

Class 2f ~ Banners and Flags

Flags and banners may enhance the aesthetic appeal of streetscapes if treated correctly and if a high standard of artistic design principles are applied. A festive atmosphere may be created if banners of the same design are repeated as part of a streetscape project.

Since it reflects the vertical lines of street poles elongated banners have a higher visual appeal than the poster-type street pole advertisements from [Class 2b](#). From an aesthetic point of view one may consider replacing such poster advertisements by banners and flags. With this in mind the Draft revised SAMOAC (July 2008) now allows for displaying commercial images, logos and names on flags and banners while flags and banners are now also allowed within urban road reserves.

As is the case with street pole advertisements ([class 2b](#)), too lengthy messages on flags and banners may impair road safety. This may become an even bigger problem with banners and flags now also being allowed within urban road reserves. Information on flags and banners should therefore be limited to logos, images and names, while no names and text will be allowed along streets with a speed limit of more than 60 km per hour. For this reason banners for charitable and welfare functions and events, indicating the name, venue, date, time and nature thereof and which are allowed in the current SAMOAC (April 1998), have been disallowed in the new Draft Revised SAMOAC (July 2008). Provision for such events may be reconsidered if a real need do exist in this regard. However, such banners will be limited to the venues where these events are to be held.

Illegal banners, especially those advertising events and promotions, and which can be attached to almost any structure, may have serious visual and traffic safety implications. Some of these banners are quite large with a saggy and untidy appearance.

In recent years a large number of moveable banners in all forms and formats, which are very difficult to control, have appeared on the market. These banners have become very popular and may have a negative impact in terms of information overload, traffic safety and aesthetics if not controlled properly. It may also be problematic in terms of the possibility of strong winds blowing such banners into the street in front of passing traffic.

All flags and banners placed within road reserves and those used for streetscaping in a repetitive manner should be subjected to a [SEA](#) aimed at identifying the location, extent and size of such flags and banners and laying down specific design criteria. Flags and banners at shopping centres should be included in a [SEA](#) undertaken for all sign types at such shopping centres.

It must be emphasised that the design of all flags and banners should be of a high aesthetic standard otherwise it may result in a negative contribution to the visual environment instead of a positive contribution. 'Floppy and sloppy' banners attached to each and every object should be avoided at all cost. In order to maintain a neat and tidy appearance sufficient maintenance of all flags and banners is also of the greatest importance.

Apart from [Class 2b](#) signs banners and flags may also be applicable to various other sign classes such as:

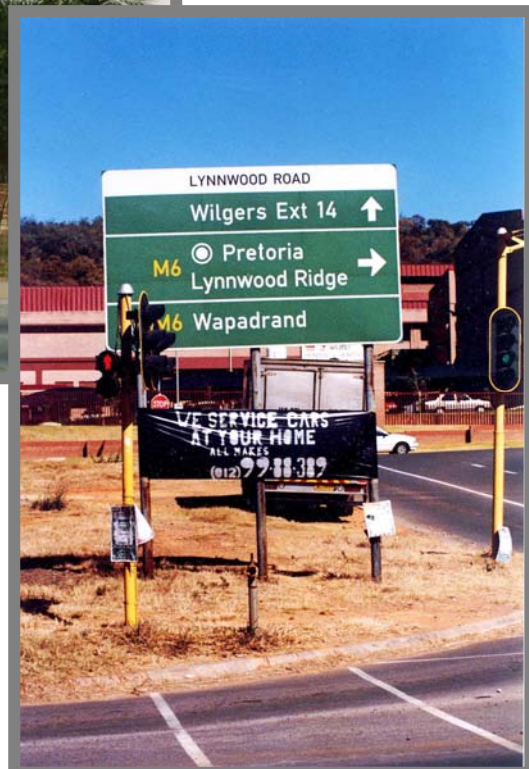
- [Class 2d ~ Specialised signs for parking areas](#)
- [Class 2giii ~ Signs for sporting events, festivals & exhibitions](#)
- [Class 3f ~ On-premises business signs](#)
- [Class 3g ~ Projecting signs](#)
- [Class 3j ~ Advertisements on forecourts of business premises](#)
- [Class 4a ~ Service facility signs](#)

It may therefore be more practical to omit Class 2f from the final revised SAMOAC by incorporating banners and flags into the above-mentioned sign classes.

Banners as a Problematic Sign Type



Illegal banners attached to traffic signs impacting on the visual environment and creating a traffic safety problem.





The ease with which banners may be attached to almost anything may lead to sign proliferation. Some of them may be very untidy (top left) or sagging (right). These banners serve as [Class 2d](#) (top left), [3f](#) (top right) and [3j](#) (right) signs.



New Trend in Banner Advertising

A variety of moveable banners which have become very popular. The ease with which they may be erected makes control measures difficult to implement. The visual impact or appeal of these banners will depend on the context in which they are used. The banners in front of the hardware shop (bottom left), which is used as a [Class 3f](#) sign, may contribute to sign proliferation and information overload. The signs at the bottom right and centre are used as a [Class 4a](#) signs. The banner at the top left may be more suitable for events and exhibitions ([Class 2giii](#)).



A Positive Contribution by Flags and Banners



Flags and banners at sporting events and exhibitions may create a festive atmosphere.

Images from Promogroup

<http://www.promobikes.co.uk/promoflags/>



Banners used as projecting signs may create a very stylish impression (top left & right)



Banners enhancing the visual appeal of streetscapes (top)



Banners used as advertising medium on lampposts. Such banners have more visual appeal than posters attached to such lampposts ([Class 2b ~ Street pole advertisements](#)) since it reflects the vertical lines of the lampposts. It also contributes to streetscapes by creating a festive atmosphere.

Compiled by Frans Jordaan