ANNEXURE 14: OUTDOOR SIGNAGE GUIDELINES / PLAN

Scope & Principles

Outdoor Advertising Signage





28th September 2024

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Document Type	Scope of Outdoor Advertising
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1 Introduction

The Cape Winelands Airport is an exciting new development that embodies environmental consciousness and modern infrastructure. Set in scenic surroundings, this airport takes pride in blending innovation with eco-friendly practices.

As part of this development, the airport will incorporate state-of-the-art advertising signage that highlights its offerings and provides unique opportunities for businesses.

2 Purpose of the report

The primary objective of this report is to provide Outdoor Advertising principles that will be integrated into the Environmental Impact Assessment (EIA) process for Cape Winelands Airport.

This report will focus on the types of outdoor advertising signage proposed for implementation at The Cape Winelands Airport. These principles for Outdoor Advertising will be provided in the context of environmental considerations.

These proposed advertising mediums aim to optimize brand visibility, engage travelers, and contribute to the overall ambience and functionality of the airport environment.

3 Scope of this report

This report focuses on the **scope and principles** of both 1st party and 3rd party outdoor signage at the Cape Winelands Airport ensuring compliance of the Cape Town Outdoor Signage By-Law 8969, 2023.

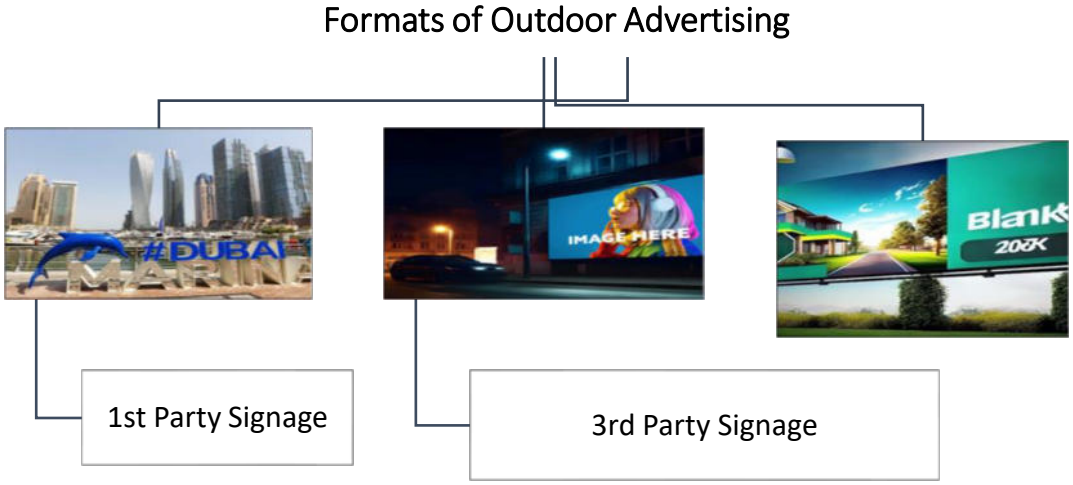
4. Formats of Outdoor Advertising Signage

The Cape Winelands Airport will use a variety of advertising signage formats to showcase its offerings and provide business opportunities to interested parties.

The formats include:

- **1st Party Signage**: Signage for Cape Winelands Airport (Naming and / or Welcome to Cape Winelands Airport). Signage that is directly related to the airport's own services and facilities.
- **3rd Party Signage**: Advertising opportunities made available for external businesses to promote their Products and Services

Below images are examples of both 1st & 3rd Party Outdoor Advertising Signage



5. City of Cape Town Outdoor Advertising By-Law No. 8969, 2023

Compliance

Compliance involves adhering to all regulations, guidelines, and specifications set forth in the City of Cape Town Outdoor Advertising By-law No 8969, 2023. This ensures that all signage formats are legally approved, safe, and contribute positively to the visual and functional environment of the Cape Winelands Airport.

5.1 Outdoor Advertising Signage: This includes freestanding billboards, digital boards, custom-made designs, flat signs, etc., must comply with the City of Cape Town Outdoor Advertising By-Law No. 8969, 2023.

5.2 Areas of Control: As set out in the City of Cape Town Outdoor Signage By-Law No. 8969, 2023, Schedule 1 refers to the classification of different landscapes, areas, sites and reflects the degree of control within these areas.

The future proposed Cape Winelands Airport precinct will be classified as a transport interchange/terminal and will only then be designated as "minimum control." This classification dictates the level of regulation and oversight required for signage in this area.

5.3 Approval Process: All outdoor advertising signage, whether 1st Party or 3rd Party must comply with the approval process as per the City of Cape Town Outdoor Signage By-Law 8969, 2023. Approval must be from the City or by its officials in writing before it can be erected.

5.4 Signage Master Plan (SMP): The development of an Outdoor Signage Master Plan is essential. The City requires and approves a SMP in respect of any new development where the erection of numerous signs is proposed.

The SMP must set out the specifics of the location, placement, type and design of signs to be erected on a premises or within a particular area.

This plan should be created in collaboration with the City Officials, Environmental Management Department to ensure all environmental considerations are addressed.

Components of an Outdoor Signage Master Plan

- Signage Inventory: A detailed list of all proposed outdoor signage, e.g., billboards, digital boards etc. and the locations and conditions
- Design Guidelines: Standards for the visual aspects of signage, such as size, colour, typography, materials, and lighting. Inclusive will be examples of structural details relating to all outdoor signs.
- Placement Strategy: Guidelines for where signs should be located to maximize visibility and effectiveness without causing clutter or obstruction to any traffic signage.
- Regulatory Compliance: Ensuring all signage adheres to local laws e.g. Advertising Standards Authority and regulations, such as the City of Cape Town Outdoor Advertising By-Law No. 8969, 2023.
- Environmental Considerations: Collaboration with environmental management to minimize the impact of signage on the surrounding area.

Input Required

- Stakeholder Engagement: Input from various stakeholders, including City, Environmental Management, Traffic Engineers, Business and or Landowners
- Site Analysis: Detailed surveys and studies of the area to understand traffic patterns, visibility, and Environmental impact.
- Regulatory Review: Consultation with Environmental Management to ensure compliance with all relevant laws and regulations.
- Design Expertise: Collaboration with Graphic Designers and Architects to develop aesthetically pleasing and functional signage.

Process Involved

- Initial Assessment: Conducting surveys and audits to gather data on site conditions.
- Stakeholder Consultation: Engaging with stakeholders to gather input and address concerns.
- Drafting the Plan: Developing the signage inventory, location, size, format, illumination, area of control (design guidelines, placement strategy, and maintenance plan).
- Submission of Application to be applied for in writing or electronically to the City on the prescribed application form. The following information must accompany the application.
    - a site plan showing the site on which it is proposed
    - a drawing which complies with National Building Regulations as per the by-law
    - detailed scaled drawings of the sign and a site plan indicating the position of the sign on the site
    - notification to the city when an approved 3rd party fixed graphic sign are to be changed, this must be submitted to the City to check for compliance
- Application fees: Payment to be made to the City on application. The fee is determined by the City in terms of the City's approved tariffs.
- Review and Approval: Submitting the draft plan for pre-scrutiny by relevant authorities and stakeholders, making necessary revisions.
- Implementation: Installing new and approved outdoor signage according to the approved Signage Master Plan.

Timeframe to Complete

Completion of an Outdoor Signage Master Plan can vary depending on the complexity and scale of the project. Typically, it can take anywhere from 6 months to 1 year to complete the entire process, from initial assessment to final implementation.

6. Proposed Outdoor Advertising Signage - Formats and Placements

The outdoor advertising signage at the Cape Winelands Airport will consist of both 1st Party and 3rd Party Outdoor Advertising Signage.

As part of this development, both 1st Party and 3rd Party Outdoor Advertising Signage will be implemented to showcase the airport's offerings, welcome visitors, and provide a unique advertising opportunity for businesses.

Below, we provide a detailed summary of the proposed advertising signage formats, including the ideal placement, principles, and design considerations for each.

6.1 1st Party Advertising Signage

Principles and Placement:

1. Importance of Clarity: The 1st Party Signage must be clear and legible from a distance, ensuring that visitors and / or motorists can read and understand the message.
2. Compliance: The design and placement of 1st Party Signage should always comply with the City of Cape Town Outdoor Advertising By-law: No 8969, 2023.

    2.1 Compliance Overview: Adhering to all regulations, guidelines, and specifications set forth in the City of Cape Town Outdoor Advertising By-law. This includes, but is not limited to:

    - Ensuring the signage does not obstruct traffic signals or road signs
    - Using materials and lighting that do not cause glare or distraction to motorists
    - Obtaining the necessary permits and approvals before installation of 1st Party signage

- Adhering to the size, height, and placement restrictions as specified in the by-law
- Regular maintenance to ensure the signage remains in good condition and legible
- Conduct an annual inspection to ensure a certificate of compliance is in hand, particularly for electrified signage

3. Size & Style Relevance: Signage will be bespoke "tailor made" for The Cape Winelands Airport. The sign must be designed, located, and sized appropriately to suit the purpose of the signage while integrating the background environment to provide excellent visibility and readability.

4. Minimal Visual Impact: Careful thought should be given to the location of 1st Party Signage to minimize visual impact on the environment and ensure that the sign blend well with the surrounding environment.

5. Branding Consistency: The 1st Party Signage must be consistent with the airport's branding and should be designed with aesthetically pleasing design and colour coordination.

6. Effective Placement: 1st Party Signage should be strategically placed in high visibility areas to achieve maximum effect. The entrance circle following the approach road at The Cape Winelands Airport is an ideal location for 1st Party Signage. This location forms part of the entrance/exit roads for motorists entering and leaving the airport, and it also connects them to the terminal building, parking, drop-off zones, and exit etc.

7. Maintenance: The Signage should be well maintained to ensure it maintains its clarity and visibility, and any damaged sign should be promptly removed or repaired.

8. Welcoming Passengers and Visitors: The signage should be carefully crafted to create a welcoming ambiance and environment for passengers and visitors.

The above principles will ensure that the 1st party signage is effective, safe, and tailored to the unique airport needs. It also ensures airport staff and visitors are safe around the sign and fully engaged with them.

6.2 3rd Party Outdoor Advertising Signage

Principles & Placement:

1. Compliance with By-Law: All 3rd party advertising signage displayed at the airport must comply with the City of Cape Town Outdoor Advertising Signage By-law No 8969, 2023.

1.1 Compliance Overview: Adhering to all regulations, guidelines, and specifications set forth in the City of Cape Town Outdoor Advertising By-law No 8969, 2023.

This includes, but is not limited to:

- Ensuring the signage does not obstruct traffic signals or road signs
- Using materials and lighting that do not cause glare or distraction to motorists
- Obtaining the necessary permits and approvals before installation of 3rd Party signage
- Adhering to the size, height, and placement restrictions as specified in the by-law
- Regular maintenance to ensure the signage remains in good condition and legible
- Conduct an annual inspection to ensure a certificate of compliance is in hand, particularly for electrified signage

2. Impact on Environment: The design and placement of the 3rd party signage should be done with the aim of maintaining or enhancing the aesthetic quality of the environment and ensuring that they do not have any negative impact on the environment.

3. Size & Style Relevance: Outdoor signage should be designed, located, and sized appropriately to suit their purpose whilst integrating with the background environment to provide excellent visibility and readability.

   All advertising signage will have a uniform appearance that complements the airport facilities while incorporating the "vineyard" look and feel. By using a variety of advertising signage formats, the Cape Winelands Airport aims to create an impressive visual impact while still maintaining eco-friendliness and sustainability."

4. Strategic Placement: The placement of 3rd party signage should be strategically located to achieve maximum impact and visibility while ensuring that it does not cause any obstruction to transportation networks around the airport facilities.

5. Safety Considerations: Safety is a vital element in the design and placement of 3rd party signage and should be carefully considered, ensuring that it does not lead to any safety hazards for airport users.

6. Consistency with Airport Theme: The 3rd party signage must be consistent with the airport's aesthetic theme, and the design should blend well with the surrounding environment.

7. Maintenance: The 3rd party signage should be well maintained to ensure they remain clear and visible, and any damaged signs should be promptly removed or repaired.

8. Illumination: Freestanding structures to be internally illuminated. This will ensure that the sign structure has less impact on the greater airport surroundings.

By adhering to these principles, third party signage at The Cape Winelands airport can contribute to the overall success of the facility and enhance the brand image while maintaining respect for the environment and safety of its users.

7. 3rd Party Advertising Signage By-Law Requirements

7.1 Freestanding Billboards

City of Cape Town Outdoor Advertising By-Law 8969, 2023 Requirements:

Size Restrictions: In terms of Schedule 2 of the Outdoor Advertising By-Law No 8969, 2023 freestanding billboards are restricted to either 18m^2 or 36m^2 single side **or** 36m^2 or 72 m^2 for a double-sided sign.

Height and Clearance:

- Landscape format billboard – have a minimum clear height of 2.4 m and a sign structure which does not exceed a maximum height of 7.5 m above natural ground level.

- Portrait format billboards – where a maximum height of 9 m above natural ground level is permitted

Illumination: Freestanding structures to be internally illuminated. This will ensure that the sign structure has less impact on the greater airport surroundings.

Style and Profile: To enhance and complement the urban profile of the airport facility, all freestanding billboard structures must have a uniform appearance. This would be the advertising space, stem of the structure and cladding that embodies the "vineyard" look and feel of the airport.

7.2 Custom-Made Designs (Iconic Signage)

City of Cape Town Outdoor Advertising By-Law No 8969, 2023 Requirements:

Size: The chosen location will determine the subsequent size, height, and layout for approval by the Environmental Management Department.

Illumination: Custom-made signage to be internally illuminated. This will ensure that the sign structure has less impact on the greater airport surroundings.

Style and Profile: Custom-made signage will be of bespoke "tailor made" design which features special effects such as character cut outs/shapes or moving parts.

The unique size, combination of shapes and colours, will make this signage attractive and memorable.

Location: Custom-made signage is uniquely designed and / or constructed for erection in a chosen location.

7.3 Flat Wall Mounted Signs

City of Cape Town Outdoor Advertising By-Law No 8969, 2023 Requirements:

Size Restrictions: In terms of Schedule 4 of the Outdoor Advertising By-law, flat signs are limited to 54m^2. Application can be made to the Environmental Management Department requesting a waiver, to increase the size of the advertisement.

Location: Flat Wall Mounted signage is affixed to a wall or building façade. Advertisers use this opportunity to showcase life-size images and in turn the airport comes alive with boldness and vibrancy to what could otherwise be large concrete walls.

No advertising or part thereof may cover the windows, openings, ventilation apertures or architectural features.

Illumination: Internal illumination to enhance and uplift the unique appeal of the airport precinct.

Style and Profile: The advertising sign is designed, and custom made to fit the exact area of a building and therefore considered custom made.

7.4 Digital Format Screens

City of Cape Town Outdoor Advertising By-Law No 8969,2023 Requirements:

Size Restrictions: In terms of Schedule 2 of the Outdoor Advertising and Signage By-Law No 8969, 2023, digital screens are restricted to either 18m^2 or 36m^2 single side or 36m^2 or 72 m^2 for a double-sided sign.

Height and Clearance:

- Landscape digital screen – the maximum height of a landscape digital screen may not exceed 7.5m with a minimum clearance above the ground level of 2.4m.
- Portrait shape digital screen – may not exceed a maximum height of 9m above natural ground level.

Illumination: Digital format screens have proven to be more economical to operate. Digital format screens display more graphics than conventional static signs. Graphics are uploaded either on site or remotely.

Style and Profile: In order to enhance and complement the urban profile of the airport facility, digital format screens must have a uniform appearance throughout, e.g. cladding, structure stem and the digital advertising space.

7.5 Sky Signage

City of Cape Town Outdoor Advertising By-Law No 8969, 2023 Requirements:

Size: Sky signage is limited to a maximum of 4.5m^2. This size can be increased up to 18m^2 with an Environmental Impact Assessment submission, providing the sign does not obstruct the view of any other building.

Format: Sky signage must have minimum content which will be measured in "bits" of information as per the table in Schedule 5 of the by-law. Total bits may not exceed 1.5.

Illumination: Due to the nature of these types of signs internal illumination to be used.

Location: Sky Signage can be constructed on roof tops of buildings and / or entry and exit lanes of parking areas.

8. Environmental Considerations

The growing importance of sustainability has been one of the key marketing trends of recent years. Out of home advertising has several advantages from a green point of view, e.g. digital screens can be used to showcase multiple messages sequentially, without needing any extra materials. Digital solutions are designed to last several years. LED lighting delivers the same high standards of quality, with lower electricity requirements.

Environmental initiatives such as the use of LED lights, recycling paper, plastic, and monitoring waste sorting, which enables the industry to truly incorporate sustainability into its core processes.

Stakeholders will be encouraged to have an environmentally friendly approach when purchasing outdoor advertising furniture, by making use of recyclable materials such as steel, glass, sourcing or disposing of paper and plastics, that they are most likely to use in their campaigns.

Stakeholders must be committed to reducing the use of PVC where possible by using alternative plastics, or less polluting recyclable materials.

9. Advertising Standards Authority

The Advertising Standards Authority of South Africa (ASASA) is an independent body set up to regulate advertising in the public interest through a system of self-regulation. ASASA works closely with government, statutory bodies, consumer organisations and the advertising industry to ensure that the content of advertising meets the requirements of the Code of Advertising Practice.

This Code of Advertising Practice is a voluntary code applicable to the marketing and communication industry. The airport must monitor all content to ensure compliance with the Advertising Standards Authority of South Africa.

10. Future Trends of Advertising

The future of advertising looks to involve increasingly sophisticated technology and an ever-greater focus on personalisation across different media platforms.

The use of augmented and virtual reality to create immersive brand experiences, as well as Artificial Intelligence are expected to become more prevalent in the future.

11. Summary

The proposed outdoor billboards will be placed on Airport land in the following zones of the Site Development Plan. Refer the attached drawing as a reference for both below zones.

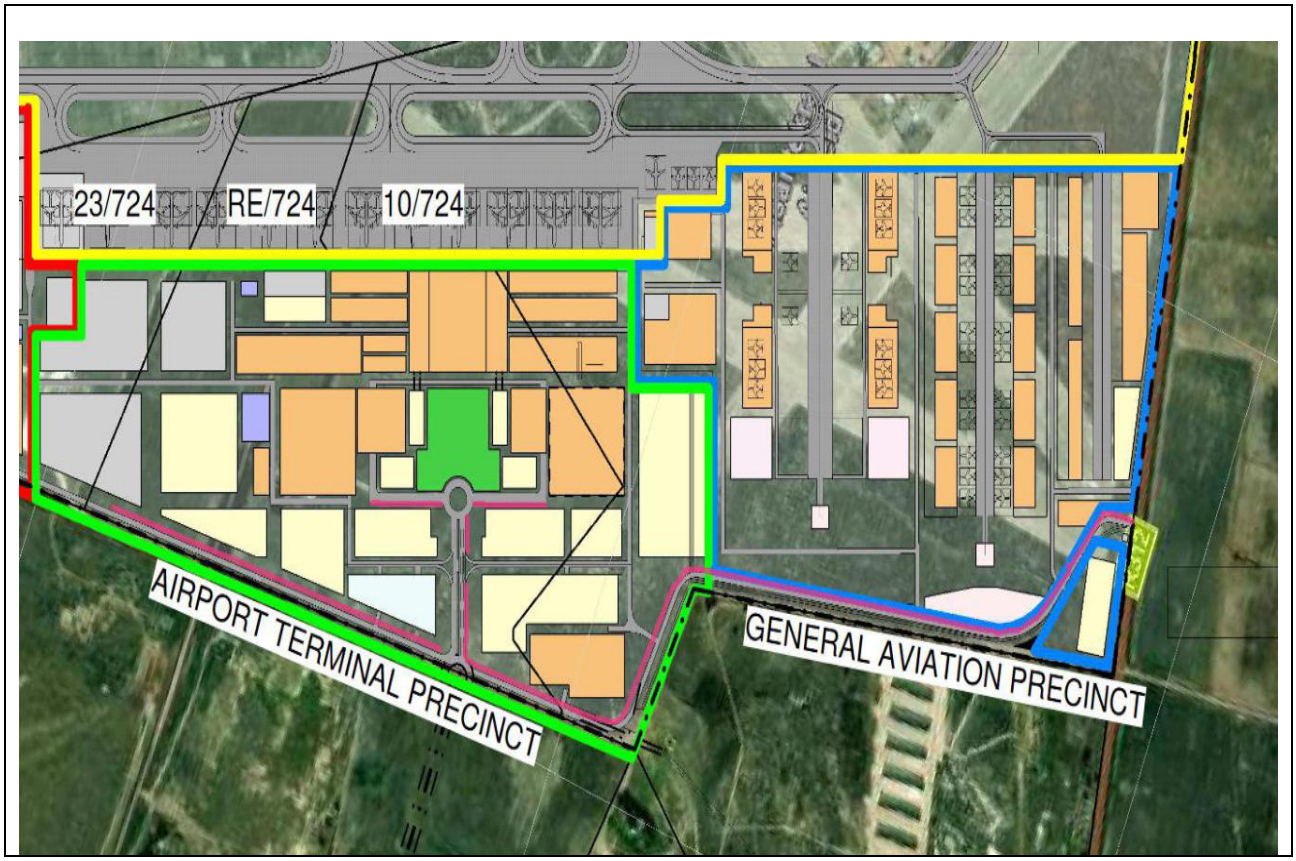
- Airport Precinct (Landside)
- General Aviation Precinct (Landside)

The primary entry and exit road to the Cape Winelands Airport is called Mellish Road. The total number of proposed billboards exceeding $18m^2$ to be erected in Mellish Road is estimated to be x 12 – 15 outdoor billboards. Refer the below drawing showing a "pink" line adjacent to Mellish Road leading from Lichtenburg Road towards the main entrance of the Airport Precinct.

Key points to determine the number of outdoor billboards that can be placed on Mellish Road:

- Minimum Control Area: The controls within a transport / terminal interchange can typically have stricter regulations to ensure safety and visibility.
- Spacing Requirements: The spacing of outdoor billboards must comply with the Road Traffic Safety Requirements as per the Linear spacing road speed limit as per the by-law, Table 3 Linear Spacing between signs.
- Traffic Impact Assessment: The assessment of the impact on traffic and road safety to be conducted by a qualified traffic engineer practitioner.

- **Size and Height Restrictions**: The size and height restrictions to comply with the City of Cape Town Outdoor Signage By-Law No 8969,2023 to avoid interference with aviation operations.
- **Approval Process**: Cape Winelands Airport will need to obtain approval from the local municipality, which will review the application based on the specific criteria outlined in the by-law.



Thank you.