

SECTION



SIGN CLASSIFICATION

This section reflects the result of classifying outdoor signs and advertisements and consists of the following:

- A summary of all classified sign types (Figure 2).
- A concise illustrated description of each individual sign type (par 3.1 – 3.8) serving as a handy sign identification tool which can also be used for cross-reference purposes for locating related sign types.
- An indication of high impacting sign types (Figure 2).

The following served as the main criteria for classification.

- Visual character of signs.
- Nature and function of signs.
- Potential impact of signs.

FIGURE 2: SUMMARY OF SIGN CLASSIFICATION

<p>Class 1: Billboards</p> <ul style="list-style-type: none">1(a) <u>Gantry Billboards</u>1(b) <u>Large Billboards</u>1(c) <u>Medium Billboards</u>1(d) <u>Small Billboards</u>
<p>Class 2: Signs on Buildings & Structures</p> <ul style="list-style-type: none">2(a) <u>Sky Signs</u>2(b) <u>Roof Signs</u>2(c) <u>Wall Signs</u>2(d) <u>Signs & Murals Painted on Walls & Roofs</u>2(e) <u>Signs Incorporated in the Fabric of a Building</u>2(f) Projecting Signs2(g) Veranda, Balcony and Under Awning Signs2(h) Window Signs2(i) <u>Advertisements on Towers, Bridges and Pylons</u>
<p>Class 3: On-Premises & Miscellaneous Signs</p> <ul style="list-style-type: none">3(a) <u>On-Premises Business Signs in Urban Areas</u>3(b) Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services3(c) Signs for Agricultural and Related Land Use in Rural & Natural Areas
<p>Class 4: Signs for Pedestrian Environments and Streetscaping</p> <ul style="list-style-type: none">4(a) Street Furniture & Large Posters4(b) Forecourt Signs
<p>Class 5: Signs for the Tourist & Traveller</p> <ul style="list-style-type: none">5(a) <u>Service Facility Signs</u>5(b) Road Traffic Project Signs5(c) Tourism Information Signs5(d) Gateway Signs
<p>Class 6: Mobile Signs</p> <ul style="list-style-type: none">6(a) Vehicular Advertising6(b) <u>Advertising Trailers & Self-Propelled Advertising Vehicles</u>6(c) <u>Aerial Signs</u>6(d) 'Walking' Sandwich Boards & Other Portable Notices
<p>Class 7: Temporary Advertisements</p> <ul style="list-style-type: none">7(a) <u>Construction Site Advertisements</u>7(b) Project Boards7(c) Signs for Sporting Events, Festivals & Exhibitions7(d) Estate Agents' Boards7(e) Auction Signs7(f) Lamppost Advertising7(g) Handbills, Leaflets and Pamphlets7(h) Temporary Window Signs
<p>Class 8: Other Signs</p> <ul style="list-style-type: none">8(a) Security Signs

Signs underlined indicate signs with a high impact potential in terms of the visual environment and traffic safety

3.1 CLASS 1: BILLBOARDS

This class consists of free-standing advertising structures which have a very high visual and traffic safety impact owing to their sheer size and proximity to higher order roads. Artistically designed billboard structures may make a more positive contribution to the visual environment. The main function of this class is to advertise **non-locality-bound** products, activities and services.

Class 1(a) ~ Gantry Billboards

A *Gantry Billboard* consists of two billboard panels facing in opposite directions on a gantry structure which are constructed for the sole purpose of displaying advertisements. *Gantry Billboards* may consist of two basic formats:

- Portal gantries comprising structures supported by poles or pillars on both sides of a road and which span the entire width of a road.
- Cantilever gantries or butterfly type gantries consisting of structures supported by a single or double pole or pillar positioned on a road median and which may only span part of a road.

Gantry structures support billboards ranging between 18 m² and 81m².



Related Sign Types:

For signs on existing bridges spanning roads see *Class 2(i) ~ Advertisements on Towers, Bridges and Pylons.*

Class 1(b) ~ Large Billboards

As the name indicates these are quite large billboards ranging from 41m² to 81m².



Related Sign Types:

For billboards covering a similar size see *Class 1(a) ~ Gantry Billboards*.

Class 1(c) ~ Medium Billboards

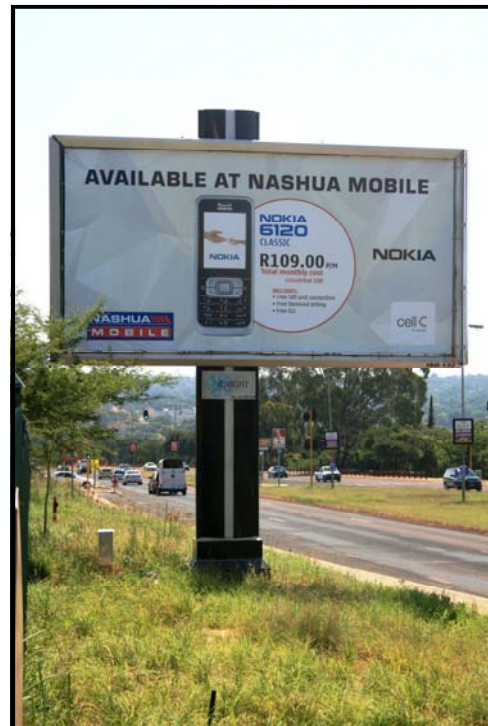
Medium Billboards are a widely used outdoor medium with a variety of formats such as 6x4m and 3x12m and range in size from 19m² to 40m².



Class 1(d) ~ Small Billboards

This class consists of billboards between 9m² – 18 m². *Small Billboards* are a widely-used outdoor medium. It normally consists of a double-sided billboard panel with 3m x 6 m proving the most popular format (commonly known as 48 sheet signs). These billboards are vinyl posted or flighted with flexible reinforced vinyl.

It provides ample opportunity for advertising along urban streets and may make an important contribution to streetscaping.



Related Sign Types:

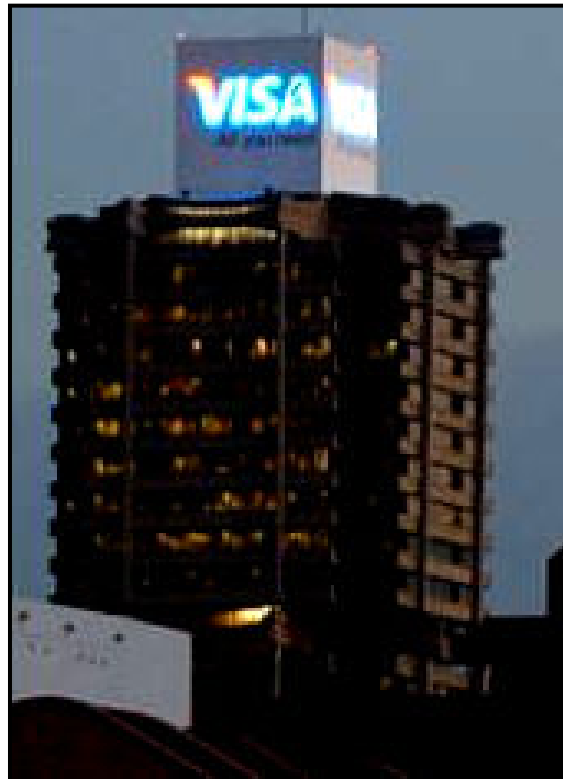
For other signs paying a important role in streetscaping, but which are mainly limited to pedestrian environments see *Class 4(a) ~ Street Furniture & Large Posters*.

3.2 CLASS 2: SIGNS ON BUILDINGS & STRUCTURES

Signs in this class are attached to or painted on buildings which are used or partly used for commercial, office, industrial or entertainment purposes with only one or two possible exceptions. Also included in this class are signs attached to larger structures not primarily erected for displaying advertisements such as pylons, towers and bridges. The aesthetic and traffic safety impact of these signs vary from high to relatively low.

Class 2(a) ~ Sky Signs

This class consists of large signs on top of *skyscrapers*.



Related Sign Types:

For signs fixed to the roofs of buildings lower than 10 floors and used or partly used for commercial, office, industrial or entertainment purposes see *Class 2(b) ~ Roof Signs*.

For signs painted on roofs see *Class 2(a) ~ Signs & Murals Painted on Walls & Roofs*

Class 2(b) ~ Roof Signs

This class consists of signs which are fixed to the main roofs of buildings up to 10 floors high and which are used or partly used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities. Signs fixed to roofs of verandas or balconies are not included in this class



Related Sign Types:

- For signs on the roofs of buildings higher than 20 floors see *Class 2(a) ~ Sky Signs*.
- For signs painted on roofs see *Class 2(d) ~ Signs & Murals Painted on Walls & Roofs*.
- For signs on the roofs of verandas and balconies see *Class 2(g) ~ Veranda, Balcony and Under Awning Signs*.

Class 2(c) ~ Wall Signs

This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such a building. A *Wall Sign* may consist of a panel/sheet, of individual numbers, letters or symbols or product replicas.

Related Sign Types:

For similar signs attached flat to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation see:

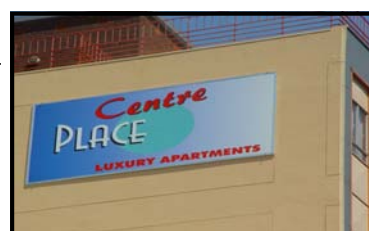
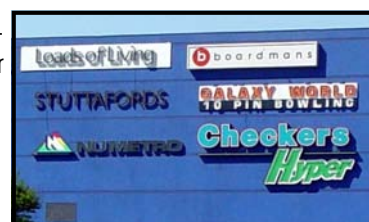
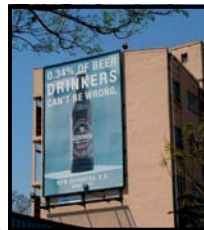
- *Class 3(b) ~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services*
- *Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas*

For similar signs attached flat to a parapet wall, balustrade or railing of a veranda or balcony of a building see:

- *Class 2(g) ~ Veranda, Balcony and Under Awning Signs*

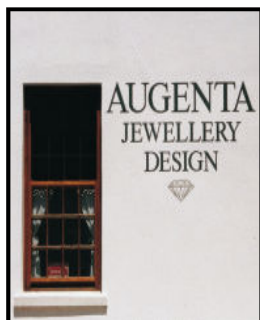
For similar product replicas attached to buildings see:

- *Class 2(f) ~ Projecting Signs*



Class 2(d) ~ Signs & Murals Painted on Walls & Roofs

This class consists of signs painted directly onto the main walls or roof of a building used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities.



Related Sign Types:

For painted signs aimed at residential oriented functions and community services see:

- Class 3(b) ~ Miscellaneous Signs for Urban Residential Oriented Land Use and Community Services.
- Class 3(c) ~ Signs for Agricultural and Related Land Use in Rural & Natural Areas

For signs painted on towers and silos see Class 2(i) ~ Advertisements on Towers, Bridges and Pylons.

For signs painted on parapet walls, fascias, beams, columns, posts and pillars associated with verandas and balconies see Class 2(g) ~ Veranda, Balcony and Under Awning Signs.

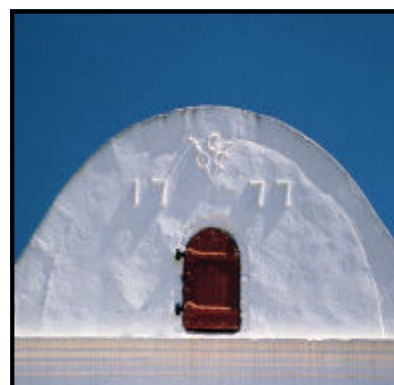
Class 2(e) ~ Signs Incorporated in the Fabric of a Building

This class consists of advertisements incorporated in and forming an integral part of the fabric of a building and which can be seen as an important architectural design element of such a building. Such signs can be divided into two main groups:

- **Fixed message signs:** Consists of messages which are permanently incorporated into the fabric of mostly historical buildings and structures such as dates of construction, building names and coats of arms.
- **Changeable message signs:** Consists of advertising panels or structures that are permanently incorporated into the fabric of a building while the advertising contents on these panels or structures may change.

Related Sign Types:

- For advertisements fixed to the walls of existing buildings see Class 2(c) ~ Wall Signs.
- For advertisements painted onto the walls of existing buildings see Class ~ 2(d) Signs & Murals Painted on Walls & Roofs.



Class 2(f) ~ Projecting Signs

This class consists of signs which are affixed to an external or main wall of a building used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities and which is affixed at right angles to the street line

Related Sign Types:

This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation in urban areas. These are provided for in *Class 3(b) ~ Miscellaneous signs for urban residential oriented land use & community services.*



Class 2(g) ~ Veranda, Balcony and Under Awning Signs

This class consists of the following:

- Signs affixed flat onto or painted on a parapet wall of a veranda or balcony.
- Signs affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns.
- Signs affixed flat onto or painted on the fascia of a roof structure without walls.
- Signs suspended below the roof of a veranda or balcony (under awning signs).
- Signs suspended from the front of a veranda or balcony parallel to the street.
- Signs placed on top of the roof of a veranda.
- Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or a roof structure without walls.
- Signs painted or printed on the fabric of a canopy or blind.



It is only applicable to verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or for larger accommodation facilities or which form part of roofed structures without walls which are situated on premises used for such purposes.

Related Sign Types:

For signs affixed to pillars, columns or posts supporting roof structures covering fuel pumps at filling stations see *Class 5(a) ~ Service Facility Signs.*

Class 2(h) ~ Window Signs

This class consists of signs which are permanently painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or for larger accommodation facilities, or any other permanent sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.

Related Sign Types:

For temporary window signs see *Class 7(h) ~ Temporary Window Signs*.



Class 2(i) ~ Advertisements on Towers, Bridges and Pylons

This class consists of signs affixed to or painted on towers, bridges and pylons not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos, pylons and similar structures.



Related Sign Types:

For signs painted on structures not included in this class see:

- *Class 2(d) ~ Signs & Murals Painted on Walls & Roofs*
- *Class 2(g) ~ Veranda, Balcony and Under Awning Signs*

