

Class 2e ~ Street furniture & large posters in pedestrian areas

This sign class is currently **being misused to a large extent**. Amenities which should be provided for the benefit of community members and tourists are actually used for the sole purpose of displaying advertisements aimed at the passing motorist. A proliferation of advertising furniture with too much detail for passing motorists to read clearly also creates a problem of information overload which impacts on traffic safety.

Outdoor advertising contractors should not obtain advertising rights by providing street furniture for pedestrians which are actually of no practical or aesthetic value to such pedestrians. Advertisements on street furniture should primarily be aimed at the pedestrian and not at the passing motorist and actual pedestrian numbers should be used as the only criteria for placing street furniture in urban areas.

In order to solve this problem the [Draft Revised SAMOAC \(July 2008\)](#) now limits advertising on street furniture to pedestrian areas where it should be positioned in such a manner as to make advertising messages unobservable to passing motorists. Sidewalks may only be included as pedestrian areas if high pedestrian volumes are possible for the largest part of the day and if the condition of non-observance by motorists can be maintained. This may be achieved by placing street furniture behind parked cars, in pedestrian enclaves, on the sides of furniture not facing towards the street and definitely not on street corners (See Draft Revised SAMOAC, Fig. 8). With regard to bus shelters only the central panel should preferably be used for advertisements and not the side panels facing towards motorists. It may also be expected of the outdoor advertising contractor obtaining the contract/tender for this sign class to provide a number of street furniture on which no advertisements will be displayed and which will be for the sole benefit of the community.

The [SEA procedure](#) should be applied to identify relevant pedestrian areas as well as the number, location and design of street furniture items.

In most South African cities a real need exists for benches in city centres, especially at bus stops, where advertisements can be placed against the backside of benches – aimed at pedestrians.

This sign class is now also allowed in rural areas of maximum control which has not been the case in the current SAMOAC (April 1998). However, it is important that all street furniture and advertising structures should enhance the local character in such cases and that it should harmonise with the rural environment by for instance using natural materials.

Advertising on Benches



A variety of stylish benches from *Marketing AD Ventures* and *Metro Bench*. It seems as if these benches are situated on sidewalks which are not actually teeming with pedestrians and if it will not often be utilised for the purpose of seating. The main function of these benches rather seems to be outdoor advertising aimed at passing motorists. A definite design flaw is the position of the advertising panel which will be hidden from sight if the benches are used for seating. It may therefore be concluded that these benches never was meant to function as public seating on a regular basis. In the lower right image this problem has been overcome by an advertising panel next to the bench, which is still aimed at passing motorists.

<http://www.adsoutdoor.com>
<http://www.metrobench.com>



A more robust variation from *Outdoor Network* which has also overcome the problem of advertisements being concealed by people sitting on benches. The position of these benches is more user-friendly and functional by facing beaches instead of streets full of traffic.

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

Bus Shelters



Bus shelters from *Clear Channel* and *JC Decaux* making a very positive contribution to any street scene. In terms of visual appeal South Africa's bus shelters do not compare favourably to these stylish shelters from the UK and France. The advertising panels are placed in a manner which makes them visible to both pedestrians and passing motorists. Adverts aimed at motorised traffic may cause a traffic safety problem especially if such advertisements contain too much detail information.

<http://www.clearchannel.com>
<http://www.jcdecaux.com>

Bus Shelters... continue



Bus shelter advertising may become more pedestrian oriented by limiting advertisements to the backsides of bus shelters. Since bus shelters have to be placed next to roads it may be seen as the only exception of a Class 2e structure which may also be aimed at motorised traffic. Any traffic safety problem may be overcome by limiting advertising contents to uncomplicated graphics with limited text and letters not smaller than 70mm.

Top images from *Clear Channel*.

<http://www.clearchannel.com>

Litter Bins



Litter bins in various forms and formats. In many cases such bins are placed solely on account of exposure to high motorised traffic volumes – e.g. on suburban street corners without any pedestrian movement or on traffic islands which no pedestrian is able to reach due to heavy motorised traffic. In areas with high pedestrian volumes such as transport nodes or pedestrian streets there are normally no litter bins at all. Like most other items in this sign class the scale of litter bins relate to people on foot and all advertising on these items should have exactly that in mind – targeting pedestrians and not people in fast moving motor cars.

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

Posters



Attractive poster structures from *Clear Channel* and *JC Decaux*. Such structures should be limited to pedestrian areas and be kept to a human scale and not be directed at motorised traffic as is the case with the two structures at the bottom. The one to the left is clearly out of touch with a pedestrian scale. There are other more appropriate sign classes in urban areas targeted at the motorist such as [Class 1d ~ Medium Billboards](#).

Telephone Booths



Telephone booths by *JC Decaux* and *Marketing AD Ventures*. Advertisements incorporated into these structures may lend colour and vibrancy to most street scenes, but should be aimed at pedestrians and not motorists.

<http://www.jcdecaux.com>
<http://www.adsoutdoor.com>



Digital Sign in Pedestrian Area

Spirit of France



A unique piece of advertising furniture which had its origin in Paris (top, left & right). Unfortunately it has now spread to various other world cities, in its original format as well as in many other variations, becoming universal in its application and contributing to a uniform world culture. In this way it has lost its uniqueness and potential to contribute to the local character of a place such as Paris. With the 2010 World Cup in mind it should be a challenge to design advertising furniture unique to South Africa, reflecting cultural design features and contributing to the local character of the various regions of the country.

Unique Concepts



Bike racks by **Outlook Media** (top) – a very practical way of advertising, benefiting the community. **Promogroup's Promogolf** concept targeting a specific pedestrian environment – golfers on golf courses (centre). The wooden frames harmonise with the natural character of golf courses. Advertising furniture can also be used for displaying tourist information (bottom).

<http://www.outlookmedia.co.za>
<http://www.promobikes.co.za>

Advertising on Pavements



Advertising on pavements and on surfaces underfoot is another unique way of advertising on an intimate pedestrian scale.

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