

Class 2d ~ Specialised signs for parking areas

Through the use of unattractive standardised structures signs in parking areas often contribute to the drab and dreary appearance of such areas. But the problem of unpleasant and unappealing parking areas has deeper roots – the lack of proper landscaping and shade trees! Not only shade trees for motor cars, but also shade trees for people! This is a very important issue in South Africa with its hot climate. This principle is not only applicable to upper class shopping centres, but also to shopping centres in the previously disadvantaged townships. The solution should therefore be sought in a holistic approach by incorporating signs from this class into and harmonising it with building and landscape design and to ensure that adequate landscaping is undertaken. Local authorities should actually require decent landscaping and shade trees as a prerequisite for displaying signs and advertisements at shopping centres and transport nodes.

Landscaping and outdoor advertising structures and signs should be incorporated from the start and not be added as an afterthought after all the services have been provided and all the buildings have been erected.

The argument is often raised that shade trees may interfere with the visibility of advertising structures and signs at shopping centres, but this should not prevent shade trees from being provided.

At upper class shopping centres custom-made sign structures should be used as far as possible in order to contribute to each shopping centre's unique design and character. Standardised structures should only be allowed if it can be harmonised with building and landscape design.

Where 'guard towers' are used it should not simply serve as symbolic structures, but should actually function as look-out points for security personnel at shopping centres. Together with radio contact between the look-out and the security personnel on the ground such advertising structures will contribute to more effective security systems at shopping centres.

Sign structures should not be out of scale with pedestrians and slow moving vehicles. Therefore, all billboards provided in parking areas should be smaller than 18m².

A [SEA](#) approach will be necessary, especially with regard to existing shopping sites, to ensure that this sign type together with Classes [1d](#), [2a](#), [2e](#) and [2f](#) is adequately incorporated into the design of the shopping centre and to rectify inadequate landscaping. With new shopping centres and transport nodes this issue may be addressed by incorporating the relevant sign classes in the site plan and overall design of the shopping centre from the start.

This sign type will only be allowed in urban areas of minimum and partial control. In rural and urban areas of maximum control [Class 2e](#) signs may be used for advertising in parking areas.



If 'guard towers' can be designed to serve as lookout points for security personnel these advertising structures may contribute to the improvement of security at shopping centres



Drab and dreary parking areas with no shade trees for cars, customers or informal traders. The only bit of shade available is the shade from advertising structures.

The solution may be found in adequate landscaping, while integrating landscaping, better looking advertising structures and building design into a visual whole.



Images at top and centre from Outlook Media and bottom image from Primedia.

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

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



More examples of specialised signs for parking areas.

Images from Primedia.

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



Signs from JC Decaux.

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



This advertising structure (left) may serve as an example for better-looking structures and advertising content at shopping centres.

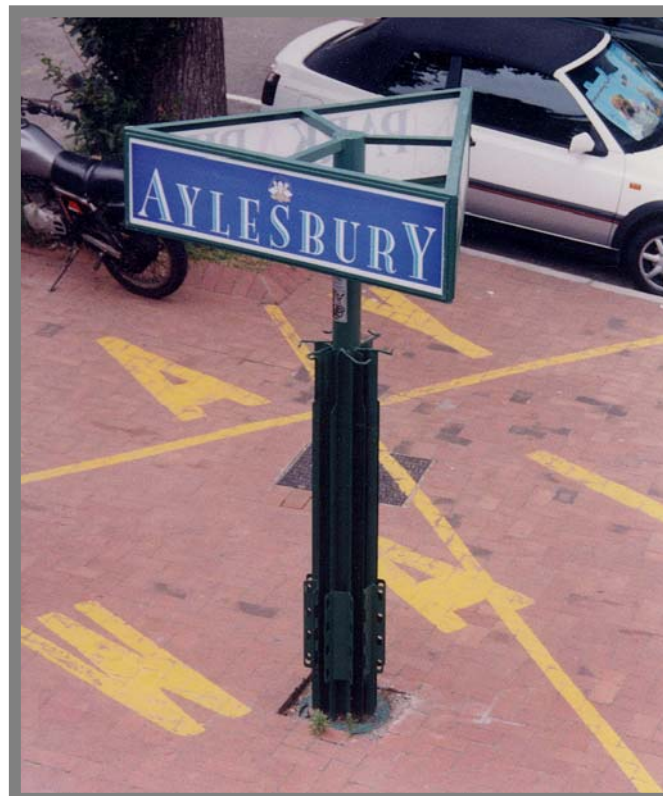
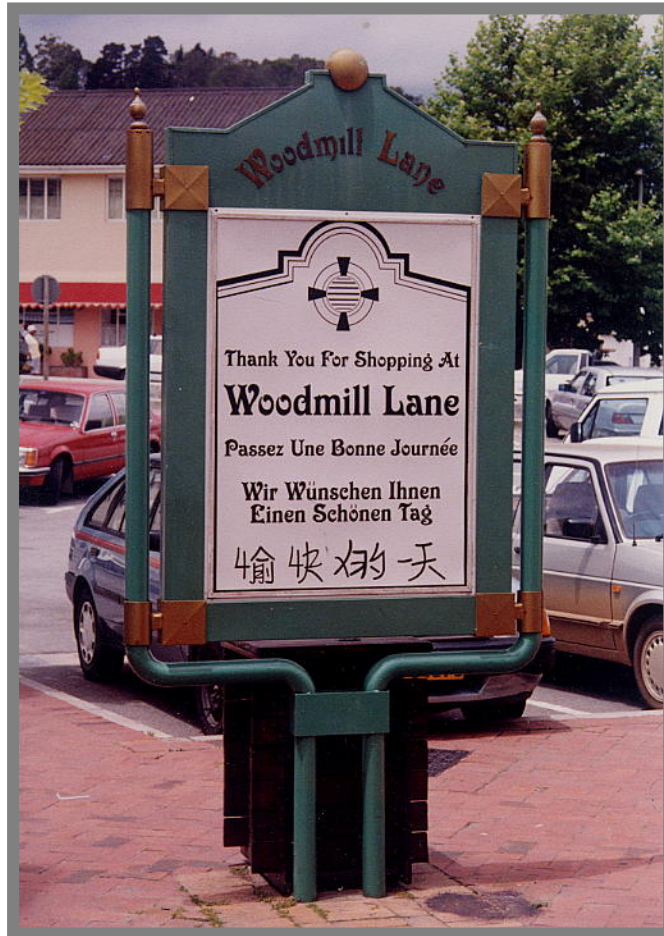
Image from Marketing AD Ventures.

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



Shade trees concealing part of a name. The partial concealment of advertising structures and names on buildings should not serve as an excuse to omit shade trees from parking areas. Effects like this should actually be seen as a positive visual effect since it stimulates the interest of shoppers. Research has also shown that only part of a word is needed to recognise such a word.





More examples of attractive advertising structures that may contribute to local character and sense of place.



An advertising structure with a historical appearance

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