

## Class 2g(vi) ~ Election posters and municipal notices

This sign class is even **more problematic** than [Class 2b](#) posters.

The original sign type that made provision for posters against lamp posts only allowed for charitable events and parliamentary and municipal election campaigns ([Class 2d\(iii\) ~ SAMOAC April 1998](#)). The advertising of commercial products and services was not allowed at all. However, over time these posters, which were for the benefit of local communities, were pushed aside by commercial posters, which provide a better source of income to municipalities.

Newspaper headline posters, which are also not being provided for in the current SAMOAC (April 1998), are allowed by a large number of municipalities. The reasoning behind this is that headline posters against lamp posts is a South African tradition and that such posters stimulate the sales of newspapers by newspaper sellers on street corners. In this manner important employment opportunities are created for previously disadvantaged groups.

Taking the above needs into consideration the Draft Revised SAMOAC (July 2008) now provides two sign classes for posters against lamp posts, thereby separating posters advertising commercial products and services from charitable and other posters.

In the Draft Revised SAMOAC (2008) election posters, municipal notices, newspaper headlines and charitable posters are classified as temporary due to:

- a) The temporary nature of the backing boards on which election posters, municipal notices and charitable posters are displayed and the limited period which these boards (advertising structures) are allowed on lamp posts.
- b) Although newspaper headline posters are displayed on permanent poster receptacles they are classified as temporary due to the short display period involved when compared to commercial posters on similar lamp pole receptacles. On the other hand headline posters might just as well be included [in Class 2b ~ Street pole advertisements](#), which will make more sense, since newspapers can be seen as a commercial product or service.

(See [Class 2g](#) 'cover page' in the Draft Revised SAMOAC for more info about criteria for temporary signs).

The following problems exist with regard to [Class 2g\(vi\)](#) posters:

- The traffic safety problem due to too lengthy messages and small print is even more relevant than is the case with [Class 2b](#) posters since in this case written messages cannot be excluded. The only remedial step that can be taken is to ensure that the print on the posters is of a minimum size (70mm). Municipal notices are often the main culprits regarding too lengthy messages.

- Due to their temporary nature Class 2g(vi) posters may have an untidy appearance and will therefore have a larger aesthetic impact when compared to [Class 2b](#) posters.
- Posters and notices of both Class 2g(vi) and 2b are often pasted illegally onto walls and other structures. Older posters, which are partly peeled off, create a very untidy appearance. This phenomenon often goes together with graffiti and poses a serious threat to the aesthetic environment. Posters and notices are also attached illegally to traffic signs, trees, lamp posts and other structures which creates a traffic safety problem and contributes to visual pollution. These tendencies are called 'flyposting' in Britain.

Due to the many problems created by Class 2g(vi) posters it might be a good idea to consider omitting this sign type from the final updated SAMOAC or to limit it to election campaign posters. The needs catered for by means of this sign type may be addressed in the following manner:

- Charitable posters and municipal notices may be displayed at Outdoor Advertising Nodes if this concept can be implemented.
- Newspaper posters can be limited to points of sale, such as convenience stores and bookshops, and pedestrian environments. It may also be argued that the newspaper companies' contribution to the empowerment of previously disadvantaged groups by providing job opportunities for newspaper sellers at street corners is not really adequate. A more positive contribution might be possible by setting up news-stand for previously disadvantaged entrepreneurs in pedestrian environments such as CBDs and at large shopping centres. [\(See discussion document: Contributions by Outdoor Advertising Industry and Advertisers\)](#). In crime-ridden South Africa vendors at street corners selling their wares to motorists stopping at traffic signals pose a great risk to the personal safety of motorists while it also impairs traffic safety in general. Many municipalities have banned the sale of goods at traffic lights, so the question may be asked: 'Why make an exception of newspapers?' In certain cases newspaper sellers also attach their posters directly to traffic signals or too close to such signals, thereby creating a traffic safety problem.



Municipal poster with print too small for passing motorists to read with ease (top left). Since newspapers are sold at busy intersections these posters are displayed close to or even on traffic signals and signs (top & centre right and bottom). Together with other legal and illegal signs at intersections an information overload is created which impairs traffic safety. Only one advertisement of whatever format or class should be displayed per lamppost (centre left).

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Illegal notices pasted onto traffic signal poles (top left) and onto the backside of traffic signs and other structures (top right & bottom). Traffic signs are often seen as convenient 'poster poles' (centre right). The image at the centre left testifies of an ongoing battle to remove such posters

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Should newspaper posters be limited to points of sale and pedestrian environments?



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