

APPENDIX 1

OUTDOOR INFORMATION NODES

The advertising node concept is specifically aimed at South Africa with a mixture of First and Third World economies and formal and informal sectors. With certain adaptations this concept might also be applied in other countries.

1. PROBLEM STATEMENT

The rationale for developing outdoor information nodes may be found in the following problems:

- Owing to poor economic conditions, increasing unemployment and various other factors, smaller businesses, part-time enterprises on residential premises and informal trading on sidewalks are increasing. Many of these enterprises are finding themselves in a survival situation and do not have the financial means for proper outdoor advertising or advertisements in other media. Many of them therefore make use of affordable but illegal outdoor advertising, mostly in the form of posters on lampposts or traffic signs and smaller advertising trailers. Some of these entrepreneurs even use very untidy written messages on pieces of cardboard. These illegal advertisements create a traffic hazard, contribute to visual pollution and often create an unprofessional image.

- The current *laissez-faire* approach of providing information on enterprises to tourists and travellers create the following problems:
 - The proliferation of advertisements and signs at town entrances and along busy routes (inside and outside towns), trying to attract the attention of tourist and travellers in advance.

 - The encroachment of projecting and free-standing shop signs onto streets and sidewalks.

- Advertisements and signs competing for the attention of the viewer. New additions to the scene tend to be bigger, higher and closer to the street and display brighter colours than existing advertisements. This may cause a snowball effect which can very easily get out of hand.
- These advertisements and signs cause visual pollution, destroy local sense of place, create a traffic safety hazard and distract from any tourism experience.
- The proliferation of estate agents' boards on sidewalks. These boards create visual pollution, distract from any tourism experience and create a hazard for pedestrians, joggers and cyclists using sidewalks. Many local authorities experience difficulties in controlling guidance signs to show houses over weekends and self-regulation by the industry has also proven fruitless in many instances.
- The lack of sufficient tourist information on a co-ordinated basis in certain centres and smaller towns, especially after normal shopping hours.

2. PURPOSE OF OUTDOOR INFORMATION NODES

The purpose of outdoor information nodes is to provide two or more of the following:

- Sufficient information concerning local tourist facilities and attractions in a coherent, visual pleasing and efficient manner.
- Ample opportunities for informal business to advertise in a legal, professional, visually pleasing and cost-effective manner.
- Ample outdoor advertising for estate agents.
- A favourable climate for the viability of such nodes by means of business opportunities for outdoor advertising contractors and/or opportunities for sponsorships.

- ❑ Contribute to job creation and the alleviation of poverty.

3. LOCALITY

Well-designed information nodes should be located at stopping places for motorists and at urban locations where people congregate and where a lot of pedestrian activity takes place, or where the potential for such activity exists. Such places may include the following:

- ❑ Parking areas at shopping centres
- ❑ At town entrances or at turn-offs to towns
- ❑ Filling stations and rest and service areas
- ❑ Strategic locations along tourist routes
- ❑ Popular urban parks
- ❑ Pedestrian malls
- ❑ Transport nodes such as railway stations and airports

4. COMPONENTS AND DESIGN

Information nodes will consist of a composition of the following:

- ❑ Tourism information section
- ❑ Sponsored advertising for the informal sector and small businesses
- ❑ Advertising component for outdoor advertising contractors
- ❑ Real-estate advertising
- ❑ Supporting facilities such as:
 - Picnic areas
 - Tea gardens
 - Refreshment kiosks
 - Play areas for children
 - Rollerblade and skateboard facilities
 - Arts and crafts/ fruit stalls

- Supporting events such as:
 - Flea markets
 - Fêtes and fairs
 - Fashion shows and competitions

These components will supplement each other and may be integrated to some extent in order to be more functional. The number and prominence of components, as well as the design and size of an information node, will depend on its location, the availability of space and information needs. A too large information node may become unmanageable and dysfunctional, while a too small node might not be dynamic enough. A minimum of at least two components will be needed to ensure the necessary public appeal.

4.1 Tourism information facilities may consist of outdoor displays, manned or unmanned kiosks and electronic displays. It is important to orientate the visitor with regard to the town, city or larger region. At smaller information nodes or nodes with a less prominent tourism component, tourist maps might be provided on advertising structures. In any case, it can be assumed that often advertising components for both formal and informal enterprises will also carry advertisements that will be of interests to tourists and travellers. It may be very helpful if information and advertisements concerning tourist facilities, events and attractions can be categorised. Interpretative signage on the local ecology can also be provided. Tourism information provided at information nodes may be incorporated into a tourism information system for a whole city or region, with information nodes referring to the geographical location of other nodes.

4.2 Sponsored advertising for the informal sector and small business: Creative and visually pleasing structures should be provided for displaying smaller posters for informal sector and small-business advertising. This component should be divided into various enterprise categories, services and products. This will allow for easy comparison between activities and services of the same type. Such components could therefore become an open-air yellow pages for the informal sector and could be seen as a treasure house of information for somebody looking for a specific activity or service. Smaller advertisements in the form of newspaper *smalls* can also be displayed on neatly printed and well-designed sheets. An income may be derived from such adverts by asking a fee for placement, or

they may be placed as a service to the community. This section may also be used for displaying special information, such as matric or university examination results. Art students may contribute to designing posters for the informal sector while the services of local artists may be obtained and even sponsored in order to provide an income to such artists. In the case of sponsorships the sponsor's name or logo may appear on the poster, which apart from the main advertising message will serve as an advertisement for the sponsor. In this manner advertising nodes may contribute to poster art and job creation amongst previously disadvantaged artists. Artists might also undertake their task of poster-painting at the advertising node which may serve as an additional tourist attraction. Hand-painted posters might even be sold to tourists.

4.3 Outdoor advertising facilities for contractors: This component provides advertising space which is sold in the normal way to advertisers by outdoor advertising contractors and operates according to free-market principles. This component will form the advertising backbone of the information node and sufficient space must therefore be allowed for this purpose. The majority of advertisements should preferably relate to products, events, services and enterprises in a specific town, centre, area or region.

4.4 Real-estate advertising: Space should be made available for advertising by estate agents at reasonable rates. This will serve as a reasonable alternative to the inexpensive advertising space that is currently being utilised on sidewalks. The real estate fraternity could either manage this component themselves, or it could become part of the previous component. In the latter case more realistic fees could be asked once the use of advertising nodes by estate agents has become established.

4.5 Supporting facilities: These facilities can be seen as an additional attraction for visiting an information node. The security situation along tourist routes can be improved by concentrating curio and fresh produce outlets at information nodes.

4.6 Supporting events could be staged where additional space is available, such as parking areas at shopping centres during off-peak shopping hours. Such events could become an important attraction and stimulate visitor activity at the shopping centre. This would also provide further opportunities for the informal sector. Certain events may cater specifically for the tourist and may

themselves become tourist attractions to a greater or lesser degree. During such events sound systems could also be used as an additional advertising and information medium.

4.7 Landscaping and design: The following landscaping elements will contribute towards making information nodes more attractive:

- ❑ Soft landscaping (trees, shrubs, flowers)
- ❑ Hard landscaping (paving, benches, litter bins, advertising furniture)
- ❑ Focal points and special features such as water elements and prominent advertising furniture

The design of an information node should be aimed at reflecting local character and creating a unique sense of place. All structures, including advertising structures, should be of a high visual standard and should contribute to a local sense of place.

Information nodes should be designed as visual attributes that will immediately attract attention and invite people to visit them

Advertisements and signs at information nodes should never be aimed at passing motorists, but always at people visiting the information node on foot.

Information nodes should be designed within a safe environment and sufficient security should be provided to visitors.

5. FINANCING AND VIABILITY OF INFORMATION NODES

The success of any information node will depend to a great extent on important factors such as locality, attractive and functional design and efficient management.

In terms of economic viability, the section provided for outdoor advertising contractors can be seen as the most important component. Parts of the tourism section and the real-estate section (after it has

been established) may also be seen as economically viable. The same operator might therefore manage these three sections as a single unit.

The necessary sponsorships for the section catering for informal sector and small-business advertising will be essential. Advertising space will have to be provided free of charge to the informal sector, while advertising space for small businesses should be provided at a minimal fee. Sponsorships for this component may cover the following elements:

- ❑ The actual space for erecting such components
- ❑ Developing costs (structures and landscaping)
- ❑ Maintenance costs
- ❑ Printing of posters for informal entrepreneurs who cannot afford to pay for their own posters

The following sponsors may play an important role:

- ❑ Owners of shopping centres
- ❑ Petroleum companies and owners of rest and service areas.
- ❑ Advertising contractors and agencies
- ❑ Any other companies or enterprises

The responsibility for some or all of the less viable components of an information node may also be included in the lease agreement for such an information node. The whole node can therefore be run by a single operator, such as an outdoor advertising contractor, for his own account while having to subsidise certain of the components. This option is supported by the functional interrelationship between the various components of the node and the need for integrating these components. Tourism information may, for instance, be incorporated into other components such as both the formal and informal advertising sections.

Sponsors may use their involvement in such projects for advertising purposes. Being involved in such projects will create an environmental-friendly image as well as an image of caring for previously disadvantaged and less privileged groups. Sponsors may even place advertisements in other

advertising media such as newspapers, advertising information nodes as well as their own involvement in such projects.

In certain cases additional facilities such as fresh-produce stalls and curio shops may enhance the viability of the information node to a large extent.

It might take some time for information nodes to become fully established. Especially at the beginning one could assume that a visit to an advertising node will be combined with activities such as shopping, a visit to a park, a visit to a filling station or buying some fruit or curios along the road. However, after some time, depending on the success of this concept, a visit to an advertising node to gather information may become the main activity for many visitors.

6. MANAGEMENT

The efficient management and maintenance of information nodes will be of crucial importance.

All information nodes should have either a full-time or a part-time manager, as well as the necessary security personnel.

A knowledgeable person at larger tourist information sections may also assist tourists. Real-estate sections can also be manned during *show days* to direct potential clients to show houses.

All advertisements and posters in the section catering for the informal and small business sectors should be of a high standard and should be displayed in a well-organised manner. Hand-written notices and smaller pamphlets with an untidy notice board appearance should be avoided at all cost. Assistance should also be available to informal entrepreneurs in the designing and printing of posters. The size of advertising posters and the materials used will be very important. Too large posters will demand too much space while under-sized posters may create an untidy appearance. Certain criteria will also have to be applied in order for applicants to qualify for sponsored advertising.

All additional facilities and events such as fruit stalls and flea markets should also be of an acceptable standard in order to attract tourists and visitors.

Certain components of information nodes will only be successful if illegal advertisements are controlled effectively by the relevant authorities and if information nodes therefore become one of a small number of options for displaying certain types of advertisements or for catering for certain advertising needs.

7. BENEFITS AND ATTRIBUTES OF OUTDOOR INFORMATION NODES

Information nodes will provide the following benefits:

- They will solve the problem of visual pollution caused by certain types of outdoor advertisements and signs and will contribute to better living environments and more friendly and attractive tourist environments with a strong sense of place, while at the same time bolstering the informal sector, small business and community projects. Information nodes will provide a more environmentally friendly way of advertising, especially in important tourist areas such as the Garden Route, where advertising structures with a relatively high impact such as larger billboards should not be allowed at all.
- Information nodes may become an asset for shopping centres since certain events may boost sales during off-peak hours. They may even become draw-cards for tourists with favourable spending patterns.
- They will provide controlling authorities with a better moral footing for applying strict control with regard to certain types of illegal advertisements and signs since they will provide ample alternative opportunities for the effective display of such advertisements and signs.
- Information nodes will contribute towards creating a responsible and green image for all sponsors, advertisers or any other parties involved in such a project.

- Information nodes will also provide an important service to the visitor – sufficient information for the tourist and a large choice of and comparison between a variety of services by the informal sector and small businesses. A visit to the real-estate section will ensure more focused visits to specific show houses of interest to a potential client.
- Information nodes will benefit local communities by providing opportunities for charitable activities such as fairs and fêtes, by making information available and by creating job opportunities.
- Information nodes will provide a variety of services to the tourist in a save environment. They will improve the quality of products and services rendered to the tourist and will also improve sales due to the concentration of tourists at such nodes.

8. COMMUNITY INVOLVEMENT

Community involvement should be obtained with regard to such projects. The benefits to the visual environment, informal entrepreneurs, community projects, the users of the information and the sponsors should be explained to local communities. The involvement of churches and other charitable organisations may also be of crucial importance.

Local labour should be used in the construction of information nodes. The maintenance and management of information nodes will also create permanent job opportunities.

9. CONCLUSION

Initially opposition might be expected from informal entrepreneurs making use of illegal street posters, who believe that they have a right to put up posters wherever they want. Opposition might also be expected from some members of the real-estate fraternity who are currently overstepping their right to use guidance signs directing potential buyers to show houses. However, advertising stations might be one of the only viable and legal advertising options left to such entrepreneurs and estate agents in the near future. If this concept can be established by means of one or two successful pilot projects the benefits to all parties involved should become apparent. The location of such pilot projects should be

selected carefully, preferably at larger new shopping centre developments where they can be incorporated into such developments in a functional manner.

10. EXAMPLES OF OUTDOOR INFORMATION NODES

These designs are for illustrative purposes only and bear no relevance to any site.

10.1 Information node at a shopping centre (See Figure A)

The following components are provided:

10.1.1 Large billboards

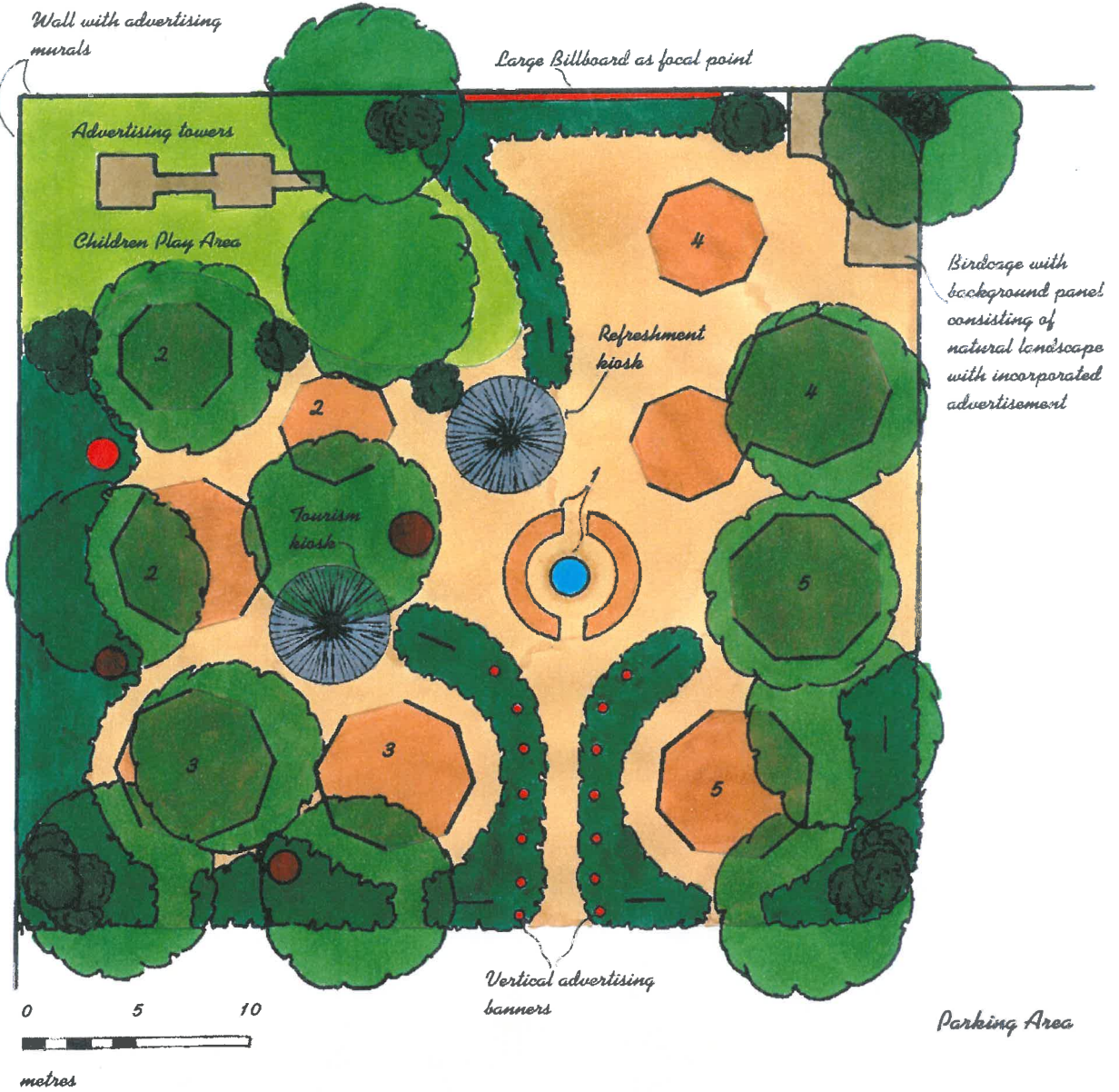
A large billboard with a maximum size of 36m² will form the focal point of the design. The structure should be without unsightly supports at the back. Since this billboard will be aimed mainly at pedestrians it should be placed much closer to the ground and should actually be joined visually to the ground by putting the advertisement within a frame. Difficult as it may sound, not only the frame but also the contents of the advertisement should fit into the general design theme. For instance, if an African Bundu theme is used the advertisement should consist of a Bushveld or wildlife scene. Thus the billboard will become a true piece of art which will form the aesthetic cornerstone of the advertising node.

10.1.2 Display cubicles





Hexagonal display cubicles consisting of poster panels will have two open sides for pedestrian circulation. Posters of various sizes will be displayed on both the inside and outside of these cubicles. These cubicles may also be used as booths during fêtes and craft markets by placing tables that can serve as counters inside the cubicles. In order to be more appealing the cubicle panels should be framed. Poster panels should be lifted from the ground to make information easier to read. By using lattice-work at the bottom of such panels a better visual unity with the ground will be obtained and air circulation inside the cubicles will be adequate.



Figure A
Outdoor Information Node at Shopping Centre



1. Seats with water feature
2. Display cubicle for contractors
3. Tourism cubicle
4. Display cubicle for informal sector
5. Real estate cubicle

-  Advertising furniture
-  Ground cover
-  Paving
-  Freestanding poster panel

10.1.3 Freestanding posters panels

Freestanding poster panels are provided in the groundcover or flowerbeds. These structures should be artistically designed and should form a visual unity with the ground. Standard poster structures on slender poles should be avoided.

10.1.4 Banners

Flagpoles carrying vertical banners at the main entrance to the node will create a festive atmosphere and will lead the eye to the large billboard at the back of the node. These banners may be used as a focal element to attract the attention of visitors once inside the parking area.

10.1.5 Advertising furniture

Well-designed advertising furniture could make an important contribution to the design theme and local sense of place.

10.1.6 Advertising murals

Artistically painted murals on the walls demarcating the node that contributes to the central theme could create a very special effect and would therefore be a very effective advertising medium. A second mural could be painted on the back wall of the bird-cage as a *natural* background scene. The birds will make this billboard come alive and a very striking effect will therefore be created.

10.1.7 Children's play area

Parents may leave their children here while shopping. A play leader may be appointed to look after the children and initiate their participation in play activities. Advertising panels can be incorporated into the play structures.

10.1.8 Plant Material

The plant material should also support the general theme, e.g. indigenous Bushveld plant material for a Bundu theme.

10.1.9 General

The various advertisements and advertising structures should not compete with each other, but should complement each other both functionally and visually.

A town crier in a special costume or carrying a sandwich board could be stationed at the entrance of the information node or may roam through the parking area announcing *specials* at the shopping centre and drawing attention to the information node.

10.2 An outdoor information node along a major tourism route in the Western Cape (See Figure B).

10.2.1 Local character and placeness

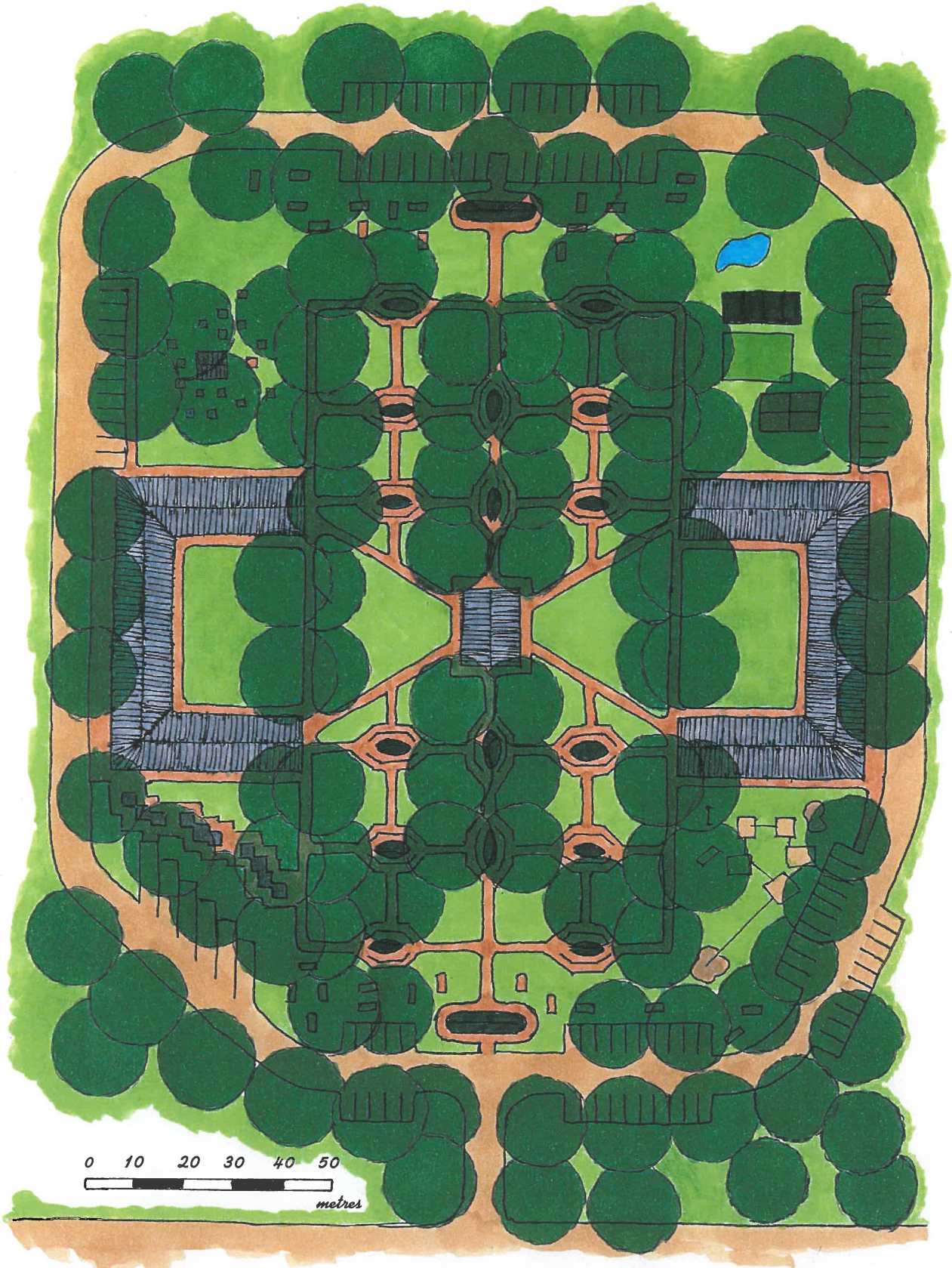
Cape Dutch architecture is used. This architectural style is complemented in the following ways:

- **Plant material:** Although the European oak (*Quercus robur*) would make the best contribution to placeness, this species is too slow growing. Therefore, the London plane (*Platanus acerifolia*), which is also a stately tree, is used.
- **Landscape design:** A formal and geometric design is used for the main part of the development. The placement of buildings, outdoor advertising structures and paving is accentuated by prominent rows of trees.



Figure B

Information Node Along Important Tourism Route in the Western Cape



- ❑ **Focal points:** The advertising graphics at the focal points should consist of vineyard and other Western Cape farmland scenes.
- ❑ **Farm animals:** The pens containing farm animals will make an important contribution to the Cape Dutch farm theme. Free-roaming farm animals such as geese could also be allowed.
- ❑ **Fresh produce and wine:** The selling of fresh produce and wine will enhance the Cape Dutch farm theme even further.
- ❑ **Curios** reflecting local culture and tradition.
- ❑ **Advertising structures:** Advertising structures, such as advertising boards and furniture, should contain Cape Dutch design elements.

10.2.2 Shopping facilities

Two centrally located buildings facing each other make provision for the selling of curios, fresh produce, wine and other items that might be of interest to the tourist and traveller. Kiosks for selling a variety of curios and other items have been provided in the bottom left corner. Curios should be of local origin and should reflect the local culture and tradition. This component will improve the viability of the information node to a large extent. Part of these facilities should be made available to the local community for selling handcrafts and local produce. Such a venture should be presented to the tourist in a well-organised and attractive manner.

10.2.3 Tourism information bureau

Apart from tourism information on the outdoor advertising structures, a tourism information bureau has been provided at the centre of the information node.

10.2.4 Advertising structures

Sixteen advertising units consisting of two advertising boards facing each other along paved walkways have been placed along a central axis and six lateral axes. Advertisements are to be placed both on the insides and the outsides of the boards. These boards should be joined to the ground by means of lattice-work and by framing the boards. Advertising themes are to be grouped together along these axes. Advertising furniture is also provided at appropriate points.

10.2.5 Focal points

Two larger billboards with a maximum size of 36m² have been provided to form focal points along the central advertising axis. These billboards should have a low profile and should be attached to the ground by means of the advertising structure.

Four painted advertising murals are provided on the shopping complex's shorter walls facing inwards, while murals are also provided on the side walls of the tourism bureau.

10.2.6 Picnic areas

Picnic facilities are provided at the top and bottom of the advertising node.

10.2.7 Children's play area

A children's play area at the bottom right-hand side of the node consists of adventure play facilities, including a cable slide. Advertising panels can be incorporated into the play structures in a subtle manner without visually overpowering these structures.

10.2.8 Tea garden and animal farm

A tea garden and animal farm at the top left and right-hand corners would enhance pedestrian movement and therefore the functionality of the advertising structures.

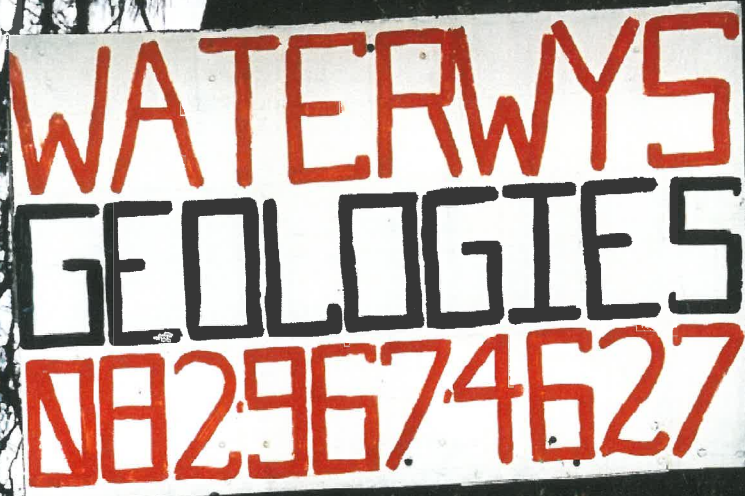


Figure C
Unprofessional signs

Due to poor economic conditions, increasing unemployment and various other factors, smaller businesses, part-time enterprises on residential premises and informal trading on sidewalks are increasing. Many of these enterprises are finding themselves in a survival situation and do not have the financial means for proper outdoor advertising or advertisements in other media. They are therefore making use of affordable but mostly illegal outdoor advertising. Some of these entrepreneurs are even using written messages on pieces of cardboard or other more durable material, which create a very untidy appearance. These advertisements create a traffic hazard, contribute to visual pollution and often create an unprofessional image. The top photograph represents the ultimate form of unprofessionalism. It not only consists of untidy spray-painted letters but is also supported by stones and pieces of junk (centre). The bottom photograph indicates a sign added to an existing tuck-shop and soft drink advertisement. It not only consists of untidy lettering but also untidy grammar. Signs with such a shabby appearance tend to remove any inclination of stopping at the enterprises they advertise.



Date of photo: January 2002



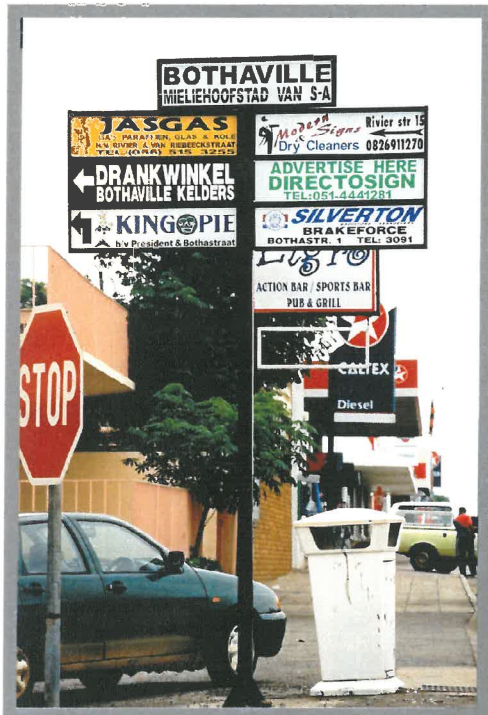
WATERWYS
GEOLOGIES
0829674627

Date of photo: March 1996



The top photograph shows a sign advertising a water-finder, making use of geological methods and probably operating from his home. The equally untidy sign on the right might harm rather than benefit the advertiser.

Figure C
continued



The proliferation of signs at town entrances creates a huge problem by impacting on placeness and creating a negative first impression of such towns. This problem is clearly visible at the entrance of Bothaville in the northern Free State, which is known as the *Maize Capital* of South Africa. The *Honger en dors?* (Hungry and thirsty?) sign in the bottom photograph is followed by a number of successive signs or *Burma signs* (top), reading *Here is the answer* and then advertise ice cold beer at a liquor store and meat products at a butchery.

Figure D
Proliferation of signs at town entrances

10.2.9 Parking

Parking has been provided for both cars and tour busses. The parking areas have been scattered in order to lower the visual impact.

10.2.10 Nature trail

A nature trail with interpretative signage at the beginning and end will enhance the environmental friendly nature of this development.

10.2.11 Management

Certain components such as the advertising component, tourism information bureau and shopping facilities may be leased to separate entrepreneurs, or the information node might be operated by one entrepreneur as a whole.

APPENDIX 2

STRATEGIC ENVIRONMENTAL ASSESSMENT (SEA) AND OUTDOOR INFORMATION TRANSFER

1. THE NATURE AND PURPOSE OF SEA

Where Environmental Impact Assessment (EIA) is aimed at site specific projects, Strategic Environmental Assessment (SEA) is aimed at projects and programmes covering a wider geographic area or a whole sector.

According to the *Guideline Document on Strategic Environmental Assessment in South Africa* (DEA&T & CSIR, 2000, p.10) SEA has the following benefits and objectives:

- **Pro-active:** It pro-actively informs the development of plans and programmes.
- **Opportunities and constraints:** SEA identifies the opportunities and constraints that the environment places on development. In contrast to EIA, it not only looks at the impact of development on the environment, but also assesses the effect of the environment on development.
- **Sustainability:** It provides guidelines to ensure that development takes place within sustainable limits.
- **Integration:** It has the ability to integrate across areas, regions or sectors.
- **Cumulative effects:** SEA improves the way in which cumulative effects are dealt with in environmental assessments.
- **Chosen level of environmental quality:** It focuses on the maintenance and enhancement of a chosen level of environmental quality, rather than on minimising individual impacts.

2. THE SOUTH AFRICAN MANUAL FOR OUTDOOR ADVERTISING CONTROL (SAMOAC).

SAMOAC is a guideline document that provides conditions and principles for the management and control of 35 classes of outdoor advertisements and signs. It is aimed at both the outdoor advertising industry and controlling authorities with the purpose of encouraging the standardisation of assessment criteria and uniformity in the application of these criteria. SAMOAC focuses on the control of advertisements and signs on an individual basis and requires an Environmental Impact Assessment (EIA) for any outdoor advertisement or sign larger than 36m².

It is important that SAMOAC be seen as a guideline document only. The onus is placed on controlling authorities to give legal status to this document by incorporating it into relevant legislation. SAMOAC gives controlling authorities the option to adapt the original document in accordance with local character and needs before taking such a step.

Like most other outdoor advertising control systems the approval of outdoor advertisements and signs under SAMOAC is based on specific and deemed consent. Specific consent implies that the controlling authority must approve the application for a certain sign type before it may be erected. Deemed consent implies that certain sign types are deemed approved without the controlling authority having to provide specific consent as long as certain prescribed conditions are adhered to.

3. A CUMULATIVE APPROACH TO OUTDOOR INFORMATION TRANSFER

The most important limitation of applying regulatory conditions and specifications such as those contained in SAMOAC is that outdoor advertising applications are considered on an individual basis. The cumulative effect of outdoor advertisements and signs, in a positive as well as a negative sense, is therefore not taken into account. This individual approach also has various other negative effects such as a huge strain on limited manpower resources and long waiting periods for the approval of applications.

In order to give expression to a cumulative and holistic approach to the management of outdoor information transfer, the SEA procedure should result in *Outdoor Information Plans (OITs)* which

are to be incorporated in relevant legislation. Such plans may cover larger suburban shopping centres, road sections, urban districts or even whole cities or towns.

3.1 Benefits of the SEA procedure and Outdoor Information Plans (OIP)

Applied to outdoor advertisements and signs the SEA procedure has the following benefits:

- A co-ordinated and more significant contribution can be made to the aesthetic environment and local sense of place.
- A cumulative impact assessment of outdoor advertising and signs is possible.
- An important contribution can be made to the sustainable management of perceptual resources.
- An OIP based on a SEA will reduce the number of applications for individual signs and advertisements and will therefore result in a more productive application of scarce manpower and funds by controlling authorities.
- The outdoor advertising industry will benefit from a simplified procedure for obtaining permission to erect outdoor advertisements.
- More effective community involvement will be obtained in the management of outdoor information transfer and the aesthetic environment. This will result in optimum environmental benefits for local communities.
- Controlling authorities will derive a better income from advertising rights on their land without impairing perceptual resources.

By looking at the broader environment in a holistic manner, Outdoor Information Plans can be more *environment specific* and can make a co-ordinated contribution to local character and placeness. By giving expression to local circumstances and perceptual environmental conditions, through more specific environmental design directives and more appropriate conditions and

specifications, such plans will serve as an instrument to adapt the original SAMOAC document, as was intended by this document. The detail of conditions and specifications prescribed by an OIP may vary depending on the scale of the OIP. With regard to the position of advertisements, for example, the OIP may indicate the exact location of sign types such as large billboards, or it may more or less indicate where they may be erected by providing certain conditions regarding placement. Ideally, the starting point should be to develop a broad Outdoor Information Plan of the total area under a controlling authority's jurisdiction in full co-operation with local communities and in accordance with local sense of place and the needs of local communities and controlling authorities. Such a plan will then form the basis for developing more detailed and localised OIPs through the SEA procedure, or for regulating and managing outdoor information transfer where such more detailed OIPs do not exist or are not needed. The localised OIPs should be incorporated into the broader OIP as and when they are developed, while all OIPs should be supported by appropriate legislation on outdoor information transfer.

3.2 Implementing SEAs aimed at outdoor advertising

3.2.1 SEA requirements

The following are required for any SEA aimed at outdoor advertising:

- ❑ It is to be undertaken by an independent environmental consultant with an aesthetic background and with the necessary expertise regarding traffic safety.
- ❑ The cumulative effect of all possible classes of advertisements and signs should be taken into consideration.
- ❑ Outdoor advertisements in and other environmental aspects of adjoining areas should be taken into consideration.
- ❑ The SEA is to be approved by the relevant controlling authority.
- ❑ Public participation and involvement of interested and affected parties are essential.

- Alternative development scenarios should be considered.
- Maximum long-term environmental benefits for the community. This will include the psychological, ecological, social and economic environments.
- The implementation of the Outdoor Advertising Plan (OIP) derived from the SEA shall be monitored by an Aesthetic Management Committee (AMC) during both the construction and management phase of outdoor advertisements and signs. Such an AMC should have the necessary expertise regarding design review. Both the controlling authority and the community should be represented on this body. An AMC might be established for a specific project, or it might be based on spatial planning or administrative units, in which case it will be responsible for all outdoor advertisements in a specific area as well as other perceptual or aesthetic matters.
- Existing legislation and guidelines will serve as point of departure.

Once the relevant authority or authorities have approved a SEA and its resulting OIP, all advertisements and signs covered in the OIP might be erected with deemed consent by whoever has acquired the relevant concession or rights, subject to the conditions of the OIP, unless the OIP stipulates that certain advertising structures may be erected only after the approval of a more detailed Environmental Impact Assessment (EIA), which will imply that specific consent is required.

3.2.2 Alternative approaches to the SEA procedure

One of the main problems relating to the implementation of the SEA procedure aimed at outdoor information transfer involves the responsibility for and financing of the SEA.

3.2.2.1 Where the controlling authority is the sole owner or body responsible for administrating land or property

In such cases SEAs will cover all advertisements and signs inside road reserves and on other land belonging to a local or roads authority, or which had been placed under its administrative control.

The negative effects of the *Treasury Principle*¹ may be neutralised by applying the SEA procedure and involving local communities and civic groups. In such cases, SEAs should be financed by the relevant controlling authority. In order to assure maximum financial benefits for the controlling authority and environmental benefits for the community, the advertising concession should be put out on tender. Concession specifications should be in accordance with the findings of the SEA. The relevant community should be represented on the body awarding the tender and finalising conditions for erecting and maintaining outdoor advertisements and signs. The tender amount should include the cost of the SEA study incurred by the controlling authority. If any major deviations to the concession specifications are decided upon due to proposals by a tenderer, an extension of the SEA should be undertaken and the whole concession should go out on tender again.

Another possibility is for the outdoor advertising industry to fund a SEA through their own controlling body, such as the Outdoor Advertising Association of South Africa (OAASA). Such studies should still be undertaken by an independent consultant and approved by the relevant controlling authority, for instance a local authority or roads authority. In such a case tenders for the concession should be open only to the members of the relevant outdoor advertising body. This will force more contractors to become members of the controlling body, which will improve control within the industry. The tender amount could still include the cost of the SEA, which can then be paid back to OAASA by the controlling authority, or OAASA can devise other means of funding SEAs to the benefit of its members.

¹The *Treasury Principle*, refers to the persuasion of the controlling authority by the financial benefits offered up-front by an outdoor advertising contractor to obtain an outdoor advertising concession, which might actually not be to the benefit of the public since it might impact on tourism resources and the local living environment.

3.2.2.2 Where the land involved is under private, corporate or institutional ownership or control.

This category will include larger tracts of land and developments such as shopping centres and business parks

Two approaches are possible:

- ❑ The owner of the land may fund the SEA himself and put the outdoor advertising concession out on tender.
- ❑ The owner might be approached by an outdoor advertising contractor to acquire the outdoor advertising rights for a certain amount, in which case the SEA will at the cost of the contractor.

In both cases the following will be required:

- ❑ The SEA will have to cover all advertisement and sign types that might be provided in the study area - even sign types that might be of no interest to an outdoor advertising contractor, such as shop signs, which are to be provided by a shopping centre management.
- ❑ Any meaningful deviations from the conditions of the OIP, in the opinion of an AMC, will have to be approved on the basis of an extension of the original SEA.

3.2.2.3 Where a variety of landowners is involved

This may include controlling body, private ownership and other institutions and public bodies.

From an environmental point of view, this option constitutes an ideal and more holistic approach since larger areas may be covered by a SEA where all advertisement and sign types will be included.

With regard to obtaining and awarding advertising rights this option might be a bit more complicated. Certain outdoor advertising types of relevance to outdoor advertising contractors

might have to be awarded to individual contractors, while the tender procedure for obtaining concession rights might be applied where relevant.

Three funding options exist for the SEA:

- a) A body within the outdoor advertising industry such as OAASA
- b) The relevant controlling authority
- c) A combination of a) and b)

APPENDIX 3

A CHRISTIAN ENVIRONMENTAL WORLD-VIEW WITH SPECIAL REFERENCE TO THE PERCEPTUAL ENVIRONMENT AND OUTDOOR INFORMATION TRANSFER

1. INSUFFICIENT ENVIRONMENTAL ETHICS

Christians, along with the rest of society, have come to believe the unspoken maxim: A certain amount of damage to the earth is the cost of the lifestyle we require; we dare not sacrifice this lifestyle, because there is nothing else to give life meaning (Badke, 1991, p.130).

The essence of contemporary society's problem of disregarding and misusing the perceptual environment can to a large extent be traced back to the Western World and Christian society's lack of proper environmental ethics throughout history. This argument is based on the major influence of Christian society on the rest of the world and its current influence on the process of globalisation. Although the problem lies deeper than the perceptual environment, namely Christian society's disrespect of the environment as a whole, the misuse of the perceptual environment and especially outdoor information transfer symbolises society's consumeristic mindset and lack of respect for the environment. Through the misuse, disregard and destruction of the perceptual environment, contemporary society is making a clear statement that everything in life is about consumerism with a corresponding lack of care for the environment. This symbolism can play an important role in conditioning members of society to an increasing extent to neglect and abuse the environment.

The crucial influence of Christian society on the poor environmental ethics of contemporary society is based on the following facts. The Western World and Christian society provided the basic values for the contemporary economic system, with the United States of America, with its profound influence in the establishment of a global economy and culture, as the most important role-player. Furthermore, according to White (1966, p.74), all successful technology is Western in origin, while all significant science is Western in style and method. Although the Western World

can no longer be seen as a Christian civilisation in the true sense of the word, and although many *Christians* are not committed to Christianity any longer, environmental ethics or the lack of environmental ethics in the West is still being based on axioms and traditions derived from Christianity. According to White (1966, p.78): *We continue today to live, as we have lived for about 1,700 years, very largely in a context of Christian axioms.* Furthermore, the Christian of today is being treated as contemporary symbolism of established environmental ethics. A poor environmental performance by the contemporary professing Christian will therefore enhance a poor environmental reputation based on established Christian axioms.

Christianity and Christian tradition have often been accused of pragmatism and the exploitation of the environment for the sole benefit of man (cf. White, 1966; Ice, 1975). The Calvinistic work ethic is frequently referred to in this regard. The irony is that concern for the environment is often lost between Christians focusing on two pragmatic extremes, namely a spiritual mindset and a materialistic mindset. According to the spiritual mindset it is only eternity that counts. The earth does not. It will, after all, be destroyed and replaced by a New Earth (cf. Freudenberger, 1990, p.16):

We have convinced ourselves that people issues are the only important concerns for the Christian. To defend the earth from destruction would be to divert our time and energy away from our God-given mandate to drag human beings out of the jaws of eternal destruction (Badke, 1991, p.12).

According to the materialistic mindset the Calvinistic work ethic and the Christian's relationship with the rest of creation have been deliberately misinterpreted to focus on economic growth at all costs, the accumulation of possessions and the enjoyment of life. Max Weber, the well-known German sociologist's theory on the prominent role of Protestantism in the development of capitalism in Western Europe serves as a prime example of the danger of misinterpreting and misusing Christian axioms, which in the end led to a total disregard of disrespect for God's creation.¹

¹ Weber's theory is based on an interpretation of the Protestant view of God's calling for each believer. Fulfilling this calling to the honour of God is seen as a way of obtaining certainty of grace and life everlasting. This worldly asceticism had a methodical, rational and disciplined character and consisted of hard work and a focussed effort. The ascetic importance of a fixed calling led to a rational organisation of capital and labour and provided an ethical justification for a specialised division of labour and profit making by business men. The attainment of wealth as a fruit of labour in a calling was seen as a sign of God's blessing.

In the beginning profit making was accompanied by rational and utilitarian use of wealth willed by God for the needs of the individual and the community – the use of the profit maker's means for necessary and practical things. During the earlier stages of capitalism, the exclusion of the spontaneous enjoyment of life and all it had to offer was also

A very good example of contemporary Christianity's negative contribution to an already damaged environmental image, due to a materialistic mindset and economic pressure, is the reversal of the United States' commitment towards the Kyoto Protocol by President George W. Bush, a professing Christian. By pulling out of the Kyoto Protocol the United States has weakened the agreement on the reduction of global warming gases that was eventually reached by the rest of the world. Corn (2001, online) describes the unfairness of this stance taken by the United States² as follows:

Bush asks other nations to feel America's pain [September 11] and to respond to its fears, even if that entails sacrifice. Yet he turns away when scores of other nations come together to declare their concern and plead with the United States to join the fight. Since Bush does not deny the reality and the seriousness of global warming, the message he sends is clear: don't you dare expect American citizens [and the leading Christian nation] to sacrifice for the common good. He asks for more than he is willing to give.

Seen against the above background it seems obvious that the prevailing Christian world-view on the environment would focus only on the pragmatic, and not on more sublime things like aesthetics and the perceptual environment. It can be assumed that where the environment might

seen as an important Protestant ethic. This restraint which were imposed upon the consumption of wealth naturally served to increase it by making possible the productive investment of capital which gave momentum to the system of capitalism.

With time, the religious roots on which capitalism was originally based died out slowly giving rise to utilitarian worldliness. The intensity of the search for the Kingdom of God passed gradually over into sober economic virtue. An accumulation of riches led to a decrease in the essence of religion. At some stage, the misinterpretation of Christian axioms became deliberate and turned into the misuse thereof. In the end the religious basis died out completely and material wealth became the reason for existence.

Since Max Weber has published his *Protestant ethic and the spirit of capitalism* in 1905 materialism has become rampant in contemporary society and advertising is creating a multitude of unwanted needs.

In evaluating Weber's theory one may conclude that the process of creating capitalism through ascetic Protestantism was not successful by losing its religious basis since it was flawed from the start. In essence, it was based on a purely pragmatic, egocentric and selfish motive – obtaining certainty by the individual of God's grace, salvation and life everlasting. Instead of being based on fear of not receiving salvation and a lack of faith in God's promises, it should have been based on a much higher and more pure Christian axiom, namely love – love and respect for God, humanity, the self and God's creation. This provides a much more balanced ethical approach while the recognition of self-worth is only necessary to support love and respect for God, humanity and God's creation.

² The United States is the leading producer of greenhouse gasses by being responsible for 25% of such gases (Corn, 2001, online).

crop up the emphasis will be placed on more tangible and obvious issues, such as water and air pollution, which will have a more direct influence on the well-being of man.

Since the current insufficient principal environmental world-view is based on improper Christian axioms, or the improper interpretation of such axioms, it is the responsibility of Christian society to provide a proper world-view based on relevant Christian axioms and principles in order to solve this problem. Although Christianity does provide values for a non-pragmatic and deeper approach to environmental management, these values have often been overlooked deliberately and conveniently in order to justify a consumeristic and materialistic lifestyle. Since the conservation and management of the perceptual environment is less concrete and measurable than other environmental issues, such as water and air pollution, an appropriate moral basis is essential to motivate and ensure the effective management of the perceptual environment and outdoor information transfer.

2. A NON-PRAGMATIC CHRISTIAN WORLD-VIEW ON ENVIRONMENTAL MANAGEMENT

2.1 Background

Miller (1996, p.711) differentiates between two main types of environmental world-views: those that put humans at the centre of things and those that do not. According to this approach the essence of the **human-centred world-view** can be seen as managing the earth's life-supporting systems for the sole benefit of man, together with the pursuit of unlimited economic growth. In contrast to this world-view the **biocentric and ecocentric environmental world-views** focus on the inherent or intrinsic value of all forms of life (the value that exists regardless of these life forms' potential or actual use to man) and on the value of earth's life-support systems. The biocentric and ecocentric worldviews are seen as a more responsible and sustainable approach. Most proponents of such more sustainable and responsible environmental worldviews share the opinion that human-centredness or anthropocentrism should be seen as the main cause of environmental ills.

In order to be viable any environmental world-view should have a deeper or religious base. There should be a deeper motive why one should strive for a more sustainable and responsible approach to environmental management. If man's ethical responsibility for sustainable environmental management is not anchored to deeper values there will always be the tendency to fall back to pragmatism where everything is done for the sole benefit of man. White (1966, p.85) makes the following statement in this regard: *Since the roots of our (environmental) trouble are so largely religious, the remedy must also be essentially religious, whether we call it that or not.*

Simplistically seen from a Christian perspective there are, broadly spoken, three possible foundations to an environmental world-view:

- ❑ A **theistic** approach where everything was created by and lives for the glory of God.
- ❑ A **pantheistic** approach that sees God as the sum of all that exists in the universe and where all things in the universe are of the same substance and thus of the same value.
- ❑ A **pragmatic** and **egocentric** approach where man is his own god and where everything is done for personal gain or for the sole benefit of man. For the purpose of this study an egocentric approach must be distinguished from an anthropocentric approach, which is interpreted as man performing a leading role regarding the environment.

The problem with the present Christian world-view is that it seems to be primarily inclined to the last approach while ignoring the first approach.

There may be various approaches to or interpretations of a non-pragmatic and theistic Christian world-view on environmental management. The Christian world-view presented here is based mainly on Schaeffer's (1972) approach to environmental management. In order to make this proposed world-view more applicable to perceptual resource management and the management of outdoor information transfer the following three characteristics, identified as inherent to the perceptual environment, will serve as the main framework for expression (See Chapter 1, Section 1.3.1):

- ❑ Anthropocentrism
- ❑ Synergism or holism

- Environmental or natural order

In order to give further substance to the proposed Christian world-view on environmental management and to put the concepts of anthropocentrism and non-pragmatism in the correct framework the important topic of human dignity and human limitation will also be covered. Furthermore, a Christian perspective of *genius loci* will also be included since it plays such a crucial role with regard to perceptual resource management.

2.2 Anthropocentrism

Since a world-view indicates a particular view or philosophy of life and the world held by *man*, it is anthropocentric in essence since it revolves solely around the thoughts and beliefs of man. All environmental world-views therefore have an anthropocentric point of departure. The fact cannot be denied that man is the most powerful and dominant species on earth. Seen in this light we have no choice but to manage the influence of our own actions on the environment. As an act executed by man, environmental management is anthropocentric in nature. Even a pantheistic world-view, which sees God as the sum of all that exists in the universe, and therefore believes that man should not dominate nature, but look after the environment in a sustainable manner since each thing in the universe is of the same substance and thus of the same value, is still anthropocentric. If man is to be truly of the same essence as the animals or the trees, so that he should reject all desires to dominate nature, then he should logically also reject any attempt to care for and manage creation. He should also not live in accordance to his full potential less he should become the dominant species.

It is therefore only the interpretation of and approach to the term anthropocentrism by the various world-views and the motive for placing man in a central position that differ; it is the motive for managing the environment that differs. Thus it is not anthropocentrism *per se* that is negative, but the interpretation and application of anthropocentrism. Most environmentalists tend to confuse and equate anthropocentrism with pragmatism and egocentrism, since anthropocentrism has a natural tendency to divert to pragmatism and even egocentrism if not anchored to deeper values. It is true that most views on environmental management do have a pragmatic approach as true motive. The argument that crops up again and again in discussions about sustainable development is that sustainable development is necessary since it will ultimately be man who will

benefit by such an approach, and that man's survival depends on a more sustainable and responsible approach to environmental management. Ironically enough even the most advanced level of environmental awareness, as proposed by Miller (1996, p.714), and according to which the value of all forms of life exists regardless of their potential or actual use to man, can be interpreted as having a pragmatic dimension on the grounds of the following statement made by Miller:

At this level, our survival and economies are viewed as being totally dependent on Earth's natural processes... (Emphasis added.)

The problem with a pragmatic motive is that it can very easily become purely egocentric and exploitive to the detriment of the environment. Motloch (1991, p.23) gives the following description of such an exploitive anthropocentric approach:

The anthropocentric view, ... has humans as the center of the universe, dominant over nature; and nature exists to serve human needs. The environment has value only in its ability to serve; it exists to be exploited for people's use and benefit.

In such a case environmental management is substituted for environmental manipulation and exploitation.

The Christian environmental world-view presented here contains a higher motive where anthropocentrism involves much more than mere pragmatism. It puts God at the centre and as a result it also puts the emphasis on both man *and* the environment. Schaeffer (1972) considers the unique nature of the Judaistic-Christian God, who is Personal and Infinite at the same time, as point of departure of the Christian's view of the environment. According to this view man is both separated from and united with nature. Since only God is Infinite and only He is Creator, everything else is the creature and is finite. On the side of God's infinity there is therefore a great chasm between God and everything else. In the biblical viewpoint man, animal, plant and machine are equally separated from God, which points at a unity between all created things.



THE PERSONAL - INFINITE GOD



(Schaeffer, 1972, p.36)

On the side of the Personal there is a chasm between man and the rest of created things. God has created man in His own image and therefore man's relationship is upward rather than downward. Man has a personality and as such has a unique position among the rest of creation. He also has the opportunity of a personal relationship with God through Jesus Christ. Although man's relationship is basically upwards and although he is separated from the rest of nature on the side of the Personal he also has a downward relationship and is united with all other things as being finite and created on the side of God's infinity.

On the side of the Personal the Christian perspective of the environment is anthropocentric, to a certain extent, in the sense that man has dominion over the lower orders of Creation. Nevertheless, it involves much more than mere pragmatism and exploitation of nature for the good of man, since on the side of the Infinite man should treat creation with respect. *...for the Christian the value of a thing is not in itself autonomously, but because God made it. It deserves this respect as something which was created by God, as man himself has been created by God* (Schaeffer, 1972, p.44). Mankind's mandate for responsible environmental management is found in the commission to work the Garden as God's envoys on earth, by *imaging* God and by dealing with the environment as if God Himself were at work (Genesis 2:15). A mandate still valid after the Fall with many indications in Scriptures that this is the case (Badke, 1991, p.149). A disregard for the environment means an *egocentric denial of God... The ruin of nature and the denial of God go hand in hand, because both overexalt human beings* (Carmody, 1983, p.79).

To respect Creation also implies that man has a responsibility of substantial healing in nature of some of the results of the Fall, arising from the truth of Redemption in Christ:

In each of the alienations arising from the Fall the Christians, individually and corporately, should consciously in practice be a redemptive factor. By God's Grace they should consciously in practice be a healing, redemptive factor in this life in the separation of man from God, man from himself, man from man, man from nature and nature from nature. And certainly this is true in regard to nature. A Christian-based science and technology should consciously try to see nature substantially healed, while waiting for the coming complete healing at Christ's return (Schaeffer, 1972, p.58) (cf. Badke, 1991, p.126).

The concept of substantial healing is also reflected by Badke's *Fifth Witness* which involves the responsibility of man to enhance creation's bright witnesses and to limit its dark witnesses³ by actively repudiating environmental exploitation. *As the Maker has taken hold of the lives of those committed to Christ, giving them new life, so too we can demonstrate, through environmental action, that God is laying claim as well to the world he made* (Badke, 1991, p.151).

In a Christian perspective anthropocentrism and the importance of man should always be seen within the context of theocentrism and the sovereignty of God. For the purpose of this study anthropocentrism should therefore be defined as follows:

To regard the human race as God's envoys on earth and therefore central to the universe created, upheld and maintained by God.

The Christian view of environmental management finds its ultimate motive in the glory of God and the redemptive power of Jesus Christ.

³ Creation's original and natural witnesses, glory and nurture, called the **bright witnesses** by Badke, both *testify to and honor the Creator God, the first by showing his majesty through the complexity and beauty he has made, and the second by demonstrating that God intends to support abundantly the ongoing life he has created* (Badke, 1991, p.146-7). Man's rebellion against God in the spiritual realm brought a corresponding harshness to the environment. After the Fall two additional witnesses have been added to nature's proclamation, penalty and precariousness, called the **dark witnesses** by Badke, and which serve as opposite to the bright witnesses. *Instead of glory, we find condemnation in the mortality of all things, the horrors of natural disasters, and the growing crises of ecological pollution. This is the witness of penalty. Instead of nurture, we discover that the earth no longer supports life without extreme effort, and that death can snuff out in an instant all that we have worked for. This is precariousness* (Badke, 1991, p.148). In his sinfulness man now has a selfish tendency to exploit nature for his own benefit. Man's sinful nature enhances the dark witnesses by degrading the environment.

2.3 Holism and natural order

Synergism or holism refers to a unity where the whole is more than the sum of the parts and the relationship between units is more important than the individual units themselves. According to a Christian world-view this unity cannot be interpreted in pantheistic terms, where all creation is seen as being of the same essence. Creation is not simply an extension of the essence of God, but was created by God outside Himself. Although the environment has been wounded by the Fall, God still upholds and maintains the environment directly through his Son in accordance with natural laws and a natural or creational order instituted by Him.

*He (Christ) is the sole expression of the glory of God [the Light-being, the out-raying or radiance of the divine], and He is the perfect imprint and very image of [God's] nature, **upholding and maintaining and guiding and propelling the universe** by His mighty word of power... (Hebr. 1:3; Amplified Bible). (Emphasis added.)*

There is a growing consensus among many Old Testament theologians that the Wisdom Literature of Scripture stresses Creation's goodness because of its inherent order. It constantly refers to the rich diversity of God's Creation reflecting an overarching harmony. The Wisdom Literature recognises a meaning to all human experience founded on Creation's order (cf. Hermisson, 1984; Johnston, 1987; Loader, 1987). Badke (1991, p.37) expresses this truth as follows:

Creation is structured by the God who structures all life. Because the physical world is ordered perfectly by the Maker, we may understand that human experience has the same sort of underlying order to it. ... The God whose wisdom formed an ordered world is the God who has ordered human experience.

For the Christian the word holism acquires a unique meaning since order, unity and wholeness are centred in God's providence and a unity in Christ that does not only refer to the unity between believers as the body of Christ but also to a unity of Creation as a whole.

For it was in Him (Christ) that all things were created, in heaven and on earth, things seen and things unseen, whether thrones, dominions, rulers, or authorities; all things were created and exist through Him [by His service, intervention] and in and for Him. And He Himself existed before all things, and

in Him all things consist (cohere, are held together) (Col. 1:16-17; Amplified Bible). (Emphasis added.)

A Christian interpretation of anthropocentrism and holism implies that man manages creation in a responsible manner, but without an antagonistic polarisation between man and nature or culture and nature taking place. In the words of Loader (1987, p.22), *There is only one creation. It is not bifurcated into “nature” and “culture”*. Creational order therefore reflects a holistic unity between both the cultural and natural environments. Man’s work and culture have to reflect the natural order of creation. Loader (1987, p.22) makes the following statement with regard to creational order: *The creation concept makes it possible to understand the universe, and humans can organise their labour, their culture and their very humanity into harmony with it* (Emphasis added) (cf. Crenshaw, 1976, p.34). Seen against this background the management of the cultural environment also becomes man’s responsibility, in the same manner as the management of nature is his responsibility. Created in the image of God man has a special responsibility regarding the aesthetic environment (in both the cultural and natural spheres) by conserving, enhancing and creating beauty and by using natural order and natural principles as point of departure: *We must make it our goal to bring a certain kind of beauty to our surroundings, a beauty which harmonizes with nature rather than clashing with it* (Badke, 1991, p.152).

2.4 Human dignity and limitation

All created things (humans, animals, plants and machines) should be treated with integrity in the way and order God made them. (cf. Schaeffer, 1972, pp.42-43). A non-pragmatic approach to anthropocentrism does therefore not mean that human dignity and human needs should be overlooked or trivialised by romanticising nature. However, the Christian principle of simplicity should be considered seriously in considering and fulfilling human needs. This includes a serious look at modern society’s consumerism mentality and the *necessity* of consumer items (cf. Badke, 1991, pp.108; 137). Christian simplicity is a topic that has received much attention in recent times and may be of much relevance to the environmental crises if applied in the correct manner (cf. Cloninger, 1993; Foster, 1994). Simplicity also relates to the important principle of conscious and voluntary human limitation, which is an important ingredient for order and responsible environmental management. First of all, this means that limits to economic growth and consumption have to be recognised by man. In the words of Schaeffer (1972, p.66):

In the making of profit in industry and business, ... man must put a "self" limitation on himself. He must not be driven either for greed, or haste, to remove all the self limitations. Or we can put it in another way: that we must not allow ourselves, individually, nor our technology, to do everything we or it can do.

The principle of limitation is also important in managing the aesthetic environment, especially with regard to the self-exaltation of man through monumental works, which in certain cases may be seen as exploitation of the aesthetic environment.

2.5 A Christian perspective of *genius loci* or sense of place

Genius loci plays an important role regarding the aesthetic environment. In recent years, with a revival of mysticism, various perspectives and interpretations of the concept of *genius loci* or sense of place have developed. It is therefore necessary to relate this concept to the Christian world-view in order to state clearly and exactly what is meant by sense of place.

According to a Christian perspective sense of place is an aesthetic experience with three dimensions:

Spiritual – The upward dimension

In a spiritual sense it can be seen as becoming aware of the greatness and glory of God by experiencing the wonder and beauty of nature, as well as the creative ability of man as representative of God who also reflects His image. It is experiencing the unique character and charm of a rich variety of landscapes and cultures created and instituted by God. Experiencing place also means becoming aware of oneself as a being created in the image of God and as God's envoy on earth.

Natural – The downward dimension

Experiencing the beauty of Creation as part of Creation and as a fellow creature created by God.

Social – The sideways dimension

Experiencing place provides the individual with a sense of belonging and a sense of community. This must be seen against the background of the Christian's responsibility towards fellow believers and humankind as a whole.

In terms of this Christian perspective sense of place is purely an experience of beauty, aesthetics, culture and customs and cannot be associated with any esoteric or mystical interaction between people and place advocated by practices and beliefs such as geomancy, Feng Shui, pantheism or paganism.

2.6 Conclusions and recommendations

Apart from having a negative impact on the environment, current environmental ethics based on Christian axioms also portrays a very negative image of Christianity. It has become time for professing Christians to take the lead and establish non-pragmatic environmental ethics and a Christian world-view which is based on core values and which would give sufficient recognition to the perceptual environment. The material provided in this appendix should serve as a point of departure for a more intensive study on this subject

The following points should be taken into consideration when undertaking such a study:

- It is important that the Christian's responsibility towards the environment and environmental management be taught at Christian schools, seminaries, and at Bible schools and institutes. It should also be included in religious studies in public schools.
- The Christian's contribution to the perceptual environment and the design professions should be emphasised. This should include outdoor information transfer as a symbol of a Christian world-view on environmental management.
- Study material on environmental management, the perceptual environment and outdoor information transfer should be provided on Christian websites. All viewpoints should be based on biblical principles.



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