

Class 2g(i) ~ Construction site advertisements

Building wraps attached to the scaffolding of buildings under construction or renovation are now included in class 2g(i) which was previously limited to advertisements displayed on the boundary walls and fences of construction sites.

Building wraps consist of enormous vinyl sheets stretched across the sides of buildings. Modern technology has made the printing of 'supergraphics' on such sheets possible.

Due to the size and visual influence of building wraps one may consider involving an aesthetic advisory committee, consisting of community members, in the approval of such wraps. ([See SEAs and Outdoor Advertising](#)). In areas of maximum control all signs in this class should harmonise with the environment and should enhance the sense of place or character of the environment.

In the United States of America it has become common practice to stretch building wraps across the sides of existing buildings and skyscrapers even covering a large number of windows in the process. This tendency has become quite a problem in certain US cities by contributing to visual pollution and the destruction of local character in an enormous way. It has now also taken root in South Africa. With this in mind advertising by means of 'supergraphics' on giant vinyl sheets should be managed effectively and strictly in South Africa, thereby ensuring a positive aesthetic contribution to cityscapes instead of a negative impact. Apart from Class 2(g)(i) this technology should only be applied as *Wall Signs* against the side walls of buildings where such side walls have no windows or other prominent architectural design elements ([See Class 3c](#)).

A building wrap covering the unsightly scaffolding of a building being renovated.

Image: Clear Channel
<http://www.clearchannel.co.uk>



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Building wraps may even cover a building under construction in its entirety (top left – image from Scenic America) and may even be seen as a piece of art (top right – image from Clear Channel)

<http://www.scenic.org>
<http://www.clearchannel.co.uk>

This building wrap in Paris is more than a piece of art. It contributes to local character by harmonising with the colour of the building and the autumn colours of the street trees.



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Advertisements on construction site fences should not be allowed haphazardly, but should consist of larger panels or posters displayed in a definite pattern (top) and should harmonise with building wraps on the same site.

Image <http://www.adsoutdoor.com>

Building wraps American style, consisting of permanent or semi-permanent displays on buildings which are neither being renovated nor under construction (below). Not only is the golden rule of not covering important architectural elements such as windows by advertisements being violated – whole buildings may be covered thereby altering cityscapes and destroying local sense of place. The question may indeed be asked why waste money to appoint architects for designing buildings any more? Why not simply construct more economic standardised advertising structures which may also serve as buildings?

<http://www.scenic.org>



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More examples of permanent or semi-permanent building wraps having no regard for architecture and cultural heritage.

If evaluated on an individual basis one may argue that building wraps may be seen as pieces of art contributing to the aesthetic environment (top). However, it depends on what is being covered and for what duration – an unsightly building project for a relatively short period or a building which has a right to exist as an expression of architecture and which are covered on a permanent or semi-permanent basis?

Images <http://www.scenic.org>



One should also keep in mind that advertisements as dominant as building wraps will attract hordes of other advertisements thereby transforming a whole district or neighbourhood into one giant advertising experience (left).

Image <http://www.scenic.org>

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