

SECTION ONE: A MODEL FOR A NATIONAL CODE OF PRACTICE

Sub-objective 1: To develop a model for a National Code of Practice for Outdoor Advertising based on the findings of Part One of this dissertation.

Hypothesis 9: A National Code of Practice for Outdoor Advertising can be established based on the findings of Part One of this dissertation.

Section One: A Model for a National Code of Practice for Outdoor Advertising and its implementation.

PART TWO: A NATIONAL CODE OF PRACTICE FOR OUTDOOR ADVERTISING

- 1. INTRODUCTION
- 2. LITERATURE REVIEW
- 3. EVALUATION
- 4. CONTROL
- 5. CONCLUSIONS

1.1 INTRODUCTION

SECTION ONE: A MODEL FOR A NATIONAL CODE OF PRACTICE

Sub-problem 9: To develop a model for a National Code of Practice for Outdoor Advertising based on the findings of Part One of this dissertation.

Hypothesis 9: A model for a National Code of Practice for Outdoor Advertising can be established based on the findings of Part One of this dissertation.

Section One discusses a practical model for a National Code of Practice for Outdoor Advertising and comprises the following sub-sections:

- 1.1 INTRODUCTION
- 1.2 CLASSIFICATION
- 1.3 EVALUATION
- 1.4 CONTROL
- 1.5 CONCLUSIONS

1.2.1 TYPE OF LANDSCAPE

The first step in the classification process is to determine the various landscape types in South Africa. From Part One, Section Four (Physical Environment) it was determined that South Africa consists of three basic landscapes namely:

- Natural
- Rural and
- Urban landscape

From studies conducted in the tourism field it is clear that the foreign visiting interests in South Africa for its natural and cultural scenery as well as its wildlife. These three basic landscapes combine to form the overall scenic landscape of South Africa. The studies in Part One, Section Four illustrate the extent of these three landscapes as well as the scenic resource existing in the nine provincial regions.

The sensitivity of the landscape is therefore used to determine the environmental impact of outdoor advertising and forms the basis to the types of control measures proposed.

1.1 INTRODUCTION

Before the National Code of Practice can be defined and described in detail, a practical model based on the research conducted and described in Part One of this dissertation is developed. The sub-problems addressed thus far have enabled the formulation of requirements for such a model. The model should include:

- a classification system for sign types based on size, function and situation.
- a classification system for landscapes based on environmental sensitivity.
- a simplified classification system for roads.

The model should further incorporate effective control measures that:

- ensure the protection of environmentally sensitive areas;
- incorporate specific mechanisms aimed at ensuring road safety (pre-cautionary approach); and
- incorporate specific mechanisms aimed at mitigating potential environmental impacts

A model based on three steps, namely *classification*, *evaluation* and *control* is illustrated overleaf (figure 6).

1.2 CLASSIFICATION

Central to the whole process is the concept of **classification**. The **type of landscape**, **type of sign** and **type of control** are important in this regard. The type of sign will be classified into one of four classes based on potential impact. The position of the sign in terms of the landscape (natural, rural or urban) will determine the **areas of control** to be applied. One of five areas of control will apply namely; **maximum control (natural)**, **maximum control (rural)**, **maximum control (urban)**, **partial control (urban)** and **minimum control (urban)**.

1.2.1 TYPE OF LANDSCAPE

The first step in the classification process is to determine the various landscape types that exist in South Africa. From Part One, Section Four: Physical Environment, it was determined that South Africa consists of three basic landscapes namely:

- Natural;
- Rural; and
- Urban landscapes.

From studies conducted in the tourism field it is clear that the foreign visitor is interested in South Africa for its natural and cultural scenery as well as its wildlife. These three basic landscapes combine to form the overall scenic resource of South Africa. The studies in Part One, Section Four illustrate the extent of these three landscapes as well as the scenic resource existing in the nine provincial regions.

The sensitivity of the landscape is therefore used to determine the environmental impact of outdoor advertising and forms the basis to the types of control measures proposed.

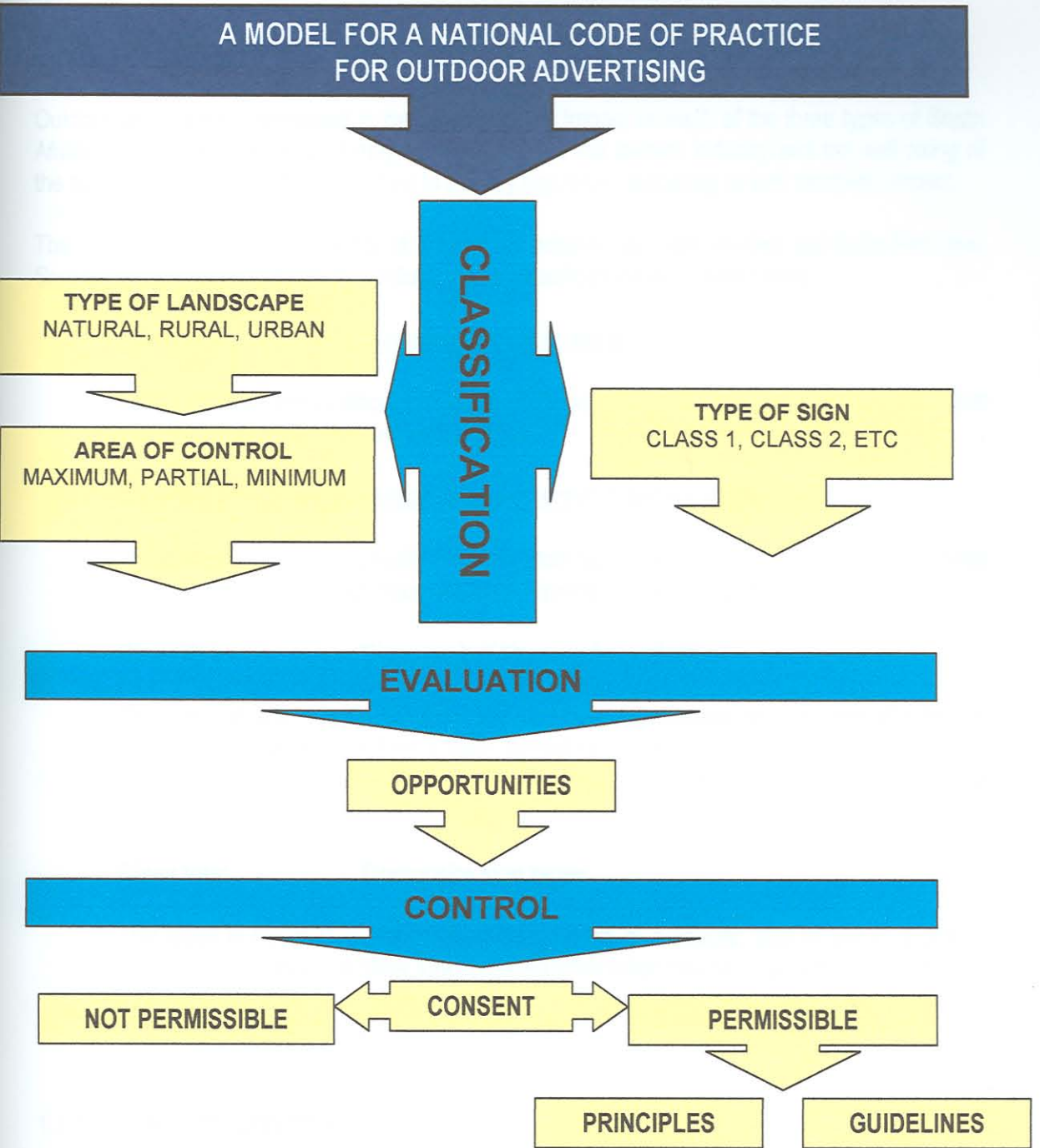


FIGURE 6: A Model for a National Code of Practice for Outdoor Advertising.

1.2.2 TYPE OF SIGN

Outdoor advertising is perceived to have an aesthetic impact on each of the three types of South African landscapes. This impact may be detrimental to the tourism industry and the well being of the community. It is therefore important to classify sign types according to their aesthetic impact.

The type of sign used by a variety of outdoor advertisers has been studied and from Part One, Section 3: Outdoor Advertising, the following four classifications were determined:

Class one **Large free-standing signs**

These are the normal billboards that are visible in and around the urban areas and result in most of the aesthetic environmental impact.

Class two **Medium size posters and general signs**

These are smaller and usually pole-mounted advertising signs varying in size. These signs result in a lesser but determinable environmental aesthetic impact.

Class three **Signs on buildings and premises**

This type of sign is different from the previous two classes as they are attached to buildings themselves and form a class special to the urban areas of South Africa. Their environmental impact is more linked to the urban character and does not influence the natural or rural scenery.

Class four **Composite sign types**

This class is linked to a standardised background of a specific size similar to a poster-board on which logos or other tourist-related information can be attached. This sign class has a low environmental aesthetic impact and is suitable for use in most of the natural and rural areas of South Africa.

1.2.3 AREAS OF CONTROL

Now that the type of landscape and the type of sign has been identified, the environmental impact in a specific landscape is dealt with through the establishment of three types of control:

- MAXIMUM CONTROL: The natural, rural and urban landscape.
- PARTIAL CONTROL: The urban landscape.
- MINIMUM CONTROL: The urban landscape.

The areas of control will determine the opportunity and constraint for outdoor advertising.

1.3 EVALUATION

The **evaluation** of the **sign type** versus the **area of control** (i.e. degree of impact versus degree of sensitivity) facilitates the establishment of advertising opportunities. The evaluation process also facilitates the implementation of control measures.

The potential for outdoor advertising is determined by linking the areas of control with the landscape type and the four types of signs. Figure 7 below depicts the link between these three areas of importance. This finally results in an illustration of outdoor advertising opportunities and constraints across the total area of South Africa.

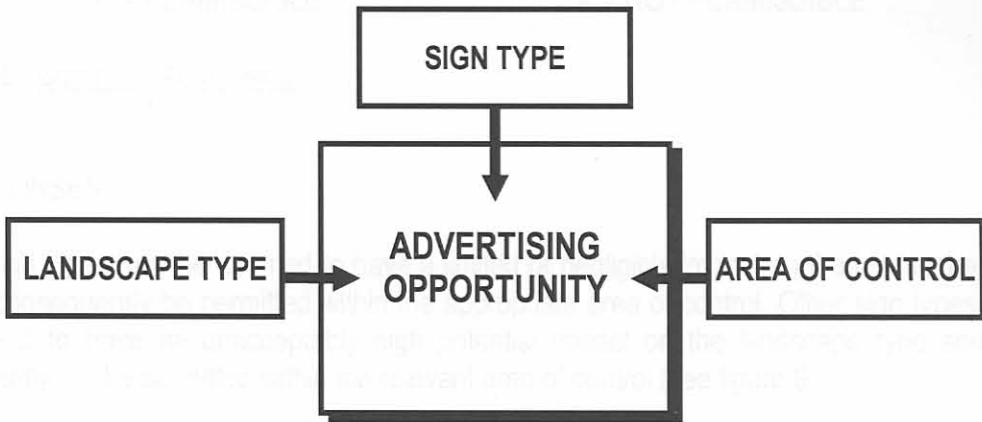


FIGURE 7: Evaluation of Advertising Opportunities

1.4 CONTROL

Control measures are applied by means of **type of consent**, **principles** and **guidelines**. Types of consent vary from not permissible to permissible with specific or deemed consent. Principles and guidelines are established for each sign type and area of control.

This step is actually the most important in the Code of Practice as this is where the decision making authority or outdoor advertiser comes to grips with what is allowed or what is not allowed; and in which manner the advertisement may be displayed (see figure 8).

		TYPE OF LANDSCAPE				
		NATURAL	RURAL	URBAN		
TYPE OF SIGN	1	x	x	x	✓	✓
	2	x	x	✓	✓	✓
	3	x	x	✓	✓	✓
	4	✓	✓	✓	✓	✓
				MAXIMUM	PARTIAL	MINIMUM
TYPE OF CONTROL						

✓ = PERMISSIBLE

x = NOT PERMISSIBLE

FIGURE 8: Control of Advertising

1.4.1 CONSENT

Certain sign types may be deemed to have a limited or negligible impact on the landscape type and will consequently be permitted within the appropriate area of control. Other sign types may be deemed to have an unacceptably high potential impact on the landscape type and will consequently not be permitted within the relevant area of control (see figure 9).

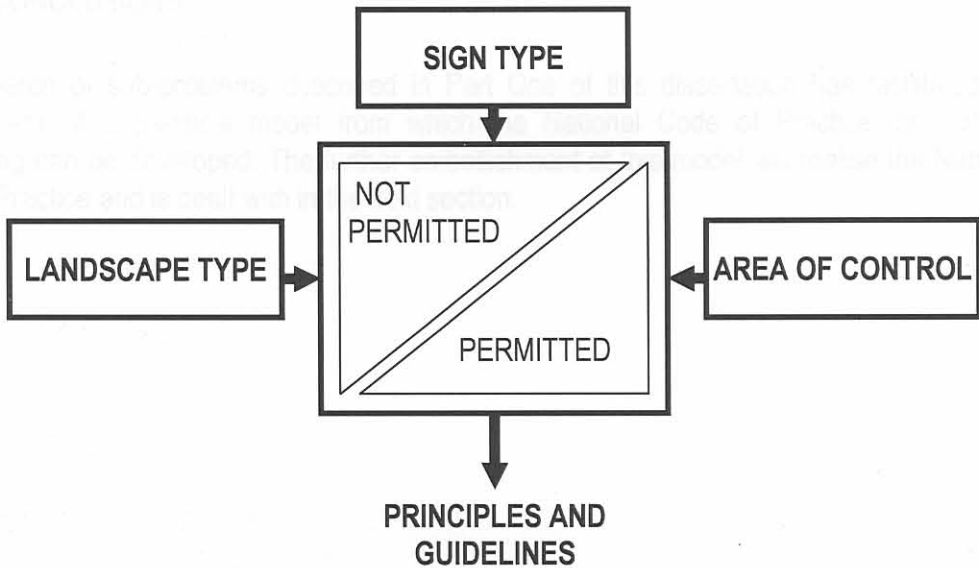


FIGURE 9: Consent

1.4.2 PRINCIPLES AND GUIDELINES

A sign benefiting from the *permitted* scenario will be subject to detailed principles and guidelines regulating aspects such as shape, size, height, position, colour, illumination and animation. Safety, design and construction, and maintenance provisions are also regulated. The guidelines also describe whether a permitted sign will require deemed or specific consent. The guidelines are arranged on standard page format for each type of sign as illustrated in figure 10.

TYPE OF SIGN		
DESCRIPTION	PERFORMANCE STANDARDS	GRAPHIC ILLUSTRATIONS
APPROPRIATE OPPORTUNITY		

FIGURE 10: Typical Guideline Sheet Layout

1.5 CONCLUSIONS

The research of sub-problems described in Part One of this dissertation has facilitated the development of a practical model from which the National Code of Practice for Outdoor Advertising can be developed. The further embellishment of this model will realise the National Code of Practice and is dealt with in the next section.