourist facilities and services available in certain areas may make the provision of tourism signs to individual facilities impractical. In such cases sign-mounted road maps in roadside lay-bys should be considered. Much more information relevant to particular facilities, for example costs and hours of operation, may then additionally be shown.

### B. APPROPRIATE OPPORTUNITY

Tourism signs may occur within **all areas of control** and landscapes.

### C. PERFORMANCE STANDARDS

To accommodate the multi-lingual nature of tourism, emphasis is placed on the use of identifiable symbols. Information thus permitted may include a symbol, a name and in exceptional cases, a distance.

Facilities approved by SATOUR qualify for the display of a symbol, while facilities that are members of SATOUR's National Grading and Classification Scheme qualify for a symbol and a full name.

#### (i) Shape, Size and Height

The size of a tourism sign is commonly dependent on the message to be displayed. Dimensional details for all sign types are given in the publication "Road Signs Note No.3 Tourism Signs". Tourism signs are generally sized around the symbols used. The dimensional principles are similar to normal direction signs. Tourism signs are basically rectangular or square in shape but are unique in that all turn signs shall have the arrow side edge cut back from top to bottom at a slope of 2 in 5 to create a trapezoidal shape.

#### (ii) Position

Signs containing information on tourist facilities may be considered from the nearest numbered route or the nearest town to the tourist facility. Signs containing service information may be considered from any appropriate point close to the service facility. Once displayed, follow up signs are necessary until the destination is reached.

In urban areas, or areas where numerous tourism facilities exist, individual signs can often not be provided. In such cases the emphasis is placed on the establishment of tourism information centres or lay-bys (Comprehensive Information Centres) to accommodate the demand. Tourism signs are generally considered to be part of the Road Traffic Sign System and consequently are usually located within the road reserve.

#### (iii) Colour and Texture

Tourism signs shall have a unique brown background colour and all arrows, legend and border shall be white with a few exceptions. A few symbols, mainly in the emergency services group, such as Police, Hospital and SOS Telephone are used in colour to make them distinctive.

#### (iv) Illumination and Animation

It is recommended that all arrows, symbols, text and borders used on tourism signs be retro reflective. The use of retro reflective materials for background areas is optional. No forms of animation are permitted on tourism signs.

### D. SAFETY

General maintenance provisions listed under 2.3.2.1 apply.

### E. DESIGN AND CONSTRUCTION

General maintenance provisions listed under 2.3.2.1 apply.

### F. MAINTENANCE

Whilst the construction costs rests with the applicant (in the case of profit making concerns), the maintenance of tourism signs is the responsibility of the road authority.

### G APPLICATIONS

Approval for a tourism sign located outside a municipal area must be granted by the Regional Tourism Sign Committee and the Provincial Roads Department. SATOUR will decide whether the facility offered meets the requirements of a tourism facility. If the sign is to be located within a municipal area, the application will be processed by the local authority as is the case with other sign types. Approval of an application will depend on the quality of the service offered, the demand for a sign at that particular location and the ability of the road authority to accommodate such a sign without causing sign clutter or motorist information overload.

NOTE: More information about Tourism Signs is contained in the document "Road Signs Note No.3 Tourism Signs".