A RATIONALE FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER

BY

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PHOTOGRAPHS

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ABSTRACT

A RATIONALE FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER

by

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Ph.D. Landscape Architecture

This study has a dual purpose. Firstly, it is aimed at determining the need for the effective management of outdoor information transfer as an important resource in the aesthetic environment. Effective management is seen as an optimisation of the benefits of outdoor information transfer, as well as a minimisation of its negative impacts. Secondly, this study was aimed at providing user-friendly guidelines to achieve this.

The South African Manual for Outdoor Advertising Control (SAMOAC) was developed in 1998 as a national guideline document to provide detailed conditions for the management and control of outdoor advertisements and signs. This manual recognises the differences in local needs and circumstances and suggests that controlling authorities should adapt the prescribed conditions in this regard. Up till now this document has not been implemented successfully by the relevant controlling authorities. Outdoor advertisements of all sizes are increasing at an alarming rate in South Africa to the detriment of the perceptual environment and tourism resources. One of the most obvious reasons for this is the lack of motivation amongst the controlling authorities together with the persistency of the outdoor advertising industry.

This study provides the necessary motivation for involving controlling authorities, the outdoor advertising industry and the public in the meaningful and sustainable management of outdoor information transfer. It looks at the benefits and impact of outdoor information transfer in a holistic manner by taking the variety and interrelationship of such impacts and benefits into consideration. Most previous studies have only concentrated on a single aspect of outdoor information transfer namely the correlation between billboards and road accidents.
A key finding of this study is that the effective management of outdoor information transfer is unnegotiable. A laissez faire approach by controlling authorities and self-control by the outdoor advertising industry will lead to visual chaos. A balanced and responsible approach should be followed in managing outdoor information transfer. Outdoor advertising should never be aimed at utilising and maximising every available advertising opportunity and implementing whatever is technologically achievable at the cost of the perceptual environment. The effective management of outdoor information transfer is in the interest of both the perceptual environment and the outdoor advertising industry.

It has been found that sense of place and placeness play an important role with regard to the impacts and benefits of outdoor information transfer.

The lack of sufficient environmental ethics in Western society has been identified as an underlying problem. A non-pragmatic environmental world-view has therefore been provided based on Christian axioms to serve as a basis for environmental management including perceptual resource management and the management of outdoor information transfer.

In order to actualise the need for the effective management of outdoor information transfer general principles and user-friendly guidelines are provided that will be universally applicable. It will make the management of outdoor information transfer less subjective and will serve as a basis for legislative and control measures. These principles and guidelines are flexible enough to accommodate a variation in local conditions, lifestyles and aspirations. It can therefore serve as an instrument to adapt SAMOAC to suit local circumstances and needs.

The recommendations provided in this study are aimed at creating an appreciation for the perceptual environment as well as the role and aesthetic contribution of outdoor advertisements and signs. It is also aimed at involving the public, controlling authorities and the outdoor advertising industry in the sustainable management of outdoor information transfer as an important part of the perceptual environment.
Keywords: Outdoor information transfer, outdoor advertising, genius loci, placeness, sense of place, perceptual environment, visual environment, billboard, outdoor sign.
EKSERP

`N RASIONAAL VIR DIE DOELTREFFENDE BESTUUR VAN BUITELUGINFORMASIE-OORDRAG
deur
PIETER FRANCOIS JORDAAN

Promotor: Prof. SW le Roux

Ph.D. Landskapargitektuur

Die doel van hierdie studie is tweeledig van aard. Eerstens het dit ten doel die bepaling van die behoefte aan die doeltreffende bestuur van buiteluginformasie-oordrag, as `n belangrike bron van die estetiese omgewing. Effektiewe bestuur word gesien as die optimalisering van die voordele van buiteluginformasie-oordrag tesame met `n gelykydygie minimalisering van die negatiewe invloed daarvan. Tweedens is hierdie studie gerig op die daarstelling van gebruiksvriendelike riglyne ten einde die eerste doelstelling te bewerkstellig.

Die *South African Manual for Outdoor Advertising Control (SAMOAC)* is in 1998 ontwikkel as `n nasionale riglyndokument ten einde gedetaileerde vereistes vir die bestuur en beheer van buitereklametekens neer te lê. Hierdie handleiding erken verskille in plaaslike behoeftes en omstandighede en stel voor dat beherende instansies die voorgeskrewe vereistes aanpas te einde hierdie verskille te kan weerspieël. Tot op hede is hierdie dokument nog nie suksesvol deur die betrokke beherende instansies toegepas nie. Buitereklame-tekens vermeerder tens teen `n onstellende tempo in Suid-Afrika tot nadeel van die persepteuele omgewing en toerisme hulpbronne. Een van die mees opvallende redes vir hierdie tendens is `n gebrek aan motivering onder die beherende instansies tesame met `n hardnekkige benadering deur die buitereklamebedryf.

Hierdie studie voorsien die nodige motivering ten einde die beherende instansies, die buitereklamebedryf en die publiek te betrek by die volhoubare en sinvolle bestuur van buiteluginformasie-oordrag. Dit behandel die voordele en negatiewe invloed van
buiteluginformasie-oordrag op ’n holistiese wyse deur die verskeidenheid van en verwantskap tussen sodanige invloede in aanmerking te neem. Die meeste voorafgaande studies het slegs op ’n enkele aspek van buiteluginformasie-oordrag gefokus, naamlik die verwantskap tussen padongelukke en groter reklametekens.

`n Sleutelbevinding van hierdie studie is dat die doeltreffende bestuur van buiteluginformasie-oordrag ononderhoubaar is. `n Laissez faire benadering deur beheerder instansies en die beheer van buiteluginformasie-oordrag deur die buitereklaemebedryf self sal tot visuele wanorde lei. `n Gebalanseerde en verantwoordelike benadering word benodig ten opsigte van die bestuur van buiteluginformasie-oordrag. Buitereklaeme behoort nooit gereg te wees op die benutting en optimalisering van elke moontlike reklamegeleentheid en om wat ook al tegnologies moontlik is te verwesentlik ten koste van die perpektue se omgewing nie. Die doeltreffende bestuur van buiteluginformasie-oordrag is in belang van beide die perpektue se omgewing en die buitereklaemebedryf.

Daar is bevind dat `n gewaarwording van plek (genius loci) `n belangrike rol speel ten opsigte van die negatiewe invloed en voordele van buiteluginformasie-oordrag.

Die gebrek aan `n sinvolle omgewingsetiek in die Westerse samelewing is geidentifiseer as `n onderliggende probleem. `n Nie-pragmatiese omgewingsbeskouing, gebaseer op Christelike grondbeginsels, is derhalwe voorsien ten einde as grondslag te dien vir omgewingsbestuur wat die bestuur van perpektue se bronne en buiteluginformasie-oordrag insluit.

Ten einde die behoefte aan die doeltreffende bestuur van buiteluginformasie-oordrag te verwesentlik is algemene beginsels en gebruikersvriendelike riglyne, wat algemeen tepasbaar is, voorsien. Dit sal die die bestuur van buiteluginformasie-oordrag minder subjektyf maak en sal as grondslag dien vir wetlike en beheermaatreëls. Hierdie beginsels en riglyne is buigbaar genoeg ten einde `n veskeidenheid plaaslike toestande, lewenswyse en strewe te kan huisves. Dit kan derhalwe as `n instrument dien om SAMOAC te wysig ten einde by plaaslike omstandighede en behoeftes te kan aanpas.

Die aanbevelings wat in hierdie studie voorsien word, is gerig op die tot stand brenging van `n waardering vir die perpektue se omgewing en die rol en estetiese bydrae van buitereklaamebedryf.
Dit is ook gerig op die betrekking van die publiek, beherende instansies en die buitereklamebedryf by die volhoubare bestuur van buiteluginformasie-oordrag as 'n belangrike deel van die perceptuele omgewing.

**Kernwoorde:** Buite-inligtingsoordrag, buitereklame, plaaslike karakter, visuele omgewing, perceptuele omgewing.