

3.1 THE PURPOSE AND FUNCTION OF OUTDOOR ADVERTISING IN SOUTH AFRICA

SECTION THREE: OUTDOOR ADVERTISING

Sub-problem 3: To classify outdoor advertising based on appropriate criteria.

Hypothesis 3: Outdoor advertising sign types can be classified according to appropriate criteria and used in the development of a National Code of Practice for Outdoor Advertising.

This section discusses the purpose and function of outdoor advertising with a view to classifying outdoor advertising. The section comprises the following sub-sections:

- 3.1 THE PURPOSE AND FUNCTION OF OUTDOOR ADVERTISING IN SOUTH AFRICA
- 3.2 THE CLASSIFICATION OF OUTDOOR ADVERTISING
- 3.3 CONCLUSIONS

- The capacity of this medium is unlimited and consequently the advertiser can reach a widespread target group. It can also be adjusted to fulfil the needs of the target group, thus allowing the various target groups to be reached effectively.
- Advertising campaigns have the flexibility of being either long-term or short-term.
- The area in which the advertisement board is placed, will determine the advertisement and information relating to the advertisement. In rural areas a stronger, simple design or symbol will rather be used to convey and reinforce a brand name or brand. In contrast, an intelligent amusing expression strengthened with a three-dimensional design, will target a more sophisticated market.
- Outdoor advertisements provide an effective method of visual communication to the majority of the adult population, of which 60% are functionally illiterate. The medium, with its reliance on direct, simple communication transcends literacy and ethnic barriers.
- Outdoor advertising is an important medium through which to convey messages regarding product and community services to primary market target groups in rural

3.1 THE PURPOSE AND FUNCTION OF OUTDOOR ADVERTISING IN SOUTH AFRICA

The purpose and function of outdoor advertising in South Africa, as defined below, was gleaned from discussions held with representatives of the outdoor advertising industry, most notably with Mr Tony Davidson, General Manager of the OAASA.

3.1.1 PURPOSE

- Outdoor advertising plays an important role in promoting a free market system and assisting in the exchange of ideas and goods. The medium has the potential of making a positive contribution towards economic growth.
- Advertisements are probably the most important component for marketers in a free market system. They form an essential base for the upliftment of the broad community's living standards. It provides support for a healthy economic structure and is important for the economic well being of the country. The economic well-being is also improved on all social levels of the community. It promotes the sales and marketing of goods and services, through which there is also job creation. (Ministerial Committee on destination names guidance and tourism signs and advertisements on the road network. Working group 1: National Code of Practice on Advertising: the Private Sector's View. June 1993, p1-2.). Whether this remains valid for outdoor advertising alone is questionable.
- Outdoor advertising is mostly observed by people in transit - in a motor vehicle, bus, taxi, and train or by foot. In contrast with other mediums, an advertisement board cannot be ignored, covered or scaled down. Outdoor advertising reaches one and all, with or without our permission.
- The diversity of this medium is unlimited and consequently the desired message will reach the envisaged target group. It can also be adjusted to fulfil the needs of the target group, thus allowing the various target groups to be reached effectively.
- Advertising campaigns have the flexibility of being either long-term or short-term.
- The area in which the advertisement board is placed, will determine the appearance and information relating to the advertisement. In rural areas a stronger, simpler, design or symbol will rather be used to convey and reinforce a brand name or brand. In contrast, an intelligent amusing expression, strengthened with a three dimensional design, will target a more sophisticated market.
- Outdoor advertisements provide an effective method of visual communication to the majority of the adult population, of which 60% are functionally illiterate. The medium, with its reliance on direct, simple communication transcends literacy and ethnic barriers.
- Outdoor advertising is an important medium through which to convey messages regarding product and community services to primary market target groups in rural

areas and third world urban areas. It is also being used progressively more as an educational medium to launch various campaigns such as road safety, prevention of AIDS and family planning and to serve as sources of information.

- Advertising posters and billboards have been described by residents of South African townships (personal communication) as the “flowers of the townships” because they are, very often, the most colourful features in an otherwise drab and dull environment.
- Outdoor advertising also plays a possible negative role by influencing the society regarding certain socially acceptable drugs like alcohol and cigarettes.
- Few people own televisions in rural areas and, due to high levels of illiteracy, few people read magazines or newspapers. The primary communication mediums are therefore radio and outdoor advertising.
- Local firms also assist in the economic well-being and general upliftment of the living standards in the surroundings. Shops also serve as gathering places for people. The atmosphere of the local business usually reflects the tendencies of the market. There is thus a need for advertising at such places so that the consumer can be exposed to new products and services.
- Businesses are usually not models of architectural heritage. Therefore, tasteful outdoor advertising can contribute to the character and "colour" of such a business centre and environment (Department of the Environment, Welsh Office 1992:2).
- In sharp contrast to this, information boards can also be the cause of serious visual pollution. Where the environment is defaced with an excess and unregulated amount of advertising, it becomes disturbing and the advertising loses its effectiveness, only contributing to the stress level of the modern age.

3.1.2 THE FUNCTIONING OF THE OUTDOOR ADVERTISING INDUSTRY IN SOUTH AFRICA

The outdoor advertising industry is at present represented by the product manufacturers, the advertisement agencies and the outdoor advertising contractor. The Outdoor Advertising Association of South Africa (OAASA) was established in 1979 to deal with problems facing the industry, and currently represents all major outdoor advertising interest groups (26 members). These members account for more than 95 per cent of the total spend on outdoor advertising.

A differentiation must be made between the legitimate outdoor advertising contractor, the sign writer and sign writing companies and the numerous informal “advertisers” who plaster public and private walls with pamphlets and advertisements and tie tree signs on trees and poles with every kind of notice and advertisement. The outdoor advertising process described below, was compiled by the OAASA, and concerns the outdoor advertising contractor who rents out or sells advertising space on the various types of advertisements described in this study.

There are probably between 50-60 outdoor advertising contractors in South Africa, although 90% of the business is handled by twelve companies who are amongst the twenty eight

members of the Outdoor Advertising Association of South Africa. R128 million was spent on the medium in 1994.

The contractor's role is to secure a site and provide the structure and the advertising space i.e. he provides a communication vehicle for advertising in the same way as television, radio and the press does. The actual advertising content is of no concern to the contractor, provided it conforms to the requirements laid down by the Advertising Standards Authority of South Africa.

The contractor obtains the rights to erect / construct an advertising sign on the site with the landowner, and negotiates a rental for the site with the owner of the land. The land may be state owned, provincial property, Transnet, municipal or township property or privately owned. The contractor then obtains permission to use the site for an advertisement with the local municipality, province or authority concerned. The contractor then sells the space to an advertiser. This is usually accomplished through an advertising agency, which is responsible for paying the contractor an agreed rental for the sign. The advertising agency receives a 'commission' for providing the creative expression for the advertising sign and for negotiating and securing the space for the advertiser.

The contractor may, in some cases, sell the sign directly to the advertiser especially where the sign is of a permanent or semi-permanent nature.

3.1.3 IMPORTANCE OF OUTDOOR ADVERTISING

Within our city limits, a well-planned sign programme can contribute to the safety of the motorist and can be an economic and social benefit. Visitors to cities can experience a sense of community pride and shared values as he navigates through a user-friendly environment. A good sign programme can bring in essential tourist money, encourage new development, assist with motorist safety, and convey a clear simple message... 'Welcome!'

The general economy, small business, rundown areas, the community, charities and community services, amenity, safety, the advertiser, site owners, the sign company and government can all benefit directly or indirectly from outdoor advertising when applied correctly.

The following issues were listed by the OAASA as crucial when defining the importance of the medium in a socio-economic perspective.

- It is a vital component of our communication system.
- It advises people of availability of products and services, thereby increasing consumer awareness.
- In its various forms it provides information, prescribes trends and leads us in decisions which we must make in our daily lives.
- It informs people of their rights and duties as citizens of the country (political campaigns).
- It conveys messages concerning social views, such as how society views the use of alcohol, sex, the wearing of fur coats, and the use of tobacco.
- It informs, guides, directs and warns.

3.1.4 EFFECTIVITY OF OUTDOOR ADVERTISING

According to an article by Robert L. Stewart in the magazine "Rough Notes", (Stewart, R.L., 1990) advertising next to roads can be an effective low cost medium. It achieves a high repeat message and keeps the company name in the public eye. An open-air advertisement can cost less than 70% of a television advertisement and 50% less than a radio advertisement, for every 1 000 viewers. These figures must be adapted when taking certain cable-TV programmes into consideration. Outdoor advertising still offers the cheapest option to the agent.

A survey published in the Financial Mail, May 27, 1994, reveals that the total advertising spent for all media grew by 11,1% in the year ending January 1994, whilst the spending on outdoor rose by 29,2% to over R113 m, bringing its share of total adspend up to 3,7% from 3,18% in the previous year. Adspend on outdoor advertising, admittedly coming off a low base compared with some of the major media types, has grown by around 30% per annum since 1989, when outdoor held just 2,3% of the adspend cake.

Outdoor advertising grew by 46% in 1990, 30% in 1991 and 29% in 1992. The growth trend is attributed to improved measurement of outdoor advertising audiences, relaxation of controls and increased percentage of sophisticated "supersigns". Realisation of the medium's cost effectiveness is also cited as reason for the growth. Some brand leaders are believed to spend up to 20% of their above-the-line budget on outdoor advertising. In countries like the Netherlands, advertisers spend up to 13% of their budgets on the outdoor medium. It is projected that the local upper limit could be as high as 10%.

A work titled 'Factors influencing recall of outdoor advertising', appearing in the Journal of Advertising Research (Danthu, N., Cherion, J., Bhargava, M. 1993.) studied the factors that influence the recall ability of outdoor advertising. The study has revealed that the factors, which have the greatest influence with regard to effectiveness of outdoor advertising, are location, position, number of words, use of colour and the attitude and involvement of the test subject. The same study has shown that the effectiveness of advertisement boards on roadsides can be increased by placing them on the left hand side of the road, using few words, and by using out of the ordinary applications and designs, such as a black and white board when the rest are all colour. Other important issues, when considering effectiveness, include the amount of attention the test subject (or motorist) gives to, and their attitude towards the advertisement (Danthu, N., et al).

It is difficult to obtain information proving that outdoor advertising is effective, although numerous studies conclude that outdoor advertising does convey information with much success. A further yardstick is the level of investment that business is prepared to spend on the medium. One hundred and twenty eight million rand was spent on the medium in 1994 in South Africa. The number of contracted outdoor advertising signs in South Africa in May 1995 according to the OASA was as follows:

•	Roadside billboards	23 300
•	Shopping complex signs	20 000
•	Bus shelters	4 000
•	Airport signage	1 500

- Railway station signage 4 000
- Transit (bus) advertising 5 000

The industry provides employment for more than five thousand people and contributes R50 million annually to the State by way of taxation.

Classification entails the sorting of advertisements into different types or classes. The meaningful classification of advertisements is important for the effective evaluation of applications and control of signage. Guidelines should ultimately be developed to facilitate control of the erection of various types of signage within various areas of sensitivity. This classification will consider the impact outdoor advertising will have on its surrounding environment.

Many city councils, especially those of the larger cities, have their own set of bylaws and regulations to control outdoor advertising. These statutes divide the various types of advertisements into a certain classification system. The problem arising from this is that the various classification systems differ from one authority to the next, causing confusion amongst the applicants. The varied outdoor advertising classification systems and systems are seldom based on defined objectives and are often the product of a subjective and unguided perception of the controlling authority. As a result, it is impossible to establish a single, not standardised, system satisfying the industry and the public. The classification of outdoor advertising and distribution systems used by a number of South African municipalities, namely those used by the Johannesburg, Port Elizabeth and Stellenbosch Councils.

A National Code of Practice must function as a tool that can be used to amend, improve the existing laws, bylaws and ordinances and ensure that a standard approach is adopted by all authorities towards the control of outdoor advertising.

3.2.2 CLASSIFICATION SYSTEM

Advertisements can be described according to their function, physical supporting structure, medium, duration, and type. The various categories used to classify an advertisement are described below:

(1) FUNCTION

This category refers to the message conveyed by the advertisement, i.e. what is being advertised. Any advertisement will convey one of three messages:

- **Information on localities**
This class will include all business signs, directional signs, landmark signs, place names and service club houses.
- **Information on activities**
This class will include all future development and construction signs and public, safety and utility signs.

3.2 THE CLASSIFICATION OF OUTDOOR ADVERTISING

3.2.1 INTRODUCTION

Classification entails the sorting of advertisements into different types or classes. The meaningful classification of advertisements is important for the effective evaluation of applications and control of signage. Guidelines should ultimately be developed to facilitate control of the erection of various types of signage within various areas of sensitivity. This classification will consider the impact outdoor advertising will have on its surrounding environment.

Many city councils, especially those of the larger cities, have their own set of bylaws and regulations to control outdoor advertising. These statutes divide the various types of advertisements into a certain classification system. The problem arising from this is that the various classification systems differ from one authority to the next, causing frustration amongst the applicants. Established outdoor advertising classification systems and guidelines are seldom based on thorough research and are often the product of a subjective and misguided perception of the controlling authority. As a result, the approach to control of signage is not standardised, further frustrating the industry and the public. The classification process took cognisance of existing classification systems used by a number of local councils, most notably those used by the Johannesburg, Port Elizabeth and Stellenbosch councils.

A National Code of Practice must function as a tool that can be used to effect revisions to existing laws, bylaws and ordinances and ensure that a standard approach is adopted by all authorities towards the control of outdoor advertising.

3.2.2 CLASSIFICATION SYSTEM

Advertisements can be described according to their function, situation, supporting structure, medium, duration, and type. The various categories used to classify an advertisement are described below:

(1) FUNCTION

This category refers to the message conveyed by the advertisement i.e. what is being advertised. Any advertisement will convey one of three messages:

- **Information on localities**

This class will include all *business signs, directional signs, landmark signs, place names, and service club notices.*

- **Information on activities**

This class will include all *future development and construction signs and public service and utility signs.*

- **Information on products & services**

This class will include *for sale, auction and lease signs*, as well as *service and product advertisements*.

(2) SITUATION

The next category of classification concerns the positioning of the advertisement relative to the road reserve. Advertisements can be situated

- **in road reserve**, or
- **outside road reserve** (on or off premise).

(3) SUPPORTING STRUCTURE

A vast variety of structures are used to support advertisement signs. In many cases, the structure itself bears greater responsibility for the impact on the environment than the actual sign. The following classes are applicable:

- **Structures primarily used for the display of advertisements**
i.e. poles, standards, pylons and brick, stone and concrete structures.
- **Structures not primarily used for the display of advertisements**
i.e. walls of buildings, verandas, balconies, roofs, walls fences and hoardings, bridges, reservoirs, silos, street name poles, lamp posts, bus stop shelters, street furniture, and farm structures and machinery.
- **Advertisements on moving structures / objects**
These could either be on moving vehicles (buses, trailers, etc.) or on kites, balloons aircraft, etc.

(4) MEDIUM

The medium may vary from a static unchanging message, to an active message constantly changing.

- **Static (Unchanging)**
Most posters, billboards, etc. carry one unchanging advertisement.
- **Active (Changing)**
Neon lights and electronic media enable signs to constantly change.

(5) DURATION

The intended display period for the advertisement may vary:

- **Permanent** (5 years)
- **Semi permanent** (Short term campaigns)
- **Temporary**

TABLE 1: Proposed Classification of Outdoor Advertisements

(6) TYPES OF ADVERTISEMENTS

Depending on the budget available, the location and the intended impact, an advertiser can choose from a variety of advertisement types. The majority of these are standardised and produced in quantity. The most distinguishing characteristic of these classes is the shape and size of the sign.

- **Very large**
'Spectaculars' and 'Aerial Signs'
- **Large**
Billboards
- **Medium**
Posters
- **Small**
Farm names, estate agents' boards, pavement advertisements, etc.

3.2.3 PROPOSED CLASSIFICATION OF OUTDOOR ADVERTISEMENTS

Based on the above and comprehensive research into the control systems currently used by various local and regional authorities, a classification system was developed specifically with the National Code of Practice in mind. The classification hinges on types of signs with signs of similar size (and consequently potential impact), function and situation grouped together (see table 1).

CLASS 1 Signs on buildings and premises	1a	Signs painted on walls and roofs
	1b	Window signs
	1c	Advertisements incorporated into the fabric of buildings
	1d	Advertisements on forecourts of business and retail premises
	1e	Multi-laminar advertisements on any premises
CLASS 2 Signs on business premises	2a	Advertisements on business premises
	2b	Signs on road traffic projects
	2c	Large
CLASS 3 Composite signs	3a	Service facility signs
	3b	Terrace signs
	3c	

Note: Many of the above names listed under 'Type of Sign' are generic terms commonly used in the advertising industry. A definition of each is supplied overleaf.

TABLE 1: Proposed Classification of Outdoor Advertisements

CLASS	CODE	TYPE OF SIGN
CLASS 1 Large, free-standing	1a	Spectaculars and Supapax
	1b	Aerial signs
	1c	Large billboards
	1d	Small billboards, Guard Towers and Super Trilaterals
	1e	Advertising on towers, bridges and pylons
CLASS 2 Posters and general signs	2a	4 Sheet posters
	2b	Pavement posters and notices
	2c	Banners and flags
	2d	Suburban ads
	2e	Street furniture
	2f	Temporary advertisements
	2g	Identilites
	2h	Transit advertising
	2i	Functional advertisements by public bodies
	2j	Construction site hoardings on boundary walls and fences
	2k	Project boards
	2l	Advertisements displayed on enclosed land
	2m	Neighbourhood watch and similar schemes
CLASS 3 Signs on buildings and premises	3a	Sky signs
	3b	Flat signs
	3c	Projecting signs
	3d	Veranda, balcony, canopy and underawning signs
	3e	Signs painted on walls and roofs
	3f	Window signs
	3g	Advertisements incorporated into the fabric of a building
	3h	Advertisements on forecourts of business premises
	3i	Miscellaneous advertisements on any premises
	3j	Advertisements on business premises
CLASS 4 Composite signs	4a	Sponsored road traffic projects
	4b	Logos
	4c	Service facility signs
	4d	Tourism signs

Note: Many of the above names listed under 'Type of Sign' are generic terms commonly used by the outdoor advertising industry. A definition of each is supplied overleaf.

CLASS ONE (large free-standing signs)

Class 1 makes provision for signs deemed to have a high impact on the aesthetic and social environment by virtue of their size, shape or prominence.

1a Spectaculars and Supapax

'Spectaculars' are custom made, illuminated billboards, generally 3 m x 12 m or larger but may be as small as 4 m x 2 m. They may be externally or internally illuminated and often include specialist character cut-outs and three-dimensional presentations. 'Supersites', 'Fireflies', 'Glolites', and 'Unilites' are popular brand names.

'Supapax' are giant-sized product replicas commonly seen outside shopping centres.

1b Aerial signs

An 'aerial sign' is any sign affixed to a captive kite or balloon or an aircraft, or any other device by which it is suspended in the air.

1c Large billboards

'Large billboards' are free-standing signs varying from 96 sheets (3 m x 12 m) to 48 sheets (3 m x 6 m).

1d Small billboards, Guard Towers and Super Trilaterals

'Small billboards' vary in size from 16 sheets (3 m x 2 m) to 12 sheets (1,5 m x 3 m). They are commonly referred to in the industry as 'Shopper Twelve's', 'Roadside Twelve's', 'Junior posters' and 'Station Twelve's'. 'Guard towers' are tower shaped advertising structures comprising four 2,5 m x 1,5 m, 3 m x 1,5 m or 4 m x 1 m panels. 'Super trilaterals' are pole mounted, three sided units carrying three 1 m x 4 m panels.

1e Advertising on towers, pylons and bridges

This category includes all advertising (painted signs, logos or corporate colours as well as mounted signs) on cellular telephone towers, water towers, bridges and the like, as well as pylon mounted signs.

CLASS TWO (Posters and general signs)

2a 4 Sheet posters

Also referred to as '4-Sheeters'. These are usually pole mounted, double sided, and permanent advertising structures capable of carrying advertisements varying from 1,56 m x 1,05 m to 1,8 m x 1,2 m. Included are the following industry brand names: 'Impact Fours', 'Popstands', 'Flagstands', 'Centre Fours', 'Shop ads', 'CBD Units', 'Landscape pops', 'Postaflex', 'Station fours' and 'Station streamers'.

2b Pavement posters and notices

Pavement posters include all temporary signs erected within the road or pedestrian reserve intended to advertise any public thanksgiving, rejoicing, mourning or any other public function or occasion.

2c Banners and flags

An advertisement in the form of a banner or of a flag attached to a single flagstaff projecting from a building or premises.

2d Suburban ads

Pole mounted signs at entrances to suburbs carrying a 0,5 m x 2 m advertising sign beneath the suburb name.

2e Street furniture

Advertising on street furniture includes signs mounted onto benches, planters, pavement litterbins, pole mounted litterbins and bus shelters.

2f Temporary advertisements

This class includes a wide variety of signs and advertisements that are usually displayed to publicise a forthcoming event, or to advertise a short-term use of the advertisement site. This class includes signs temporarily displayed to:

- advertise that land, premises or development are for sale or to let;
- announce that there is to be a sale of goods or livestock on land or premises which are not normally used for commercial purposes;
- advertise any local event which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose;
- announce the visit of travelling entertainment; or to
- advertise the fact that firms or individuals are carrying out building, engineering or construction work.

2g Identilites

Pole mounted, double sided, internally illuminated, 1,0 m x 1,5 m signs, carrying street names in the urban environment.

2h Transit advertising

This class includes all advertising on normally moving vehicles including taxis, buses, trailers, trains and vessels.

2i Functional advertisements by public bodies

Those advertisements which are needed by public bodies (such as local authorities, public utilities operators and public transport operators) to give information or direction about the services they provide (e.g. bus timetable).

2j Construction site hoardings on boundary walls and fences

This class permits signs to be fixed (but not painted) flat against or on top of any fence or wall (not being the wall of a building) where such fence or wall forms the boundary of a site where construction work is being carried out.

2k Project boards

This class includes all advertisements displayed on a site where a building, swimming pool, tennis court, paving, fencing or garden landscaping or any other structure is in the course of being constructed, erected, carried out or altered. Also included are signs describing the type of development being carried out on a site and which gives details of the type of accommodation being provided, floor space available, etc.

2l Advertisements displayed on enclosed land

Advertisements displayed on enclosed land would include advertisements inside a railway station forecourt, or inside a bus station or sports stadium.

2 m Neighbourhood watch and similar schemes

This class makes provision for outdoor signs for Neighbourhood Watch, Farm Watch and similar watch schemes established by the local Watch committee and the police authority, advertising that a watch scheme is in operation in the area. It also makes provision for signs containing the name, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.

CLASS THREE (Signs on buildings and premises)

3a Sky signs

A 'sky sign' is any sign that is fixed above the roof of a building other than a roof of a veranda or a balcony.

3b Flat signs

Signs affixed to the main walls of buildings and which do not project more than 230 mm from the surface of the walls.

3c Projecting signs

Any sign that is affixed to a main wall of a building and projects more than 230 mm from the surface of the main wall.

3d Veranda, balcony, canopy and under-awning signs

Included hereunder are

- signs affixed flat on to, or painted on a parapet wall, balustrade or railing of a veranda or a balcony;
- signs on top of the roof of a veranda, only where such a roof does not have a parapet wall, balustrade or railing;
- signs affixed flat on to, or painted on the fascia of a veranda or a beam over veranda columns; and
- signs suspended under a veranda or balcony.

3e Signs painted on walls and roofs

All signs painted directly onto the main walls or roof of a building.

3f Window signs

Window signs are signs that are permanently painted on, or attached to, the window-glass of a building.

3g Advertisements incorporated in the fabric of a building

Any advertisement incorporated into, and forming an integral part of the fabric of a building (i.e. not painted on or affixed in any manner).

3h Advertisements on forecourts of business premises

Notices, signs and advertisements positioned on the forecourts of business premises, to draw attention to any commercial services, goods for sale, or other services available at the premises. A forecourt may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or cafe, etc.

3i Miscellaneous advertisements on any premises

This class includes a wide variety of small notices and signs to be displayed on the premises or buildings to which the notice or sign relates.

3j Advertisements on business premises

Advertisements pertaining to the business carried on, the nature of the goods sold, or services provided on those premises.

CLASS FOUR (Composite signs)

4a Sponsored road traffic projects

This class makes provision for any advertisements relating to the sponsoring of projects specifically intended for road users either aimed at the provision of road services or the promotion of road safety.

4b Logos

Specific service or 'Logo' signs are proposed alternate signing systems included to provide the motorist with specific information in the interest of the motoring public. They provide travellers with business identification and directional information regarding essential motorists services. These signs may be used on any class of road and are primarily intended for use in rural and natural areas.

4c Service facility signs

This class permits advertisements to be displayed on any premises for the purpose of advertising the fact that a business, company or person is providing services specifically aimed at the road user. These services include restaurants, filling stations, accommodation, and holiday resorts.

4d Tourism signs

Tourism signs represent a standardised method of displaying directional information about public places owned by national or local authorities, publicly or privately owned natural phenomena, historic, cultural, scientific, educational, and religious sites; as well as areas of natural scenic beauty or naturally suited for outdoor recreation deemed to be in the interest of the travelling public. The sign may only identify the activity and direct the viewer; advertising and logos are prohibited.

3.3 CONCLUSIONS

SECTION FOUR: PHYSICAL ENVIRONMENT

The following conclusions are drawn and used in the development of a model for a National Code of Practice for Outdoor Advertising:

Sub-problem 4:

To classify urban and rural landscapes based on appropriate criteria

- The preceding section has seen the classification of outdoor advertising into four distinct groups.
- The classification is largely based on the size, location and type of sign.
- The classification also reflects the potential impact and necessity value of the sign.
- The classifying of advertisement into groups is an important step in developing a National Code of Practice for Outdoor Advertising.

Sub-problem 5:

To classify roads and road signs based on appropriate criteria

Hypothesis 1:

The development of a National Code of Practice for Outdoor Advertising

Hypothesis 2:

The development of a National Code of Practice for Outdoor Advertising

Hypothesis 3:

The development of a National Code of Practice for Outdoor Advertising

This section concludes the physical environment as part of the development of a National Code of Practice for Outdoor Advertising.

4.1 LANDSCAPES

4.2 STREET AND RURAL ENVIRONMENT

4.3 CONCLUSIONS