

Figure 6: Advertising opportunities

Type of sign		Area of control				
		Maximum control			Partial	Min.
<b>Class 1</b> Billboards and other high impact free-standing signs	1a Super billboards	x	x	x	x	✓
	1b Custom-made billboards	x	x	x	x	✓
	1c Large billboards	x	x	x	x	✓
	1d Small billboards and tower structures	x	x	x	✓	✓
<b>Class 2</b> Posters and general signs	2a Large posters and advertisements on street furniture	x	x	✓	✓	✓
	2b Banners and flags	x	✓	✓	✓	✓
	2c Suburban ads	x	x	✓	✓	✓
	2d (i) Estate agents' boards	✓	✓	✓	✓	✓
	2d (ii) Sale of goods and livestock (non-commercial premises)	✓	✓	✓	✓	✓
	2d (iii) Pavement posters and notices	x	x	x	✓	✓
	2d (iv) Project boards	✓	✓	✓	✓	✓
	2d (v) Temporary window signs	✓	✓	✓	✓	✓
	2e Street name advertisements	x	x	x	✓	✓
	2f Neighbourhood watch and similar schemes	✓	✓	✓	✓	✓
2g Product replicas and three-dimensional signs	x	x	x	✓	✓	
<b>Class 3</b> Signs on buildings, structures and premises	3a Sky signs	x	x	x	✓	✓
	3b Roof signs	x	x	x	✓	✓
	3c Flat signs	✓	✓	✓	✓	✓
	3d Projecting signs	✓	✓	✓	✓	✓
	3e Veranda, balcony, canopy and underawning signs	✓	✓	✓	✓	✓
	3f Signs painted on roofs and walls	x	x	x	✓	✓
	3g Window signs	✓	✓	✓	✓	✓
	3h Signs incorporated in the fabric of a building	✓	✓	✓	✓	✓
	3i Advertisements on forecourts of business premises	✓	✓	✓	✓	✓
	3j Miscellaneous signs for residential oriented land use and community services	✓	✓	✓	✓	✓
	3k On-premises business signs	✓	✓	✓	✓	✓
	3l Advertising on towers, bridges and pylons	x	x	x	✓	✓
	3m Advertisements on construction site boundary walls and fences	x	x	x	✓	✓
<b>Class 4</b> Signs for the tourist and traveller	4a Sponsored road traffic projects	✓	✓	✓	✓	✓
	4b Service facility signs	✓	✓	✓	✓	✓
	4c Tourism signs	✓	✓	✓	✓	✓
	4d Functional advertisements by public bodies	✓	✓	✓	✓	✓
<b>Class 5</b> Mobile signs	5a Aerial signs	x	✓	✓	✓	✓
	5b Vehicular advertising	✓	✓	✓	✓	✓
	5c Trailer advertising	x	x	x	✓	✓
		Natural	Rural	Urban environment		
<b>Landscape type</b>						

## Legend

x Not permissible

✓ Permissible (subject to compliance with principles and conditions)