

# Chapter 25: Coastal Signage and Information

## 1. Introduction

It is the City's responsibility to ensure that appropriate signage is put in place to inform beach users and protect the sensitive coastal environment.

Signage plays a number of key roles, providing general information to visitors and beach users, safety and hazard information as well as information on regulations and rules. In order for signage measures to be effective it is essential that all beach users are made fully aware of the environmental hazards, lifeguard services, local information, and rules and regulations prevalent in the coastal environment they are utilising.

This information is best conveyed through visible and understandable coastal signage. However, unmaintained, uncoordinated, and poorly located coastal signage exists in areas along the City's coastline. Such signage presents a high risk of misinforming beach-users, undermining safety measures and regulations, and is detrimental to coastal aesthetics. Furthermore, if inappropriately managed and implemented coastal signage may result in clutter and environmental and aesthetic degradation.

To ensure consistency, transparency, effective communication, and consistent branding and aesthetics, the City of Cape Town has developed a Coastal Signage Protocol. This Coastal Signage Protocol is an internal City protocol that directs all City line functions in their operations. In addition, all external organisations displaying coastal signage within the jurisdiction of the City of Cape Town will be required to adhere to the City's Coastal Signage Protocol.

## 2. Definition and Intent

Coastal signage is defined as any object, product, replica, advertising structure, mural, device, board, poster or billboard which serves to publicly display information in the coastal zone, on beaches, the sea-shore and in the ocean.

The intention of this protocol is to provide the City of Cape Town's beach users with clearly visible, understandable, informative, consistent and well maintained coastal signage, which will enable users to make informed decisions on beach safety and behavioural conduct while utilising the coastal zone. The protocol also intends to manage coastal signage in a manner which respects environmental integrity and maintains the natural aesthetic appeal of the coastal environment, while also being aligned to the City's brand guidelines

## 3. General Principles

The City's coastal signage protocol is informed and guided by the following principles:

- The City recognises its coastline is one of its greatest economic, environmental and social assets and is committed to maintaining its coastal environment to the highest standards.
- The City recognises its responsibility to provide beach users with information on the possible risks, available services, and relevant rules and regulations applicable in the designated coastal zone, while the actions and subsequent safety of the beach user is the responsibility of the beach user.
- The City recognises its municipal responsibility in line with the ICM Act (Act 24 of 2008) to signpost entry points of coastal access land.
- The City recognises that repetitive, unnecessary, unmanaged, and poorly located signage has the potential to detract from the integrity and character of a location. The City's coastline is characterised by high intensity recreational nodal points as well as extensive natural coastal areas which are utilised on a far lower intensity. This use pattern of the coastline must inform the necessity of coastal signage.

- The City recognises the need for consistency and standards in its coastal signage and the need to develop coastal signage to achieve a uniform identity.
- This protocol recognises and is aligned with the City's Outdoor Signage and Advertising By-Law (By-law No. 10518) which identifies beaches, sea shores, and oceans as a maximum area of control under Schedule 1, and makes provision for a municipality to apply certain minimum standards above those identified in the By-law in such localities.
- The protocol is aligned to the City's brand guidelines.

#### **4. Administrative Process**

- This Coastal Signage Protocol applies to all City line functions erecting signage on the City's beaches, coastal amenities or rocky shore lines.
- All City partner organisations, independent organisations, individuals, as well as externally funded organisations erecting coastal signage within the jurisdiction and boundaries of the City of Cape Town will be required to adhere in full to this Coastal Signage Protocol.
- All enquiries and applications for evaluation and approval to erect coastal signage shall be referred to the City's coastal coordinators, as well as the relevant District Environmental and Heritage Management Branch Office.
- Any City line function, City partner or external organisation wanting to erect coastal signage must apply in writing to the City's coastal coordinators and must provide all information as stipulated under point 2 of Section B in the City's Outdoor Signage and Advertising By-Law.

#### **5. Coastal Signage Protocols - Municipal Coastal Signage**

Municipal coastal signage is categorised as primary and secondary signage. Primary signage is used for the collective representation of risk and safety orientated information. Secondary signage is used for specific risk and safety information, and for general information purposes - this may include information boards, sponsorship acknowledgements, interpretive and directional signage.

##### **5.1. Primary Signage**

- Primary signage refers to the main and largest information boards present at the main pedestrian access point and main parking area of each of the City's beaches.
- The number of primary signage boards erected per City beach will be determined by the coastal coordinators in conjunction with the relevant area or beach manager, and will reflect the number and location of major pedestrian access points.

##### **5.2. Secondary Signage**

Secondary signage takes the form of smaller signage boards in the coastal area and refers to individual hazard signs in high risk areas, interpretive and directional signage, or general information signage.

##### **5.3. Content**

All **primary signage** must contain the following information, at a minimum:

- City logo and beach name
- Hazards specific to the area
- Risk management information specific to the area
- Regulations specific to the area

- Emergency contact details which must include the following mandatory numbers:
  - City Emergency call centre (107)
  - NSRI
  - Relevant local Law Enforcement office
  - A unique reference number linked to an emergency response database

The content of **secondary signage** is determined by the subject matter to which it refers. All secondary signage must contain at a minimum:

- City logo
- Emergency contact details which must include the following mandatory numbers:
  - City Emergency call centre (107)
  - NSRI
  - A unique reference number linked to an emergency response database

## 5.4. Design

The design, layout and size specifications for coastal signage are developed by the City of Cape Town's Integrated Strategic Communication and Branding department. These specifications form part of the City's overall brand identity, and are required to be implemented in order to ensure consistency of branding across all of the City's communication products.

These specifications are contained within the City's corporate identity and brand guidelines. These specifications may be updated and amended from time to time, as required.

### 5.4.1. Signage Structure

- Signage must comply with the National Building and Regulations Standards Act 103 of 1977 as per the City's Outdoor Advertising and Signage By-Law i.e. signage must be constructed of the requisite strength and must be securely attached, in order that it not pose a threat to the public.
- Consideration must be given to the corrosive nature of the coastal environment when determining structural materials.
- The use of epoxy coated galvanised steel (Chromadek or similar product) for sign-boards, and galvanised steel or treated wood for poles is encouraged.

### 5.4.2. Signage Size

- Primary signage must be of a sufficient size to allow for identification as the main signage board
- Secondary signage should not be larger than primary signage
- Overall size and dimensions of primary and secondary signage must adhere to the City's corporate identity and brand guidelines.

### 5.4.3. Colour

- Background colour must provide suitable contrast so as to promote optimum readability of text and symbols.
- Text, symbol and graphic colours must adhere to the City's corporate identity and brand guidelines.

#### **5.4.4. Text**

- Primary signage text must be of a sufficient size to promote optimum readability from a distance of no less than 5 metres
- Secondary signage text must be of a sufficient size to promote optimum readability from a distance of no less than 3 metres
- Font(s) used must adhere to the City's corporate identity and brand guidelines.

#### **5.4.5. Symbols**

- Uniform symbols to be used to represent hazards, risk management information and regulations, to allow for easy identification and familiarity.
- Symbols used must adhere to the City's corporate identity and brand guidelines.

#### **5.4.6. Height and Location**

- Signage should be mounted as close as practical to an adult observer's line of sight; the centre of the sign should be approximately 1.5m above ground level.
- Signage must be installed in positions which allow the best opportunity to capture the attention of the visitors and encourage reading.
- Signage should be placed at consistent locations to enable recognition and familiarisation. It is recommended that signage is placed on the right hand side of entrance-ways and access points.
- Signage should be placed on an existing artificial surface (e.g. walkway, parking area), where available. Unless no other options are available, signage is not to be permanently placed on natural surfaces such as sand or rocks.
- Signs may not unreasonably adversely impact on views and vistas.
- Care should be taken to ensure that the placement of the sign would not become a hazard or obstruction to people or vehicles
- Care should be taken to ensure that physical features such as vegetation do not obscure the sign.
- Care should be taken to ensure that placement of signage does not pose a hazard to the natural environment.
- Care should be taken to ensure that signs are not placed too close to other signs so as not to be obscured or create clutter or confusion.

#### **5.5. Maintenance of Municipal Coastal Signage**

- All signs must be logged in the Coastal Monitoring Database. All signs will be assigned a unique reference number linked to their location to enable efficient emergency response.
- All coastal signage must be inspected regularly (at least quarterly) by the relevant Sport, Recreation and Amenities officials for damage or theft.
- The outcome of inspections must be noted, and communicated in writing to the City's coastal coordinators.
- All signage must be cleaned and trimmed of foliage overgrowth during inspections.

#### **5.6. Removal, Replacement and Relocation of Municipal Coastal Signage**

- All damaged, faded or otherwise illegible signage, and all obsolete or incorrect signage must be removed from the coastal zone as a matter of priority.
- It is at the discretion of the area/beach manager, in consultation with the City's coastal coordinators, to remove all signs displaying repetitive or unnecessary information, all obsolete or incorrect signage, all damaged, faded or otherwise illegible signage, or any signage contravening the principles of this protocol.

- It is at the discretion of the area/beach manager, in consultation with the coastal coordinators, to relocate any signage to enable improved visibility of the signage.

#### **5.7. Procurement of Municipal Coastal Signage**

- The stipulations of this signage protocol must be included as part of any procurement or tender process for municipal coastal signage within the City of Cape Town.

### **6. Commercially Sponsored and Non-Profit Coastal Signage**

- All commercially sponsored and non-profit coastal signage to be erected within the coastal zone, is to be administered as per Schedules 16 and 17 of the City's Outdoor Advertising and Signage By-Law (By-law No. 10518).
- All signs must be logged in the Coastal Monitoring Database

### **7. Roles and Responsibilities**

The following City departments contribute to the implementation of this protocol:

- The Sports, Recreation and Amenities department is responsible for determining the requisite number and location of informational signage at the City's beaches. They are also responsible for the maintenance of coastal signage, the production and installation of new coastal signage, and the removal of damaged, obsolete or incorrect signage.
- The Environmental Resource Management department is responsible for administering and implementing the Outdoor Advertising and Signage Policy and By-law. ERMD also plays a supporting function, by ensuring that the environmental and visual impact of signage is minimised. Additionally, ERMD is responsible for signage related to specific environmental topics (e.g. whale strandings).
- The Integrated Strategic Communication and Branding department is responsible for setting the City's corporate identity and brand guidelines.