

Class 2g(v) ~ Auction signs

This is another typical South African sign which is often misused. The existing SAMOAC (April 1998) only makes provision for auction boards on the actual premises where the auction is to be held. However, most municipalities now also allow direction signs to such premises.

The main problem with such direction signs seems to be:

- Too many signs displayed per auction which contributes to the proliferation of signs.
- Too much information displayed on individual boards which distracts the attention of the motorist and impairs traffic safety.
- Boards attached to traffic signs – impairs traffic safety and contributes to visual pollution.
- Boards displayed on higher order roads – impairs traffic safety.

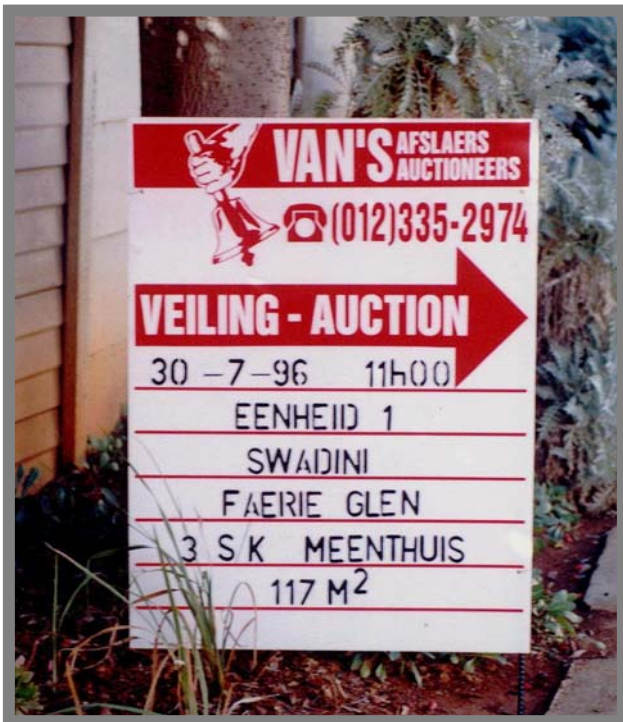
As is the case with direction signs [under Class 2d\(iv\) \(Estate agents' boards & show house signs\)](#), such direction signs are very difficult to control especially with regard to the number of signs allowed per auction.

The Draft Revised SAMOAC 2008 now also makes provision for direction signs to auctions with certain limitations. However, it is essential that the auctioneer's profession takes co-responsibility for the control of auction signs. The *South African Institute of Auctioneers (SAIA)* may play a facilitating role in this regard.

The same questions may be asked with regard to the necessity and need for pointer boards as is the case with [Class 2g\(iv\)](#) signs, namely: Is it really worthwhile to allow pointer boards considering the difficulties involved in controlling such boards? An advance in technology might also have made pointer boards obsolete. Here one might think about the possibility of an auctioneer putting the directions to the properties to be auctioned on the firm's website together with the necessary images and descriptions of the relevant property. [Outdoor advertising nodes](#) may also be used as a mechanism for directing the public to forthcoming auctions.

Instead of allowing pointer boards more opportunities may rather be provided for identifying auction sites more clearly.

As is the case with [Class 2g\(iv\) signs](#) economic measures may be an effective way of controlling pointer boards. According to this approach the right to display pointer boards is sold to auctioneers at quite a substantial amount – in the form of weatherproof stickers that are displayed on these boards. If any firm displays pointer boards without permission such a firm will be blacklisted and if a firm keeps on contravening the conditions laid down by a local authority the right to display pointer boards will be withdrawn, thereby forfeiting the hefty fee paid for this right.



On premises auction sign which may contain more detail information (top left). An auction direction sign attached to a traffic sign (top right) and a direction sign containing too much information (bottom left).

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