

SECTION



SIGN CLASSIFICATION

This section reflects the result of classifying outdoor signs and advertisements and consists of the following:

A summary of all classified sign types (Figure 2).

A concise illustrated description of each individual sign type (par 3.1 – 3.8) serving as a handy sign identification tool which can also be used for cross-reference purposes for locating related sign types.

An indication of high impacting sign types (Figure 2).

The following served as the main criteria for classification.

- Visual character of signs.
- Nature and function of signs.
- Potential impact of signs.

FIGURE 2: SUMMARY OF SIGN CLASSIFICATION

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|---|
| <p>Class 1: Billboards</p> <ul style="list-style-type: none">1(a) <u>Gantry Billboards</u>1(b) <u>Large Billboards</u>1(c) <u>Medium Billboards</u>1(d) <u>Small Billboards</u> |
| <p>Class 2: Signs on Buildings & Structures</p> <ul style="list-style-type: none">2(a) <u>Sky Signs</u>2(b) <u>Roof Signs</u>2(c) <u>Wall Signs</u>2(d) <u>Signs & Murals Painted on Walls & Roofs</u>2(e) <u>Signs Incorporated in the Fabric of a Building</u>2(f) Projecting Signs2(g) Veranda, Balcony and Under Awning Signs2(h) Window Signs2(i) <u>Advertisements on Towers, Bridges and Pylons</u> |
| <p>Class 3: On-Premises & Miscellaneous Signs</p> <ul style="list-style-type: none">3(a) <u>On-Premises Business Signs in Urban Areas</u>3(b) Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services3(c) Signs for Agricultural and Related Land Use in Rural & Natural Areas |
| <p>Class 4: Signs for Pedestrian Environments and Streetscaping</p> <ul style="list-style-type: none">4(a) Street Furniture & Large Posters4(b) Forecourt Signs |
| <p>Class 5: Signs for the Tourist & Traveller</p> <ul style="list-style-type: none">5(a) <u>Service Facility Signs</u>5(b) Road Traffic Project Signs5(c) Tourism Information Signs5(d) Gateway Signs |
| <p>Class 6: Mobile Signs</p> <ul style="list-style-type: none">6(a) Vehicular Advertising6(b) <u>Advertising Trailers & Self-Propelled Advertising Vehicles</u>6(c) <u>Aerial Signs</u>6(d) 'Walking' Sandwich Boards & Other Portable Notices |
| <p>Class 7: Temporary Advertisements</p> <ul style="list-style-type: none">7(a) <u>Construction Site Advertisements</u>7(b) Project Boards7(c) Signs for Sporting Events, Festivals & Exhibitions7(d) Estate Agents' Boards7(e) Auction Signs7(f) Lamppost Advertising7(g) Handbills, Leaflets and Pamphlets7(h) Temporary Window Signs |
| <p>Class 8: Other Signs</p> <ul style="list-style-type: none">8(a) Security Signs |

Signs underlined indicate signs with a high impact potential in terms of the visual environment and traffic safety.

3.1 CLASS 1: BILLBOARDS

This class consists of free-standing advertising structures which have a very high visual and traffic safety impact owing to their sheer size and proximity to higher order roads. Artistically designed billboard structures may make a more positive contribution to the visual environment. The main function of this class is to advertise *non-locality-bound* products, activities and services.

Class 1(a) ~ Gantry Billboards

A *Gantry Billboard* consists of two billboard panels facing in opposite directions on a gantry structure which are constructed for the sole purpose of displaying advertisements. *Gantry Billboards* may consist of two basic formats:

Portal gantries comprising structures supported by poles or pillars on both sides of a road and which span the entire width of a road.

Cantilever gantries or butterfly type gantries consisting of structures supported by a single or double pole or pillar positioned on a road median and which may only span part of a road.

Gantry structures support billboards ranging between 18 m² and 81m².



Related Sign Types:

For signs on existing bridges spanning roads see *Class 2(i) ~ Advertisements on Towers, Bridges and*

Class 1(b) ~ Large Billboards

As the name indicates these are quite large billboards ranging from 41m² to 81m².



Related Sign Types:

For billboards covering a similar size see *Class 1(a) ~ Gantry Billboards*.

Class 1(c) ~ Medium Billboards

Medium Billboards are a widely used outdoor medium with a variety of formats such as 6x4m and 3x12m and range in size from 19m² to 40m².



Class 1(d) ~ Small Billboards

This class consists of billboards between 9m² – 18 m². *Small Billboards* are a widely-used outdoor medium. It normally consists of a double-sided billboard panel with 3m x 6 m proving the most popular format (commonly known as 48 sheet signs). These billboards are vinyl posted or flighted with flexible reinforced vinyl.

It provides ample opportunity for advertising along urban streets and may make an important contribution to streetscaping.



Related Sign Types:

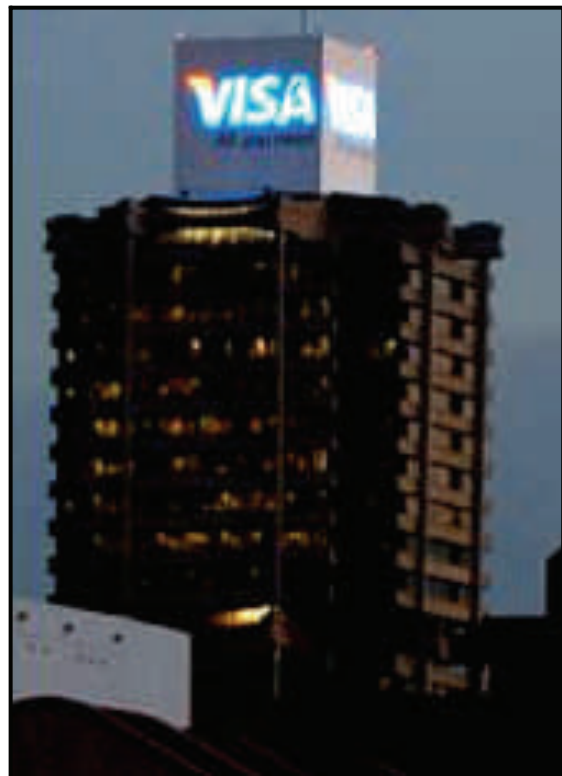
For other signs paying a important role in streetscaping, but which are mainly limited to pedestrian environments see *Class 4(a) ~ Street Furniture & Large Posters.*

3.2 CLASS 2: SIGNS ON BUILDINGS & STRUCTURES

Signs in this class are attached to or painted on buildings which are used or partly used for commercial, office, industrial or entertainment purposes with only one or two possible exceptions. Also included in this class are signs attached to larger structures not primarily erected for displaying advertisements such as pylons, towers and bridges. The aesthetic and traffic safety impact of these signs vary from high to relatively low.

Class 2(a) ~ Sky Signs

This class consists of large signs on top of *skyscrapers*.



Related Sign Types:

For signs fixed to the roofs of buildings lower than 10 floors and used or partly used for commercial, office, industrial or entertainment purposes see *Class 2(b) ~ Roof Signs*.

For signs painted on roofs see *Class 2(d) ~ Signs & Murals Painted on Walls & Roofs*

Class 2(b) ~ Roof Signs

This class consists of signs which are fixed to the main roofs of buildings up to 10 floors high and which are used or partly used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities. Signs fixed to roofs of verandas or balconies are not included in this class



Related Sign Types:

For signs on the roofs of buildings higher than 20 floors see *Class 2(a) ~ Sky Signs*.

For signs painted on roofs see *Class 2(d) ~ Signs & Murals Painted on Walls & Roofs*.

For signs on the roofs of verandas and balconies see *Class 2(g) ~ Veranda, Balcony and Under Awning Signs*.

Class 2(c) ~ Wall Signs

This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such a building. A *Wall Sign* may consist of a panel/sheet, of individual numbers, letters or symbols or product replicas.

Related Sign Types:

For similar signs attached flat to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation see:

Class 3(b) ~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services

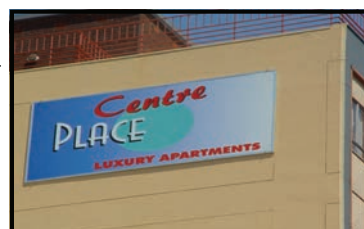
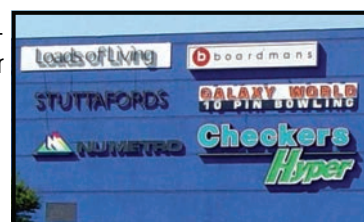
Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas

For similar signs attached flat to a parapet wall, balustrade or railing of a veranda or balcony of a building see:

Class 2(g) ~ Veranda, Balcony and Under Awning Signs

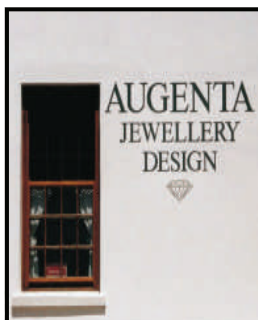
For similar product replicas attached to buildings see:

Class 2(f) ~ Projecting Signs



Class 2(d) ~ Signs & Murals Painted on Walls & Roofs

This class consists of signs painted directly onto the main walls or roof of a building used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities.



Related Sign Types:

For painted signs aimed at residential oriented functions and community services see:

Class 3(b) ~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services.

Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas

For signs painted on towers and silos see *Class 2(i) ~ Advertisements on Towers, Bridges and Pylons.*

For signs painted on parapet walls, fascias, beams, columns, posts and pillars associated with verandas and balconies see *Class 2(g) ~ Veranda, Balcony and Under Awning Signs.*

Class 2(e) ~ Signs Incorporated in the Fabric of a Building

This class consists of advertisements incorporated in and forming an integral part of the fabric of a building and which can be seen as an important architectural design element of such a building. Such signs can be divided into two main groups:

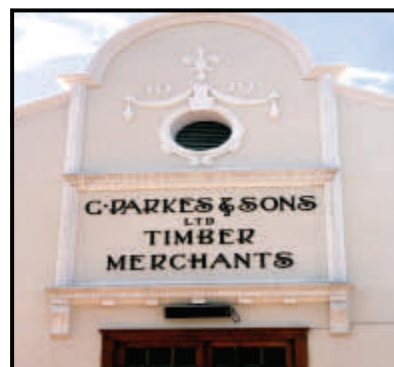
Fixed message signs: Consists of messages which are permanently incorporated into the fabric of mostly historical buildings and structures such as dates of construction, building names and coats of arms.

Changeable message signs: Consists of advertising panels or structures that are permanently incorporated into the fabric of a building while the advertising contents on these panels or structures may change.

Related Sign Types:

For advertisements fixed to the walls of existing buildings see *Class 2(c) ~ Wall Signs.*

For advertisements painted onto the walls of existing buildings see *Class ~ 2(d) Signs & Murals Painted on Walls & Roofs.*



Class 2(f) ~ Projecting Signs

This class consists of signs which are affixed to an external or main wall of a building used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities and which is affixed at right angles to the street line

Related Sign Types:

This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation in urban areas. These are provided for in *Class 3(b) ~ Miscellaneous signs for urban residential oriented land use & community services.*



Class 2(g) ~ Veranda, Balcony and Under Awning Signs

This class consists of the following:

Signs affixed flat onto or painted on a parapet wall of a veranda or balcony.

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

Signs affixed flat onto or painted on the fascia of a roof structure without walls.

Signs suspended below the roof of a veranda or balcony (under awning signs).

Signs suspended from the front of a veranda or balcony parallel to the street.

Signs placed on top of the roof of a veranda.

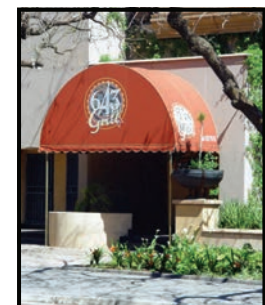
Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or a roof structure without walls.

Signs painted or printed on the fabric of a canopy or blind.

It is only applicable to verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities or which form part of roofed structures without walls which are situated on premises used for such purposes.

Related Sign Types:

For signs affixed to pillars, columns or posts supporting roof structures covering fuel pumps at filling stations see *Class 5(a) ~ Service Facility Signs.*

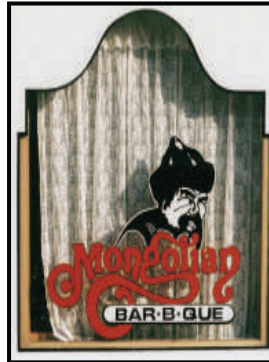


Class 2(h) ~ Window Signs

This class consists of signs which are permanently painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or for larger accommodation facilities, or any other permanent sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.

Related Sign Types:

For temporary window signs see *Class 7(h) ~ Temporary Window Signs*.



Class 2(i) ~ Advertisements on Towers, Bridges and Pylons

This class consists of signs affixed to or painted on towers, bridges and pylons not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos, pylons and similar structures.



Related Sign Types:

For signs painted on structures not included in this class see:

Class 2(d) ~ Signs & Murals Painted on Walls & Roofs

Class 2(g) ~ Veranda, Balcony and Under Awning Signs



3.3 CLASS 3: ON-PREMISES & MISCELLANEOUS SIGNS

Signs in this class consist mainly of free-standing, locality-bound, on-premises signs and advertising structures directly linked to enterprises, residential functions or community services in the urban, rural and natural environments. Closely associated with these free-standing signs is a variety of locality-bound signs which may be attached to non-advertising structures such as:

- Boundary walls and entrance gates
- Residential and community oriented buildings.

Most signs in Class 3 are relatively small in size with combination or stack sign structures at shopping centres and industrial estates the only exception in this regard. The main impact of signs in this class can be attributed to unattractive structures and a tendency to proliferate and to encroach on the road .

Class 3(a) ~ On-Premises Business Signs in Urban Areas

This class consists of locality-bound on-premises signs in urban areas which are aimed at identifying and locating:

- Businesses and enterprises.
- Industries.
- Urban smallholdings.
- Shopping centres
- Industrial parks
- Office parks



Related Sign Types:

The following businesses shall be excluded from *Class 3(a)* and are represented by the sign classes as indicated:

Small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes see *Class 3(b)~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services*

Businesses and enterprises at places of economic activity in natural and rural areas, including, farm stalls, agricultural corporations and other enterprises on farms and rural smallholdings, see *Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas*. Filling stations and roadside service areas, see *Class 5(a) - Service Facility Signs*.



Class 3(b) ~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services

This class consists of a variety of smaller notices and signs displayed on buildings or on premises utilised for residential-oriented purposes and community services in urban areas and includes small businesses, practices and accommodation facilities with a residential character.

Related Sign Types:

For similar sign types outside urban areas see *Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas*



Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas

This class covers conservation and agricultural land use, places of economic activity and natural and cultural attractions in rural and natural areas. It consists of locality-bound signs which may be of relevance to:

- Farms and farming enterprises or corporations
- Protected areas and conservation projects.
- Agricultural products.
- Farm stalls, general dealers, bush pubs and other commercial enterprises.
- Accommodation and conference facilities.
- Tourism and recreational resources .
- Community facilities such as churches.
- Agricultural field trails.

Related Sign Types:

For guiding the traveller to and indicating tourist facilities and attractions in rural and natural areas:
Tourism guidance signs. These brown road signs form part of the Southern African Development Community Road Traffic Signs Manual (SADC-RTSM). This will fulfil the need of directing and guiding the tourist to tourist facilities and attractions.

Class 5(a) ~ Service Facility Signs

Class 5(c) ~ Tourism Information Signs.

For indicating enterprises and facilities at places of economic activity in natural and rural areas:

Class 2(b) ~ Roof Signs

Class 2(c) ~ Wall Signs

Class 2(d) ~ Signs and Murals Painted on Walls and Roofs

Class 2(f) ~ Projecting Signs

Class 2(g) ~ Veranda, Balcony and Under Awning Signs

Class 2(h) ~ Window Signs

Class 4(b) ~ Forecourt Signs



3.4 CLASS 4: SIGNS FOR PEDESTRIAN ENVIRONMENTS AND STREETSCAPING

Signs in this class are limited exclusively to pedestrian environments with only a few exceptions. Due to a more intimate advertising environment and the involvement of street and advertising furniture this class lends itself to artistic expression and an enhancement of local character or sense of place.

Class 4(a) ~ Street Furniture & Large Posters

This sign class consists of self-supporting posters and of advertisements displayed on street furniture and advertising furniture and which are primarily displayed in pedestrian environments out of doors such as pedestrian streets, urban parks and open spaces, picnic sites, shopping centre parking areas, taxi ranks and other public transport nodes. These signs may make an important contribution to streetscaping and local character.



Related Sign Types:

Class 1(d) ~ Small Billboards can also be seen as advertising furniture which may make an important contribution to streetscaping along motorised streets and in parking areas.

Class 5(c) ~ Tourism Information Signs makes provision for tourism information in pedestrian oriented areas.

For other signs aimed primarily at pedestrians see *Class 4(b) ~ Forecourt Signs*.

For purpose built trailers and self-propelled vehicles used for advertising in pedestrian environments see *Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles*.

Class 4(b) ~ Forecourt Signs

This class is primarily aimed at pedestrians and consists of notices, signs and advertisements displayed in forecourts of businesses, excluding filling stations, to draw attention to any commercial services, goods for sale, or other services available at the premises.

Related Sign Types:

For other signs aimed at pedestrians see *Classes 4a ~ Street Furniture & Large Posters*.

For purpose built trailers and self-propelled vehicles used for advertising in pedestrian environments see *Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles*

For similar signs in the forecourts of filling stations see *Class 5 (a) ~ Service Facility Signs*.



3.5 CLASS 5: SIGNS FOR THE TOURIST & TRAVELLER

This class includes a variety of signs aimed at the tourist and traveller – from signs at filling stations to information panels at tourist attractions. Apart from providing valuable information to the tourist and traveller some of these signs may also contribute to local character if treated correctly.

Signs in this class differ in size and impact from huge stack signs identifying roadside service areas to small advertisements on petrol pumps or identification signs indicating the name of tourist attractions.

Class 5(a) ~ Service Facility Signs

This class consist of a variety of signs displayed at filling stations and roadside service areas (rest and service areas) in order to provide information on a variety of services, such as fuel pumps, rest rooms, car washes, convenience stores, fast food outlets and ATMs.



Related Sign Types:

For guiding travellers to service facilities see tourism direction signs (SADC-RTSM, Vol.1, Sec.4.10 and Vol.4, Chapter 7)



For on-site guidance at rest & service areas see 'totem' signs (SADC-RTSM, Vol.1, Sec.4.10.25)



Class 5(b) ~ Road Traffic Project Signs

This class consists of signs relating to projects specifically intended for road users and which are aimed at the provision of road services, the promotion of road safety or the management and conservation of roadside environments.



Class 5(c) ~ Tourism Information Signs

This class makes provision for signs providing on-site information on tourist attractions and heritage sites. It may consist of the following functional types:

Identification signs indicating the name of an attraction.

Information panels providing:

Background information on tourist attractions or the bio-physical characteristics of a given area.

An opportunity for displaying the name, logo and contact information of a sponsor together with a short advertising slogan.



Class 5(d) ~ Gateway Signs

The sole function of this sign type is to display the names of towns and cities at the entrances of such towns and cities. It may also present the traveller with messages of courtesy or goodwill on entering the town or city or departing from it and may contain a short slogan describing the nature of the town or city or announcing a specific event of importance

Related Sign Types:

The SADC Road Traffic Signs Manual also makes provision for signs (GL3) indicating the names of towns and cities as part of the Southern African Road Traffic Signs System (SADC RTSM, Vol. 1, par. 4.6.6, page 4.6.7). It also allows for displaying the words 'WELCOME TO' and the town or city crest or other device provided this is not an advertising device (SADC RTSM, Vol. 4, pages 4.2.6 – 4.2.7).



3.6 CLASS 6: MOBILE SIGNS

This class contains signs attached to vehicles on land, water and in the air. Also included are signs carried by pedestrians for the purpose of advertising.

It may be assumed that mobile signs will be concentrated mainly in urban areas, but being mobile they may also appear in other landscape types. The aesthetic impact of mobile signs may vary from high to low. Owing to their highly mobile nature these signs may be very difficult to control and may have a relatively high impact on traffic safety. Although certain mobile signs lend themselves to artistic expression these signs have a low necessity value in general, seen from a non-advertising or practical point of view.

Class 6(a) ~ Vehicular Advertising

This class consists of advertisements on a variety of self-driven or self-propelled vehicles which are normally moving on land or water and which are not used for the sole purpose of advertising.



Related Sign Types:

For self-propelled vehicles used for the sole purpose of advertising see *Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles*



For advertising on aircraft see *Class 6(c) ~ Aerial Signs*

Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles

This class consists of purpose built trailers and self-propelled vehicles which are used for the sole purpose of advertising in pedestrian environments.

Related Sign Types:

Class 4(a) ~ Street Furniture & Large Posters is aimed at parking areas and pedestrian environments and will be of relevance to advertising trailers and self-propelled advertising vehicles.

For advertisements on vehicles not used for the sole purpose of advertising see *Class 6(a) ~ Vehicular Advertising*.



Class 6(c) ~ Aerial Signs

This class consists of signs painted on, attached to or produced by an aircraft.



Class 6(d) 'Walking' ~ Sandwich Boards & Other Portable Notices

Consists of 'A' frame boards shoulder strapped to a person or any other board carried by a person for the purpose of advertising.



3.7 CLASS 7: TEMPORARY SIGNS

This class permits a wide variety of signs and advertisements of which temporariness can be seen as a dominant characteristic. For the purpose of this classification 'temporariness' is defined by means of the following two criteria:

Duration of continuous 'display' of advertising structure: Most sign types in this class are classified as temporary in terms of the relatively short uninterrupted time period during which advertising structures are allowed on specific sites irrespective of the fact that advertising contents displayed on such structures may be changed during these periods. The following two display periods are used as a benchmark for permanence:

A period of 5 years

The lifespan of an enterprise to which a sign is referring.

The temporary nature of signs classified according to this criterion may vary from *Construction Site Advertisements* which are limited to the construction period of specific building projects to *Show House Signs* which are limited to weekends.

Temporariness in relation to related signs: Although signs such as temporary window signs (indicating a promotion, 'sale', etc.) may actually be affixed to a permanent structure such as a shop window, they are still seen as temporary in relation to similar signs (name and nature of shop, etc.) on the same window or other structural elements of the building – both in terms of the display period or material used for the sign.

Due to a large variation in the nature of signs in this class both the visual and traffic safety impacts of these signs also tend to differ to a large extent.

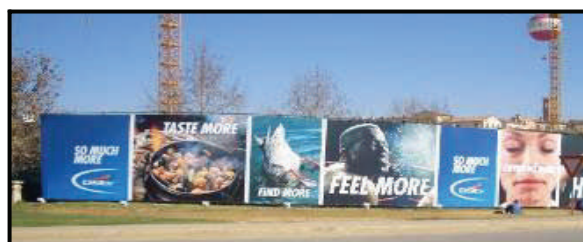
In certain cases signs which may also be seen as temporary in nature, such as aerial signs, have been classified under another sign class due to a more dominant characteristic such as mobility.

Class 7(a) ~ Construction Site Advertisements

This sign class consists of the following two subtypes:

Building wraps consist of vinyl signs fixed flat against the walls of buildings under construction or renovation or against scaffolding used during such operations.

Boundary signs consist of signs fixed (but not painted) flat against 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.



Related Sign Types:

Class 7(b) ~ Project Boards: Wherever possible project signs should be attached to the boundary walls or fences of construction sites forming a visual unity with boundary signs of this sign class.

Class 7(b) ~ Project Boards

This class consists of signs displaying:

The name of the developer and his agent and the name and nature of a development, restoration, maintenance or upgrading of a project.

The involvement of contractors and consultants in such projects



Related Sign Types:

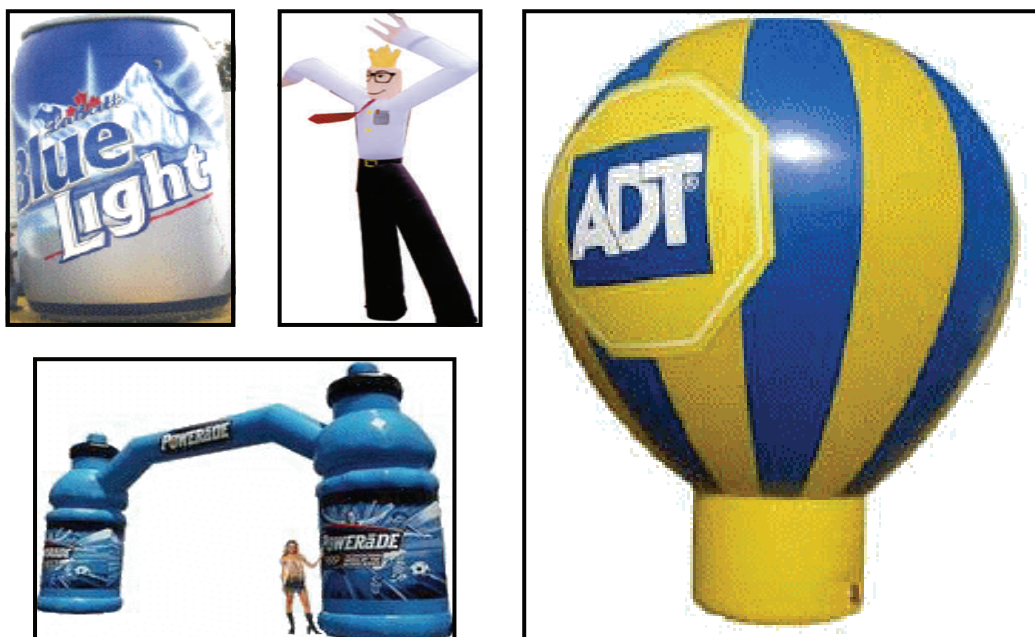
Project boards may be combined with boundary signs from *Class 7(a) ~ Construction Site Advertisements* in such a manner as to obtain visual unity with boundary signs

Class 7(c) ~ Signs for Sporting Events, Festivals and Exhibitions

Signs in this class consist of temporary signs displayed during sporting events, festivals and similar events.

Related Sign Types:

Airborne captive balloons may also be used for advertising purposes during sporting events, festivals and exhibitions. For captive balloons see *Class 6(c) ~ Aerial Signs*



Class 7(d) ~ Estate Agents' Boards

This sign type is aimed at the selling or letting of real estate and consists of boards containing the words 'For Sale' 'To Let', 'On Show' or 'Sold'.

Related Sign Types:

Class 7(b) ~ Project Boards indicating the name and nature of a new development.

Class 7(e) ~ Auction signs



Class 7(e) ~ Auction Signs

This class consists of on-premises auction signs announcing the sale of real estate, goods or livestock on land or on premises not normally used for commercial purposes. It may include auction sales of furniture and other household goods on residential premises or an auction of livestock or game on a farm. Auction sales may also take place on a more regular basis at a specific site such as an auctioneering warehouse or livestock sale pens.

Related Sign Types:

Class 7(d) ~ Estate Agents' Boards



Class 7(f) ~ Lamppost Advertising

This class consists of the following signs attached to lampposts:

- Election posters
- Banners for events of national or international importance



Class ~ 7(g) Handbills, Leaflets & Pamphlets

This class includes hand distributed advertising notices in the form of handbills, leaflets and pamphlets.

Class 7(h) ~ Temporary Window Signs

This class consists of signs which are temporarily painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed inside such a building and which is aimed at passers-by on the outside.

Related Sign Types:

For permanent *Window Signs* see *Class 2(h)*.



3.8 CLASS 8: OTHER SIGNS

This sign class makes provision for signs which cannot be classified under any of the other main sign classes.

Class 8(a) ~ Security Signs

This class consists of outdoor signs for security schemes such as neighbourhood watches, armed responses, security villages, residential estates, farm watches and similar initiatives indicating that such a scheme or initiative is operational in the area.



Related Sign Types:

Adequate farm name signs (Class 3(c)) and street numbers (Class 3(b)) play an important role in assisting the police service, reaction units and emergency services in locating specific sites.