

5.2.1

CLASS



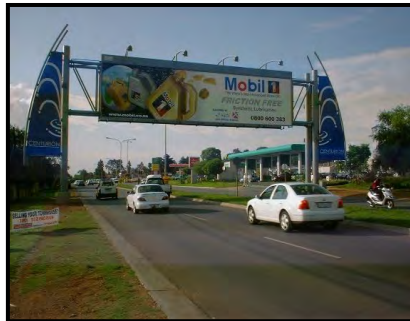
BILLBOARDS

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. Most signs in this class therefore have a rather low necessity value, seen from a non-advertising or practical point of view.

A. DESCRIPTION

A *Gantry Billboard* consists of a double-sided billboard panel positioned on a gantry structure that span the entire width or only part of the road and which are constructed for the sole purpose of displaying advertisements.

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



B. APPROPRIATE OPPORTUNITY

(i) Application

Limited to the six metropolitan areas of South Africa.

(ii) Areas of Control

This sign type shall be limited to urban areas of minimum control in the metropolitan areas of South Africa.

(iii) Consent Requirements

Specific consent

(iv) Environmental Management Requirements

In order to determine the permissible number, position and spacing of *Gantry Billboards* within the various metropolitan areas of South Africa this sign type shall be considered extensively by OAPA's to be conducted for such areas, and which will culminate in OAMP'S.

Such an OAPA shall:

- Address visual, social and traffic safety considerations.
- Take into consideration the cumulative impact of *Gantry Billboards* together with other outdoor advertisements and signs and especially those with a higher impact.

C. PERFORMANCE STANDARDS

(i) Shape

Gantry Billboards may consist of two basic formats:

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

(ii) Size and Height

No billboard panel in this sign class shall exceed:

- A maximum size of 81m².
- A maximum height of 4,5m.

No part of any *Gantry Billboard* shall exceed a maximum overall height of 10m.

The clear height of any part of a *Gantry Billboard* shall not be less than 5.2m.

(iii) Position and Location

All *Gantry Billboards* shall be displayed perpendicular to the direction of oncoming traffic.

No Gantry Billboard shall be erected on any freeway or any other road where overhead traffic signs or signals are used.

No Gantry Billboard shall be allowed on any identified abnormal load route.

No Gantry Billboard shall be allowed on any road containing more than 4 lanes.

No Gantry Billboard shall be used as a gateway structure at the entrance of a city.

No Gantry Billboard shall be allowed within a radius of:

- 2.5 km from any other *Gantry* or *Large Billboard*.
- 300 m from the centre of an intersection on an arterial road without overhead traffic signals.
- 100 m from the centre of an intersection on any lower order road without overhead traffic signals.
- 350 m from any building, structure or site of historical, heritage, architectural, cultural, religious or educational value which may be situated in an area of minimum control.

No Gantry support shall be closer than 2,0m from any road surface (see sketch of cantilever gantry overleaf).

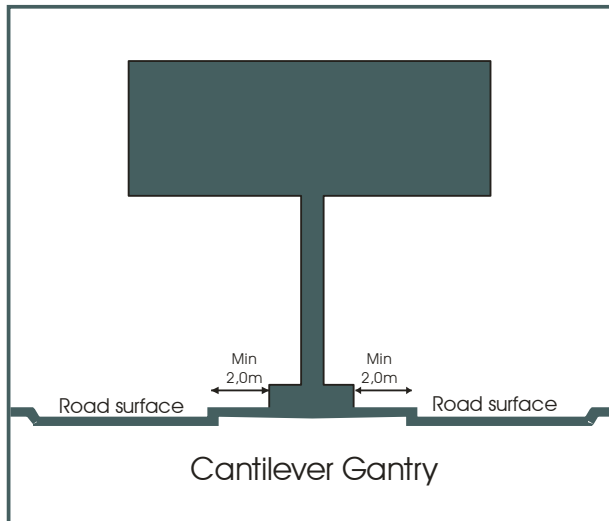
GUIDELINE SHEET

Type of sign: Class 1(a) ~ Gantry Billboards

See also general conditions 5.1.5 (c)(i); 5.1.5 (c)(ii) and 5.1.5 (c)(iv)(dd).

(iv) Number

The total number of *Gantry Billboards* to be allowed in each metropolitan municipality of South Africa shall depend on:



- The size of individual metropolitan areas. Not more than 1 Gantry Billboard per 250 000 of the metropolitan population shall be allowed
- The number of suitable locations identified by means of OAPA's.

(v) Duration

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only which shall not exceed a maximum period of 5 years. Such an approval may include a renewal op-

tion for an equivalent period of time after the original display period has elapsed. Before such option can be exercised it will first have to be subjected to a revised OAPA which shall take all changed circumstances into consideration.

(vi) Colour

As required in Vol. 3 of the South African Road Traffic Signs Manual, no sign shall display the colours red, amber or green within the line of sight of any traffic signal aspect if viewed from a distance where the relevant aspects should be conspicuous.

(vii) Illumination and Animation

Internal and external illumination is permitted provided such illumination does not constitute a road safety hazard or cause undue disturbance in the opinion of the roads authority.

No animation of any kind shall be allowed.

D. SAFETY

No gantry support shall be closer than 2,0m from any road surface.

The contents of *Gantry Billboards* shall be limited to simplistic designs with a limited amount of information. Road safety principles shall be taken into consideration when determining letter sizes and the length of text messages (See SADC Road Traffic Signs Manual).

Also see:

- *Design and Construction – General.*
- *Performance Standards – Position and location*

General safety conditions 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

The contents of *Gantry Billboards* shall be limited to simplistic designs with a limited amount of information seen from both a road safety and aesthetic perspective.

Gantry Billboards shall never be used for the purpose of welcoming visitors to a city or to serve as a gateway structure at an entrance of a city.

Also see *Aesthetics* below.

(ii) Aesthetics

Advertising structure and contents shall enhance each other and both shall enhance the local character of the urban landscape.

Only more artistic and simplistic designs with subtle colours and a minimum of copy (text) shall be allowed.

All *Gantry Billboards* shall be integrated into the urban landscape in the following way :

- The obtrusive character and unyielding lines of gantry structures shall be softened by making use of existing street trees.
- Minimise the etching of *Gantry Billboards* against urban skylines.

(iii) General

Any sign permitted by this class shall be placed on a

GUIDELINE SHEET Type of sign: Class 1(a) ~ Gantry Billboards

base which has been designed and erected in terms of the conditions laid down by the controlling authority.

All gantry structures shall be certified by a structural engineer.

General design and construction conditions listed under section 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under section 5.1.4 apply.

G. RELATED SIGN TYPES

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

For signs at urban gateways welcoming visitors to cities or towns see *Class 5(a) ~ Gateway Signs*.

For billboards of a similar size see *Class 1(b) ~ Large Billboards*.



A. DESCRIPTION

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



B. APPROPRIATE OPPORTUNITY

(i) Application

Shall be limited to the six metropolitan areas of South Africa.

(ii) Areas of Control

This type of sign shall be limited to urban areas of minimum control in the six metropolitan municipalities of South Africa.

(iii) Consent Requirements

Shall be subject to specific consent.

(iv) Environmental Management Requirements

An OAPA shall be conducted to determine the permissible number, position and spacing of *Large Billboards* within a given metropolitan municipality.

An OAPA shall:

- Address visual, social and traffic safety considerations.
- Take into consideration the cumulative impact of *Large Billboards* together with other outdoor advertisements and signs and especially those with a higher impact.

C. PERFORMANCE STANDARDS

(i) Shape

May have a rectangular or square shape.

(ii) Size and Height

Any sign permitted by this class shall not exceed a maximum size of 81m² and a maximum overall height of 12 m.

The clear height of any structure carrying a *Large Billboard* shall not be less than 2,3m where it might interfere with the movement of pedestrians or cyclists.

(iii) Position and Location

An advertisement consisting of a single board shall be displayed parallel to the road in order to hide the unattractive backside of the structure from public view.

Two billboards joined flat against each other shall be displayed perpendicular to the direction of oncoming traffic.

In the case of two billboards joined together at an angle, the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of oncoming traffic.

No *Large Billboard* shall be erected within or suspended above a road reserve or the limited use area next to a freeway.

No *Large Billboard* shall be erected within a radius of:

- 2,5 km from any other *Large Billboard* or *Gantry Billboard*.
- 200 m from the centre of an intersection on an arterial road.
- 100 m from the centre of an intersection on any lower order road.
- 300 m from any building, structure or site of historical, heritage, architectural, cultural, religious or educational value which may be situated in an area of minimum control.

The exact location of each *Large Billboard* in a specific metropolitan area shall be determined by means of an OAPA.

See also general conditions 5.1.5.

(iv) Number

The number of *Large Billboards* in any metropolitan area shall be determined by means of an OAPA.

(v) Duration

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only which shall not exceed a maximum period of 5 years. Such an approval may include a renewal option for an equivalent period of time after the original display period has elapsed. Before such option can be exercised it will first have to be subjected to a revised OAPA which shall take all changed circumstances into consideration.

(vi) Colour

No specific conditions.

(vii) Illumination and Animation

Internal and external illumination is permitted provided such illumination does not constitute a road safety hazard in the opinion of the road authority, or cause undue disturbance.

No animation is permitted until more clarity is obtained in connection with the influence of electronic billboards on road safety.

D. SAFETY

Due to its size *Large Billboards* might be especially prone to wind damage. Sound construction and maintenance standards are therefore of the great-

est importance. See *Design and Construction – General* below.

Road safety principles shall be taken into consideration when determining letter sizes and the length of text messages (See SADC Road Traffic Signs Manual).

General safety conditions 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

Advertising contents shall be of a simplistic design with a limited amount of information seen from the perspective of both road safety and aesthetics.

(ii) Aesthetics

Due to the severe impact of *Large Billboards* on the visual environment preference should be given to artistically designed billboard structures.

(iii) General

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority.

All billboard structures shall be certified by a structural engineer.

General design and construction conditions listed under section 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under section 5.1.4 applies.

G. RELATED SIGN TYPES

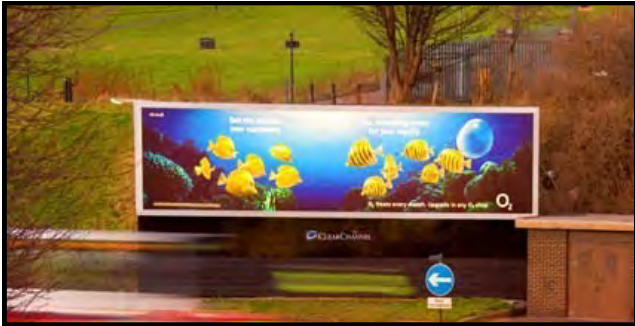
For billboards of a similar size see *Class 1(a) ~ Gantry Billboards*.

GUIDELINE SHEET

Type of sign: Class 1(c) ~ Medium Billboards

A. DESCRIPTION

Medium Billboards range in size from 19m² to 40m².



B. APPROPRIATE OPPORTUNITY

(i) Application

Medium Billboards are a widely used outdoor medium with a variety of formats such as 6x4m and 3x12m.

(ii) Areas of Control

Shall be limited to urban areas of minimum control.

(iii) Consent Requirements

Shall require specific consent.

(iv) Environmental Management Requirements

In order to determine the permissible number, position and spacing of Medium Billboards within a given area, this sign type shall be covered extensively by an OAPA which will culminate in an OAMP.

Such a OAPA shall:

- Address visual, social and traffic safety considerations.
- Take into consideration the cumulative impact of Medium Billboards together with other outdoor advertisements and signs and especially those with a higher impact.

C. PERFORMANCE STANDARDS

(i) Shape

Medium Billboards may also contain specialist character-cut-outs and three-dimensional presentations.

(ii) Size and Height

No Medium Billboard shall exceed a maximum size of 40m² and a maximum overall height of 10m.

Where a Medium Billboard structure might interfere with the movement of pedestrians or cyclists the clear height of such a structure shall not be less than 2,3m.

(iii) Position and Location

An advertisement consisting of a single board shall be displayed parallel to the road in order to hide the unattractive backside of the structure from public view.

Two billboards joined flat against each other shall be displayed perpendicular to the direction of oncoming traffic.

In the case of two billboards joined together at an angle, the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of oncoming traffic.

No Medium Billboard shall be positioned on a road island or a road median or shall be erected within or suspended above a road reserve or the limited use area outside the road reserve boundaries of free-ways as indicated in Figure 4.

At a road intersection, a maximum of only two double-sided Medium Billboards per intersection shall be permitted within the prescribed minimum radii.

No Medium Billboard shall be erected within a radius of:

- 750m of any other Medium Billboard, Large Billboard or Gantry Billboard.
- 125 m from the centre of an intersection on an arterial road
- 65 m from the centre of an intersection on any lower order road.
- 200 m from any building, structure or site of historical, heritage, architectural, cultural, religious or educational value which may be situated in an area of minimum control.

See also general conditions 5.1.5.

(iv) Number

The number of Medium Billboards in any given area shall be determined by means of an OAPA.

(v) Duration

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only which shall not exceed a maximum period of 5 years. Such an approval may include a renewal option for an equivalent period of time after the original display period has elapsed. Before such option can be exercised it will first have to be subjected to a revised OAPA which shall take all changed circumstances into consideration.

(vi) Colour

No sign shall display the colours red, amber or green within the line of sight of any traffic signal aspect if viewed from a distance where the relevant aspects should be conspicuous as required in Vol. 3 of the SARTSM.

(vii) Illumination and Animation

Internal and external illumination is permitted provided such illumination does not constitute a road safety hazard in the opinion of the road authority, or cause undue disturbance.

No animation is permitted until more clarity is obtained in connection with the influence of electronic billboards on road safety.

D. SAFETY

Road safety principles shall be taken into consideration when determining letter sizes and the length of text messages (See SADC Road Traffic Signs Manual).

General safety conditions listed under section 5.1.2 apply.

E. DESIGN AND CONSTRUCTION**(i) Contents**

No specific conditions

(ii) Aesthetics

More attractive billboard structures are preferred providing a visual harmony between structure and landscape.

(iii) General

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority.

All billboard structures shall be certified by a structural engineer.

General design and construction conditions listed under section 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under section 5.1.4 apply.

GUIDELINE SHEET

Type of sign: Class 1(d) ~ Small Billboards

A. DESCRIPTION

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.



B. APPROPRIATE OPPORTUNITY

(i) Application

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

(ii) Areas of Control

Shall be permitted only in urban areas of partial and minimum control.

(iii) Consent Requirements

Shall require specific consent.

(iv) Environmental Management Requirements:

In order to determine the permissible number, position and spacing of *Small Billboards* within a given area, this sign type shall be covered extensively by an OAPA which will culminate in an OAMP.

An OAMP shall:

- Address visual, social and traffic safety considerations.
- Take into consideration the cumulative impact of all *Small Billboards* together with other outdoor advertisements and signs and especially those with a higher impact.

C. PERFORMANCE STANDARDS

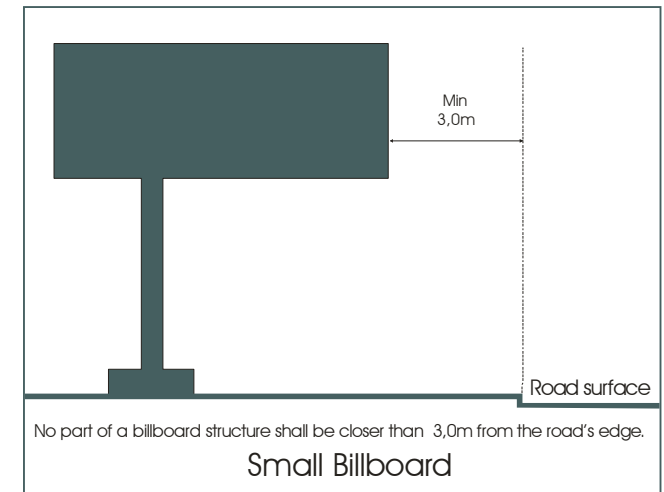
(i) Shape

No specific conditions

(ii) Size and Height

Any sign permitted by this class shall not exceed a maximum size of 18 m² and a maximum overall height of 5,5 m.

The clear height of such a structure shall not be less than 2,3m where the billboard structure might interfere with the movement of pedestrians or cyclists.



(iii) Position and Location

Small Billboards are allowed in urban road reserves excluding urban freeways.

No part of a billboard structure shall be less than 3m from the road's edge to allow a forgiving road environment for errant vehicles and not to obscure or interfere with roadside features or formal road traffic signage. Such billboards shall also not interfere with pedestrian circulation. *Small Billboards* should therefore not be allowed on sidewalks and inside road reserves that are too narrow.

All *Small Billboards* shall be displayed perpendicular to the direction of the oncoming traffic.

At a road intersection, a maximum of only two double-sided *Small Billboards* per intersection shall be permitted outside the prescribed minimum radii.

GUIDELINE SHEET

Type of sign: Class 1(d) ~ Small Billboards

No *Small Billboard* shall be permitted within a radius of:

- 300 m of any other *Small, Medium, Large, or Gantry Billboard*.
- 100m from the centre of an intersection on an arterial road.
- 50 m from the centre of an intersection on any lower order road.
- 125 m from any building, structure or site of historical, heritage, architectural, cultural, religious or educational value which may be situated in an area of minimum or partial control.

Also see general conditions 5.1.5.

(iv) Number

The number of *Small Billboards* in any given area shall be determined by means of an OAPA.

(v) Duration

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only which shall not exceed a maximum period of 5 years. Such an approval may include a renewal option for an equivalent period of time after the original display period has elapsed. Before such option can be exercised it will first have to be subjected to a OAPA which shall take all changed circumstances into consideration.

(vi) Colour

No signs shall display the colours red, amber or green within the line of site of any traffic signal aspect if viewed from a distance where the relevant aspects should be conspicuous as required in Vol. 3 of the SARTSM.

(vii) Illumination and Animation

External and internal illumination is permitted provided such illumination does not constitute a road safety hazard in the opinion of the road authority, or cause undue disturbance.

Animation of *Small Billboards* is allowed in pedestrian areas only.

D. SAFETY

See *Position* for location within road reserves

Road safety principles shall be taken into consideration when determining letter sizes and the length of text messages (See SADC Road Traffic Signs Manual).

General safety conditions listed under section 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

No specific conditions.

(ii) Aesthetics

Since *Small Billboards* are allowed within urban road reserves it will form an integral part of the street furniture and streetscaping. The aesthetic design of both structures and advertising content shall therefore be of a high quality. Conditions in this regard should be provided through OAPA procedures.

The backsides of all single-sided *Small Billboards* shall have an acceptable aesthetic appearance.

(iii) General

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority.

All billboard structures shall be certified by a structural engineer.

General design and construction conditions listed under section 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under section 5.1.4 apply.

G. RELATED SIGN TYPES

Small Billboards may play an important role in pedestrian environments and may therefore be used supplementary to *class 4(a) ~ Street Furniture & Large Posters*.