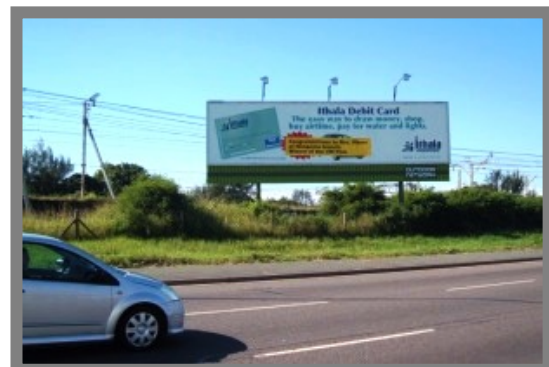


## Class 1c ~ Large billboards

According to the existing SAMOAC (April 1998) distances between large billboards vary according to speeds travelled on roads along which these billboards are located. The spacing of large billboards has now been simplified in the Draft Revised SAMOAC (July 2008) by providing a uniform distance between billboards irrespective of road speed.

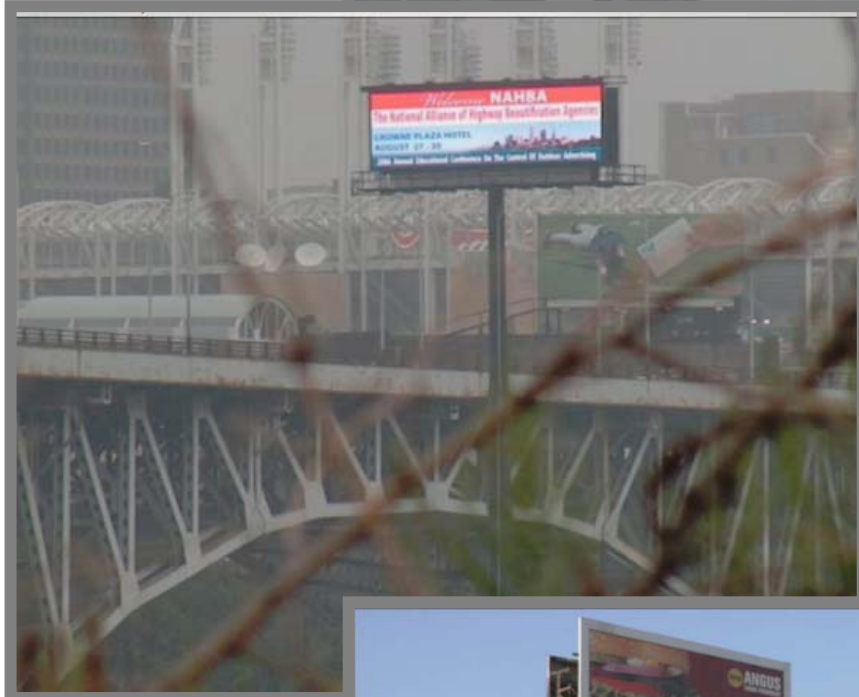
Special attention should be paid to the height of billboards. In the past certain municipalities have allowed an almost unlimited height which may result in a forest of billboards rising on what appears like 'tender stalks' high above buildings and other landscape features. These billboards become detached from the landscape creating aesthetic confusion. Apart from visual impacts the safety risk factor also necessitates a restriction of height since an increase in height may result in increased wind velocities. The existing SAMOAC (April 1998) allows a maximum height of only 7,5 m for large billboards. This has now been doubled to 15 m in the Draft Revised SAMOAC (July 2008) which will provide sufficient height without impacting too much on the visual environment.

A problem inherent to large billboards seems to be unattractive and more economical structures. This may be attributed to lower incomes derived from large billboards compared to super billboards and gantry billboards with more advertising space and even compared to medium billboards which are allowed within road reserves and are therefore more prominent than large billboards.



South African billboards on less expensive structures.

<http://www.outdoornetwork.co.za>



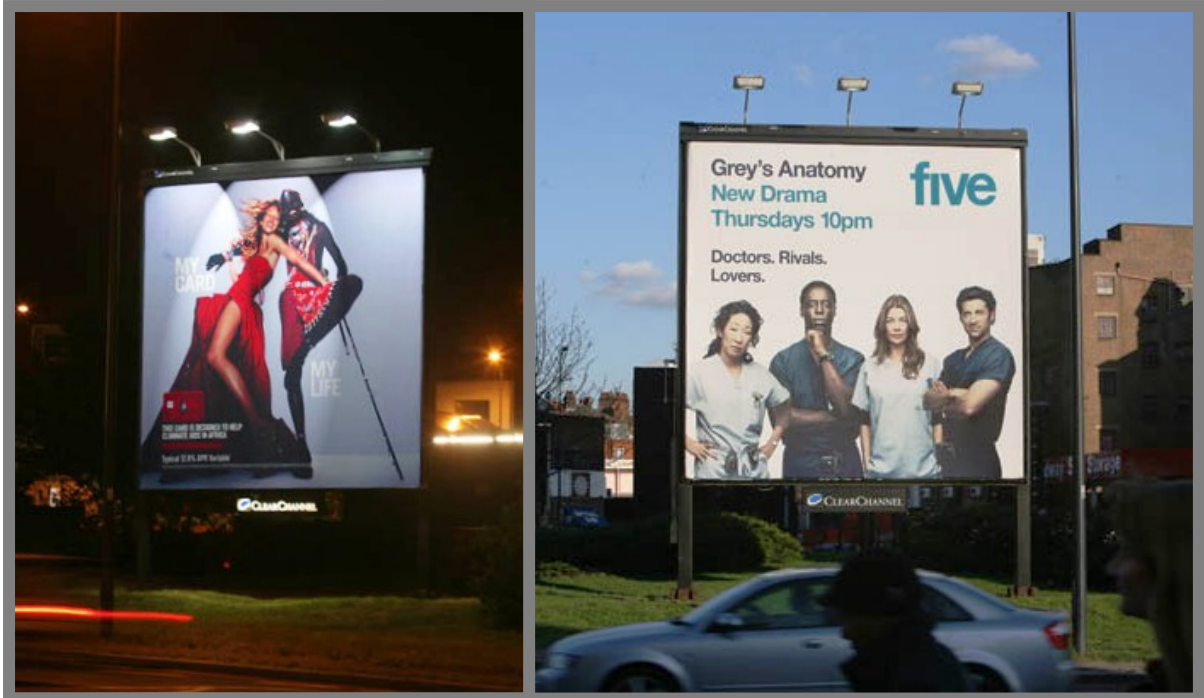
The American way – billboards reaching for the skies.

Source: Scenic America <http://www.scenic.org>



96-Sheet (12x3m) billboards from *Clear Channel UK*. A low height, black panel concealing the poles on which the billboards rest and a white frame ensure that these billboards harmonise with the environment. However, the low height means that these billboards have to be within the road reserve in order to be visible from the road. With a bit more height and a larger screen at the bottom these billboards can be placed outside the road reserve while the same effect can still be achieved.

A lady is doing a tightrope act above the billboard in the bottom image. Such performances may impede traffic safety and should not be allowed.



**Clear Channel's Golden Squares (6x6m).** Although not too obtrusive these structures may form a better harmony with the visual environment if provided with a screen at the bottom to conceal the poles on which it rests or if placed behind a hedge or fence.

<http://www.clearchannel.co.uk>



**Clear Channel's Mega 6 billboards (5x7,5m – 37,5m<sup>2</sup>)** which are of relative low height and harmonises well with the environment when placed behind hedges or fences.

<http://www.clearchannel.co.uk>



As these images show it is possible to provide more expensive structures for large billboards which may actually enhance the visual environment.



<http://www.clearchannel.co.uk>



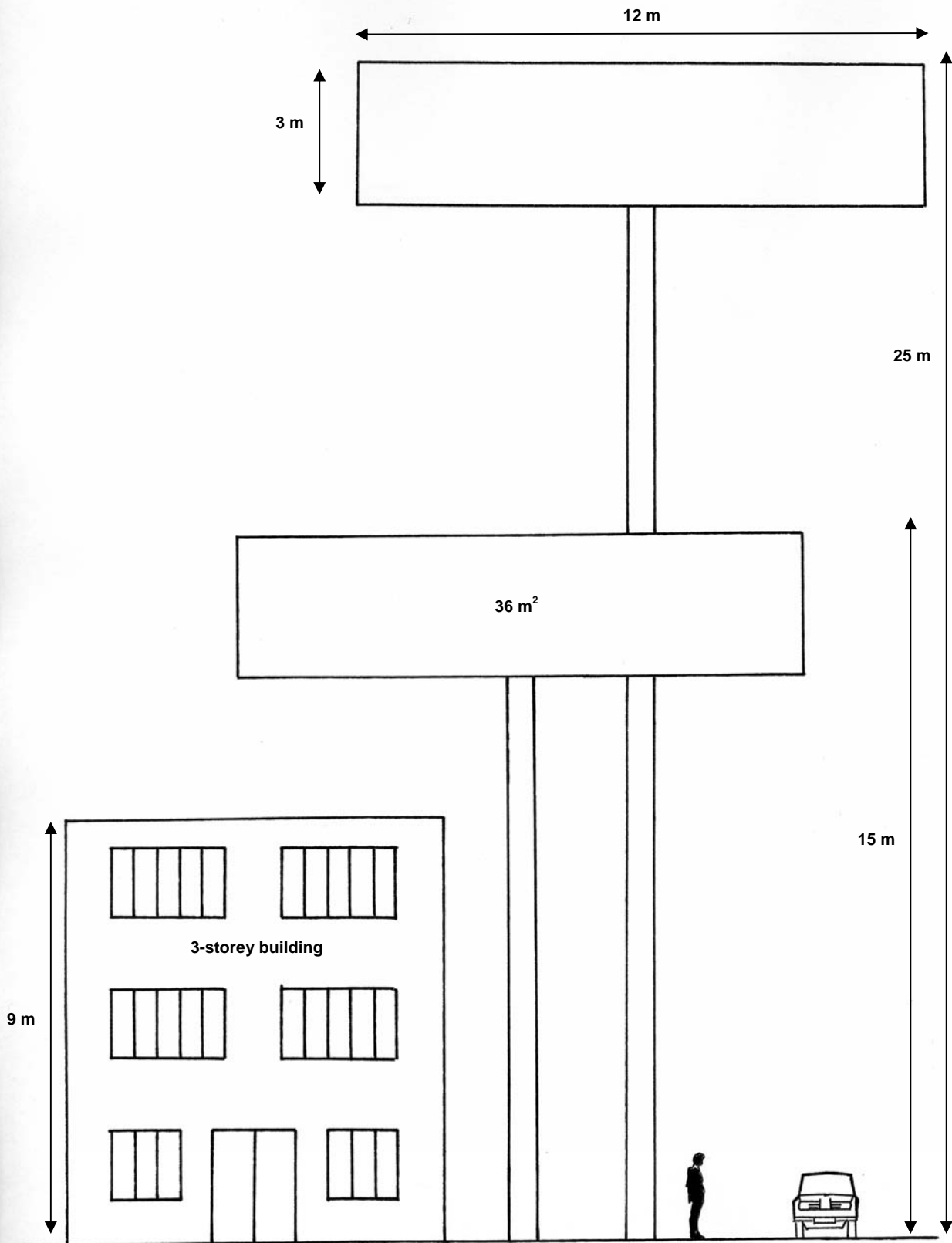


**Clear Channel's solution to more attractive large billboards along freeways. If the whole structure is seen as a billboard panel it may actually be classified as super billboards.**

<http://www.clearchannel.co.uk>



*Class 1c - Large billboards*



The Draft revised SAMOAC makes provision for a maximum height of 15 metre for large billboards. Anything taller becomes detached from the landscape creating aesthetic confusion and may be a safety risk due to wind velocities.

Compiled by Frans Jordaan