

Class 1d ~ Medium Billboards

Being on a more intimate human scale, medium billboards may be seen as an important part of street furniture which can make a positive contribution to urban aesthetics. Seen in this light medium billboards are allowed inside urban road reserves in areas of minimum and partial control while it replaces large posters on urban streets which are currently part of [Class 2a](#) of the April 1998 SAMOAC. The reasoning behind this is, by providing more valuable and larger advertising space at greater intervals the clutter of smaller signs and advertising space may be cleaned up – which will be to the benefit of both the aesthetic environment and the outdoor advertising industry.

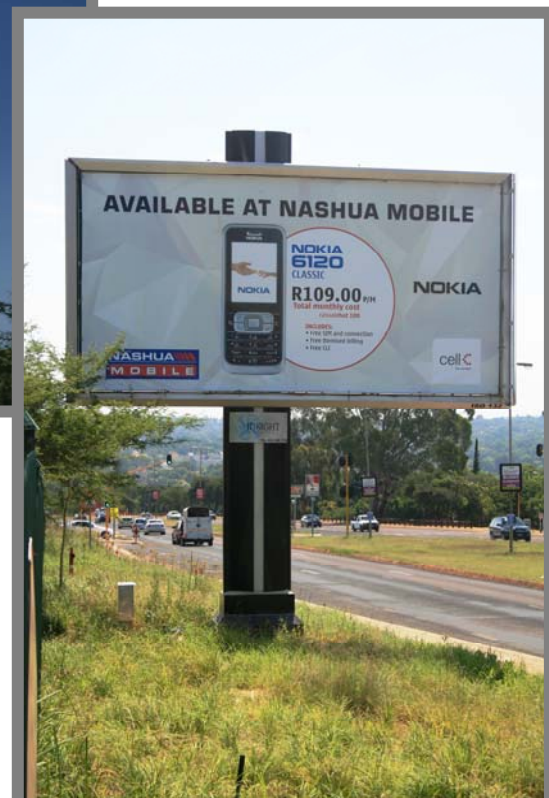
Due to the important role of medium billboards as street furniture both structure and advertising contents should be of a high aesthetic standard.

A minimum clear height of 2,3m is required to make provision for a cyclist standing on a bicycle to pass underneath a medium billboard.

Some residential areas such as ‘townships’ might prefer to be classified as areas of partial control in order to allow for more advertisements and even billboards in accordance with their aesthetic preferences. This class will make provision for fulfilling such billboard needs without dehumanising residential environments.



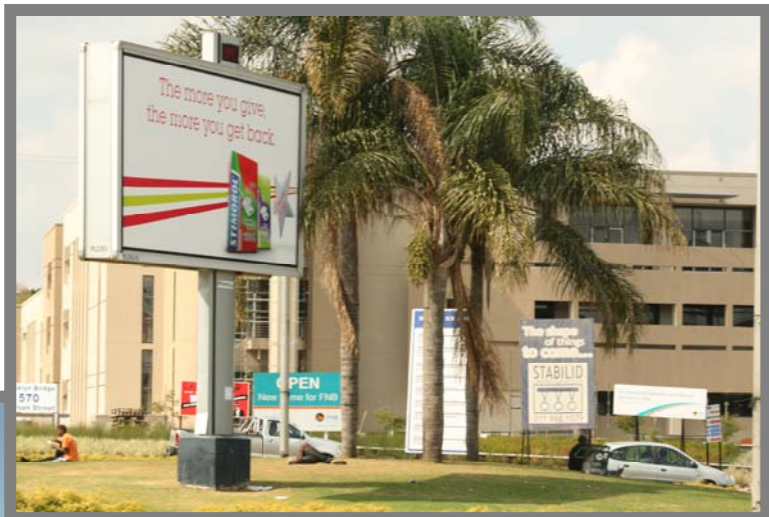
Since medium billboards are allowed within road reserves and since they form an intimate part of the street scene both billboard structure and contents should be of high visual quality. The contents of the billboard above meet this requirement, but the same can not be said about the billboard on the right which contains to much copy (text) and unimpressive graphics.





Excellent harmony between advertising contents and billboard structure. The simple but striking advertisement reflects the colours and simplicity of an appealing structure.

This billboard displays good looking advertisements on both sides, but is located on a circle which is not beneficial to traffic safety.





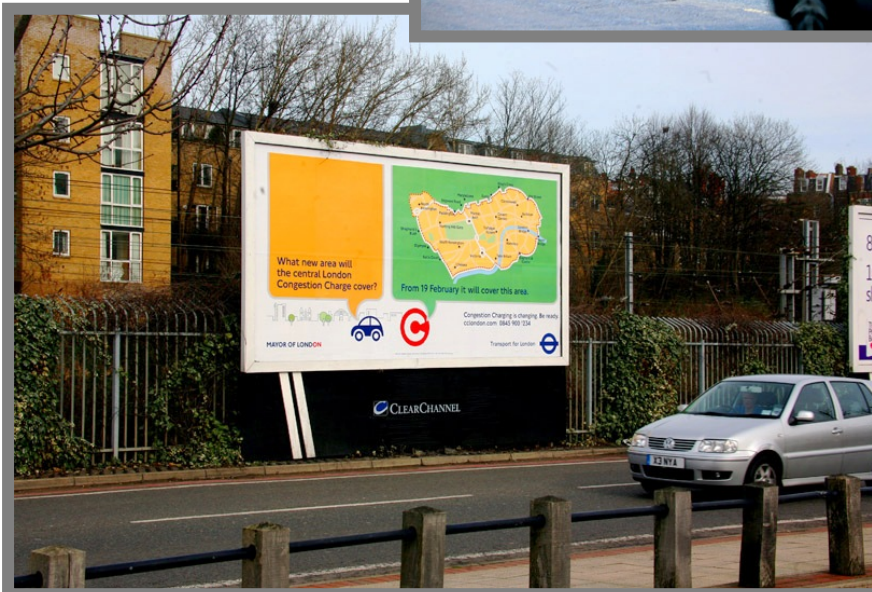
ComunataNet's *Rank TV* at a minibus taxi rank. Animated (including digital) messages on medium billboards can only be displayed in pedestrian environments where it will not be visible from adjacent public roads.

Just imagine what an important role such facilities may play broadcasting soccer games during the 2010 World Cup.

<http://www.comutanet.co.za>

Clear Channel's ground-hugging version of the medium billboard, fitting well into the environment.

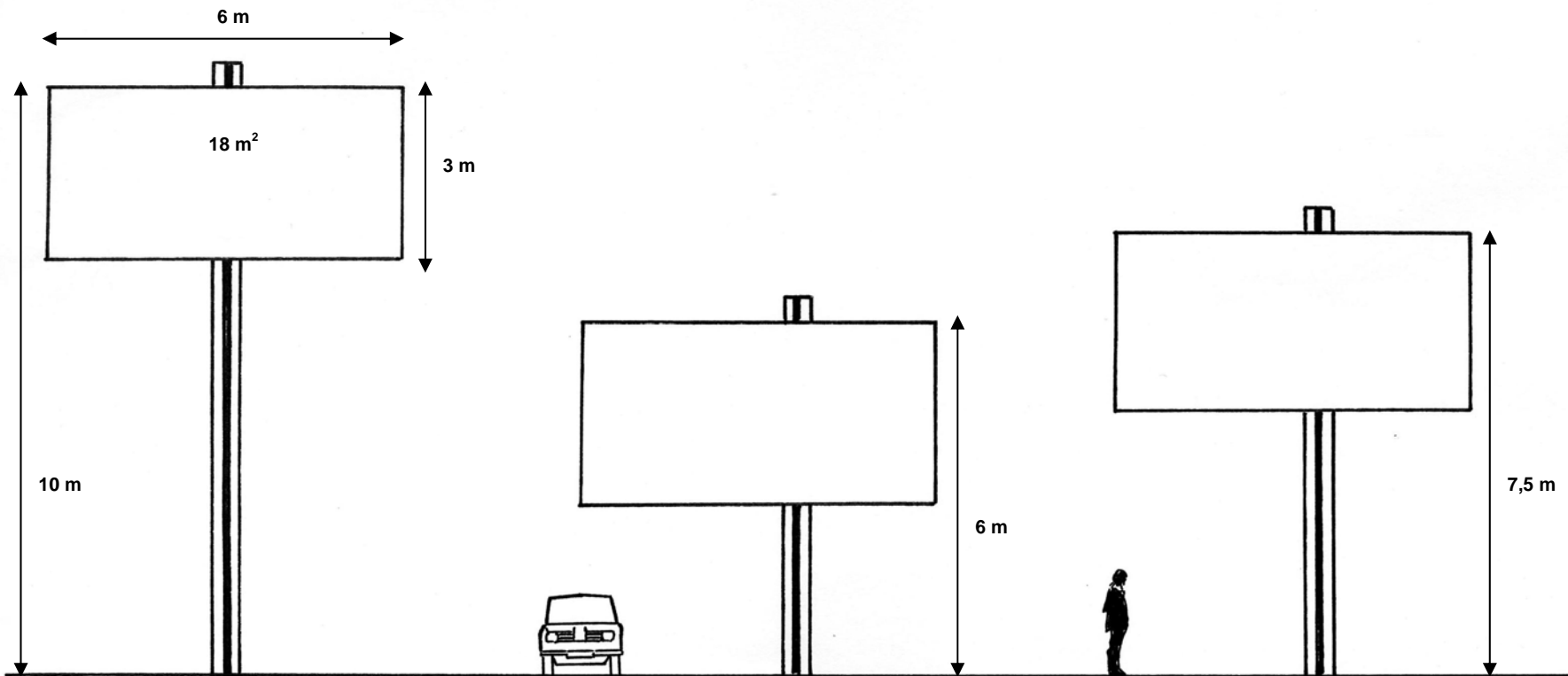
<http://www.clearchannel.co.uk>





JC Decaux's version of the medium billboard.

<http://www.jcdecaux.com>



Medium billboards are allowed within urban road reserves and may make an important contribution to streetscaping. In order not to exceed its intimate human scale medium billboards should not be higher than 7,5 metre.

Compiled by Frans Jordaan