

**The Design of Information Elements in Urban Areas;
A Case Study at İzmir, Kemeraltı / Ph.D. Thesis**

By

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**A Dissertation Submitted to the
Graduate School in Partial Fulfillment of the
Requirements for the Degree of**

MASTER OF URBAN DESIGN

**Department: City and Regional Planning
Major: Urban Design**

**İzmir Institute of Technology
İzmir, Turkey**

September, 1999

**İZMİR YUKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon Daire Bşk.**

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ACKNOWLEDGEMENT

First of all, I would like to thank my advisor Assoc. Prof. Dr. Semahat Özdemir for helping me to carry out my studies as well as my other teachers and my friends for their ideas and critics helped me much in forming the content of my thesis.

Apart from these, I would like to thank to library personal of İzmir Institute of Technology for helping me utilize not only The Institute's library, but also the libraries of other universities.

Finally I would like to thank to all of the personal who were very philanthropic, at the Official Institutions for helping me to collect the concerned knowledge.

ABSTRACT

Today, one of the biggest problems of our cities is the visual pollution and confusion, which is caused by signage because of the absence of a regulation or a special authorized institution. To prevent this visual pollution, the commercial signage must be examined carefully. This research aims to study the problems about signage and sign planning process, in respect with the regulation examples that are valid for both, in foreign countries and Türkiye, as well as to offer a regulation example in the historical city center of İzmir; Kemeraltı in accordance with registered buildings as a case study.

ÖZ

Bugün, şehirlerimizin en önemli sorunlarından biri herhangi bir yasal bir kurum ya da yönetmelik olmaması nedeniyle reklam tabela ve levhalarının yarattığı görsel kirlilik ve karmaşadır. Bu görsel kirliliği engellemek için reklam panoları dikkatle incelenmelidir. Bu araştırma; reklam levhalarının ve bunların tasarım sürecinin Türkiye ve yabancı ülkelerdeki yönetmelikleri baz alarak incelenmesini ve korunacak yapılar da göz önünde bulundurularak İzmir'in tarihi ve geleneksel merkezi Kemeraltı'na yönelik bir yönetmelik denemesinin sunulmasını amaçlamıştır.

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CHAPTER 1

INTRODUCTION

In the process of getting global, our cities have lost its local identities and started to look like each other. Today, we cannot say which city we are at by referring to its environment. "Physical forms (i.e., structures and other physical objects) characteristics of a place present environmental clues".¹ Because of this process, new searches for creating a new identity and image for the city or city parts has been started.

While the searches are going on, it is understood that the street furniture composes an important part within the city image and identity. This research is based on SIGNS that is a part of INFORMATION ELEMENTS, which can be called to be a sub-group of street furniture. Several elements, which are to designed carefully and consciously can enhance the environment as well as to enhance interaction and the quality of the urban environment and make cities as PLACES TO LIVE. In fact it is a matter of ENVIRONMENTAL COGNITION at the same time, which refers to the legibility, imageability, perception and cognition in respect to past time experiences of human.

All cities communicate people with their physical forms and structures whilst referring to the cultural image of the city , which is to be created by the street furniture. Some of these street furniture content refers to the ancient times' specific needs and traditions like water and fountains which was a tradition in our country and in fact a way of living inherited from The

Ottoman Emperor Times. The esteemed people of those times used to construct fountains for the populace. Since that times some traditions had stayed the same while the characteristics and kinds of “monuments” changed.

The “monuments” that mentioned above are today can be called as “street furniture”. Some of these street furniture are still to be called as “monuments” while some of them are only “site furniture” as: bollards, canopies, kiosks, benches, fountains, lighting, tree grates, utility boxes (like waste-baskets, letter-boxes, etc....), hole-covers, telephone boxes, shelters, bus-stops, signage and information elements and etc.... There can be found so many examples that can be added to the mentioned list of examples.

In this research; as a starting point the information elements will be examined. The first step of the research is to define the information elements and what is to be understood by information elements by defining a triple classification system. By this way it would be understood clearly that although information elements include signs, the compound of information elements are more than signs. This classification system would clarify and lighten that the object of the research is not about all of the information elements, but about a subgroup of them; signs. So the definition of information elements and signs must be confirmed in order to clarify what is going to be dealt with.

Sign is a written mark or paint on a board used for word, phrase, symbol, design, thing used as a representation or to give a warning, or to direct somebody towards something.

Information Element could either be a sign, any paint or painting on a surface, any kind of difference in a texture or a landmark.

From the definitions above, it is understood that information elements could be, either a sign, a change in color, a difference of a texture (of the road) or else... But in this research, the study will concentrate on signs and the term of "information elements" must be taken as "signs" while examining the research.

The reason for such a study topic can be signified by the following statement: The environment, in which we live, consists of many physical forms. Different relationships reflect to the urban environment as forms. All of these forms give different messages to people. "Of all the design elements used in commercial architecture, signs have the strongest impact on the quality and appearance of individual buildings and on the streetscape as a whole. Although signs can be designed and located to complement building architecture, they are often a major contributor to visual chaos."² This research aims to examine the information elements referring to signage, because today in the urban environment that we live in, buildings and signage, one after another, of different form and color that compete for attention do nothing but create a visual and psychological chaos to the urban user and environment. For the case study the historical city center of İzmir; Kemeraltı had been chosen.

The reason of this choice forms the aim and scope of the study: to search for some clues and tips for creating new solutions for the urban environment by referring to signage and to create and offer a regulation

example especially for Kemeraltı, which is the most important historical and cultural heritage of İzmir. . To reach the purpose, general principles and policies of planning and signage process for the historical city center of İzmir; Kemeraltı had been produced by referring to the by-laws and regulation examples in respect to the protecting principles of Turkish Republic Culture Ministry; The High Committee of Protecting Cultural and Natural Existence The Committee of İzmir First Directorate of Protecting Cultural and Natural Existence.

The method of this research is literature survey, internet survey and observation techniques which held within the case study site. To project the importance and problems of Kemeraltı as visual, photographs are taken. The articles from the newspapers and periodicals and analysis of regulation examples are also used as references to reach the actual information.

The content of the study is as follows:

After the introduction to street furniture and information elements, a classification system of the information elements is formed in chapter 2. The reason of such kind of a classification system is to set parts according to composite aims and definition.

In chapter 3, the criteria that effect the design of signs and sign planning process are explained. In this chapter, both physical and psychological factors are also included.

In chapter 4, the regulation examples from both foreign counties and Türkiye are examined and a search of permission process in İzmir had been

done in order to find out the condition of by-laws both in Türkiye and in Kemeraltı.

In chapter 5, the needs and problems of the historical city center of İzmir; Kemeraltı is examined as a case study and a regulation example for Kemeraltı had been formed as a result. In Kemeraltı, Anafartalar Street is chosen for the main investigation because of its dominance over the other streets. The presence of newly constructed buildings as well as registered ones at this street increases the charm of the chosen site.

Although the city –especially the historical city center as a place of culture that forms today- is supposed to be of high sensibility with all of it's compound, whilst the only thing we see is chaos

Although Kemeraltı is a protection site, there had been no studies to purify the site from its visual pollution and chaos as far as today. This pollution bothers the eye so much that when entered to the site, there could be seen no architectural elements of the buildings but the signs. This research hopes to give a starting point for the following studies, that are to be held by different researchers both for Kemeraltı and for the other sites or urban environments as well as the cities.

¹ HARTSHORN, (1992): *Interpreting The City: An Urban Geography*, p:200

² Paumer (1988): *Designing The Successful Downtown*, p: 103

CHAPTER 2

CLASSIFICATION OF INFORMATION ELEMENTS

After a definition of signs and information elements and a general preface about the subject, in this chapter a general classification of information elements -which in this research refer signs - will be examined.

The reason to this classification system may be explained such as: many kinds of information elements are included in street furniture. Some of these are restricted to be remodelled and under the control of some ministries and have a global language of design. The designer is restricted with these, while the control of some information elements' design is left to the designer. The first class defines the types of the signage that are concerned. The second class refers to the usage, meaning and what message they symbolize. The last class of the system refers directly to commercial signage types, which is the main subject of this thesis.

Although sometimes their content can overlay and interact, they are examined separately in order to understand the contradictions and similarities in between. These categories must be examined carefully not to get confused at the further stages as well as the design process.

2.1. The Types Of Information Elements

There are some types of signs or information elements that have been restricted to be redesigned according to the laws and regulations which has been determined by authorized institution, while there are some type of signs – especially commercial ones- that can be designed according to the owners' wishes. These are; traffic signs, gantries, pedestrian signs, street name plates,

boundary signs, bus/ train signs, maps/ street finders/ information, advertising/ posters and commercial name signs.

2.1.1. Traffic Signs

These signs cannot be redesigned according to Highways Departments' Regulations. For all the traffic signs, the colors, types of materials, forms, and writings, heights...etc. is restricted to be the same. The costs of repair and maintenance have being paid by The Highways Department.

Traffic Bollards:

They (may be illuminated) can be placed on a refuge or traffic island to warn drivers. At the design stage it is important to be simple in form and shape to be recognized easily and at a glance.

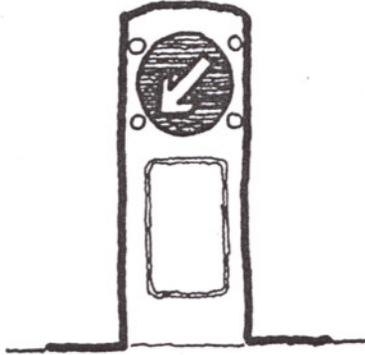


Figure 1: Illuminated Traffic Bollard (Source: CARTWRIGHT (1980) p:65)

Traffic Signals and Controllers:

They are generally placed at busy road junctions in order to improve safety and lessen conjunction of vehicles and pedestrians. Generally, at junctions or roads where the traffic signals are placed, pedestrian crossings are included, too.

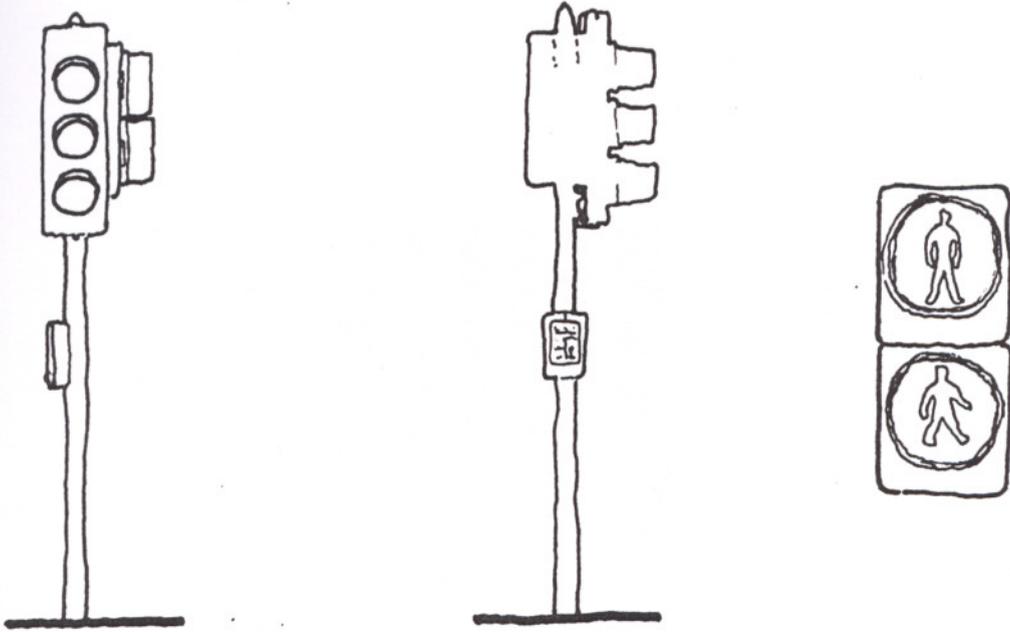


Figure 2: Traffic Signals (Source: CARTWRIGHT (1980) p: 93)

Pedestrian Crossings:

Pedestrian crossings painted in 'zebra' crossings on the roads for pedestrians. (In Europe, there are also 'pelican' crossings.) Crossings can be signal controlled or not. They are placed to busy roads, in front of busy pedestrian ways, schools for the safety of children ... etc. there are two kinds of crossing:

- a. Zebra Crossings: are painted on the road in black and white bands.

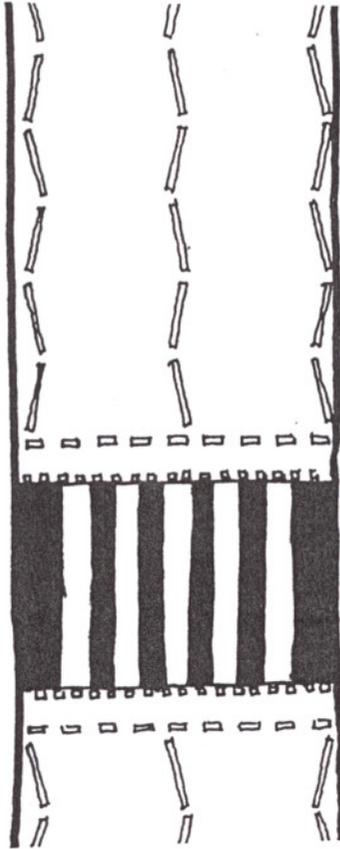


Figure 3: Zebra Crossings (Source: CARTWRIGHT (1980) p:94)

b. Pelican Crossings: are painted as stainless steel non-reflective studs on the road. They are generally lighted with belusha bacon, which is painted in white and black bands with a spotlight.

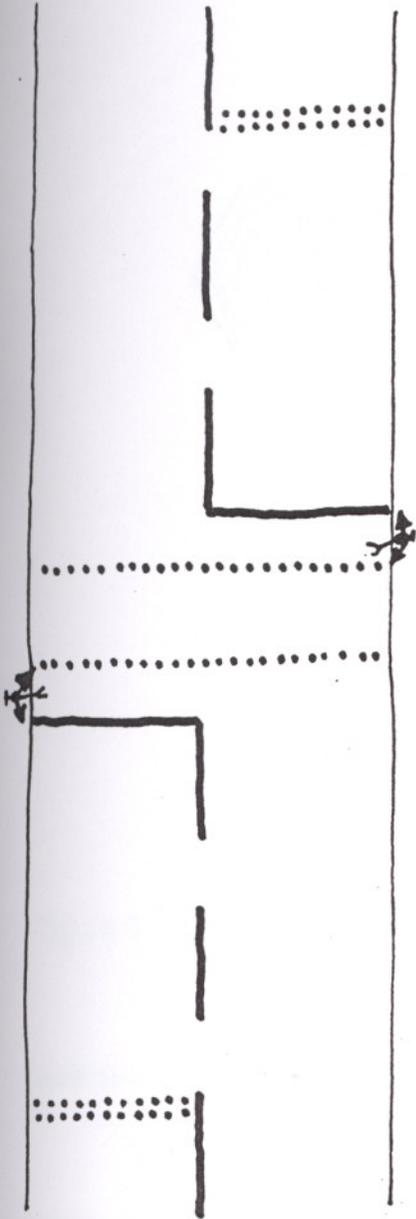


Figure 4: Pelican Crossings

(Source: CARTWRIGHT (1980) p:95)

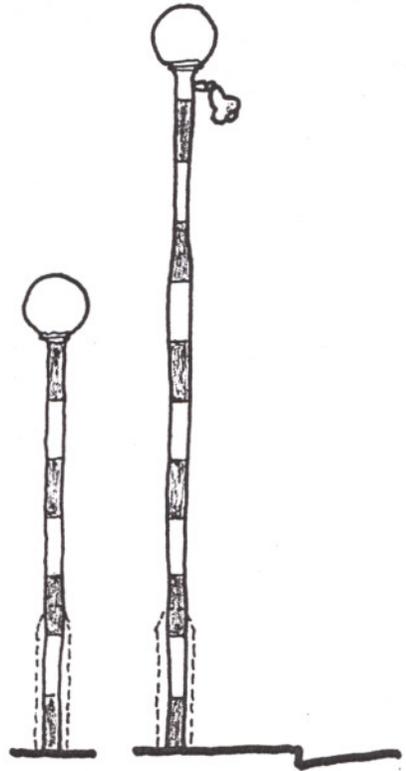


Figure 5: Belusha Bacon

Traffic Signs:

Traffic signs tell the driver what he must or must not to do, where he is, and which direction he should go. They may be internally or externally illuminated. All of them must display the proper information of roads to be followed.

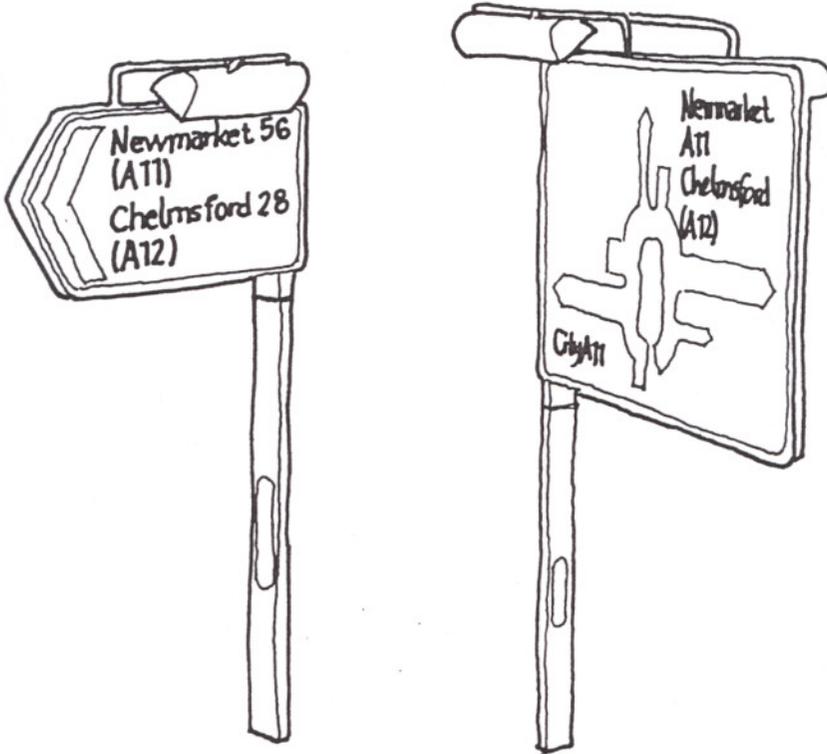


Figure 6: Two Examples of Traffic Signs (Source: CARTWRIGHT (1980) p:99)

Part-time Signs (Secret Signs):

They are the ones that only display information for part of the time, or on which the display information may be altered, usually to an alternative. There are two types of information changing mechanical means and altering the internal light. Basically there are two types according to the information changing process either by a mechanical system or lighting.

2.1.2. Gantries:

Gantries are structures designed to support illuminated overhead traffic signs. They are used over roads where traffic is heavy. (over express ways, highways, urban motorways with busy junctions... etc.)

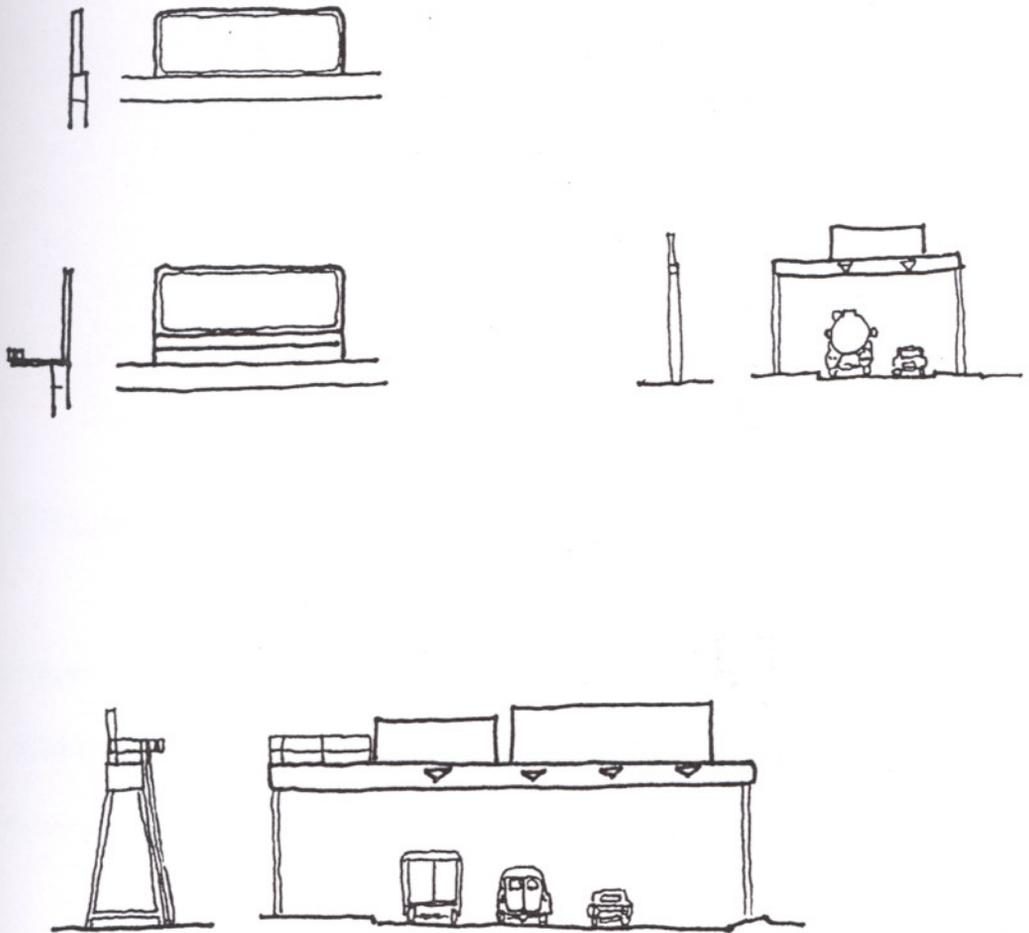


Figure 7: The Frontsides and Crosscuts of Gantries

(Source: CARTWRIGHT (1980) p: 100)

2.1.3. Pedestrian Signs:

Pedestrian signs are on routes to separate from traffic routes. They aim to give information to the pedestrians about which way they may take to reach their destination by arrowing the streets.

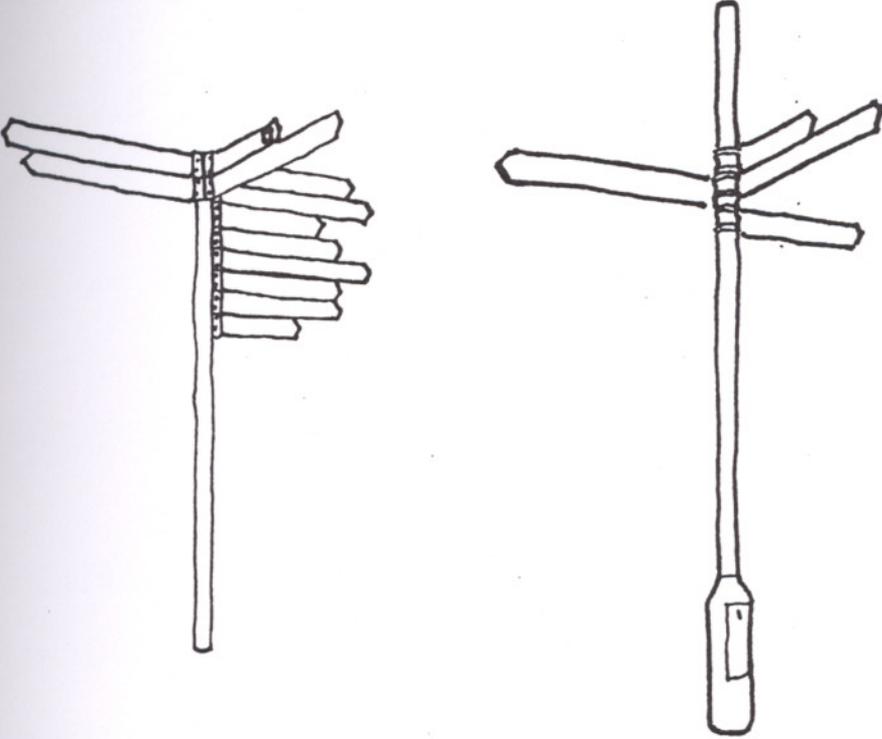


Figure 8: Pedestrian Signs (Source: CARTWRIGHT (1980) p:100)

2.1.4. Street Name Plates:

Street Name Plates are used to identify streets and roads. They give a sense of place and identity to an area.



Figure 9: Street Name Plates (Source: CARTWRIGHT (1980) p:101)

2.1.5. Boundary Signs:

Boundary signs are similar to street name plates but they also express the boundary of areas. While entering to a different district or a city, there may be seen boundary signs which in fact aims advertising of firms.



Figure 10: A Typical Boundary Sign (without Advertisements of Firms)

(Source: CARTWRIGHT (1980) p:101)

2.1.6. Bus / Train Signs:

The purpose of this type is to help people find their way to bus or train stations, or from one to another. They generally inform people about the routes and the stops. They must be placed high enough that every vehicle or people can see easily without missing any of them either on foot or by a vehicle.

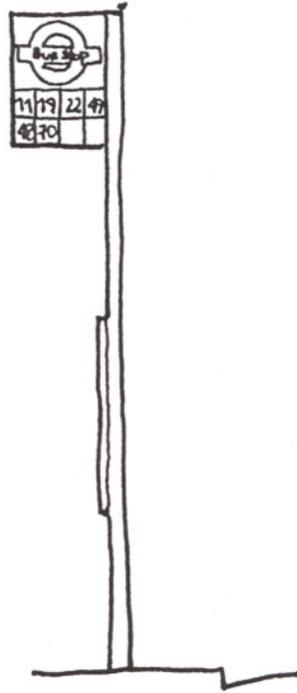
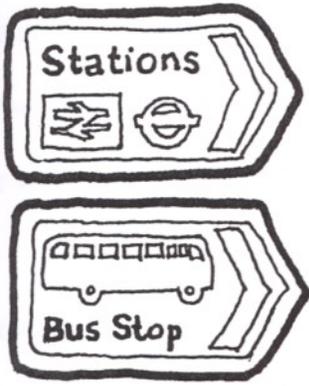


Figure 11: Bus / Train Signs (Source: CARTWRIGHT (1980) p:102)

2.1.7. Maps / Street Finders / Information:

Public information boards help to find the way that one would like to choose as town maps, city guides, floor plans at specific buildings such as hospitals, schools, public institutions, commercial centers ...etc. they display the point which the person is at, and the schematized plan of the space. There can be also posters of the local authorities which display public information like public notices, local event ...etc.

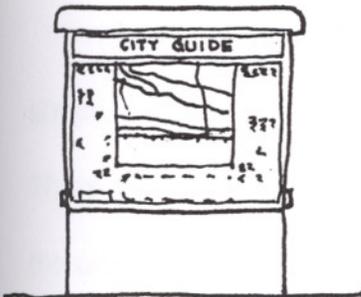


Figure 12: City Guide



Figure 13: Notice Board

(Source: CARTWRIGHT (1980) p:102)

2.1.8. Tactile Signs

Tactile signs are special signs that are made for blind people. They may be either written in Braille Letters (a special alphabet consists of raised dots for blinds) or with raised letters. They are usually made of metal sheets.

2.1.9. Advertising / Posters:

A free standing circular poster drum, posters stuck on shop windows, walls, columns, bus shelters, kiosks, litter bins, tree protectors, buses, cars.

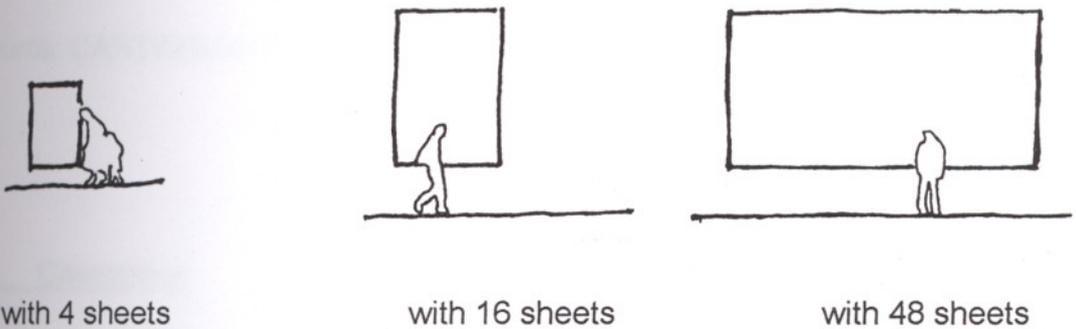


Figure 14: Poster Dimensions In Proportion With Human Bodies

(Source: CARTWRIGHT (1980) p:102)

2.1.10. Commercial Name Signs:

Commercial name signs are used to identify commercial concerns, shops, offices, factories, stadiums, garages, ...etc. and are used for advertising. There are so many kinds and different designs of them that we mostly see in the urban environment and which we definitely aim to deal with in this research about the design criteria and problems in Kemeraltı referring to them.

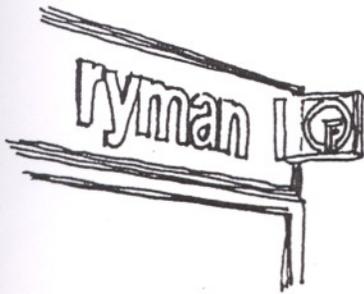


Figure 15: Examples of Commercial Signs

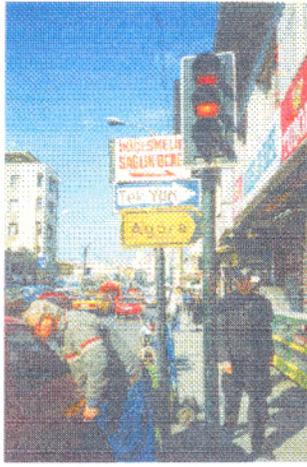
(Source: CARTWRIGHT (1980) p:104)

2.2. Categories

Signs indicate information about what they refer to. This means that their contents differ according to what and how they explain. They can either direct us to something or somewhere, or just give information about anything or anywhere, etc... These categories can be examined as follows:

Directional Signs:

Directional signs indicate the way that must be followed to reach the place or direction. (Administration, city center, historical sites, ... etc.)



Photograph 1: Directional Signs (Source: Personal Archive of Feral Geçer)

Informational Signs:

Informational signs indicate the organization or routes of a place or area.

(traffic routes, campus plan, shopping mall, ... etc.)



Photograph 2: Informational Signs (Source: Personal Archive of Feral Geçer)

Location Signs:

Location Signs simply show where the person is on an informational sign.

('You are here' signs.)

Identification Signs:

Identification signs show the location of specific items or places. (like restroom, phones, parking lots, ... etc.)



Photograph 3: Identification Signs (Source: Personal Archive of Feral Geçer)

Regulatory Signs:

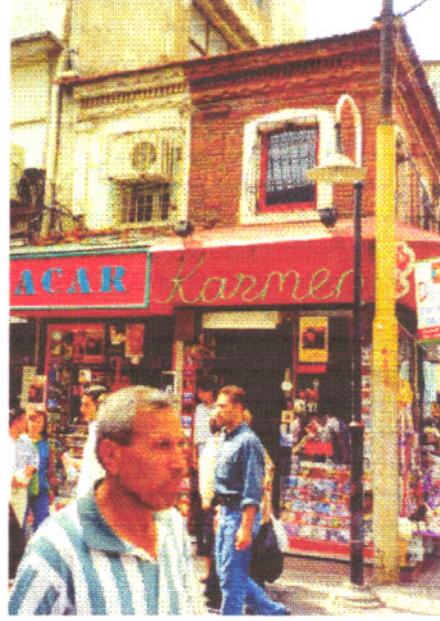
Regulatory signs indicate restrictions, warnings, ...etc. ('Do not enter', 'Authorized personal only', 'No parking', 'No turn to left', ...etc.)



Photograph 4: Regulatory Signs (Source: Personal Archive of Feral Geçer)

Display Signs:

Display signs are used for advertisements. (are the most common ones that the shops, offices, ... etc.)



Photographs 5-6: Display Signs

(Source: Personal Archive of Feral Geçer)

Auxiliary Signs:

Auxiliary signs indicate the length-ways from places to places. ('15km. To İzmir' signs, ... etc.)

2.3. Commercial Signage

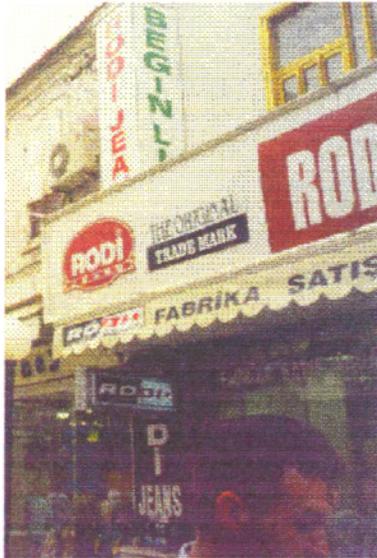
The last group of the classification system is the commercial signage. Although it may be perceived as a repetition of the other two classes, this group differs as it explains the types of commercial signage, which is the main subject of this thesis.

Awning/ Fascia Sign

It can be either painted or fixed to the fascia.



Figure 17: Awning/ Fascia Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photograph 7: Awning/ Fascia Sign (Source: Personal Archieve)

Blind Sign

It can be either painted or fixed on an awning or a wall on which is to be used only for a period of time.



Figure 18: Blind Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photograph 8: Blind Sign (Source: Personal Archive)

Business Plate Sign

It can be either fixed or freestanding
and the owner.

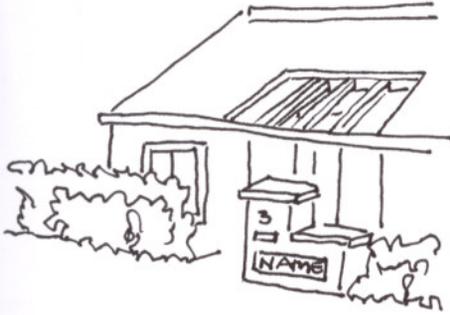


Figure 19: Business Plate Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photograph 10: Car

Photograph 9: Business Plate Sign (Source: Personal Archive)

Canopy Sign

It is fixed to a canopy.

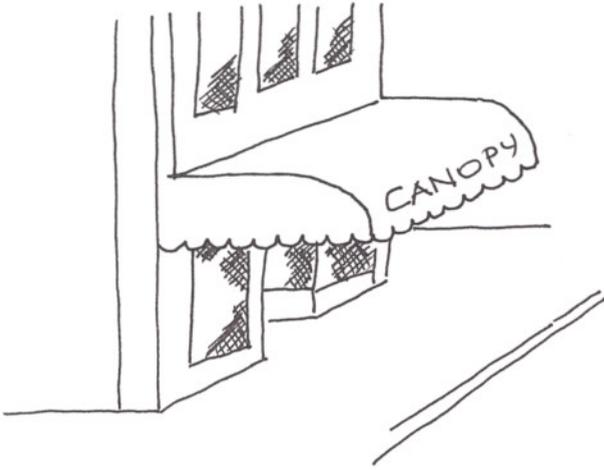


Figure 20: Canopy Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photograph 10: Canopy Sign (Source: Personal Archive)

Changeable Message Sign

It is be either fixed to a wall or freestanding. The part that the message is written can be either illuminated or mechanical.

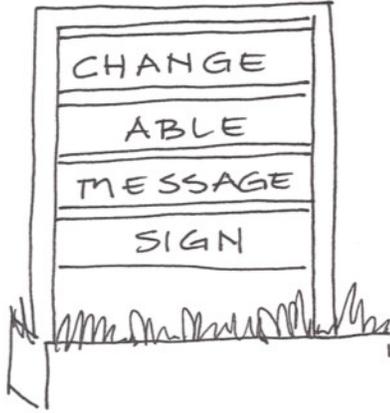
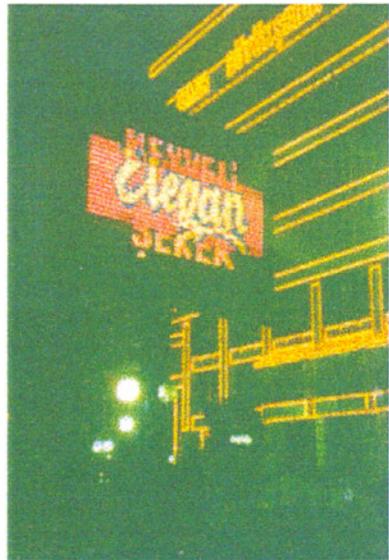


Figure 21: Changeable Message Sign

(Source: <http://palm.act.gov.au/tplan/web>)



Photographs 11-12: Changeable Message Sign

(Source: Personal Archieve)

Construction Site Fence Sign

It is fixed on construction site fences and they are to be used only while the construction carries on.

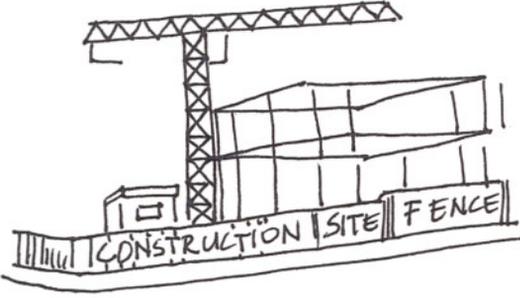
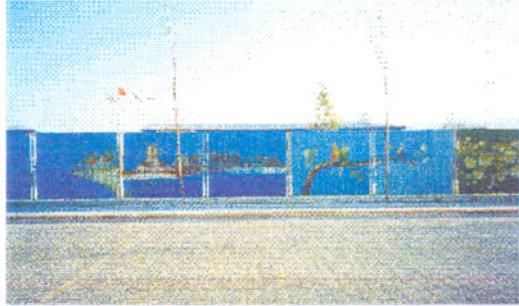


Figure 22: Construction Site Fence Sign

(Source: <http://palm.act.gov.au/tplan/web>)



Photographs 13-14-15: Construction Site Fence Sign

(Source: Personal Archive)

Display Home/ Development Site Sales

It is fixed either on or nearby the real estate as long as the real estate is for sale.

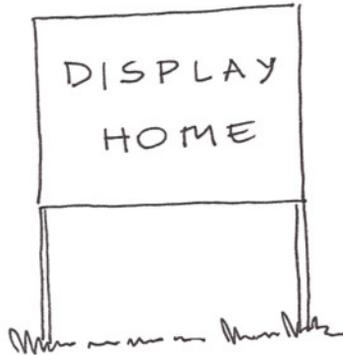


Figure 23: Display Home Sign (Source: <http://palm.act.gov.au/tplan/web>)

Event Sign

It is fixed as to explain an event is taking place. Usually they are made of fabrics.



Figure 24: Event Sign (Source: <http://palm.act.gov.au/tplan/web>)

Photograph 16: Event Sign (Source: Personal Archive)

Fence Sign

It can be either fixed or painted on a fence. Usually they can be seen in sporting fields.

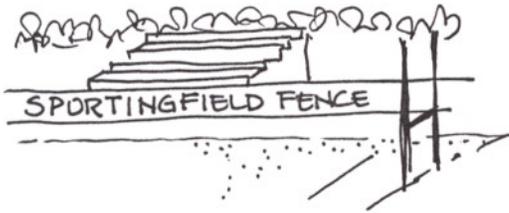


Figure 25: Fence Sign (Source: <http://palm.act.gov.au/tplan/web>)

Flag Pole Sign

It can be flags of any kind which are made of fabrics.

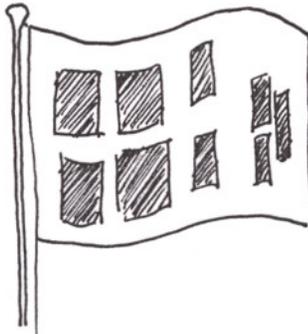


Figure 26: Flag Pole Sign (Source: <http://palm.act.gov.au/tplan/web>)

Ground Sign

It can be usually freestanding sign which are fixed to the ground and seems like as if a small wall.



Figure 27: Ground Sign (Source: <http://palm.act.gov.au/tplan/web>)

Hamper Sign

It is painted or fixed to the upper part of the window of the shop. They can be either labels.



Figure 28: Hamper Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photograph 17: Hamper Sign (Source: Personal Archive)

High Rise Building Sign

It is fixed on the building where it could be seen easily. They are usually the names or logos of the companies.



Figure 29: High Rise Sign (Source: <http://palm.act.gov.au/tplan/web>)

Inflatable Sign

It is big balloons that are placed for a short time just to draw attraction on a special occasion or advertising.

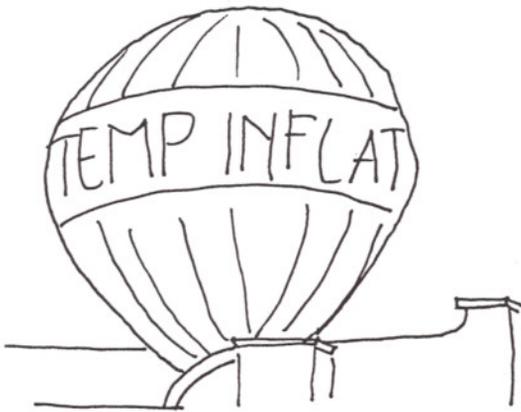


Figure 30: Inflatable Sign (Source: <http://palm.act.gov.au/tplan/web>)

Information Sign

It can be either fixed or freestanding. They display information about a place or a specific thing. They can be maps or writings of information or direction.

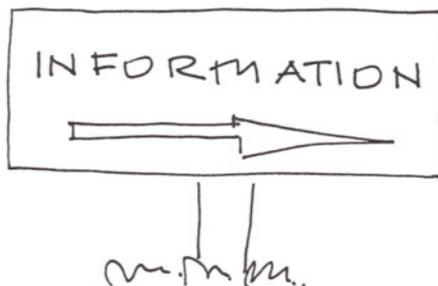


Figure 31: Information Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photographs 18-19-20: Information Sign (Source: Personal Archive)

Lantern Sign

It can be either fixed or freestanding and illuminated.



Figure 32: Lantern Sign (Source: <http://palm.act.gov.au/tplan/web>)

Photographs 21-22: Lantern Sign (Source: Personal Archive)

Mobile Sign

It is be either fixed/ painted on a vehicle for advertising or display a company or freestanding -may be illuminated- movable advertisement on wheels.



Figure 33: Mobile Sign (Source: <http://palm.act.gov.au/tplan/web>)

Pole Sign

It is freestanding vertical sign fixed on a lantern.

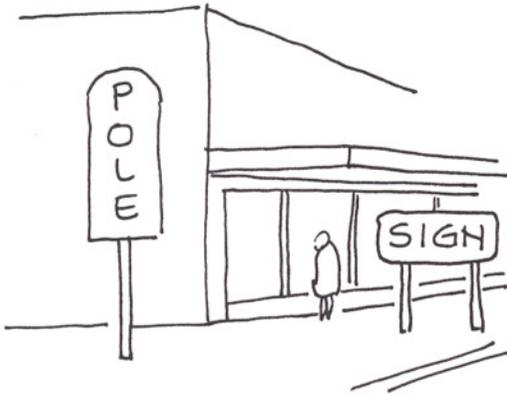


Figure 34: Pole Sign (Source: <http://palm.act.gov.au/tplan/web>)

Projecting Sign

It is be either illuminated or painted. They are fixed to the buildings at 90° angle.

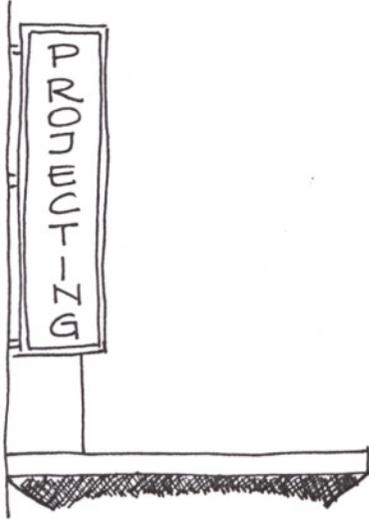


Figure 35: Projecting Sign (Source: <http://palm.act.gov.au/tplan/web>)

Pylon/ Column Sign

It is vertical sign with a larger surface area at the place where it is fixed.

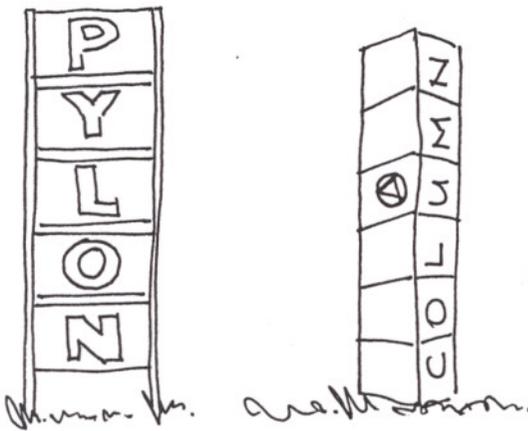


Figure 36: Pylon/ Column Sign (Source: <http://palm.act.gov.au/tplan/web>)

Roof Sign

It is fixed at the roof. They can be either illuminated or painted.



Figure 37: Roof Sign (Source: <http://palm.act.gov.au/tplan/web>)

Stallboard Sign

It is like hamper sign but this time they are fixed at the bottom of the shop window.

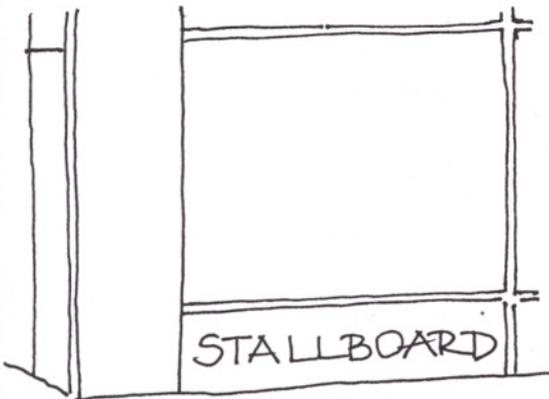


Figure 38: Stallboard Sign (Source: <http://palm.act.gov.au/tplan/web>)

Territory Sign

It is informational sign which displays the territory that the visitor enters.

This group overlays with boundary signs which was mentioned at the categories group of this classification system.

Under Awning Sign

It is fixed under an awning. It is either illuminated or not.

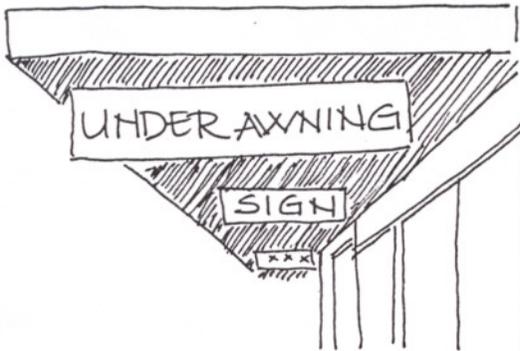


Figure 39: Under Awning Sign (Source: <http://palm.act.gov.au/tplan/web>)

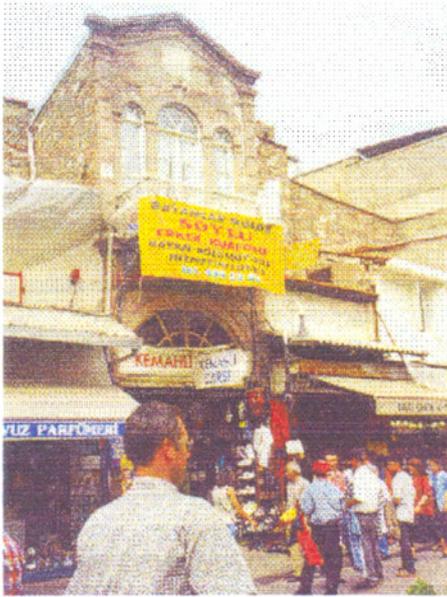
Vertical Banner Building Sign

It is usually made of fabric which is fixed to the building like a projecting sign.



Figure 40: Vertical Banner Building Sign

(Source: <http://palm.act.gov.au/tplan/web>)



Photographs 23: Vertical Banner Building Sign (Source: Personal Archive)

Vertical Banner Freestanding Sign

The only difference from the vertical banner building sign is that it is fixed to a pole.



Figure 41: Vertical Banner Freestanding Sign

(Source: <http://palm.act.gov.au/tplan/web>)

Wall Sign

It is either fixed or painted to a wall. It can be illuminated.

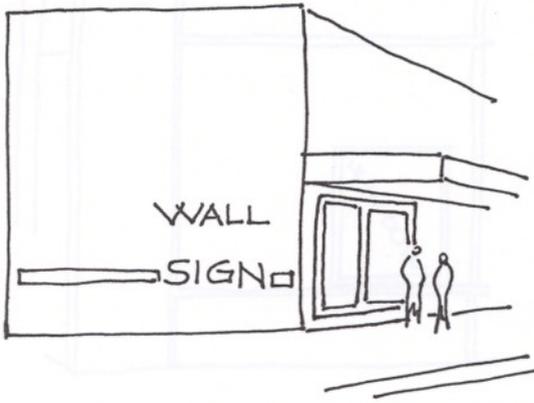


Figure 42: Wall Sign (Source: <http://palm.act.gov.au/tplan/web>)



Photographs 24-25: Wall Sign (Source: Personal Archieve)

Window Sign

It is either a poster or a label that is attached to the window.

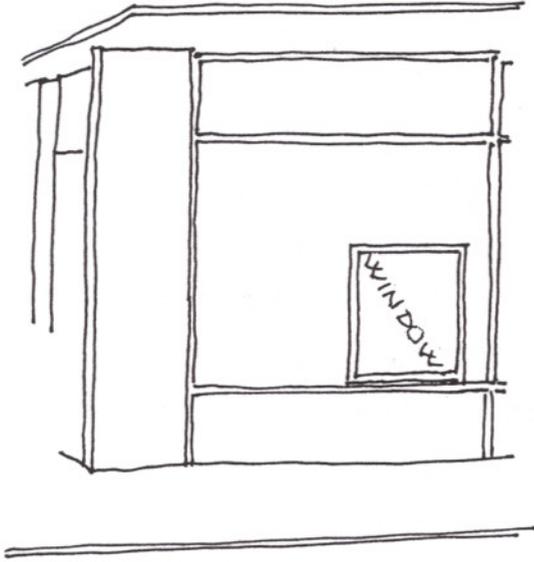


Figure 43: Window Sign (Source: <http://palm.act.gov.au/tplan/web>)

At this chapter the classification system for the examination of information elements as well as signs had been done. This chapter will be a guide for the further chapters in which the design criteria and sign planning process will be examined.

After this classification system of information elements, the research will be continued basically on the commercial signage which forms the main concept of this thesis. The further chapters will be examined by referring to commercial signage. Therefore when the term "Sign" is used, it must be understood as "The Commercial Signage".

CHAPTER 3

SIGN PLANNING PROCESS

Today most of the signs that we see in our urban environment do nothing more than to create chaos with the places that they “hang up”, their meaning and purpose, or their design consideration such as lettering, forms, structures, colors, materials, ... etc. “Commercial advertising can enhance, or be a blight on an environment. It is up to the environmental designer and planner to ensure that any advertising is used in a positive way.”¹

The most of the commercial signs (especially the ones in Kemeraltı) that we see in our urban environment are generally are blights on the environment. Signage is a specific area of design. The designer “plans, designs and specifies sign systems and other forms of visual communication in the built and natural environment.”² To use signage in a positive way, the designer have to set the right process for sign design and planning. In this chapter the process of sign planning will be examined as well as the peculiarities and characteristics.

3.1. Research Planning:

For the designer who will create a new sign, this is an opportunity for investigating a new place and finding out new concepts, and creating an object of beauty as well as its content that will be a part of an environment of an urban or a natural site. The first step to be followed in sign design is the research planning, which includes five substages. These substages are as followings:

- **Problem Definition:**

Just like in any other planning act, the first step of the process is the problem definition. To create a sign for a specific area, the designer should analyse the architectural, environmental, cultural and aesthetic factors of the site. Signage is an element of the environment in which it is found and designed for, maybe for years.

The problem could either be given by the employer or to be left to the designer. But no matter it is given by the employer or not, the designer has to find out the answers of some questions by herself/himself.

- **Situation:**

The designer serves three basic functions:

1. to help and direct users to find what they want and need and where to find them,
2. to enhance the environment visually while informing and identifying the product or service,
3. To protect the safety of the users.

To provide these functions, the situation of the sign drives an important role. The question "how it is today and how it is to be after design" plays an important role.

- **Case Study:**

The design changes according to the environment in which it is to be placed. The characteristics and the history of the site or the architectural form of the building influences the design considerations of the sign. The aim of the design should be to increase meaning and identity of the place by the signage, but not to burdensome on the site.

As to reach a satisfactory solution of design, the examples from the site must be taken into consider, too. The conclusion of such kind of an examination through the space and signage examples would lead the designer to enchancing designs.

- **Discussion for Policy and Aim:**

After the problem definition, case study, the designer is ready to set his/her aim and purpose for the design. As soon as he/she sets the aim of the project that is to be held, the policies for reaching the purpose must be discussed in order not to mislead the design.

The employer or client must also study the policies with the designer. This will help the designer to set the right policies, which will both comfort the client and the designer to reach to the expected and wanted solution.

- **Order to Project & Organization:**

After the policy study, an order of project is in queue. This stage should also contain the organization of the project. A perfectly set project order encourages a good design. A 'brief' of project should be prepared. The brief must contain the problem definitions, which were set both, by the client and by the designer. The limitations of client are also important. The order of project includes timing and budget requirements as well as the organization. This stage must give the answers to similar questions such as:

1. whom the client is,
2. what is expected from the designer,
3. when it is expected,
4. what the budget is,
5. timing,
6. budget,
7. the schedule for the meetings of the client and the designer,
8. what is to be presented in scheduled meetings
9. payment procedures,
10. after the design had finished, by whom the sign will be maintained or repaired,
11. by whom the legal procedures are going to be held and etc...

3.1. Fundamental Design:

After research planning, the next step to be followed is the fundamental design stage. As soon as the obligations of the project set constantly, the design concepts should be decided.

Fundamental design stage is the intellectual planning part of the design stage. The considerations, object, main theme of sign both of information and structure and the design concept is set. If this stage defines clearly and purifies

from contradictions and conflicts, it would be easier to reach a satisfactory design solution. There are also substages in this step:

- **Planning on Object:**

The object of the design is unique for each design just like each design is. So the design of each sign must be unique, too according to the needs and situation.

At this stage, the objects of planning to forming a theme for signage must be held by the designer himself. A clear review of problem definition and design situation helps the designer to set the right criteria and object of design.

- **Area:**

The site, which the sign will be placed is an important criteria of design. The site could either be an urban environment, a building or a shop.

Signs should compliment the architecture and the environment, but not to burdensome on the site. The design elements, structures and concepts may differ according to the site. So the obligations and characteristics of the site must be studied.

- **Method:**

There could be more than one method to be followed during the fundamental design. The designer has to decide is the method he/she will use for the research. He/she may study the examples of signs of the site, using observation techniques; study different examples from literature survey, etc... The method helps the designer to understand what is to be expected in design.

- **Information Composition:**

After the designer chooses the method, the next step is to collect the needed information for his/her own design. At this stage there is a danger for the designer. If he/she collects less or more information than needed, he/she may mislead to unsatisfactory design. The second danger in information composition, is content of information. If he/she collects the wrong examples, the design should stay insufficient or confusing.

- **Design Concept:**

The generation of each design concept or idea would be another adventure, because each concept of design is unique to the solution and an individual exercise for the designer. The words to be used on the sign may be starting point to create the concept. The information to be written on the sign may be divided into its words or even sometimes syllables.

Another technique should be organizing meetings with the related people and other colleagues for brainstorming.

The design concept may be studied by the designer including some sketches in order not to forget the concept or idea. Also these sketches may lead the designer to satisfactory designs.

- **Visual Format Design:**

After the concept is formed, the designer should choose how he/she wants the sign to be visualized. Different types must be elected to select the best matching type. The adequate form of the sign is to be decided at this stage, according to how it is going to be perceived by the site users, including both the pedestrians and the drivers. It would be more recognizable the visual elements of the sign if the design is three-dimensional.

- **Structure Standard Items Design**

There may be some standards that are constant for the design. The materials and structure items may be given to the designer as standard. If not, the client expects the designer to choose and set some standards for signage. At this stage the designer must choose the structure standards that may be about the structure as well as the proportions of the design. A sign may be to be used in different sizes and scales. In case of a situation like this, the design structures must be standardized for different scales.

- **Positioning Standard Planning:**

The designer is also expected to place the signage at the site or on the façade. If the sign is to be designed not only for one and only place, but to be placed at different sites or façades, a standardization for placement of signage must be set. It is about where they are to be placed, at what height, etc...

After all the decisions about fundamental design stage is given, the practical design stage begins. This stage includes the design considerations that are adequate to the concept and the site.

3.3. Practical Design

Practical design stage tends through visual, structural and positioning design, which include the design considerations and develops for application in the site, on the façade or building. These design considerations and developments will be examined under these stages; visual and structural design, and positioning design.

3.3.1. Visual and Structural Design:

In visual design the most important thing is about perception. Perception can be examined in three main topics. These are: vision, perception and cognition.

Vision is the priority feeling among the others because it's capacity of perception and cognition are stronger when compared to the others. In order to be aware of what is seen the vision must be united with the past experiences. This is called "spatial memory". When all of these processes evolve, "perception" takes place. The psychological hierarchy of visual model is defined at the figure below:

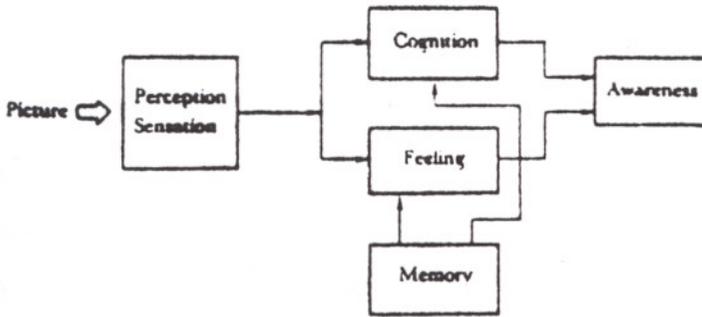


Figure 16: Visual Model (Source: SIGN COMMUNICATIONS, (1989), p: 286)

Also, the feeling can be considered in the hierarchy model of vision. Ulric Neisser said: "Cognitive psychology refers to all processes by which the sensory input is transformed, reduce, eleborated, stored, recovered, and used."³ Here, in cognitive psychology, aesthetics is also important because if it is not beautiful, the mind would refuse cognition. This is called "selected perception".

Signage refers to this selected perception. The aim is to catch the eye by addressing the cognitive psychology among all the other signs that compete for attraction. The visual and structural design, here drives importance for the competition. The elements that are to be taken in consider through out the structural and visual design can be explained such as below:

- **Lettering**

There are so many printing types. The reason for this is function and fashion. Some of the lettering types are suitable for different cuts, printing and materials. Also individual aesthetic preferences are changeable according to the designer or the employer. These steps should be considered in design:

1. "The letter sizes must be determined according to the visual length-ways.
2. At the highways the writings must be hierarchically ordered for traffic of vehicles and pedestrians.
3. They must be easily readable and recognizable but not crowded and confusing. They must be as short as possible.
4. If the writings should be used in another language, a professional translator must be hired.

5. The common letter forms such as Arial, Times New Roman ... etc. should be preferred.”⁴

- **Materials**

1. “The materials may change according to the placement of the signage.
2. If it were to be placed outside, more durable materials would be preferred. If a material is not adequate for a site than it shouldn't be used because of it's durability, ... etc.
3. The adequate choice of materials would help to emphasize the identity of the site.
4. Most common materials are: stone, wood, cast metals, aluminum press, steel tube, steel materials, glass-tempered cement, concrete, glass, resin, ceramic tiles, and sheet materials.”⁴

Adhesive Vinyl: Vinyl is a very common material because it has many color chances it externalizes maintenance costs. It can be cut easily by either hand or computers.

Casting: Casting is a kind of material which is liquid when raw. It molds to get the wanted shape such as writings, graphics, ... etc.

Banners : They are made of fabric. They may be either painted or printed on the fabric. Some holes must be cut on the large banners in order to provide the banner from the wind effects.

Fiberglass Embedment: They are usually made of two layers of fiberglass and posters are laid between them. We can see many examples of them around our urban environment such as bus stops, kiosks, ... etc.

Concrete Foundations: They are fixed to the ground for supporting freestanding signs.

Gliding: Gliding is used for covering the signs with metals. They are durable but must be used carefully in rainy climates because it may be rusted.

Neon: They are illuminated and may be found in many color scales. They are compound of luminous gasses in tubes.

Porcelain Enamel: They are made of kiln-dried ceramic plates. They may be designed before kiln-dry process or may be painted by hand afterwards.

Sandblasting: This not a casual one that is rarely seen. The sign may be consist of different particles to form raised and three-dimensional vision on the sign. Mostly wood, sand or gravel is used.

Screen Printing: They are made of illuminated or changeable screens which may visualize photographic scenes.”⁵

- **Color**

Because colors have wavelengths, human attract to brighter colors. They stimulate the brightness feeling.

1. “If there aren’t any regulations, the colors of the signs must be chosen very carefully. Different colors give different feelings to people, psychologically.
2. The colors of the graphics and writings can emphasize the shop, sign or advertisement, but one sign must not be dominant over the others. (especially in historical places or protection zones)”⁴

- **Size, Scale and Form**

1. “The size, scale and form of information elements are changeable according to the setting, site and character and identity except traffic signs.
2. The size, scale and form of the sign must be in accordance with the buildings’ or the shops’ facade. It must stay at a certain rate according to the facade. It must not cover the facade and be the dominant element at the facade or the site.”⁴

- **Graphics & Pictograms**

1. “A sign must be recognizable and seem familiar to the users.
2. The pictogram is the first diagnostic of a sign. It would be useless unless it is understood with just a glance.
3. The graphics and pictograms cannot define long and complex syntactic but they are ideal for signs. In graphics or pictograms, letters also, may be used but they are simple and very “elementary”. ”⁴

- **Structures**

1. "Signs can be made of different materials.
2. They can be either externally or internally illuminated. They may be also non-illuminated or have no reflective faces.
3. The advertisements of the shops can be fixed, pasted on the walls, windows or plates as posters. Also, especially in historical places, there can be signs that are carved on wood or stones. "4

- **Illumination & Lighting**

1. "Signs may be illuminated or not.
2. They can be illuminated from outside by using spots.
3. They can be illuminated from inside. These are generally made of plexi-glass and they seem like boxes. From inside, they use fluorescent lights.
4. The whole sign, itself (writings, graphics, ... etc) may be designed using just neon lights. "4

- **Symbols**

1. "In a symbol there are two kinds of codes. These are what the symbol explains, and what is it's content. To understand the symbol, these codes must be understood both by the designer and the user. Also it must be memorable.
2. They indicate correlated nature. It means the icons in the symbol signify specific things from which all the users would get the same message like an umbrella signifies rain.
3. The symbol in a sign refers to one and only one meaning. If it refers to more than one, than it would be too complex to be understood at a glance. Also it must be flexible for future changes and unique at the same time.
4. The meaning of an icon or a symbol may be different from it points. This is called connotation just like an umbrella connotes rain.
5. There are two types of symbols: linear type and space type. Linear type is created with word or optical signs while the space type is consist of drawings, maps and graphs.

6. If a symbol may be divided into meaningful parts, than that symbol has segments, such as a word may be divided into its syllables in which any part of the word refers to another thing. This means that the symbol symbolizes more than one thing. “⁴

3.3.2. Positioning Design:

The positioning design is also important; because it must be adequate in placement; not only to the background but also according to what the people who will read them. It is up to the designer to decide how much the signage fits the area or competes with it.

While the positioning the signage, basic physical factors like air, space, light, ventilation, sunlight, movement etc... should be taken into consideration.

Signs must be positioned within the vision and sight of the people. The angle of vision is about 60°. Areas out of this angle are to be less perceived at a glance.

3.3.3. Factors That Influence The Design

- **Appropriateness**

The information elements must be in accordance with the site and it's identity as well as the existing and proposed functions of the site. The placement of an information element also implies its design considerations. Also it must be appropriate for “Objects of Information”:

1. Pedestrians: The information elements must be placed where they could be seen while walking or standing still.
2. Bicyclists: For bicyclists, the information elements must provide safety for cycling paths and readability.
2. Drivers: The information elements must be placed so that the driver can see at once and clearly without confusion.
3. Handicapped People: Information elements must be designed according to the needs of them. They must be readable, and appropriate in size, scale, length, form and provide safety.

- **Cultural Factors**

Social Factors

There can be more than one group who aim to use the site. The traditions and culture of the user groups may cause differences. The design of signage for mixed-use areas especially in historical places like Kemeraltı, must be carefully examined. This kind of an investigation may prefer different solutions and design criteria.

Political Factors

Any information element, which is to be placed in a public space, must refer to some regulations and standards as not to cause visual pollution and must be in accordance with the site and the functions. Also the public comfort, convenience, circulation, safety and the maintenance must be taken into consideration when the permission process takes place.

- **Physical Factors**

Climate

Climate changes through the years influences the materials of information elements. Especially for the ones which will be placed in open spaces, the choice of materials and their design is more important than the others because of temperature, precipitation, wind, light, ...etc. These factors also influence the maintenance costs, and visual impact to the space.

Physiography

According to the space in which the information element will take place, the adequateness to the space is important. A natural landscape and a city center requires different designs of signage according to dimensions, materials, shape, color, style, lighting ...etc.

- **Operational Factors**

Human Body Dimensions and Movements

The information elements must not impede human movement at the site. Signs must not interrupt pedestrian and vehicle circulation. Also, the users must read and recognize the sign just by taking a glance at it while passing through.

Regulatory Standards

The information elements must obey the regulations and standards. There are standards about the traffic signs and they are all the same within the country. It would be ridiculous to set same regulations for advertisements but at least there must be local standards and regulations about the design and the placement directories to prevent the visual pollution that signage causes.

- **Design Checklist**

As soon as the design stages finish, the design solution must be analyzed by the designer himself/herself to be absolutely clear on the design. During the design process the designer must “back up” and ask questions to himself similar to the ones above or new ones that the design must consist. The designer must answer to the checklist below:

It is obvious that much more questions can be add to the checklist.

1. “Does it answer the brief?”
2. Has the problem been solved creatively?
3. Has the idea been pushed to the limit?
4. Is it visually pleasing?
5. Is the information given the correct degree of visual emphasis?
6. Is the copy written in a readable manner?
7. Is it highly legible?
8. Is it appropriate for the people who will see it?
9. Does it promote the right image?
10. Can it be easily manufactured?
11. Is it to budget?
12. Is anything missing?
13. As a designer are you proud of it?

14. Does the idea break new ground?"⁶
15. "Is the name of the building clearly displayed and well lit after dark?"
16. Is the main entrance to the building obvious?
17. After entering the building, is an information/reception desk immediately visible, or are there at least clear signs to one?
18. Are there signs directing visitors to elevators, restrooms, telephones, and cafeteria or coffee shop?
19. On leaving the building, are there clear signs indicating the way to transit stops, taxi ranks, and nearby streets?
20. Has a simple, clear map of the neighborhood been considered?"⁷
21. How many percent of the facade do the signage cover?
22. Do the signage sufficient enough for information?
23. Has a hierarchy been considered in writings?
24. Does the structure, materials, color, form and size of signage match with the site?
25. Is it clear, easily readable and recognizable?
26. Is it cheap to maintain and clean?
27. Is the design flexiabile enough for future changes?
28. Is it unique and memorable?
29. Can it be reproduce in different sizes and can a variety of materials be used?
30. Can it be animated?
31. Where it is placed? Is it placed at the right position at the right place?
32. Is it's sizes and material match with the environment?
33. Does it create or fit the right identity?

Before the production stage the design prototype should be represented to the client. This helps both the designer and the client about if the design fits the client's wishes. If the design is to be remodelled according to the conclusion of the meeting, it helps the designer about timing and budget.

3.4. Production:

After the design stage finishes, the production of sign is to be started. Production takes place in four parts. These are visual parts product, structure parts product, construction and set up.

- **Visual Parts Product:**

The production should either be handmade by the designer himself/herself or a craftsmen, or produced industrially. The designer has to follow every stage of the production in check and approve the design and prevent mistakes.

- **Structure Parts Product:**

The same process of visual parts product is valid through the structure parts product. But at this stage some structure details must be examined carefully; because the combination of different materials and surfaces take place. The combination details must be designed and checked by the designer himself/herself. Also construction details may be produced at this stage, too. The designer must be check the safety of the combination details.

- **Construction:**

The construction stage is a significant part of the project. The designer should approve the placement and how to install the sign to the site. The sign may either attached to a façade, shopwindow or a building or may be fixed to the ground.

The materials that are going to be used during construction is also a design process. A mistake in a construction detail may change all the positive impact of signage both for the sign itself and for the environment in which it is installed.

The construction team must be chosen by the designer. The designer locates the crew, choose qualified personal and manage the construction.

- **Set Up:**

Signs can easily be damaged while transportation, handling and installation. Set up process must be professionally held by the construction team under the management and supervision of the designer. The qualified personal and technicians must be used -especially in illuminated signage-. The designer leads the division of labour and the order of set up and construction.

The important thing that is to be known, the sign planning process does not end with set up stage. The further steps are may be the most important stages of the process.

3.4. Maintenance

In most of the cases, the process is perceived to end at the construction stage. But in fact the maintenance stage is more important; because after the sign is installed, the mission of the signage starts. The mission of signage is to enhance the environment in which it is fixed as well as giving information. If a sign is to be left on it's own destiny, then it will cause the VISUAL POLLUTION, which leads this search as the problem of the urban environment that we live today.

- **Check:**

At this stage another important point takes place in the process. This stage is the organization of the project that was examined at the first stage; research planning. At the organization determination of the project a schedule had to be set for checks. These checks must be held by the designer to prevent the misuse of signage as well as its situation.

- **Cleaning:**

If the sign is to be placed another site, which the firm does not own the land, cleaning may be a problem. The signage must be kept neat and tidy in order not to deteriorate the environment. So the cleaning process must be scheduled and organized by the designer , too. The cleaning time may differ according to the materials used in design or the climate conditions just as repair.

- **Repairing:**

According to the checks, the repairing needs would take place. Repairing process may change according to the condition and materials of signage.

If the part that is to be repaired of a sign should be held in place where it is installed, then a qualified personal in management of the designer himself/herself would handle the situation. But it has to be repaired in another place then it is installed, then a solution for the void of the signage must be found by the designer in order to prevent the disorder and ugly view it may cause.

- **Renewal:**

The sign may be renewed after a while. This may be because of any criteria at the design stage, the changes in technology, the oldness and deterioration of materials, climate or else...

If the sign is to be renewed whatever the reason may be, the renewal must also be done by the designer himself/herself. If any other person is to held the process, he/she may decrease the value or the meaning of signage by using wrong materials.

If the sign is to be remodeled, the process of remodeling could be held by the designer himself/herself or any other designer. the important thing is that the sign planning process must be repeated from the beginning in either choice.

Any sign that fits the sign planning process may be set to be a good study and research example as it is clear on the stages, what is wanted, what is proposed and how it is to be communicated most effectively. Because signage is a way of communication that helps to create "a poetry of place".¹

¹ CARTWRIGHT Richard m. (1980): **The Design of Urban Space**, John & Wiley Sons, New York, p: 103

² SIMS, Mitzi (1991): **Sign Design: Graphics, Materials, Techniques**, Thames and Hudson Ltd., London, p: 6

³ REED, Stephen K. (1992): **Cognition: Theory and Applications**, 3rd Edition, Brooks/Cole Publishing Company, Pacific Groove, California, p:3

⁴ ESTHREBY, Ronald; ZWAGA, Harm (Edited by) (1984): **Information Design: The Design and Evaluation of Signs and Printed Material**, John Wiley and Sons Ltd., Bath, Avon

CARR, Stephen (Project Director) (1973): **City Signs and Lights: A Policy Study**, MIT Press, Massachusetts

SIMS, Mitzi (1991): **Sign Design: Graphics, Materials, Techniques**, Thames and Hudson Ltd., London

DENEVE, Rose (1992): **The Designer's Guide to Creating Corporate I.D. Systems**, North Light Books, Cincinnati, Ohio

⁵ SIMS, Mitzi (1991): **Sign Design: Graphics, Materials, Techniques**, Thames and Hudson Ltd., London, p: 28

⁶ SIMS, Mitzi (1991): **Sign Design: Graphics, Materials, Techniques**, Thames and Hudson Ltd., London, p: 52

⁷ Urban Plazas, p:68

CHAPTER 4

LEGAL INSTRUCTIONS

In this chapter the legal instructions about information elements will be examined from both Türkiye and foreign countries. First the regulations of foreign countries will be analyzed in according to give us a chance to make a comparison between Türkiye and the foreign countries.

4.1. Regulations from Foreign Countries

4.1.1. Regulation Examples from Switzerland

- **Objective:**

"In Switzerland, 64th article of 1932 Federal Law and 6th article of 1958 Traffic Codes forbids any kind of advertisement which will draw the drivers' attention from the road users and cause danger for traffic safety. It is important that all the road users are included in this law not only the drivers, but also the pedestrians.

- **Content and general principles for design:**

Content of the signs are commercial signs.

*The gas stations are allowed to put only the gas firm that they sell to their roofs and in front of the institution by the order, which had been put into application at January 25th, 1957.

*An article at June 1st, 1942 orders to attach the panels to the buildings parallel to the façade and forbids attaching perpendicularly.

*In the city of Basel, it requires special permission to place advertisements within 100 m. of conserved monuments. Also some local authorities conserve natural landscapes, too."¹

4.1.2. Regulation Examples from Italy

- **Objective and Content of the Regulation:**

"The two articles of the 2nd paragraph from the Traffic Code by the dates of September 27th, 1958 and April 4th, 1959 explains the forbidden applications in detail for commercial signs.

*According to this regulation if the advertisements prevent the view of the other vehicles, they are to be removed.

*Illuminated advertisements, which dazzle the eye, are forbidden.

*Panels cannot be bigger than 6 m² and cannot be placed nearer than 3m. to the road. They cannot be placed 200 m. before and 100 m. after the traffic signs."¹

4.1.3. Regulation Example from Australia:

Canberra Territory Planning Act

Australia is one of the very developed by-laws. It is a part of The Territory Plan. This plan consists of four parts. These are general principles & policies, land use policies (including residential; commercial; industrial; Community facility; restricted access recreation; water features; municipal services; entertainment, accommodation and leisure; urban open space; broadacre; rural; hills, ridges and buffer areas; river corridors; mountains and bushlands; plantation forestry; and major roads), other policies (overlay provisions; wateruse and catchment policies; sign policies; and environmental planning policies), and appendices.

The Territory Plan was put into appliance in 1991. The aim of the territory plan is to guide the development for the next 15 years. The part , which is going to be examined is Part C3, The Sign Policies. This regulation is searched from internet in May, 1999.

- **Objectives:**

The objectives of the sign policies are such as:

- “(a) to ensure that advertisements and signs complement the attractiveness, safety, legibility and amenity, of the natural, modified and built environments both by day and night;
- (b) to ensure that advertisements and signs do not compromise the role of the Territory as the setting of the National Capital and Seat of Government;
- (c) to ensure that advertisements and signs are not incompatible with the existing or future desired character of the locality;
- (d) to support the role of signs and advertising as an important factor in identifying the commercial character and vitality in locations such as at ground floor level in retail, mixed services and industrial areas; and,
- (e) to ensure that signage on places registered on the interim Heritage Places Register and the Heritage Places Register appropriately recognizes the heritage value of the site.”²

- **Controls:**

The controls over the signage are provided by; defining the permissible and non-permissible signs for commercial land use areas and non-commercial land use areas. A table of “types of signs”³ had been prepared, which shows where a sign can or cannot be used or limited. The limits are grouped for 4 occasions. First group is for temporary signs; second group is for the defined types of signs in general; the third group is for the types, which are defined in the policies but may cause confusion and vicinity in the environment ; and the last group is for signs, which are match with the definitions but are undesirable in some places and desirable in some of them (for example a sign may be desirable in commercial city center but may not be desirable in residential areas) and must be limited. Also for the non-defined types of signs may be approved if it fits the policies, performance criteria and objectives within the Signage Master Plan.

The Signage Master Plan establishes rules and provisions to create a design theme and development applications. The application area of a Signage Master Plan is a place, which is clearly defined and has a visual impact and identity on the environment.

- **Content of the signs:**

The content of the sign in the Signage Master Plan is the commercial signs; but are grouped in three parts. They are the signs of companies within the site, not on the site but related with the business, and for a product or event, which may or may not take place within the site, and its' sponsorship, they may be permitted according to placement considerations. Commercial signage is not permitted within the roads.

- **Scale of Signage:**

Scale of signage must be in proportion with the building on which it is attached and its surrounding. The aim is to provide the original architectural character. Especially on the buildings that have a specific architecture form or decorative façade, signs must not be placed as to cover those.

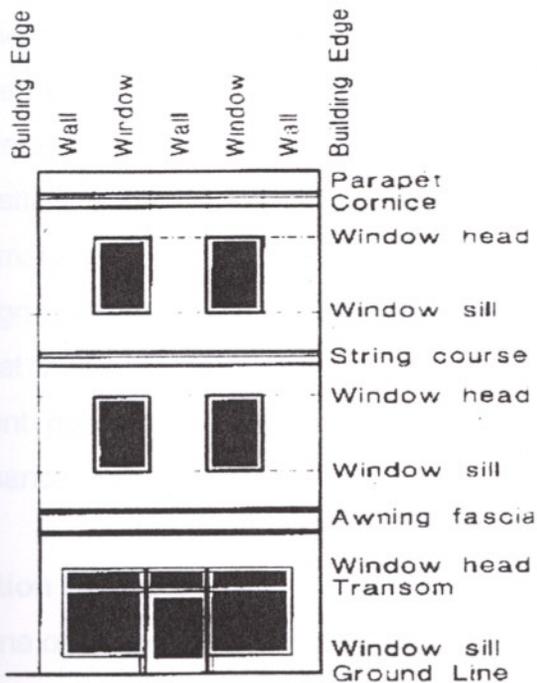


Figure 44: Grid Proportions of Buildings (Source: C3- Sign Policies)

- **General Principles for Design:**

- *It must not prevent the view of the pedestrians or the drivers and cannot cause confusion.

- *Installation part of any sign cannot be exposed and must be out of sight of the general view unless it is a part of the design.

- *Animated signs which are designed as flashing light, have high density of spill effect or have fast moving parts as to confuse especially the drivers (especially at the street level) are not permitted. Illumination is permitted to highlight the buildings' decorative facades or architectural character. Illumination must not bother the users of that site.

- *The design of the signs in heritage areas must be of high quality and in harmony with the environment.

- *Signage Master Plans must be provided for unique areas.

- *Fixings on trees are forbidden.

- **Performance Criteria:**

- Signs do:

- *not confuse the users of the site

- *match the design standards that mentioned above

- *increase the value of the site, streetscape or the building

- Also, the measurements according to the placement and types of signs are given in detail at the statement. (for example: height, number, thickness, extent, area, setting, content, orientation, setting and etc...)

- "In summary, the proposed policy provides a much greater level of clarity about the design principals, planning intentions and quality outcomes sought. It is expected that these policies will eliminate much of the confusion that exists with the current policy and provide a framework which encourages quality signage to enhance the city."⁴

4.1.4. Regulation Example from France

France is one of the countries that needed to arrange regulations as soon as this trend (signage) had come into practice. "They arranged regulations in which the first law that they arranged in this century at 1902. The 5th article of 1943

Law had forbid placing any kind of advertisements within 100 m. surrounding the monuments. It also limited shop ads. After II. World War, a new regulation had accepted at December 29th, 1979.”¹

- **Objectives:**

This regulation was made because of four reasons:

- *“International commerce and economy relationships

- *The increase of the employees in advertising sectors such as: artists, painters, electricians, etc....

- *The income that brings to the building owners and the source it obtains for repair and maintenance for the buildings and city

- *the income that it brings to the poor local authorities for the City Administration”

These four reasons are also act as the objectives of the regulation.

- **Controls and Content:**

Paris had accepted this article valid for the whole country. The city had been divided into three parts for advertising:

- *The conserved city centers that any kind of ads is forbidden. These places contain conservation areas and registrated buildings and monuments that are not within conservation area and 100 m. surroundings of them.

- *Limited advertising districts: limited place at the shores of Seine for the maintenance of Municipality movable, limited advertising at the historical city center 2nd district (lighted advertisements at the roofs or terraces are also forbidden) and limited advertising 1st district that contains some famous shops and special economic places.

- *Special places that advertising is an economical activity is permitted more widespread.

- *For every district, advertisements’ sizes and standards are determined.

- *For some special occasions it is a matter of deal among the authorized personnel.

4.1.5. Regulation Example from Germany

Germany has prepared such regulations that it is an example for the other countries about the subject. "In Germany, conservation of cultural and natural landscapes is ordered with the 3rd article of the 75th item of the federal constitution. But of course as in any other constitution, this is a general one. The details are determined by a series of regulations."¹

- **Objective:**

A general regulation for the whole country had been come into application at April 8th, 1965. The 2nd article of Space (or Environment) order Law the conservation of city sites and landscapes was determined as a principle. Also according to Federal Construction Law had set article with 1st item and 4th and 5th article application plans must conserve the landscapes.

- **Content and Controls:**

There are a lot of regulations about advertisements in Germany. The first of them is the Construction Regulations of each "Land". April 6th, 1964 dated Baden-Württemberg Regulation's 17th item takes writings, picture, light, shop-window, column, sign in it's content and orders that they are "not to ruin the roads' and landscapes picture".

This regulation only permits to make advertisements in given standards at the city centers and business districts and removes the ones that are out of the city as a principle.

Baviera's September 1st, 1962 dated Construction Regulation's 12th article and Nordrhein-Westfallen's June 25th, 1962 dated 15th article is parallel to the one above. The last item of this regulation permits only "Advertisement Column" at the housing districts.

Another regulation's 15th article at August 29th, 1966, in Berlin is about outside advertisement institutions and product ions.

- **General Principles:**

1. "Outside advertisement institutions, which can be seen at traffic roads and serve by marks, advertise and communicate, are the fixed institutions.

These are especially signs, writings, pictures, lighted signs, shop-windows, billboards, and lighted sign columns, and panels.

2. For the signs like construction institutions, Construction Regulations are available. The other are not permitted to demolish institutions or landscapes. They must be kept tidy and clean.
3. Before housing or commercial units advertisements cannot cover more than 600 cm².
4. It is totally forbidden to put advertisements on the protective gates at the streets, bridges and overpasses. Only in bridges and overpasses permission can be given in special occasions.
5. For housing districts, the names and occupation signs cannot be bigger than 600 cm². At partially housing districts and countries, only advertisement institutions for advertisements and the advertisement of place where the real occupation will be done is permitted.
6. In protection areas and places reserved as green areas, it is only permitted to put the signs that are necessary to show the institutions, which exists there.
7. 1st, 2nd and 4th paragraphs are also applied to the product automatics.
8. The commands of this Construction Regulation is not applied to the sign columns, signs, panels and shop-window decorations that are built for advertising. These orders are not available for newspaper and magazine signs on the kiosks.

Local authorities can put regulations, which take the articles above considering the local characteristics. In the industrial and commercial districts, only within the borders of district, the standards, obligations, qualities and sizes permit advertising. At the determined housing districts, suburbs gardened quarters, central districts, advertising is limited. The historical, natural and art values which are included to the monuments list of the city are determined and the advertisements are definitely removed from their surroundings and themselves.

• **Performance Criteria:**

Berlin Construction Regulation's 15th article by the date of July 29th, 1966:

1. These application rules are valid for the signboards, which are used for changing advertisement aims. Official transmissions and advertisement which are used to give information to public about religious, cultural, politic meetings and meetings pertaining to sports are not included due to these rules.
2. The signs, which are like panels, are advertisements according to the 15th article and n. section of Berlin Construction Regulations.
3. The institutions that carry the signboards, on which posters are placed, are only formed of construction and builder's scaffolding. These, including their panels on which posters are placed, are included in the construction institutions, described in the 2nd part of the 2nd paragraph of The Construction Regulation of Berlin.
4. The advertisements, which don't have a carrier construction, which belong to them and are put on an existing building, are not considered as an advertisement <institution> as described at the 2nd sentence of the 2nd section of the 15th paragraph of The Construction Regulation of Berlin.
5. The builder's scaffoldings of the institutions that will carry the advertisement panels should be horizontal to decrease the look of the height of the institution. The total length of the advertisement panels mustn't be over %60 of the general length of the place. The gates and walls around the buildings are not included to this even if they are built at the same time and adequate to the situation of the advertisement institution.
6. The signs can not be more than 3.75m. in width and 2.75m in height.
7. The inclinations about placing advertisements, the posters that will change at the billboards must be taken into consider.
8. The advertisements as construction institutions must be considered not only as the existing road, place and vision but also future road, place and vision situations that is thought to be occur. The problem if the advertisements made with advertisement panels will destroy the road-, place- and look picture or not is found out by considering the general characteristics of the

place. If the advertisement institution causes a dominant occasion to the road-, place- and look picture, this is considered to be a contrary situation to the 2nd sentence of the 2nd section of the 14th paragraph or 2nd section of the 15th paragraph of The Construction Regulation of Berlin.

9. If the builder's scaffolding and carrier elements of the institutions that will carry an advertisement form a temporality affect in the road, region and view picture that would not form the same affect without them, again they can not be permitted.
10. If the advertisements become dominant to road, place and view picture when they are attached to the roofs, fire walls and walls must not be eye-catching and draw attention and they must be proportion with its surrounding.
11. If the signs cover the greenery areas or have an important proportion according to road-space and view does disturb the eye, signage is restricted.
12. For the advertisements that will be done around the districts announced as nature and view protection areas and history and art structures, the obligations that the 4th section of the 14th paragraph of The Construction Regulation of Berlin describes, are valid.
13. For the signs that will be put on advertisement panels that replace wooden panels and on wooden panels the rules at the II. Section is not available.
14. The validity limit of the construction permission about the kind of advertisements that are mentioned above is until the end of the construction period or the legal construction permission that the wooden panel is needed.
15. The commands of this regulation was valid from July 1st, 1968 until June 30th, 1973." ⁵

In this system, no advertisements in any city in Germany can be placed without the local authority permission. For the firms and individuals that do not obey these regulations will be judged by the local courts.

4.1.6. Regulation Example from London's County: Richmond

There are serious works in the developed countries about advertisements. This is one of them, which is very detailed.

- **Objective:**

In the foreword of this guidebook its objective is explained as beneath: "These principles are prepared for the people who have influences on the design of shop facades and advertisement panels (like shop owners or designers). This guidebook's objective is not to forbid creative and sensitive designs, but as a guide for adequate solutions."⁶

- **Content of the Signs:**

This regulation also includes the ground floor level pediment panels and/or the structures, which include the shop window, and although there isn't a shopping act it also includes; banks, restaurants, commission agents or construction firms. According to the 55th section of the "Town and Country Planning Laws" which is on validity from 1990, in England, any construction of a new or an old shop facade or window must get permission.

- **General Principles for Design**

Some of the design principles (including scale of signage and performance criteria) are such as those beneath:

A. Shop Facades and Promotion Panels

- Especially if constructed before some obvious period and if the construction materials of the facade are not changed, they must be protected carefully.
- The types of the materials and colors that are to be used for the construction of the shop facade must be chosen at least diversity.
- The shop facade must be designed with respect to its environment and the building's architecture. For example if there are columns, they must continue until the ground.
- The materials that are to be used must be chosen as durable and easily cleanable.

- A new shop facade design must be in respect with the other shops and their ads and windows heights and a dimension as long as it is not contradictory to the design concepts.
- The shop facade must be in entirety with the area's character and identity.
- If there isn't a hindrance, the shop's entrance must be at the same level with the sidewalk. If not, an adequate ramp must be designed for the disabled.
- Historical styles, which are copied, must not be used if it is not adequate with the building architecture.

B. Promotion Panels and Signs

- Shop pediments and signs must be in accordance with the other landscape elements and their dimensions.
- Pediment's height must not be more than the 1/4th height from the sidewalk to the pediment's last point.
- The colors must match with the other shops' not to create visual pollution. 'Daylight' or 'fluorescence' types or lighting is not adequate for promotion panels.
- Existing windows, architectural details, pediments and cantilevers at the first floor level must not be covered with advertisements. The pediment's highest point must be at the first floor level.
- Wide areas with acrylic or similar bright colored materials must not be used.
- The materials used must be durable to outsider impacts and easily cleanable.
- The ad on the pediment must only include the commerce type and the shop's name but no any other advertising. More than one name on the same pediment must not be used.
- Illuminated ads must be designed carefully because of its impacts on the environment. If the shopkeepers want to illuminate the shop for security, they can illuminate the shopwindow but not the sign.
- Inner illuminated box advertisements could not be adequate for some places. Instead of this illuminated letters from backward on a blackened surface could be more adequate.

- Ads, which are hanged on cantilevers from the shopwindow through the street, must be at the pediment level and must not overflow to first floor level. For every different shop there must be only one hanging ad and it's style must be adequate to the building's architecture.
- The writings on the hanging ad must be about the shops' contents and it must be easily readable but not crowded and confusing.

C. Writings pasted on the Window

- They must be under 10% of the window area.
- They must be designed as not to cover the vision through inside.

D. Exhibition on the Sidewalks

- The 'Law of the Motorways' forbids it with the number 160th at 1980.

E. Awnings and Blide (Spring-roller)

- They can enhance the street but they must be folded wholly.
- The facade area must bound them.
- They must be designed carefully if they are on the highly qualified buildings not to cause ugliness.

F. Security and Fire Alarms

- They must not be placed on the front facade if possible.
- They must be placed under the pediment's cantilever or to door blank when a new construction is held.

G. Pulley Shutters

- For when they are closed, they will have no contribution to the street, its use is restricted.

H. Traffic Signs

- Shop advertisements must not cover traffic signs for security
- They must not reflect their colors on traffic signs and mislead the vehicles and pedestrians.

I. Upper Floors

- If the building's upper floors are to be used as office, ... etc. the writing must be pasted on the window and must not be bigger than 10cm.
- The writings' contents must be about the user but not about the user at the ground level.
- The windows cannot be used for exhibition if not designed for it.
- If upper floors are to be used as depots, the windows must be curtained.

J. The Shop Facades and Ads in the Protection Zones

- Protection zones may refer to special architecture or historical places and their characters must be protected.
- It is important that the protection must be done not just building by building but the whole area. And it is obvious that adequiteness with the environment and building itself gain emphasize.
- The plans of the nearest buildings with levels and facades must be included with the plans. Also in case of a need the sections could be asked for, too.
- All the details of the shop facades and advertisements with materials and colors must be shown.
- For any construction of shop facade, an adequate style must be used and must continue until the parcel ends.
- The identities of the buildings must be protected.
- If the buildings' architectural qualities are too weak to be protected, the shop window could be different but it must be designed with respect to other shop windows.
- Any shop window cannot be bigger as to suppress the others. it could be divided into parts.

- Traditional qualities must be protected. Every shop facade and pediment must end beneath the first floor level. The buildings' facade's architectural or historical qualities must not be changed, abolished or covered.
- The section between the shop window and the sidewalk could be qualified and they must be considered in design. Mosaic, standard laminate, and marble must not be used.
- Box advertisements and their illuminated similar must be used carefully. Acrylic panels, mosaic, blight surfaces of metals should not be used.
- Standard pediments and its materials usually don't match to protection zones. The council should want some changes according to the buildings' character.
- For traditional buildings, wood pediments with painted writings or lettered writings which could be fixed directly to the stones or bricks of some kind of material is more adequate.
- The illumination must be done more carefully with respect to the regulations.
- Cantilevered or hanging ads especially the illuminated ones must not be used. Only the ones, which are not illuminated, may be used but must be restricted and cannot be higher than the pediment.
- Traditional type of simple writings is the most adequate ones for these areas. Adorned writings must not be used.
- The writing's dimensions must be in accordance with the pediment. The building numbers must be written on the pediment.

At the end of the guidebook it is written that in case of a need, the interested people could get more help from the 'Council Planning Authorities'. This shows how much importance they give to advertising regulations.

4.1.7. Regulation Examples From United States of America

4.1.7.1. Regulations of Saint Paul

The sign ordinance of Saint Paul had been searches from internet in May, 1999.

- **Objective:**

The purpose of this regulation referring to signage can be explained with these statements below:

1. to develop a concern for the visual environment;
2. to identify, promote and advertise business and industry in the city;
3. to prevent visual pollution and danger for the public and traffic safety which may be caused by signage for the city as well as the unique environmental, historical and architectural resources;
4. to protect the right of information transmittal;
5. to promote public health and safety, convenience and enjoyment of public travel, to rearrange highway beautification and enhance natural and city landscape and streetscape;
6. to control the quality of materials, construction, electrification and maintenance of all signs.

- **Content:**

The regulation is consists of such as below:

*Definitions: The types of signs (as mentioned in chapter 2) are listed.

The content of this regulation consists of: advanced speed arteries, advertising signs, bulletin board, business sign, canopy sign, combination sign, directional sign, display surface, electric sign, electronic message sign, flashing sign, freestanding sign, gross surface display area, identification sign, illuminated sign, lot frontage, marquee, nonstructural trim, park, parkway, political sign, portable display surface, portable sign, projecting sign, real estate development sign, real estate sign, required yard, right-of-way, roof sign, sign, sign structure, state building code, swinging sign, temporary sign, wall sign, zoning district. From the list, it is understood that the content of the ordinance refers to not only general types but also specific and local signage, too. (zoning district, required yard, right-of-way, state building code, etc...)

- **Controls:**

Any sign, which do not conform the following requirements are not permitted. These requirements are valid for all zoning districts, public right-of-way and all visible signs.

*No sign that cause confusion for any traffic-control sign with its location, color, shape, position, size, content or illumination is forbidden.

*No sign that prevent to interference in case of emergency, as to hide any fire escape, exit or standpipe is forbidden.

*Any sign that is to be cause danger for the safety of the public and drivers or deteriorated are to be repaired in 24 hours or to be removed. For business and industrial districts projecting signs may be permitted if not cause any danger for traffic safety.

*No sign permitted to be painted or affixed on a tree, rock or utility box.

*Signs and the lots at which they are attached must be kept tidy and clean.

*For back-to-back signs, the distance in between must not be longer than eight-foot and 35° angle. If the back of the sign is visible, than it must be painted to a neutral color to match the streetscape.

*No swinging signs permitted.

*For parking lots, no bigger sign than 15 square feet is permitted to the lot entrance. If the sign is the uniform parking sign, it may be up to 25 square feet.

* Illuminated signs are permitted unless they have a flashing light and spill effect.

*Except heritage preservation areas, bus-stop signs and benches signs are permitted.

*Canopy signs that are parallel to the street are to be regulated as wall signs, and where they are perpendicular to the street are to be regulated as projecting signs.

• **General Principles for Design:**

For every different land use district, different size and structures are explained in the ordinance.. General principles are:

*All the supports of any kind of signage must be constructed and erected to private property and securely built.

*For every land use decision the standards and structural design criteria also changes according to the state building codes.

*All signs must be produced of noncombustible materials except freestanding signs.

*Nonstructural trim, portable display surfaces may be of wood, metal, approved plastics or any combination of those.

*No wall sign may be bigger than 250 square feet.

* Signs must be clear of any wires of electric, telephone, high voltage power lines, et...

*No signs must obstruct any void of light and ventilation or prevent accessibility.

*Flashing signs are only permitted if flashing exceed to 6 revolutions per minute.

*A freestanding sign may not be closer to the curbs more than 2 feet and 10 feet above the ground level.

*No wires to be hang down from the sign is permitted.

*The detailed plans for the roof signs are to be constructed and must be approved by the zoning administrator.

*The signs that are used in combination must not create conflicts in the environment or the streetscape.

For different zoning districts, different standards had been set. The zoning districts, which is subject to the ordinance are such as follows: residential districts, business districts, community business (converted) districts, industrial districts, vehicular parking districts, and planned development districts. The permitted types that are to be constructed or erected, and structural design principles differ in each district.

Also for specific areas , there are special sign plans; such as Grand Avenue special district sign plan, Smith Avenue special district sign plan, Highland Village Avenue special district sign plan.

- **Licensing:**

No sign is permitted within the city of Saint Paul without license.

Applications are submitted to zoning administrator.

If any sign is valid for the minimum requirements, the zoning administrator issue a license to the applicant. The zoning administrator has the right to appeal to the city council in case of a dilemma.

The license is issued to a certain business address and the owner must keep the license certificate at the given business address.

An approved bond of ten thousand dollars is given to the City of Saint Paul for surety of any loss, damage, costs, or lawsuits by reason of improper or inadequate work to be remain for the license period of time. For each and every advertising sign the owner pays two thousand dollars for the costs and expences that may take place in case of a harmless position of the sign for maintenance and removal of the advertising sign. If the bond is discharged for any reason, the same procedure from the beginning must take place. Licenses must be renewed after the expiration date.

4.1.7.2. Regulations of Santa Monica

The sign ordinance of Santa Monica had been searches from internet in May, 1999.

- **Objective:**

In 1992, the Mayor and City Council of Santa Monica, gathered to set a regulation in order to designate historical structures and landmarks by eliminating signage. To provide an implement, the council had recommended planning a Sign Ordinance: "Signage applications shall be subject to the standards specified in the Sign Ordinance, but will be approved through the Certificate of Appropriateness process."⁷

- **Content:**

In 1999, The City Council recommended a Sign Ordinance. This ordinance includes:

"1. Results of the citywide sign inventory;

2. The proposed procedure for notification of business and property owners of the nonconforming status of signs;
3. The general process for removal of nonconforming signs and approval of new or modified signs.”⁸

The results of the “citywide sign inventory” five basic types of nonconforming signs had been found. These are: free-standing signs, roof signs, upper level signs, projecting signs, off-premises signs (promotes an interest other than business, individual, products or services); so that the content of the ordinance may refer to those five types. But there are no standards or design criteria had been prepared. The ordinance is about the removal of nonconforming signs and the approval process of new or modified signs.

- **Process of Removal and Approval of Signs:**

- *Businesses have to plan their signage programs and remove or modify the nonconforming signs by April 2000.

- *The nonconforming sign has to be remodelled within 90 days and the owners must apply for a new sign approval.

- *A sign must have at least two specifications that is to be mentioned as to be considered as a meritorious sign:

1. Historical/dated and antique or aged signs
2. Techniques and craftsmanship
3. Icons
4. Integral
5. Beach signs”⁹

- **Performance Criteria:**

- * If the sign is an example of craftsman, design, or style of any time and had been altered in time, a maintenance process to bring back its value and appearance.

- *Criteria should be focused on the design but not on the material that is used.

- *Nonconforming signs must be considered on its individual design.

*Icon signs must be limited as the uniqueness of the business.

- **Design Criteria for Meritorious Signs:**

1. The sign exemplifies technology, craftsmanship or designs of the period when it was constructed, and may contain neon, unusual lighting techniques, hand painted lettering or graphics or sculpted elements.
2. The sign is an icon representative of a certain era or generation of popular culture that exemplifies the history, ideals, or particular aesthetic of the City of Santa Monica and/or southern California, including inventive representation of the use, name or the logo of the building or business or,
3. The sign is integrated into architecture of the building or enhances the architecture of the building.

Finally the City Council of five members as followings; Member of the Architectural Review Board, Member of the Landmarks Commission, Member of the Planning Commission, Member of the business community, and Community representative at-large; will give the decision of appropriateness of meritorious signage.

- **Finance:**

The property owners and businesses in the commercial areas, must compensate the cost of the removal and replacement.

4.1.7.3. Regulations of Mesa; Arizona

In 1990, Community Development and Planning Service of the City of Mesa, prepared Sign Ordinance. This ordinance is revised at 1992.

- **Objective:**

The purpose of the ordinance is to:

1. Preserve and protect the public health, safety and welfare within the City of Mesa.
2. Encourage development of private property in harmony with the desired character of the City while providing due regard for the public and private interests involved.

3. Promote the effectiveness of signs by preventing their overconcentration, improper placement and excessive size and number.
4. Enhance the flow of traffic and the convenience, ease and enjoyment of travel within the City of Mesa.
5. To protect travelers in the City of Mesa from injury or damage as a result of distraction or obstruction of vision attributable to faulty construction or improper situation of signs.

The intent of the application of this Ordinance is to:

1. Reduce advertising distractions, which may contribute to traffic accidents.
2. Assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets and other public structures and exercising reasonable controls over the character and design of sign structures shall protect spaces.
3. Provide an improved visual environment for the citizens of and visitors to the City of Mesa, Arizona.”¹⁰

• **Content:**

Sign is: “Any device conveying either commercial or noncommercial messages or both commercial or noncommercial messages for visual communication that is used for the purpose of bringing the subject thereof to the attention of the public; but not including any lawful display of merchandise.

The term "sign" shall also mean and include any display of one or more of the following:

- (A) Any letter, numeral, figure, emblem, picture, outline, character, spectacle delineation, announcement, trademark, logo; or
- (B) Multiple colored bands, stripes, patterns, outlines or delineations displayed for the purpose of commercial identification; or
- (C) Anything specified above in part or in combination by any means whereby the same are made visible from beyond the boundaries of the lot or parcel of property on which the same are displayed for the purpose of attracting attention outdoors to make anything known.”¹¹

- **Controls:**

Any kind of signage, which do not match or contradict to this ordinance is to be named as nonconforming sign.

Use Permits are only for a period of time and must be given a written authorization by a council.

For different districts, different types of signs are permitted to provide adequate signage for different zones and needs as not to cause any confusion. Also, another chapter for temporary signs is prepared for different districts including sign permits and design and construction specifications.

- **General Principles for Design and Performance Criteria**

A definition set is given within the content of the ordinance. But there are no design criteria or standards are given. The definitions compose the design criteria. These definitions include: banner, billboard, building, embellishment, fixed balloon, front foot, internal illumination, parapet wall, parcel, plate line, public message changer, sign (as animated, area, attached, detached, height, off-site, portable, roof, structure, subdivision directional, temporary) .

*Signs must comply the architectural form (Uniform Building Code) and the National Electrical Code.

*Signs must be fixed as not to swing due to the wind and must be safely fastened as to support the loads applied.

*No combustible materials allowed except approved ones, for electrical signage and materials especially designed for electrical signs must be used.

*Any sign that is to cause danger for the safety or illegal or in case of an emergency, the authorized institution may be remove signs without notice.

*Any sign that is dangerous or defective or damaged must be maintained by the owner.

It is obvious that foreign countries had started to prepare regulations long time ago. There are some similarities between them. First of all, in all of the regulation, the cities divided into zones. These zones may be formed according to land use or historical or traditional areas.

On the other hand, non of them put strict decisions, which may influence the design and creativity of the designer.

After these examples, the regulations in Türkiye will be examined. This examination will give the study a chance to make a comparison between them and help to form an example for the historical and traditional city center of İzmir; Kemeraltı.

4.2. REGULATIONS IN TÜRKİYE

4.2.1. Regulations For Traffic Safety

The vision of the traffic signs that is covered with advertisements as to cause any danger for the traffic is forbidden by the 15th article of the traffic law and it requires punishment by the 58/A article. The first prohibition that had been put into application, is the 16th article of the traffic law by the number 2918 at October 13th, 1983. Which the advertisements mislead the people at the traffic is forbidden not only highways but also in general. When the panels are "obligatory", The Minister of Public Works makes a regulation.

4.2.2. Regulations For Aesthetic Aspects

There had been no regulations for the aesthetic aspects about commercial signs or advertisement panels in Türkiye. Since the Ottoman Emperor times, the regulations that had been prepared and put into application do not have any articles, which consider aesthetic aspects about commercial signs and advertisements. Also the Protection Committee's regulatory guidelines and planning notes, stay helpless for the historical and natural protection zones. But there can be seen such examples referring to aesthetic aspects in foreign countries.

At the last decade, this problem has started to take some attraction. The conclusion is that some municipalities and local authorities in Türkiye, started to prepare some regulations about commercial signs, promotion panels and advertisements. Although they are not sufficient enough and copies of foreign regulations or each other, it is a start. In this section these regulations will be explained.

4.2.3. Regulations in Ankara

Ankara Metropolitan Municipality had prepared a regulation by the name of 'Ankara Municipality Advertisement Panels Regulation' at February 28th, 1992 with regulation number of 70, and November 16th, 1992 with the regulation number of 378. It is only valid in Ankara Metropolitan Boundaries.

- **Objective:**

This regulation aims to prevent the visual pollution that the commercial signs and advertisement panels causes, to coordinate the usage of them and to determine the instructions which are to be obeyed by legal personalities and public authorities.

- **Legal Support:**

This regulation is based through the Municipality Law with the number of 1580, Municipality Income Law with the number of 2464, Metropolitan Municipality Authority Law with the number of 3030, and Public Works by-law with the number of 3194 to determine the metropolitan and local municipalities' duties and responsibilities.

- **Content:**

This regulation is based on commercial signs and advertisement panels. The main body of the regulation is consist placement considerations and standards. The parts of the by-law are such as beneath:

The Places and Areas of Advertisements

In the first part of the regulation the places and areas that can be used as advertising places are such as beneath.

*Fixed Advertisements-Billboards: Municipality determines place and measurements. They are fixed, and ordered open space advertisements.

*Building Facades: are the sides of the building which can be seen from public areas.

*Building Blank Walls: are the facades which do not have windows, balconies, ... etc.

*Waste Grounds: Construction areas, open depots, warehouses, ... etc.

*Public Spaces: Roads, squares, green spaces, pedestrian and vehicle over/under passes, bazaars, open parking lots, ... etc.

*Sheltered Bus Stops: Bus stops with shelters can also be used for advertising.

Commercial Advertisements

*Single Commercial Advertisements are the ones that may be illuminated or not, for the single shops at the façade of a building or a single building advertisement which belongs to a firm in any kind of public spaces.

*Multi Commercial Advertisements are the ones except the shops, of any kind of firms that share the same building.

*Sidewalk and Street Commercial Advertisements are the ones that are found on the sidewalks or streets or affixed to the poles.

Application Instructions

The regulation determines the sizes, placement and usage instructions as beneath:

*Fixed Advertisements:

- a) In front of/at green spaces, in front of; historical buildings, statues, arts, public institution buildings the signs must be placed as not to cover those. Cannot be placed to junctions as a handicap for scene.
- b) They must be higher than people can reach. Max. 2-3.5m. min. 1.5-2m. Height.
- c) Can be pasted by posters or illuminated.
- d) Must be pasted by white paper when empty or torn.

*Single Commercial Advertisements

*Single Commercial Advertisements

The signage on any building facade that can be seen from public spaces, whether illuminated or not, cannot cover more than 15% of the facade area. Any building that belongs to only one firm, cannot use an advertisement, whether illuminated or not, which covers more than 10% of the facade area. If the firm uses the whole building or shop, the advertisement cannot be bigger than the facade's lines. Only casinos or similar; cinemas theater can use bigger advertisements by the permission of the Municipality. For special days like New Year's Day, festivals, ... etc. firms can use more than the restricted illuminations for 15 days.

*Multi Commercial Advertisements

Any other firm cannot use building facades that are used more than one firm, which do not use the building. Collected commercial ads usually hang to the entrance facade and ordered in floor system. For if the entrance is not on the front side, the ads can be placed where the Municipality foresees. The writings must be white on a blue surface. For official institutions writings must be white on a red surface. Health offices must write black or red on a white surface. Others must write black on faded blue surface. In commercial areas, illuminated ads are permitted only if they are lighted for all night. In residential areas, if people are bothered, illuminated ads are not permitted. The Municipality will determine the size of the construction materials.

*Blank Wall Advertisements

Building owners can rent the blank wall to firms for advertising. The ads must be some kind of plastic art painting which contains 15% of the painting as the firm's name. The firm that painted the wall can put the firm's ad on the sidewalk, which is nearest; if the firm's ad is not put on the painting by the name of "Work of Art Identity". If the blank walls are not used for advertising, they must be ordered as not to bother the eye.

*Waste Ground Closing & Advertisements

Folding screens must be:

- a) Min. 2m. max. 3m. In height, block precuts concrete, partial precuts concrete frame & wood, precuts concrete frame & gauze, wood framed wood, iron framed flat metal sheet, iron construction framed trapezoid sheet.
- b) They must be constructed on the boundaries. In the pedestrian ways they must be max. 2.5m away from the building facade through the way.
- c) They must be made of only one of the kinds.
- d) For construction areas, there must be a door which opens to inside for the vehicles.
- e) If the folding screens are to become ugly, the maintenance costs will be taken from the owner of the land.
- f) If the area is ordered as a green space for a time that it will stay vacant, there is no need for the folding screens.
- g) The folding screens can be used for advertising but only 40% of the screen area.

*Advertising in Common Public Areas

- a) In green areas, bazaars, open parking lots or walls of those, fixed ads cannot be put except the planned spaces.
- b) Overpasses or columns cannot be used as advertising places except if a firm is treated, but not more than 40% of the area. (except for vehicle passes)
- c) Electric columns can be used for advertising but the materials and sizes must be under control of Municipality.

*Sidewalk Commercial Advertisements

Cannot be used except post office, health institutions & tourism information burros under control of Municipality.

*Sheltered Bus-Stops

The walls in the contradictory way of which the bus comes and shelters can be used. The height (above the shelter) cannot be more than 10% of the bus stop.

*Others

Ads cannot be placed on the rooftops as to heighten the building. But if it is not heightening the building, the illuminated roof advertisements with the permission of the Municipality are permitted.

• **Controls:**

Ankara Metropolitan Municipality appoints a council to help to find the right solutions for the problems that may occur during the application process of the regulation. The council consists of Ankara Commercial Chamber, Ankara Tradesmen and Craftsmen Chamber, Architects Chamber of Ankara and concerned local authorisations and municipality representatives.

4.2.4. Regulations of Kadıköy County Municipality

Just like Ankara Metropolitan Municipality, Kadıköy County Municipality had prepared a regulation, too. It is on the validity from December 29th, 1994 with the regulation number of 44. The regulation line is within the boundaries of Kadıköy County Municipality.

• **Objective:**

The regulation's objective and scope is as same as the on which Ankara Metropolitan Municipality had been prepared. It is defined as to remove visual pollution which advertisements, promotion panels and waste areas compose, to put them in order and to put regulations, which the public or private entrepreneurs must obey.

• **Content:**

It is understood that this regulation seems to be a copy of the one that Ankara Metropolitan Municipality has been put in effect since 1992 except some of the differences such as size of the information elements. The difference about the sizes of the advertisements are such as beneath:

The regulation which is prepared by Ankara Metropolitan

Municipality determines that the sizes must be maximum 2-3.5 m. and Minimum 1.5-2 m. and must be placed where people can not reach.

The regulation which is prepared by Kadıköy Municipality determines that the sizes must be maximum 2-3 m. and minimum 1-1.5 m. And must be placed where people can not reach.

The rest of the regulation is just like the one that Ankara Metropolitan Municipality had been prepared. So that it is understood that Kadıköy County Municipality did not prepare a new regulation which could bring new alternatives and solutions that are in accordance with the County's local identity. Or at least it must have some other articles that would be available for it's own local identity.

4.2.5. Regulations of Turkish Ministry of Culture, The High Committee of Preservation Cultural and Natural Environment

There are two regulatory guidelines of The High Committee of Protecting Cultural and Natural Environment about commercial signs and advertising. The objective and contents of these regulatory guidelines are such as beneath:

4.2.5.1. Regulatory Guidelines about Placement of Electric and Commercial Signs on The Protection Zones of Cultural Existence:

The objective and content of this regulatory guidelines is such as follows:

*Within any site of protection and preservation areas, no signs, commercial advertisements, electric poles and cables, etc... may be located. If possible such equipment should be constructed into the ground.

*Any kind of interference of commercial advertising (may be illuminated or not) that is to change or alter the vision of the preserved existence and its environment is forbidden within the boundaries of local municipalities and authorities in the preservation site.

*In case of any negative interference, the responsible people are to be held legal investigation without searching for the permission of Preservation Committee.

*The negative interferences must be prevented by the local authorities and if the preserved existence is to carry a function, the sign must be in minimum sizes. (e.g. a restaurant, museum, etc...)

*No service or commercial constructions may be placed nearby the preserved sites without the permission of the Preservation Committee although it may be temporary.

4.2.5.2. Regulatory Guidelines about Placement of Preservation Signs on The Preserved Cultural Existence Real Properties and on The Registered Areas

*Signs that indicate the preserved existence and sites must be prepared for such existence in order to conform the public. The lettering, form, materials and colors that are to be used in the design must be the same for the whole country.

*The design and the standards are to be prepared by the General Directorate of Preservation Committee.

*Without the specific signs that indicate the characteristics of a preserved existence, no advertisements can be placed at the façade of the building.

*Any kind of signage to signify the preserved existence may be placed only with the permission of the Committee.

* Within urban preservation sites such as; squares and streets, they may be signed with special signage elements.

*Any kind of signage on the preserved existence are to be removed by the local authorities within six months.

*In case of any negative interference had been formed after the application of any sign, the responsible people are to be held legal investigation without searching for the permission of Preservation Committee.

*No service or commercial constructions may be placed nearby the preserved sites without the permission of the Preservation Committee although it may be temporary.

4.2.5.3. Implementation Plan Notes of Kemeraltı

Revised and updated Kemeraltı Implementation Plan Notes had been come into appliance in 1991. The preceding planning notes were held in 1984. These plan notes includes detailed notes for construction, renewal and any kind of interference that could be held in Kemeraltı. But because the study subject of this research refers to signage, only signage notes will be taken into consider. Those notes are such as below:

*Any kind of construction or interference in Kemeraltı Preservation Site is a subject of permission (with respect to the environment and the nearest facades) from the Preservation Committee of İzmir.

*Street furniture of a certain period of time must be preserved and maintained.

Although there are some solid-void (including shop-windows) proportions and façade covering materials and colors in detail, the statements about the signage are very limited. In fact proportions referring to solid-void proportions may lessen the visual pollution, which is caused by signage in Kemeraltı. The staments about signage are:

*Within the preservation areas of Kemeraltı, the signage to be used in commercial buildings, must be in minimum sizes, which do not influence the vision negatively and must be in harmony with the streetscape and the tissue of the site. Signage must be placed as not to harm the preserved existence and bother the eye.

The dimension of the visual pollution that is caused by signage today in Kemeraltı, have a negative impact on the preserved site. In this statement The Committee wanted Municipality to form solutions and propositions to the matter of subject.

4.2.6. The Process of Getting Advertisement Permissions in İzmir

İzmir Metropolitan Municipality held no studies about the subject as far as today. Also Turkish Standarts Institute had began to study to set some standards but could not end the research. After these informations about the regulations both for foreign countries and Türkiye, the position of İzmir had to be set before but the procedure is not very hopeful.

4.2.6.1. The Council Composition of İzmir Metropolitan Municipality

The Council (Encümen) of İzmir Metropolitan Municipality is consists of seven members according to Turkish Municipality Regulations with the number of 3030. These are the managers of some units of the municipality. These are such as beneath:

- a) The President of the İzmir Metropolitan Municipality
- b) Unit Management Principal
- c) Technical Works Management Principal
- d) Public Works Management Principal
- e) Accounting Works Management Principal
- f) Personnel Staff Management Principal
- g) 1. Law Consultant

These member are the being appointed for the position, not the chosen members from the city like country municipalities. The members are in active work in the İzmir Metropolitan Municipality.

4.2.6.2. The Permission Process

There is a big lack of regulations in İzmir. The process of getting permission of advertising is very simple and primitive when compared to the others. The process is such as beneath:

When a shopkeeper wants to get permission for an advertisement, he/she applies to the İzmir Metropolitan Municipality. The Municipality takes the proposal of advertisement to the council, which are consisting of that seven members explained above. The council assigns the proposition to the interested unit and demands for the report. An ad hoc committee would be put in charge to prepare the report. Then ad hoc committee whom the council charge, go to the shop to examine. If there isn't any contraries or ugliness according to the ad hoc committee, they get the permission. But sometimes although the council refuses, the shopkeepers put the advertisement. It doesn't have too many fines and after they pay their tax, the advertisement which did not get the permission, becomes legal. This is the process for the shops.

For the other information elements such as billboards, bus stops, and posters boards which are hang to the posts it is rather saddening. The billboards had been set on bid and given to Tanıtım A.Ş. by the municipality. So that the municipality have no control over them. The process for the bus stops and the electric posts are similar to the billboards. Both of them had been set on bid. The difference is that the bus stops' properties belong to ESHOT and the electric posts' boards belong to Turkish Electric Corporation (TEDAŞ). These institutions are in charge of the bids.

As it is understood from the explanations above, there are no regulations on validity in İzmir and this causes problems in controlling the advertisements because they are only to be used as money source.

From this chapter it is understood that nor the content of Turkish regulations neither the applications are enough for legal sanction. The regulations in Ankara and Kadıköy they are far from a sufficient and satisfactory arrangements when compared to England, France or ...etc.; but it is encouraging as a starting point. In 1993 Turkish Standards Institution had started to prepare a regulation of standards, but they couldn't end up the study. Although this kind of standardization may cause problems especially in historical places, it may be good for preventing the illegal advertisements.

İzmir Metropolitan Municipality wants to set some regulations about signs but there had been no studies which occurred. But when we take a look at our surrounding, the city has a big gap about the subject. It is hoped that these studies that are carried on would be at least a starting point for İzmir.

Next chapter a regulation example is going to be formed by referring to the studies above in accordance with the sign planning process, which was studied in chapter 3, would be taken into consider.

¹ GÜLERSOY, Çelik (1988): **Reklamlar ve Biz**, Türkiye Turing ve Otomobil Kurumu Yayını, 1988, İstanbul

² The Territory Plan Online: <http://www.palm.act.gov.au./Tplan:C3-Sign Policies>

³ "Types of Signs" that are mentioned above, are explained in the Chapter 2/ Part 3

⁴ The Territory Plan Online: <http://www.palm.act.gov.au./Tplan:C3-Sign Policies>

⁵ GÜLERSOY, Çelik (1988): **Reklamlar ve Biz**, İstanbul

⁶ TUNBIŞ, Mehmet (1996): **Dükkan Cepheleri ve Tanıtım Tabelaları**, Yapı, Ekim 1996, İstanbul

⁷ <http://pen2.ci.santa-monica.ca.us/pen/cityhall/councilarchives/1999/s99032309-B.html> (April 1999)

⁸ <http://pen2.ci.santa-monica.ca.us/pen/cityhall/councilarchieves/1999/s99032309-B.html>
(03-23-1999)

⁹ <http://pen2.ci.santa-monica.ca.us/pen/cityhall/councilarchieves/1999/s99032309-B.html>
(April 1999)

¹⁰ <http://www.ci.mesa.az.us/planning/signord.htm>

¹¹ <http://www.ci.mesa.az.us/planning/signord.htm>

CHAPTER 5

CASE STUDY IN KEMERALTI

The history of Kemeraltı goes back to Ottoman Empire. Through those days (17th century), İzmir and Kemeraltı had been the most important trading center of Ottoman Empire because it was a junction point between Asia and Europe as a port city. But today there are only a few examples, which had remained, of those forms and architecture.

5.1. The Site

Today, the main entrance to Kemeraltı Bazaar is from Hükümet Caddesi, after the Clock Tower; near the Government House. This main street is closed to traffic during the daily work hours. This perpendicular street intersects to a curved street. This street had formed as curve because of the inner harbour at the ancient times; named today as Anafartalar Street. The building blocks are also curved along the street.

There are five mosques placed just like milestones on the curve. These mosques are such as follows: at the intersection point of the vertical and curved street, there is the first mosque; Kemeraltı Mosque. The others in order on the curve are Başdurak Mosque, Kestanepazarı Mosque, Şadırvanaltı Mosque and the last one; Hisar Mosque. The mosques are placed at the intersection points of the curved street with the perpendicular streets.

Kemeraltı Bazaar's functions are not only limited with commerce but it had been the place whereby industry and commerce works together as well as

export and import facilities. Because of these export and import facilities, there, occurred cultural interaction and diversity. This brought İzmir and Kemeraltı another identity ; 'Cultural Center'.

5.2. The Problems of Kemeraltı Referring to Signs

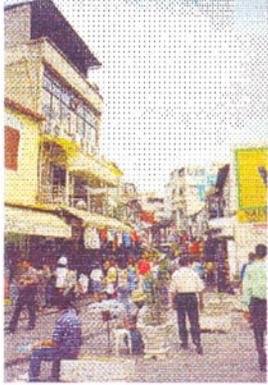
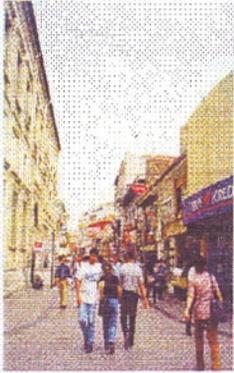
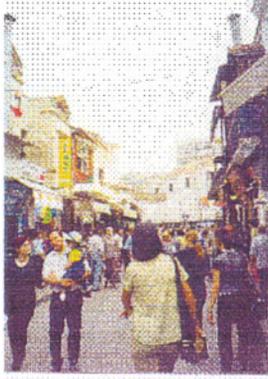
In Kemeraltı, there are many historical buildings. Although some of them had been renewed, a lot of them stay diminished. The scene is not very encouraging. The historical buildings have been covered up with the advertisements of the shops. It is not possible to see or recognize the structure, architecture or style of these buildings.

Today, although there are other commercial and cultural centers like Alsancak or Karşıyaka, Kemeraltı continues to remain as the most important and traditional trading center in İzmir. And Kemeraltı had protected it's value and identity ever since.

But this identity is placed backwards because of the chaos that the signs create. Today while walking through the Anafartalar Street, the historical architecture cannot be recognized because nearly all the buildings (no matter if they are registered or not) are covered with signs of all types and kinds, paying no respect to the history that what made Kemeraltı since the ancient times.

The problems could be seen from the photographs beneath:





5.3. Regulation Example For Kemeraltı

T.R. Ministry of Culture, The High Committee of Protecting Cultural and Natural Existence had put some Regulatory Guidelines for protecting cultural existence within and out of the urban environment and registered sites. Basing on these Regulatory Guidelines, and taking the regulation examples both from the foreign countries that were mentioned in chapter 4 and Türkiye as a foundation, a regulation example for Kemeraltı has prepared below.

5.3.1. Objective:

The scope and the object of this regulation is to be explained as: “to clearing away the visual chaos which is created by commercial signs, and to bringing the architectural form back to daylight in the historical city center of İzmir; Kemeraltı referring to the registered buildings”.

5.3.2. Content of Signs:

This regulation includes ground floor and upper floor pediments, shopwindows, any kind of service and shopping facility signs may be simply called any kind of commercial name signs.

5.3.3. Controls:

Referring to signage the whole city may divided into zones. These zones may be determined according to land use decisions. It is obvious that Kemeraltı will form a zone in the city of its' own, because as well as a trading center, Kemeraltı is also a cultural and traditional city center of İzmir. Also, Kemeraltı may have sub-zones according to signage considerations. By this way, it would be possible to control if the signs are adequate or not. If the signage is not

approved, the committee is authorized to remove the signage and to search for legal investigation. There are two main zones in Kemeraltı with two subzones of each. These zones are:

1. Streetscapes;
 - a. The Main Streets: Hükümet and Anafartalar Streets,
 - b. The Perpendicular Streets that intersect the main streets.
2. Buildings;
 - a. The Registered Buildings,
 - b. The Adjacent Buildings (including the newly constructed ones).

5.3.4. General Policies & Performance Criteria:

First the general policies, which are valid for all of the zones, then special policies for different zones (subzones) are going to be explained. These policies also include the implementation and application policies.

- **Planning Policies:**

A planning committee, which consist of planners, urban designers, architects, industrial designers, graphic designers, urban graphic designers, material engineer -or scientist-, and archeologists, art historians, etc... would to be formed. This committee is to be formed as a DEPARTMENT of İzmir Metropolitan Municipality that is to be in charge of control and permission process. Also, the planning department of İzmir Metropolitan Municipality, Konak County Municipality and The Committee of İzmir, First Directorate of

Protecting Natural and Cultural Existence and the volunteers of civil organizations must be charged in the committee.

1. The articles of this regulation will be inserted into the implementation plan of Kemeraltı, which is valid. If needed, the committee is authorized to put extra articles referring to signage policies.
2. Any change of implementation plan must be presented to the committee.
3. This process is valid for the urban site (conserved area) of Kemeraltı which had been under control of The Committee of İzmir First Directorate of Protecting Natural and Cultural Existence.
4. Any kind of construction process or physical interference that will occur within the site is under control of The Committee. For constructing; detailed statistical survey including the nearest building blocks and with signage and also the materials that are to be used in the construction or signs must be presented to The Committee.

- **Sign Policies:**

1. The Committee is authorized to remove any signage that contradict or bother the vision of a streetscape or an architectural form -no matter if the building is registered or not-.
2. The meritorious street furniture, which has a historical background in Kemeraltı must be protected. The signs as to eliminate these must be restricted.
3. Illuminated signage which have spill and flashing effect cannot be used within the site borders. But; illumination without spill and flashing effect may

be permitted to highlight the decorative architectural and environmental factors of the site.

4. Wall signs and roof signs cannot be used within the site.
5. The signs that are attached—no matter registered or not- to the buildings as not to cause visual pollution. The signage that effect the tissue in a negative way, destroy the buildings' and site's appearance and create chaos at the streetscape must be removed immediately and an legal investigation must be done to the related people.
6. The existence which is a subject of protection, must be signed with plates. These plates' materials, forms, writings and colors must be of high quality and standard but adequate to the tissue and environment.
7. No commercial signs can be placed at the public areas or greenery areas within the site.
8. The sizes of signs will not be determined in this regulation. But the regulatory guidelines of Turkish Ministry of Culture, The High Committee of Protecting Natural and Cultural Environment, which is valid since 12th of March, 1999 determines them to be at minimum sizes. These sizes may be driven through out the solid-void proportions of Kemeraltı implementation plan notes. The sizes and height of the signs must be presented to The Committee for approval.
9. The committee determines the placement of signage. Any sign, which is placed as to cause danger must be removed or safely fastened.
- 10.No swinging signs due to the wind is permitted.
- 11.No combustible materials allowed except approved materials by the committee.

12. Maintenance: All of the commercial signs that represent special firms, companies and commercial units must be repaired and fixed by themselves periodically which The Committee defines.
13. It must be forbidden to place signage of any kind at the empty parcels or blank areas to prevent visual pollution and chaos unless The Committee gives a Special Use Permit, which the signage will not contradict the streetscape.
14. All the signs within the site must be licensed for a period of time as to provide control over the signs and the signage approval process.
15. No signage allowed to be fixed or nailed to a tree, the building, walls or preserved existence.
16. Only one commercial sign is allowed for each shop or firm.
17. The colors and materials to be used in signage must be in harmony with the tissue of the preserved existence and the streetscape. The committee is authorized to remove inadequate signage.

5.3.5. Zoning Policies

The general policies are consist of all of the zones. These zoning policies are special policies for the subzones of Kemeraltı. As explained before, the zones are:

1. Streetscapes;
 - a. The Main Streets: Hükümet and Anafartalar Streets,
 - b. The Perpendicular Streets that intersect the main streets.
2. Buildings;
 - c. The Registered Buildings,

d. The Adjacent Buildings (including the newly constructed ones).

1. Zoning Policies of Streetscapes:

The general policies for street zones –no matter the main streets or not– are such as these beneath:

1. The streets, squares and special tissues and areas within the site must be defined with adequate signage, which The Turkish Culture of Ministry, The High Committee of Protecting Natural and Cultural Environment defines in the Regulatory Guidelines about placement of preservation signs, which is valid since the 12th of March, 1999.
2. It is forbidden to hang any products out of the shops or to the buildings.
3. No swinging signs are allowed for they may cover the vision of the streetscape.
4. Commercial signage in front of preserved existence, on the streets (such as poles) or façade (such as event signs and vertical banners) are not allowed.
5. If a sign is removed from its place for repairing or remodelling, as to prevent the ugly scene, the place of signage must be covered with white paper, an art painting or prototype of the sign.

a. Zoning Policies of Main Streets:

1. No canvas or mechanical awning is permitted to be tied across the street for shadowing as to cover the streetscape or the architectural form.

b. Zoning Policies of Perpendicular Streets:

1. No canvas is permitted to be tied across the street for shadowing. If needed, a mechanical awning, which can be opened, may be permitted by committee.

2. Zoning Policies of Buildings:

The general policies for building zones –no matter registered or not- are such as these beneath:

1. The building façade as an example of an architectural form must not be covered with signs. The signage plans must contain the solid-void analyses. Signage must be in proportion with the solid-void analyses and cannot cover %10 percentage of the façade area for multi-storey units and %5 percentage of the façade area for single commercial units. The new façade including the sign must be presented to the Committee for approval.
2. If the registered or adjacent building is shared with a lot of units, no commercial signs of these units can be placed at the façade except standard plates to be attached near the entrance, if the signage do not contradict with the buildings' façade and the streetscape.
3. The facades and blank walls of the buildings –no matter registered or not- cannot be covered with signs.
4. All of the signs must be maintained or repaired by the owners of the buildings. Any kind of interference must be approved by the committee.

c. Zoning Policies of Registered Buildings:

1. Any sign that is attached to a registered building cannot cover any architectural element of the façade such as windows, doors, ... etc.

d. Zoning Policies of Adjacent Buildings:

1. The new constructions at the site must obey the solid-void proportions of the registered buildings including signage proportions. The solid-void proportions which are valid are such as follows:

For commercial units at the ground floor: max. $2/3$,

For any kind of usage at the upper floors: max. $1/3$

The voids must be designed according to the environments' tissue. The void and solid façade material, which are going to be used such as shopwindows, doors, ...etc. must cover an area of 60 cm minimum. For special occasions such as architectural type, groups of voids can be formed. But the voids cannot be wider than 2.50 m.

5.3.6. Lisencing:

The approval process will be such as beneath:

The designer will present the design. This design will include:

1. statistical survey of the building including the adjacent buildings of minimum two of both sides and the opposite buildings' façade,
2. the materials and colors that are to be used in signage,
3. solid-void analysis and the proportions,
4. the proportions of the sign according to façade,
5. the placement considerations,

6. the information to be displayed on the sign,
7. a maquette of the building and the sign (a prototype of sign).

The designer will be the responsible technician (fenni mesul) of the sign while the signage is in use. By this way, the maintenance and repair of the signage would have been controlled by the designer after the design process.

If the committee approves the design, the sign will be placed. During the installation process, a technical personal of the municipality will be at the site to check the construction.

The license that the committee approves, will be valid for one year. A tax must be paid by the owner for the approval process. The municipality determines the tax. At the last month of the license, the owner of the sign must apply for another license. The committee will check the position of the sign referring to safety, maintenance, and durability. If any danger or damage occurs, the committee may allow the owner and the designer to fix the sign in one month. If the sign is not fixed in given time, the license will be invalid and the municipality is authorized to remove the signage. If the license becomes invalid, the whole process must be repeated.

5.3.7. Statistical Survey:

Although the regulation example above may be not enoughly detailed for this kind of a study needs a teamwork of different professions and disciplines. But to present what solutions this kind of a regulation may prefer for Kemeraltı, a statistical survey had been prepared.

A building block had been chosen as an implementation area of the regulation. The statistical survey is prepared for the façade of Halimağa Bazaar

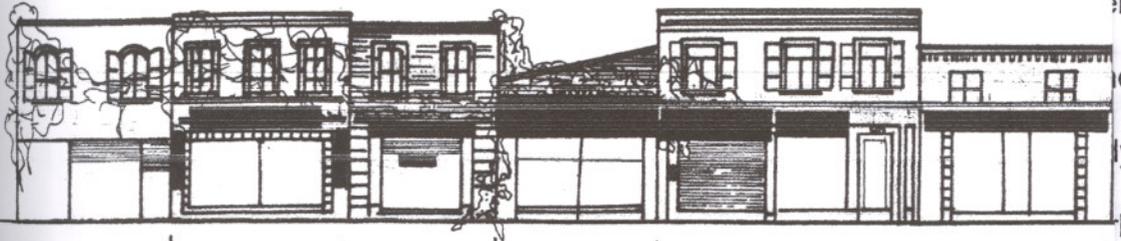
from 861. Street for it has both registered and non-registered buildings with The Kızlarağası Khan at the opposite facade.

The statistical survey is held in three steps. The first step is to take photographs of the chosen area. Then statistical survey of the façade of the whole building block is prepared including signage. the last step is to prepare new signage elements for the commercial units in respect to the regulation.

The important note is that, the new signage elements are not remodelled for it is the job of another profession and a discipline.. But the placement considerations and sizes of signs are placed on the façade.

The results of the statistical survey study are such as beneath:

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871st STREET - EXISTING SIGNAGE



871st STREET - PROPOSED SIGNAGE

The results of the statistical survey study will not be discussed here, for it is only a trial of what the regulation may refer. It may not be enough, but at least it is a starting point for the further studies, which may be held afterwards.

There is a lack of regulations in İzmir, especially for Kemeraltı. The Turkish Culture of Ministry, The High Committee of Protecting Natural and Cultural Environment and The Committee of İzmir First Directorate of Protecting Cultural and Natural Existence presented some regulatory guidelines and Kemeraltı implementation planning notes, but they are not enough when compared to the complexity of the site. A regulation can be formed by the means of above policies, although it is not enough; because this kind of a study is in need of many different professions and disciplines, which must work together to reach a satisfactory solution. This regulation may form the basic concepts of a detailed study. They may be expanded and detailed to form a satisfactory and adequate regulation for our cultural and historical city center;

KEMERALTI.

CHAPTER 6

CONCLUSION

In our urban environment, or any other busy downtown, the first impression is generally attracted by signage. "The sign's primary functions are to identify a business, to contribute to its image, and to indicate the goods and services it offers."¹ The image of any kind of facility is given to the user with the image of its signage.

Just like a business' image is given by the signs, a streetscape's image could be formed with signage as well as an urban environment's image. Signage can enhance and enliven the environment or be a blight on it. The important thing is that the signage must not be dominant over architecture, environment or the thing it signifies and must not cause danger for both the pedestrians and drivers.

Not to mislead the usage of signage, its contents and character must be examined carefully. This research aims to expose all the content of signage and give tips and clues for standardization, design and regulations and by-laws for information elements referring to commercial signage.

The research is basically consist of 6 chapters. These are such as follows:

In first chapter, an introduction to information elements as street furniture is given. The object of this chapter is to help the reader to understand the definition of information elements and signage. In this chapter it is told that information elements refer to more than just "signs"; but different things, such as a paint or painting on a surface, a difference of texture, a sign or even a landmark and expresses that the information element refer to commercial signage (signs) in the research.

The second chapter aims to determine the classification of information elements. A triple classification systems is used here. The first class defines the type of the signs that are found in our urban and natural environment. These types are such as follows: Traffic Signs, Gantries, Pedestrian Signs, Street Name Plates, Boundary Signs, Bus/ Train Signs, Maps/ Street Finders/ Information, Tactile Signs, Advertising/ Posters, and Commercial Name Signs.

The second class refers to the usage. Signs can be used to give information, advertising, directing towards something or somewhere, etc.. The third class refers directly to commercial signage. commercial signs may be found in different designs according to placement considerations. This part aims to define these commercial signage designs according to where they are placed at. Also some drawings from the literature are also used to define the objects clearly.

In the third chapter, sign planning process is explained. This is the basic section that determines the the content of designing process and is consist of five stages. These are: Research Planning, Fundamental Design, Practical Design, Production and Maintenance. These five main topics of signage design process is explained with the sub-topics in detail.

The fourth chapter must be examined carefully because it consist of the main body to getting ideas, clues and tips for creating a new regulation. This section consist two parts. These are regulation examples from both, foreign countries and Türkiye including the permission process in İzmir. This chapter figures out the lack of by-laws and regulations in İzmir.

The fifth chapter refers directly to the historical city center of İzmir; Kemeraltı. Photo credits and statitical survey of a building block (referring mainly to signage elements) is used in this section in order to visualize the problems referring to signage. A regulation example had been tried to be constructed by referring to the ones which were observed at the chapter before.

Another section that was useful for the trial of the regulation example for Kemeraltı, is the appendix section. In this section, Kemeraltı implementation plan notes of T.R. Ministry of Culture, The Committee of İzmir First Directorate of Protecting Cultural and Natural Existence and regulation examples of City of Mesa, Arizona, USA and Ankara Metropolitan Municipality are placed to give a chance to make a comparison.

The method which is used for reaching the purpose is literature and periodicals' survey, observation techniques, internet survey, statistical survey of the façade of a building block in Kemeraltı and collecting visual materials. The importance is given to the visual elements because signage is something to do with vision and perception. Photographs are taken from different districts of

İzmir especially from Kemeraltı, Anafartalar Street and Halimağa Bazaar. Also some drawings from the literatures are used.

The design of signs is another discipline than architecture or a graphical designer. In England and USA, there are associations of environmental graphic designers. The designer must be the members of the association. In Türkiye, a chamber or an association for professional sign designers must be formed.

Today, the physical existence of architectural forms, and the quality of the streetscape or the urban environment had been put in a secondary role by which the chaos that is created by the signs. The question "do we exterminate ourselves and our environment for the sake of renewal?" must be considered. Because; signs are not only due to commercial activities, but also social indicators of changes within the society.

The scope of this study is to bring to light the hidden meaning and effects of signage. This research may be a beginning point for further studies to forming a standardization and a satisfactory regulation of signage by team of different professions and disciplines for Türkiye and especially for İzmir, Kemeraltı by referring to the tips which are to be found in the content of this study.

¹ Pegler, (1990): Storefronts & Facades 3, p:7

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APPENDIX A

**T.R. MINISTRY OF CULTURE
THE COMMITTEE OF İZMİR FIRST DIRECTORATE OF
PROTECTING CULTURAL AND NATURAL EXISTENCE**

IMPLEMENTATION PLAN NOTES OF KEMERALTI

KÜLTÜR BAKANLIĞI
İZMİR 1 NUMARALI KÜLTÜR ve TABİAT VARLIKLARINI
KORUMA KURULU MÜDÜRLÜĞÜ

İ.K.T.V.K.K. 35.00/1-71
İzmir ili, Kemeraltı Sit alanı ve imar plan notları hk.

İZMİR
13.1.1992

Özül yukarıda belirtilen konu hakkında İzmir 1 Numaralı Kültür ve Tabiat Varlıklarını Koruma Kurulu tarafından alınan 28.11.1991 gün ve 3334 sayılı kurul kararı ile 29.11.1990 gün ve 2444 sayılı Kurul kararı ekte gönderilmektedir. Bilgilerinizi ve gereğini arz ve rica ederim.

Selçuk BAŞER
ARKEOLOG
Müdür V.

Konu (2 Adet)
Kemeraltı Sit alanı imar plan notları
Konahtar Sit paftası.

ASLI GİBİDİR

S. Selçuk BAŞER
Müdür

- KÜLTÜR ve TABİAT VARLIKLARI KORUMA GENEL MÜDÜRLÜĞÜ
(Kurullar Daire Başkanlığı) ANKARA (Ek-1) (Ek-2-3)
- KÜLTÜR ve TABİAT VARLIKLARI KORUMA GENEL MÜDÜRLÜĞÜ
(Tesbit ve Arşiv Daire Başkanlığı) ANKARA (Ek-1-2-3)
- KONAK BELEDİYE BAŞKANLIĞI /İZMİR (Ek-1-2-3)
- TAPU SİGİL MÜDÜRLÜĞÜ /İZMİR (Ek-1-2-3)
- KADASTRO MÜDÜRLÜĞÜ /İZMİR (Ek-1-2-3)
- KONAĞ KAYMAKAMLIĞI /İZMİR (Ek-1-2-3)

KÜLTÜR BAKANLIĞI/ANKARA (Ek-1-2-3)
KÜLTÜR VE İŞKÂN BAKANLIĞI
Kültür Araştırma ve Uygulama Genel
Müdürlüğü ANKARA (Ek-1-2-3)
KÜLTÜR BAKANLIĞI GENEL MÜDÜRLÜĞÜ
(Ek-1-2-3)
KÜLTÜR GENEL MÜDÜRLÜĞÜ /ANKARA (Ek-1-2-3)
KÜLTÜR BAKANLIĞI /ANKARA (Ek-1-2-3)
Kültür Genel Müdürlüğü
Kültür Planlama ve Yatırımlar Daire Başkanlığı
İZMİR BELEDİYE BAŞKANLIĞI

(Ek-1-2-3)
İZMİR VALİLİĞİ /İZMİR (Ek-1-2-3)

A2

KÜLTÜR BAKANLIĞI
İZMİR İ DUMARALI KÜLTÜR ve TABİAT VARLIKLARINI
KORUMA KURULU

K A R A R 35.00/1

Tarih ve No. : 28.11.1991-208
Tarih ve No. : 28.11.1991-3334

Toplantı Yeri
İZMİR

İzmir İli, Konak İlçesinde, Taşınmaz Kültür ve Tabiat Varlıkları Kurulu'nun 27.7.1984 gün ve 348 sayılı kararıyla onaylı Kemeraltı Kentsel Sit alanı Koruma amaçlı imar plan sınırları içinde kalan Arkeolojik Sit alanlarının, Kurulumuzun 22.10.1991 gün ve 3234 sayılı kararı ile yeniden belirlenerek tescil edilmesi nedeniyle ve ayrıca Kentsel Sit alanı içindeki mevcut parsel ve yapı cephe boyutlarının Kurulumuz tarafından yeniden incelenerek değerlendirilmesi sonucunda, daha önce alınan 29.11.1990 gün ve 2444 sayılı kararımızın, söz konusu konulara ilişkin olan 2., 3., 19. ve 20. sayfalarının iptal edilerek yerine yeni tescil kararları ve inceleme sonuçları doğrultusunda yeniden düzenlenen ve bu kararımız ekinde yer alan sayfaların ilave edilmesine, bundan böyle Kemeraltı Koruma amaçlı imar plan sınırları içinde, 29.11.1990 gün ve 2444 sayılı kararımızla ve iptal edilerek yeniden düzenlenen sayfaları ise bu kararımızla onaylı olan "1/1000 ölçekli KEMERALTI SİT ALANI imar plan notları" doğrultusunda uygulama yapılması gerektiğine karar verildi.

Tülin KARAGÖZ
Müdür

ASLI GİBİDİR



S. Selçuk BAŞER
Müdür V



BAŞKAN YARDIMCISI
Prof. Dr. Recep Meriç

İMZA

Dr. Cemal ARKON

İMZA

Dr. H. Hüseyin ÜNAL

İMZA

ÜYE
Prof. Dr. Mehmet N. TÜRLÜYEN

İMZA

ÜYE
Selahattin ERDOLMGİL
İles Müzesi Müdürü

İMZA

ay ÜZGÜVEN

ak Belediye Başkanlığı
İMZA

ÜYE

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Karar Tarihi ve No. : 28.11.1991-203

Karar Tarihi ve No. : 28.11.1991-3334

Toplantı Yeri

İZMİR

- 2 -

5-) Aynı şekilde Kemeraltı Sit alanlarını içeren bölgedeki tüm imar plan değişiklikleri, İzmir I Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'nun onayı alınarak yapılabilir.

6-) Gerek plan notlarında, gerekse imar planlarında değişiklik yapılabilmesi için, İzmir I Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'na Belediye Başkanlığı Üzerinde bulunma şekil ve şartı ile gerekli belgeler, konuya ilişkin Yüksek Kurul İlke kararlarında belirtilmiştir. (Maden 21.5.1990 gün ve 146 sayılı ilke kararı geçerlidir.)

7-) Kemeraltı Kentsel Sit sınırları, Taşınmaz Kültür ve Tabiat Varlıkları Yüksek Kurulu'nun 27.7.1984 gün ve 348 sayılı kararıyla onaylanan ve aynı kararın 1/1000 ölçekli Kemeraltı Koruma amaçlı imar planları üzerinde işaretlenmiş olan sınırlarıdır.

8-) Kemeraltı Koruma amaçlı imar plan sınırları içindeki Arkeolojik Sit alanları, Kurulumuzun 22.10.1991 gün ve 3234 sayılı kararı ile tescil edilen ve aşağıda belirtilen alanlardır:

-AGORA: Ana Agora'nın bulunduğu alan I.Derece, Agora çevresinde yer alan alan ise 3.Derece Arkeolojik Sit alanıdır.

TARİHİ

ASLI GİBİDİR

BAŞKAN

Prof. Dr. Cemal ARKON

İMZA

ÜYE

Prof. Dr. R. Hüseyin ÜNAL

İMZA

ÜYE

Mehmet ÖZGÜVEN

Konak Belediye Başkanlığı

İMZA

ÜYE

Prof. Dr. Mehmet N. TÜREYEN

İMZA

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ÜYE

BAŞKAN YARDIMCISI

Prof. Dr. Recep MEMİÇ

İMZA

ÜYE

Selahattin ERDEMİĞİL

Efes Müzesi Müdürü

İMZA

ÜYE

ASLI GİBİDİR

G. Selçuk NAŞER
Müdür v.

Toplantı Yeri

İZMİR

Tarihi ve No. : 28.11.1991-200
 Tarihi ve No. : 28.11.1991-3334

-KADİFEKALE: Kadifekale'nin içi I.Derece Arkeolojik Sit alanı, çevresindeki alan ise Koruma Alanıdır.

-ALTINYOL: Roma Dönemi Antik yolu, çevresi ile birlikte I.Derece Arkeolojik Sit alanıdır.

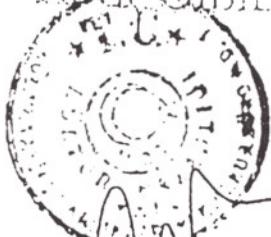
-TIYATRO: Antik tiyatro I.Derece, çevresindeki alan ise 3.Derece Arkeolojik Sit alanıdır.

-STADYUM: Stadyumun bulunduğu alan ise "Antik Stadyum yeri" olarak onaylanmıştır.

Yukarıda belirtilen Arkeolojik Sit alanlarında yapılacak her türlü uygulamada, tescil kararı olan 22.10.1991 gün ve 3234 sayılı kararımız ile, Yüksek Kurul'un Arkeolojik Sit alan tanımlarına ilişkin olan 4.3.1968 gün ve 6 sayılı ilke kararına uyulması zorunludur.

Tunc KARAGÖZ
 MÜDÜR

ASLI GİBİDİR



S. Selçuk BAŞER
 Müdür

UYE

Prof. Dr. Meluret N. TÜREYEN

İMZA

BAŞKAN YARDIMCISI

Prof. Dr. Recep MERİÇ

İMZA

UYE

Selahattin ERDEMİR

Efes Müzesi Müdürü

İMZA

ASLI GİBİDİR



S. Selçuk BAŞER
 Müdür

A5

UYE

ÖZGÜVEN
 Belediye Başkanlığı

İMZA

KÜLTÜR BAKANLIĞI

İZMİR İ NUMARALI KÜLTÜR VE TABİAT VARLIKLARINI

KORUMA KURULU

K A R A R

35.00/1

Tarih ve No: 28.11.1991-200

Tarih ve No:

28.11.1991-3334

Toplantı Yeri

İZMİR

2. ARSA VE YAPILARDA İZMİR BÜKÜMÜNDEN :

2.01- TEVHİD VE İFRAZ :

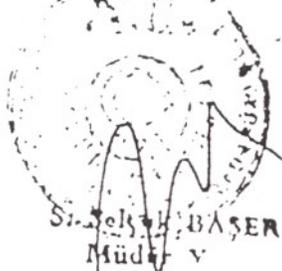
Tescilli olsun yada olmasın, Yemerkatı Kentleşmiş alan sınırları için-
de kalan tüm taşınmazlarda, ifraz ve tevhidler İzmir İ Numaralı Kültür ve
Tabiat Varlıklarını Koruma Kurulunun izni ve onaya alınarak yapılabilir.

MINİMUM PARSEL GENİŞLİKLERİ:

Koruma Kuruluna ifraz yada tevhid önerisinde bulunulan taşınmazların
ifrazı yada tevhidli sonucunda oluşacak yeni parsellerin ceph genişlikleri,
aşağıda belirtilen ölçülerden daha az olamaz.

TÜLİN KARAGÖZ
Mimar

ASLI GİBİDİR



BAŞKAN YARDIMCISI

Prof. Dr. Recep MEMİÇ

İMZA

UYE

Selahattin ERDEMİL

Efes Müzesi Müdürü

İMZA

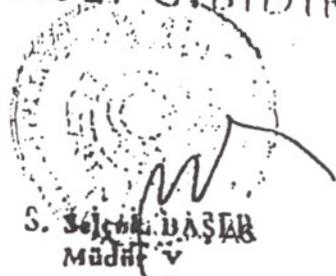
UYE

Prof. Dr. Mehmet N. TÜREYEN

İMZA

UYE

ASLI GİBİDİR



BAŞKAN

Prof. Dr. Cemal ARKON

İMZA

UYE

Prof. Dr. R. Hüseyin ÜNAL

İMZA

UYE

Metin ÜZGÜVEN

Çanak Belediye Başkanlığı

İMZA

KÜLTÜR BAKANLIĞI
İZMİR 1 NUMARALI KÜLTÜR ve TABİAT VARLIKLARINI
KORUMA KURULU
K A R A R 35.90/1

karar Tarihi ve No. : 28.11.1991-203
karar Tarihi ve No. : 28.11.1991-3334

Toplantı Yeri
İZMİR

- 20 -

B-2 nizamda: min genişlik 2,5 mt.

B-3 nizamda: min genişlik 4 mt.

B-4 nizamda: min genişlik 5 mt.

Tevhid sonucunda oluşacak parsellerde yeni yapı yapılabilmesi için, uygulama projelerinin İzmir I Numaralı Kültür ve Tabiat Varlıklarını Koruma Kurulu tarafından değerlendirilerek onaylanması gerekmektedir. 

Tülin KARAGÖZ
Mimar

ASLI GIBİDİR



S. Selçuk BAŞER
Müdür

BAŞKAN YARDIMCISI

Prof. Dr. Recep MERİÇ

İMZA

ÜYE

Selahattin ERDEMİL

Efes Müzesi Müdürü

İMZA

ÜYE

Prof. Dr. Mehmet N. TÜREYEN

İMZA

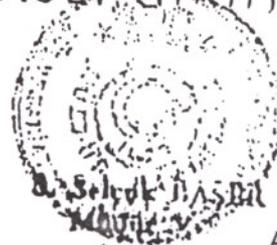
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ASLI GIBİDİR



A7

K A R A R

Tarih ve No. : 29.11.1990-149

Tarih ve No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

İzmir ili, Konak İlçesi, (Merkez), Kemeraltı Semtinde, Taşınmaz Kültür ve Tabiat Varlıkları Yüksek Kurulu'nun 27.7.1984 gün ve 348 sayılı kararıyla onaylı 2/1000 ölçekli Koruma İmar planı ve plan notu olan yapılaşma koşulları, yine Taşınmaz Kültür ve Tabiat Varlıkları Yüksek Kurulu'nun 17.7.1987 gün ve 3509 sayılı kararı uyarınca ve uygulamada karşılaşılan problemlerin çözümlenmesi amacıyla, Kurulumuzca incelenerek, yeniden değerlendirilen, yapılan görüşmeler sonunda;

Taşınmaz Kültür ve Tabiat Varlıkları Yüksek Kurulu'nun 17.7.1987 gün ve 3509 sayılı kararı ile "eski eser ve korumacılık konusunda daha hassas" davranılarak, Yüksek Kurul'ca imar planlarının yeniden değerlendirilmesine karar verildiği, ancak bugüne kadar bu kararın yerine getirilmemiş olduğu anlaşıldığından, ayrıca gerek Yüksek Kurulların kararları kadar onaylanmış Kentsel ve Arkeolojik Sit sınırları ve gerekse tek yapı ölçeğinde geçerli olan tescil listeleri hakkında bazı belirsizliklerin olduğu tespit edildiği

1- Kemeraltı Koruma amaçlı imar plan notlarından, uygulamaya sıkılık getiren ve korumacılık olan yeni maddeler ilave edilmek suretiyle yeniden düzenlenmesine,

Dr. Gönül ÖNEY

ASLI GİBİDİR

BAŞKAN YARDIMCISI
Prof.-Dr. Cemal ARKON

Tulin KARAGÖZ
Mimar

İMZA

İMZA

ÜYE
ÖİKÜ KARACAOVALI
1 Nolu Koruma Kurulu
Müdürü İMZA

ÜYE
Erol TÜMER
İzmir Restorasyon ve Anıtlar
Müdürü

BULUNMADI

ÜYE

ÜYE

Dr. Mustafa ÇINKILIÇ

ÜYE

İMZA

K A R A R

No. : 29.11.1990-149

No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

Sınırları ve tescil listelerine ilişkin Yüksek Kurul kararları ve uygulamaya yönlendirilmesi zorunlu işlemler hakkında açıklamalar yapılması ve bu tür bilgilerin notlarının "Genel Hükümler" başlığı altında toplanmasının uygun olduğuna, ayrıca Kurulumuzca yeni Arkeolojik Sit alanlarının tescil edilmesine, Kentres Sit alanı özel bölge belirlenmesine, bu doğrultuda düzenlenen karar eki imar plan notları ile sit sınırlarını belirten kararın onaylanmasına, ayrıca böyle Taşınmaz Kültür ve Tabiat Varlıkları Yüksek Kurulu'nun 27.7.1984 gün ve 11/12/84 sayılı kararıyla onaylı imar planlarının bu kararımız eki plan notları ve sit paftaları ile uygulanması gerektiğine, koruma amaçlı imar planlarının bu karar eki plan notları ile bütün olduğuna karar verildi.

Tülin KARACUZ
Mimar

ASLI GİBİDİR



BAŞKAN YARDIMCISI
Prof. Dr. Cemal ARKON

İMZA

ÜYE
Ölku KARACAOVALI
1 Nolu Koruma Kurulu
Müdürü

İMZA

ÜYE
Erol TÜMER
İzmir Rölovo ve Anıtlar
Müdürü

BULUNMADI

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ÜYE

K A R A R

Toplantı Tarihi ve No. :29.11.1990-149

Toplantı Tarihi ve No. :29.11.1990-2444 (1)

Toplantı Yeri : İZMİR

1/1000 ÖLÇEKLİ KEMERALTI SİT ALANI İMAR PLAN NOTLARIGENEL HÜKÜMLER:

- 1-)Kemeraltı,1/1000 ölçekli imar planı,bu plan notları ile birlikte uygulanır.Uygulama alanı tüm Kemeraltı Kentsel ve Arkeolojik Sit alanlarıdır.
- 2-)Plan notlarında yer almayan konularca,yürürlükteki imar yönetmeliğinin uygulanma hükümleri geçerlidir.
- 3-)Kemeraltı Sit alanı plan notlarına göre yapılacak tüm yapılar,Fen ve Sağlık mevzuatı ve ilgili tüzük ve yönetmelik hükümlerine uyarak gerçekleştirilmelidir.Ayrıca tüm yapıların sit bölgelerinde yapılacak yapılar hakkında yönetmelik hükümlerine uyulacaktır.
- 4-)Kemeraltı Sit alanlarını içeren bölgeye ilişkin olan bu plan notları,İzmir 1 Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'nun onayı alınmadan değiştirilemez.

BAŞKAN

Prof. Dr. Gönül ÖNEY

İMZA

ÜYE

Prof. Dr. Recep MERİÇ

İMZA

ÜYE

Mustafa ÇINKILIC

İzmir Belediye Başkanlığı

İMZA

ÜYE

Ükü KARACAOVALI

1 Nolu Koruma Kurulu

Müdürü

İMZA

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BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

İMZA

ÜYE

Erol TÜMER

İzmir Rölevo ve Anıtlar

Müdürü

BULUNMADI

ÜYE

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ

REKTÖRLÜĞÜ A10

Kütüphane ve Dokümantasyon Daire Bşk.

K A R A R

Tarih ve No. : 29.11.1990-149

Tarih ve No. : 29.11.1990-2444

(A)

Toplantı Yeri : İZMİR

Genelaltı Kentel Sit alanı içinde kalan bölgede yer alan korunması gerekli Kültür ve Tabiat Varlıklarının tümi, aşağıda maddeler halinde belirtilen genelgeler ve Yüksek Kurul kararları ile tescil edilmiş olup, söz konusu genelge ve kararlar halem geçerlidir.

a-) Eski Eserler Müzeler Genel Müdürlüğü'nün 17.1.1975 gün ve 152 sayılı genelgesi.

b-) Gayrimenkul Eski Eserler Anıtlar Yüksek Kurulu'nun 9.6.1979 gün ve A-1729 sayılı

c-) Gayrimenkul Eski Eserler Anıtlar Yüksek Kurulu'nun 20.6.1981 gün ve A-2954 sayılı

d-) Gayrimenkul Eski Eserler Anıtlar Yüksek Kurulu'nun 24.7.1981 gün ve A-2981 sayılı

e-) Gayrimenkul Eski Eserler Anıtlar Yüksek Kurulu'nun 11.11.1981 gün ve A-3237 sayılı

"e" maddesindeki karar, A-2981 ve A-2954 sayılı karar tescil listelerindeki yanlışları düzelterek doğru-yenilik listelerini içermektedir.) Ayrıca müferit olarak alınmış tüm tescil kararları geçerlidir.

Prof. Dr. Gönül ÖNEY

İMZA



ÜYE
Ükü KARACAÖVALİ
1 Nolu Koruma Kurulu
Müdürü

İMZA

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

İMZA

Tülin KARAGÖZ
Mimar

ÜYE
Erol TÜMER
İzmir Rölöve ve Anıtlar
Müdürü

BULUŞMADI

ÜYE

ÜYE
Mehmet ÇİNKİLİÇ

İzmir Belediyesi Başkanlığı

İMZA

ÜYE

Tarih ve No. : 29.11.1990-149

Tarih ve No. : 29.11.1990-2444

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Toplantı Yeri : İZMİR

10-) Kemeraltı Kentsel Sit alanlarını içeren bölgede;

- a-) Tescilli yapılmış tüm korunması gerekli Kültür ve Tabiat Varlığı taşınmazlarda,
- b-) Tescilli taşınmazın koruma alanında veya bitiştiğindeki parsellerde yer alan taşınmazlarda,
- c-) Arkeolojik Sit alanları içinde;

Her türlü inşai-fiziki faaliyet, yıkım, kullanım değişikliği, basit ve esaslı onarım, inşaat v.s. yapılabilmesi için plan notlarının "Koruma Koşulları" bölümünde belirtilen gibi İzmir 1 Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'nun onayının alınması gerekmektedir.

11-) Kemeraltı Kentsel Sit alanlarını içeren bölgede; yukarıdaki maddede belirtilen taşınmazlar haricinde kalan tüm boş ve boşalacak parsellerde, her türlü inşai-fiziki faaliyet, yıkım, basit ve esaslı onarım, kullanım değişikliği, ilave inşaat, yeni yapılanma gibi konular için plan notlarının "Yapılanma Koşulları" bölümüne uyulması kaydıyla, ilgili Belediyesinin izni ve denetiminde yapılabilir.

Ayrıca Kurul onayı alınması gerekmektedir.

Tülin KARAOĞUZ
Mimar

BAŞKAN

Prof. Dr. Gönül ÖNEY

İMZA

ÜYE

Prof. Dr. Recep MERİÇ

İMZA

ÜYE

Mustafa ÇINKILIÇ

Konak Belediye Başkanlığı

İMZA



ÜYE

Ülkü KARAOVALI

1 Nolu Koruma Kurulu

Müdürü

İMZA

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ÜYE

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

İMZA

ÜYE

Erol TÖMER

İzmir Rölöve ve Anıtlar

Müdürü

BULUNMADI

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KARAR

Toplantı Tarihi ve No. : 29.11.1990-149

Toplantı Tarihi ve No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

(.)

MEYDAN I

7400 ada, 7401 ada, 356 nolu plan değişikliği ile inar adasına dönüştürülen eski (Kadestral) 214-215 ve 217 adalar, yine (eski) Kadestral 218 ve 222 ada inar, 7464 nolu inar adasına dönüştürülen adanın B-3 Hisse verilen bölümü ve Kadestral (eski) 366 ada, bu maddede kapsama dışında kalmakta olup, bu alanlar, Kurulumuzun 6.11.1990 gün ve 2374 sayılı kararına ek, cephe düzenlemelerinin Kurulca yapılması seruludur.

12-) Konaklıta Kentel Sit alanı içinde kalan bölgede, tesvilli elama ve inar alanın tüm alanlarında, bu plan netunde belirtilen maddelerle birlikte, 286-3386 sayılı yasa kapsamında kalan taşınmazların taşınmalarına ve bu taşınmazlardaki uygulamalara ilişkin olarak Tabiat Varlıkları Kurumu Yüksek Kurulu'na alınmış ve Belediyelerinde istenmiş tüm ilke kararlarına uyulması seruludur.

Bu maddede ilgili Belediyesi, yetki ve denetimi altındaki uygulamalarda, yapılması gereken işlemleri ve plan netlerine yeni sınırlama Yüksek Kurul İlke Kararlarında görüşünde bulundurulmalıdır.

BAŞKAN
Dr. Gönül ÖNEY

İMZA

Recep MERİÇ

İMZA

ÇIKILIÇ

Belediye Başkanlığı

İMZA



ÜYE
Ükü KARACAOVALI
1 Nolu Koruma Kurulu
Müdürü

İMZA

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Tülin KARAGÖZ
Mimare

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Prof. Dr. Cemal ARKON

İMZA

ÜYE
Erol TÜMER
İzmir Rölevo ve Anıtlar
Müdürü

BULUNMADI

ÜYE

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon

A13

Tarih ve No. : 29.11.1990-149

Tarih ve No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

7-

B-) Kentsel Sit alanları içindeki uygulamalara ilişkin koşulların;

A- ONARIM ve KORUMA koşulları, (Tescilli, tescilli bitiği veya koruma alanı ile Ar-
kitektürel Sit alanlarında uyulması zorunlu koşullardır.)B- YAPILANMA koşulları, (Kentsel Sit alanı içindeki diğer alanlarda uyulması zorunlu
koşullardır.) olmak üzere iki ana başlık altında toplanması uygun görülmüştür.Tülin KARAGÖZ
MimarS. Selçuk BAŞER
Müdür Y

ÜYE

ÖİKÜ KARACAOVALI

1 Nolu Koruma Kurulu
Müdürü

İMZA

ÜYE

ÜYE

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

İMZA

ÜYE

Erol TÜMER

İzmir Rölevo ve Anıtlar
Müdürü

BULUNMADI

ÜYE

K A R A R

Tarih ve No. : 29.11.1990-149

Tarih ve No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

A- KORUMA VE ONARIM KOŞULLARI :

(Tescilli, tescilli bitişiği ve Arkeolojik Sit alanlarında uygulanması zorunlu koşullardır.)

1-) TESCİLLİ TAHHAZLARDA:

1-) Genelaltı Kentsel Sit alanı içinde, Korunması gerekli Kültür Varlığı olarak tescil edilmiş olan taşınmazlardaki her türlü kullanıma değişikliği basit-essaslı onarım, değişiklik, yapı, restorasyon v.b.gibi uygulamalar için 10.md.'de belirtildiği gibi, Koruma Kurulu tarafından onaylanması gerekmektedir.

Koruma Kurulu'na başvuru şekli, gerekli belgeler v.s.gibi konuların, Kültür ve Tabiat Varlıkları Koruma Yüksek Kurulu'na ilgili ilke kararlarına uygulanması gerekmektedir.

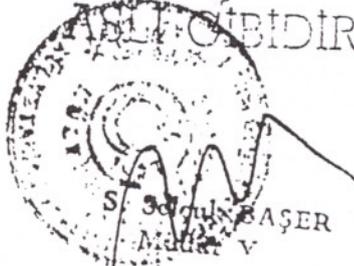
2-) Genelaltı Kentsel Sit alanı içinde yer alan Korunması gerekli Kültür ve Tabiat Varlıkları daha önce Gayrimenkul Eski Eserler Anıtlar Yüksek Kurulu'na yapılmış olan grup değerlendirme tespitleri, grup tanımlarına ilişkin Yüksek Kurul İlke Kararlarına bugüne değin yapılmış olanla birlikte, uygulamaya esas olarak kabul edilemez.

Tescilli taşınmazlarda yapılması istenilen her türlü uygulama için Koruma Kurullarına

BAŞKAN

Prof. Dr. Gönül ÖNEY

İMZA



ÜYE

Ülkü KARACAOVALI

1 Nolu Koruma Kurulu

Müdürü

İMZA

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

İMZA

Tülin KARAGÖZ
Nimet

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Erol TÜMER

İzmir Rölovo ve Anıtlar

Müdürü

BULUNMADI

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Prof. Dr. Recep MERİÇ

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ÜYE

Mustafa ÇUKURKILIÇ

İzmir Belediye Başkanlığı

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KÜLTÜR VARLIKLARI
İZMİR 1 Numaralı Kültür ve Tabiat Varlıklarını
KORUMA KURULU

K A R A R

35.00/1

Tarih ve No. : 29.11.1990-149

Tarih ve No. : 29.11.1990-2444 - 3 -

Toplantı Yeri : İZMİR

kararında, öncelikle Koruma Kurulu'na yeniden grup tespiti yapılır. Belirlenen grup de-
ğışikliğinde, tescilli taşınmaz hangi tür müdahalede bulunulabileceğine ilişkin Ku-
rular alınır.

4-) Kemeraltı Kentel Sit alanını içeren bölgede mevcut imar planında işlenilen bazı
parselleri, tescilli taşınmazların tescil dereceleri ile çelişkili düzenlemeler getirilerek-

Bu nedenle bu alanlarda Belediyesince imar planı uygulaması yapılmak istenildiğinde,
gerekli belgeler düzenlenerek Koruma Kurulu'na sunulur. Uygulama Koruma Kurulu kararına
uygun yapılır.

5-) Kemeraltı Kentel Sit alanını içeren bölgede, yürürlükte olan, imar planlarında, imar
planları için genel olarak verilmiş yapılanma koşulları, tescilli taşınmaz parselleri için ge-
reklidir.

Bölgelerdeki parsellerde, Koruma Kurulu kararlarına göre uygulama yapılır.

6-) Korunması gerekli Kültür Varlığı taşınmazlarda, Koruma Kurulu kararları doğrultusunda
yapılacak her türlü uygulama sonrasında gerekli denetim ilgili Belediyesince yapılarak konu-

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Konak Belediye Başkanlığı

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gerekmemektedir.

1-) Genelaltı KentSEL Sit alanını içeren bölgede, yürürlükte olan imar planlarında, imar planı için genel olarak verilmiş yapılaşma koşulları, tescilli bitişliği yada koruma alanına dâhil olan taşınmaz parselleri için geçerli değildir.

Söz konusu parsellerde, Koruma Kurulu kararına göre uygulama yapılır.

2-) Uygulama projeleri Koruma Kurulu'nce onaylanan taşınmazlardaki uygulama sonrası oturma izni verilmesi konusunda, Kültür ve Tabiat Varlıkları Koruma Yüksek Kurulu'nun 21.5.1990 tarih ve 147 sayılı kararına uyulması zorunludur.

ARKEOLOJİK SİT ALANLARINDA;

Bu kararın "genel hükümler" bölümünün 8. maddesinde sınırları belirtilen 1. Derece Arkeolojik Sit alanlarında; Kültür ve Tabiat Varlıkları Koruma Yüksek Kurulu'nun ilgili ilkeleri geçerlidir. Söz konusu Yüksek Kurul kararlarına göre, 1. Derece Arkeolojik Sit alanlarına korumaya yönelik bilimsel çalışmalar dışında, aynen korunacak alanlardır, 1. Derece Arkeolojik Sit alanlarında;

- Kesinlikle hiç bir yapılaşmaya izin verilemez, imar planlarında aynen korunacak sit

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Ata ÇİNKİLİÇ

Koruma Kurulu Başkanlığı

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Belirtilmelidir.

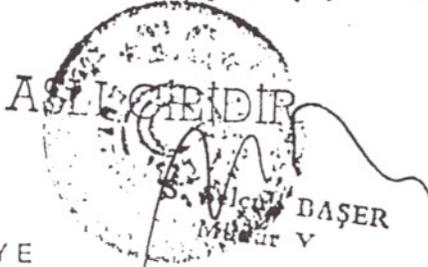
Korunması gerekli Taşınmaz Kültür Varlığı yapılar dışındaki mevcut yapıların yıkılarak sit alanı dışındaki, hazine arazilerine veya kamulaştırılacak diğere taşınması, bu hususta ortaya çıkacak sorunlar için koruma Kurulu kararının gerekmektedir.

Bu alanlarda yeni tarımsal alanlar açılmaz, ağaçlandırmaya gidilemez, yalnızca sınırlı tarımsal faaliyetlere devam edilebilir.

Her türlü kazı yapılmasının önlenmesi gerekmektedir. (Bilimsel amaçlı kazıların dışında toprak taş alınmaz, kireç, taş, tahta, mermer (vs. gibi) ocaklar açılmaz. Korunlu durumlarda, ilgili Resmî ve Özel Kuruluşlarca dikilecek dikmeler, açılacak boru hatları, karayolları yapımı vb. gibi uygulamalar için Koruma Kurulu'nun izni alınmasına;

Bu gibi alanlarda sit sınırları sınırlı taşları veya tel örgüler ile belirlenmeli. İnceleme levhelerinin kamuoyuna oluşturmaya amacıyla konulması, ayrıca kamuoyuna biletilmesi bu alanlar için bekçi atılması, yerel yönetimlerce gerekli önlemlerin alınması gerekmektedir.

Turistik önemi olan 1. Derece Arkeolojik Sit alanlarında herhangi bir hafriyat yapılmaması veya meydan tanzimi ve etopark yapılabilmesi için Koruma Kurulu'ndan izin alınması gereklidir.



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KORUMA KURULU

35.00/1

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d-) KENTSEL SİT ALANLARINDA:

1-) KORUNACAK YEŞİL ÖRTÜ:

İzmir Kent bütünü ve sit alanları içindeki ve dışındaki, kamuya veya özel mülkiyete ait yerlerde, yollarda, yeşil alanlarda, resmi yapı ve okul parsellerinde, bahçe veya arazi-lerde yer alan tüm yetişmiş ve anıtsal veya 50 yıldan eski tek yata toplu haldeki ağaçlar korunacaktır. Bunların kesilmelerinde zorunluluk bulunanlar için İzmir 1 Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'ndan izin alınması gereklidir.

Uygulanmaya esas olmak üzere, korunacakların saptanması ilgili Belediyesinde yapılacak Koruma Kurulu'nun görüş ve onayı alınır.

Kentsel Sit içindeki çayırlik mesire yeri, koruluk, bahçelik v.b. yeşil alanlar da koruma altına alınmıştır. Değişiklik gerektiğinde zorunlu hallerde Koruma Kurulu'ndan izin alınmalıdır.

2-) KORUNACAK ARKEOLOJİK ANITLAR-YAPILAR VE KALENTİLER:

Sit alanı içinde ve dışında, İzmir Metropolitan alan sınırları içindeki islâmiyet

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İzmir Rölevo ve Anıtlar
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DİJİTALİZASYON

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Prof. Dr. Recep MERİÇ

İMZA

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Mansur ÇANKILIÇ

Koruma Kurulu Başkanlığı

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Öncesi ve sonrasına ait tüm Arkeolojik Sitler, sanat ve yapılar, her türlü kalıntılar, kaleler, kule ve surlar, yollar, su yolları, köprü v.b. eserler, tescilli olsun veya olmasın 2863-1986 sayılı yasalar uyarınca korunacaktır. Bu kapsamda sit alanı içindeki bu türden yapı ve kalıntıların kendilerine ve çevrelerine getirilmek istenen her türlü kullanım için karar meridi İzmir I Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'dur.

Bu tür eserlerin çevrelerinde yapılaşma sözkonusu olduğunda, yaklaşma sınırları ve yapı yükseklikleri, yürürlükte olan imar planlarında ayrıca belirtilmiş olsun veya olmasın İzmir I Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'na tayin olunur.

3-) KORUNACAK SOKAK DOKULARI:

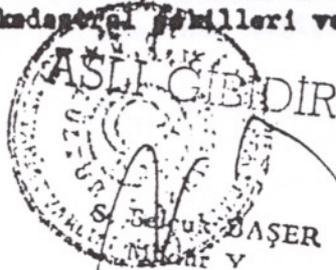
Kemeraltı KentSEL Sit alanı içinde, toplayıcı ve dağıtıcı yollar dışında kalan ara yollar, sokaklar, çıkmaşlar, merdivenli yollar, kaldırımlar, eğimleri, kaplama biçim ve malzeme ile birlikte korunmalıdır.

Zorunlu durumlarda, gerekli değişiklikler Koruma Kurulu kararı ile yapılabilir.

Ayrıca yolların kavşak noktalarında, kamu ve dini yapıların önlerinde ve çevrelerinde oluşan meydan ve meydançıklar, kadastro sınırları ve mevcut fonksiyonları ile korunmalı BİTİRİLMİŞTİR.

Dr. Gönül ÖNEY

İMZA



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ÖLKÜ KARACAVALI

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BAŞKAN YARDIMCISI

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Tulin KARAGÖZ
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İzmir Rölöve ve Anıtlar

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Dr. Recep MERİÇ
Kültür Varlıkları Koruma Kurulu Başkanlığı

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Cami avlusu, han avlusu v.b.gibi avlularda zaman içinde oluşmuş ve günlük yaşam, ticari etkinlik, sosyal ilişkiler açısından özellik taşıyan fonksiyonların aynen korunup geliştirilmesine özen gösterilmelidir. (Örnek: Hisar Camii avlusunda oluşmuş çiçekpiler, çarşı, çeşme, balık lokantası, kahvehane kompozisyonunda olduğu gibi).

4-) KORUNACAK SOKAK MOBİLYASI:

Kemeraltı KentSEL Sit alanı içindeki sokak mobilyası, direkli veya duvara asılı sokak fenerleri, küçük sebil veya çeşmeler, havuzlar, şadırvanlar, taş oturma sıraları, dökme demir veya taş korkuluklar, damgalı ve yasitli havagazı vb. toprakaltı tesisat kapakları, sokaklarda yolun iki yanına bağlanan demir veya ahşap üst gölgeliklerdir.

Bu tür öğeler korunacaktır. Onarılmaları ve yenilenmeleri gerektiğinde, İzmir I Numaralı Kültür ve Tabiat Varlıkları Koruma Kurulu'nun bilgi ve denetimi gerekmektedir.

5-) KORUNACAK BAHÇE VE SET DUVARLARI:

Sit alanı içinde neyut dolu ve boş parsellerde, tescilli olsun veya olmasın bahçe ve set duvarları yükseklik ve örgü biçimlerinde değişiklik yapılmadan mümkün olduğunca korunmalıdır.

BAŞKAN

Prof. Dr. Gönül ÖNEY

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Prof. Dr. Recep MERİÇ

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Mustafa ÇINKILIQ

Eski Belediye Başkanlığı

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(15)

6-) KORUNACAK BAHÇE KAPILARI:

Sit alanı içinde, tescilli veya tescilsiz parsellerdeki orijinal ve eski ahşap ve taş kapılar korunmalıdır. Eğer bozulmuş ise orijinal durumuna uygun olarak yenilenmeli

Tulin KÖRĞÖZ
Mimar

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(1+)

KEMERLİ KENTSEL SİT ALANI YAPILANMA KOŞULLARI:**GENEL HÜKÜMLER:****1- UYGULAMA ALANI:**

Kemeraltı Kentsel Sit alan sınırları içinde, tescilli olan, tescilli bitişğinde veya kalemde yer alan, yada Arkeolojik Sit alanları içinde kalsa taşınmazlar haricindeki taşınmazlar, yeni yapılaşma ve esaslı onarımlarda aşağıda belirtilen yapılaşma hükümlerine uyulması esastir.

İSTİSNALAR:

Aşağıda belirtilen alanlar ise, Kemeraltı Kentsel Sit alanı içinde yerleşmelerine karşın, yukarıda uygulanması gereken yapılaşma koşulları konusunda, 6.11.1990 gün ve 2374 sayılı Bakanlar Kurulu Kararı ile değiştirilmiştir. (Bkn: Genel Hükümler 2614-2 Madde:11)

Alan 7400 ada.

Alan 7401 ada.

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Koruma (eski) 214-215 ve 217 adalar.

Koruma (eski) 222-218 adalarının (işler 7464 nolu adalarının) işler planı ile B-8 nitelikte bölünmüştür.

Koruma (eski) 366 adalar.

1.02- YUKSİK VE DEĞERLENDİRME:

Koruma Kentsel Sit alan sınırları içinde, tescilli olan, tescilli bitmişinde veya koruma alanında yer alan, yada Arkeolojik Sit alanları içinde kalan taşınmazlar haricindeki tüm taşınmazlarda, her türlü yeni yapılaşma, basit ve esaslı onarım, her türlü inşaat ve fiziki faaliyetler ve Tabiiyet Varlıklarını Koruma Kurulu'na onay alınmaksızın, bu yapılaşma hükümlerine aykırı yapılaşma beğuluyula ilgili Belediyesinden izin alınarak yapılabılır.

1.03- Koruma Kentsel Sit alanında, boş parseller ve beğulacak parsellerde yapılacak yapılaşma, koruması istenen doküman elyştüran mimariye uygun, çağdaş teknik ve malzeme ile yapılmalıdır. Birlikte, cephe düzeni, cephe kaplaması, mimari öğeler açısından çevresindeki koruma alanıyla uyum sağlayacak nitelikte olmalıdır.

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Mehmet ÇINKILIÇ

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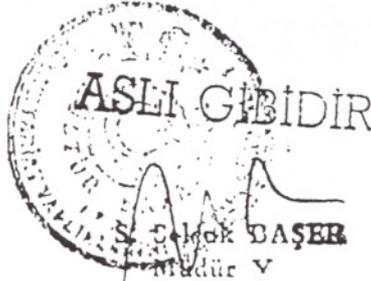
21 -

3- PARSEL KULLANIMI:

1/5000 ölçekli plan paftalarında sınırları kesintili çizgiler ile (- - -), belirtilen alan içindeki adalarda, imar planı ile bitişik nizamda yerleşme önerilmesine ve M belirtilmiş olmasına rağmen, parselde mevcut yan, iç ve arka bahçeler var ise Belediye bu bahçeleri koruyacak şekilde kitle etüdü yapılarak imar durumu verilecektir. Ön ar ise-tescilli ve bitişikindeki parseller haricinde imar durumuna göre kaldırılma- n verilebilir. (Belirtilen alan; Kuseyde Anafartalar Caddesi, doğuda Kentel Sit sını- rında yine Kentel Sit sınırları ve batıda ise, 442 Sokak-Arapfırını Caddesi ve 834 So- le sınırlanmış alandır.)

Belirtilen alan dışındaki M koşullu adalarda, parsellerin tümüne inşaat izni verile- rkiye çıkacak olan geniş cephelerin düzenlenmesi konusunda ise 2.02 maddesine uyul- maktadır.

Tülin KAHAGÖZ
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2,04- Bir parsel içinde, "avlu" ve "iç bahçeli" yerleşim düzeni içinde birden fazla yapı
ise, nevout parselin ifrazı yapılmadan kat irtifakı tesis edilir ve muhtat gerektiren
olarak Belediyeince yapılır.

2,05- CEPHE HATTI:

- a-) Tesoilli ve bitişigindeki taşınmazlar dışındaki yeni yapılanmalarda, imar planında
belirtilen imar hatlarına uyulacaktır.
- b-) Bitişik parsellerde, nevout yapılaşmadan ve önerilen gabariden dolayı sağır cephe olu-
muna sebep olacak cephe, yandaki yapı yüksekliğine kadar bitişik ve saçak kadundan son-
ra, 1,00 m. geriye çekilerek cephe açılacak şekilde imar durumu tanzim edilir.

2,06- YAPI YÜKSEKLİKLERİ :

Tesoilli ve bitişigindeki parseller haricinde, imar planlarında belirtilen kat adet-
leri ve yapı yükseklikleri geçerlidir.

2,07- YAPILARA KOD VERİLMESİ :

- a-) Eğimli arazilerde hafriyat sonucu çıkan toprak, cephede eğinin önünde kullanılır ve
statinat duvarı ile önü kapatılır.

Tulin KARAGÖZ
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ÜYE S. Y. BAŞER

ÜYE ÖIKU KARACAÖVALI

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Erol TÜMER

İzmir Bölge ve Anıtlar

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Prof. Dr. Necip MERİC

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ÜYE

Mustafa ÇINKILIÇ

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Yapı kodu teğekkül etmemiş ise, tesviye yapılamaz, binanın kod alma biçimini değiştirme ile arazilerde hafriyat veya dolgu yapılamaz, setler düzenlenemez, Bu gibi hallerde bölgeki halihazır haritasındaki doğal zemin ve çevresindeki durum esas alınır. Parselin onanlı plankotesi üzerinden %10 meyile kadar olan araziler düz, %10'dan fazla araziler eğimli kabul edilir.

Yapılara kod verilmesi:

Gerek düz, gerekse eğimli arazilerde, yapılara parselin cephe aldığı yol tretuvarının ortasından, tretuvar üzerinden kod verilir. Eğim, parsel derinliği yönünde ise parsel köşesinin kesin nokası esas alınarak kod verilir.

Eğimli arazilerde, toprak eğiminden yararlanılarak kat kazanılamaz.

Toprağın eğimli olmasından dolayı, kat yüksekliğinin ençok 0,50 m.'lik bir bölümü doğal eğimlili olan bodrum kat yapılabilir.

Bu şekilde inşa edilen Bodrum katların tümü veya bir bölümü konut ya da ticari amaçlı (v.s.) olarak kullanılabilir.

Bu durumda, kullanılan alan, inşaat alanına dahil edilir.

Tülin KARAGÖZ
Mimar

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

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Ancaz toprak eğiminden yararlanılarak kat kazanılamayacağından, hangi yönden bakılacak olursa, yapı yüksekliği, imar planında belirtilen max. yapı yüksekliğinden fazla olamaz.
(2-) Düz ve eğimli arazilerde, Doğal zemine 0,50 m. 'den fazla bölümü gömülü olan bodrum kat konut veya ticari amaçlı kullanıma ayrılamaz.

Sadece depo-sığınak-miğtemilat-otopark v.s. olarak kullanılabilir.

Bu durumda;

Bodrum katın doğal zemin üzerine çıkan bölümü 0,50 m. 'den fazla olamaz.

Bodrum kat, üst katlardan bağımsız bir bölüm şeklinde düzenlenemez, üst katlar ile iştikaklı olması zorunludur.

Bu şekilde düzenlenen Bodrum kat alanları, inşaat alanına dahil edilmez.

Bodrum katların ışıklık ve havalandırılmaları konusunda yürürlükteki imar yönetmeliklerine tabidir.

Ancaz bodrum pencerelerinin en/boy oran ve boyutları, Kentsel dokuyu oluşturan ve koruyulması gereken yapıların orijinal bodrum pencere oran ve boyutlarına uygun olarak düzenlenmelidir.



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h-) Yukarıdaki koşullar doğrultusunda düzenlenecek bodrum katların taban alanları ise, bu konusunu parsellerin tescilli yapılarla konumları dikkate alınarak aşağıdaki şekilde düzenlenmelidir.

-Bitişikte tescilli parsel bulunmayan ve kendisi de tescilsiz olan taşınmazlarda, yukarıdaki koşullara uyularak, parselin tümünü kaplayacak şekilde bodrum kat yapılmasına Belediye Başkanınca izin verilebilir.

-Bitişikte 3. ve 4. Derece tescilli parsel bulunan ve kendisi de 3. ve 4. Derece tescilli olan ya da kendisi de tescilsiz olan taşınmazlarda, a, b, c, d, e, f, g maddelerine uygun düzenlenecek projeleri Koruma Kurulu'na onaylanması koşuluyla, parselin tümünü kaplayacak şekilde bodrum kat yapılmasına izin verilebilir.

-Bitişikte 1. ve 2. Derece tescilli parsel bulunan taşınmazlarda, taşınmazın kendisi 3. ve 4. grup tescilli ise ya da tümüyle tescilsiz de olsa, parselin tümünü kaplayacak şekilde bodrum kat yapılmasına izin verilmez.

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Seçkin BAŞER
Müdür V.

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Toplantı Yeri : İZMİR

Söz konusu taşınmazlarda bodrum katları, bitişik tescil parsel sınırlarından en az 1,00 m. çekilmek suretiyle ve a,b,c,d,e,f,g maddelerine uygun olarak ve uygulama projesi Koruma Kurulu'na onaylanarak yapılabilir.

- 1. ve 2. Derece tescilli olan ve bu nedenle Koruma Kurulu'na yıkılmadan korunmasına ve restore edilmesine karar verilen taşınmazlarda bodrum kat yapılamaz.

8.08-

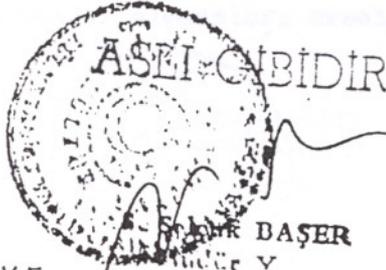
Gerek yapılara kod verilmesi ve bodrum kat konusu, gerek ise diğer konularda sit alanları hükümlerinin uygulanmasında zorluk bulunan hallerde, ilgili Belediyesinin en az bir yapı adasının cephesi boyunca hatırlayacağı etüd öneri Koruma Kurulu'na sunulurak, Kurul'un görüş ve kararına göre uygulama yapılır.

Tarih: 29.11.1990
Mühür

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Prof. Dr. Gönül ÖNEY

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ÜYE

Mustafa ÇINKILIÇ

Konak Belediye Başkanlığı

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Toplantı Yeri : İZ M İ R

2.09-ÇEPHE DÜZENİ-DOLULUK/BOŞLUK ORANI:

a-) İmaratta Kentsel Sit alanı içinde, bey ve beğlenecek parsellerde yapılacak bina cephe doluluk oranı, cephe düzenlenmesi ve mimari öğeleri açısından, Şagha dekaru oluşturulan ve korunması istenen mimariye uygun nitelikte olmalıdır.

Bu uyuma sağlanabilmesi için, cephe elemanlarına boyut ve yerleştiriliş biçimlerine ilişkin olarak yapılaşma koşullarında bazı ölçüler verilmişse de, ölçülere tamamiyle uyulması zorunlu olmayıp, esil amaç çevre ile uyumlu, yerleşim dekaru saygılı, emu emmeyen, emualla yarıştırmayacak şekilde ve tek yapı ölçüünde de mimari estetiği olan yapılaşmanın oluşturulmasıdır.

b-) Cephe Doluluk/Boşluk Oranları:

-Zemin katte: Dükkan v.b. ticari kullanım için: maks: 2/3

-Zemin katte: Konut kullanımına için: maks: 1/3

1. ve daha üst katlarda ise ticari veya konut, her türlü kullanım için: maks: 1/3 olacaktır

2.10- ÇEPHE BOŞLUK ELEMANLARI (Kapı-Pencere-Yatırım Y.A.S.)

a-) Bina cephelerinde yerleşen boşluk elemanları arasında, genel olarak 60 cm. delu yüzey

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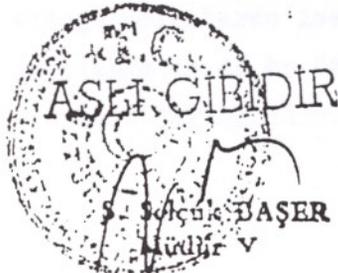
Dr. Recep MERİÇ

İMZA

Dr. Mustafa ÇINKILIÇ

İzmir Belediye Başkanlığı

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Ülkü KARACAOVALI

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Toplantı Yeri : İZMİR

Kısmi olarak eleştirilmiştir.

Kısmi hallerde cephe düzenlemesi açısından, cephe boşluk elemanlarının, aralarında 60 cm. bırakılmadan, birbirlerine yaklaştırılmaları gerekebilir.

Bu durumda en fazla iki adet elemana (kapı-pencere, vitrin v.s.) yaklaştırılması suretinde bir grup oluşturulabilir.

Ayrıca bu kes, grubu oluşturan elemanların, diğer boşluk elemanları ile aralarında bulunması gereken min. uzaklık: 1.20 m. 'ye çıkarılır.

Cephe boşluk elemanları (kapı-pencere-vitrin), düz ve basık kemerli yapılabilir. (Yakın çevre koşullarına göre),

Boşluk elemanlarının etrafı, çevreyle 10-12 cm. eninde ve max. 4 cm. projeksiyon çıkıntısı ile kapatılmalıdır. Demislikler gereğince çıkabilir. Ayrıca cephe açıklıklarına üstte dar kemerlerinde, dik kemerleri taşın, çıkıntılı demislik yapılabilir.

Türkevi tarzı yapıların yer aldığı bölgelerde ise, koruma dekada taş süve yerine, sıva ahşap pervaz kullanılmıyorsa, yeni yapılarca da bu özellikte ahşap pervaz kullanılmalıdır. Ayrıca pervaz genişliği 7-10 cm. arasında yapılabilir.

KAN

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Toplantı Yeri : İZMİR

Çaphe boşluk elemanları üzerine yatay kalkabilen veya teplanabilen ahşap-sec, kepenk, gü-
 lü ve ahşap panjur dışında, sabit güneş kırıcı elemanlar yapılması. Korunan doküda gö-
 rülen orijinallemine benzer şekilde metal dükkân üstü sacağı yapılabi-
 lir.

PENCERELER 1
Pencere en/bey oranı: 1/1,5-1/2'dir.

Pencere usua kenarı düzey kenarda olmak üzere, kısa kenar usualuğusını: 0.80 m.,

20 m.

Pencereler çift veya tek kanatlı elabileceği gibi gıyeta pencere de yapılabilir.

Çubuk demir yada döğme demir parmaklık kullanılabilir. (Orijinallerin kütü taklitleri ya-
 pılmaz.)

Çift kanatlı olmak üzere ahşap yada metal kepenk takılabilir.

Pencere-Kapı detaylarını ahşap elabileceği gibi, metalik görünümlü olmak üzere diğer
 malzemeler de elabilecektir. (Sarı veya renkli elekselli elmalayım, yada piriyağ görünümlü
 malzeme),Gerek gerek ahşap, gerekse diğer malzeme kullanılarak yapılan tüm kapı-pencere-vitrin
 elemanları, tüm panjur-kepenk gibi güneş kırıcı elemanlar, beyaz ve beyaz ağırlıklı renklerle
 yapılır.

Gönül ÖNEY



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M. ÇİFTİLİOĞ
M. Belediye Başkanlığı

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Toplantı Yeri : İZMİR

Değraneler ahşap tabii rengine ve görünümünde olmayacak, bu reakte beyazmayacaktır.

2.12- KAPILAR :

a-) Kenet kulleniminde kapı yüksekliğine, genişliğine oranı; en fazla 1/1,5'tir. Anasok kapı yüksekliği max:1,30 m. 'dir. 1,30 m. 'den geniş kapı yapılamaz. Kapılar 1,00 m. 'den geniş olduğunda kapı genişliği çift kenet yapılmalıdır.

Kapı ve vitrin değranelerinde, alttan itibaren en az 0,80 m. 'lik delu değranız yüzeyi kılmalıdır.

Üst kısım camlı ve parmaklıkta olabilir.

b-) Ticari kullenimli semia katlarda düzenlenecek vitrinlerin, kapıların diğer eşikliklerdeki eşek üzere cephe yüzeyinde kaplayacağı max. oran 2,09 maddesinde (b) fıkrasında belirtildiği gibi max:2/3'tür.

Ayrıca bu oranı aşmamak koşuluyla vitrin en/bey oranı ve max. genişliği, yakın çevredeki koruması gerekli yapı cepheleri ile uyumlu olacaktır.

Anasok vitrin veya diğer eşiklik genişlikleri max:2,50 m.yi aşamaz.

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Başkanlık

Belediye Başkanlığı

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İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon Daire Bşk.

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Toplantı Yeri : İZ M İ R

o-) Tüma cephe açıklıklarında, değreze bölümleri, koruma dekaya ile uyumlu olarak düzenlenmelidir.

2.13- CEPHE KAPLAMALARI

Merkezi Kentel Sit alanı içindeki beş ve beşliye parsellerde, yeni yapılacak yapıların duvarın güreceği mevcut yapıların cephe kaplamaları, koruması istenen dekaya elverişli yapı cephesi ile uyum sağlamalıdır.

A- Bu nedenle cephe kaplamaları;

a-) Serpme (püskürtme) dış veya taraflı sıva kaplama olabilir. (Kalitesiz v.b. olmaz.)

b-) Tek sıra fırın tuğlası kaplama olabilir.

c-) Blok taş örgü görünümüne taş kaplama olabilir. Ancak;

1- Taş kaplama yerine, cephede taş kaplama taklidi, suai devsli tuğla örgü taklidi yapı-

2- Yapı cephesinde herhangi bir malsmeden monayık veya betebe kaplama yapılamaz.

D- Hermer, seramik v.b. kaplama yapılamaz. (Söveler hariçinde).

Tuın KARAOĞUZ
Mimar

SKAN

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Dr. Recep MERİÇ

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M. ÇAKILIOĞLU

Belediye Başkanlığı

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DULUBIADI

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KÜLTÜR BAKANLIĞI

İzmir 1 Numaralı Kültür ve Tabiat Varlıklarını

KORUMA KURULU

35.00/1

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Toplantı Yeri : İZMİR

1- Kaliterasit kaplama yapılması.

2- Blok taş örgü görünümlü taş kaplamalarda, derzler siyah v.b. koyu renkler ile boyanmaz, çökilemez.

3- Brüt beton yapılarda sıva serümlülüğü aranmaz. Delgu duvarlarla sıvanması halinde, brüt alı sıva rekte olması koşulu aranmaz. Delgu duvarları brüt beton karkas içinde kaliteli fırından üretilmiş ise, derzleri düğümle işlemek koşulu ile sıvanmayabilir.

4- Kaliteli fırın tuğlasından yapılan yağın duvarlarda derzler düğümle işlemirse sıvanmaya

14- CEPHE RENKLERİ :

Sit alanı içindeki yapılarda dış cephe boyası, bej, krem renkleri ve tonları esas olarak, yapıya cephe özelliklerini vurgulayacak şekilde farklı renklerde kullanılabilir.

5- Ancak Türk evlerinin yağın olduğu mahallelerde koruma dokunma orijinal renklerine uyularak yapı cepheleri diğer farklı renklerde boyanabilir.

15- ÇİZİM VE ÇİZİMLER :

6- Yapıların cephelerinde, inar yönetmeliklerinin izin verdiği hallerde, derzinalığı 1.00 m. '-
BAŞKAN YARDIMCISI

Gönül ÖNEY

ASEL ÇİBİDİR

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Toplantı Yeri : İZ M İ R

Yapıl ve malzeme açısından, geleneksel mimari ile uyumlu olmalıdır.

Malzeme olarak dış yüzeyleri (2.13) maddesinde belirtilen kaplama malzemeleri kullanılabilir gibi, ahşap konstrüksiyon olarak düzenlendiğinde veya dış yüzeyi ahşap malzeme ile kaplandığında, beyaz ve beyaz ağırlıklı, ^{veya pasif} yağlı beyaz ile boyanmalıdır.

Cumba dış yüzeyi ahşap tabii görünümlü olarak bırakılmaz veya bu renkte boyanmaz.

Cumba dış yüzeyleri alüminyum v.b. metal malzeme ile ve 2.13 maddesinde dış cephelerde kullanılacağı belirtilen malzemeler ile kaplanmaz.

Cumba altlarında taşıyıcı ve dekoratif düğme demir konsollar düzenlenebilir. (Geleneksel görünümlerin bir benzeri).

Malzeme olarak yakın çevrede taş v.b. konsollu taş yapıların geçişlikte olması duruma uygun malzeme kullanılması gerekmektedir.

2.16- BALKONLAR

Konut alanlarında, koruma demiri içinde, suda olsa balkonların varlığı gösterilmeli, yeni yapılacak yapılarda cepheye hareketlilik kazandırılması amacıyla, mar-çatıda balkon yapılmasına izin verilmelidir. Çatı ve aralarında, belirtilen malzeme ile kaplanmalıdır.

Göndü ÖNEY



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Recep MERİC

İMZA

Mülkiyet
Mülkiyet

İMZA

KORUMA KURULU

35.00/1

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(35)

Toplantı Yeri : İZMİR

her kat için

Balkonlar, merualuluk duyulduğunda, bir yapı cephasında en fazla 1 adet olmak üzere yapıla

veye usulüne 10 m. 'den fazla olan yapılarda, her 10 m. 'de bir en fazla 1 adet olmak üzere izin verilebilir.

Balkon beyutları;

en fazla 2.00 m.

en fazla 1.25 m. 'yi aşmaması.

Balkon korkuluk ve konsolları geleneksel dekora görülenlerle bir benzeri olacaktır.

Balkon cephesinin hiç bir şekilde gisli balkon yapılması.

Balkon cephesine, bu yapılaşma koşullarında belirtilen beyut, şekil ve sayıya aykırı bakılmaması. Balkon korkuluk ve konsolları orajinallerinin kötü bir taklidi olmaz.

NOTLAR :

Bu karar, sit alanındaki koruma yapılarla görülen mimari geleneğe uygun olarak, kiremit çatı, tuğla alınlıklı, çift meyilli veya tepus çatı ve dört meyilli, veya bunların varlığına göre yapılabilecektir.

ÖNEK



ÜYE

ÖİKÜ KARACAÖVALI

1 Nolu Koruma Kurulu

Müdürü

İMZA

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

Tülin KABAGÖZ

Mimar

İMZA

ÜYE

Erol TÖMER

İzmir Röle ve Anıtlar

Müdürü

BULUNMADI

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ÜYE

KORUMA KURULU

K A R A R

35.00/1

Toplantı Tarihi ve No. : 29.11.1990-149

Toplantı Tarihi ve No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

36-

b-) Çatı saçakları genel olarak, korunan yapıların büyük bir bölümünde olduğu gibi, çatı saçak motifli, sıfır "0" çaplı saçak şeklinde olmalıdır.

Ancak korunması istenilen dokuda, geniş saçak kullanımının yoğun olduğu bölgelerde, çevreye uygun olarak ve min:0.80-1.00 m. olmak üzere geniş saçak yapılmalıdır. Geniş saçak yapılması durumunda, saçak altı ahşap kaplama olmalıdır.

Korunan deku içinde, üzeri sıvalı, geniş ahşap çatı saçaklarının yoğun olması durumunda, geniş çatı saçakları, benzer görüntüyü verecek şekilde siva ile kaplanabilir.

c-) Çatı örtüsü üzerinde bacadan başka çıkıntı yapılamaz (güneş kolektörleri, su kolları, v.b. elemanlarının, çatıya görünmeyen bir konumda yerleştirilmesi gerekmektedir.

2.18- REKLAM VE ELEKTRİK PANOLARI :

-Korunması gerekli Kültür ve Tabiat Varlıkları ile Konseraltı Kentel Sit alanları

BAŞKAN
Prof. Dr. Gönül ÖNEY
İMZA



BAŞKAN YARDIMCISI
Prof.-Dr. Cemal ARKON
İMZA

Yülin KARAGÖZ

ÜYE
Prof. Dr. Recep MERİÇ
İMZA

ÜYE
Ölku KARAGÖVALI
1 Nolu Koruma Kurulu
Müdürü
İMZA

ÜYE
Erol TÜMER
İzmir Röle ve Anıtlar
Müdürü
BULUNMADI

ÜYE
Mustafa ÇINKILIC
Belediye Başkanlığı
İMZA

ÜYE
İMZA

ÜYE

T. C.
KÜLTÜR BAKANLIĞI
İzmir 1 Numaralı Kültür ve Tabiat Varlıklarını
KORUMA KURULU

35.00/1

K A R A R

Konu Tarihi ve No. : 29.11.1990-149

Konu Tarihi ve No. : 29.11.1990-2444

Toplantı Yeri : İZMİR

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Bölgelerde, ticari kullanımlı yapılarda, yapılan işin gereği olan tabela veya panolar, Yüksek Kurul'un 4.3.1988 gün ve 13 sayılı ilke kararında belirtildiği gibi, korunması gerekli yapıyı ve Kentsel Sit dokusunu olumsuz yönde etkileyecek şekilde, asgari ölçüler içinde Kentsel doku ile uyumlu görünüşte düzenlenmeli ve yapıyı bozmayacak, tahrip etmeyecek şekilde yerine asılmalıdır.

Yüksek Kurul'un sözkonusu ilke kararı uyarınca, sadece korunması gerekli tescilli yapılarda değil, tüm Kentsel Sit alanını içeren bölgede, elektrik ve reklam panolarının bu şekildeki durumu, Kentsel Sit dokusunu olumsuz yönde etkileyecek nitelik gösterdiğinden, konu ilkeye sunulmuş ve ivedilikle ele alınması ve belli bir düzenin sağlanabilmesi amacıyla Kurul'un önerilerde bulunulmalıdır.

Tülin KARAG
Mimar



BAŞKAN

Prof. Dr. Gönül ÖNEY

İMZA

BAŞKAN YARDIMCISI

Prof. Dr. Cemal ARKON

İMZA

ÜYE

Prof. Dr. Fecop MERİÇ

İMZA

ÜYE

Ölkü KARACAÖVALI

1 Nolu Koruma Kurulu

Müdürü

İMZA

ÜYE

Erol TÜMER

İzmir Rölyöve ve Anıtlar

Müdürü

BULUNMADI

ÜYE

Prof. Dr. Mustafa ÇİNKİLİÇ

İzmir Büyükşehir Belediye Başkanlığı

İMZA

ÜYE

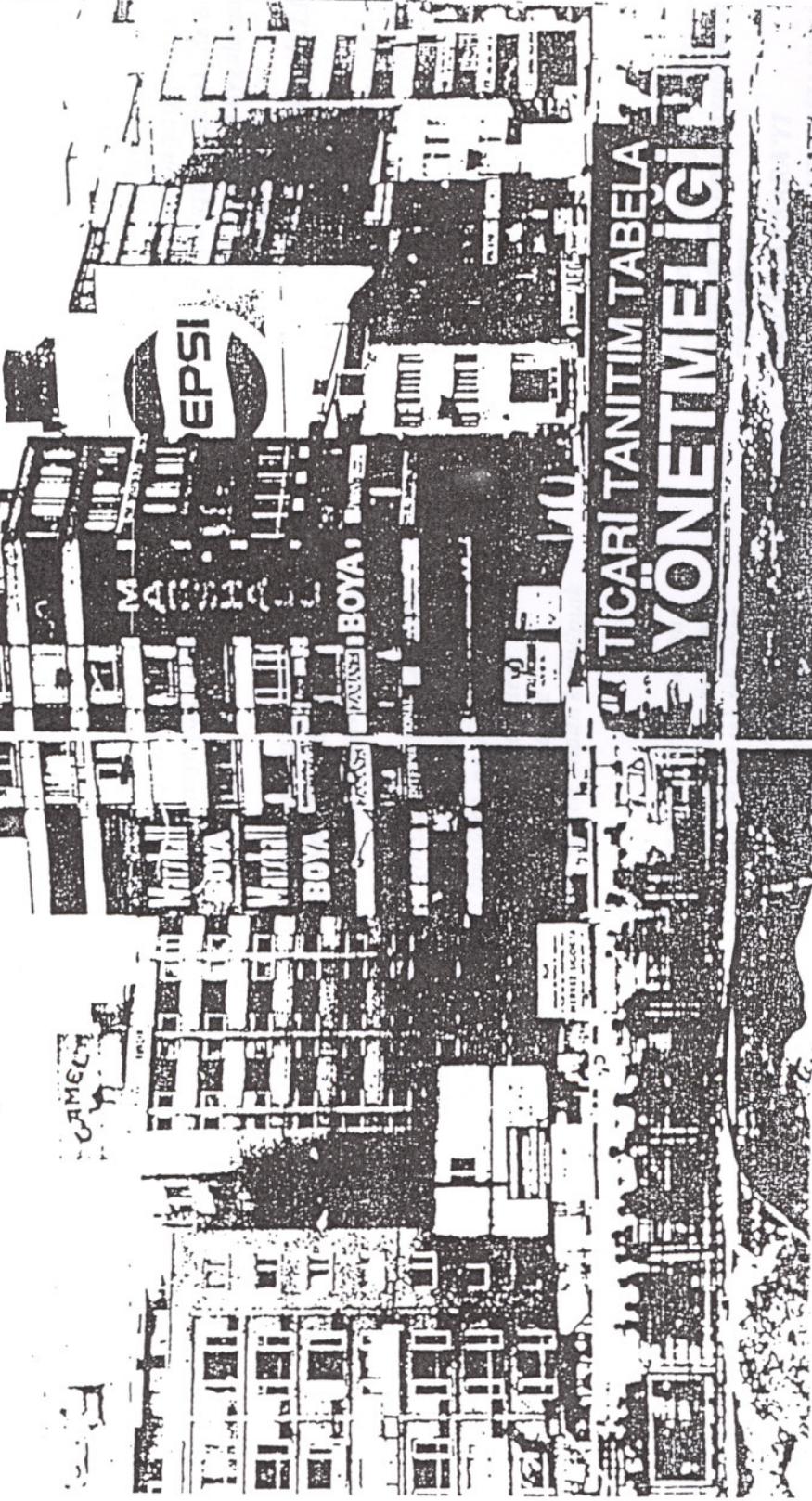
ÜYE

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APPENDIX B

**ANKARA METROPOLITAN MUNICIPALITY
COMMERCIAL SIGNAGE REGULATION**

① PAMUK BANK



İZMİR YUKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon Daire Bşk.

Çevre kirliliği... Dünyamızın geleceğini tehdit eden, geleceğe karşı sorumlu kitlelerin protesto eylemleriyle, direnişleriyle engellemeye çalıştıkları, sürekli gündemimizde kalan ve kalması gereken bir olgu.

Çevre kirliliği tüm boyutlarıyla yaşantımızı olumsuz olarak etkiliyor. Kimi türleri fiziksel sağlığımızı, kimi türleri de ruhsal sağlığımızı tehdit ediyor.

Çevre kirliliğinin "görsel kirlilik" dediğimiz önemli bir türü var ki, kurtulmak için ne büyük maddi harcamalara, ne yüksek teknolojiye, ne de yasal düzenlemelere ihtiyaç var. Yalnızca biraz dikkat ve duyarlılık göstermek yeterli ondan kurtulmak için.

GÖRSEL KİRLİLİK

Evet, kentimiz düzensiz ve tanıtım amacını aşacak şekilde kullanılan tabela ve reklam panolarıyla işgal altında. Belki tek tek göze hoş gelebilecek tabelalar bir binanın dış yüzeyini kaplayacak sayıya ulaştığında bizi rahatsız ediyor, görsel kirlilik haline geliyor.

NEDEN KURTULAMIYORUZ

GÖRSEL KİRLİLİKTEN?

Çünkü kirliliği önleyici yasal hükümler, yürütülmeleri merkezi ve yerel yönetimin

değişik birimlerine verilmiş beş ayrı yasanın ve bir o kadar da yönetmeliğin içine dağılmış durumda. Tüm bu yasal hükümlerin sistemli bir bütün oluşturacak şekilde bir araya getirilerek koordineli uygulamasını sağlamak gerekmektedir.

ANKARA'DA HIÇ BİR KİRLİLİĞİ İSTEMİYORUZ

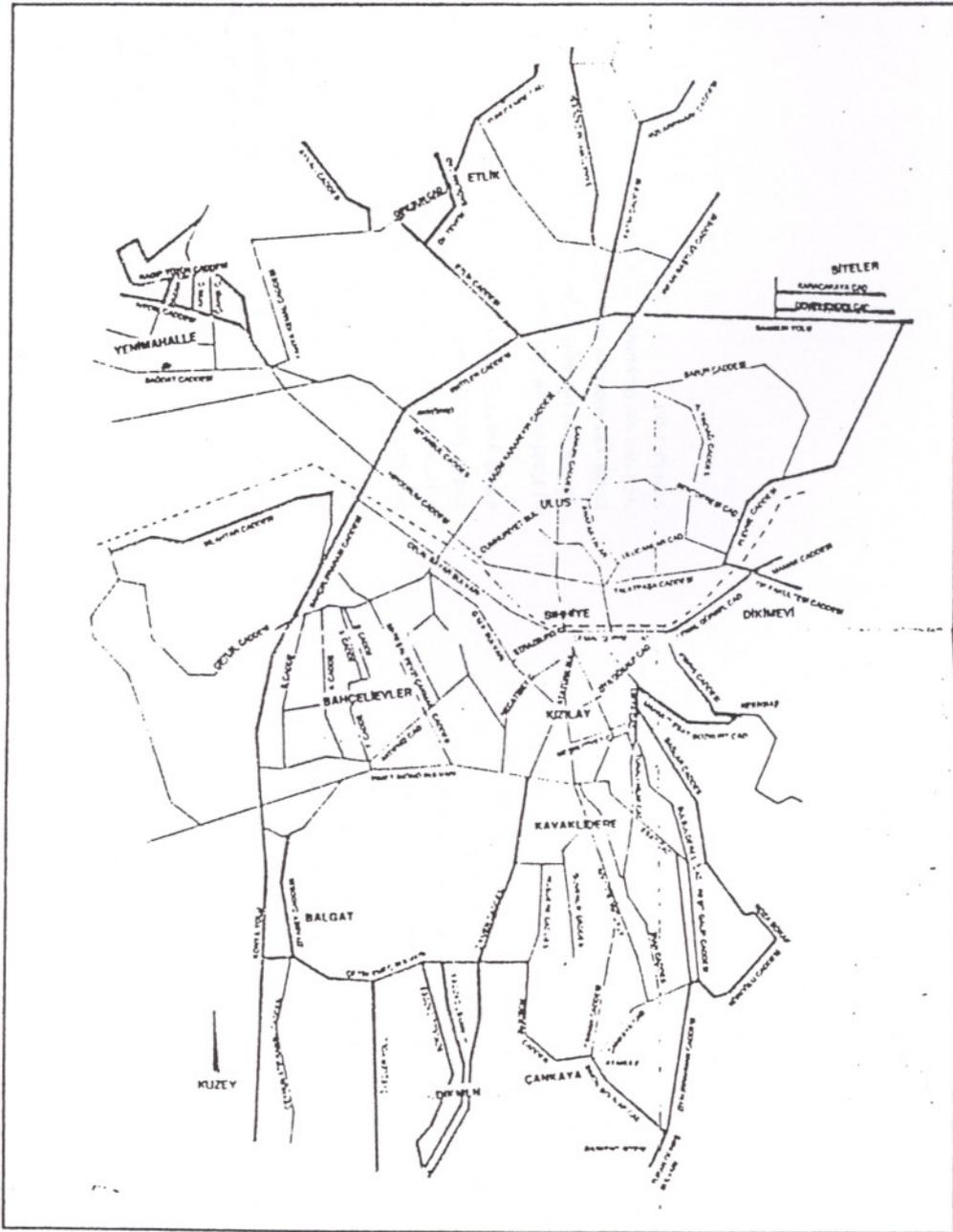
İşte bu gerçekten hareketle Ankara Büyükşehir Belediyesi **GÖRSEL KİRLİLİĞİ** yaratan Ankara Belediyesi Reklam Levhaları Yönetmeliği hazırladı ve bu yönetmelik Meclisimizin 18.2.1991 gün ve 102 sayılı kararı 28.02.1992 tarih, 70 sayılı ve 16.11.1992 tarih, 378 sayılı kararları ile onaylanarak yürürlüğe girdi.

Yönetmeliğimiz Türkiye'de bu amaçla hazırlanan ilk yönetmeliktir. Ankara Büyükşehir Belediyesi çağdaş bir kent yaratmak için öncü uygulamalarını sürdürüyor.

GELİN, ANKARA'YI

KURTARALIM/TEMİZLEYELİM

Temiz bir kent için, çağdaş bir başkent için kirlilikle savaşalım. Görsel kirliliğe karşı mücadeleyi tüm Ankaralılar olarak sürdürürelim, kent kimliğimizi kazanalım. Gözlerimiz biraz rahatlasın.



Madde 1- Bu yönetmelik, Ankara Büyükşehir Belediyesi sınırları ve Mücavir Alanları içerisinde reklam, tabela, boş alan ve arsa kullanımının yol açtığı görsel kirliliği ortadan kaldırmayı, reklam asma ve ticari tabela kullanımını düzenlemeyi ve bu işleri yapan gerçek ve tüzel kişilerle kamu kurum ve kuruluşlarının uymak zorunda oldukları esasları belirlemeyi amaçlar.

Hukuki Dayanak:

Madde 2- Bu yönetmelik, 1580 sayılı Belediye Kanunu, 2464 sayılı Belediye Gelirleri Kanunu, 2918 sayılı Karayolları Trafik Kanunu, 3030 sayılı Büyükşehir Belediyelerinin Yönetimi Hakkındaki Kanun, 3194 sayılı İmar Kanunu ve Uygulama Yönetmeliklerinin Büyükşehir ve İlçe Belediyelerine ait görev ve sorumlulukları belirleyen maddeleri uyarınca hazırlanmıştır.

Tanımlar:

Reklam Alan ve Yerleri;

Madde 3- Ankara Büyükşehir Belediyesi sınırları ve Mücavir Alanları içerisinde ticari amaçla reklam malzemesi kullanılabilecek reklam alan ve yerleri şunlardır:

- Sabit Reklam Asma Panoları (Bill-Boardlar): Ankara Büyükşehir Belediyesi'nin belirlediği yer ve ölçülerde kullanılan düzenli, sabit açık hava panolarıdır.
- Bina Dış Cepheleri: Binaların yol, meydan ve diğer ortak kamu kullanım alanlarına açılan tüm dış cepheleridir.
- Bina Sağır Duvarları: Binaların penceresiz ve açılışsız duvarlarıdır.
- Boş Alan ve Arsalar: İnşaat alanı, depo ve ya ar-

e) Ortak Kamu Kullanım Alanları: Yollar, meydanlar, yeşil alanlar, yaya ve taşıt alt-üst geçitleri, pazar yerleri, açık otoparklar ve benzeri alanlardır.

f) Otobüs Kapalı Durakları: Şehir içi yolcu taşımacılığı yapan otobüslere ait kapalı duraklardır.

Ticari Tanıtım Tabelaları:

Madde 4- Ankara Büyükşehir Belediyesi Sınırları ve Mücavir Alanları içerisinde yer alan ticari amaçlı işyerlerinin adlarını, işaretlerini ve duyurularını içeren tabelaları "Ticari Tanıtım" tabelaları olarak adlandırılır. Ticari tanıtım tabelaları şunlardır:

a) Tek Ticari Tanıtım Tabelaları: Bir binanın yol, meydan ve diğer ortak kamu kullanım alanlarına açılan tüm dış cephelerinde yer alan dükkanlar için ya da bina tek bir işyerine ait ise, bu işyerinin tanıtımını yapmak için kullanılan ışiksiz veya ışıklı ticari tabelalardır.

b) Toplu Ticari Tanıtım Tabelaları: Bir binada bulunan dışarıya birden çok ticari amaçlı işyerinin bulunması halinde, bu işyerlerinin adlarını ve işaretlerini tanıtım amacıyla kullanılan ticari tabelalardır.

c) Kaldırım ve Yol Üstü Ticari Tanıtım Tabelaları: Kaldırım ve yol üstlerinde ya da binalardaki elektrik direklerinde yer alan ve ticari amaçlı işyerlerinin adlarını, işaretlerini ve duyurularını içeren ışiksiz veya ışıklı ticari tabelalardır.

Sabit Reklam Asma Panoları'nın Uygulama Esasları;

Madde 5- Ankara Büyükşehir Belediyesi, Büyükşehir Belediyesi sınır ve Mücavir Alanları içerisinde yer alan Sabit Reklam Asma Panoları'nın boyutlarını, yerlerini ve kullanım biçimlerini aşağıdaki esaslara göre belirler:

a) Sabit Reklam Asma Panoları: Düzenlenmiş yeşil alanların içine ve önüne; tarihi eser ve yapıların, heykel ve sanat eserlerinin, kamu kuruluşlarına ait binaların, kültür- sanat işlevli yapıların önüne gelmeyecek ve bunları kapatmayacak biçimde yerleştirilir. Kavşaklara yerleştirilecek Sabit Reklam Asma Panoları, görüş açısını kapatamaz.

b) Sabit Reklam Asma Panoları'nın alış alanları insanların uzanamayacağı yükseklikte ve en fazla 2X3.5 metre , en az 1.5x2 metre boyutlarında olacaktır.

c) Sabit Reklam Asma Panoları, basılı malzeme yapıştırmak suretiyle kullanılabilen gibi ışıklı olarak da kullanılabilir.

d) Sabit Reklam Asma Panoları'nın üzerindeki ticari duyuruların bozulması, yırtılması ve duyuru süresinin dolması neticesinde işlevini yitirmesi ya da boş kalması halinde yüzleri beyaz kağıtla örtülecektir. Bu husus kiracı tarafından yerine getirilecek, getirilmediği takdirde Ankara Büyükşehir Belediyesi'nce yapılarak, kiracıdan tahsil edilecektir.

Madde 6- (Büyükşehir Belediye Meclisinin 16.11.1992 tarih ve 378 sayılı kararı ile, değişik şekli)

Bir binanın yol, meydan ve diğer ortak kamu kullanım alanlarına açılan tüm dış cephelerinde yer alan dükkanların kullanacakları ışiksiz veya ışıklı tek ticari tanıtım tabelaları dükkan cephe alanlarının % 15'inden fazlasını kaplayamaz.

Binanın tek bir işyerine ait olması halinde kullanılacak ışiksiz veya ışıklı tek ticari tanıtım tabelaları binanın cephe alanının % 10'undan fazlasını kaplayamaz.

Gerek dükkanların ve gerekse bir binanın tümünü kullanan işyerlerinin ışiksiz veya ışıklı tek ticari tabelaları hiç bir şartta cephe yüzeyinden taşamaz. Askılı olarak cephe yüzeyinin dışına takılamaz. Ancak Sinema, Tiyatro, Gazino ve benzeri eğlence yerleri Belediye'den özel izin almak koşuluyla bina cephesinden taşan ışıklı tabela kullanabilirler.

Yılbaşı, bayram gibi özel günler ve arifelerinde dükkan ve binanın tümünü kullanan işyerleri, süresi 15 günü aşmamak koşuluyla yukarıda belirtilen % 15 sınırlarının dışında ışıklı veya ışiksiz özel süslemeler ve tanıtım yapılabilirler.

Toplu Ticari Tanıtım Tabelaları Uygulama Esasları:

Madde 7- (Büyükşehir Belediye Meclisinin 16.11.1992 tarih ve 378 sayılı kararı ile, değişik şekli)

Birden çok ticari amaçlı işyerinin bulunduğu binaların yol, meydan ve diğer ortak kamu kullanım alanlarına açılan tüm dış cepheler binada yer alan dükkan dışın-

daki işyerleri tarafından reklam alanı olarak kullanılmaz.

Bu binalardaki ticari amaçlı işyerleri tanıtımlarını toplu ticari tanıtım tabelaları vasıtasıyla yaparlar.

Toplu ticari tanıtım tabelaları esas olarak bina girişindeki dış cephede yer alır ve binadaki işyerlerinin kat sırasına göre düzenlenir.

Bina girişinin ön cephede olmaması veya bina girişinin bu uygulamaya olanak vermemesi halinde, binanın ön cephesinde uygun görülecek bir yerde ön görülen boyutları aşmamak koşuluyla toplu ticari tanıtım tabelaları asılabilir. Toplu ticari tanıtım tabelaları üzerinde, her işyeri aşağıda belirtilmiş renk kodlarıyla belirtilir.

Kat numaraları: Zemin pantone mavi, yazılar beyaz.

Resmi Kurumlar : Zemin pantone kırmızı, yazılar beyaz.

Sağlık işyerleri (Poliklinik, laboratuvar, hekim muayenehaneleri v.s.): Zemin beyaz, yazı siyah ve kırmızı.

Diğer İşyerleri: Zemin pantone açık mavi, yazılar siyah.

Ankara Büyükşehir Belediyesi'nin ön göreceği cadde ve sokaklarda birden çok ticari amaçlı işyerinin bulunduğu binalarda yer alan işyerleri, geceleri sürekli yakmak koşuluyla renkli ışıklı tanıtım elemanları kullanılabilir. Ancak konut alanlarında bulunan ışıklı tanıtım elemanlarının çevreyi rahatsız etmesi ve şikayet konusu olması halinde ışıklandırılmasına izin verilmez. Toplu Ticari tabelaları yapım elemanları boyutları bakımından Ankara Büyükşehir Belediyesi'nin belirleyeceği teknik şartnameye uygun olarak yapılacaktır. Bu konu-

da çıkacak ihtilaflar 20. maddede öngörülen Kurulca sonuçlandırılır.

Bina Sağır Duvarlarının Reklam Alanı Olarak Kullanılma Esasları;

Madde 8- (Büyükşehir Belediye Meclisinin 28.02.1992 tarih ve 70 sayılı kararı ile, değişik şekli)

Bina sağır duvarlarını bina sahipleri reklam alanı olarak düzenlemek ve kiraya vermekte serbesttirler.

Reklam alanı olarak kullanılacak sağır duvarlarda uygulanacak reklam, reklam sahibinin adını ve amblemini taşıyan ve plastik sanat yapıtı değeri taşıyan bir duvar resmini içerir. Ad ve amblem duvar resminin ancak % 15'ini kapsayabilir.

Sağır duvarlara duvar resmi yaptıran kişi ya da kuruluş, duvar resmi üzerine reklamını koymak yerine, en yakın kaldırma, Ankara Büyükşehir Belediyesi'nin belirlediği koşullar içerisinde "Yapıt Kimliği" levhası yerleştirebilir.

Bina sahipleri sağır duvarlarını reklam alanı olarak kullanmadıkları takdirde, Ankara Büyükşehir Belediyesi'nin öngördüğü görsel kirlilik yaratmayacak bir biçimde düzenlemekle yükümlüdürler. Bu yükümlülüklerini yerine getirmezler ise, düzenleme Ankara Büyükşehir Belediyesi tarafından yapılır ve masrafları bina sahiplerinden tahsil edilir.

Boş Alan ve Arsaların Cephelerinin Kapatılma ve Reklam Alanı Olarak Kullanılma Esasları;

Madde 9- Şehir içinde geçici yeşil alan olarak düzenlenmeyen boş alan ve arsaların cephelerinin, koşulları

IZMIR YUKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon Birimi, n.1

şu şekilde kısımları paravana sistemine kapatılması zorunludur.

a) Paravana sistemleri en az 2.00 metre, en çok 3.00 metre yüksekliğinde olacak ve blok prekast beton, parçalı prekast beton, prekast beton dikmeli ahşap, prekast beton dikmeli çerçevesel tel kafes, ahşap çitli ahşap, demir konstrüksiyon dikmeli düz saç, demir konstrüksiyon dikmeli trapezoidal saç türlerinde ve aşağıda krokilerde gösterilen esaslara uygun olarak düzenlenecektir.

b) Paravana sistemleri boş alan ve arsa sınırları üzerinde kurulacaktır. Yaya yolu ve bölgelerinde ise paravana sistemleri yola doğru bina cephe hattından en çok 2.5 metre uzaklıkta yer alacaktır.

c) Bir boş alan ve arsanın cephesinin kapatılması için yapılan paravana sistemlerinde tek cins malzeme kullanılacaktır.

d) İnşaat faaliyetleri devam eden boş alan ve arsaların yol cephelerine konulacak paravana sistemlerinin uygun bir yerinde en az bir ağır vasıtanın girebileceği genişlikte ve aynı yükseklikte içeri doğru açılacak bir kapı bulunacaktır.

e) Paravana sistemlerinde kullanılan malzemenin zamanla bozularak çirkinleşmemesi için gerekli önlemler boş alan ve arsanın sahibi ya da kullanım hakkı sahibi tarafından alınacaktır.

f) Mülk sahibi ya da kullanım hakkı sahibi paravana sistemini yapmaktan kaçınırsa, düzenleme Ankara Büyükşehir Belediyesi tarafından yapılacak ve masrafları mülk ya da kullanım hakkı sahibinden tahsil edilecektir.

mülk ya da kullanım hakkı sahibi tarafından onaylı İmar Planındaki hakları saklı kalmak koşuluyla geçici yeşil alan olarak düzenlemeleri halinde, paravana sistemiyle kapatılmalarına gerek yoktur.

Madde 11- Paravana sistemlerinin yol, meydan ve diğer ortak kamu kullanım alanlarına bakan yüzeyleri, mülk ya da kullanım hakkı sahibinin isteğine uygun olarak reklam alanı olarak kullanılabilir. Bu durumda, reklam alanı paravana yüzeyinin % 40'ını geçemez.

Ortak Kamu Kullanım Alanlarında Reklam Yapma Esasları;

Madde 12- Yeşil alanlar, pazar yerleri ve açık otoparkların çevre duvarlarında ve içlerinde, bunların projelerinde gösterilen yerlerin dışında, Sabit Reklam Asma Panoları tesis edilerek, afiş ve pankart asılarak reklam yapılamaz.

Madde 13- (Büyükşehir Belediye Meclisinin 28.02.1992 gün ve 70 sayılı kararı ile, değişik şekli)

Yaya ve taşıt üst geçitlerinin, köprülerin hiç bir yüzü ve ayakları reklam alanı olarak kullanılamaz. Ancak, anlaşmalı olarak bir üst geçit yapım ve isim koyma hakkı elde etmiş ticari firmaların sadece ad ve işaretleri, korkuluk cephe alanının % 15'ini geçmemek koşuluyla buralara konabilir.

Madde 14- Yaya alt geçitlerinin yan duvarları, duvar yüzeyinin % 40'ından fazlasını kaplamamak koşuluyla reklam alanı olarak kullanılabilir. Taşıt alt geçitlerinin yan duvarları reklam alanı olarak kullanılamaz.

Madde 15- Ortak Kamu Kullanım Alanlarında tesis edilmiş elektrik direkleri reklam alanı olarak kullanılabilir. Hangi direklerde ne tür malzeme kullanılarak ve hangi boyutlarda ne tür bir reklam yapılabilceği, Ankara Büyükşehir Belediyesi'nce saptanır ve ilan edilir.

Kaldırım ve Yol Üstü Ticari Tanıtım Tabelaları Uygulama Esasları:

Madde 16- Kaldırım ve yol üstüne ticari tanıtım tabelası konulamaz. Ancak, yerleri ve boyutları Ankara Büyükşehir Belediye Başkanlığı'nca uygun görölmek koşuluyla P.T.T., Sağlık Kurumları ve Turizm Danışma Bürolarına ait tabelalar kaldırım ve yol üstlerine yerleştirilebilir.

Otobüs Kapalı Duraklarını Reklam Alanı Olarak Kullanma Esasları;

Madde 17- Otobüs kapalı duraklarının otobüs geliş yönünün tersindeki yan iç ve dış yüzü, arka iç ve dış yüzü ve tavan üstleri reklam alanı olarak kullanılabilir. Tavan üstü reklam panolarının yüksekliği, durak yüksekliğinin % 10'unu geçemez.

Diğer Hükümler:

Madde 18- Bina çatılarına ve o binada faaliyette bulunsun ya da bulunmasın hiç bir kimse, kuruluş ve kurum tarafından bina yüksekliğini artıracak biçimde reklam konulamaz.

Yürütme:

Madde 19- (Büyükşehir Belediye Meclisinin 16.11.1992 tarih ve 378 sayılı kararı ile, değişik şekli)

Bu yönetmelik, Ankara Büyükşehir Belediye Başkanlığı'nca Emlak İstimlak ve İşletmeler Daire Başkanlığı,

İmar Daire Başkanlığı, Zabıta Müdürlüğü, İtalya Müdürlüğü, Hesap İşleri Daire Başkanlığı, Fen İşleri Daire Başkanlığı ve ilgili İlçe Belediye yetkilisinden oluşan bir komisyon marifetiyle yürütülür.

Geçici Hükümler:

Madde 20- (Büyükşehir Belediye Meclisinin 16.11.1992 tarih ve 378 sayılı kararı ile, değişik şekli)

Ankara Büyükşehir Belediye Başkanlığı Komisyon çalışmalarında yardımcı olmak ve bu Yönetmeliğin uygulanmasında ortaya çıkabilecek sorunlara çözüm bulmak ve Belediye'ye sunmak amacıyla, Ankara Ticaret Odası, Ankara Esnaf ve Sanatkarlar Odası, Mimarlar Odası Ankara Şubesi, ilgili kuruluş ve Belediye Temsilcilerinden oluşan bir uygulama ve değerlendirme kurulu kurulur. Kurul Belediye Başkanlığı'nın çağrısı üzerine toplanır.

Madde 21- (Büyükşehir Belediye Meclisinin 28.02.1992 tarih ve 70 sayılı kararı ile, değişik şekli)

Daha önce Belediye'mizle yapılmış sözleşmeler nâtesinde Yönetmelik hükümlerine aykırı uygulama içinde bulunanların hakları Belediye'mizle yapılan sözleşmelerin sonuna kadar geçerlidir.

Madde 22- Bu Yönetmeliği Ankara Büyükşehir Belediye Başkanı yürütür.

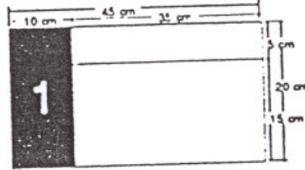
Madde 23- Bu Yönetmelik yayımı tarihinde yürürlüğe girer.

(Bu yönetmelik Ankara Büyükşehir Belediye Meclisinin 18.02.1991 tarih ve 102 sayılı kararıyla kabul edilmiş ve 19.02.1991 tarihinde ilan panosunda ilan edilerek yürürlüğe girmiştir.)

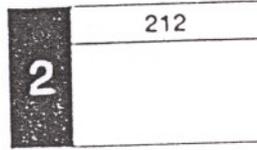
IZMIR YUKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon Daire Bşk.

TIP TABELA ÖRNEKLERİ TOPLU TİCARİ TAŒITIM TABELA ÖRNEKLERİ

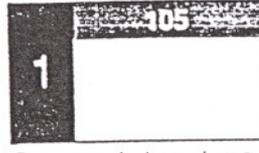
Bu Yönetmeliğin uygulanmasıyla ilgili olarak Yönetmeliğin 7. maddesindeki "... binanın ön cephesinde uygun görülecek bir yerde öngörülen boyutları aşmamak koşuluyla..." ve "... Toplu ticari tabelaları yapım elemanları boyutları bakımından Ankara Büyükşehir Belediyesi'nin belirleyeceği teknik şartnameye uygun olarak yapılacaktır..." hükümlerine göre, Ankara Ticaret Odası - Ankara Esnaf Odası Birliđi - Ankara Kırıkkale Tabibler Odası - Ankara Eczacılar Odası - Diř Tabibleri Odası - Seyahat Acentaları Birliđi Odası - Mimarlar Odası Ankara Şubesi - Ankara Barosu - Turizm Bakanlığı İşletmeler Daire Başkanlığı - Özel Dershaneler Birliđi - Özel Sürücü Kursları Birliđi'nden oluşan heyet tarafından 5.10.1992 tarihinde hazırlanıp protokola bağlanan karara göre Toplu Ticari Tanıtım tabelalarının ařađıda ıkarılan örneklere göre yapılması kararlařtırılmıřtır.



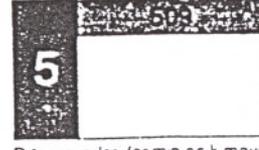
Kat numaraları (zemin mavimsi,
yazılar beyaz)



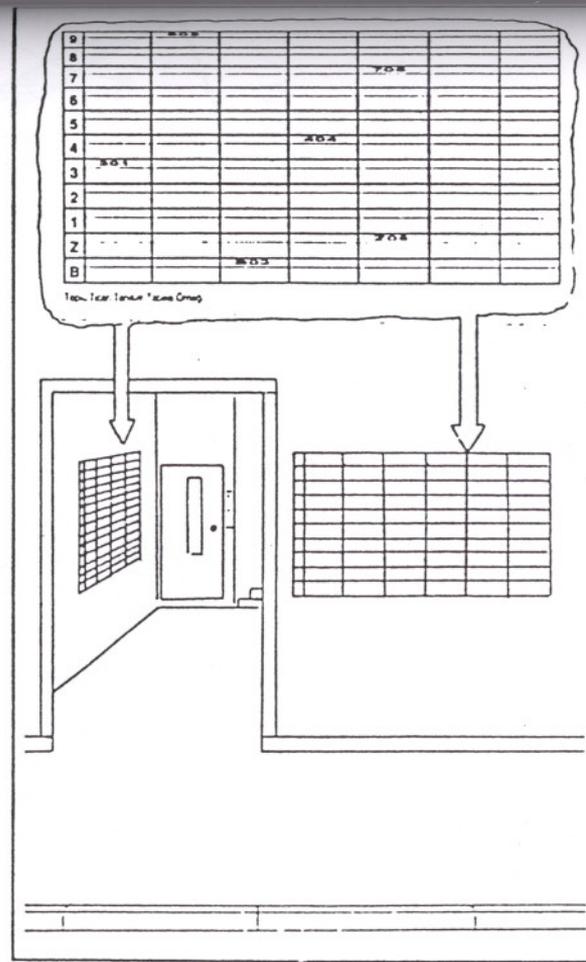
Sađlık işyerleri (zemin beyaz,
yazılar siyah)



Resmî kurumlar (zemin kırmızı,
yazılar beyaz)

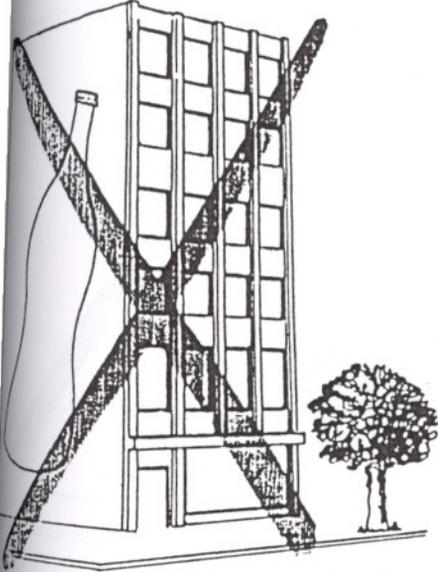


Diđer işyerleri (zemin aık mavimsi,
yazılar siyah)



Toplu ticari tanıtım tabelaları bina giņşlerinde görülebilir bir yere asılacaktır.

YANLIŞ

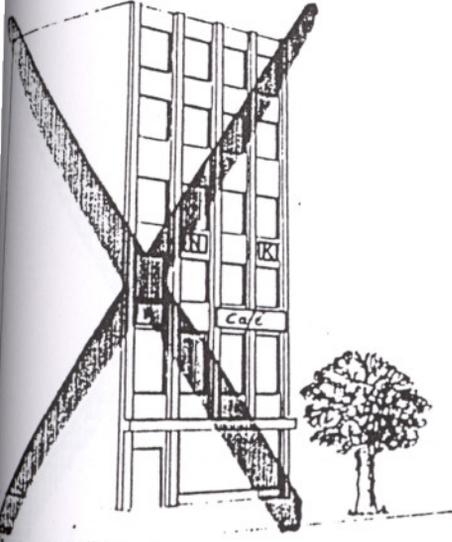


DOĞRU

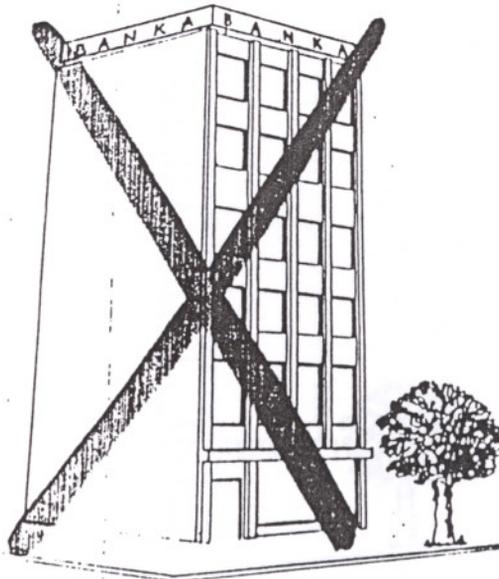


Bina sağır duvarlarında sanat değeri taşıyan resim olacaktır.
Reklam sahibinin adı ve amblemi resmin % 15'ini geçemez.

YANLIŞ



YANLIŞ

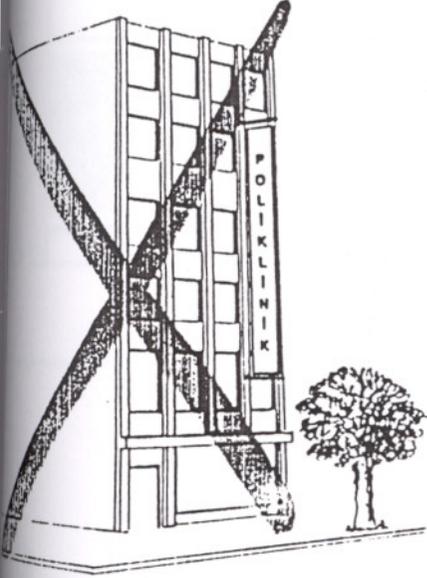


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çok işyerinin bulunduğu binalarda dış cephe reklam olarak kullanılmaz.

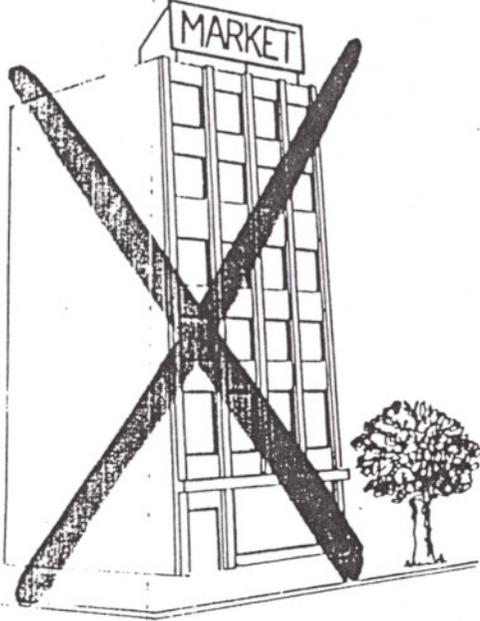
Çatı reklamları bina yüksekliğini ihlal edecek biçimde olamaz.

YANLIŞ



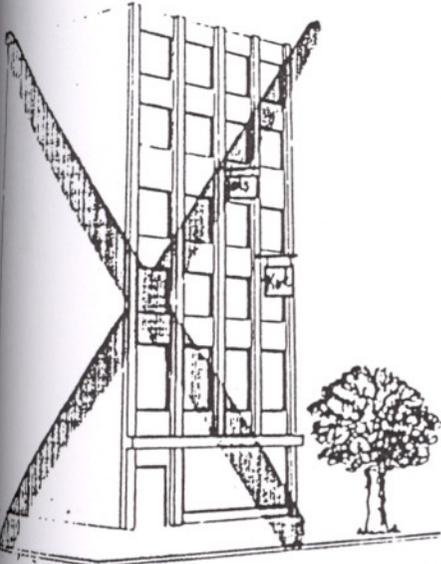
Bir tek işyerine ait olsa dahi dışı doğru çıkıntılı reklam tabelası kullanılamaz.

YANLIŞ



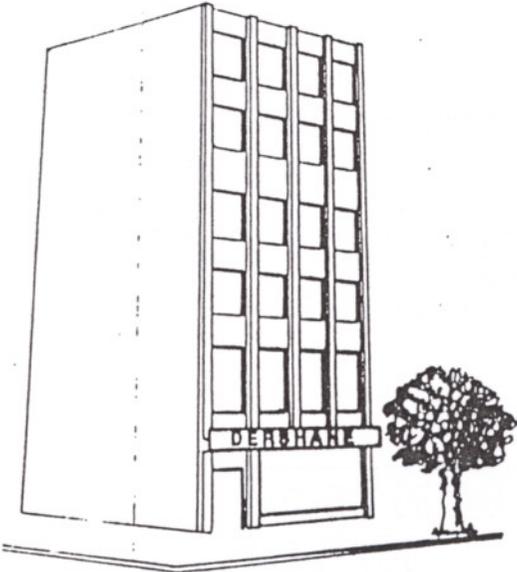
Çatı reklamı bina yüksekliğini ihlal edecek biçimde olamaz.

YANLIŞ



Bina dışı doğru çıkıntılı reklam tabelası konulamaz.

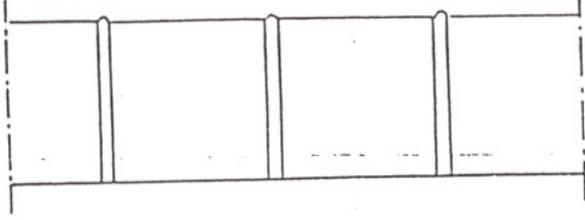
DOĞRU



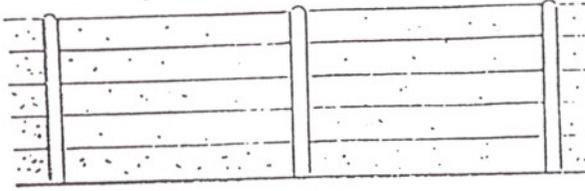
Bina bir tek işyerine aitse 10m cephenin % 10'undan fazlası reklam alanı olarak kullanılamaz.

Boş alan ve arsaların cephelerinin kapatılmasında kullanılacak malzemeler

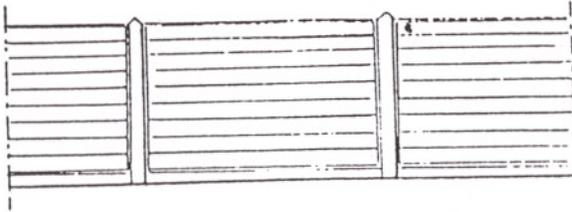
Blok Prekast Beton Pano



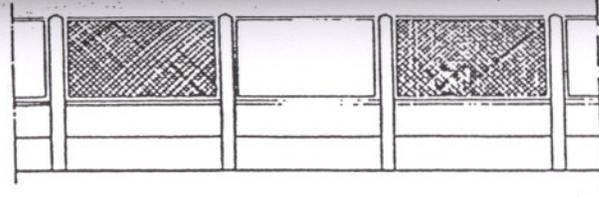
Parçalı Prekast Beton Pano



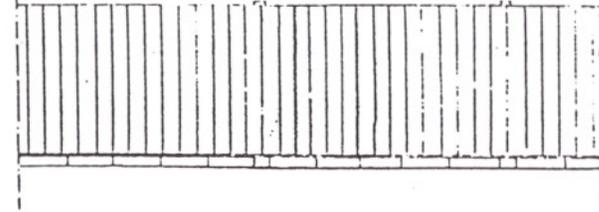
Prekast Beton Dikme + Ahşap Pano



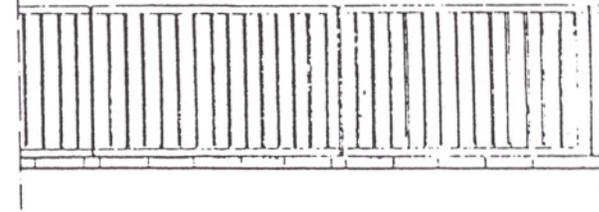
Çerçevesiz Tel Kafes



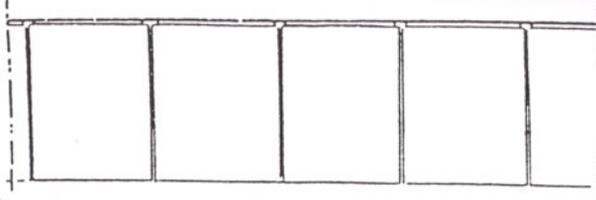
Ahşap Pano



Çıtalı Ahşap Pano



Demir Konstrüksiyon Dikme Düz Saç Pano



Demir Konstrüksiyon Dikme Trapeziodal Saç Pano

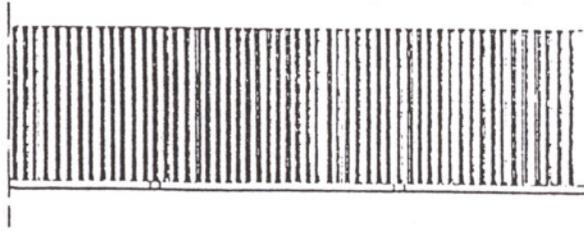


Tabela Yönetmeliđi ile ilgili ayrıntılı bilgi için
Ankara Büyükşehir Belediyesi Zabıta Müdürlüğü
(Hanımeli Sok. No: 9 Sıhhlıye:ANKARA)
adresine başvurunuz.
Tel: 231 79 84 (6 Hat)

velopment

APPENDIX C

**MESA, ARIZONA
SIGN ORDINANCE**

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ
REKTÖRLÜĞÜ
Kütüphane ve Dokümantasyon Daire Bşk.



Community Development and Planning

Sign Ordinance

Mesa, Arizona Sign Ordinance

Adopted 3/19/90
Ordinance No. 2498
Revised 12/21/92

MESA SIGN ORDINANCE

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Words in bold type have a corresponding definition in Section 4-4-8 of this Chapter.

SECTION 4-4-1 SIGN REGULATIONS

4-4-1 SIGN REGULATIONS

4-4-2 Title: This Ordinance shall be known as the Sign Ordinance of the City of Mesa.

4-4-3 Purpose and Application:

(A) The purpose of this Sign Ordinance regulating signs of all types is to:

1. Preserve and protect the public health, safety and welfare within the City of Mesa.
2. Encourage development of private property in harmony with the desired character of the City while providing due regard for the public and private interests involved.
3. Promote the effectiveness of signs by preventing their overconcentration, improper placement and excessive size and number.
4. Enhance the flow of traffic and the convenience, ease and enjoyment of travel within the City of Mesa.
5. To protect travelers in the City of Mesa from injury or damage as a result of distraction or obstruction of vision attributable to faulty construction or improper situation of signs.

(B) The intent of the application of this Ordinance is to:

1. Reduce advertising distractions which may contribute to traffic accidents.
2. Assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets and other public structures and spaces shall be protected by exercising reasonable controls over the character and design of sign structures.
3. Provide an improved visual environment for the citizens of and visitors to the City of Mesa, Arizona.

(C) This Sign Ordinance establishes procedures for the enforcement, interpretation and processing of variances, Use Permits, Special Use Permits, Council Use Permits and appeals, and for violations and penalties for infractions of the sign regulations.

(D) It is not the intention of this Sign Ordinance to repeal, abrogate, annul or in any way impair or interfere with existing provisions of other laws or ordinances, except those specifically repealed by this Ordinance.

(E) All buildings, structures and uses of land shall be subject to the provisions of this Ordinance.

4-4-4 Nonconforming and Discontinued Signs:

(A) Signs for a Legal Nonconforming Use:

1. New or additional signs for a nonconforming use shall be permitted in accordance with permitted signage for the zoning district in which the nonconforming use is located after the effective date of this Ordinance.
2. A nonconforming sign for a nonconforming use which is discontinued for a period exceeding twelve (12) months, or is superseded by a conforming use, shall be considered a prohibited sign and shall be removed or brought into conformance upon establishment of a conforming use. A nonconforming use shall be deemed discontinued when such use is suspended as evidenced by the cessation of activities or conditions which constitute the nonconforming status of the use.

(B) Signs Rendered Nonconforming:

1. If at the time of the adoption of this Sign Ordinance, or amendments thereto, or of any extension resulting from annexation, or of any amendment to the Mesa City Code, any sign which is being used in a manner or for a purpose which was otherwise lawful, but does not conform to the provisions of this Ordinance, shall be deemed nonconforming. Such sign may continue only in the manner and to the extent that it existed at the time of such adoption, amendment or extension.
2. Any sign which becomes nonconforming subsequent to the effective date of this Ordinance, either by reason of annexation to the City, or amendment of this Ordinance, the Zoning Ordinance, or other provisions of the Municipal Code so as to render such sign nonconforming, shall be subject to the provisions of this Ordinance.
3. Notwithstanding any other provision of this Chapter, legal nonconforming signs that are located on a parcel of property which is severed from a larger parcel of property and acquired by a public entity for public use by condemnation, purchase or dedication may be relocated on the remaining parcel without extinguishing the legal nonconforming status of that sign provided that the nonconforming sign:
 - (a) is not increased in area or height;
 - (b) remains structurally unchanged except for reasonable repairs or alterations;
 - (c) is placed in the same relative position on the remaining property that it occupied prior to the relocation; and
 - (d) is relocated in a manner so as to comply with all applicable safety requirements.

After relocation pursuant to this subsection, the legal nonconforming sign shall be subject to all provisions of this Ordinance in its new location.

(C) Signs Rendered Discontinued:

1 The use of any sign which is located on property which becomes vacant and unoccupied for a period exceeding twelve (12) months shall be deemed to have been discontinued. Any sign whose use has been discontinued is prohibited and shall be removed by the owner of the sign or owner of the premises. Sign structures shall be deemed discontinued if left vacant and unoccupied for a period exceeding twelve (12) months

2 Sign structures which remain vacant, unoccupied devoid of any message, or display a message pertaining to a time, event or propose that no longer applies shall be deemed to be discontinued.

3 A sign whose use has been discontinued is prohibited and shall be removed by the owner of the sign or owner of the premises

(D) Alteration or Removal of Nonconforming Signs

1 A nonconforming sign structure shall not be reerected, relocated or replaced unless it is brought into compliance with the requirements of this Ordinance, except as provided in subsection (B)3 of this Section

2 Any construction permit which invokes Certificate of Occupancy requirements shall specify and require that any nonconforming sign located within the boundaries of the development site authorized by said permit shall be brought into conformance with the provisions of this Ordinance, provided that if the nonconforming sign is a type of sign that is prohibited under of this Ordinance, it shall be removed

3 Any nonconforming sign shall be removed or rebuilt in full conformity to the terms of this ordinance if it is damaged or allowed to deteriorate to such an extent that the cost of repair or restoration is 50% or more of the cost of reconstruction of such sign.

4 Any sign permit for a within the boundaries of a shall specify and require that any nonconforming detached sign within the boundaries of said development shall be modified or removed to conform with the provisions of this Ordinance

5 Detached signs existing within the future width line as specified in shall not be subject to the conditions specified in paragraphs one (1) through four (4) above provided such signs are in compliance with all other applicable provisions of this Ordinance

4-4-5 Repeal and Severability:

(A) All ordinances or parts of ordinances contained within Title 4 of the Mesa City Code prior to this Sign Ordinance are hereby repealed.

(B) Should any portion or provision of this Ordinance be decided by the courts to be unconstitutional or invalid, such decision shall not affect the validity of the remaining

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portions of this Ordinance.

(C) Nothing contained in this ordinance shall affect rights and duties that matured, penalties that were incurred, and proceedings that were begun before its effective date, notwithstanding the provisions of subsection (A) of this Section.

4-4-6 Violations and Enforcement:

(A) It is hereby declared unlawful for any person, firm or corporation to construct, place, install, alter, change, maintain, use or to permit the construction, placement, installation, alteration, change, maintenance, or use of any sign contrary to or in violation of any provisions of this Ordinance, or of any provision designated as a condition of approval either by the Plan Review process or through an amendment, Special or Council Use Permit, variance, Site Plan Review, Design Review or appeal by an office, board, commission or the City Council, as established by this Ordinance.

(B) The installation, construction or display of any illegal or prohibited sign is hereby declared unlawful and a violation of this Ordinance.

(C) Commencement of an Action:

1. The Superintendent of Building Inspections and the inspectors within the Mesa Building Inspections Division, or such other persons as the City Manager may designate, are authorized to commence an enforcement action under this Chapter by issuing a citation for civil sanctions under this Article. They may also seek the issuance of a complaint by the Mesa City Prosecutor for criminal prosecution of habitual offenders as defined in this Article.

2. Nothing in this section shall preclude City employees from seeking voluntary compliance with the provisions of this Chapter, or from enforcing this Chapter through notices of violation, warnings or through other informal devices designed to achieve compliance in the most efficient and effective manner under the circumstances.

(D) Remedies not Exclusive:

Violations of this Chapter are in addition to any other violation established by law, and this Chapter shall not be interpreted as limiting the penalties, actions or abatement procedures which may be taken by the City or other persons under other laws, ordinances or rules.

(E) Defendants and Responsible Parties:

Any owner or occupant who causes, permits, facilitates, aids or abets any violation of this Chapter, or who fails to perform any act or duty required pursuant to this Chapter, is subject to the enforcement provisions of this Chapter. The owner and occupant are individually and jointly responsible for the violations, the prescribed civil or criminal sanctions, and for abating the violations.

(F) Civil Violations and Citation:

1. A civil action for violations of this Chapter may be commenced by issuance of a citation

2. The citation will be substantially in the form established by the Superintendent for Building Inspections. It shall advise the responsible party of the violation(s) committed, either by written description of the violations or by designation of the City Code Section that was violated. The Civil Hearing Officer may permit amendments to the citation if substantial rights of the responsible party are not thereby prejudiced. The citation shall direct the responsible party to pay a fine of \$50 within ten (10) days after issuance of the citation, or to appear before the Civil Hearing Officer within ten (10) days after issuance of the citation. The citation shall be served by delivering a copy to the responsible party, or by mailing the citation to such person. Service shall be complete and effective five (5) days after mailing by first class U.S. Postal Service mail

3. The responsible party shall, within ten (10) days of the issuance of the citation, either pay the fine or appear in person or through an attorney before the Civil Hearing Officer and admit or deny the allegations contained in the citation. If the responsible party pays the fine, either in person or by mailing payment to the City, the allegations in the citation shall be deemed admitted and such person shall be deemed responsible for having committed the offense(s) described in the citation. If the responsible party appears and admits the allegations, the Civil Hearing Officer shall enter judgment against the responsible party in the amount of the fine designated in paragraph 2 of this subsection. If the responsible party appears and denies the allegations contained in the citation, the Civil Hearing Officer shall set the matter for hearing

4. If a person served with a citation fails to pay the fine and to appear on or before the time directed to appear or at the time set for hearing by the Civil Hearing Officer, the allegations in the complaint shall be deemed admitted and the Civil Hearing Officer shall enter a finding of responsible and a judgment for the City and impose a civil sanction.

5. All proceedings before the Civil Hearing Officer shall be informal and without a jury, except that testimony shall be given under oath or affirmation. The technical rules of evidence do not apply, except for statutory provisions relating to privileged communications. If the allegations in the citation are denied, the City is required to prove violations of this Chapter by a preponderance of the evidence. No pre-hearing discovery shall be permitted except under extraordinary circumstances, as determined by the Civil Hearing Officer. The Civil Hearing Officer is authorized to make such orders as may be necessary or appropriate to fairly and efficiently determine the truth and decide the case at hand. An appeal from final judgments of the Civil Hearing Officer may be taken pursuant to the Rules of Procedure for Special Actions of the Arizona Supreme Court, volume 17B of the Arizona Revised Statutes.

6. Any civil fine or judgment for civil sanctions taken pursuant to this article shall constitute a lien against the real property of the responsible party that may be perfected by recording a copy of the judgment with the Maricopa County Recorder. Any judgment for civil fines or penalties pursuant to this Chapter may be collected as any other civil judgment.

(G) Civil Penalties

Upon a finding that a person is responsible for a civil violation of this Chapter, the Civil Hearing Officer shall impose a civil sanction of not less than one hundred dollars (\$100.00) nor more than five hundred dollars (\$500.00) for each violation.

(H) Each Day Separate Violation

Each day in which a violation of this Chapter continues, or the failure to perform any act or duty required by this Chapter or by the Civil Hearing Officer continues, shall constitute a separate civil offense.

(I) Habitual Offender

1. A person who commits a violation of this Chapter after previously having been found responsible for committing three (3) or more civil violations of this Chapter within a twenty-four (24) month period--whether by admission, by payment of the fine, by default or by judgment after hearing--shall be guilty of a criminal misdemeanor. The Mesa City Prosecutor is authorized to file a criminal misdemeanor complaint in the Mesa City Court against habitual offenders who violate this Section. For purposes of calculating the twenty-four (24) month period under this paragraph, the dates of the commission of the offenses are the determining factor.

2. Upon conviction of a violation of this Section, the Court may impose a sentence of incarceration not to exceed six (6) months in jail, or a fine not to exceed two thousand five hundred dollars (\$2,500.00), exclusive of penalty assessments prescribed by law, or both. The Court shall order a person who has been convicted of a violation of this Section to pay a fine of not less than five hundred dollars (\$500.00) for each count upon which a conviction has been obtained. A judge shall not grant probation to or suspend any part or all of the imposition or execution of any sentence required by this Subsection except on the condition that the person pay the mandatory minimum fines as provided in this paragraph.

3. Every action or proceeding under this Section shall be commenced and prosecuted in accordance with the laws of the State of Arizona relating to criminal misdemeanors and the Arizona Rules of Criminal Procedure.

(J) Failure to Provide Evidence of Identity:

A person who fails or refuses to provide evidence of his or her identity to a duly authorized agent of the City upon request, when such agent has reasonable cause to believe the person has committed a violation of this Chapter, is guilty of a misdemeanor. Evidence of identity under this Section shall consist of a person's full name, residence address, and date of birth.

-4-7 Variances, Special Use Permits and Interpretations:

(A) An application for a request for variance from the provisions of this Ordinance shall be submitted with the Office of the Zoning Administrator in accordance with Title 11, Administration and Procedures Chapter of the Mesa City Code. A variance may only be granted upon a finding by the Zoning Administrator or Board of Adjustment that:

1. There are special circumstances or conditions applying to the land, building, or use referred to in the application; and
2. That such special circumstances or conditions are preexisting and not created by the property owner or appellant; and
3. The authorizing of the variance is necessary for the preservation and enjoyment of substantial property rights; and
4. The authorizing of the variance will not be materially detrimental to persons residing or working in the vicinity of the property, to the neighborhood, or the public welfare in general.

(B) Applications for Special Use Permits required by this Ordinance, shall be filed with the Office of the Zoning Administrator in accordance with Title 11, Administration and Procedures Chapter of the Mesa City Code. A Special Use Permit may only be granted upon a finding by the Zoning Administrator or Board of Adjustment that the sign covered by the permit and any related use or building will not be detrimental to persons residing or working in the vicinity, to adjacent property, to the neighborhood, or to the public welfare in general.

(C) Requests for **interpretations** of the provisions of this Ordinance shall be filed with the Office of the Zoning Administrator in accordance with Title 11, Administration and Procedures Chapter of the Mesa City Code. The terms and provisions of this Ordinance cannot be changed through an interpretation.

4-4-8 Definitions of Terms:

Banner: A temporary sign of fabric, plastic, paper, or other light pliable material.

Billboard: Same as Sign, Off-Site.

Building: Any structure used or intended for supporting or sheltering any use or occupancy.

Embellishment: Structural or decorative elements of a sign incorporating representations of the significant architectural features of the associated building or development. Embellishment shall not include letters, numerals, figures, emblems, logos, colored bands or other features conveying a commercial advertising message (see Appendix, Signage).

Fixed Balloon: Any lighter than air or gas filled inflatable object attached by a tether to a fixed place.

Freeway: A controlled access highway as defined in A.R.S. 28-602(1), and all rights-of-way associated therewith.

Front Foot: The maximum lineal dimension of an exterior wall, excluding canopies and projections, measured on a straight line parallel to a fronting street. For purposes of this definition, all pad buildings and pad occupancies within a group commercial - office - industrial

development, located on a corner parcel, are defined as having exterior walls fronting on both streets (see Appendix, (1)(a)(i)).

Group C-O-I Development: A commercial, office or industrial development where there are located several separate business activities having appurtenant shared facilities, such as driveways, parking and pedestrian walkways, and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a group C-O-I development may, but need not, include common ownership of the real property upon which the development is located, common wall construction, and multiple occupant use of a single structure.

Internal Illumination: A source of illumination entirely within the sign which makes the sign content visible at night by means of the light being transmitted through a translucent material, but wherein the source of the illumination is not visible

Maintenance: The repair or replacement in kind of individual sign components including paper, fabric or plastic copy panels, electrical wiring and bulbs; or paint, stucco or other exterior finishes. This definition shall not include the replacement of metal or wood cabinets, structural faces, supporting structural members, primary uprights, posts and poles, or the sign in its entirety

Parapet Wall: The vertical extension of the exterior building wall above the plate line.

Parcel: A unit of land shown on a subdivision map, record of survey map, parcel map, or a lot described by metes and bounds, which constitutes a development site whether composed of a single unit of land or contiguous units under common ownership or development.

Plate Line: The point at which any part of the roof structure first touches or bears upon an external wall.

Public Message Changer: Same as "Time and Temperature Unit".

Sign: Any device conveying either commercial or noncommercial messages or both commercial or noncommercial messages for visual communication that is used for the purpose of bringing the subject thereof to the attention of the public; but not including any lawful display of merchandise.

The term "sign" shall also mean and include any display of one or more of the following:

- (A) Any letter, numeral, figure, emblem, picture, outline, character, spectacle delineation, announcement, trademark, logo; or
- (B) Multiple colored bands, stripes, patterns, outlines or delineations displayed for the purpose of commercial identification; or
- (C) Anything specified above in part or in combination by any means whereby the same are made visible from beyond the boundaries of the lot or parcel of property on which the same are displayed for the purpose of attracting attention outdoors to make anything known.

Sign, Animated: The movement of any light used in conjunction with a sign such as blinking, traveling, flashing or changing degree of intensity of any light movement other than burning continuously.

Sign Area: The area of a sign is the entire area within a single continuous perimeter composed of parallelograms, circles, ellipses, trapezoids and triangles, or a combination of two (2) of the above or regular portions thereof per sign panel which encloses the extreme limits of the advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface or space of a similar nature, together with any frame or other material, color, or condition which forms an integral part of the display and is used to differentiate such sign from the wall or background against which it is placed: excluding the necessary supports or uprights on which such sign is placed (see Appendix Figure 3). Where a sign has two (2) faces, the area of both faces shall be included in determining the area of the sign, except that only one face of a double faced sign shall be considered in determining the sign area, provided both faces are parallel and the distance between faces does not exceed two feet (2'). Where a sign has three (3) or four (4) faces the area of the sign shall be calculated as 50% of the total area of all faces, provided the interior angle between adjacent faces is 90 or less.

Where statuary, either genuine or simulated, is used as a sign, the area of said sign shall be the three (3) vertical sides of the smallest right rectangle enclosing the figure that are most visible from the public right-of-way.

Embellishment, as defined in this Section, does not constitute sign area.

Sign, Attached: Any sign which is fastened, attached, connected or supported in whole or in part by a building.

Sign, Detached: Any sign supported wholly by the ground or by a fence.

Sign Height: The vertical distance to the top of a sign, excluding embellishment, measured from the nearest curb, sidewalk or street grade.

Sign, Off-Site: A sign which directs attention for a commercial purpose to a business, commodity, a service, entertainment or product not related to the other commercial uses existing on the premises upon which the sign is located. Nothing contained in this definition shall be construed to apply to noncommercial messages or information placed on any sign.

Sign, Portable: A temporary sign having no structural means of attachment to secure the sign in place.

Sign, Roof: An attached sign extending above the plate line of a building or structure (see Appendix.).

Sign Structure: The supports, uprights, braces and framework of a sign.

Sign, Subdivision Directional: A temporary sign intended to convey the location of an approved subdivision.

Sign, Temporary: A sign either portable or stationary used to display information relating to a land use or event of limited duration and specified in Section 18 of this Chapter, which is intended to be removed upon termination of said land use or event.

Structure: Anything which is built or constructed or any piece of work artificially built up or

composed of parts, including, but not limited to, buildings, fences, towers, overhead transmission lines and mechanical equipment

Time and Temperature Unit: A sign or portion of a sign displaying only current time and temperature in an electronic, digital fashion.

Uniform Building Code (U.B.C.): The current edition of the Uniform Building Code adopted by the City of Mesa.

Use Permit: A discretionary written authorization issued through the office of the Superintendent of Building Inspections upon a finding that the proposed activity permitted by such use permit is in conformance with the intent of this Code. Such Use Permit may be limited to a specific period of time

Use Permit, Council: A discretionary authorization issued by the City Council upon a finding, through a public hearing, that the proposed activity permitted by such Council Use Permit is in conformance with the intent of this Code, the General Plan and/or other specified plans or Council policies; and will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general. Such Council Use Permit may be limited by specific conditions, restrictions, terms or time periods

Use Permit, Special: A discretionary authorization issued by the Zoning Administrator/Board of Adjustment only upon a finding, through a public hearing, that the proposed activity permitted by such Special Use Permit is in conformance with the intent of this Code, the General Plan and/or other specified plans or Council policies; and will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general; and may be limited by specific conditions, restrictions, terms or time periods.

Variance: Authorization to depart from the literal requirements of the Municipal Code generally involving dimensional and locational provisions, but excluding land use

Vehicle Sign: A sign mounted, painted or otherwise placed on a trailer, truck, automobile or other vehicle so parked or placed so that the sign thereon is visible from a public street or right-of-way and is so parked primarily for the purpose of displaying advertising signage.

SECTION 4-4-9 SIGNS PERMITTED BY ZONING DISTRICT

4-4-9 SIGNS PERMITTED BY ZONING DISTRICT

4-4-10 Purpose and Intent:

The purpose of this Chapter is to provide for reasonable signage for purposes of identification of buildings, developments and individual occupancies that is compatible with the associated land

use and neighboring developments. It is the intent of this Chapter that attached and detached signs are permitted in scale with the intensity of the land use and the size of the development.

4-4-11 AG, R1-90 and R1-43 Districts:

(A) One (1) nonilluminated sign per lot or parcel not exceeding six (6) square feet in area or six feet (6') in height.

(B) Such sign shall convey only the use conducted on the property, and/or the name and address of the occupant, lessee or owner of the premises on which such sign is displayed.

4-4-12 R1-35, R1-15, R1-9, R1-7 and R1-6 Districts:

(A) One (1) nonilluminated sign per lot or parcel not exceeding six (6) square feet in area or six feet (6') in height.

(B) Said sign shall convey only the name and address of the occupant, lessee or owner of the premises on which such sign is displayed.

4-4-13 R-2, R-3, R-4 and O-S Districts:

(A) Two (2) signs per parcel or development not exceeding a combined area of one (1) square foot per each five (5) lineal feet of street frontage of the lot or development site. Parcels having frontage on more than one street shall be permitted signage based on each street frontage.

(B) No sign shall exceed thirty-two (32) square feet in area and, if detached, shall not exceed eight feet (8') in height.

(C) Developments in the O-S District shall be permitted at least twenty-four (24) square feet of sign area.

4-4-14 C-1, C-2, C-3, PEP, M-1, M-2 and PF Districts:

(A) Attached Signs:

1. Occupancies with less than one hundred (100) front feet: Two (2) signs for each occupancy not to exceed two (2) square feet of total sign area for each front foot of building occupancy.

2. Occupancies with more than one hundred (100) front feet: Three (3) signs for each occupancy not to exceed two (2) square feet of total sign area for each front foot of building occupancy.

3. Total attached signage shall not exceed one hundred sixty (160) square feet per occupancy.

4. Attached signage shall not extend horizontally a distance greater than fifty percent (50%) of the width of the building wall on which it is displayed, except for buildings containing multiple occupancies (see Appendix, Figure 4-4-15).

5. Each occupancy shall be permitted at least twenty-four (24) square feet of attached signage.

6. Occupancies having no exterior wall parallel to a fronting street shall be permitted signage based on two (2) square feet of sign area for each lineal foot of exterior wall of the front of such occupancy.

7. Occupancies having an exterior building wall parallel to more than one fronting street shall be permitted signage based on the longer parallel wall. Signage placed on the shorter parallel exterior wall shall not exceed two (2) square feet of area per front foot of building occupancy of such shorter parallel wall, and this area shall be subtracted from the total allowable sign area (see Appendix, Figure 4-4-15).

8. Attached signage shall be located on the specific occupancy identified therein and is not transferable from one occupancy to another.

(B) Detached Signs:

1. One (1) square foot of total sign area per lineal foot of street frontage.

2. One (1) foot of total sign height per each ten (10) feet of street frontage.

3. Developments, including group office developments, displaying more than one (1) detached sign per street frontage shall be permitted fifty percent (50%) of total aggregate sign area and sign height specified in (1) and (2) above.

4. No detached sign shall exceed eighty (80) square feet in area or twelve feet (12') in height.

4-4-15 TCR-1 and TCR-2 Districts: (see Appendix, Figure 4-4-15)

(A) One (1) nonilluminated sign per lot or parcel not exceeding two (2) square feet in area, and shall be wall mounted or placed under an architectural projection.

(B) Such sign shall convey only the name and address of the occupant, lessee or owner of the premises on which the sign is displayed.

(C) Office developments in Level 1 historic structures shall be permitted a maximum of six (6) square feet of sign area.

(D) Schools and places of worship shall be permitted a maximum of twelve (12) square feet of sign area.

4-4-16 TCR-3 District: (see Appendix, Figure 4-4-16)

(A) One (1) sign per lot or development not exceeding an area of one (1) square foot per each five (5) lineal feet of street frontage of the lot or development site.

(B) No sign shall exceed twenty-four (24) square feet in area and, if detached, shall not exceed six feet (6') in height.

1-17 TCB-1, TCB-2 and TCC Districts: (see Appendix,)

(A) Attached Signs:

1. Occupancies with less than one hundred (100) front feet: Two (2) signs for each occupancy not to exceed one-and-a-half (1.5) square feet of total sign area for each front foot of building occupancy.

2. Occupancies with more than one hundred (100) front feet: Three (3) signs for each occupancy not to exceed one-and-a-half (1.5) square feet of total sign area for each front foot of building occupancy.

3. Total attached signage shall not exceed one hundred twenty (120) square feet per occupancy.

4. Attached signage shall not extend horizontally a distance greater than fifty percent (50%) of the width of the building wall on which it is displayed, except for buildings containing multiple occupancies (see Appendix,).

5. Each occupancy shall be permitted at least twenty-four (24) square feet of attached signage.

6. Attached signage shall be located on the specific occupancy identified therein and is not transferable from one occupancy to another.

(B) Detached Signs:

1. One (1) square foot of total sign area per lineal foot of street frontage.

2. One (1) foot of total sign height per each ten (10) feet of street frontage.

3. Developments, including group commercial, office, or industrial developments, displaying more than one (1) detached sign per street frontage shall be permitted fifty percent (50%) of total aggregate sign area and sign height specified in (1) and (2) above.

4. Signs adjacent to an arterial street shall not exceed forty eight (48) square feet in area or ten feet (10') in height. Signs adjacent to a non-arterial street shall not exceed thirty-two (32) square feet in area or eight feet (8') in height.

(C) Colonnade District:

Signs in the Colonnade District (see Appendix, Figure 8) may be placed on the colonnade

structure only in accordance with the Town Center Compatibility Design Standards. The area of any sign(s) placed on the colonnade shall be deducted from the total sign area and number allowed in subsection (A) above.

(D) Comprehensive Sign Plan:

1. Approval of a Comprehensive Sign Plan as specified in Section 4-4-30 of this Ordinance is required for buildings which exceed two (2) stories in height.
2. A Comprehensive Sign Plan containing elements which exceed the area and number of signs specified in this Section may be approved in accordance with the provisions of Section 4-4-30 provided such signs do not exceed the limits set forth in Section 4-4-14 of this Ordinance.

(E) Directional Signs:

Refer to Section 4-4-28.

SECTION 4-4-18 TEMPORARY SIGNS

4-4-18 TEMPORARY SIGNS

4-4-19 Purpose and Intent:

The purpose of this Chapter is to allow temporary signage for specified land uses and events of a limited duration. It is intended that these provisions shall provide for increased flexibility of the ordinance by recognizing the distinction between permanent and temporary signage.

4-4-20 Real Estate Signs:

(A) Signs pertaining only to the lease, sale or rental of the land or buildings upon which such signs are displayed are permitted in all zoning districts.

1. One (1) nonilluminated sign per street frontage in conformance with the following schedule:

Parcel Size	Max. Area	Max. Ht.	Minimum Setback From Prop. Lines
Less than 1.0 ac.	6 sq.ft.	6 ft.	None
1.0 ac. to 10.0 ac.	12 sq.ft.	6 ft.	10 ft.

More than 10 (10)
ac

24 sq ft

8 ft

10 ft

2 Real estate signs shall be removed within ten (10) days after the lease, sale or rental of the property or building has been accomplished

3 Portable real estate signs shall not exceed six (6) square feet in area or four feet (4') in height

(B) Open house directional signs intended to direct traffic to a residence for lease, sale, or rental are permitted in all zoning districts

1 Three (3) nonilluminated signs per each home or group of homes in a subdivision for sale

2 No such sign shall exceed six (6) square feet in area

3 Signs shall only be displayed while a salesperson is on duty at the home for sale

4 Signs shall not be located in the public right-of-way or be placed so as to create a traffic hazard

5 The display of such signs for subdivision sales is permitted but not in addition to weekend subdivision directional signs as specified in

4-4-21 Contractor Signs

(A) Signs designating the contractors engaged in the construction or repair of the development upon which such signs are displayed are permitted in all zoning districts

(B) One (1) nonilluminated sign per street frontage not exceeding eight (8) square feet in area and six feet (6') in height

(C) Signs shall not be placed closer than ten feet (10') to the public right-of-way

4-4-22 Development Signs

(A) Signs pertaining only to the proposed development of the property on which such signs are located are permitted in all zoning districts.

(B) Development sites less than one (1) acre: One (1) nonilluminated sign per street frontage not exceeding thirty-two (32) square feet in area and eight feet (8') in height.



(C) Development sites more than one (1) acre: One (1) nonilluminated sign per street frontage not exceeding eighty (80) square feet in area and twelve feet (12') in height.

(D) Signs shall be placed at least ten feet (10') from any public right-of-way, and shall be promptly removed upon completion of the development.

4-4-23 Subdivision Signs:

(A) Signs pertaining to the sale of lots, tracts or homes within a recorded subdivision are permitted on the site of such subdivision in all zoning districts in conformance with the following:

1. One (1) sign per recorded subdivision per perimeter abutting street up to a maximum of three (3) signs per subdivision. Such signs shall not be transferable from one street frontage to another.
2. A Use Permit shall be required for the placement of a subdivision sign. Such Use Permit shall be valid for two (2) years or until all lots in the subdivision have been sold, whichever occurs first.
3. Signs shall be placed at least ten feet (10') from any public right-of-way and shall be promptly removed upon completion of the sale of the lots or the expiration date specified by the Use Permit, whichever is sooner.
4. Signs shall not exceed forty-eight (48) square feet in area or ten feet (10') in height.

(B) Subdivision directional signs, located beyond the boundary of the subdivision, are permitted only in the C-1, C-2, C-3, M-1 and M-2 zoning districts, in conformance with the following:

1. A maximum of two (2) signs per recorded subdivision.
2. Signs shall not be placed within the public right-of-way nor within fifteen feet (15') from the existing curb or from the edge of pavement where no curb or sidewalk exists.
3. A Use Permit shall be required for the placement of a subdivision directional sign. Such Use Permit shall be valid for two (2) years or until all lots in the subdivision have been sold, whichever occurs first.
4. Signs shall not exceed forty-eight (48) square feet in area or ten feet (10') in height.

(C) Subdivision weekend directional signs are permitted in all zoning districts in accordance with the following:

1. A maximum of ten (10) signs including open house directional signs as provided in Section 4-4-20(B) are permitted per each recorded subdivision having an on-site sales office within the City of Mesa.

2. Signs shall not exceed three (3) square feet in area or four feet (4') in height.
3. Signs shall be set back at least fifteen feet (15') from the existing curb or from the edge of pavement where no curb or sidewalk exists.
4. Signs shall not be placed in any landscaped portion of the public right-of-way located between a street or sidewalk and a property line fence (i.e. residential lot backup to an arterial street. See Appendix, Figure 6), except when such signs are located within the boundaries of the recorded subdivision plat.
5. Such signs shall be displayed only during the hours between 2:00 p.m. Friday and 8:00 a.m. on the following Monday.
6. A Use Permit shall be required for the display of weekend subdivision directional signs. Such Use Permit shall be valid for one (1) year or until all lots in the subdivision have been sold, whichever occurs first. The display of weekend subdivision directional signs in violation of these provisions shall result in immediate revocation of such Use Permit.

4-4-24 Banners and Non-Rigid Signs:

(A) Canvas signs, banners, advertising flags, pennants, streamers, garlands, whirly-gigs and similar devices are permitted only for the initial opening of a new business, new occupancy or new proprietor or management.

1. A Use Permit shall be required for the display of banners and non-rigid signs.
2. Such Use Permits shall be valid for a maximum period of thirty (30) consecutive days.

4-4-25 Political and Campaign Signs:

(A) Signs pertaining to candidates for public office, measures or issues on primary, general or special election ballots are permitted in all zoning districts.

(B) In Single Residence Districts on lots smaller than one (1) acre, one (1) sign per street frontage for each candidate or measure not exceeding eight (8) square feet in area and six feet (6') in height.

(C) In Single Residence Districts on lots larger than one (1) acre and in all other zoning districts, one sign per street frontage per lot or parcel for each candidate or measure not exceeding thirty-two (32) square feet in area or eight feet (8') in height.

(D) Signs shall not be displayed earlier than sixty (60) days prior to an election and shall be removed within ten (10) days following said election. Signs for successful primary election candidates, eligible for the general election, may remain after the primary election.

(E) Signs shall be setback at least fifteen feet (15') from the existing curb or from the

edge of pavement where no curb or sidewalk exists (see Appendix, Figure 6).

(F) Signs shall not be placed in any portion of the public right-of-way located between a street or sidewalk and a property line fence (i.e. residential lot backup to an arterial street) (see Appendix, Figure 6).

(G) The person, party or parties responsible for the distribution and display of such signs shall be individually and jointly responsible for their removal.

SECTION 4-4-26 GENERAL PROVISIONS

4-4-26 GENERAL PROVISIONS

4-4-27 Purpose and Intent:

The purpose of this Chapter is to allow for consideration of unusual or special situations that may require additional provisions and regulations. It is also the intent to provide procedures for the administration of this Ordinance, to identify prohibited signs, to establish procedures for obtaining permits, and to provide for the removal of dangerous and discontinued signs.

4-4-28 Exceptions and Signs Not Requiring a Permit:

(A) Exceptions: The provisions of this Ordinance shall not apply to the following, and are therefore excepted. Note: Electric permit required for all exterior electric signs.

1. Flags, pennants or insignia of any nation, state, county, city or other political unit, or any church or religious organization.
2. Tablets, grave markers, headstones, statuary or remembrances of persons or events noncommercial in nature.
3. Works of fine art when not displayed in conjunction with a commercial enterprise which may derive direct commercial gain from such display.
4. Temporary decorations or displays celebrating the occasion of traditionally accepted patriotic, religious or local holidays or events.
5. Temporary signs for events of a general City wide civic or public benefit.
6. Signs not visible beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way.
7. The placement and maintenance of official traffic, fire and police signs, signals and devices and markings of the State of Arizona and the City of Mesa or other authorized public agency, and the posting of notices as required by law.

8. Nonilluminated directional or informational signs of a non-commercial public or quasi-public nature, including street, building or suite numbers which do not exceed six (6) square feet.

9. Signs displayed during recognized holidays as identification of temporary sales areas for trees and similar holiday items. Such signs shall be excepted only when displayed within thirty (30) days of the recognized holiday.

10. Signs displayed within the interior, or on the inside of the windows, of a building.

11. Messages painted directly on, or adhesive vinyl film affixed to, the exterior surface of existing mineral glass windows.

12. On-site directional and similar informational signs provided such signs are utilized only when necessary for traffic directional or similar informational purposes and do not display corporate colors, logos or other commercial messages. Such signs shall be wall mounted or, if detached, shall not exceed a height of three feet (3').

(B) Permits Not Required: Sign permits are not required for the following signs provided that such signs are subject to all other provisions of this Ordinance. Note: Electric permit required for all exterior electric signs.

1. Any sign not exceeding six (6) square feet in area and not otherwise prohibited by this Ordinance.

2. Temporary signs not exceeding thirty-two (32) square feet in area and specifically permitted by this Ordinance.

3. Standard sign maintenance.

4. Relocation as required by the City.

4-4-29 Prohibited Signs:

(A) The following signs and conditions are prohibited by this Ordinance:

1. "A" frame and all other portable signs except as permitted in Section 20 of this Chapter.

2. Vehicle signs on vehicles primarily or consistently parked for display as advertising signs.

3. The use of a fixed balloon as a sign.

4. Off-site signs (billboards), except as permitted in Section 4-4-23.

5. Signs that are animated or audible, or rotate or have intermittent or flashing illumination, or emit audible sound or visible matter; except time and temperature units.

6. Signs located within a public right-of-way or attached signs which project more than fifteen inches (15") into a public right-of-way or are less than eight feet (8') above grade, except political signs placed in conformance with Section 4-4-25 of this Chapter.
7. Signs displayed in a location prohibited by this Ordinance.
8. Signs placed so as to prevent or inhibit free ingress to or egress from any door, window, or any exit way required by the Uniform Building Code, or by Fire Department Regulations.
9. Signs attached to any public utility pole or structure, street light, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench or other location on public property.
10. Sign placed in any location which by reason of their location will obstruct the view of any authorized traffic sign, signal or other traffic control device. Nor may any sign by reason of shape, color or position interfere with or be confused with any authorized traffic signal or device. Further, no sign shall be placed in a location that will obstruct vision of a vehicle operator while entering, exiting or traveling upon the public right-of-way.
11. Signs that employ any stereopticon or motion picture projection or have visible moving parts, or any portion of which moves or given the illusion of motion.
12. Discontinued signs under Section 4-4-4 of this Chapter.

4-4-30 Supplemental Provisions:

- (A) Schools and places of worship located in the AG and Single Residence Districts are permitted signage in accordance with Section 4-4-13 of this Chapter, except in the Town Center Area where such signage is permitted according to Section 4-4-15 of this Chapter.
- (B) If a sign is externally illuminated the source of illumination shall not be visible from any adjacent residential zone district, and shall comply with Title 4, Chapter 6 of the Mesa City Code and Section 4.2.2 of the Mesa Electrical Code.
- (C) Buildings exceeding three (3) stories shall only be identified by the building, building complex or development name
- (D) No detached sign shall be located within fifty feet (50') of any other detached sign on the same parcel or development site.
- (E) No sign shall be placed within the future width line of a public street as specified in Title 11, Chapter 13 of the Mesa City Code (see Appendix, Figure 7).
- (F) When a sign is placed at the street intersection of a corner parcel, and is situated at an angle so as to be visible from both streets or both frontages, said sign shall not exceed the maximum area allowed for the longest street frontage. The area of such sign shall be deducted from the total area and number of signs permissible on said corner parcel.

(G) A detached sign may consist of more than one sign panel provided all such sign panels are attached to one common integrated sign structure.

(H) Detached sign structures may extend above the allowable height for purposes of embellishment, up to a maximum extension of twenty percent (20%) of the permitted height of the sign (see Appendix, Figure 1).

(I) Roof signs are permitted in all Commercial and Industrial Districts provided:

1. Signs shall not exceed a height of thirty percent (30%) of the height of the building on which said sign is located.
2. Signs shall be installed in such a manner that there are no visible angle iron supports, guy wires, braces or secondary supports. Signs shall appear to be an architectural or integral part of said roof.
3. No portion of such sign shall extend above the highest portion of the building or roof where such sign is attached (see Appendix, Figure 4).

(J) Statues, either genuine or simulated, used for commercial identification purposes are permitted in all Multiple Residence, Commercial and Industrial Districts subject to approval of a Special Use Permit. The area of said statue shall be deducted from the total allowable sign area.

(K) Residential subdivisions may display permanent entry identification signs as follows:

1. A maximum of two such subdivision entries may be identified by one sign on each side of said entry, to be wall-mounted only.
2. Each such sign shall not exceed twelve (12) square feet in area, and the letters comprising the sign shall not exceed a height of eight inches (8").
3. Such signs shall consist of low maintenance materials such as metal or ceramic tile.
4. Such signs shall be located on private property, not within the public right-of-way.

(L) The City Council may adopt an ordinance for locations within the Town Center Area establishing a Special Sign District and prescribing applicable regulations thereof.

(M) On-site directional or similar informational signs are permitted in conjunction with any multiple residence, commercial, office or industrial development provided such signs:

1. Do not exceed three (3) square feet in area and three feet (3') in height; and
2. Are utilized only when necessary for traffic directional or other informational purposes; and
3. Do not display corporate colors, logos or other commercial messages.

(N) A Comprehensive Sign Plan for a proposed or existing development may be approved by the Zoning Administrator/Board of Adjustment in conjunction with the granting of a

Special Use Permit under Title 11, Administration and Procedures Chapter of the Mesa City Code. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings and signs.

A Comprehensive Sign Plan shall include the location, size, height, construction material, color, type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Ordinance may be approved by the Zoning Administrator/Board of adjustment only upon a finding that:

1. The development site contains unique or unusual physical conditions, such as topography, proportion, size or relation to a public street that would limit or restrict normal sign visibility; or
2. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent a clear variation from conventional development; or
3. The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with Section 31 of this Chapter.

(O) Notwithstanding any other provision of this Sign Ordinance to the contrary, any noncommercial message may be substituted for the message on any commercial sign permitted by this ordinance, and any other noncommercial message may be substituted for any noncommercial message on any sign permitted by this ordinance.

(P) Special event signs intended to support, promote, identify, or advertise a licensed special event as authorized by Sections 5-1-2, 11-1-6, and 11-13-2 of the Mesa City Code are permitted in all zoning districts, in accordance with the following:

1. Such signs are located entirely upon the private property authorized by the special event license as specified in Section 5-1-2 of the Mesa City Code.
2. Such signs shall not occupy any portion of a public right-of-way, nor be placed in a location prohibited in Section 4-4-29(A) of this Ordinance.
3. Such signs are not displayed prior to nor after the dates of the special event as specified in the Special Event license.
4. Such signs are permitted in addition to signage otherwise permitted in Sections 4-4-9 through 4-4-17 of this Ordinance.

5. Signs otherwise prohibited under Section 4-4-29(A) 1, 2, and 3, and Section 4-4-24 of this Ordinance are permitted only when displayed in full conformance with the provisions of this Section.

(Q) Multiple colored bands, stripes, patterns, outlines or delineations displayed for the purpose of commercial identification which constitute a sign as defined in Section 4-4-8 of this Ordinance, and which exceed the maximum permitted signage as specified in Section 4-4-9 through 4-4-17 of this Ordinance shall only be permitted upon a finding by the Design Review Board, in accordance with the procedures set forth in the Administration and Procedures Chapter of Title 11 of the Mesa City Code, that such signs:

1. Clearly serve as an architectural embellishment to the building or development;
2. Are compatible and harmonious with the primary color(s), style, and architecture of the building or development;
3. Are integrated into the primary physical elements of the building or development;
4. Are constructed or composed of architectural-grade materials such as ceramic tile, metal, glass, or masonry.

4-4-31 Sign Permits:

(A) Except as provided in Section 28 of this Chapter, it shall be unlawful for any person to place, display, alter or relocate a sign without first obtaining a permit or permits from the Superintendent of Building Inspections.

(B) No person shall construct, place, display or maintain any sign upon any property without the consent of the owner, owner's agent or other authorized representative.

(C) The Superintendent of Building Inspections shall withhold permits for the use, construction, reconstruction, or alteration of any sign structure, unless adequate information is submitted to determine the proposed action is in conformance with the provisions of these Sign Regulations.

1. Application for a permit shall be on the official form provided therefore and accompanied by the following information: scale drawings; the sign legend or commercial message; sign location; dimensions, construction specifications; electrical components and wiring; method of attachment and design of structured members to which attachment is to be made; and location of the foundation or post hole location in relation to the property line, future width line and public right-of-way.

2. The Superintendent of Building Inspections shall not be compelled to issue a permit for the use, construction, reconstruction or alteration of any sign structure, if such use, construction, reconstruction or alteration is found to be in conflict with the provisions of this Ordinance.

(D) Every permit issued by the Superintendent of Building Inspections under the provisions of this Ordinance shall expire by limitation and become null and void, if the work

authorized by such permit is not commenced within one hundred eighty (180) days from the date of such permit, or if the work authorized by such permit is suspended or abandoned for a period of one hundred twenty (120) days or more at any time after the work is commenced. Before such work can be commenced or resumed thereafter a new permit shall first be obtained and the fee shall be one-half (1/2) the amount required for a new permit for such work, provided no changes have been made in the original plans and specifications for such work and provided further that such suspension or abandonment has not exceeded one year.

(E) The Superintendent of Building Inspections may, in writing, suspend or revoke a permit issued under provisions of this Section whenever the permit is issued on the basis of a material omission or misstatement of fact, or in violation of this Ordinance or the Mesa City Code.

(F) No permit for a sign issued by the City shall be deemed to constitute permission or authorization to maintain a public or private nuisance, nor shall any permit issued hereunder constitute a defense in any action to abate a nuisance.

(G) Sign permits for new or additional signs shall not be issued for a specific occupancy if such occupancy displays unlawful or nonconforming signs except as provided in Section 4-4-4(D)5. A sign permit may be issued for a specific occupancy provided the terms thereof specify modification or removal of nonconforming signs resulting in conformity with the provisions of this Ordinance.

(H) Sign permits for new or additional detached signs within a group C-O-I development shall not be issued if unlawful or nonconforming detached signs are displayed within the boundaries of the C-O-I development except as provided in Section 4-4-4(D)5. A permit for a detached sign may be issued for a specific occupancy or for identification of the development provided the terms thereof specify modification or removal of nonconforming detached signs resulting in conformity with the provisions of this Ordinance.

(I) Signs for which a permit has been issued shall not be constructed, installed, maintained, or displayed except in complete conformance with all terms, requirements, and stipulations specified by the approved plans and permit.

(J) When the Superintendent of Building Inspections refuses to issue a permit on the grounds of violation of this Ordinance or the Mesa City Code, appeal from such decision may be made to the Zoning Administrator in accordance with Title 11, Administration and Procedures Chapter of the Mesa City Code.

(K) Before issuing any sign permit required by this Chapter, the City shall collect a fee in accordance with the following schedule:

Three percent (3%) of the sign valuation plus thirty cents (\$0.30) per square foot of sign area.

(L) Whenever any sign for which a permit is required by this Chapter has been placed or displayed without first obtaining a permit, a special investigation shall be made before a permit may be issued. An investigation fee equal to, and in addition to, the permit fee shall

be collected.

(M) All signs installed after the effective date of this Ordinance shall bear a City of Mesa sign insignia. Such sign insignia shall be furnished by the Building Inspection Division at permit issuance, and shall be affixed by the sign installer on the exterior surface of the sign in a location where such information will be readily visible, legible and accessible for inspection after installation.

(N) All signs for which a permit is required shall be subject to the following inspections, unless waived by the Superintendent of Building Inspections:

1. Footing inspections on all detached signs, including situations where square footage or panels are added to existing detached signs.
2. Electric inspections on all signs prior to placement.
3. Final inspection which shall cover the sign location, structural members and placement of the insignia.

(O) Sign permits may be issued for individual signs authorized by an approved Comprehensive Sign Plan in accordance with Section 26 of this Chapter, provided:

1. Such signs conform to all applicable conditions of the Special Use Permit; and
2. Such sign permits are applied for within one (1) year of the date of approval of the Special Use Permit or within a time period specified by the Zoning Administrator or Board of Adjustment; or
3. Such sign permits are applied for prior to any subsequent amendment to the Sign Ordinance that is more restrictive than provisions existing when the Special Use Permit was approved where the proposed detached signs do not exceed the provisions of such amendment in terms of sign height, area or number.

When sign permits may not be issued due to non-compliance with the terms specified above, a modification to the Comprehensive Sign Plan may be requested pursuant to the procedures set forth in Section 30 of this Chapter.

(P) Permits for signs to be placed within the future width line as specified in Title 11, Chapter 13 of the Mesa City Code (see Appendix, Figure 7), shall be issued only upon receipt of a Sign Agreement, specifying that the sign owner shall be responsible for the cost of relocation of such sign when required by the city in conjunction with public improvements.

4-4-32 Design and Construction Specifications:

(A) Design Specifications:

1. All signs shall comply with the appropriate detailed provisions of the Uniform Building Code relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the National Electrical Code.

2. No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that would cause wear on supporting members or connections.

(B) Construction Specifications:

1. No combustible materials other than approved plastics shall be used in the construction of electric signs.
2. Nonstructural trim may be of wood, metal, approved plastics, or any combination thereof.
3. Signs attached to masonry, concrete, or steel shall be safely and securely fastened thereto by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied.

No anchor or support of any sign shall be connected to, or supported by, a parapet wall, unless such wall is designed in accordance with the requirements for parapet walls specified in Section 2313 of the current edition of the Uniform Building Code.

There shall be no visible angle iron supports, guy wires, braces or secondary supports. All sign supports shall be an integral part of the sign design.

4.
 - a. All electric signs shall conform in design and construction to the appropriate sections of Article 600 of the current National Electrical Code and modifications of this Section as shown in the current edition of the Arizona Electrical Code and other requirements as may be deemed necessary by the Superintendent of Building Inspections.
 - b. Electric discharge tubing (neon, argon, etc.) not terminated in an exterior metal sign raceway shall be terminated in receptacles designed and approved for the purpose.

4-4-33 Removal of Dangerous, Discontinued or Illegal Signs:

(A) Removal of Signs:

1. The Superintendent of Building Inspections may remove or cause to be removed any discontinued, dangerous, defective, illegal, prohibited or nonconforming sign subject to removal under the provisions of this Ordinance, or any other sign maintained in violation of the provisions of this Ordinance.
2. Notwithstanding the above, in case of emergency, the Superintendent of Building Inspections may institute the immediate removal of a dangerous or defective sign without notice.
3. The Superintendent of Building Inspections may cause the removal of unauthorized advertising signs from the public right-of-way. Such signs may be

impounded as evidence, or disposed of as abandoned property unless claimed by the owner within thirty (30) days. Such signs shall be deemed a nuisance and subject to removal without notice.

(B) Disposal of Signs:

Any sign removed by the Superintendent of Building Inspections pursuant with the provisions of this Ordinance shall become the property of the City and may be disposed of in any manner deemed appropriate by the City. Cost of removal of the sign by the City shall be considered a debt owed to the City by the owner of the sign and the owner of the property, and may be recovered in an appropriate court action by the City or by assessment against the property as hereafter provided. The cost of abatement or removal shall include any and all incidental expenses incurred by the City in connection with the sign abatement or removal.

4-4-34 Sign Maintenance:

It shall be unlawful for any person to maintain or permit to be maintained on any premises owned or controlled by said person any sign which is in a dangerous or defective or damaged condition. Any such sign shall be removed or repaired by the owner of the sign or the owner of the premises.

SECTION 4-4-35 APPENDIX

List of Figures

4-4-35 APPENDIX

Figure 1 - **Embellishment** - Section 4-4-8 and 4-4-30

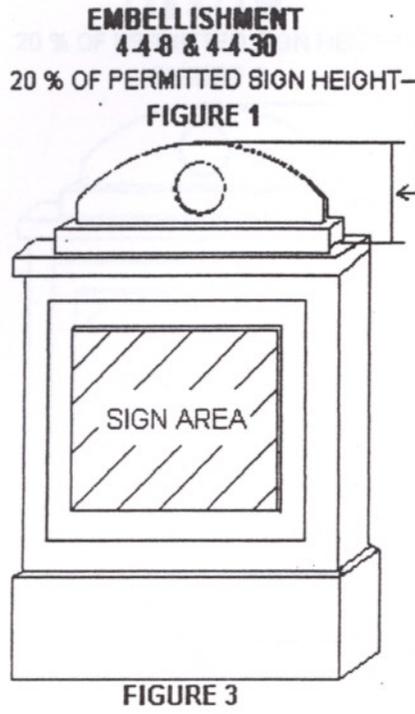


Figure 2 - **Front Foot of Occupancies** - Section 4-4-8 and 4-4-14

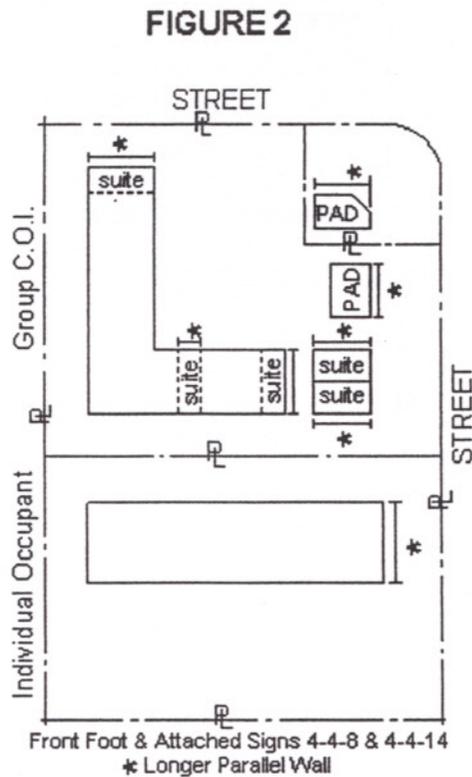


Figure 3 - **Sign Area** - Section 4-4-8

**EMBELLISHMENT
4.4.8 & 4.4.30**

20 % OF PERMITTED SIGN HEIGHT
FIGURE 1

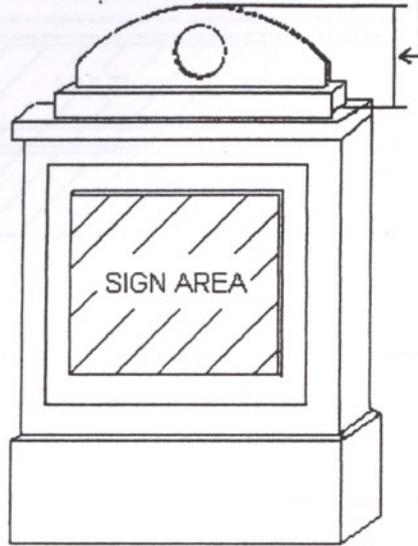


FIGURE 3

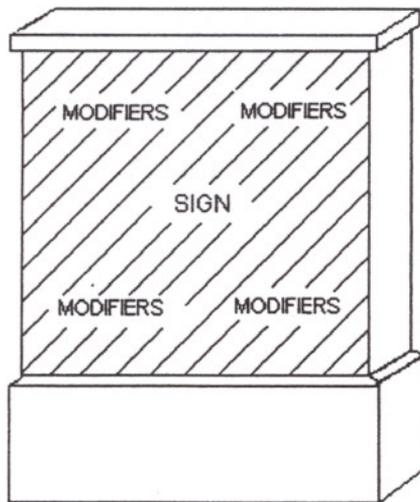


FIGURE 3

Maximum Sign Height

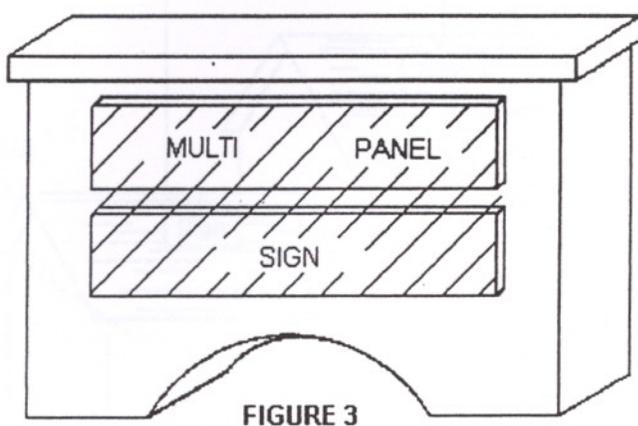


FIGURE 3

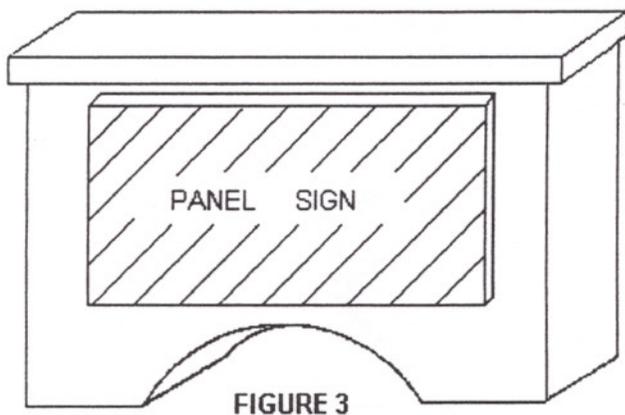
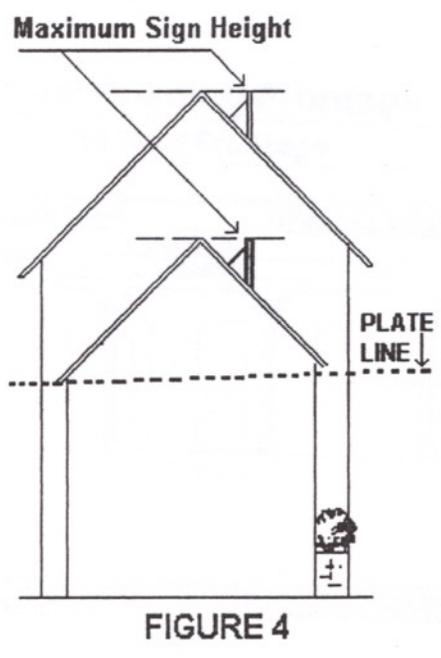
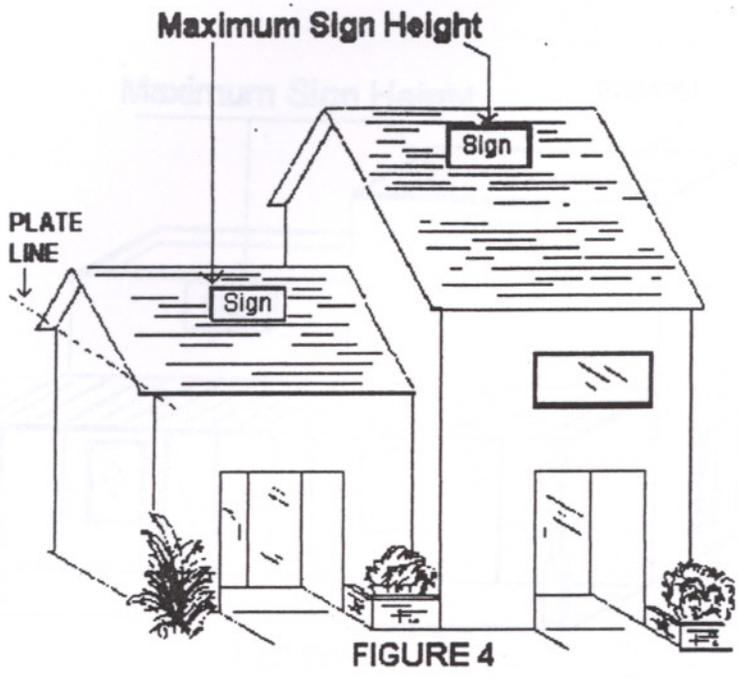


FIGURE 3

Figure 4 - **Roof Signs** - Section 4-4-8 and 4-4-30



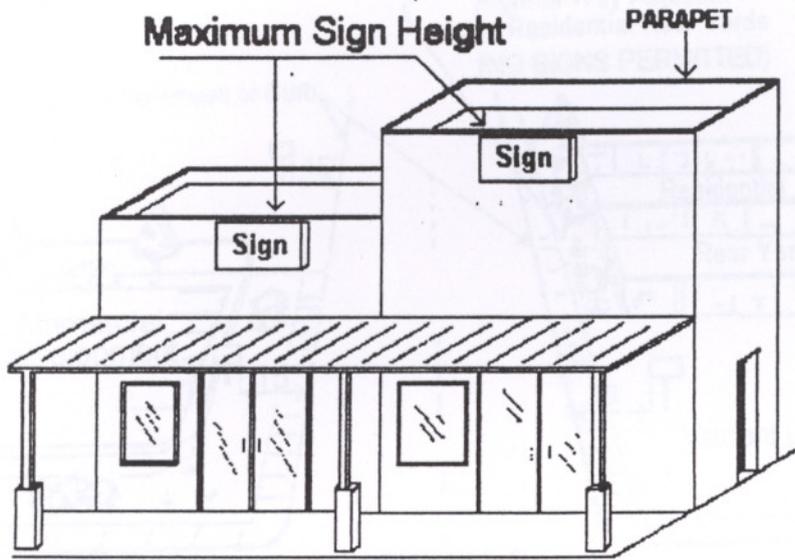


FIGURE 4

Figure 5 - **Attached Signs** - Section 4-4-8, 4-4-14 and 4-4-17

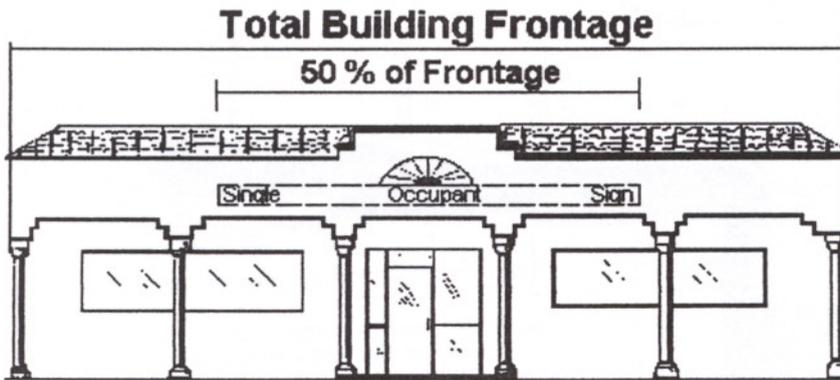


FIGURE 5

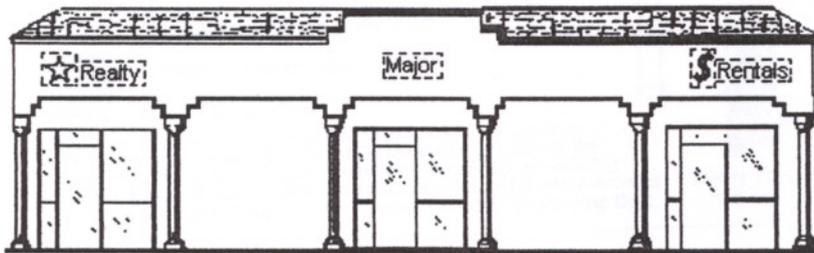


FIGURE 5

Figure 6 - **Political and Campaign Signs** - Section 4-4-25

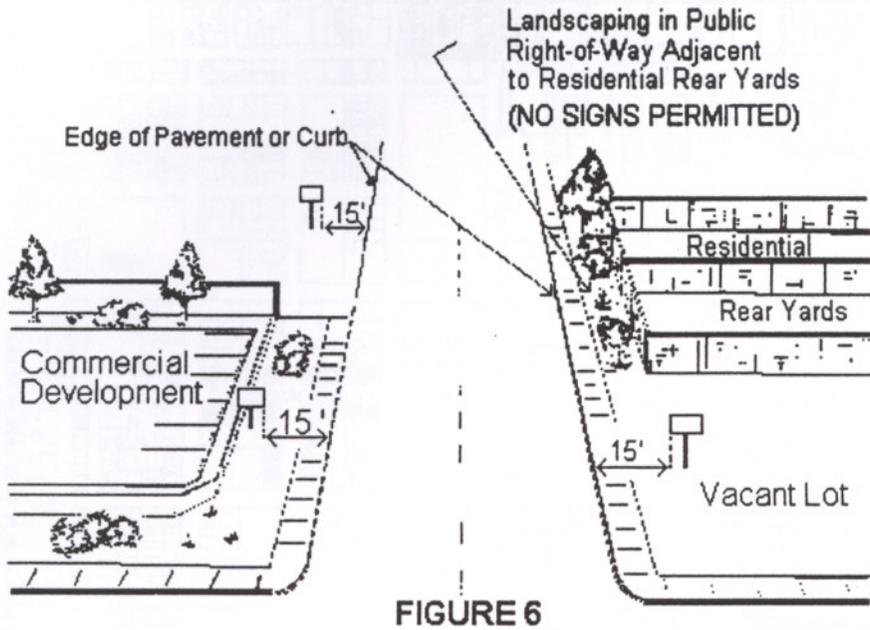


Figure 7 - Future Width Line - Section 4-4-30

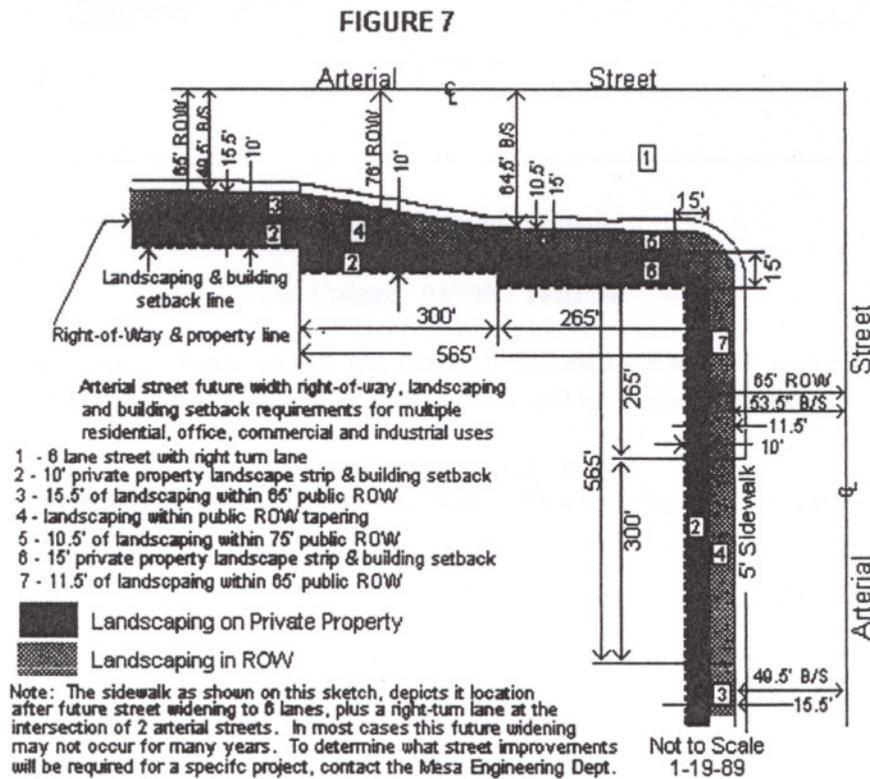


Figure 8 - Town Center Area - Section 4-4-15, 4-4-16 and 4-4-17

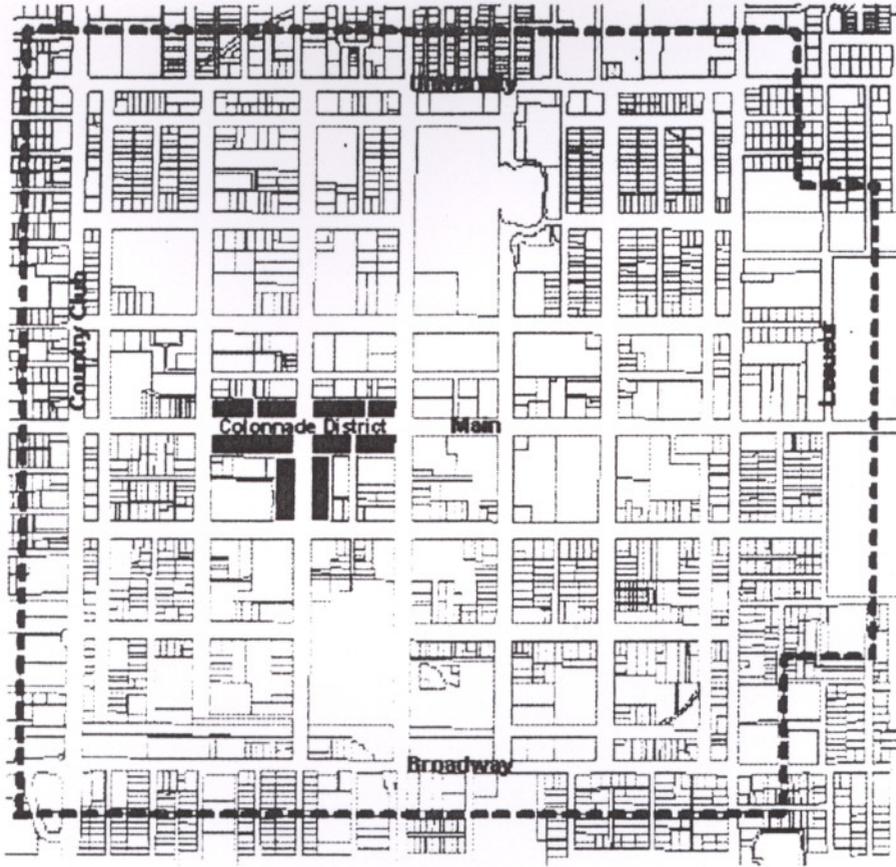


Figure 8

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Last Updated : 09/30/97 14:03:34

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