



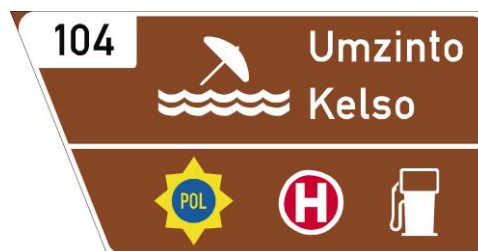
CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

How to Apply for a Tourism Road Sign

How-to Guide

Date: 3 April 2007

Revised: 28 November 2008



Why tourism signs?

Tourism signs are navigational aids used to guide the tourist to his / her destination during the last stage of the trip. Tourism signs have white symbols and lettering, which are printed on a brown background.

Who can apply for a tourism sign?

Owners of tourism facilities and or attractions may apply for tourism signs. Approval for a tourism sign will depend on the quality of the facility or service, the need for such a sign at a given point, and on whether the sign can be erected without causing a traffic hazard.

Where will these signs be erected?

Tourism signs are erected from the nearest numbered route, with successive signs to the facility. In urban areas, where there is a congestion of facilities, it may not be possible to display individual attractions by name, in which case generic signs may be used.

Example:



Who pays for a tourism sign?

The **applicant** pays for the manufacturing and erection of the sign. Once it has been erected, it becomes the property of the road authority.

Where do I apply for a tourism sign?



All applications must be addressed to your nearest Local Tourism Organisation (Cape Town Tourism).

Only applications recommended by the Local Tourism Organisation will be considered by the relevant road authority. (**See Addendum A for the list of representatives at Cape Town Tourism and relevant contact details**)

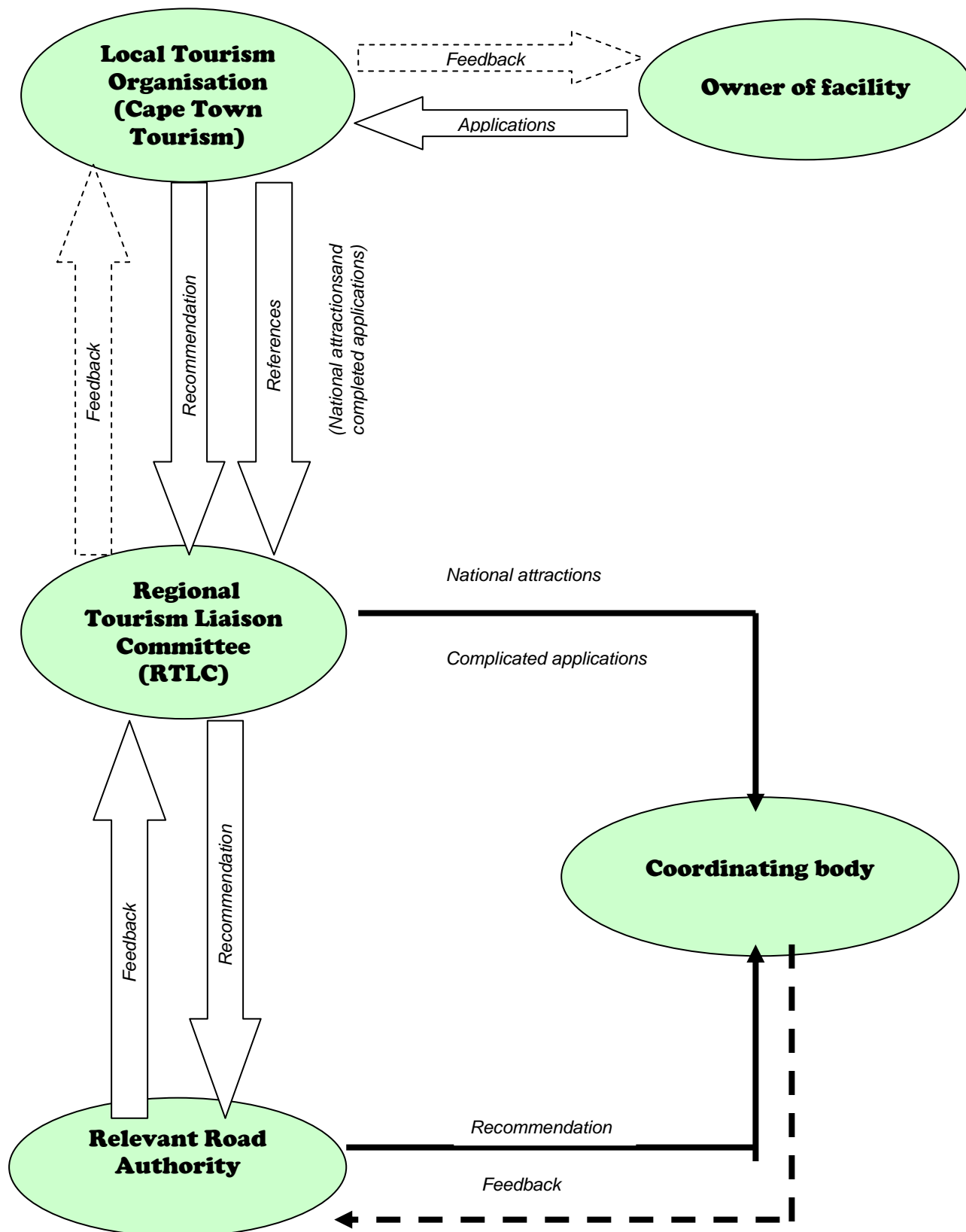
Which information can be displayed on tourism signs?

To accommodate all tourists, regardless of the languages that they speak and read, symbols are used to identify facilities. On numbered metropolitan routes, only the symbol would be displayed due to the unsustainably high demand to list establishments along these routes. Other than these symbols, the name of the establishment, and in some cases the distance, may be added on minor side roads only (where demand for signage is lower). Telephone numbers may **not** be displayed.

Application procedure

1. The owner of a registered tourist attraction or facility may obtain an application form and information on the application process from the **Local Tourism Organisation– See Addendum A for contact details**. This, together, with documentary proof, must be submitted for approval. The applicant must pay a fee for the inspection and the handling of the application by the Local Tourism Organisation. The road authority will not consider an application unless it has been recommended by the **Local Tourism Organisation**.
2. The evaluation by the **Local Tourism Organisation** comprises of, among other things, the compliance with warrants. These warrants serve as an assurance of acceptable standards for the tourist who is influenced by the tourism sign to patronise the establishment.
3. Should the **Local Tourism Organisation**, after evaluation of the application, not recommend its approval, the reason will be given to the applicant.
4. Should the application be recommended by the **Local Tourism Organisation**, it will be forwarded to the monthly committee of road authorities and tourism representatives – the Regional Tourism Liaison Committee for Cape Town (RTLCL). As a general rule, national roads are governed by the South African National Roads Agency (SANRAL), provincial roads by the Provincial Roads Department (PG: WC), district/secondary roads by the District Council and normal streets by the Municipal Council (City of Cape Town). The requirements of the road authorities vary according to the status of the road. More important mobility roads will have stricter requirements.
5. Once the Road Authority has received all the relevant documents, the information is processed in terms of the relevant road regulations. Technicalities such as the placing of the sign, distance from a crossing, the number of existing signs and the speed limit on the specific road are taken into account.
6. In the event of the application being rejected, the road authority will inform the applicant, stating the reason.
7. After notification of the approval, the applicant will be supplied with a drawing of the sign, as well as list of approved manufacturers. The applicant is responsible for appointing a manufacturer to do the work in accordance with the letter of approval, and for all costs related to the erection of the sign.
8. The Road Authority has specific conditions under which approval may be granted. The more important conditions are listed below:
 - 8.1. *Once the sign has been erected, it becomes the property of the road authority, and may be relocated or removed at their discretion*
 - 8.2. *The applicant remains responsible for the upkeep / maintenance of the sign.*
 - 8.3. *If the applicant's facility no longer complies with the warrants – see paragraph 2 – the road authority may remove the sign. The road authority and / or tourism body can inspect the facility at any time to ensure that it still meets the relevant warrants.*
 - 8.4. *The sign may not be used for advertising purposes*
 - 8.5. *Approval only valid for 5 years*

STRUCTURE OF APPLICATION PROCESS





**CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD**

Making progress possible. Together.

Tourism

Area Based Service Delivery Directorate

adante.Carolissen@capetown.gov.za

Enterprise and Investment department

pauline.vanderspuy@capetown.gov.za

Website: www.capetown.gov.za

Addendum A – Contact Details for the Local Tourism Organisation on the tourism application procedure and application forms

Organisation	Name	Telephone number	E- mail address
Cape Town Tourism	Illse Jacobs	021 487 6800	illse@capetown.travel
Cape Town Tourism	Janine Josephs	021 487 6800	Janine@capetown.travel