

## Class 2b ~ Street pole advertisements

**This is a very problematic sign type.** Originally pavement posters and notices ([Class 2\(d\)\(iii\) in current SAMOAC April 1998](#)) were allowed as a temporary sign type for charitable purposes. However, in order to generate an extra income, many local authorities are now allowing permanent structures against street poles for displaying commercial messages.

According to common advertising practice these adverts are displayed on street poles along urban roads carrying high-speed /high-volume traffic in order to obtain optimum exposure. In many cases **too lengthy written messages** with **too small text** are displayed on these posters. As can be expected high-volume/ high-speed traffic together with illegible posters can only lead to the deterioration of traffic safety conditions.

This problem needs to be solved before street pole advertisements can be included into the final revised SAMOAC. The following conditions seem to be essential in this regard:

- a) Displayed information should be limited to product and enterprise logos with no or a very limited amount of text. This condition should be applied very strictly and advertising contractors should accept co-responsibility to ensure that this condition is applied.
- b) Advertisements covering events should not be included in this class due to the length of messages needed for this purpose.
- c) This sign class should not be allowed along urban roads with a speed limit above 60 km per hour. The other alternative is to limit the information on streets with a speed limit of more than 60 km per hour to logos and images with no text at all.
- d) Street pole advertisements should not be used as directional signs.
- e) If any text is used it should be in bold type and not smaller than 70 mm in height.

In cases where large numbers of other sign types are present, street pole advertisements may have a negative aesthetic impact and may contribute to information overload. Information overload will also contribute to the road safety problem.

Street pole advertisements should be covered by a [Strategic Environmental Assessment \(SEA\)](#), in order to determine the streets in which street pole advertisements may be allowed together with the number and spacing of advertisements. In order to solve the information overload problem the cumulative impact of other sign types should also be considered in such a [SEA](#). In order to provide sufficient opportunities for street pole advertisements certain suburban streets within areas of maximum control may be considered, but only after such a possibility has been identified through a [SEA](#). This may also make this type of advertisement more aesthetically acceptable since it will be softened by means of street trees. However, this may also lead to the indiscriminate pruning and damaging of trees in order to make posters more visible.

Since the information on street pole advertisements will mainly be limited to logos product images and names this information might just as well be displayed on banners attached to street poles. This will create a more visual pleasant and festive atmosphere ([See Class 2f in Draft Revised SAMOAC July 2008](#)).

**THE APPROACH TO STREET POLE ADS SHOULD NOT BE TO CREATE OUTDOOR NOTICE BOARDS, BUT RATHER TO CREATE AN OUTDOOR ART GALLERY. LET IMAGES SPEAK FOR THEMSELVES WITHOUT USING EXCESSIVE TEXT!**



The text on these posters is too small and too lengthy to be read by passing motorists. The two posters at the top were displayed along a 4-6 lane road with a speed limit of 80 km p h, which makes it impossible to take in these messages.

Text should not be used for directional messages (top right). The larger letters on the yellow newspaper poster ([Class 2gvi](#)) are 70 mm in size which give an indication of the required letter size for street pole advertisements.

Poster on lampposts should be limited to one poster per pole in total and not one [Class 2b](#) poster and one [Class 2gvi](#) poster as is the case with the street poles in the top right & bottom images. More than one poster per pole have both aesthetic and traffic safety implications (information overload).



Good examples of what poster contents should look like both in terms of traffic safety and aesthetics. The top two images are from Street Pole Ads.

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



Advertising on lamp pole banners. The elongated format of these banners reflects the vertical lines of the street poles much better than advertising panels. It also lends a festive atmosphere to any street scene and enhances the visual environment.

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