

5.2.4

CLASS



SIGNS FOR PEDESTRIAN ENVIRONMENTS & STREETSCAPING

Signs in this class are limited exclusively to pedestrian environments with only a few exceptions. Due to a more intimate advertising environment and the involvement of street and advertising furniture this class lends itself to artistic expression and an enhancement of local character or sense of place.

GUIDELINE SHEET Type of sign: Class 4(a) ~ Street Furniture & Large Posters

A. DESCRIPTION

This sign class consists of self-supporting posters and advertisements displayed on street furniture and advertising furniture and which are primarily displayed in pedestrian environments out of doors such as pedestrian streets, urban parks and open spaces, picnic sites, shopping centre parking areas, taxi ranks and other public transport nodes.



B. APPROPRIATE OPPORTUNITY

(i) Application

This sign class may consist of the following structural types:

- **Street furniture** consisting of public facilities and structures which are not intended primarily for advertising, but which are provided mainly for pedestrians and commuters and may include:

- ◇ Telephone booths
- ◇ Bus shelters
- ◇ Clocks,
- ◇ Drinking fountains

- ◇ Information kiosks
- ◇ Newsstands
- ◇ Automatic public toilets
- ◇ Internet points
- ◇ Receptors for recycled material
- ◇ Bicycle sheds
- ◇ Seating benches
- ◇ Litter bins

- **Advertising furniture** provided for the sole purpose of advertising.
- **Large posters** with a maximum size of 2,5m² and which are normally displayed on self-supporting structures.
- **Banners**

Advertisements in this class shall be strictly limited to pedestrian oriented environments such as:

- Pedestrian streets
- Urban parks and open spaces
- Parking areas at shopping centres, transport nodes and sport stadiums
- Picnic sites & other tourist attractions & facilities
- Taxi ranks and other public transport nodes

The only exception with regard to the above-mentioned condition will be advertisements on bus shelters, telephone booths and automatic public toilets which may be placed on sidewalks next to streets carrying motorised traffic.

The table below gives an indication of the difference in emphasis placed on the function of the various structural sign types in this class:

PRIMARY & SECONDARY FUNCTIONS OF STRUCTURAL TYPES			
Structural Type	Function		
	Public amenity Functional contribution to streetscaping	Public amenity Aesthetic contribution to streetscaping	Provide advertising opportunities
Street Furniture	Primary	Primary	Secondary
Advertising Furniture	Secondary*	Primary	Primary
Large Posters	Secondary*	Primary	Primary
Banners	Not relevant	Primary	Primary

*In some cases advertising furniture and large posters may provide a functional contribution by displaying community information and street maps and other tourist information (See 'Related Sign Types')

ii) Areas of Control

Allowed in all urban areas of control (maximum, partial and minimum) as well as at places of economic activity in rural areas of maximum control.

(iii) Consent Requirements

Specific consent

(iv) Environmental Management Requirements

An Outdoor Advertising Potential Assessment (OAPA) is needed to identify:

- The relevant pedestrian areas and sidewalks
- The number, location and design specifications of street and advertising furniture items and poster structures.

GUIDELINE SHEET Type of sign: Class 4(a) ~ Street Furniture & Large Posters

- Public needs with regard to type and location of street furniture.

Such an OAPA shall:

- Address visual, social and traffic safety considerations.
- Take into consideration the cumulative influence of Street Furniture and Large Posters together with other outdoor advertisements and signs and especially those of greater prominence.

C. PERFORMANCE STANDARDS

(I) Shape

See 'Application' for structural types.

(II) Size and Height

TYPE OF ADVERTISEMENT	MAX PANEL SIZE (m ²)	MAX OVERALL HEIGHT OF STRUCTURE (m)
Large posters	2,5	1,5
Banner	2,0	3,5
Advertising & street furniture in pedestrian areas	2,5	2,5
Advertising & street furniture serving as focal points in pedestrian areas	4,5	3,5
Tower structures in parking areas	4,5	5,0
Bus shelters, telephone booths & automatic public toilets aimed at motorised traffic	2,5	2,5

(III) Position and Location

Advertisements on street furniture, advertising furniture, banners and large posters in pedestrian areas shall be internally oriented and shall be placed in such a manner as not to be visible to passing motorists.

Advertisements on bus shelters, telephone booths and automatic public toilets on sidewalks next to streets carrying motorised traffic shall not be closer than 120m from each other.

Advertisements in this class shall be placed in such a manner as not to interfere with pedestrian circulation.

Public need and functionality shall form the main criterion for the placement of street furniture carrying advertisements rather than obtaining maximum advertising exposure.

(iv) Number

The exact number of the various structural types of this sign class shall be determined by means of an OAPA. Structures serving a primary advertising function shall not exceed 35% of all structures provided in this class.

RATION BETWEEN STRUCTURES SERVING PRIMARY AND SECONDARY ADVERTISING FUNCTIONS	
Primary Function (Advertising Furniture & Large Posters)	35%
Secondary Function (Street Furniture)	65%

(v) Duration

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only which shall not exceed a maximum period of 15 years.

Display periods longer than the normal 5 year period are needed for this sign class in order to make an outdoor advertising contractor's investment in street and advertising furniture a viable option.

(vi) Colour

No specific conditions.

(vii) Illumination and Animation

ILLUMINATION AND ANIMATION PERMITTED			
Urban Area of Control	Type of Illumination		Animation*
	External	Internal	
Maximum	Yes	No	No
Partial	Yes	Yes	Yes
Minimum	Yes	Yes	Yes

* Includes digital messages. No animation shall be allowed on bus shelters, telephone booths and automatic public toilets permitted on the sidewalks of motorised streets.

D. SAFETY

Advertisements on bus shelters, telephone booths and automatic public toilets permitted on sidewalks of motorised streets shall be legible to passing traffic, consisting mainly of graphics and short messages. Any text used on such advertisements should not be smaller than 80mm in height.

GUIDELINE SHEET Type of sign: Class 4(a) ~ Street Furniture & Large Posters

General safety conditions listed in section 5.1.2 apply where relevant.

E. DESIGN AND CONSTRUCTION

(I) Contents

No specific conditions.

(II) Aesthetics

Creative and visually pleasant advertising structures and furniture should be used that would make a positive aesthetic contribution to pedestrian environments and enhance local character.

Standardised structures should be avoided and should rather be replaced with structures that will harmonise with building design and streetscape.

Standardised posters structures mounted on slender poles should be avoided as far as possible while preference should be given to more pleasant structures closer to the ground.

Tourism information displayed on poster structures and on street furniture shall not be dominated by advertisements.

All banners attached to sturdy poles and shall be stretched between two bars or within a frame.

Street and advertising furniture in historical areas shall conform to the architectural style of the relevant buildings and to sign style and practices of that specific historical period(s).

(III) General

General design and construction conditions listed in section 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed in section 5.1.4 apply

G. RELATED SIGN TYPES

Class 1(d) ~ Small Billboards can also be seen as advertising furniture which may make an important contribution to streetscaping along motorised streets and in parking areas.

Class 5(c) ~ Tourism Information Signs makes provision for tourism information in pedestrian oriented areas

For other signs aimed primarily at pedestrians see

- *Class 4(b) ~ Forecourt Signs*
- *Class 7(c) ~ Signs for Sporting Events, Festivals & Exhibitions*

For purpose built trailers and self-propelled vehicles used for advertising in pedestrian environments see *Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles*

GUIDELINE SHEET Type of sign: Class 4(b) Forecourt Signs

A. DESCRIPTION

This class is primarily aimed at pedestrians and consists of notices, signs and advertisements displayed in forecourts of businesses, excluding filling stations, to draw attention to any commercial services, goods for sale, or other services available at the premises.



B. APPROPRIATE OPPORTUNITY

(i) Application

Shall be limited to locality bound signs.

A forecourt can be seen as an outdoor space which forms an integral part of a specific enterprise and the building structure housing such an enterprise – both functionally, spatially and visually. It may include a terrace in front of a restaurant or café, or any other demarcated space in front of a shop or any other enterprise.

Any enclosing fence, wall, screen or similar structure fulfilling the purpose of demarcating a forecourt shall be seen as part and parcel of such a forecourt.

Forecourt Signs may also be provided at cultural facilities such as museums to advertise specific exhibitions.

(ii) Areas of Control

Allowed in:

- Urban areas of minimum, partial and maximum control
- Places of economic activity in natural and rural areas of maximum control.

(iii) Consent Requirements

Deemed consent in all relevant areas of control.

(iv) Environmental Management Requirements

No specific requirements. To be covered less extensively for inclusion into OAMP's.

C. PERFORMANCE STANDARDS

(i) Shape

Forecourt Signs may consist of the following shapes and formats:

- Free-standing sign panels inside forecourts.
- Sign panels attached to the inside or outside of any structure that demarcates a forecourt such as fences, walls and screens. Such demarcating structures may also include building walls or windows that form part of a demarcated forecourt.

- Signs on forecourt furniture such as umbrellas
- Freestanding product replicas and three-dimensional signs inside forecourts

(ii) Size and Height

Individual free-standing Forecourt Signs and signs attached to demarcating structures shall not exceed the following sizes:

- Single sided 1,64 m²
- Double-sided 3,28 m²

No *Forecourt Sign* shall exceed a maximum overall height of 1,2m.

(iii) Position and Location

All *Forecourt Signs* shall be integrated with relevant forecourts, both functionally, spatially and visually.

Free-standing signs and signs on forecourt furniture shall be displayed inside demarcated forecourt areas only.

Signs attached to demarcating structures may be attached to either the inside or outside of such structures.

A *Forecourt Sign* can be allowed inside a road reserve where such a forecourt is located within a road reserve and the necessary permission has been obtained from the relevant roads authority for using the relevant space as a forecourt.

No *Forecourt Sign* shall, in the opinion of the controlling authority, be positioned in such a way as to interfere with pedestrian circulation.

GUIDELINE SHEET Type of sign: Class 4(b) Forecourt Signs

Forecourt Signs shall be aimed at passing pedestrians and the users of the forecourt space concerned and shall not be aimed at passing motorists.

General condition 5.1.5 (c)(v) with regard to restricted areas on street corners applies.

(iv) Number

The number of *Forecourt Signs* shall depend on the size of the forecourt. The following maximum number of signs shall be allowed:

FORECOURT AREA	NATURE OF SIGN		
	FREE-STANDING	ATTACHED TO DEMARCATING STRUCTURE	PART OF FURNITURE
< 25m ²	1	1	No limitation*
25m ² – 50m ²	2	2	
> 50m ²	3	3	

*As long as the following conditions are adhered to:

- All advertising signs shall form an integral part of the design and fabric of the relevant forecourt furniture.
- No forecourt furniture shall be used for the main purpose of advertising.

(v) Duration

Freestanding signs and signs attached to removable demarcating structures shall only be displayed during business hours.

(vi) Colour

No specific conditions

(vii) Illumination and Animation

Only external illumination shall be allowed in all relevant areas of maximum control.

Both internal and external illumination shall be allowed in urban areas of partial and minimum control.

No animation shall be allowed in any relevant area of control.

Illumination shall comply with section 5.1.6 of this document.

D. SAFETY

No *Forecourt Sign* shall form a safety hazard to any pedestrian movement.

General safety conditions listed under 5.1.2 apply.

E. DESIGN AND CONSTRUCTION

(i) Contents

No specific conditions.

(ii) Aesthetics

Hand-written messages shall be allowed on boards designed for this purpose, but such messages shall have a neat appearance.

Product replicas in areas of maximum control shall consist of hand-crafted items of a high standard and shall contribute to local character and sense of place.

(iii) General

General design and construction conditions listed under 5.1.3 apply.

F. MAINTENANCE

General maintenance conditions listed under 5.1.4 apply.

G. RELATED SIGN TYPES

For other signs aimed at pedestrians see *Classes 4 (a) ~ Street Furniture & Large Posters in Pedestrian Areas*

For purpose built trailers and self-propelled vehicles used for advertising in pedestrian environments see *Class 6(b) ~ Advertising Trailers & Self-Propelled Advertising Vehicles*

For similar signs in the forecourts of filling stations see *Class 5(a) ~ Service facility signs*

For similar signs aimed at cultural facilities see *Class 3(b) ~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services*