

5.2.5

CLASS



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.

A. DESCRIPTION

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.



B. APPROPRIATE OPPORTUNITY

(i) Application

Service Facility Signs consist of two main functional types:

Primary signs attracting and directing passing vehicles to filling stations and roadside service areas. These may include:

- Combination or stack signs indicating all services provided.
- Fascia signs against the fascias of the canopies covering the fuel pumps. These signs will be limited to the name and logo of relevant petroleum companies.

- Wall signs attached to the walls of major structures and which will be limited to the name and logo of relevant petroleum companies.

Secondary signs providing more detail information on products and services once visitors have arrived at the filling station or roadside service area. These may consist of:

- Free-standing signs of various formats, such as banners and posters, displayed on the forecourts of filling stations or roadside service areas.
- Pump signs attached to fuel pumps.
- Pillar signs attached to the pillars of fuel pump canopies.
- Wall signs attached to the walls of structures.

Only locality-bound signs will be allowed in this class.

(ii) Areas of Control

Service Facility Signs are permitted in all areas of control.

(iii) Consent Requirements

All primary signs – specific consent
All secondary signs – deemed consent

(iv) Environmental Management Requirements

All filling stations and roadside service areas shall be subjected extensively to an Outdoor Advertising Potential Assessment (OAPA).

C. PERFORMANCE STANDARDS

(i) Shape

No specific conditions

(ii) Size and Height

The following maximum sign sizes are allowed:
The following maximum overall heights are allowed:

SIGN TYPE	MAX SIZE (m ²)	OTHER SIZE CRITERIA
Primary Signs		
Combination sign panels along freeways	6,0	None
Combination sign panels along all other roads and streets	3,0	None
Fascia signs	-	No name sign shall extend above or below or beyond any of the extremities of a fascia.
Wall signs	2,0	No sign shall extend above or below or beyond any of the extremities of a wall.
Secondary Signs		
Free-standing banners	1,2	None
Free-standing posters	2,0	None
All other free-standing signs	1,0	None
Pump signs	-	No sign shall dominate a fuel pump or shall extend above or below or beyond any of the extremities of such a fuel pump.
Pillar signs	2,0	None
Wall signs	1,0	No sign shall extend above or below or beyond any of the extremities of a wall. The total area of all wall signs shall not cover more than 25% of any wall.

SIGN TYPE	MAX OVERALL HEIGHT(m)
Primary Signs	
Combination sign structures along free-ways	10,0
Combination sign structures along all other roads & streets	6,0
Secondary Signs	
Free-standing banners	2,5
Free-standing posters	1,5
All other free-standing signs	1,75

(iii) Position and Location

No secondary sign shall be aimed at passing motorists, while no animated (including digital) sign shall be visible from any road or street with the exception of fuel prices indicated on combination signs.

(iv) Number

SIGN TYPE	MAX NUMBER PER FILLING STATION/ SERVICE AREA
Primary Signs	
Combination sign structures	1
Combination sign panels	Name & logo of relevant Petroleum company – 2 All other services – 1 each
Fascia signs	1 name & 1 logo per road or street frontage
Wall signs	1 name & 1 logo
Secondary Signs	
Free-standing banners	4

(v) Duration

As long as the enterprise or service to which a *Service Facility Sign* is referring is operational on the site where the sign is located.

(vi) Colour

No specific conditions.

(vii) Illumination and Animation

Internal and external illumination is allowed in all areas of control.

Animated signs will be limited to:

- Free-standing signs
- Pump signs
- Panels on stack signs indicating fuel prices.

D. SAFETY

General safety conditions listed under 5.1.2 apply

E. DESIGN AND CONSTRUCTION

(i) Contents

No specific conditions

(ii) Aesthetics

All signs, structures, buildings and landscaping at any filling station or roadside service area shall form part of an aesthetic whole.

Service facility signs and landscaping should contribute to local character or sense of place wherever

possible.

Sufficient landscaping shall be undertaken to screen rest and service areas from freeways.

(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 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)

A. DESCRIPTION

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.



B. APPROPRIATE OPPORTUNITY

(I) Application

Signs in this class may contain the following information:

- The name of the project
- The name and logo of a sponsor
- The name and logo of the institution responsible for the project
- A short message on the goal and nature of the project

The name, logo, or colours of a sponsor of a project or the institution responsible for a project shall not occupy more than one third of the total of any sign.

(ii) Areas of Control

Permitted in all areas of control

(iii) Consent Requirements

All areas of maximum control – specific consent

Areas of minimum and partial control – deemed consent

(iv) Environmental Management Requirements

This sign class shall be covered extensively by an Outdoor Advertising Potential Assessment (OAPA) to determine the permissible number, position and spacing of *Road Traffic Project Signs* within a given area.

AN OAPA shall:

- Address visual, social and traffic safety considerations.
- Take into consideration all existing and planned road traffic signs together with all advertising signs.

C. PERFORMANCE STANDARDS

(i) Shape

No specific conditions

(ii) Size and Height

Signs permitted by this class shall not exceed 4,5m² in area and shall not have any part higher than 3 metres above ground level.

(iii) Position and Location

Signs permitted by this class may be displayed inside all road reserves, but not on road islands or medians.

The minimum distance between *Road Traffic Project Signs* on the same side of the road shall be 1 km.

The exact location of signs for road traffic projects shall be determined by means of an OAPA process taking into account all existing and planned road traffic signs together with all advertising signs.

General conditions under 5.1.5 apply.

(iv) Number

Determined by means of an OAPA.

(v) Duration

As long as the project is in operation, but shall not exceed a maximum period of 5 years.

(vi) Colour

No specific conditions.

(vii) Illumination and Animation

No illumination or animation shall be permitted.

D. SAFETY

All signs shall be legible at the maximum road speed allowed.

General safety conditions listed under 5.1.2 apply.

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

No specific conditions

(ii) Aesthetics

Signs in areas of maximum control should harmonise with the environment and should contribute to sense of place

(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

None specific

GUIDELINE SHEET Type of sign: Class 5(c) Tourism Information Signs

A. DESCRIPTION

This class makes provision for signs providing on-site information on tourist attractions and heritage sites.



B. APPROPRIATE OPPORTUNITY

(i) Application

Tourism Information Signs 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 and cultural characteristics of a given area.
 - An opportunity for displaying the name, logo and contact information of a sponsor together with a short advertising slogan.

(ii) Areas of Control

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

(iii) Consent Requirements

Specific consent.

(iv) Environmental Management Requirements

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

C. PERFORMANCE STANDARDS

(i) Shape

No specific conditions

(ii) Size and Height

FUNCTIONAL SIGN TYPE	MAX SIZE (m ²)	MAX OVERALL HEIGHT (m)
Identification signs	1,5	2
Information panels	3	2

(iii) Position

Signs indicating tourist attractions will only be allowed at the actual attraction while all information should be aimed at tourists on foot and not at motorised traffic.

No sign in this class will serve as a pre-sign.
No sign in this class shall be erected within a road reserve or building restricted area.

(iv) Number

Shall be limited to the number of signs needed for identifying an attraction and for transferring the necessary background information.

(v) Duration

As long as the tourist attraction where the sign is displayed is accessible to the public.

(vi) Colour

See 'Aesthetics'

(vii) Illumination and Animation

Only external illumination shall be allowed in all areas of maximum control.

Internal and external illumination are allowed in urban areas of partial and minimum control.

No animation in any format is allowed.

D. SAFETY

General safety conditions listed under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

Information on sponsors shall be limited to 20% of one side of an information panel.

(II) Aesthetics

All signs shall harmonise with and complement the surrounding environment in terms of material, form and colour.

Signs should consist of soft and subdued colours. No corporate colours of any sponsor should ever dominate a sign or information panel. All sponsor information should harmonise with the rest of the information on the sign or panel in terms of colour. Where bright corporate colours and logos may form a strong contrast with the rest of the design such colours and logos should not be allowed or logos should be limited in size.

Tourism Information Signs in historical areas or on historical sites shall conform to the architectural style of the relevant buildings and to sign style and practices of the relevant historical period(s).

(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 tourism signs forming part of the SADC Road Traffic Sign System and which provides directional information to the tourist and traveller see SADC-RTSM, Vol.1, Sec.4.10 and Vol.4, Chapter 7



A. DESCRIPTION

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.



B. APPROPRIATE OPPORTUNITY

(i) Application

Gateway signs play an important role in promoting specific towns or cities.

(ii) Areas of Control

As the name indicates gateway signs should be located at the entrances or gateways to towns which should normally be zoned as urban areas of maximum control.

(iii) Consent Requirements

Specific consent is needed from the relevant roads authority.

(iv) Environmental Management Requirements

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

C. PERFORMANCE STANDARDS

(i) Shape

No specifications apart from having a neat appearance.

(ii) Size and Height

Max size: 9m²
Max overall height: 3m

A gateway sign should be large enough to be observable, but should not dominate the environment.

The actual size and height will depend on aspect such as the volume of traffic and the hierarchy of the road entering the town or city.

(iii) Position

As the name indicates gateway signs are placed at the gateways or entrances to towns or cities which are defined in terms of the urban fringe and other prominent man-made and natural features which creates a strong sense of arrival or departure.

No gateway sign shall be located as a pre-sign to announce an approaching town or city before the urban edge is reached. It should be placed not more than 300m in advance of the built-up edge or any other feature that defines the entrance to a town or city.

Gateway signs should preferably be placed behind and not in front of GL3 road signs and road signs indicating a reduced speed limit upon entering a town or city.

Gateway signs may be allowed within road reserves other than road reserves of freeways.

More solid sign structures should be located at least 4m from the road's edge to allow a forgiving road environment for errant vehicles.

It should not interfere with any road sign or signal and should be placed at least 50m from such signs or signals.

(iv) Number

A maximum of 2 signs per gateway.

(v) Duration

No limitation, but the exact position of a sign may have to be changed as the urban edge expands and the definition of a gateway changes.

(vi) Colour

Subtle colours should preferably be used instead of bright contrasting colours.

(vii) Illumination and Animation

Only external illumination shall be allowed. No animation of any nature shall be allowed.

D. SAFETY

More solid sign structures should be located at least 4m from the road's edge to allow a forgiving road environment for errant vehicles.

General safety conditions under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

Gateway signs shall only contain the names of towns and cities and short messages or slogans marketing such towns and cities to the tourist and traveller.

No commercial advertising shall be allowed on gateway signs under any circumstances whatsoever.

(ii) Aesthetics

This sign type plays an important role in enhancing local sense of place by reflecting important local elements that constitute such sense of place. Design features reflecting local cultural and natural landscapes should be applied thereby contributing to local character or sense of place.

Gateway signs should be enhanced by means of landscaping wherever possible.

See also 'Colour.'

(iii) General

Where urban fringes might expand in the future gateway sign structures should not be of such a permanent and solid nature that it cannot be relocated if needed.

General design and construction conditions listed under section 5.1.3 apply.

F. MAINTENANCE

The application of sound maintenance principles is of great importance, in order to prevent dilapidated signs which may create a negative impression of a town or city.

General maintenance conditions listed under 5.1.4 apply.

G. 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).