

General principles and guidelines for the designs of advertising structures

INTRODUCTION

There is a need to control the appearance of large outdoor advertising structures such as billboards due to the high visibility of these structures in the environment.

The structures must make a positive contribution to the ambience, attractiveness, recognisability and general environmental quality of Tshwane's streets, roads and other public urban spaces, in addition to compliance with a variety of outdoor advertising, traffic safety and other regulations.

The following design principles and guidelines have consequently been compiled in order to ensure that advertising structures are structurally sound, aesthetically pleasing, contextually appropriate and contribute to all the above streetscape qualities.

GENERAL DESIGN PRINCIPLES

An advertising structure is any physical structure such as a pylon or gantry, built to display an advertisement.

An advertising structure should not -

- be pretentious;
- pretend to be a symbolic urban design feature such as a gateway or a marker; or
- interfere with symbolic urban design elements and their patterns as this could confuse the city's legibility and diminish the symbolic value of those elements.

The purpose of an advertising structure is to carry an advertisement. The advertisement, not the supporting structure, should attract attention. The structure must therefore not be overwhelming in terms of factors such as size, the amount and composition of different elements and colour.

Nevertheless, advertising structures must be well designed in accordance with the best contemporary national and international design practices, trends and standards relating to street furniture.

Advertising structures must be designed so as to complement and enhance their immediate urban surroundings. They must respect and be adapted to the character of the public urban spaces within which they are to be erected wherever such character is clearly identifiable and worthy of being maintained.

DESIGN GUIDELINES

An advertising structure generally comprises the following elements (see the attached reference diagrams):

- base;
- immediate surrounds of the base;
- uprights;
- horizontal; and
- supplementary elements.

The **base** must be finished or clad with maintenance free materials such as tiles, brickwork, or treated concrete. In areas with significant pedestrian activities, the base could incorporate a public amenity such as a bench or information kiosk.

The **immediate surrounds of the base** is the area within a radius of 5m around the centre of each base. The area is to be paved or landscaped with maintenance free materials or ground covers, depending on the surrounding context.

The **uprights** need to appear as light as possible. Single bold elements should thus either –

- be replaced by a number of smaller or more slender elements; or
- be articulated by means of indentations, alternating materials, textures and colours.

The top element of the **horizontal** must be in the form of a flat arc in order to create a unique and recognizable design idiom for advertising structures in Tshwane. The advertising support must be aesthetically pleasing or appropriately screened when no advertisement is being displayed.

The **link** which joins the horizontal to the uprights must form an integral part of the design. The links could be designed to carry city identification elements such as the Tshwane logo if required by the Municipality.

Supplementary elements such as the electrical connection, catwalk, illumination and access panel should form an integral part of the entire design and be as unobtrusive as possible.

Materials and finishes:

- Materials and finishes must be durable and of high quality.
- The colour of the structure must be approved by the Outdoor Advertising Management Section.
- For aesthetic reasons, hollow section structural members such as tubing are preferred to solid section members such as angle sections for all visible metal elements of an advertising structure.

The paint specifications:

Preparation:

Sandblast process

Primer:

Carboline 193, Epoxy Polymide

Apply minimum of 75 microns thick

Final coat:

Colour- Moss Green

Carboline 134, Polyurethane

Suppliers:

Big paint merchants. Eg. Stonecor

Note: The structure is to be designed so that advertisement face changes are effected from the catwalk and not from the road surface.

SAFETY

Any structure which spans or overhangs a roadway is to be provided with a catwalk so that advertisement face changes are effected from the catwalk and not from the road surface.

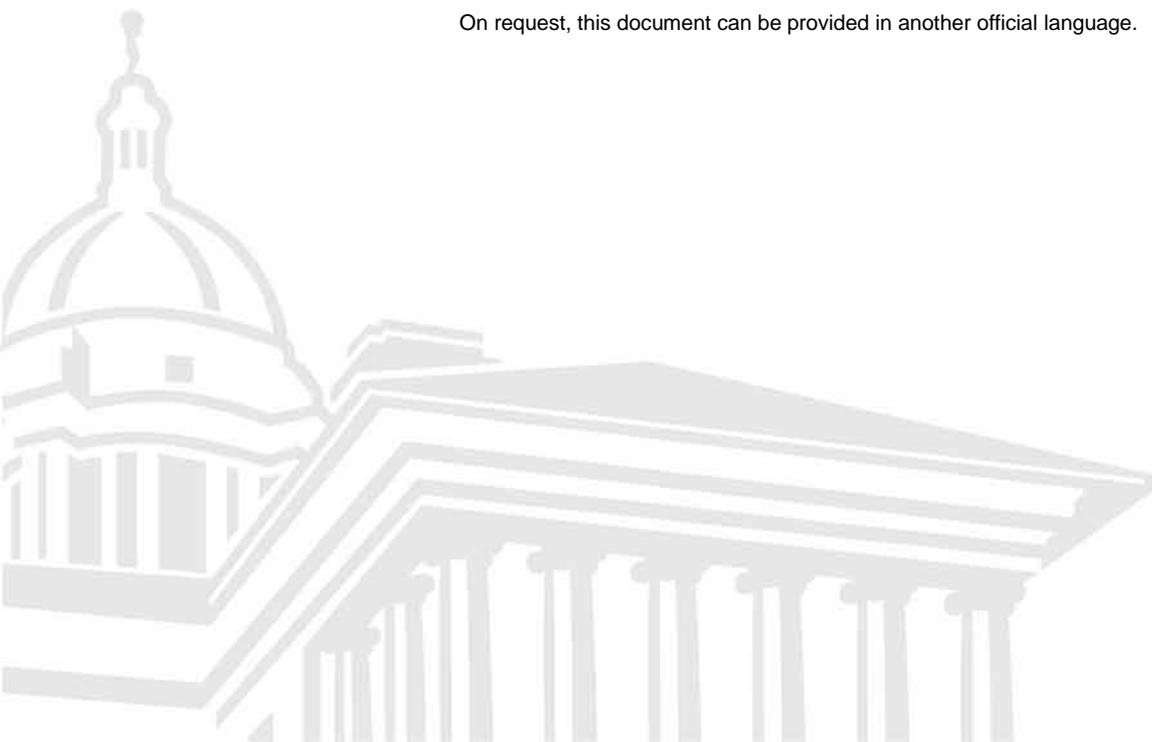
The structural design of the advertising structure is to be undertaken by a registered structural engineer.

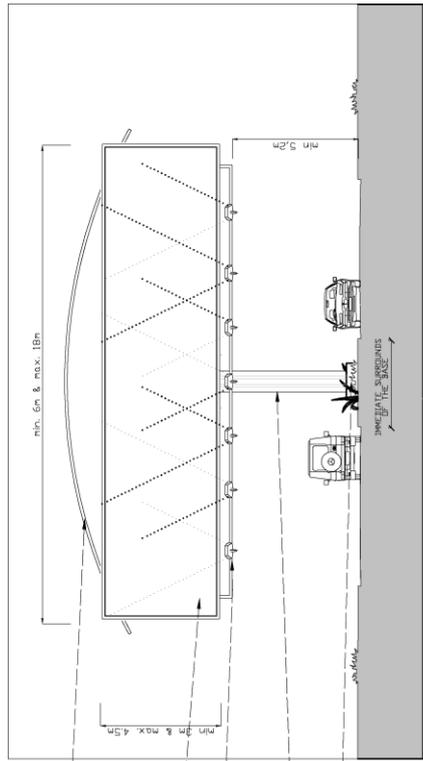
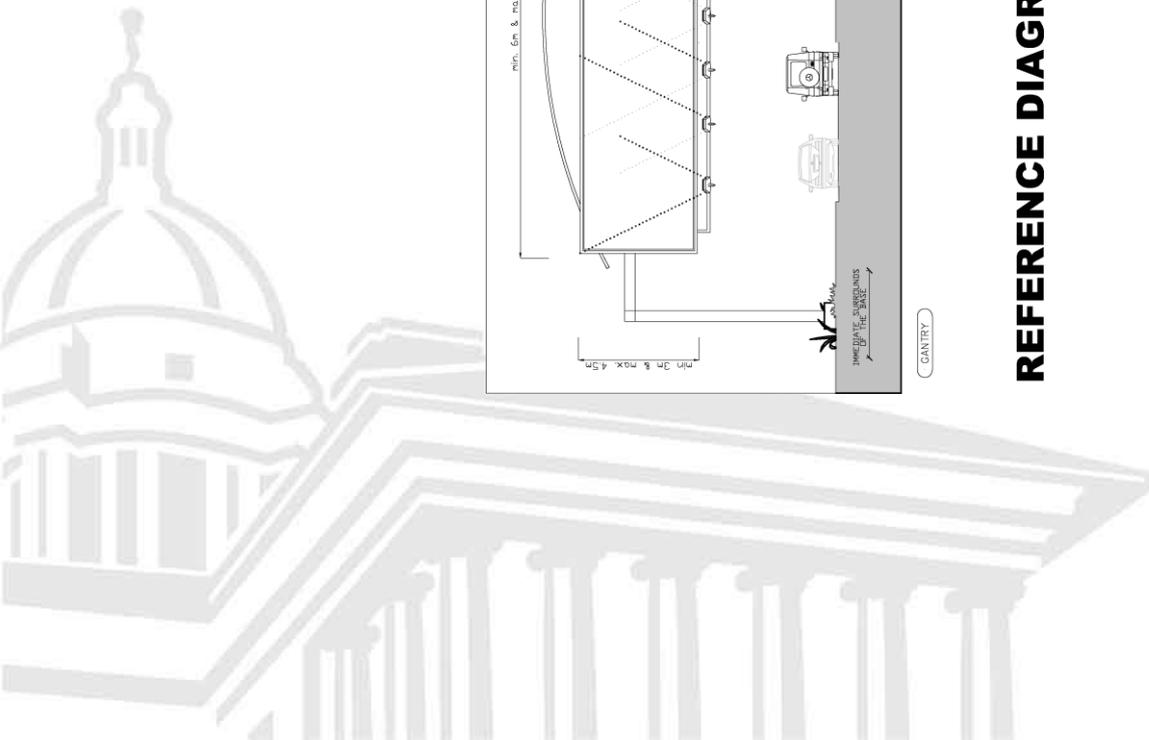
EVALUATION OF DESIGNS

The design of the advertising structure will be evaluated in terms of the above design principles and guidelines, as well as the following factors:

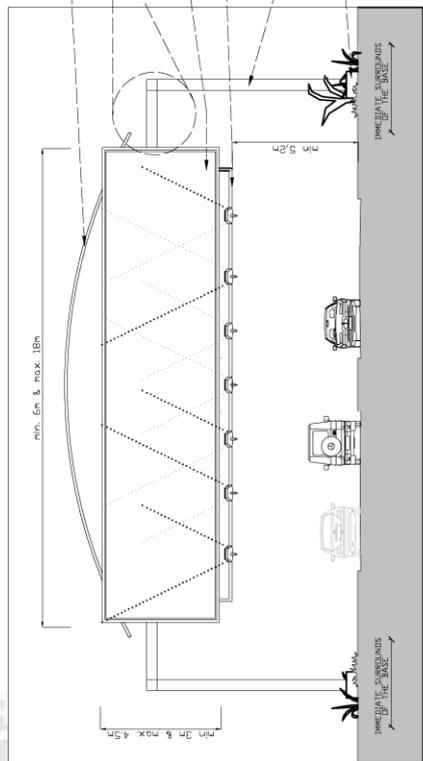
- location of the structure and the urban context;
- practical use / function of the structure;
- appearance / character of the structure;
- technical / structural design of the structure (structural and electrical engineers' certificates);
- durability of the structure and its resistance to the elements (rain, wind, heat sunshine);
- justification of any deviations from the above design principles and guidelines;
- input of the Environmental Management Division (if the immediate surroundings of the structure include soft landscaping).

On request, this document can be provided in another official language.





MONO POLE-GANTRY



GANTRY

- FLAT ARC
- LINK
- HORIZONTAL
- SUPPLEMENTARY ELEMENTS
- UPRIGHTS
- BASE

REFERENCE DIAGRAMS FOR DESIGN GUIDELINES