



Glossary of Signage Terms

Acrylic is used as a general term to describe high quality plastics, with a high weather resistance, used in signage.

Advertising Signs, also generally known as Third Party Signs, are typically large format signs that are owned and managed by media companies, for the sole use of displaying advertising and community messages to the public.

Aerial Sign means any sign attached to a kite, balloon, or similar dirigible (airship) device that is suspended in the air.

Aluminium Composite Panel describes flat panels that consist of a non-aluminium core bonded between two aluminium sheets frequently used for external cladding of buildings and for signage.

Animated Advertising means a process whereby an advertisement's visibility or message is enhanced by means of moving units, flashing lights or similar devices.

Approach is the total distance measurement from which copy on a structure or sign is readable.

Architectural Elevation Drawing is a technical drawing drawn to communicate a design concept in order to ensure accurate construction and installation of a sign. An elevation is a view of a building seen from one side, a flat representation of one façade labelled in relation to the compass direction it faces.

Architectural Feature is a once-off locational, large-scale eye catching and iconic structure that incorporates an element of advertising signage and is principally suited to high profile sites where signage would not necessarily be permitted. Architectural Features offer an alternative solution to generating long-term brand advertising signage income from previously prohibited high value locations.

Arterial Road refers to a moderate to high capacity roadway that facilitates the movement of traffic between neighbourhoods and communities, in particular linking residential, commercial and industrial areas together. Arterial Roads generally link Highway and Collector Roads.

As Built Information is the details, dimensions and materials specifications of a sign recorded as it has been built and signed off, not as it has been designed.

Awning means a structure in the nature of a roof projecting from the façade of a building and cantilevered from the building or anchored otherwise than by columns or posts.

Backlit Sign is an advertising structure that is internally illuminated designed to throw light through translucent advertising printed on vinyl or paper for a higher visibility effect and extended night viewing.

Banner means a sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to plastic or fabric of any kind.

Bench is a piece of Street Furniture, on which several people may sit at the same time. Benches are typically made of wood, but may also be made of metal, stone, or synthetic materials. Many benches have arm and back rests; some have no backrest and can be sat on from either side. In public areas benches are usually located near busy pedestrian areas or to take advantage of a scenic view such as a landscape, busy street scene or specific event.

Billboard means any screen or board, supported by a free-standing structure, which is to be used or intended to be used for the purpose of posting, displaying or exhibiting an advertisement. The main function of a billboard is to advertise non-locality bound products, activities or services.

Bin is a garbage receptacle, categorised as an item of Street Furniture, usually located in busy pedestrian areas and near public transport routes.

Brand Tower is an item of Street Furniture that is designed to assist with specific wayfinding needs, directing motorists towards local businesses whilst simultaneously providing brand awareness. Brand Towers are instantly recognizable with minimal information. This allows placement in locations where typical signage would not otherwise be allowed.

Building Name Signs are used for the identification of buildings.

Building Signs is an outdoor advertising signage category including signs affixed to or mounted on buildings.





Building Wrap is a high impact, large-scale Building Sign suited to high profile sites where signage would not necessarily be permitted. This format offers an alternative solution to generating signage income and can also cover up unsightly building activity during the construction process.

Bus Shelter Display means posters positioned as an integral part of a freestanding covered structure at a bus stop

Bus Shelter is an item of Street Furniture, located at stops on public bus transport networks. Bus Shelters usually include seating, lighting, a garbage bin, transport route information, a full or partial roof supported by one or more sides.

Campaign Formats are generally described as small format (typically less than 7m²) advertising that is sold and displayed across networks and designed to provide maximum reach and frequency for the advertiser.

Collector Road refers to a road that provides land access and traffic circulation services with residential, commercial, and industrial urban areas or in scattered rural areas. Collector Roads generally link with Arterial Roads.

Commercial Advertising means any words, letters, logos, figures, symbols, pictures relating to the name of a business, a trade, a partnership or an individual or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered.

Commercial Area refers to an area of land in which the dominant use is shopping and commercial businesses.

Commercial Sign is a trading name sign for a business or shop usually at street level above a business with a storefront. Also sometimes referred to as a First Party Sign.

Concession is a business operated under a contract or license associated with a degree of exclusivity within a pre-defined context or geographical area. In the case of a public concession, a private company enters into an agreement with a local government to have the exclusive right to operate, maintain and carry out investment in a public utility for a set period of time.

Construction Methodology is an outline of the method and sequence of works to be used during the construction process. This normally includes a detailed project plan and Gantt Chart.

Contextual Photograph is a photograph taken of a sign once it has been completely constructed and installed. The photograph is used to determine if the sign has been constructed and installed

Contractor Details is the information, included in technical submission portion of a signage application, that outlines but is not necessarily limited to the: skills, experience, track record of a proposed service provider.

Copy Content means the complete advertising message to be displayed on a sign including text and graphics.

Cut-Outs mean letters, packages, figures or mechanicals devices attached to the face of an outdoor sign, which might extend beyond the rectangular area for greater attention value, can provide a three dimensional effect and are also commonly known as add-ons or embellishments.

Decommission refers to the removal of a sign and the termination of any associated advertising contracts, permits and licenses. Decommissioning signifies the managed end of a sign's lifecycle.

Digital Display means a digital or analogue sign that can display permanent images, changing images or animations by means of electronic technologies such as LCD, LED, Plasma screens and/or TV.

Direction (Name) Sign means a type of guidance/information sign (that is not a road traffic sign) used to indicate to the road user the direction to be taken in order that they may reach the advertised destination such as hotels, businesses and various government ministries.

Display Location is a once-off locational advertising structure principally suited to high profile sites with large volumes of pedestrian or vehicular traffic. Display Locations are used to showcase products, such as motor vehicles, by putting the product on display for people to interact with.

Display Period means the exposure time during which an animated sign displays one individual advertising message prior to changing.

Entrance Gantry is a modern gateway to a city or high profile city area and provides premium advertising with excellent audience reach.

Estate Agent's Board means an advertisement that is temporarily displayed to advertise the fact that land, premises, development or other forms of fixed property are for sale, to let or on show.





Exposure is the potential of seeing an advertising message.

Façade means the principle front or fronts of a building.

Facing is the direction that a sign faces. South-facing signs are seen by drivers or pedestrians travelling northbound.

Flag means a material upon which an advertisement is displayed and which is attached to a single rope, pole or flagstaff projecting vertically, horizontally or at an angle from a building or property.

Flex face Vinyl is a one piece Vinyl used on billboards, can be computer or hand painted.

Freestanding Sign means a sign that is not attached to a building or structure

Frontlit means illuminated from the front.

Gazebo is a pavilion structure usually located in spacious public areas such as parks, gardens or beaches. Gazebos are usually freestanding, roofed, open on all sides, and provide shade, shelter, and a place to rest.

Geographic Information System (GIS) is any system that captures, stores, analyzes, manages, and presents data that is linked to location typically expressed as coordinates. GIS is the merging of cartography and database technology.

Heritage Zone is an overlay zone defining areas of cultural and historic significance where a special set of signage parameters apply.

Hoarding means a screen, fence, wall or other structure in a fixed position to be used, or intended to be used, for the purpose of posting, displaying or exhibiting any advertisement often used as a Temporary Sign for events and on construction sites.

Identification Signs are used for the identification and promotion of buildings and commercial businesses, and to help people navigate their way around the City.

Illuminated Sign refers to any sign illuminated by an artificial source. Illuminated signs include variable message signs, video and/or animated signs and any conventional billboard illuminated by fluorescent and/or incandescent bulbs including illuminated tubes arranged as an advertisement for viewing in low light conditions and/or at night.

Impact is the effectiveness of advertising generated by an outdoor advertising campaign

Industrial Area refers to the portion of land in which the dominant land use is light or heavy industry.

Inflatable Sign means any sign that is displayed or maintained by means of air or gas.

Infrastructure Concession is an outdoor advertising category where media is incorporated into, or displayed on any public infrastructure e.g. a road bridge, lamppost or public building etc.

Internally Illuminated Sign is a sign that has an artificial light source that is fully or partially enclosed within the structure of the sign and in which the light source is either directly visible (for example in neon and electric signs) or indirectly visible through an opaque or transparent advertisement area (for example in Backlit Signs).

Kiosk is a freestanding booth, categorised as an item of Street Furniture, with an open window on one or more side selling small, inexpensive consumable items or dispensing information and / or advice.

Lamppost is a format type that describes an internally illuminated lightbox attached to existing street light infrastructure. These lightboxes are typically grouped into batches of 10s and 20s (on consecutive street lights) depending on the location and road class. This format provides a high impact advertising opportunity.

Lateral Clearance means the minimum clear horizontal or perpendicular distance from the edge of the road curb to the nearest edge of the advertising sign

LED signs are a type of electronic variable message sign made up of thousands of tiny lights called LEDs (light emitting diodes). LED signs can be billboard size, have full colour, and allow for images that appear to move with video-like quality.

Logo is a graphic commonly used by commercial businesses and organizations to promote instant visual recognition by the public

Logotype is a text based logo comprised of the name of the commercial business or organisation being represented.





Luminance is a measure of light either emitted or reflected from a surface, expressed in candelas per square meter (cd/m²). It is the photometric that most closely depicts the psychological experience of brightness.

Main Roof of a building means any roof of a building other than the roof of a veranda or balcony.

Main Wall of a building means any external wall of a building, but does not include a parapet wall, balustrade or railing of a veranda or a balcony.

Maintenance Plan is a detailed description and schedule of events pertaining to the maintenance of an advertising structure and its associated infrastructure. This generally includes the timeframes and checklists for cleaning and repairs, as well as structural and electrical inspections so as to best satisfy the needs of the advertiser, not become visually or structurally unsound, and not to present a threat to the health and safety of the general public.

Mandatory Copy is the copy required by law to appear on the advertising of certain products.

Master Plan Site is a site for advertising signage identified and assessed to be appropriate in terms of an Outdoor Advertising Master Plan.

Media Owner is the person and / or company that owns and manages an outdoor advertising signage site(s).

Median refers to the portion of a divided highway that separates the two opposing traffic flows.

Medium Format Concession is a packaged tender pertaining to medium sized outdoor advertising signage in the Right of Way equalling 12m² (Megacom 12s).

Megacom 12 is a free-standing medium sized advertising format, comprising a 4x3m landscape display area centrally mounted on top of a support column, and featured exclusively within the Right of Way.

Megacom 7 is a free-standing small format sign categorised and packaged as part of the Street Furniture Concession, comprising a 3.5x2m landscape display area centrally mounted on top of a support column and used to display both advertisements and public messages.

Mild Steel is the most common form of steel. It is relatively inexpensive but provides material properties that are acceptable for many applications.

Mobile Advertising is a sign attached to or displayed on a vehicle, vessel or craft on land, on water or in the air.

Mupi sign means free-standing portrait unit, typical size 1.8m high x 1.2m wide. This is an acronym from the French definition – mobiliers urbains pour l'information.

Neon Signs are luminous tube signs, containing neon or other inert gases, customised according to shape and colour.

Custom Commercial Sign is a commercial business sign built to custom specifications to best integrate with a building, installed above street level.

Once-Off Locational is an outdoor advertising signage category of individual, stand-alone and usually large-scale structures that lend a location iconic or place-making status.

Operational Plan is a detailed description and schedule of events pertaining to the day to day operations and management of a particular concession. This generally includes the staff functions, personnel and resources required to successfully run and manage the concession professionally and profitably on behalf of a municipality.

Outdoor Advertising Sign refers to any type of sign, generally, but not limited to, a rigidly assembled sign, display, or devise, usually free standing, that is affixed to the ground or to a building, the primary purpose of which is to display advertising

Overlay District is an area into which the layout of a city has been divided according to aesthetics and land use in which only certain formats of outdoor advertising are permitted

Parking Meter is a device used to collect money in exchange for the right to park a vehicle in a particular place for a limited amount of time. Parking Meters can be used as a tool to enforce parking policy.

Pedestrian Bridge refers to a structure supporting a pedestrian walkway over an area to be crossed, usually a road. Pedestrian Bridge advertising is usually in prime locations and of high value due to its position.

Permanent Advertising is any advertising asset that has a fixed location and is permitted for a long display period e.g. 5 years.





Private Land is land that is owned by a person, persons or company that is not part of a municipality or local government.

Projected Sign is a sign that is displayed by means of a laser projector, video projector, or other similar projecting apparatus.

Projecting Sign is a sign that protrudes and projects from a building wall beyond the building line perpendicular to the direction of traffic.

Promotional Signs provide distinctive information to the public about particular events, activities and amenities. These are normally temporary in nature.

Public Land is land owned and managed by a municipality or local government or associated institution or organisation of local or state government for public benefit or use.

Public Road means any road under the authority of a municipality or local government.

Public Toilet is a public toilet facility, categorised as an item of Street Furniture, with individual cubicles and washbasins separated by gender into male and female facilities. Public Toilets are regularly serviced, maintained and cleaned, and are usually located near busy pedestrian areas.

Reach is the number of people potentially exposed to an advertisement expressed as a percentage of population.

Repetition is the average number of times each person is exposed to an advertisement. Also known as the Frequency.

Request for Proposals (RFP) is an invitation for suppliers to submit a proposal on a specific commodity or service.

Residential Area refers to the portion of a municipality, or an area within the influence of a municipality, in which the dominant land use is residential development, but where small business areas may be included.

Right of Way (ROW) means the area contained within the statutory width of a road, and includes roadways, shoulders and sidewalks and the airspace above such roadways, shoulders and sidewalks and all other areas within the road reserve boundary.

Road Reserve means the full width of a public road, including roadways, shoulders, sidewalks, the air space above it and all other areas from boundary to boundary

Road Sign refers to any road traffic sign or traffic control device mounted on a support above the level of the roadway that conveys a specific message by means of words and/or symbols.

Roadway means that portion of a road, street or thoroughfare improved, constructed or intended for vehicular traffic.

Rooftop Billboard is a large-scale roof mounted advertising sign which is designed and developed to show changing advertising messages.

Rooftop Neon is a roof mounted advertising or commercial sign that is illuminated using neon tubing. Rooftop Neon can be either static or dynamic and is typically used for brand awareness and is installed on a long term basis.

Rooftop Sign is a sign erected or placed on or above any roof, parapet wall or the eaves of a building, but does not include a sign painted on a roof of a building.

Setback is the distance that a structure is from the area where traffic flows. The more the setback, the further from the road the sign is.

Sign Face Area refers to the area within a single, continuous perimeter enclosing the extreme limits of characters, lettering, logos, illustration, or ornamentations, together with any material or colour forming an integral part of the display or to differentiate the sign from the background to which it is placed. Structural supports bearing no sign copy shall not be included in the sign area.

Sign Height means the maximum vertical distance from the ground, road surface or surface level, as the case may be, to the top of the advertisement and / or the advertising sign.

Signage Plan is an aerial, or plan view, of a building and/or site showing the location of signage in relation to the building and/or site.





Site Plan is a detailed engineering drawing of the arrangement of buildings, parking, drives, landscaping and any other structure that is part of a development project.

Street Furniture means public facilities and structures that are not intended primarily for advertising and includes but is not limited to seating benches, planters, bins, pole mounted bins, bus shelters, poster pillars, drinking fountains, traffic signal controllers, and electricity boxes. Street Furniture excludes Road Traffic Signs, traffic signals, street lights or any other road-related structures.

Street Lite is an item of Street Furniture that facilitates wayfinding while incorporating an affordable localised advertising opportunity that is ideal for local businesses.

Structural Intent Drawing is a preliminary line drawing of an intended structure indicating component member sizes and specified materials.

Technical Drawings refer to the accurate and detailed to-scale drawings that outline the precise dimensions and materials to be used when constructing an outdoor advertising sign.

Technical Submission is the technical detail to be submitted during the outdoor advertising application process including technical drawings, construction methodology, contractor details, operational plan and maintenance plan.

Temporary Advertising is any advertising asset that has a permit for display valid for 1 year or less. These are mostly building wraps, construction hoardings (relating to construction sites), and signage associated with short-term events or promotions. Temporary Sign has a corresponding meaning, and refers to a sign not permanently fixed and not intended to remain fixed in one position.

Tensile Fabric Structure is an architecturally innovative structure constructed to form a variety of aesthetic free form building designs. These are typically cable stayed structures engineered using steel and canvas, where the canvas is stretched or tensioned to create unique three dimensional shapes, and which may or may not incorporate advertising or branding.

Traffic Control Devices refers to all types of signs, signals, markings or devices placed within the Right of Way by the relevant authority for the express purpose of warning, regulating and/or guiding road traffic

Traffic Count is the number of vehicles that pass a sign each day.

Traffic Gantry is a single span structure erected over the carriageway in order to provide variable electronic traffic safety messages.

Transit / Mobile is a category of advertising signage that includes advertisements on or in taxis and buses.

Umbrella is a pole-mounted small-scale canopy designed to protect against rain or sunlight. For advertising purposes the material is usually printed with a brand or message, and placed in a place of public convenience e.g. at a table outside a restaurant or on a beach.

Unipole is a large-scale, free-standing pole mounted advertising structure, usually with a landscape orientated sign that is ideal for both high impact locational advertising and campaign advertising.

Vehicular Advertising means advertising on self-driven vehicles that are normally driven on land or water and which are normally moving.

Vending Machine is an automated machine that sells small-scale consumable items, often food or drinks.

Vertical Clearance means the minimum clear vertical distance from the ground, road or surface level, as the case may be, to the bottom of the advertising sign.

Wall Mounted Sign refers to any sign directly attached to an exterior wall or exterior parapet of a building or dependent upon a building for its support with its exposed face parallel or approximately parallel to the plane of the building or structure on which the sign is affixed. Signs directly painted on walls shall be considered Wall Signs.

Zone means a land use zone as set out in the relevant zoning schemes or regulations as amended from time to time and applicable to any property on which a sign is displayed or intended to be displayed. Zoned and zoning have a corresponding meaning.

