

5.2

SPECIFIC CONDITIONS- GUIDELINE SHEETS FOR SIGN CLASSES

The guideline sheets in this subsection indicate the appropriate advertising opportunities for the various sign types to be considered in the OAMP's. They also describe specific restrictions and conditions attached to such opportunities.

These guideline sheets serve as an important instrument in formulating OAMP's. Any deviation from the conditions specified in the guideline sheets should be motivated adequately.

5.2 Specific Conditions: Guideline sheets for sign classes

Each guideline sheet contains the following information:

A. DESCRIPTION

A short description is given of the main characteristics of the sign type in question which may provide a key indication of:

- The potential impact of a specific sign type
- The potential of such a sign type to enhance the visual environment

B. APPROPRIATE OPPORTUNITY

(i) Application

This subheading may indicate aspects such as:

- An indication of each sign type's role and function which may play an important role in determining the potential impact of a specific sign type.
- Limitations to the application of a particular sign type in terms of issues such as sign function, the size of urban areas and type of enterprise, activity or land use.
- Functional variations and formats of specific sign types.

(ii) Areas of Control

The area or areas of control in which a sign type is deemed permissible are indicated.

(iii) Consent Requirements

The following two types of consent are applicable:

- **Permissible with specific consent**

Permission for sign display needs to be authorised by the controlling authority after review of all applicable conditions, legislation, policy, area of control and impacts and benefits of the relevant sign. Written approval of some sort is required.

Since OAMP's for individual municipal areas are required in terms of SAMOAC, a large number of sign classes requiring specific consent will be covered by means of a blanket approval when such OAMP's are approved by the relevant controlling authorities. However, not all sign types requiring specific consent can be covered in enough detail by OAMP's to be approved in this manner. In certain cases, specific consent will have to be acquired on an individual basis. Such cases may include specific consent for temporary signs where the need for and the exact requirements of such signs could not have been foreseen at the time of approving the OAMP, where signs are needed for indicating a new enterprise opening in an existing building, or where there is a need for modifying signs that have already been approved by means of an OAMP.

- **Permissible with deemed consent**

These sign types are deemed approved without the authority having to provide specific consent. The onus is on the media owner or advertiser to ensure that the sign complies with the conditions for the class concerned as indicated by the relevant OAMP. The

authority may declare the sign illegal or subject to specific consent and a review assessment should the conditions not be met.

(iv) Environmental Management Requirements

An indication is given on each guideline sheet whether the relevant sign type should be extensively covered by an Outdoor Advertising Potential Assessment. The main issues to be addressed by such an OAPA are also indicated in the guideline sheets.

Signs indicated as such should form the focal point of OAMP's which culminates in Outdoor Advertising Master Plans (OAMP's) for specific areas. All other sign types should only be covered superficially without the need for detail studies or surveys.

C. PERFORMANCE STANDARDS

This heading covers some of the main sign characteristics and features that play an important role with regard to:

- Advertising potential and opportunities.
- Traffic safety
- Aesthetic impact
- Potential for enhancing the visual environment

(i) Shape

May indicate both possibilities and limitations with regard to shape

(ii) Size and Height

This subheading covers two of the most important sign characteristics determining the aesthetic impact of each sign type.

(iii) Position and Location

This may include requirements and conditions with regard to:

- Spatial or site location
- Position on buildings or similar structures
- Position with regard to signs of the same or other sign types.
- Positional aspects influencing road safety such as position with regard to road reserves, road surface, road signs and signals, freeways, intersections and street corners.
- General location conditions covered under 5.1.5

(iv) Number

Provides an indication of the total number of signs to be allowed per site or per geographical area.

(v) Duration

Indicates display periods for individual sign types which may vary from a few weeks to 15 years.

(vi) Colour

Conditions with regard to colour may include both sign contents and sign structure and is of specific relevance when the relation between sign structure and contents and the visual environment becomes important.

(vii) Illumination and Animation

This subsection indicates which forms of illumination and animation may be allowed for each sign type and provides conditions in this regard where relevant. The source of illumination may be positioned inside or outside a sign while animation may consist of various mechanical devices, flashing or running lights and various forms of electronic or digital messages.

Reference is also made to the general conditions regarding illumination as listed under 5.1.6

D. SAFETY

Specific safety requirements, where applicable, are stated and may have reference to:

- Traffic safety
- Occupational safety
- Public safety

Reference is made to the safety provisions listed under 5.1.2 which are of a non-specific nature and are applicable to all sign types.

E. DESIGN AND CONSTRUCTION

This section covers both aesthetic and structural design aspects.

(i) Contents

Requirements with regard to the contents of advertising messages are indicated for each sign type where applicable.

(ii) Aesthetics

This subsection provides aesthetic design guidelines and conditions with regard to both sign structure and contents where applicable. It may also provide an indication of a specific sign type's potential for enhancing the aesthetic environment.

(iii) General

Specific structural requirements are listed where appropriate.

Reference is made to the design provisions listed under 5.1.1 and 5.1.3 which are of a non-specific nature and are applicable to all sign types.

F. MAINTENANCE

Specific maintenance requirements are listed where appropriate.

Reference is made to the general conditions on maintenance as listed under 5.1.4.

G. RELATED SIGN TYPES

This section provides a cross-reference to sign types similar in appearance or function with which a specific sign type may be confused.

H. OTHER CONSIDERATIONS

Other considerations are discussed where applicable.

