

The Street Advertisement's Influence On Ismet Inonu Boulevard, Famagusta

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ABSTRACT

Street is an outdoor space with various physical and visual dimensions. Since many important actions take place in the street, it has great impact on daily life of the society and also on people's interactions.

One of the most important factors in the visual quality of the street is street advertising. Its role is to present services and commodities and also to deliver social messages in addition to many other different factors. Advertising also has specific physical characteristics such as color, size, lighting and the material, which it is made of; and they have direct effect on the visual performance of the street.

Ismet Inonu Boulevard known as Salamis Road is one of the main distributor of Famagusta and because of its situation has specific importance. The main entrance gate of Eastern Mediterranean University is located on this street. Besides, concentration of entertainment places and also commercial buildings are mostly on this street. As far there are various kinds of mix-use buildings along this street.

This study is focus on the influences of street advertising on Ismet Inonu Boulevard. Initially all the boulevard is analyzed through observation. Similar visual problems are observed all through the street, which can be mentioned as the variety of sizes and materials used in advertising signs that interrupt the harmony in visual appearance of the street; therefore the section between EMU entrance and Gulseren junction point is

selected on case study. Accordingly, total 94 buildings' advertisements are analyzed through physical analysis on site.

While analyzing the advertisement, their types, sizes, materials, lightings, fonts and colors are considered in order to determine their influences to Ismet Inonu Boulevard.

This study is organized under 4 chapters. Introduction is given as the first chapter. Then, theoretical information is given in the second chapter, which is about street characteristics and street advertising. In the third chapter, evaluation of the case study is presented; and the last chapter is the conclusions.

For this research, physical analysis method is used as well as theoretical review. Inventory forms are prepared and the site survey is carried out at case area.

Findings of this study clarified some positive and negative issues about types of street advertisement on Ismet Inonu Boulevard, as well as font size, material used in signs, lightings applied on signs and facades and the colors of advertising signs.

Keywords: Street, Advertisement, Street Advertising, Ismet Inonu Boulevard

ÖZ

Yol, çeşitli fiziksel ve görsel boyutları olan bir dış mekandır. Yolda birçok önemli aktivite gerçekleştiği için toplumun günlük yaşantısı ve ilişkileri üzerinde büyük bir öneme sahiptir.

yolun görsel kalitesiyle ilgili önemli faktörlerden birisi de reklamlardır. Reklamların görevi hizmet ve ürünleri tanıtmak ve aynı zamanda diğer farklı faktörlerin yanı sıra sosyal mesajları sunmaktır. Reklamlar, caddenin görsel kalitesi üzerinde direkt etkisi olan özel fiziksel karakteristiklere sahiptir.

Salamis Yolu olarak da bilinen İsmet İnönü Bulvarı Gazimağusa'nın ın önemli trafik arterlerinden birisidir ve konumu itibariyle özel öneme sahiptir. DAU'nün ana giriş kapısında bu cadde üzerinde yer almaktadır. Ayrıca, birçok eğlence mekanı ve karışık işle ve sahip bina da bu caddede konumlanmıştır.

Bu çalışma ismet inonu bulvari üzerinde konumlanan binalar üzerindeki reklam öğelerinin fiziksel kalitesini araştırmayı hedef alan bir çalışmadır.

Öncelikle tüm bulvar görsel analiz yöntemi ile analiz edilmiştir, yapılan on analiz sonunda tüm cadde boyunca benzer problemlerin mevcut olduğu gözlemlenmiştir. Buna bağlı olarak DAU ana giriş kapısı ve Gülseren kavşağı arasındaki mekan pilot çalışma alanı olarak seçilmiştir.

Cadde üzerinde bulunan reklam panolarının tipleri, büyüklükleri, malzemesi, ısıklandırması, reklam panoları üzerinde bulunan yazıların fontu ve renkleri çalışma kapsamında değerlendirilmiş ve İsmet İnönü Bulvarına etkisi ortaya konulmuştur.

Bu çalışma 4 bölümde oluşmaktadır. İlk bölümde giriş, ikinci bölümde ise yol karakteristikleri ve reklam öğelerinden bahsedilmiştir, 3 bölümde ise elde edilen bulgular değerlendirilmiştir. Son kısımda ise sonuçlar yer almaktadır.

Bu çalışmalarda fiziksel analiz metodu kullanılmıştır. Çalışmaya zemin oluşturmak üzere konu ile ilgili literatur çalışmada yapılmıştır. Enventer formleri hazırlanıp çalışma alanında geçerli bilgiler toplanmıştır. Toplam 94 bina üzerindeki reklam panoları incelenmiştir.

Bu çalışma bulguları İsmet İnönü Bulvarı üzerinde kullanılan reklam panolarının tipleri, boyutları, malzemesi, ısıklandırmaları, fontları ve renkleri hakkında bilgi sunarken bulvara yaptığı pozitif ve negatif etkilerini ortaya koymaktadır.

Anahtar Kelimeler: Cadde, Reklam, Cadde Reklamları, İsmet İnönü Bulvarı

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Chapter 1

INTRODUCTION

Street advertisement is one of the most important ways of giving information about various kinds of services, social communication and also it has considerable reflection on the visual quality of urban façade.

Street is a kind of outdoor space within the cities; a place where activities occur, in both pedestrian and vehicular pathways. People are circulating within the urban space by through the street network. Moreover, the street is functioning as an open space within cities, which is capable of covering social activities in addition to obtaining the city grids in order to segmentation of the lands which are used for living, commercial purposes, administrative corporations, driving and pedestrian pathways, entertainment areas, social communication and other activities.

There are various definitions of streets. As it was defined by Moughtin (1992), street is a passage, which can be imagined as an enclosed, three- dimensional space, or to be found between different zones necessary for ordinary communication lines used by pedestrians and vehicles.

There are various categories of streets in terms of their contribution to the urban network and being functional. According to transportation system planning, streets are distinguished in two major types: *distributors* and *access* roads. Distributors are the

type, which are allowing the high speed, and by continuing in long distances they are used for vehicular traffic in general. The other type is short; access roads encompass low speeds and hold people and vehicles inside the same channel (Lynch, 1990)

Street is assumed as a container of daily life in the urban context. Each street is capable of serving a number of activities, and to hold certain qualities based on what activities are performed inside it. There is an important concern for urban designers and developers to achieve a more alive environment. For this reason, high or main streets are created; containing various functional categories and diverse complexes of social, commercial and other types of activities. Street activities vary based on the street types.

In order to evaluate the systematic performance of a street there should be some indicators, by which the street is analyzed. These indicators are showing the visual and functional qualities of the street; and in the scale of a city this is definitely effective on quality of the city itself. Jacobs (1961) identified street as the most important producer of the image. She believed that streets always include major images that someone can remember of a city.

At the beginning of the twentieth century, Albert Lasker, who today is generally regarded as the father of modern advertising, owned a prominent advertising agency, Lord & Thomas. At the time, he defined advertising as “salesmanship in print, driven by a reason why.” But that was long before the advent of radio, television, or the Internet. The nature and scope of the business world, and advertising, were quite limited. A

century later, our planet is a far different place. The nature and needs of business have changed, and so have the concept and practice of advertising (Morello, 2001).

In order to deliver the messages, which are the duty of advertisement, using facilities called signs precede this action. Advertising signs are different types, shapes and sizes and are used accordingly in various types of advertisements.

Advertisement, used as a means of communication to the audience, has a significant role in order to create marks in people's minds. The most important tools are signs. Advertisement signs are the visual part of the whole package of advertisement, and they should be clear and illustrative; and also suitable for the type of commodity or services that they are introducing. A sign should be simple, straight and clearly stated. It should be considered that there is a limitation in what eye can engage and repeating will decrease the value of a message.

In the contemporary world, advertisement is having a very important and effective role in the market; and in the same time it has its specific effects on the social, cultural and economic life of people. Most of the information delivered by advertisement is by means of visuals and media, which are the messengers of the era. There is a huge amount of information transferring from one place to another and has good and bad effects on several aspects of life. And it is worthy to take a brief look on the role of advertisement and its positivity and negativity.

There are various types of advertisement as it was mentioned above. Accordingly in order to choose the type of advertisement, it is important to select the best alternative among the signs; the one that fits to things type.

In order to find out the most suitable type of advertisement for a street it is necessary to be aware of the street type itself and choose the best alternative among the options that are available for the certain time and place. Evaluating the amount of suitability of advertisement on a specific street as a case study needs to focus on the most key indicators of both advertisement facility and street type together with the quality of urban appearance in the mentioned street. This evaluation also helps to have better understanding of the identity of the street and the role of advertisement and advantages and disadvantages of street advertisement in a street identity.

One of the most effective elements in identifying the city nowadays is street advertising, which clarifies a great extent the characteristics of the street.

1.1 Problem Statement

Through the observations along the Ismet Inonu Bulverd, it is recognized that, the advertisement on building façades create visual problem besides of their positive effects. The positive effects are helping to introduce the building more proper and also to deliver the advertising message on the units. As a total, they create visual misery along the street and it has negative effect on the urban context, of which the most important one is visual pollution. Problems such as lack of visual harmony between advertising units in terms of color, size and material and so on exist. Accordingly, it is decided to make this research.

1.2 Aim of the Study

Advertisement on the street is one of the most important means of publishing information, slogans and also introducing various types of services and commodity, in the urban texture.

Advertisement might produce positive and/or negative effects to its context. Accordingly, in this research it is aimed to evaluate the influence of street advertising on the Ismet Inonu Boulevard (Salamis Road) and its effect to the Boulevard characteristics. Accordingly, the main sub research questions rose such as:

The main question:

What are the effects of street advertisement on Ismet Inonu Boulevard?

There are sub questions such as:

1. What are the characteristics of advertisements?
2. How does the advertisement used on buildings' façades?

1.3 Limitation of the Study

The focus of this thesis is street advertising, which have impact on the visual quality of the street by showing up on the building facades or in general on the urban façade. The features that are chosen in order to proceed the analysis based on them, are all particularly on the surface and building frontages on the street; advertising types, lighting, size, material, color and written information together with graphical signs are the basic features to investigate in this study.

In order to analyze the present situation of Ismet Inonu Boulevard the distance between Eastern Mediterranean University gate and Gulseren Street is investigated in terms of the street advertising features on every single building. The reason this part is chosen is that Salamis Road is one of the main streets with a large number of passengers and encompass buildings with various functions. The segment of the street that is chosen as the pilot study typically contains the characteristic of the whole street.

1.4 Method of Study

In order to reach the aim of this research, initially a literature review way carried out about the subject. Then, Ismet Inonu bulvar way analyzed though observation. This study is a qualitative and quantitative study, which has been done through document survey in the theoretical research and side survey and photography in specific case of this study.

The initial observation is cleared that similar problems are observed all along the street. Accordingly, a section from Eastern Mediterranean University entrance gate to the Gulseren turnings point is taken as pilot area for physical analysis. Inventory forms are prepared for the analysis. At the site, pictures are taken sketches are drawn. A total 94 buildings are analyzed in terms of their types, size, material, lighting, text and visual and color characteristics.

This study includes 4 chapters including introduction as the first chapter. Chapter 2 is includes theoretical backgrounds about street and advertisement. Street is defined and also different types of streets have been discussed; and in the part about advertisement,

the general definition of advertisement and components of advertising are explained. Chapter 3 includes the definitions and features of street advertisement, including analysis of the case study, which is a section of Ismet Inonu Boulevard in the city of Famagusta. This chapter explains the quality of street advertisement and the details analyzed about the case study. The conclusion is chapter 4 that clears the result of the study that is based on the discussions in chapter 2 and 3.

Chapter 2

CLASSIFICATIONS OF STREET AND STREET ADVERTISING CHARACTERISTICS

Street is an outdoor room within the cities where various social activities occur and also it is used for transportation. In this chapter, there are three main sections. In the first section (2.1) street characteristics will be given. Then, in the second section (2.2) advertisement types will be explained, then, in the (3.3) summary of the chapter will be focused.

2.1 Street Characteristics

As it is defined by Moughtin (1992), street is a passage, which can be imagined as an enclosed, three- dimensional space, or to be found between different zones necessary for ordinary communication lines used by pedestrians and vehicles. Also Moudon (1991) claims that according to Rapaport, a street is “a linear space between buildings”. He also postulated “a setting in which a specified set of activities occur”. Therefore, several daily activities can happen in the street, which are practical for living.

As is stated by Jacobs (1996, p.5) “Streets are places of social and commercial encounter and exchange. They are where you meet people... the street is movement: to

watch to pass, movement especially of people of feeling faces and forms, changing postures and dress.”

In order to systematically shape the definition of street, Presutti (1996), postulated the underneath:

“Street is an outside room and a connection to the world outside. The street is a common place accessible by all people, their machines and their goods. Streets are the arteries of the city, feeding it life from near and afar. In general, streets are experiencing social, political and psychological issues within a city. The street is a place that can lift poverty and prejudice by allowing people to confront them daily, a place to teach one another-child from bagmen and streets vendor from neighbors, a place to unleash spontaneous excitement”.

The other important and effective element, which has an important role in the definition of street is the pavement; as Kostof (1992) claims, the word “street” has originally derived from the Latin word “sterner”, which means “to pave”.

Street is a general word to name the pathways within the urban context; but since there are a variety of zones, districts, functions and vehicles existing in the urban life, it is not possible to just use the very word for all sizes and types of streets. In order to get better understanding of transportation networks and also the interface of the city it is important to categorize street types. The categorization of streets is not only base on above items but also there are several effective indicators and reasons for categorization.

2.1.1 Classification of Streets

There are various categories of streets in terms of their contribution to the urban network and being functional. According to transportation system, streets are distinguished in two major types: *distributors* and *access* roads. Distributors are the type, which are allowing the high speed, and by continuing in long distances they are used for vehicular traffic in general. The other type is short; access roads encompass low speeds and hold people and vehicles inside the same channel (Rykwert, 1991).

Apart from above categorization, streets can be hierarchically specified in four levels according to Lynch, Eisner and Gallion (1994). Moreover, streets can be classified in five categories according to their sizes:

i) Minor streets (loops or cul-de-sacs): which are placed at the bottom of this hierarchy and are used in the category of low-intensity. Minor streets is open at only one end, with provision for a turnaround at the other (Lynch 1990), (Figure 1).



Figure 1: A Type of Cul- De- Sac (Minor) Street (URL 1)

ii) Collector Streets: Minor streets are connected to this type of streets in which local centers located, small-scale activities occur in these streets and they have a moderate density (Gardner, 1997).

The Key provisions for standards of the collector street are:

- For most of the new streets, it is essential to separate the curb from the sidewalk by landscape strips.
- Maximum length for blocks in collector streets is 1,000 feet.
- On the streets with on-street parking areas, bulb outs are bolstered at junctures to lower the transmission distance for pedestrians and prevent speeding over junctions.
- On the conjunction point of residential streets with the ultimate combined where the traffic volume will surpass 1,000 vehicles per day; or the unhindered distance on any of the accesses without any control exceeds 600 feet, there should be roundabouts.
- Bicycle lanes must be available on all collector streets (Figure 2)

iii) Major Arterials: These types of streets guarantee the unity all through an adjoining urban area and usually form borders of neighborhoods. There are large amount of traffics in major arterials and these streets are built with extensive intervals. The accesses and fronting uses are controlled without exclusion (Gardner, 1995).



Figure 2: Collector Street in France (URL 2)

The Key provisions for standards of the arterials are:

- Bulb outs would be permitted at some conjunctions to reduce the transmission distance for pedestrians and prevent speeding over conjunctions.
- Maximum length for blocks in collector streets is 1320 feet (four crossroads per mile). If there are bike lanes or pedestrian paths on the street the length of blocks can be increased.
- It is essential to have raised medians with turn pockets.
- Bicycle lanes must be available on all arterial (Figure 3).

iv) Freeway: are designed just for motor traffic and are connected to major arterials; this type of roads is only crossed by totally grade-separated crossroads at extensive distances; and fronting access is not allowed in case of freeways (Figure 4) (Lynch and Hack, 1994) (Eisner et al., 1993).



Figure 3: Shanzelize Street as a Major Arterial of Paris (URL3)



Figure 4: Freeway (URL4)

v) Local Distributor: These roads are generally forming part of the local County Road network and serve as multi-purpose roads by giving access to most land uses and areas. Although houses should be near to these roads, access to front part residences should be either by parallel access streets or compiled classified drives (up to 5 dwellings each), which are connected from the backs or by intersections with the local distributor at, minimum, 120 m spacing.

- According to the estimated traffic volume, maximum width for local residential streets is between 30 and 32 feet, including two parking lanes with 7-foot width and two travel lanes with 8-9 foot width.
- There should be some landscape strips in order to separate the curb from the pavements, in local residential streets.
- The block length in low volume residential roads is 600 feet and for these streets with for medium-volume is 800 feet.
- Vertical curbs with 6 inches width are required on this street type (Gardner 1997).

Among these classifications arterials, collectors and local distributors are of traditional highway class.

While there are several types of classifications for street types according to each district, city, country, etc. in one approach it is possible to define five basic determinations under this hierarchy. According to Calthorpe (1993) streets are categorized in six various types according to their usage:

i) Commercial Streets: These streets are usually dominated by vehicles driving into and out of parking areas different than other flows. A design goal in design of this street type is to give an order to the circulation. Usage of detached sidewalks and clear crosswalks, locating bicycle lanes, and also medians with turn pockets, are strategies to achieve this goal (Figure 5).



Figure 5: Commercial Street (URL5).

These streets are located in the heart of commercial areas. They should be designed in order to serve pedestrians and slow traffic, while providing on-street parking areas; and they should create pleasing shopping environments. Limited curb cuts, trees, canopies, and malls are recommended for every commercial street. Moreover, shops should look be located on the façade of commercial streets within slight setbacks (Calthorpe, 1993).

ii) Mixed Use Streets: They are slower roads, which have wide sidewalks and parking lanes (Figure 6). This type of street possesses various building with different functions.



Figure 6: Mixed Use Street (URL 6).

iii) Main Streets: To give a comfortable situation to pedestrians is the design goal of these roads; and this will persuade them to make use of neighboring land uses (Figure 7).



Figure 7: Main Street (URL 7).

iv) Residential Streets: The main design goal in this to let people to feel comfortable in neighborhoods. This means driving with low speed while allowing the drivers to get to

their houses of leave the area without excessive delay (Figure 8).



Figure 8: Residential Street (URL8).

v). Industrial Streets: This type of street is designed for the traffic of trucks, therefore, they require wider travel lanes; and that is because these streets are generally located in industrial areas (Figure 9).



Figure 9: Industrial Street (URL 9).

Jane Jacobs (1961) claimed that applying the mixed use condition can be the way to have more safer and vivid streets. Moreover ‘Multi-functional streets’ that encompass

more than one functional category are capable of accommodating transportation system, residential units, shopping areas, offices blocks, entertainment places, green edge and so on (Moughtin 2003).

Then, there is also another type of streets known as Civic Street, in which civic buildings such as theatres, concert halls, museums, and governmental office buildings are located.

There are various factors to evaluate a streets polar quality such as:

- 1) Straight or curved form;
- 2) Long or short length;
- 3) Wide or narrow;
- 4) Enclosed or open;
- 5) Formal or informal.

As is mentioned by Onal and Doratli (1996), no matter how the street is going to be analyzed, in case of the form, it has two main characteristics: it is both pathway and place. It is necessary for an ideal street to form an entirely enclosed unit; and this means that the street is functioning as a container of activities and places, which gives a stimulating and memorable image. In order to understand the performance of a street and its quality, it is undeniable that the activities, which occur on the street, should be identified and classified.

2.1.2 Street activities

Street is assumed as a container of daily life in the urban context. Each street is capable of serving a number of activities, and to hold certain qualities based on what activities

are performed inside it. There is an important concern for urban designers and developers to achieve a more alive environment. For this reason, high or main streets are created; containing various functional categories and diverse complexes of social, commercial and other types of activities.

Street activities vary based on the street type. Basically, there are two categories of activities defined on the streets:

1. Non pedestrian circulation.
2. Pedestrian activities.

The second category is also divided into two main types, which are:

- Dynamic pedestrian performance, such as walking, and circulating.
- Static pedestrian functions, such as sitting, squatting, eating, working, standing and so on (Figure 10) and (Figure 11) (Moudon, 1991).



Figure 10: Static Pedestrian (URL10)



Figure 11: Dynamic pedestrian (URL11)

While Gehl (1987) describes the lively city, he talks about the indication of activity; he believes that people possibly see buildings, they are coming and going, and are stopping in open areas, outside, near the buildings because these are simple and inviting spaces. Following this idea, he mentions that inner spaces of the buildings are equipped with enhanced usable outdoor spaces; and public areas are functioning.

Visibility of activities in the social context makes the image of the environment livelier, as Jacobs also claims in 1961, that people's activities are as attractive for others as aiming for food or drink. In this regard, Gehl (1987) classified the outdoor activities into

three categories: necessary activities which are mostly daily activities; optional activities, which are depending on the wish and can be chosen if wanted; and finally social activities, which spontaneously happen and in fact they are responses to the consequences that happen in the social life. Activities that take place in the public are the combination of these three types, in different time, place and situations.

Amongst various building types and activities that take place within or around them there are functions, which bring liveliness into the street environment more than others e.g. commercial and leisure actions are more likely to activate the environment than office buildings. Mostly, the proper functions generate liveliness are those that serve in regard to pedestrians as well. This can be interpreted as a term which (Moudon,1987), discussed as “Pedestrianization”, which is the strongest and most influential feature in the process of redesigning a street’s movements, and the public environment of several cities have been changed in accordance with this concept.

One of the most significant urban elements that directly serve the pedestrians is the sidewalk. As Zegeer, claimed in 1994, well-planned sidewalks and walkways are suitable for people’s movements and safety; it also increases accessibility. Sideways and sidewalks are significantly important for citizens with disabilities, children and older pedestrians.

Street is an important urban space with a close relation to urban life and it is significantly effective on performance of the society during their activities that occur within urban context. Therefore, there should be a qualitative approach to the fact that

whether the function and appearance of a certain urban environment is satisfying enough for the citizens or not.

2.1.3 Street Qualities

In order to evaluate the systematic performance of a street there should be some indicators, by which the street is analyzed. These indicators are showing the visual and functional qualities of the street; and in the scale of a city this is definitely effective on quality of the city itself. Jacobs (1961) identified street as the most important producer of the image. She believed that streets always include major images that someone can remember of a city. Jacobs claims on the significance of street in the city as she argues:

“Street and their sidewalks, the main public places of a city, are its most vital organs...Think of a city and what comes to mind? Its streets. If a city’s streets look interesting, the city looks interesting; if they look dull, the city looks dull”.

Jacobs (1961, p21)

Street’s dynamism depends on a variety of indicators such as its dimensions, dense, buildings’ functions and street type; and many other reasons. There are optional additions on the city façade or the urban furniture, which is street advertisement. It is a topic that is becoming more important in the contemporary city. Street advertisement is variable and diverse, and because of its temporality, it makes variety of images of the city. Although it is diverse and unlimited, advertisement is performed under certain

standards and regulations; just in the same way that other feature of urban system are working.

The term advertisement refers to a type of representation, which is used in order to promote or introduce by certain features. The term is not only referring to a material but in the same time it is pointing on an action that gives information by the help of visuals and many other aids.

2.2 Advertisements

Advertising is, first of all, a type of communication. It is actually a very structured form of applied communication, employing both verbal and nonverbal elements that are composed to fill specific space and time formats determined by the sponsor. Second, advertising is typically directed to groups of people rather than to individuals. It is therefore non personal, or mass, communication (ADC, 2003).

2.2.1 Characteristics of Advertisement

The following section explains the characteristics that effect advertisement qualities. Advertisement is a tool for introduction or promotion for various fields such as functions, places, commodities, services and also many other cases. In the urban context, it is a very important criterion how to advertise the things in order to gain maximum attraction and do an efficient marketing. Apart from its business roles, advertising is an art and industry, which can make big changes in the street facades; and this mostly, happens via advertising sign, their locations, and all the features that are effective on their quality.

In order to deliver the messages, which are the duty of advertisement, using facilities called signs does this action. Advertising signs are in different types, shapes and sizes and are used accordingly in various advertisement issues.

Advertisement fundamentally includes five features:

1. It is a sort of communication, which is paid for, though some types of advertising, use contributed space and time as free (public service announcements (PSAs), for instance).
2. While identifying the sponsor, the message is paid for.
3. Advertisings mostly try to encourage or impact the consumers and create awareness about the product or company.
4. The advertising message is carried over several types of mass media getting to a large group of addressed potential consumers.
5. Advertising is not personal but a form of mass communication.

2.2.2 Advertising signs

In the field of advertising, the tools that are used as a means of communication to the spectators have a significant role in order to create marks in people's mind. The most important tools are signs. Signs of advertising are the visual part of the whole package of advertisement, and they should be clear and illustrative; and also suitable for the type of commodity or services that they are introducing. A sign should be simple, straight and clearly stated. It should be considered that there is a limitation in what eye can engage and repeating the thinks will decrease the value of a message. (Pembroke shire D.P

2000-2016)

Signs are presented by different forms and scales; there are also diverse types of facilities used for advertising, different in terms of factors like dimensions, their location, type of the product or the service that it is introducing and other issues. There are different types of facilities that outdoor and indoor advertisements are utilizing. Generally characteristics of outdoor advertising and also the materials used in this type are different than the ones that are used in case of indoor advertising.

2.2.3 Outdoor Advertising

The advertisement facilities that are installed in outdoor space in urban scale are called outdoor advertising. This category includes three types that are mostly posters, panels, painted bulletins (T. Davidson, 2001).

- **Components of Outdoor Advertising:**

- i). Advertising Hoarding:** is a screen, fence, wall or any structure in a fixed position to be used in order to display or exhibit any advertisement (Figure 12)



Figure 12: Advertising Hoarding (URL 12)

ii). Advertising Sign: is any kind of advertisement or object, structure or device which is an advertisement itself or used to display an advertisement, in view of any street or public place (Figure 13).



Figure 13: Advertising Sign (URL13)

iii) Advertising Structure: includes any physical structure that is made or built for displaying advertisings (Figure 14).



Figure 14: Advertising Structure (URL 14).

iv) Aerial Sign: is any sign attached to a kite, balloon, or similar device hovering in the air over an area's different parts (Figure 15).



Figure 15: Aerial Sign (URL 15)

v) **Billboard:** is a large free-standing, lifted structure used in order to display or exhibit any advertisement (Figure 16).



Figure 16: Advertising Billboard (URL16).

vi). **Commercial Advertising:** is a type of advertising including any words, logos, figures, symbols, pictures or letters that are relating to name of a business, a trade, a partnership or an individual or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered (Figure 17).



Figure 17: Commercial Advertising (URL 17)

vii). **Main Wall of a Building:** it can be any external wall, but this group shouldn't include a parapet wall, guardrail or railing of a porch or a balcony.



Figure 18: Advertising on Main Wall of Building (URL18).

2.2.4 Roles of Advertisement

In the contemporary world advertisement having a very important and effective role in the market; and in the same time it has its specific effects on the social, cultural and economic life of people. Most of the information delivered by advertisement is by means of visuals and media, which are the messengers of the era. There is a huge amount of information transferring from one place to another and has its good and bad effects on several aspects of life. And it is worthy to take a brief look on the role of advertisement and its positivity and negativity.

A) Positive Role of Advertisement

There are a number of positive roles for advertisement as following:

- i) Being Reachable and Frequency:** 24 hours of display let it gain wide and repeated exposure if it is located in the right position.
- ii) Flexibility:** It means that the smart choices for billboards' locations and other outdoor advertisements are diverse.
- iii) Audience Impact:** Because in most of the cases, advertisements cannot be turned off; and it stays still for a long period of time, they have powerful impact.

B) Negative Roles of Advertisement

Although advertisement plays positive roles as mentioned above in giving information to the society but like all other facilities and objects it has its own negativities as well. A number of its negative effects are mentioned below:

i). Audience Measurement: It is not obviously possible to find out that if people actually see a specific advertising sign or even they really notice its message.

ii). Message Communication: An outdoor advertisement is typically delivering simple message. In fact, the amount of captivated message by a driver while passing a billboard at around 55 miles per hour is restricted.

iii). Message Wears Out: A message delivered by an outdoor advertisement is not in the attention zone for a long time and passengers lose their curiosity after a short.

It is not only the aforesaid items that define roles of advertising; advertising also can be described in terms of the four roles that it plays in the field of business and in society:

- The Marketing Role;
- The Communication Role;
- The Economic Role;
- The Social Role.

2.2.5 Types of Advertisement

There are various types of advertisement as it was mentioned above, and according to the chosen type of advertisement, it is important to select the best alternative among the signs; the one that fits to this type. Signs are limited to the following types, which are

illustrated and described.

- Wall Signs
- Awning signs
- Window signs
- Projecting Signs
- Hanging Signs
- Plaque Signs
- Ground Signs
- Freestanding Signs

Each type of advertisement also includes different tools and facilities. These facilities are used in order to have the most qualitative advertisement based on the situation of the place and other important factors. There is a general type called advertisement on the buildings that utilizes these elements:

i) Wall signs

These types of signs should consider some indicators (Figure 19):

1. Limited information on the sign.
2. Signs should be placed in clear area capable for signs to be located.
3. Sign materials should project slightly from the building façade.
4. Letters of the sign should have maximum height.
5. Color of the sign should be in harmony with building colors.



Figure 19: This Picture Shows the Examples of wall Sign on buildings (URL19)

ii) Awning Signs

These types of signs include projected elements mostly with shadings that introduce the building or its function; and should have these indicators (Figure 20):

1. Placing signs in a manner to be visible easily.
2. The signage information on awnings should be limited.
3. Awnings should not be interior illuminated.



Figure 20: It is an Example of Awning Sign (URL 20)

iii) Window Signs

These are the letters and images located on the front windows of buildings to introduce their services:

1. The amount of signage on the windows should be limited.
2. High quality materials should be applied by high quality methods.
3. Size of lettering should be limited.
4. This type should consider using logos and creative sign forms (Figure 22).



Figure 21: It is an Example of window Sign (URL21).

iv) Projecting Signs

As it is mentioned in the name of this, it is a category of signs that are attached to a structure (Figure 22). The features below should be considered in order to get the advantages of this type properly:

1. Use of high quality materials.
2. It should be presented in limited number and size.
3. It should relate to and supports the characteristics of the building it is attached to.
4. Projecting signs should complement the architectural details of the building.
5. The lighting on the sign should be only shielded spotlights.



Figure 22: Projecting sign (URL22)

v) Hanging Signs

These signs are double-face and hang from a support and project from a building, or pole (Figure 23). These signs should:

1. Have a high quality materials should be used in this type of advertising.
2. Be oriented towards pedestrian traffic.



Figure 23: It Is an Example of hanging sign (URL23).

vi) Plaque Signs

A group of signs usually attached to the walls and surfaces, this type should have these qualities:

1. The location and size of them should be restricted.
2. Plaque signs are used mostly to display restaurant menus (Figure 24).

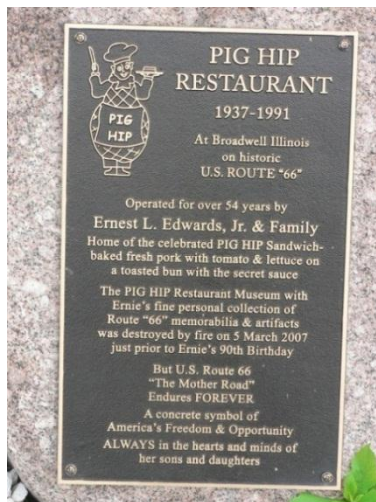


Figure24: It Is Kind of Plaque Sign (URL24)

vii) Advertising on Shop Fronts: Shop fronts are one of the most important features that give special character and a unique sense of place or a part of the city. The modern diverse shop fronts intensified the street advertising; mostly designed by lively colors and interior brightness. There are some guidelines applicable for evaluating and discussing the shop fronts, which include different kind of signs such as projecting signs, awnings and others, as following:

- Wooden or timber loops are suitable to be applied on the areas listed as

protected without buildings, while in less sensitive areas shiny acrylic/Perpex signs would be more acceptable.

- In those spots that a couple of shops are standing together, the fascia should be designed in respect for shop fronts.
- Signs on the historic buildings better not to be widened on the unit surface, it should not disturb the division of shop front windows and each of them should be reserved.
- Projecting or hanging signs and the fascia should locate on one line; also they shouldn't be situated higher than first floor's level.
- There is only one fascia together with one projecting or hanging sign allowed on every shop front.
- The architectural details shouldn't be hidden behind the signs and their supports.

These rules and regulation are not same in different countries or states and as far as Cyprus dose not exactly have any specific rules and regulation the above information are considered as reasonable information from other countries (Figure25).



Figure 25: It Is an Example of shop front advertisement (URL25).

iii) Advertisements in the Street

Considering the location of advertisement signs on the street, they are categorized in two major groups. The signs are locating by considering the place, its message, sign's type and other features (Figure 26). There are two types of advertisement on the street:

- Ground signs
- Free standing signs

ix) Ground signs:

The basic type of ground signs is the sign that helps introducing businesses on the roads, where the business locations are situated distant from the road/street edge; or when there are huge parking lots between the street edge and business buildings or where there are landscape setbacks there are other types, which are smaller and are used to give information direction, providing safe exits from traffic lanes for the drivers.

Ground signs should have qualities such as:

1. Limitation of the given information on the sign
2. Should be located in a manner to be easily visible for the passing drivers.
3. Number, size and type of these signs should be limited.



Figure 26: It is an Example of Ground Sign (URL26).

Ground signs should have some facilities and qualities in order to be visible, noticeable and useful which are the following.

a. Lighting

In order to illuminate ground signs spot lights should be applied directly on the sign by holders, which are in higher level than the sign or below the sign. The holders should be oriented in a way that the bulbs are not being seen.

b. Material

The best material to be used for ground signs in general, in all sizes and types, are nonglossy finishing materials with no reflection; and this is because this type of sign should be readable by passing vehicles.

x) Freestanding Signs:

This is a category of signs, which is lifted up from the ground and mostly is emphasizing on the identity of brands' and this group should have the qualities mentioned below (Figure 27):



Figure 27: This Picture Shows a Free Standing Sign (URL27).

1. Limited usage
2. Limited size
3. Limited given information.
4. Sign bases

Freestanding advertisements are capable of contributing to the street spaces' confusions, such as creating interference in movements along the pedestrians.

The following guidelines for freestanding advertisements:

- Poster panels should be flexible according to the situation of architectural features and scale of the environment. When they are displayed on a paved forecourt or in a pedestrian's area their dimensions should be in scale with

other street furniture and the effect of the display should not be overwhelming.

- Advertisements on forecourts will only be considered for consent where the footway is sufficiently wide to allow freedom of movement and visual continuity.
- Advertisements should not create or contribute to a narrowing or obstruction of access in front of commercial premises.
- A-boards have the potential to clutter the footway and create a hazard for those who are disabled or have a visual impairment. The use of bracketed signs will be preferred.
- The rear view of structures must not be unsightly or obtrusive from surrounding roads or properties.

2.2.6 Properties of Advertisement

For the purpose of advertisement it is necessary to use essential properties. Like any other services, advertisement is a service with a range of quality. The necessary properties that are applied in type of advertisement are listed below:

2.2.6.1 Material including various types of materials such as fabric, steel, wood, fiber glass, composite, glass and any other types of material that are suitable for delivering the message of advertising; and also suitable for the environmental conditions.

2.2.6.2 Color this item is important in expressiveness of the sign, and better be related and in harmony with the type of product or the message that the

advertising sign is supposed to deliver.

2.2.6.3 Size proportions of the sign are important in terms of factors such as size of the building, or the importance of the message.

2.2.6.4 Lighting has great impact in the visual quality and performance of the advertising sign during the night.

2.2.6.5 Text and visuals type of the used fonts, size and color of the fonts and also the images are important in the quality of message delivery in advertising signs.

Advertisement on the street is one of the most important means of giving information, slogans and also introducing various types of services and commodity, in the urban texture. In order to find out the most suitable type of advertisement for a street, it is necessary to be aware of the street type itself and choose the best alternative among the options that are available for the certain time and place. Evaluating the amount of suitability of advertisement on a specific street as a case study needs to focus on the most key indicators of both advertisement facility and street type together with the quality of urban appearance in the mentioned street. This evaluation also helps to have better understanding of the identity of the street and the role of advertisement and advantages and disadvantages of street advertisement in street identity.

2.3 Summary

Street advertising is a tool to introduce commodities or services in the urban scale. Like other features of urban environment advertisement has specific qualities and components; and in order to evaluate the effectiveness and quality of advertising there

are certain qualities based on each region, city or state and so on for evaluation of street advertising. It is essential to evaluate the quality and performance of street advertising in order to improve the harmony, attractiveness, order and so many other factors on each street. In the followings chapter (3) advertisement types and their properties, material, colors, size, lightings and text and visuals will be used while evaluations the units along the Ismet Inonu Boulevard.

Chapter 3

STREET ADVERTISEMENT AND ITS INFLUENCES TO ISMET INONU BOULEVARD

Advertising has become important detail of the street facades and other segments of urban texture. It is undeniable that it has an effective role in the vitality and activity of the streets. Advertising is also a suitable tool to give information about the general context of a street or even a district or neighborhood. Moreover it gives information about what type service a building is giving to the public; it has the ability to attract passengers' attention. In this chapter mainly four sections are included. Initially brief information is given about research location, then in the section 3.2 method of the study is given and following that in section 3.3 evaluations at the case study is put forward. Finally, in section 3.4 summaries of the findings are presented.

3.1 Brief Information about Research Location

Gazimagusa is located on the eastern coast of Cyprus on Mediterranean Sea, which is the second large city in North Cyprus; with the population of approximately 39,000 and harbor. The city accommodates several remarkable historical monuments, as a part of architectural and cultural heritage of the Island from its long, ironic, unique and turbulent history; including the fortifications that are considered to be one of the most valued ensembles of medieval architecture in the world. New urban developments have

been surrounded the historical core of the city, formally or informally as the centuries; and the new layout is drastically different than the traditional layout (Onal , Dagli, Doratli. 1999).

Ismet Inuno Boulevard is known as Salamis Street. It is a mixed-used street, which connects the city of Famagusta to the Salamis Road. It is located on one of the entrances of the city and encompasses the most important academic site in the city which is the Eastern Mediterranean Campus. Since this street is the main access to the university it witnesses a noticeable volume of traffic every day. Except for the residential units that are located near the street, there are several buildings with commercial and entertaining functions (Figure 26).

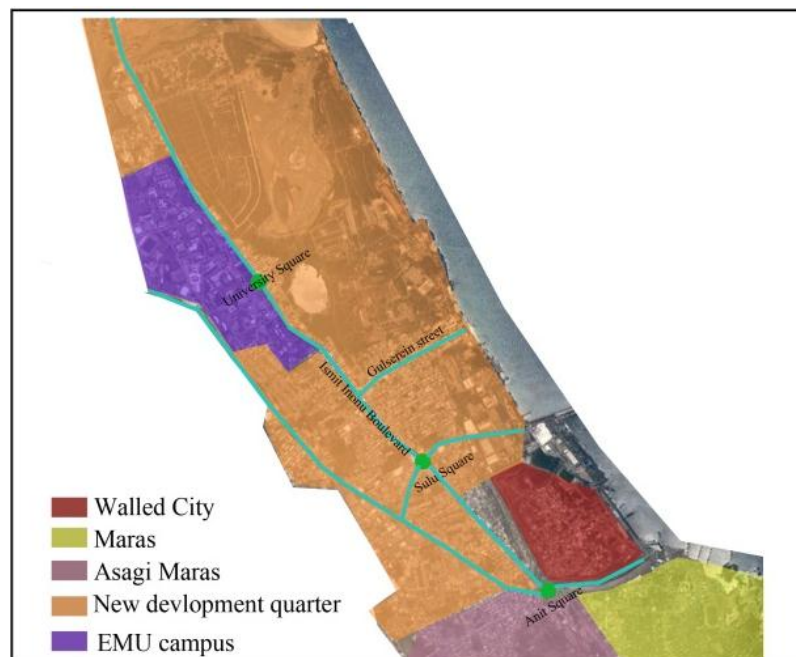


Figure28: a Whole District of Famagusta City

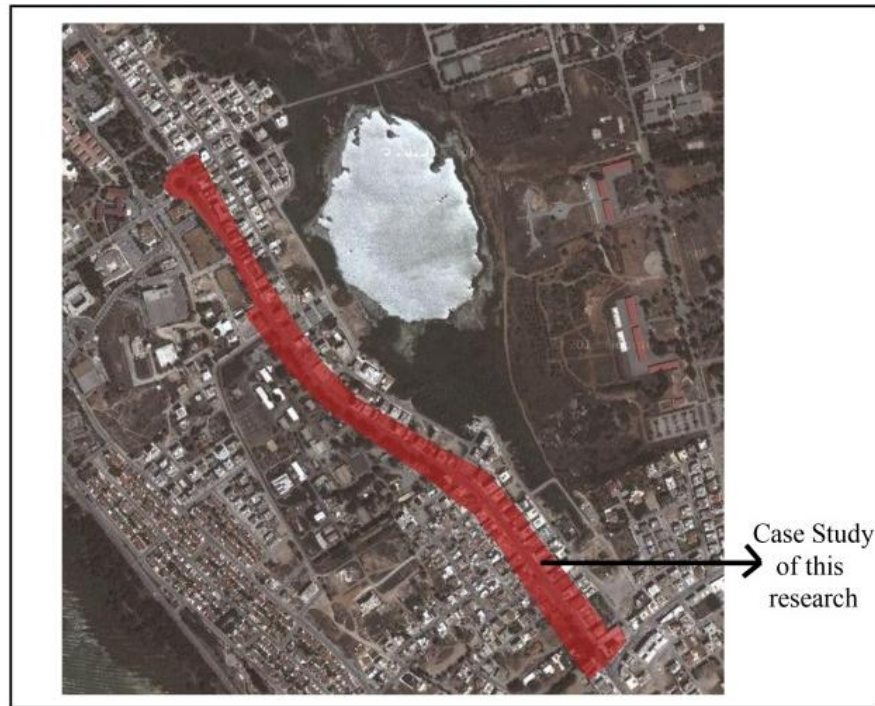


Figure 29: The area of Case Study of This Research.

3.2 Methodology of the Case Study

Ismet Inonu Boulevard (Salamis Street) is one of the most important streets of the city of Famagusta, North Cyprus, which can be classified as a mixed-use street according to the typology of streets. The area of investigation is located between the main gate of Eastern Mediterranean University and the Gulseren Junction point. The reason for choosing this area is that, it seems as most problematic section along the Isment Inonu Avenue. In order to do the research a data collection was done through document survey as the theoretical background, and also site survey on the road was proceeded by photography and notes were taken. Accordingly a total 94 units are analyzed in scope of inventory sheets to analyze details such as color, lighting, material and size of advertising signs.

Literally the whole street has been analyzed through observations on a section as pilot study area; and pictures are taken and notes are recorded on the site.

3.3 Evaluation of the Case Study

Throughout the survey, a total 94 units along the Ismet Inonu Bulverd are analyzed. The survey finding cleared that mainly the buildings possess mix uses. They have included commercial and entertainments that are involved on ground floor and the upper stories are included mainly housing. More than half of them 84% are between 1 – 4 stories height and the others are more than 4 stories. The advertisement on units are analyzed in terms of types, material, lighting used on façade, lighting used on advertising, text fonts, and colors. In the following sections, these issues will be explained.

In this research, commercial buildings refer to shops such as boutiques and markets and travel agencies. On the other hand, entertainment functions are included café, bars, coffee shops, and restaurants, and administrative refer to offices and banks. So, according to the finding, 68% of the ground floor of the buildings are commercial and 32% of are entertainment. According to the finding, 45% of commercial buildings are boutique, 25% are shops, markets, computer shops, and copy centers, and 4% are travel agencies and 8% of entertainment buildings are café and bars, 4% of them are betting and 14% of them are restaurants.

3.3.1 Type of Advertising Signs Used on the Façades

This item has been analyzed in order to determine the type of advertising signs that included wall sign, window sign, free standing, awning sign, projecting sign, hanging sign, plaque sign, and ground sign. The survey findings are cleared that the existing type

of signs are included wall signs, free standing signs, window signs and awning signs (Table 5). A total 89% of buildings has wall sign advertisement, 34% of them has free standing signs, 34% of them has window signs, 6% of them has awning sign, 3% of them has ground sign, and 2% of them has plague sign in Ismet Inonu Boulevard. According to findings 92% of commercial buildings and 81% of entertainment buildings have advertisement signs.

Majority of font types of advertisement signs are readable in Ismet Inonu Boulevard, but the proportions are not considered in size of fonts on advertisement signs; and sign has a different font size. Therefore, signs do not have unity with each other and this cause a negative effect in the view of street. The colors of all types of advertisement signs are attractive and have harmony with their functions, but along the street, they do not have unity with each other (Table1).

Table 1: Type of Advertisement Signs in Ismet Inonu Blvd.

Type of Advertising Sign	Commercial Buildings	Entertainment Buildings
Wall Sign		
Window Sign		
Free Standing Sign		
Awning sign		

3.3.2 Size of Advertising Signs on the Facade

It is important to pay attention to the size of advertising signs while evaluating street. The size is closely related to the visual performance of advertising sign. Also Harmony between size and proportions of advertising signs is one of the important factors in the quality of street advertising as well. The size of advertisement signs are evaluated under three categories in these research that are “large size”, which its width is more than 4 m and its height is more than 1.5 m ($>4 * 1.5\text{m}$), “medium size”, which its width is between 3m to 4m and its height is 1.2 m to 1.5 ($3\text{m} * 1.2 \text{ m} - 4\text{m} * 1.5\text{m}$) and “small size”, which its width is less than 3m and its height is less than 1.2m ($<3\text{m}-1.2\text{m}$). Most of the advertising signs in Ismet Inonu Boulevard are proportional with the units. In general there are big and medium sizes of advertisement and there are a few small signs. The survey findings declared that in general, the advertisements’ size are 82% large, 18% medium, and there is not any small size on commercial buildings. Also Harmony between size and proportions of advertising signs is one of the important factors in the quality of street advertising as well. The size of advertisement signs are evaluated under three categories in these research that are “large size”, which its width is more than 4 m and its height is more than 1.5 m ($>4 * 1.5\text{m}$), “medium size”, which its width is between 3m to 4m and its height is 1.2 m to 1.5 ($3\text{m} * 1.2 \text{ m} - 4\text{m} * 1.5\text{m}$) and “small size”, which its width is less than 3m and its height is less than 1.2m ($<3\text{m}-1.2\text{m}$). Most of the advertising signs in Ismet Inonu Boulevard are proportional with the units. In general there are big and medium sizes of advertisement and there are a few small signs. The survey findings clear that in general the advertisements’ size are (82%) large, 18% medium, and there is not any small size on commercial buildings.

On the other hand, 64% are large, 24% are medium, and 12% are small on entertainment buildings (Table 2). It is concluded that 8% of commercial buildings and 18% of entertainment buildings do not have any advertisement signs (Table 2). In generally, 76% of advertisements are large, 20% of them are medium, and 4% of them are small on all buildings and these analyzes indicates that majority of advertisements signs according to their sizes do not have proportion with each other that it leads to lack of unity along the street (Table 5).











Table 2: Size of Advertisement Sign in Ismet Inonu Blvd.

Size of Advertising Signs	Commercial Buildings	Entertainment Buildings
Small		
Medium		
Large		

3.3.3 Advertisement Signs' Material

Identifying the material used in the signs helps to find out about the most common material used in the street advertising. The survey cleared that the material used for advertising signs at Ismet Inonu Boulevard are divided into 5 categories that are fabric, fiber glass, steel, composite, and wood. In general, the advertisements sign's material are 30% fabric, 22% fiber glass, 15% steel, 28% composite, and 5% are wood on commercial buildings. On the other hand, 48% are fabric, 24% are fiber glass, 12% steel, 8% composite, and 8% are wood on entertainment buildings (Table 5). In generally, a total of 35% of material of advertisements signs are fabric, 24% of them are fiber glass, 14% of them are steel, 22% of them are composite and 5% of them are wood on the buildings and these analyzes indicates that majority of advertisements signs according to their materials have do not have unity with each other cause negative visual quality on the street (Table 3).

Table 3: Material of advertisement sign in Ismet Inonu Blvd.


Material of the Advertisement Sign	Commercial Buildings	Entertainment Buildings
Steel		
Composite		
Wood		
Fiber Glass		
Fabric		

3.3.4 Advertisement Signs' lighting

Lightings for advertisement signs have two types that first type is “lighting used on the façade” and second type is “lighting of the advertisement sign used on the façade”. The first category refers to spot lighting that shine on the advertisement boards that affect the visual quality and presentation of advertising on the buildings. Second category refers to interior lights, lights behind the letters, and inside the advertisement boards to deliver their message during the nights. The survey findings clear that 60% of commercial buildings and 23% of entertainments have lighting advertisement and among them, 45% are spot lights, 20% are interior lights, 20% are lights behind the letter, and 15% are lights inside the advertisement board on commercial buildings, (Figure 26). On the other hand, 85% of lightings on advertisements are spot lights and 15% of them are lights inside the advertisement board on entertainment buildings (Table 5), (Figure 4).

Generally, 51% of lighting of advertisements signs are lighting used on the façade and 49% of them are lighting of the advertisement sign used on the façade and these analyzes indicates that 52% of advertisement signs of buildings do not have any lighting elements and they are not visible during the nights.


Table4: Lightings on the Advertising Signs and Buildings.

Lighting	Commercial Buildings	Entertainment Buildings
		

3.3.5 Font of Advertisement Signs

Font of advertisement sign includes two types that are printed fonts and projected fonts. As their names shows, printed fonts mean that the words are printed on the banner, in contrast with it; projected fonts mean that the fonts are located on the advertisement sign with projection. In the font of advertisement signs, the type, size, and colours of them are also significant to attract users. According to survey, 32% of font of advertisement signs is printed font and 68% of them are projected fonts on commercial buildings (Figure 28). On the other hand, 68% of advertisement signs are printed font and 32% of them are projected fonts on entertainment buildings (Table 5), (Figure 28). Generally, 37% of fonts of advertisements signs are printed font and 57% of them are projected fonts.

Table 5: Type of Fonts on Advertising Signs in Ismet Inonu Boulevard



Fonts	Commercial Buildings	Entertainment Buildings
Printed Fonts		
Projected Fonts		

3.3.6 Color of Advertisement Signs

The color that is used in advertising sign should be suitable regarding to the building's function, type of the service or commodity presented by the sign and also the surrounding environment. There is a variety of colors, visible in advertising signs in this street. Most of the used colors in signs are suitable for the function that they are advertising for, or the color range used on each sign is attractive enough to play the role of advertising, for instance use of colors such as yellow and blue in combination for some signs, or another combination of black and white and other color combinations. In category of commercial buildings, which includes mostly boutiques and sport shops, the

colors chosen for signs are mostly exciting colors such as warm, black and/ or shiny colors, in order to be attractive for the passengers. According to survey, 10% of colors of advertisement signs are warm and 90% of them are cool on commercial buildings. On the other hand, 70% of advertisement signs are warm color and 30% of them are cool color on entertainment buildings (Table 8), (Table6). Generally, 40% of colors of advertisements signs are warm and 60% of them are cold.

Table 6: Color of Advertising Signs on Ismet Inonu Boulevard

Colors	Commercial Buildings	Entertainment Buildings
Warm		
Cold		

3.4 Summary of the Findings

A total 94 units on Ismet Inonu Boulevard were analyzed in terms of their type, size, color, fonts, material, lighting; and generally, the visual quality of advertising signs, in order to determine their effect to the Boulevard.

The survey findings are presented in Table4 and Table 5. Ismet Inonu Boulevard is a mixed use street and for this reason the variety of functions, building types and visual qualities creates a range of variations in thematic advertising signs and this variety has a great impact on the visual quality of street advertising on this certain area. It is not only important that various signs with different qualities influence the street façade, but also the appearance of buildings have their own impact vice versa. According to the results taken from abovementioned tables street advertising in Ismet Inonu Boulevard has some common characteristics and also in the same time there are different breaks along the street and the harmony between signs is not continuously performed. Most of the advertising signs in this street are proportional and have unity with the buildings that they are applied to; most of the colors and font types are suitable enough regarding to the function of building, building types and type of advertising signs. There are also some advertising signs that are not in suitable conditions and their messages completely wear out. The results show that the range of common types of street advertising is limited in this street, but the characteristics of each sign create differences and variations in the general visual appearance of the street. This can lead to a visual mess or pollution.

Table 7: Evaluating the Street Advertising in 94 Buildings of Ismet Inonu Boulevard According To Visual Characteristics (Source: Author)

Building Types	Commercial Buildings	Entertainment Buildings	Considerations
Number of Floors	1- 4	More than 4	<p>In some rare cases there are awnings and plaque sign, but these types are exceptional in this street.</p> <p>The number of floors in buildings doesn't depend on the function differences. The function in upper floors of most of the buildings is residential. Other functions are concentrated on ground level and in some cases on the first floor as well.</p>
Function of the Buildings	Boutiques, Travel agencies, Electronic shops	Restaurants, Café- Bars Betting	
Type of Advertising sign used on the façade	Wall signs, Window signs, Free standing sign, Awning sign	Wall signs, Window signs, Free standing signs	
Sign's Material	Fabric, Fiber glass, Steel, Wood, Composite	Fabric, Fiber glass, Wood, Composite	
Lightings used on the Façades	Spotlights	Spotlights	
Lighting of the Advertising Sign used on the Façade	Lighting behind the letters	Lighting behind the letters	
Fonts Used on the Advertising sign	Printed or Projected.	Printed or Projected.	
Color of the Advertising Sign	Cool colors Warm colors	Cool colors Warm colors	

Table 8: Advertisement Characteristic in Percentage at Ismet Inonu Boulevard

(Source: Author)

The Average Resultant information	Categories (Functional Use)	Commercial Buildings	Entertainment Buildings
Function of the Buildings	Boutique	45 %	–
	Shop	25 %	–
	Travel agency	4 %	–
	Restaurant	–	14%
	Café- bar	–	8%
	Betting	–	4%
Type of Advertising Sign Used on the Façade	Wall signs	61%	65%
	Window signs	20%	5%
	Free Standing Signs	11%	27%
	Awning Signs	3%	3%
	Ground Signs	3 %	–
	plague	-	2%
Materials Used in Signs	Fabric	30%	48%
	Fiber glass	22%	24%
	Steel	15%	12%
	Composite	28%	8%
	Wood	5%	8%
Lightings Used on the Façades	Spotlights	45%	85%
Lighting of the Advertising Sign Used on the Façade	Interior lights	20%	0%
	Behind the letters	20%	0%
	Inside the ads board	15%	15%
Fonts Used on the Advertising Sign	Printed fonts	32%	68%
	Projected fonts	68%	32%
Color of the Advertising Sign	Cool	90%	30%
	Warm	10%	70%

Ismet Inonu Boulevard is a mixed use street. Accordingly, a variety of functions, building types are existed on it. Therefore, the visual qualities creates a range of variations in thematic advertising signs and this variety has a great impact on the visual quality of street advertising on this certain area. It is not only important that various signs with different qualities influence the street façade, but also the appearance of buildings have their own impact vice versa. According to the results taken from abovementioned tables street advertising in Ismet Inonu Boulevard has some common characteristics and also in the same time there are different breaks along the street and the harmony between signs is not continuously performed.

Most of the advertising signs in this street are proportional and have unity with the building that they are applied to; most of the colors and font types are suitable enough regarding to functions, building types and type of advertising sign. There are also some advertising signs that are not in suitable conditions and their messages completely wear out. The results show that the range of common types of street advertising is limited in this street, but the characteristics of each sign are the difference and variations are observed in the general visual appearance of the street.

Chapter 5

CONCLUSION

Ismet Inonu Boulevard is one of the most important streets of the city of Famagusta. Since the Eastern Mediterranean University is located at the beginning of this street, and also it is directly connected to Salamis Road, the traffic is frequently high in this street. It is a mixed used street including many buildings with various functions, types and appearances.

This street includes buildings with different functions such as: residential, commercial, entertainment and administrative. Each of these functions demands certain qualities and has various characteristics. Each function needs a specific characteristic to be bolder than others; for instance commercial buildings need signs that absorb the eyesight and create excitement and to tempt the pedestrians to purchase. Therefore, they should be proportional; colors should be suitable for the products and also attractive. The survey findings declared that commercial buildings in Ismet Inonu Boulevard mostly include big advertising signs with colors usually in accordance with their commodities' logo or brands. They mostly benefit from both wall sign and free standing sign and also some cases include window signs.

Buildings with entertainment functions should include attractive advertising signs to take the attention of the pedestrians. For instance, brightened advertising signs and sharp

or warm colors such as red, yellow and orange are suitable characteristics for this type of advertising sign. In Ismet Inonu Boulevard, there are restaurants and café-bars in the category of entertainment buildings; and most of them are included wall signs and window signs and in some rare cases they also include awnings. The most common colors used in these signs are red and yellow (warm colors in general). Fonts are also big and bold with harmonious colors with advertising boards. Most of the signs are reachable and easy to read. In many cases that there is more than one function in a building and advertising signs are not noticeable. Therefore, it is almost impossible for pedestrians to get the advertising message from those secondary signs; even though they are mostly big and colorful.

Generally, the visual quality of street advertising in this section of Ismet Inonu Boulevard (between EMU entrance gate and Gulseren Street) is not in a stable state of visual characteristics, because of the changes in function of some buildings and their façade and advertising signs. Moreover because of variety of functions in this street, the general visual quality of signs change and their characteristics are different based on building types. Therefore, in some parts of the street the visual quality of street advertising is harmonious; because of the harmony between neighboring advertising signs, and in other parts there is no harmony and the visual quality is lower.

Different sections of the street have different characteristics and in such point of view the visual quality of street advertising needs to be improved. But each section is in good condition and harmony in terms of advertising signs. Numerous functions in some buildings cause confusions in the message that the advertising signs on those buildings

deliver. Generally, in these buildings the message wears out and advertising is chaotic, which is one of the most critical negativities of street advertising in Ismet Inonu Boulevard.

The whole information gathered by this study include positive and negative roles of street advertising in the specific case study of this thesis; and also points out the characteristics of advertising signs applied in this street and their variety. This thesis can be a data for the upcoming similar researches and also can be used by the local and governmental authorities to detect the positive and negative effects in the quality of street advertising in this part of and their improvement.

Table 9: Effects of advertisement on Ismet Inonu Boulevard

	Findings	Influences to Street
Building Type	<ul style="list-style-type: none"> Commercial: 74% of the buildings, which are boutiques and shops, travel agencies and electronic shops. Entertainment: 26% of the buildings, which are restaurants, café-bars and betting places. 	<ul style="list-style-type: none"> There are various signs with different visual characteristics and in many cases they are not in harmony. This causes visual pollution. In some parts of the street they have unity with other buildings. In this case signs are various, mostly using warm colors which clarify the functional category of buildings; but most of them are not well united with other signs.
Sign	<ul style="list-style-type: none"> Wall Sign: 89% of buildings include this type of sign, which is the major type of advertising signs in this street for all categories of buildings, with small, medium and large sizes. 	<ul style="list-style-type: none"> These signs are used in combination with one or two other types of signs in many buildings. It is used mostly in combination with other signs; sometimes it causes visual pollution on the façade of buildings because of

	<ul style="list-style-type: none"> • Window Sign: 34% of buildings have this type of sign, on both commercial and entertainment buildings. • Free standing Sign: 34% of buildings have this type of sign. Mostly all building types. • Awning: 3% of buildings have this type of sign 	<p>disharmony of signs on one building. Accordingly these pollutions have negative effects on street façade.</p> <ul style="list-style-type: none"> • This type of sign has positive and negative effects on view of the street, according to its location and the harmony it has with other signs on the building. • This type of sign is rarely used in the street and doesn't have much effect on the street façade in this street.
Material	<ul style="list-style-type: none"> • Fiber glass is mostly used in commercial buildings. • Fabric is used in all types of signs and buildings. • Steel is mostly used in commercial building types. • Wood is mostly used in commercial building types. • Composite is mostly used in commercial building types. 	<ul style="list-style-type: none"> • It is used frequently on one type of building but it is flexible and can cope with other textures and materials. • It is used in many cases and mostly on wall signs. It is flexible and can cope with other textures and materials. • It is a rare material used in advertising signs and is only seen in commercial building types. It doesn't have powerful effect on the view on street façade. • Mostly used on commercial buildings, just as fiber glass its visual flexibility creates unity with other materials and signs.
Lighting	<ul style="list-style-type: none"> • Inside the advertising board • Behind the letters on the sign 	<ul style="list-style-type: none"> • Lighting makes signs readable in night time and creates more unity in the dark. • It has harmony with the other type of lighting. Generally both types of lighting make the street façade more diverse and harmonious in the night time.

Font	<ul style="list-style-type: none"> Printed is used on canvas or fiber glass. Projected is used on fiber glass or wood. 	<ul style="list-style-type: none"> With different sizes and graphics, fonts mostly are not same type or category with each other and this harms the visual unity of advertising signs on the street. Because of difference in material and also being three dimensional, this type of fonts makes variety in appearance of advertising signs and makes them more attractive.
Color	<ul style="list-style-type: none"> Warm colors such as red, orange, yellow and so on, which are mostly used for restaurants and cafes, and in some other building types. Cool colors such as blue and green, which are used in every building type. 	<ul style="list-style-type: none"> This color range is suitable to be used on advertisement on this street and to some extent it helps to identify certain types of buildings. These colors are used in commercial and entertainment buildings, which create diversity in color range of advertising signs. Generally the diversity of colors on advertising signs makes the street view more dynamic.

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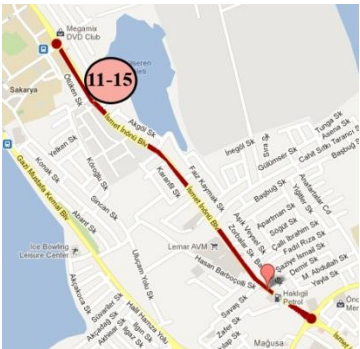

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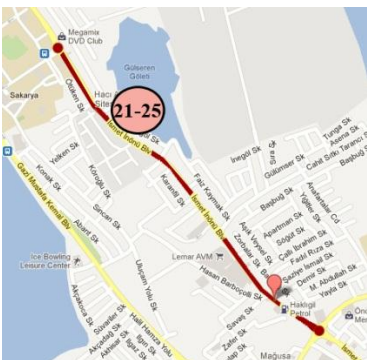

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APPENDIX

Sheet1	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	1	2	3	4	5
PREPARED BY: Negar Mahouti	STREET NAME: Ismet Inonu Boulevard						
 		Name of the Building	Harmony Kirtasiye	Info FM Kirtasiye	Bearport/ Platin Café	Kosem Restaurant,	Cyprus XP travel Agency/ Residential Apartment
		Number of floors	1	3	3	7	7
		Building function	Stationary	Stationary/ Real Estate Agency/ Driving School	Bar/game net/ café net	Restaurant/	Travel Agency
		Building type	Commercial	Commercial/ Administrative/ Education	Bar/ Entertainment	Entertainment	Commercial-Administrative/ residential
		Type of advertisement sign used on the façade	Free standing	Free standing	Wall Sign/ Plaque sign	Wall Sign/ Digital board/ Free Standing	Wall Sign/ Window Sign
		Size of the advertisement sign on the façade	Big	Big/ Big/Medium	Medium/ Medium/ Medium	Medium	Big
		Sign's material	Fiber Glass	Fabric(canvas)	Fabric/Fabric/ Fiber glass	Fabric/ Electronic board(Glass)/ fabric	Fabric (canvas)
		Lighting used on the Façade	None	None	None	Spot Light (Classic Style)	None
		Lighting of the advertisement sign used on the façade	2 spot lights	None	None	None	None
		Fonts used on the advertisement sign	Big Projected Fonts	Big printed	Big Fonts on Canvas	Big Fonts on Canvas	Big Fonts on Canvas
		Color of the advertisement sign	White board with red letters	Red and white board,, white and black letters	Blue board, white letters/black board, white letters/ white board blue letters	Yellow board, red letters/yellow fabric, black letters	Blue and green board, white letters
		COMMENT	Well defined in the street The sign mostly has a marketing role	Not clearly introduced as a multi used building.	not well introduced for the other functions inside the building.	The free standing sign increases the attraction for this place.	Well defined as an agency with suitable colors.
		Font	Easy to read and notice	Easy to read and notice	Easy to read and notice (just the bar, the rest are not visible for passengers)	Easy to read and notice	Easy to read and notice
		Color	Suitable to define the building in the street	Suitable to define the building in the street/ harmony with previous building	Suitable colors/ harmony with the product logo's color	Suitable colors in terms of building's function	Suitable colors in terms of building's function
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.	Unity	It has a satisfying unity with the building	Not very well united with the building/ signs have no unity	Not very well united with the building/ signs have no unity	Enough unity with building façade in street level	Enough unity with building façade in street level
		Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
		Negative role	None	Message wears out	Message wears out		
		Proportions	proportional	Proportional	proportional	Proportional	Proportional

Sheet 3	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	11	12	13	14	15
	PREPARED BY: Negar Mahouti						
 		Name of the Building/	Mr. chicken	Naci liquor shop	Flexi net	Pink fly	Next technology
		Number of floors	3	3	2	1	1
		Building function	Restaurant	Supermarket/ Liquor shop	Game net/ café net	Boutique	Computer facilities Shop
		Building type	Entertainment	Commercial	Entertainment	Commercial	Commercial
		Type of advertisement sign used on the façade	Wall sign/ Free standing	Wall sign/ Awning/ Free standing	Wall Sign/ Window sign/ free standing	Wall Sign	Wall Sign
		Size of the advertisement sign on the façade	Big/ Medium	Big/ Big/ Small	Big/ Medium/ Small	Medium	Medium
		Sign's material	Canvas	Fiber glass	Fiber glass	Fiber glass and steel	Fiber glass and steel
		Lighting used on the Façade	None	None	None	None	None
		Lighting of the advertisement sign used on the façade	None	Lightings behind letters	None	Lightings behind letters	None
		Fonts used on the advertisement sign	Big printed	Big projected	Big printed and projected	Big projected	Big projected
		Color of the advertisement sign	Brown board, orange letters	white board, silver letters	Black boards, white/ red/ silver letters	Black board, silver letters	Blue and greet board, white letters
		COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
		Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
		Color	Attractive enough	Attractive enough	Attractive	Attractive enough	Attractive
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.	Unity	It has unity with building	It has unity with building	It has unity with building	It has unity with building	It has unity with building
		Positive role	Reachable	Reachable/ flexible	Reachable/ audience impact/flexible	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
		Negative role	None	Message wears out	Message wears out	Message wears out	None
		Proportions	proportional	Proportional	proportional	Proportional	Proportional

Sheet4		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	16	17	18	19	20
PREPARED BY: Negar Mahouti				STREET NAME: Ismet Inonu Boulevard				
 			Name of the Building/	Pure Bling	Setu	Zestyle	Copy center	pose
			Number of floors	1	1	1	2	3
			Building function	Jewelers shop	Boutique	Boutique	Stationary	Boutique
			Building type	Commercial	Commercial	Commercial	Commercial	Commercial
			Type of advertisement sign used on the façade	Wall sign/ window sign/ free standing sign	Wall sign	Wall sign	Wall sign/ window sign	Wall sign
			Size of the advertisement sign on the façade	Medium/ big	Medium	Big	Big	Big
			Sign’s material	Fiber glass and steel	Canvas	Canvas	Canvas	composite
			Lighting used on the Façade	None	None	None	None	None
			Lighting of the advertisement sign used on the façade	Lightings behind letters	Interior lighting	Interior lighting	None	Interior ligting
			Fonts used on the advertisement sign	Projected	Printed	Printed	Printed	projected
			Color of the advertisement sign	White board, golden letters	White board, ? letters	White board, pink letters?	Orange board, white and black letters	Pink background, silver letters
			COMMENT	The building is defined properly suitable for its function	The building is defined properly	The building is defined properly	The building is defined properly	The building is defined properly
			Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
			Color	Attractive	Attractive	Attractive	Attractive	Suitable
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.	Unity	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building	
		Positive role	Reachable/ flexible/ audience impact	Reachable/ audience impact	Reachable/ audience impact	Reachable/ audience impact	Reachable/ audience impact	
		Negative role	None	None	None	None	None	
		Proportions	Proportional	Proportional	Proportional	Proportional	Proportional	

Sheet 5		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA		BUILDING AND ADVERTISEMENT CHARACTERISTIC	21	22	23	24	25	
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard								
					Name of the Building/	She	Pnp computer	Butterfly	Mavi	Boutique
					Number of floors	3	3	3	3	3
					Building function	Boutique	Computer shop	Travel agency	Boutique	Boutique
					Building type	Commercial	Commercial	Commercial	Commercial	Commercial
					Type of advertisement sign used on the façade	Wall sign/ window sign/ free standing sign	Wall sign/ window sign/ free standing sign	Wall sign/ window sign/ ground sign	Wall sign/ free standing sign	Wall sign/ window sign
					Size of the advertisement sign on the façade	Medium	Big	Big	Big	Medium
					Sign’s material	Composite	Composite	Composite	Canvas	Composite
					Lighting used on the Façade	None	None	None	None	None
					Lighting of the advertisement sign used on the façade	Lighting inside the advertising sign	None	None	Lighting inside the advertising sign	Lightings behind the fonts on the sign
					Fonts used on the advertisement sign	Medium printed fonts	Big projected fonts	Big projected fonts	Big printed fonts	Medium projected fonts
					Color of the advertisement sign	Black board, white letters	White background, black letters	Yellow board, blue letters	Blue board, white letters	
					COMMENT	Not very Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined as an agency with suitable colors.
					Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
					Color	Suitable	Suitable	Suitable	Suitable	Suitable colors in terms of building’s function
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.				Unity	It has a satisfying unity with the building	It has unity with the building	It has unity with the building	It has unity with the building	Enough unity with building façade in street level
					Positive role	Reachable	Reachable	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
					Negative role	None	Message wears out	Message wears out		
					Proportions	Proportional	Proportional	Proportional	Proportional	Proportional

Sheet 6	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	2 6	27	2 8	29	30		
PREPARED BY: Negar Mahouti	STREET NAME: Ismet Inonu Boulevard								
 			Name of the Building/	exchange	Betting(Cafe)(no name)	Restur	Betting/ Arkan/ Pars	Piassa/ EF	
			number of floors	3	2	1	2	2	
			Building function	Exchange office	Betting/café	Travel Agency	Betting/ English school/ Real estate agency	Boutique/ English Language school	
			Building type	Commercial	Entertainment	Commercial	Entertainment/ Education/ commercial/ administrative	Commercial/ Education	
			Type of advertisement sign used on the façade	Wall sign/ window sign/ free standing sign	None	Wall sign/ Window sign/ Free standing sign	Wall sign/ window sign	Wall sign/ Window sign	
			Size of the advertisement sign on the façade	Big	–	Big/ big	Big	Big	
			Sign’s material	Steel on stone	–	Fabric	Fabric	Steel/ Composite	
			Lighting used on the Façade	None	–	None	None	None	
			Lighting of the advertisement sign used on the façade	Lightings behind the fonts on the sign	–	Lightings inside the board	None	None	
			Fonts used on the advertisement sign	Big projected fonts	–	Big printed fonts	Big printed fonts	Big projected fonts	
			Color of the advertisement sign	Black background, steel letters	–	Orange board, blue letters	Green board, white letters/ yellow board ,white letters/ white board, red letters	Black board, silver letters/ dark blue, white letters	
			COMMENT	Well defined in the street	It has not definition except the semi open space that shows the building function	Well defined in the street	Well defined in the street/ clear signs but not very easy to notice the functions on the upper floor	Well defined in the street/ clear signs but not very easy to notice the functions on the upper floor	
			Font	Easy to read and notice	–	Easy to read and notice	Easy to read and notice	Easy to read and notice	
			Color	Suitable	–	Suitable colors	Suitable colors	Suitable colors	
			Unity	It has unity with the building	–	It has unity with the building	It has a satisfying unity with the building	It has a satisfying unity with the building on the street level	
			Positive role	Reachable/ flexible	–	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.		Negative role	None	–	None	Audience measurement	Audience measurement	
			Proportions	Proportional	–	Proportional	Proportional	Proportional	

Sheet 7		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	31	32	33	34	35
PREPARED BY: Negar Mahouti	STREET NAME: Ismet Inonu Boulevard							
			Name of the Building/	Don la Moda	Russo	Adilisk	Dis Hekimi (Dentistry)	Turkcell
			Number of floors	5	5	3	3	5
			Building function	Boutique	Boutique	Boutique	Dentistry	Tele communication shop
			Building type	Commercial	Commercial	Commercial	Health care	Commercial/ Administrative
			Type of advertisement sign used on the façade	Wall sign	Wall sign	Wall Sign/ free standing sign	Wall Sign/ window sign	Wall Sign/ Window Sign/free standing sign
			Size of the advertisement sign on the façade	Big	Medium	Big	Medium	Big/ big/ Medium
			Sign’s material	Steel/ Fiber Glass	Fabric(canvas)	Wood/ steel/ fiber glass	Fabre glass	Fabric
			Lighting used on the Façade	None	None	Spot lights	None	None
			Lighting of the advertisement sign used on the façade	None	None	Inner lighting/ Lightings inside the board	None	None
			Fonts used on the advertisement sign	Big Projected Fonts	Big projected fonts	Big projected fonts	Big printed Fonts	Big printed Fonts
			Color of the advertisement sign	Black board, red letters	White board, red letters	Black and brown board, silver letters/whiteboard, black letters	White board, red and black letters	Blue and green board, white letters
			COMMENT	Well defined in the street The sign has a marketing role	Well defined in the street The sign has a marketing role	Well defined in the street The sign has a marketing role	There is no difference between the sign with other signs, it is not clearly certifying the differences/ it is chaotic	Well defined with suitable colors.
			Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
			Color	Suitable to define the building in the street	Suitable to define the building in the street	Suitable colors in terms of building’s function	Suitable colors	Suitable colors/ harmony with the product logo’s color
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.		Unity	It has a satisfying unity with the building	It has a satisfying unity with the building	It has a satisfying unity with the building	Enough unity with building	Enough unity with building façade in street level
			Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/audience impact	Reachable/audience impact	Reachable/ flexible/ audience impact
			Negative role	None	Message wears out	None	Message wears out	None
			Proportions	proportional	Proportional	proportional	Proportional	Proportional

Sheet 8		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA		BUILDING AND ADVERTISEMENT CHARACTERISTIC					
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard							
 				Name of the Building/	World star	Cizgi	La Chance	Cappucinno	Moda City
				Number of floors	1	1	1	3	2
				Building function	Betting	Boutique	Boutique	Restaurant	Boutique
				Building type	Entertainment	Commercial	Commercial	Entertainment	Commercial
				Type of advertisement sign used on the façade	Window sign	Wall Sign	Wall sign/ Window sign	Wall sign/ Free standing sign	Wall sign/ Free standing sign
				Size of the advertisement sign on the façade	Big	Big	Medium	Small	Big
				Sign’s material	Printed paper	Steel/ Composite panel	Fiber glass	Fiber glass	Steel/ Composite panel
				Lighting used on the Façade	None	None	None	None	Spot lights
				Lighting of the advertisement sign used on the façade	None	Lightings behind letters	Lightings behind letters	Lightings inside the board	Interior lighting/ Lightings inside the board
				Fonts used on the advertisement sign	Big printed fonts	Big projected fonts	Big projected fonts	Medium printed fonts	Big projected fonts
				Color of the advertisement sign	White background, black and white letters	Orange board, golden letters	Black board, white letters	Black board, gray letters	Black background, silver letters/ red board, white letters
				COMMENT	Well defined and clear	Well defined and clear	Well defined and clear	Not very well defined by advertising sign	Well defined and clear
				Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Not easy to read and notice	Easy to read and notice
				Color	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Not very suitable to define the building in the street	Suitable to define the building in the street
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.			Unity	Enough unity with building	It has a satisfying unity with the building	It has a satisfying unity with the building	Not united with building at all	It has a satisfying unity with the building
				Positive role	Reachable/ audience impact	Reachable/ audience impact	Reachable/ flexible/ audience impact	None	Reachable/ flexible/ audience impact
				Negative role	None	None	None	Message wears out/ Audience measurement	None
				Proportions	Proportional	Proportional	Proportional	Proportional	Proportional

Sheet 9	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	41	42	43	44	45
	PREPARED BY: Negar Mahouti						
 		Name of the Building/	Orhan Yeri	Café 13	Euro betting	N-Joy	Juventa
		Number of floors	1	3	3	2	3
		Building function	Restaurant	cafe	Betting	Restaurant	Barber shop
		Building type	Entertainment	Entertainment	Entertainment	Entertainment	Commercial
		Type of advertisement sign used on the façade	Wall sign	Wall sign	Wall Sign/ Window sign	Wall Sign/ Digital board	Wall Sign/ Window Sign
		Size of the advertisement sign on the façade	Small	Big	Big	Big	Medium
		Sign's material	Fabric	Fabric(canvas)	Fabric	Composite/ steel/ Electronic board(Glass)/	Fiber glass
		Lighting used on the Façade	None	Bulbs	None	Bulbs	None
		Lighting of the advertisement sign used on the façade	None	None	None	Neon lighting	None
		Fonts used on the advertisement sign	Medium printed	Big printed fonts	Big fonts on Canvas	Big projected fonts	Big printed fonts
		Color of the advertisement sign	White and blue board, red letters	Grey board, black letters	Blue board, white letters	blackboard, white letters	Black board, red letters
		COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
		Font	Almost easy to read and notice	Easy to read and notice	Easy to read and notice (just the bar, the rest are not visible for passengers)	Easy to read and notice	Easy to read and notice
		Color	Neutral	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.	Unity	Not united with the building	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building
		Positive role	None	Reachable/ flexible/ audience impact	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
		Negative role	Audience measurement	None	None	None	None
		Proportions	proportional	Proportional	proportional	Proportional	Proportional

Sheet 10		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	4 6	4 7	4 8	4 9	50
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard						
			Name of the Building/	Euro	The Wall	Jadora	Novita	Elle
			Number of floors	1	3	6	6	2
			Building function	Shop	Bar/ residential	Boutique/ residential	Boutique/ residential	Shoe shop
			Building type	Commercial	Entertainment/ residential	Commercial/ residential	Commercial/ residential	Commercial/ residential
			Type of advertisement sign used on the façade	Wall sign	Wall sign	Wall sign/ window sign	Wall sign/ window sign	Wall sign/ free standing sign
			Size of the advertisement sign on the façade	Big	Medium	Big	Big	Big
			Sign’s material	Fabric	Wood/ steel	Steel	Steel	Steel
			Lighting used on the Façade	None	Spot lights	Projectors	Projectors	None
			Lighting of the advertisement sign used on the façade	Lightings inside the board	Spot lights	None	Interior lighting	Interior lighting
			Fonts used on the advertisement sign	Big printed fonts	Big projected fonts	Big projected fonts	Big projected fonts	Big projected fonts
			Color of the advertisement sign	Black board, white and yellow letters	Wooden background, white letters	Black background, silver letters	Black background, silver letters	Black background, silver letters/ white board, black letters
			COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
			Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
			Color	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.		Unity	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building
			Positive role	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
			Negative role	None	None	None	None	None
			Proportions	Proportional	Proportional	Proportional	Proportional	Proportional


Sheet 11		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA		BUILDING AND ADVERTISEMENT CHARACTERISTIC		51	52	53	54	55
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard								
 		Name of the building	Eczane	Phonix shop	American express	Armagan	Johney rocket's			
		Number of floors	2	2	2	1	1			
		Building function	Pharmacy	Computer shop	Restaurant	Restaurant	Restaurant			
		Building type	Health care	Commercial/ Administrative	Entertainment	Entertainment	Entertainment			
		Type of advertisement sign used on the façade	Wall sign/Free standing	Wall sign/ Free standing/ free standing	Wall Sign/ Plaque sign	Wall Sign/ awning sign/ free standing sign	Wall Sign/ awning sign/ free standing sign			
		Size of the advertisement sign on the façade	Big	Big/ Big	Medium/ Medium	Big	Big/ big			
		Sign's material	Fiber Glass	Fiber glass/ fiber glass/ fabric	Fabric/ Fiber glass	Fiber glass/fabric/	Fiber glass/ fabric/ fiber glass			
		Lighting used on the Façade	None	None	None	Spot lights	Spot lights			
		Lighting of the advertisement sign used on the façade	None	None	None	None	Available			
		Fonts used on the advertisement sign	Big Printed fonts	Big printed fonts	Big printed fonts	Big printed fonts	Big projected fonts/ small printed fonts			
		Color of the advertisement sign	White board , orange letters	Red board,, white letters	White background, blue and red letters	Red board, white letters	Yellow background, red letters			
		COMMENT	Well defined in the street	Well defined in the street	Not well defined for its function	Well defined and attractive	Well defined			
		Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice			
		Color	Suitable colors	Suitable colors	Suitable colors/ harmony with the product logo's color	Suitable colors	Suitable colors			
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.		Unity	It has unity with the building	It has unity with the building	It doesn't have unity with the building	Enough unity with building façade in street level	Enough unity with building façade in street level		
			Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact		
			Negative role	None	Message wears out	Message wears out	Message wears out	None		
			Proportions	Proportional	Proportional	Proportional	Proportional	Proportional		

Sheet 12	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	56 	57 	58 	5 9 	60 
PREPARED BY: Negar Mahouti	STREET NAME: Ismet Inonu Boulevard						
 		Name of the Building/	Bran Island	Bertollini	Cartoons	True Blue	Café Inn
		Number of floors	3	3	3	3	3
		Building function	Boutique	Boutique	Boutique	Boutique	Bar
		Building type	Commercial	Commercial	Commercial	Commercial	Entertainment
		Type of advertisement sign used on the façade	Window sign/ window sign	Wall sign/ awning	Wall sign/ awning	Wall sign/ window sign	Wall sign
		Size of the advertisement sign on the façade	Big/ big	Big/ medium	Medium/ medium	Medium	Big
		Sign's material	Fabric	Fabric/ steel	Fabric	Fabric	Fabric
		Lighting used on the Façade	None	None	None	None	None
		Lighting of the advertisement sign used on the façade	None	None	None	None	None
		Fonts used on the advertisement sign	Big printed fonts	Big projected fonts	Big printed fonts	Big printed fonts	Big printed fonts
		Color of the advertisement sign	Black board/ white letters	Black board/ silver letters	White board/ colorful letter		
		COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
		Font	Easy to read and notice	Easy to read but not easy to notice	Easy to read but not easy to notice	Easy to read and notice	Easy to read and notice
		Color	Suitable colors	Suitable colors	Suitable colors	Suitable colors	Suitable colors
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes	Unity	It has unity with building	It has unity with building	It has unity with building	It has unity with building	It has unity with building
		Positive role	flexible/ audience impact	flexible/ audience impact	flexible/ audience impact	flexible/ audience impact	Reachable/ flexible/ audience impact
		Negative role	None	Message wears out	Message wears out	Message wears out	None
		Proportions	Proportional	Proportional	Proportional	Proportional	Proportional

Sheet 13		BUILDING AND ADVERTISEMENT CHARACTERISTIC	61	62	63	64	65	
NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA								
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard						
 			Name of the Building/	Ozgulen Kebab	Quick win	Serena	Levie’s	Fabrika
			Number of floors	1	3	5	4	?
			Building function	Restaurant	Betting	Boutique	Boutique	boutique
			Building type	Entertainment	Entertainment	Commercial	Commercial	Commercial
			Type of advertisement sign used on the façade	Wall sign/ free standing sign	Wall sign/ window sign/ free standing sign	Wall Sign/ window sign	Wall Sign/ window sign	Wall Sign
			Size of the advertisement sign on the façade	Big/ medium	Big/ Medium	Big/ big	Big/ Medium	Big
			Sign’s material	Fabric	Fabric	Composite/ fiber glass	Wood/ fiber glass	Composite
			Lighting used on the Façade	None	Spot lights	Spot lights	None	None
			Lighting of the advertisement sign used on the façade	None	None	None	None	None
			Fonts used on the advertisement sign	Big printed fonts	Big printed	Big projected fonts	Medium projected	Big projected fonts
			Color of the advertisement sign	Blue and red board, red letters	White board, green letters	Silver board, multicolor letters	Brown board, red logo with white letters	Grey background, white letters
			COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
			Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
			Color	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of theses sizes.		Unity	It has unity with building	It has unity with building	It has unity with building	It has unity with building	It has unity with building
			Positive role	Reachable	Reachable/ flexible/ audience impact	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
			Negative role	Message wears out	None	None	None	None
			Proportions	Proportional	Proportional	Proportional	Proportional	Proportional

Sheet 14		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	6 6	6 7	6 8	69	70
PREPARED BY: Negar Mahouti				STREET NAME: Ismet Inonu Boulevard				
 			Name of the Building/	Gusto	Inci	Samsung	Reebok	Benetton
			Number of floors	3	3	3	2	2
			Building function	Boutique	Boutique	Electronics shop	Sport shop	Boutique
			Building type	Commercial	Commercial	Commercial	Commercial	Commercial
			Type of advertisement sign used on the façade	Wall sign/ free standing sign	Wall sign/ free standing sign	Wall sign/ window sign/ free standing sign	Wall sign	Wall sign
			Size of the advertisement sign on the façade	Big/ big	Big/ medium	Big/ big	Medium	Big
			Sign’s material	Composite/composite	Canvas/ composite	Fiber glass	Fiber glass	composite
			Lighting used on the Façade	Spotlights	None	None	Spot lights	Spot lights
			Lighting of the advertisement sign used on the façade	None	None	None	None	None
			Fonts used on the advertisement sign	Big projected fonts	Big printed fonts/ big projected fonts	Big projected fonts/ big printed fonts	Big projected fonts	Big projected fonts
			Color of the advertisement sign	Black board, white letters	Black board, white letters	White board, blue letters	Grey board, blue letters	Black board, silver letters
			COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
			Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
			Color	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: the selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes		Unity	It has unity with building	It has unity with building	It has unity with building	It has unity with building	It has unity with building
			Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
			Negative role	None	None	Message wears out	None	None
			Proportions	Proportional	Proportional	Proportional	Proportional	Proportional

Sheet 15		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC					
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard		71	72	73	74	75
 			Name of the Building/	Journey	Rodi Mod	W Collection	Converse	Queen
			Number of floors	2	2	2	2	2
			Building function	Boutique	Boutique	Boutique	Sport shop	Boutique
			Building type	Commercial	Commercial	Commercial	Commercial	Commercial
			Type of advertisement sign used on the façade	Wall sign/ window sign	Wall sign/ window sign	Window sign	Wall Sign/ window sign	Wall Sign/ Window Sign
			Size of the advertisement sign on the façade	Medium	Big	Big	Big	Big
			Sign’s material	Composite	Composite	Fiber glass	Fabric	Fabric
			Lighting used on the Façade	Spot lights	Spot lights	Spot lights	Spot Light	Spot lights
			Lighting of the advertisement sign used on the façade	None	None	None	None	None
			Fonts used on the advertisement sign	Big printed	Big Projected Fonts	Small projected fonts	Big Projected Fonts	Big Projected Fonts
			Color of the advertisement sign	Red board, white letters	Black board, white, yellow and green letters	Transparent background, black letters	Black board, white letters	Black board, gold letters
			COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
 LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.			Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and notice
			Color	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street	Suitable to define the building in the street
			Unity	It has unity with building	It has unity with building	It has unity with building	It has unity with building	It has unity with building
			Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact
			Negative role	None	None	None	None	None
			Proportions	proportional	Proportional	proportional	Proportional	Proportional

Sheet 16		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	76	77			
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard						
			Name of the Building/	Boyun	Adiddas			
			Number of floors	4	3			
			Building function	Shop	Shop			
			Building type	Commercial	Commercial			
			Type of advertisement sign used on the façade	Wall sign/ window sign	Wall sign/ window sign			
			Size of the advertisement sign on the façade	Big	Big			
			Sign's material	Glass, composite	Composite			
			Lighting used on the Façade	Spot lights	Spot lights			
			Lighting of the advertisement sign used on the façade	None	Interior lighting			
			Fonts used on the advertisement sign	Medium projected fonts	Big projected fonts			
			Color of the advertisement sign	Grey background, silver letters	Pink background, black letters			
			COMMENT	Not very well defined in the street	Well defined in the street			
			Font	Easy to read and not easy to notice	Easy to read and notice			
			Color	Suitable	Suitable			
			Unity	It has unity with building	It has unity with building			
			Positive role	Reachable	Reachable/ flexible/ audience impact			
 LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: the selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes			Negative role	Message wears out	None			
			Proportions	Proportional	Proportional			

Sheet 17		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	78	79	80	81	82
PREPARED BY: Negar Mahouti	STREET NAME: Ismet Inonu Boulevard							
 	Name of the Building	Shoe and me	?	Juliet	Access	Nethouse		
	Number of floors	3	3	3	3	3		
	Building function	Boutique	Proportional	Proportional	Proportional	Internet shop		
	Building type	Commercial	Commercial	Commercial	Commercial	Commercial		
	Type of advertisement sign used on the façade	Wall sign	None	Wall sign/ window sign	Wall sign	Wall sign/ window sign		
	Size of the advertisement sign on the façade	Big	—	Big	Big	Big		
	Sign’s material	Composite, wood, steel	—	Composite, steel	Composite, steel	Fabric		
Lighting used on the Façade	Spot lights	—	None	None	None			
	Lighting of the advertisement sign used on the façade	None	None	Interior lighting	Interior lighting	None		
	Fonts used on the advertisement sign	Big projected fonts	None	Big projected fonts	Big projected fonts	Big printed fonts		
	Color of the advertisement sign	Black and brown background, silver letters	—	Black board, golden letters	Red board, golden letters	White board, blue letters		
	COMMENT	Well defined in the street	—	Well defined in the street	Well defined in the street	Not well defined in the street		
	Font	Easy to read and notice	—	Easy to read and notice	Easy to read and notice	Easy to read and notice		
	Color	Suitable	—	Suitable	Suitable	Suitable		
	Unity	It has unity with the building	—	It has unity with the building	It has unity with the building	It has unity with the building		
	Positive role	Reachable/ flexible/ audience impact	—	Reachable/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact		
	Negative role	None	—	None	None	Message wears out		
	Proportions	Proportional	—	Proportional	Proportional	Proportional		
		LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes.						

Sheet 18	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	83	84	85	86	87
PREPARED BY: Negar Mahouti	STREET NAME: Ismet Inonu Boulevard						
 		Name of the Building/	EMA	Master Chicken Chef	La Pier	Hanzade	Marshall
		Number of floors	4	3	3	2	1
		Building function	Boutique	Restaurant	Café	Café	Painting facilities store
		Building type	Commercial	Entertainment	Entertainment	Entertainment	Commercial
		Type of advertisement sign used on the façade	wall sign/ window sign	Wall sign	Free standing sign	Wall sign	Wall sign
		Size of the advertisement sign on the façade	Big	Big	Small	Medium	Big
		Sign's material	Fabric	Fabric	Fabric	Wood	Fabric
		Lighting used on the Façade	Spot lights	None	None	None	None
		Lighting of the advertisement sign used on the façade	Interior lighting	None	None	None	None
		Fonts used on the advertisement sign	Big printed fonts	Big printed fonts	Small printed fonts	Medium printed fonts	Big printed fonts
		Color of the advertisement sign	Black board, white letters	Red board, white letters	Green board, white letters	Wooden board, white letters	Blue board, white letters
		COMMENT	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street	Well defined in the street
		Font	Easy to read and notice	Easy to read and notice	Easy to read and notice	Easy to read and not easy to notice	Easy to read and notice
		Color	Suitable	Suitable	Suitable	Suitable	Suitable
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: the selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes	Unity	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building
		Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable	None	Reachable/ flexible/ audience impact
		Negative role	None	None	None	Message wears out	None
		Proportions	Proportional	Proportional	Proportional	Proportional	Proportional

Sheet 19	NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	91	88	89	90	91
	PREPARED BY: Negar Mahouti						
 		Name of the Building/	Café Han	Promil Shop	Newtech	Memduh	Caloforian gold
		Number of floors	3	3	6	2	1
		Building function	Restaurant	Super market	Techno shop	Boutique	Restaurant
		Building type	Entertainment	Commercial	Commercial	Commercial	Entertainment
		Type of advertisement sign used on the façade	Wall sign/ free standing sign	Wall sign/ free standing sign	Wall sign/ free standing sign	Wall sign	Free standing sign
		Size of the advertisement sign on the façade	Medium	Big	Big	Big	Medium
		Sign's material	Fabric	Fabric	Composite	Composite	Fiber glass
		Lighting used on the Façade	None	None	Spot lights	Spot lights	Spot lights
		Lighting of the advertisement sign used on the façade	Nine	None	None	None	Lightings inside the advertising sign
		Fonts used on the advertisement sign	Big printed fonts	Big printed fonts	Big projected fonts	Big projected fonts	Big projected fonts
		Color of the advertisement sign	Yellow board, red letters	Blue board, white letters	Grey background, blue letters	Light blue background, red letters	White board, golden letters
		COMMENT	Not very well defined in the street	Not very well defined in the street	Well defined in the street	Well defined in the street	Not well defined by the sign
		Font	Easy to read, not easy to notice	Easy to read, not easy to notice	Easy to read and notice	Easy to read and notice	Easy to read and not easy to notice
		Color	Suitable	Suitable	Suitable	Suitable	Suitable
	LEGEND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: The selected dimensions are approximate in case of width and height some cases are in multitude range of theses sizes.	Unity	It has unity with the building	It has unity with the building	It has unity with the building	It has unity with the building	No unity with the building
		Positive role	Reachable	Reachable	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	None
		Negative role	Message wears out	Message wears out	None	None	Message wears out
		Proportions	proportional	Proportional	proportional	Proportional	Proportional

Sheet 20		NAME OF THE THESIS: A STUDY ON THE VISUAL QUALITY OF SREET ADVERTISING AT ISMET INONU BOULEVARD, FAMAGUSTA	BUILDING AND ADVERTISEMENT CHARACTERISTIC	92	93	94		
PREPARED BY: Negar Mahouti		STREET NAME: Ismet Inonu Boulevard						
 			Name of the Building/	Nike	Turkcell	Jimmy Key		
			Number of floors	3	3	3		
			Building function	Sports shop	Tele communication shop	boutique		
			Building type	Commercial	Commercial	Commercial		
			Type of advertisement sign used on the façade	Wall sign	Wall sign	Wall sign		
			Size of the advertisement sign on the façade	Big	Big	Big		
			Sign’s material	Composite	Fabric	Composite		
			Lighting used on the Façade	None	None	None		
			Lighting of the advertisement sign used on the façade	Interior lighting	None	Interior lighting		
			Fonts used on the advertisement sign	None	Big printed fonts	Big projected fonts		
			Color of the advertisement sign	White board, orange Logo	Blue board, white letters	Black board, white letters		
			COMMENT	Well defined in the street	Well defined in the street	Well defined in the street		
			Font	None	Easy to read, not easy to notice	Easy to read, not easy to notice		
			Color	Suitable	Suitable	Suitable		
	LEGAND: Size of the sign: Big: 1.2 m × 4m and more Medium: 1.2m × 3m – 1.5 m× 4m Small: 0.8m ×2m – 1.2m × 3m Note: the selected dimensions are approximate in case of width and height some cases are in multitude range of these sizes		Unity	It has unity with the building	It has unity with the building	It has unity with the building		
			Positive role	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact	Reachable/ flexible/ audience impact		
			Negative role	None	None	None		
			Proportions	Proportional	Proportional	Proportional		