

5.2.6

CLASS



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.

GUIDELINE SHEET

Type of sign: Class 6(a) ~ Vehicular Advertising

A. DESCRIPTION

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.



B. APPROPRIATE OPPORTUNITY

(i) Application

No vehicle in this class shall be used for the sole purpose of advertising.

Stationary vehicles parked inside or outside the road reserve and used solely for the purpose of advertising (including vehicles to be sold) constitute illegal advertising and shall be dealt with by controlling authorities as with any other illegal advertising.

(ii) Areas of Control

Permitted in all areas of control in urban, rural and natural environments.

(iii) Consent Requirements

Subject to deemed consent

(iv) Environmental Management Requirements

No specific conditions

C. PERFORMANCE STANDARDS

(i) Shape

No specific conditions

(ii) Size and Height

No specific conditions

(iii) Position

See 'Safety'

(iv) Number

No specific conditions.

(v) Duration

No specific conditions.

(vi) Colour

Advertisements at the rear of any road vehicle shall not contain the colours red or amber as not to interfere with tail lights or indicators.

(vii) Illumination and Animation

Illumination of advertisements shall be limited to:

- Internal illumination which shall be subdued in order not to blind other road users.
- Retro-reflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle.

D. SAFETY

In terms of Regulation 202 (3) (c) of the National Road Traffic Regulations, 2000, promulgated under the National Road Traffic Act, 1996 (Act No. 93 of 1996), a person is prohibited to operate a motor vehicle on a public road if, any material or film, with textured surface, displaying a picture or graphics is applied to the rear window, windscreen or a side

window that covers more than one-eighth of such rear window, or windscreen or side window.

Furthermore, the visible light transmittance through such a windscreen must be at least 70% and at least 35% for any such side or rear window when measured in accordance with SABS 1191 "Safety glass for windows".

Advertising messages shall be legible and shall be limited to images and product and enterprise names and logos as far as possible. Any text shall be limited while no contact information shall be allowed. The minimum text size shall be 75mm.

Also see 'Colour'.

General safety conditions listed under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

Advertising messages shall be legible and shall be limited to images and product and enterprise names and logos as far as possible. Any text shall be limited while no contact information shall be allowed. The minimum text size shall be 75mm.

(ii) Aesthetics

No specific conditions.

(iii) General

General design and construction conditions listed under 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under 5.1.4 apply.

G. 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*

GUIDELINE SHEET Type of sign: Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles

A. DESCRIPTION

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



B. APPROPRIATE OPPORTUNITY

(i) Application

Advertising trailers may be divided into two types:

- **Type A:** Trailers of a relatively light construction carrying two or more advertising panels.
- **Type B:** Heavier trailers which unfold to serve as stages for live advertising shows during which product samples and leaflets may be handed out and/or advertisements may be displayed. It normally has its own built-in sound equipment.

Self-propelled advertising vehicles may range from adapted trucks carrying 48-sheet (3m x 6m) posters to advertising scooters and bicycles carrying 6-sheet (1,2mx1,8m) posters.

The display of advertisements in this class shall be

limited to previously-demarcated pedestrian environments and parking areas.

No advertising trailer or self-propelled vehicle shall be towed or driven on any public road for the primary purpose of advertising. It may only be towed or driven to and from an appropriate display site and only between the hours of 19:00 and 06:00. No advertising trailer or self-propelled advertising vehicle shall display any advertisements while being towed or driven on a freeway.

(ii) Areas of Control

Limited to urban areas of partial and minimum control.

(iii) Consent Requirements

Subject to specific consent.

(iv) Environmental Management Requirements

All pedestrian environments and parking areas accessible to advertising trailers and self-propelled advertising vehicles shall be identified and demarcated by means of an Outdoor Advertising Potential Assessment (OAPA).

C. PERFORMANCE STANDARDS

(i) Shape

No specific conditions.

(ii) Size and Height

No advertising panel on any advertising trailer or self-

propelled advertising vehicle shall exceed a maximum size of 18m².

(iii) Position

All advertising trailers and self-propelled advertising vehicles shall be limited to pedestrian environments for the purposes of advertising.

Once parked in a demarcated pedestrian environment or parking area no advertising trailer or self-propelled vehicle shall be visible from any public road or shall be aimed at motorised traffic on such roads.

No advertising trailer or self-propelled advertising vehicle shall be parked in such a manner as to interfere with any pedestrian circulation.

(iv) Number

No specific conditions.

(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.

(vi) Colour

Advertisements at the rear of any trailer or self-propelled vehicle shall not contain the colours red or amber as not to interfere with tail lights or indicators.

GUIDELINE SHEET Type of sign: Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles

(vi) Illumination and Animation

Internal and external illumination and all forms of animation shall be allowed, but no such illumination, animation or live shows shall be activated or shall be performed while any trailer or vehicle is in the process of being towed or driven.

D. SAFETY

No person shall tow an advertising trailer or drive an advertising vehicle on any public street or through any public space if, in the opinion of the controlling authority, such trailer or vehicle hinders or obstruct traffic in such street or space or is likely to do so.

See also:

- 'Position.'
- 'Colour'

General safety conditions listed under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

The name and number of the operator of a trailer or self-propelled vehicle together with a disc issued by the controlling authority shall be displayed on all advertising trailers and vehicles at all times.

(ii) Aesthetics

No specific conditions

(iii) General

The design and construction of advertising trailers and self-propelled advertising vehicles shall comply to the relevant sections of the National Road Traffic Act, 1996 (Act 93 of 1996), its amendments, and SABS standards for trailers.

General design and construction conditions listed under 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under 5.1.4 apply.

G. RELATED SIGN TYPES

Class 4(a) ~ Street Furniture & Large Posters is aimed at parking areas and pedestrian environments and will therefore interact with and be relevant 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*.



GUIDELINE SHEET Type of sign: Class 6(c)~ Aerial Signs

A. DESCRIPTION

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



B. APPROPRIATE OPPORTUNITY

(i) Application

The following aircraft may be used for displaying or producing advertisements:

- **Airships** (both helium-filled and thermal airships with both non-rigid and semi-rigid structures)
- **Manned free balloons** (hot-air balloons)
- **Airplanes** (both fixed-wing and helicopters for banner towing & skywriting)
- **Manned free kites** such as hang-gliders, para-gliders and parachutes.
- **Manned kites towed behind vehicles and vessels** such as parasails.
- **Kites used for towing** such as kitesurfing, kite landboarding & kite bugging.

- **Radio-controlled aircraft** including balloons and mini-blimps.
- **Captive balloons, inflatables and kites** such as manned hot-air balloons, mini-blimps (helium-filled), balloons & inflatables of all shapes (lighter-than-air gas), kites & kytoons (hybrid between kites & balloons)
- Unmanned free balloons consisting mainly of mass balloon releases filled with lighter-than-air gas.

Banner towing: No aircraft shall tow a banner or have a banner attached to any anchor line or line or cable used for mooring or tethering such a craft with the exception of banner-towing done by a fixed-wing airplane or a helicopter.

All aircraft used for the purpose of advertising shall be operated in accordance with the stipulations contained in the Civil Aviation Regulations, 1997.

(ii) Areas of Control

These signs will be allowed in all areas of control with the following exceptions:

- No airship or hot-air balloon displaying an advertisement shall be allowed in any protected area.
- No airplane towing an advertising banner or doing skywriting shall be allowed in rural and natural areas of maximum control.
- No unmanned free balloons filled with lighter-than-air gas shall be released in any rural or

natural area of maximum control with the exception of balloons used for scientific and meteorological purposes.

(iii) Consent Requirements

Controlling authority

Approval should be obtained from the authority responsible for outdoor advertising control before any other institution is approached.

All permissible signs shall require specific consent with the following exceptions which will be subject to deemed consent:

Radio-controlled aircraft flown within the confines of any event, show or exhibitions.

Captive balloons, inflatables and kites displayed within the confines of any event, show, exhibition, carnival, festival or carried as part of any procession.

Individual captive kites and kytoons flown for recreational purposes.

Civil Aviation

No banner-towing shall be undertaken without the prior written approval of the Commissioner of Civil Aviation (See Civil Aviation Regulations 91.06.4(a)).

No mass release of unmanned free balloons shall take place without the prior permission of the Commissioner of Civil Aviation and on the conditions determined by him or her (See Civil Aviation Regulations 94.06.6(1) and 94.06.6(2)).

See also *Position and Location*

Additional requirements

Before using a suitable site for the launching of a paraglider or a hang-glider permission shall be obtained from the owner of the site or the local authority having jurisdiction (Civil Aviation Regulations 94.06.2(1)(g) and 94.06.9(1)(g)).

(iv) Environmental Management Requirements

No specific conditions

C. PERFORMANCE STANDARDS

(i) Shape

A variety of advertising shapes and aircraft are involved. May include product replicas.

(ii) Size and Height

No fixed-wing airplane or helicopter shall tow a banner or combination of banners of more than 1 000 m².

(iii) Position and Location

General

The display of any advertising sign painted on, attached to or produced by an aircraft shall take all relevant stipulations contained in the Civil Aviation Regulations, 1997 into consideration.

Apart from airplanes used for banner-towing, unmanned free balloons and manned kites towed behind vehicles and vessels, no aircraft as indicated un-

der "Description", except when stated otherwise on the Authority to Fly, shall be flown:

- by night;
- in meteorological conditions less than those prescribed as suitable for flight under visual flight rules (VFR);
- within controlled airspace, unless cleared by and on conditions prescribed by air traffic control (ATC); or
- within 5 nautical miles from the aerodrome reference point of an aerodrome, licensed or approved in terms of Part 139 of the Civil Aviation Regulations, 1997 and situated in Class G airspace, unless established unmanned aerodrome procedures for the particular aerodrome can be adhered to (Civil Aviation Regulations 94.05.1 (1)).

The following aircraft shall not be flown closer than five nautical miles from the boundary of an aerodrome (Civil Aviation Regulations 91.06.5(1)(b)):

- Manned kites towed behind vehicles
- Moored airships

No line-controlled kite shall be flown on the approaches to any aerodrome unless with the prior approval of the Commissioner and on conditions determined by him or her. (Civil Aviation Regulations 94.06.10(b)(iii)).

Confined areas of display

With the exception of individual kites flown for recrea-

tional purposes all captive aircraft such as balloons, inflatables, kites or kytoons used for advertising purposes shall only be allowed within the confines of an event, show, exhibition, carnival, festival or shall be carried as part of a procession.

All radio-controlled aircraft used for the purpose of advertising, including balloons and mini-blimps, shall only be allowed within the confines of an event, show, exhibition, carnival, festival.

No advertisement on a captive balloon or on any other captive or radio-controlled craft, which are allowed at any event, show, exhibition, festival or carnival, shall be displayed within the visual zone along a freeway.

Maximum heights

The following aircraft shall not be flown higher than 150 feet above the surface for the purpose of advertising unless prior approval has been obtained by the Commissioner of Civil Aviation:

- Captive or line-controlled balloons and kites (Civil Aviation Regulations 94.06.5(1)(b)(i) and 94.06.10(b)(i)).
- Manned kites towed behind vehicles or vessels (Civil Aviation Regulations 91.06.5(1)(a)). (Civil Aviation Regulations 91.06.5(1)(a))
- Radio-controlled aircraft (Civil Aviation Regulations (Civil Aviation Regulations 94.06.11(b)(i))
- Kites used for towing (Civil Aviation Regulations 94.06.10(b)(i)).

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Type of sign: Class 6(c) ~ Aerial Signs

- Moored airships (Civil Aviation Regulations 91.06.5(1)(a))

Minimum heights

The following limitations with regard to built-up areas should be taken into consideration:

- Paragliders and hang-gliders (manned free kites) shall not be flown over built-up areas at all (Civil Aviation Regulations, 94.06.2(3)(a) and 94.06.9(3)(a))
- Airplanes used for banner towing and skywriting shall not be flown over built-up areas or over an open-air assembly of persons at a height less than 1 000 feet above the highest obstacle, within a radius of 2 000 feet from the aircraft, except when necessary for taking off or landing, or except with prior written approval of the Commissioner of Civil Aviation (Civil Aviation Regulations 91.06.32(1)(a)).
- No manned free balloon (hot-air balloon) or airship shall be flown over built-up areas at a height less than 3 000 feet (Civil Aviation Regulations, 94.06.4(2))

Except when necessary for taking off or landing, or except with prior written approval of the Commissioner of Civil Aviation, the following aircraft shall not be flown over an open-air assembly of persons at a height less than 1 000 feet above the highest obstacle, within a radius of 2 000 feet from the aircraft and shall not circle over or do repeated overflights over such an assembly at a height less than 3 000 feet above the surface (Civil Aviation Regulations 91.06.32(1)(a)&(c)).

- Airships
- Manned free balloons
- Airplanes use for banner towing or skywriting
- Manned free kites

Outside built-up areas and away from open-air assemblies, the following aircraft shall not be flown at a height of less than 500 feet above the ground or water, except when necessary for taking off or landing, or with prior written approval of the Commissioner of Civil Aviation or unless the flight can be made without hazard or nuisance to persons or property on the ground or water (Civil Aviation Regulations 91.06.32(1)(b)):

- Airships
- Manned free balloons
- Airplanes use for banner towing or skywriting

Outside built-up areas and away from open-air assemblies manned free kites (paragliders & hang-gliders) may be flown below 500 feet AGL for the purpose of ridge soaring if it is flown in a manner that does not endanger persons or property on the ground (Civil Aviation Regulations 94.06.2(1)(f) & 94.06.9(1)(f)).

Public Roads

The following aircraft shall not be flown from or above a public road for the purpose of advertising or shall take off from or land on a public road unless prior approval has been obtained by the Commissioner of

Civil Aviation:

- Captive or line-controlled balloons and kites (Civil Aviation Regulations 94.06.5(1)(b)(ii) and 94.06.10(b)(ii)).
- Manned kites towed behind vehicles or vessels (Civil Aviation Regulations 91.06.5(1)(c)).
- Radio-controlled aircraft (Civil Aviation Regulations (Civil Aviation Regulations 94.06.11(b)(iii))
- Kites used for towing (Civil Aviation Regulations 94.06.10(b)(iii)).
- Moored airships (Civil Aviation Regulations 91.06.5(1)(c))

(iv) Number

Not more than 20 unmanned free balloons filled with lighter-than-air gas shall be released within any 24-hour period with the exception of balloons used for scientific and meteorological purposes.

(v) Duration

The period of display will differ depending on the type of aircraft used.

(vi) Colour and Texture

No specific conditions.

(vii) Illumination and Animation

Internal illumination shall be allowed.

No animation of any format shall be allowed.

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Type of sign: Class 6(c) ~ Aerial Signs

D. SAFETY

Safety conditions and airworthiness of craft as required by Civil Aviation.

In the event of a captive balloon breaking free from its moorings, the operator of such balloon shall immediately report the incident to the nearest air traffic service unit, indicating the direction in which the balloon is drifting (See Civil Aviation Regulations 94.06.5(2))

E. DESIGN AND CONSTRUCTION

(I) Contents

The text that may be displayed on any manned airship or any manned balloon shall be limited to the name of one enterprise and one commercial product or service.

(II) Aesthetics

No specific conditions

(II) General

General maintenance principles listed under section 5.1.3, as applicable.

F. MAINTENANCE

General maintenance principles listed under section 5.1.4, as applicable.

Maintenance conditions for aircraft as specified by Civil Aviation are also applicable.

G. RELATED SIGN TYPES

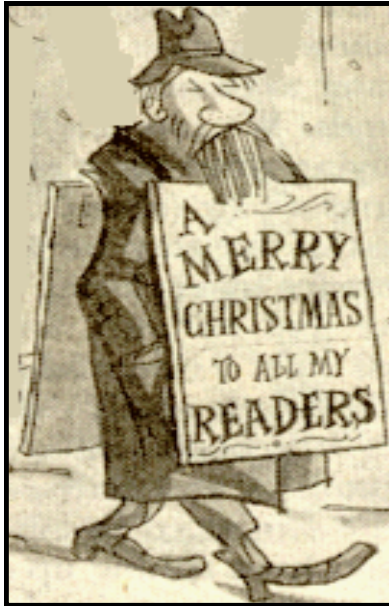
For ground-based inflatable signs at sporting events, festivals and exhibitions see Class 7(c).



GUIDELINE SHEET Type of sign: Class 6(d) ~ Walking Sandwich Boards and Other Portable Notices

A. DESCRIPTION

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



B. APPROPRIATE OPPORTUNITY

(i) Application

A person carrying a sandwich board or similar portable sign will only be allowed on sidewalks and pedestrian areas and not on the road surface or road island of any public road.

Digital boards shall be limited to pedestrian areas and shall not be visible from any public road.

(ii) Areas of Control

Allowed in all areas of control

(iii) Consent Requirements

Deemed consent

(iv) Environmental Management Requirements

No specific conditions. To be covered less extensively for inclusion into OAMP's.

C. PERFORMANCE STANDARDS

(i) Shape

'A' frame or similar boards.

(ii) Size and Height

No portable advertising board or panel shall be larger than 0,5 m² with a total size of 1m² per double-sided board.

(iii) Position

See 'Application.'

(iv) Number

No more than 3 boards at any given point.

(v) Duration

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant deemed approval for a limited period only which shall not exceed a maximum period of 60 days.

(vi) Colour and Texture

No specific conditions.

(vii) Illumination and Animation

Internal illumination and digital boards allowed in pedestrian areas.

D. SAFETY

General safety conditions listed under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

Should the advertisement be aimed at road traffic, only an enterprise name and logo or product name and image shall be allowed. All text shall be in a letter size of not less than 50mm in height.

GUIDELINE SHEET Type of sign: Class 6(d) ~ Walking Sandwich Boards and Other Portable Notices

(II) Aesthetics

No specific conditions.

(III) General

General design and construction conditions listed under 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under 5.1.4 apply.

G. RELATED SIGN TYPES

No related sign types.

