

## **Class 2g(iv) ~ Estate agents' boards & show house signs**

### **'Property for Sale or To Let' Signs**

Where insufficient space is available for free-standing 'property for sale or to let' boards or where surfaces are not suitable for staking such boards the same problem may be experienced as is the case with [Class 2g\(ii\) ~ Project Boards](#). Boards bolted onto historical buildings may cause unnecessary damage to such buildings. The problem may be solved by making use of A-frame boards or banners suspended from the relevant buildings.

### **Show House Signs**

Pointer boards or directional signs to show houses are a typical South African phenomenon. It is allowed in almost no other country. In the past the proliferation of pointer boards at street corners has led to serious problems. For this reason pointer boards were not provided for in the current SAMOAC (April 1998), but only 'For Sale' or 'To Let' boards on the relevant site. In spite of SAMOAC's guidance in this regard most municipalities have made provision for pointer boards, subject to specific conditions such as a limited number of boards per agent which are only to be displayed over weekends. In the Metropolitan Municipality of Tshwane it seems as if the problem of pointer board proliferation has been solved to a certain extent by involving the estate agent industry in controlling such boards. However, it still remains a very time consuming task for controlling authorities to check on the number of pointer boards displayed by each and every agent, especially if one takes into consideration that officials responsible for this task are not on duty over weekends. In competing with each other in terms of the dominance of pointer boards, estate agents also tend not to stick to the conditions regarding size and format, while pointer boards are often used for advertising an agency. Then there are also the rogue agents who do not adhere to any conditions at all.

Controlling this sign type on their own seems to be an almost impossible task for controlling authorities, especially with regard to monitoring the number of pointer boards for each show house. Most municipalities simply do not have the manpower for undertaking such a task and it can not be expected from local taxpayers to provide additional funds for appointing more officials to undertake such a task.

Pointers boards are now allowed in the Draft Revised SAMOAC (July 2008), but only on condition that the estate agent industry shall be responsible for controlling such boards. *The Institute of Estate Agents of South Africa (IEASA)* should enforce an ethical code in this regard and local estate agents should report any transgressions to the relevant municipality. Of great importance is the proposed condition which will limit show house pointer boards to roads with a speed limit of 60 kilometres an hour or less for traffic

safety reasons. This means that pointer boards will have a limited application in natural and rural areas. Since pointer boards may damage services such as irrigation lines no stakes to which such signs are affixed may be driven more than 120 mm into the ground.

Economic measures might also be an effective way of controlling pointer boards. According to this approach the right to display pointer boards is sold to estate agents at quite a substantial amount – in the form of weatherproof stickers that are displayed on pointer boards. If any agent displays pointer boards without permission such an agent will be blacklisted and if an agent contravenes any other conditions laid down by a local authority his/her right to display pointer boards will be withdrawn, forfeiting the hefty fee paid for this right.

Looking at all the difficulties to control pointer boards one may actually ask the question if it is really worthwhile to allow such boards any longer. Advanced technology has also made pointer boards obsolete to a large extent. Here one might think about the possibility of an estate agent putting the directions to his/her show houses on the agency's website together with the necessary images and description of the show houses. This will ensure a more focused approach for any potential buyer who wants to look at show houses. [Outdoor advertising nodes](#) (document) may also be used as a mechanism for directing buyers to show houses.

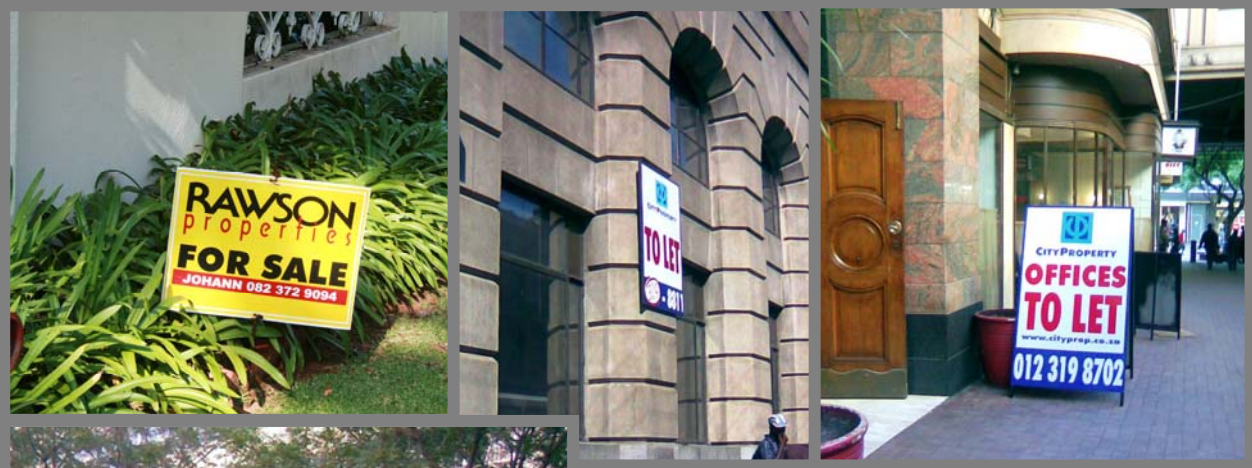
**Feedback and comments are needed with regard to the following issue:**

Is there a need to identify show houses in more obvious manner than the normal show house board displayed on site and which are provided for in the Draft SAMOAC (July 2008)? Should banners be allowed? Banners attached to the boundary wall or fence of a show house may appear very untidy. A stiff banner may be a better solution visually and may also be staked into the soil with ease. If such banners are allowed there should be a limitation with regard to number, size and height. It also needs to be secured properly in order to prevent it from being blown into the street in front of passing traffic by strong winds.

## **Property Development Boards**

Outdoor signs advertising new property development are creating a problem by being erected on all sorts of places. Quite large billboards are even displayed in the countryside kilometres from the actual development in order to direct the potential buyer to the relevant development. Property development boards with a maximum size of 18m<sup>2</sup> are now also allowed in the Draft SAMOAC (July 2008), but it may only be displayed on the development site itself.

## 'Property for Sale or To Let' Signs



A 'For Sale' board on a suburban sidewalk (top left). Boards bolted onto buildings (bottom left) may cause unnecessary damage to historical buildings (top centre). This problem may be solved by means of banners suspended from historical buildings or by means of A-frame boards (top right), but care should be taken not to impair pedestrian traffic.



## Show House Pointer Boards



A variety of pointer boards – all of them displaying more information than allowed such as slogans, contact information and display periods.

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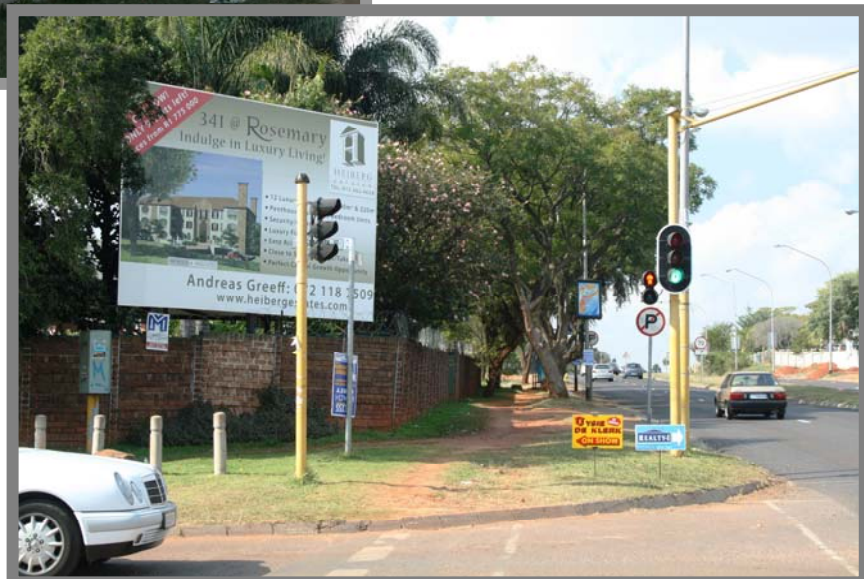
Pointer boards may attract similar boards which may create a proliferation of boards at traffic intersections.



## Property Development Boards



Illegal property development boards erected on sites not associated with the development.



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