



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

A RATIONALE FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER

BY

PIETER FRANCOIS JORDAAN

Submitted in fulfilment of part of the requirements for
the degree of
DOCTOR OF LANDSCAPE ARCHITECTURE

in the

FACULTY OF ENGINEERING, BUILT ENVIRONMENT AND
INFORMATION TECHNOLOGY

UNIVERSITY OF PRETORIA

Supervisor: Prof. SW le Roux

November 2002



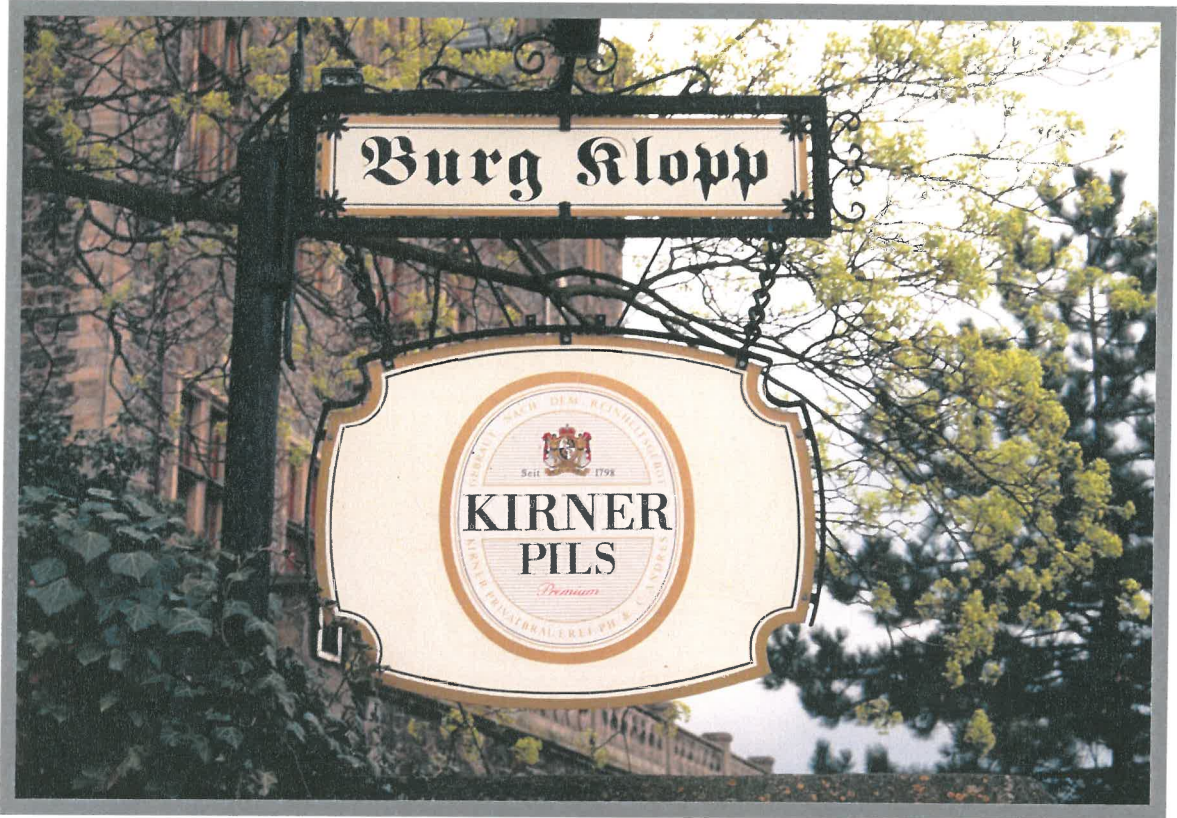
ACKNOWLEDGEMENTS

My sincere thanks to:

- My supervisor, Prof. SW le Roux.
- Karin Prinsloo and Kitty Janse van Rensburg for their assistance in acquiring the necessary resources.
- My wife, Magda, and my sons, Christiaan and Gerhard, for five years of patience.
- Rika Opper for language editing.
- God Almighty, my Father, Saviour and Mentor, *for everything comes from him; everything exists by his power and is intended for his glory. To him be glory evermore. Amen* (Romans 11:36, New Living Translation).

PHOTOGRAPHS

All photographs by PF Jordaan unless mentioned otherwise.





CONTENTS

ACKNOWLEDGEMENTS	ii
------------------	----

CHAPTER 1 INTRODUCTION

	1	
1.1	PROBLEM STATEMENT AND GOAL OF STUDY	1
1.1.1	THE ROLE AND STATUS OF THE PERCEPTUAL ENVIRONMENT	2
1.1.2	THE NATURE AND EXTENT OF THE NEED FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER	6
1.1.3	THE NATURE AND EXTENT OF USER-FRIENDLY GUIDELINES	10
1.2	FIELD, METHOD AND PERSPECTIVE OF STUDY	11
1.3	MAIN DEFINITIONS	12
1.3.1	PERCEPTUAL ENVIRONMENT	12
1.3.2	OUTDOOR INFORMATION TRANSFER AND OUTDOOR ADVERTISING	13
1.3.3	EFFECTIVE MANAGEMENT	15
1.3.4	IMPACT	15
1.3.5	USER-FRIENDLY GUIDELINES	15
1.3.6	SUSTAINABLE ENVIRONMENTAL MANAGEMENT	15
1.3.7	HOLISM OR SYNERGISM	16
1.3.8	PLACENESS AND SENSE OF PLACE	16
1.4	A MORE DETAIL DISCUSSION OF PERCEPTUAL ENVIRONMENT AND SUSTAINABLE DEVELOPMENT	17
1.4.1	PERCEPTUAL ENVIRONMENT AND LANDSCAPE	18
1.4.1.1	Holism	18
1.4.1.2	Anthropocentrism	20
1.4.1.3	Natural order	20
1.4.1.4	Process and change	21
1.4.1.5	Character	21
1.4.2	SUSTAINABLE DEVELOPMENT AND SUSTAINABLE MANAGEMENT	22
1.4.2.1	Anthropocentrism: Improving the quality of human life	23



1.4.2.2	Long-term commitment and future generations	24
1.4.2.3	Synergism and interrelationship	24
1.4.2.4	Limitation and order	25
1.5	THE IMPORTANCE OF THE STUDY	26
1.6	A PREVIEW TO THE STUDY AND PRELIMINARY CONCLUSIONS	28
1.6.1	THE ROLE AND STATUS OF THE PERCEPTUAL ENVIRONMENT	28
1.6.2	THE NATURE AND EXTENT OF THE NEED FOR THE EFFECTIVE MANGEMENT OF OUTDOOR INFORMATION TRANSFER	31
1.6.3	THE NATURE AND EXTENT OF USER-FRIENDLY GUIDELINES	32
1.6.4	A SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS	33

CHAPTER 2 THE ROLE AND FUNCTION OF PERCEPTUAL RESOURCE MANAGEMENT

		34
2.1	THE STATUS OF THE PERCEPTUAL ENVIRONMENT	34
2.1.1	BACKGROUND	34
2.1.2	THE RECOGNITION OF THE PERCEPTUAL ENVIRONMENT IN ENVIRONMENTAL POLICY AND LEGISLATION	36
2.1.2.1	Definition of the environment	37
2.1.2.2	Main environmental right	39
2.1.2.3	Sustainable management of tourism resources	40
2.1.2.4	Visual impact management	41
2.1.2.5	Other principles implicating an aesthetic and perceptual dimension	41
2.2	THE ROLE AND FUNCTION OF PERCEPTUAL RESOURCE MANAGEMENT IN CONTEMPORARY SOCIETY	43
2.2.1	THE CREATION OF MORE PLEASANT AND HEALTHY HUMAN LIVING ENVIRONMENTS	43
2.2.1.1	Community identity and involvement	45
2.2.1.2	Environmental awareness and care	47
2.2.1.3	Crime and vandalism	47
2.2.2	PROMOTION OF ENVIRONMENTAL INTEGRITY	50



2.2.3	CONSERVATION AND ENHANCEMENT OF TOURISM RESOURCES	52
2.2.4	STIMULATION OF ECONOMIC DEVELOPMENT	53
2.3	FACTORS CONTRIBUTING TO THE NEGLECT OF THE PERCEPTUAL ENVIRONMENT	55
2.3.1	LACK OF INTEREST IN AND SUBJECTIVITY OF AESTHETICS	56
2.3.2	SEPARATION OF SOCIAL AND PHYSICAL PLACE	57
2.3.3	CARTESIAN AND COSMOPOLITAN DESIGN APPROACHES	58
2.3.4	ISLAND SYNDROME AND GLOBALISM	59
2.3.5	FUNCTIONALISM	60
2.3.6	A NEED FOR MANAGING PLACENESS	61
2.4	SUSTAINABLE MANAGEMENT OF THE PERCEPTUAL ENVIRONMENT	62
2.5	CONCLUSIONS	64
2.5.1	THE STATUS OF THE PERCEPTUAL ENVIRONMENT	64
2.5.2	THE IMPORTANCE OF THE PERCEPTUAL ENVIRONMENT IN CONTEMPORARY SOCIETY	66
2.5.3	THE PERCEPTUAL ENVIRONMENT AS PART OF SUSTAINABLE ENVIRONMENTAL MANAGEMENT	67
2.5.4	VERIFICATION OF HYPOTHESIS 1	67

CHAPTER 3 THE FUNCTION AND IMPACT OF OUTDOOR INFORMATION TRANSFER

68

3.1	HISTORICAL PERSPECTIVE ON THE FUNCTION AND IMPACT OF OUTDOOR INFORMATION TRANSFER	69
3.1.1	PERIOD OF ANTIQUITY (2000 BC – 600 BC)	69
3.1.2	CLASSICAL WESTERN PERIOD (450 BC – 450 AD)	70
3.1.3	THE MIDDLE AGES (500 – 1550)	71



3.1.4	THE PICTORIAL SIGNBOARD PERIOD IN ENGLAND (1600 –1780)	73
3.1.5	THE INDUSTRIAL REVOLUTION AND THE DEVELOPMENT OF BILLPOSTING IN ENGLAND (1775 – 1860)	76
3.1.6	THE FRENCH ART POSTER (1867 – 1905)	77
3.1.7	OUTDOOR ADVERTISING IN THE UNITED STATES OF AMERICA (1670 – 1930)	77
3.1.8	SOCIAL FUNCTIONS OF OUTDOOR INFORMATION TRANSFER	81
3.1.9	CONCLUSIONS	81
3.2	THE ROLE AND FUNCTION OF OUTDOOR INFORMATION TRANSFER IN CONTEMPORARY SOCIETY	85
3.2.1	MAIN FUNCTIONS	85
3.2.1.1	Directing and guiding the road user and the pedestrian	85
3.2.1.2	Informing and warning the public in order to enhance general well-being and safety	86
3.2.1.3	Stimulating economic growth and promoting freedom of commercial choice	87
3.2.1.4	Enhancing the visual environment	90
3.2.1.5	Source of income and similar benefits	93
3.2.2	THE CHARACTER, EFFECTIVENESS AND CONTRIBUTION OF OUTDOOR ADVERTISING AS A COMMERCIAL ADVERTISING MEDIUM	94
3.3	THE IMPACT OF OUTDOOR INFORMATION TRANSFER IN CONTEMPORARY SOCIETY	103
3.3.1	INHERENT IMPACT AND CHARACTERISTICS OF OUTDOOR ADVERTISEMENTS AND SIGNS	104
3.3.1.1	Competition or snowball principle	105
3.3.1.2	Encroachment principle	105
3.3.1.3	Attachment or domination principle	105
3.3.1.4	Imperialistic or ubiquity principle	106
3.3.1.5	Transition principle	106
3.3.1.6	Disorder principle	107
3.3.2	PSYCHOLOGICAL IMPACT	107
3.3.2.1	Environmental overstimulation or information overload	107
3.3.2.2	Other impacts related to placelessness	115
3.3.2.3	Devaluation of place and commercialisation of placeness	121
3.3.2.4	The impact of vernacular culture	122
3.3.3	ETHICAL OR MORAL IMPACT	127
3.3.4	UNSUSTAINABLE CONSUMPTION PATTERNS	131



3.3.5	IMPACT ON TOURISM RESOURCES AND UNFRIENDLY TOURIST AND RETAIL ENVIRONMENTS	133
3.3.6	IMPACT ON TRAFFIC SAFETY AND TRAFFIC FLOW	136
3.3.6.1	Detrimental effects of outdoor information transfer	136
3.3.6.2	Attitudes and perceptions of the road user	144
3.3.7	DIRECT ECOLOGICAL IMPACT	147
3.3.8	SOUND POLLUTION	148
3.3.9	LIGHT POLLUTION	148
3.3.10	DEVALUATION OF PROPERTY VALUES AND URBAN DECAY	151
3.4	PUBLIC OPINION AND PERCEPTIONS	152
3.4.1	THE MARITZ SURVEY	152
3.4.2	THE VISSER STUDY	153
3.4.3	STUDIES INDICATING A GROWING OPPOSITION TO BILLBOARDS IN THE UNITED STATES	157
3.4.4	ACTIVIST GROUPS	160
3.4.5	THE FLORIDA SURVEY	161
3.5	CONCLUSIONS	162
3.5.1	THE BENEFITS OF OUTDOOR INFORMATION TRANSFER	163
3.5.2	THE IMPACTS OF OUTDOOR INFORMATION TRANSFER	164
3.5.3	PUBLIC NEED FOR CONTROL	165
3.5.4	A LAISSEZ-FAIRE APPROACH OR EFFECTIVE MANAGEMENT?	166
3.5.4.1	Lessons from history	166
3.5.4.2	Forces enhancing the impact of outdoor information transfer	167
3.5.4.3	Neutralising the benefits of outdoor information transfer	177
3.5.5	THE ROLE OF PLACENESS	184
3.5.6	VERIFICATION OF HYPOTHESIS 2	186



CHAPTER 4 PRINCIPLES AND GUIDELINES FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER

187

4.1	GENERAL PRINCIPLES	189
4.1.1	RELEVANCE AND APPLICABILITY	189
4.1.2	A BALANCED AND RESPONSIBLE ECONOMIC APPROACH	190
4.1.3	A NATURAL APPROACH	193
4.1.4	A HOLISTIC APPROACH	194
4.1.5	HUMAN SCALE	194
4.1.6	MINIMISATION	195
4.1.6.1	Competition or snowball principle	196
4.1.6.2	Encroachment principle	196
4.1.6.3	Attachment or domination principle	196
4.1.6.4	Imperialistic or ubiquity principle	197
4.1.6.5	Transition principle	198
4.1.6.6	Disorder principle	198
4.2	AESTHETIC PRINCIPLES AND GUIDELINES	198
4.2.1	RELEVANCE AND APPLICABILITY	198
4.2.2	UNITY AND BALANCE IN COMPOSITION	200
4.2.2.1	Datum	200
4.2.2.2	Proportion and balance	200
4.2.2.3	Prominent lines	201
4.2.2.4	Similarity	202
4.2.2.5	Simplicity	203
4.2.2.6	Framing	204
4.2.2.7	Interlocking	205
4.2.2.8	Rhythm	205
4.2.3	DOMINANCE OF ADVERTISEMENTS AND SIGNS AND HIEARCHY OF VISUAL ELEMENTS	206
4.2.4	FOCAL POINTS	208
4.2.4.1	Feature and background	208
4.2.4.2	Vistas	209
4.2.5	LANDMARKS	209
4.2.6	VISUAL CONTINUITY AND PERMANENCE	210



4.2.7	CONTEXTUALITY	211
4.2.8	INCORPORATION OF ADVERTISING SPACE IN NEW DESIGN AND DEVELOPMENT	212
4.2.9	INFORMATION LOAD AND INFORMATION RELEVANCY	213
4.2.10	INTEGRATION OF ADVERTISEMENTS AND SETTING OR EXTERNAL MEDIA CONTENT	214
4.2.11	PLACENESS AND SENSE OF PLACE	216
4.2.12	STATUS, TRADITION AND IMAGE OF INSTITUTIONS	217
4.2.13	OVERKILL	218
4.2.14	UNITY AND DIVERSITY OR ORDER AND SPONTANEITY	218
4.2.15	ADVERTISEMENT AND ART	219
4.2.15.1	Commercial art in the park	220
4.2.15.2	Art along the road	220
4.2.15.3	Art objects as landmarks	222
4.2.16	UNIFICATION AND SHARING OF INFORMATION	224
4.2.17	NATURAL AND CULTURAL DESIGN	225
4.3	CONCLUSIONS AND VERIFICATION OF HYPOTHESIS 3	227
4.3.1	CONCLUSIONS	228
4.3.2	VERIFICATION OF HYPOTHESIS 3	230

CHAPTER 5 SYNOPSIS AND RECOMMENDATIONS

231

5.1	PROBLEM STATEMENT AND CONCLUSIONS	231
5.1.1	ROLE AND STATUS OF THE PERCEPTUAL ENVIRONMENT	231
5.1.1.1	The role of the perceptual environment	232
5.1.1.2	The perceptual environment as part of sustainable environmental management	233
5.1.1.3	The status of the perceptual environment in contemporary society	234
5.1.1.4	Verification of Hypothesis 1	235
5.1.2	THE FUNCTION AND IMPACT OF OUTDOOR INFORMATION TRANSFER	235



5.1.2.1	The benefits of outdoor information transfer	236
5.1.2.2	The impacts of outdoor information transfer	236
5.1.2.3	The role of placeness	237
5.1.2.4	The effects of a laissez-faire approach to the management of outdoor information transfer	237
5.1.2.5	Verification of Hypothesis 2	239
5.1.3	USER-FRIENDLY GUIDELINES FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER AND THE VERIFICATION OF HYPOTHESIS 3	240
5.2	RECOMMENDATIONS	241
5.2.1	A HOLISTIC APPROACH TO THE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER	241
5.2.2	PROVIDING AND DESIGNING FOR OUTDOOR INFORMATION TRANSFER	245
5.2.3	EMPOWERMENT AND CAPACITY BUILDING	247
5.2.4	CONTROLLING AND MANAGING OUTDOOR INFORMATION TRANSFER	249
5.2.5	FURTHER RESEARCH	252
APPENDIX 1	OUTDOOR INFORMATION NODES	255
APPENDIX 2	STRATEGIC ENVIRONMENTAL ASSESSMENT (SEA) AND OUTDOOR INFORMATION TRANSFER	271
APPENDIX 3	A CHRISTIAN ENVIRONMENTAL WORLD-VIEW WITH SPECIAL REFERENCE TO THE PERCEPTUAL ENVIRONMENT AND OUTDOOR INFORMATION TRANSFER	279
BIBLIOGRAPHY		292
ABSTRACT		313
EKSERP		316



LIST OF TABLES

TABLE 1	ECONOMIC IMPACT OF OUTDOOR ADVERTISING IN FLORIDA FOR 2000	89
TABLE 2	COST COMPARISON OF ADVERTISING MEDIA	97
TABLE 3	ADVERTISING EXPENDITURE	102
TABLE 4	SOUTH AFRICAN ROAD USERS – GENERAL PERCEPTION WITH REGARD TO ROAD SAFETY	144
TABLE 5	SOUTH AFRICAN ROAD USERS – NATURE OF OBSERVING OUTDOOR ADVERTISEMENTS	145
TABLE 6	SOUTH AFRICAN ROAD USERS – PERCEPTION TOWARDS IMPACT OF OUTDOOR ADVERTISING ON ROAD SAFETY	146
TABLE 7	SOUTH AFRICAN ROAD USERS – ATTITUDES TOWARDS ADVERTISEMENTS IN GENERAL	154
TABLE 8	RESPONSE TO STATEMENT THAT ADVERTISING BOARDS CREATE A NEGATIVE IMPACT ON THE ENVIRONMENT IF DISPLAYED NEXT TO VARIOUS ROADS	155
TABLE 9	SOUTH AFRICAN ROAD USERS – PERCEPTIONS ON OUTDOOR ADVERTISEMENTS AND THE ENVIRONMENT	156
TABLE 10	SOUTH AFRICAN ROAD USERS – CRITERIA FOR ALLOWING ADVERTISEMENTS	157

LIST OF FIGURES

Page numbers refer to pages preceding the relevant figures

Chapter 1

Figure 1.1	The negative impact of signs and advertisements	7
Figure 1.2	The positive contribution of advertisements and signs	8

Chapter 2

Figure 2.1	Aesthetics and human living environments	47
Figure 2.2	Placeness and environmental awareness	47

Chapter 3

Figure 3.1	Signs of the classical Western period	70
Figure 3.2	Outdoor information transfer in England during the Middle Ages and the early pictorial signboard period	71
Figure 3.3	Signs of the pictorial signboard period	74
Figure 3.4	Billposting during the Industrial Revolution	76
Figure 3.5	The French art poster	77
Figure 3.6	Painted signs in the United States	79
Figure 3.7	Whale crier	83
Figure 3.8	Contemporary English inn signs	83
Figure 3.9	Outdoor information transfer provides a public service and enhances general well-being and safety	86
Figure 3.10	Outdoor information transfer as a medium for architectural expression: Edgars City	91
Figure 3.11	Outdoor information transfer as a medium for architectural expression: The Football Hall of Fame	91
Figure 3.12	Outdoor information transfer as a medium for architectural expression: Menlyn Park	91
Figure 3.13	Billboard advertising as a form of art	92
Figure 3.14	Art on the road	92
Figure 3.15	Advertising concealing unsightly building renovations	92
Figure 3.16	Advertisements and signs providing a source of income and similar benefits	93
Figure 3.17	The intrusive character of outdoor advertising	104
Figure 3.18	Competition or snowball principle	105
Figure 3.19	Encroachment principle	105
Figure 3.20	The attachment or domination principle	105
Figure 3.21	Uniform world culture	117
Figure 3.22	Outdoor information transfer contributing to crime and vandalism	117
Figure 3.23	Devaluation of place	121
Figure 3.24	Devaluation of place and commercialisation of placeness	121
Figure 3.25	The moral impact of outdoor information transfer	129
Figure 3.26	Impact on tourism resources	133
Figure 3.27	Impact on tourism resources: Table Mountain	134
Figure 3.28	Impact on tourism resources: Cathcart and Hogsback	135



Figure 3.29	Impact on traffic safety: Distracting the attention of the motorist	137
Figure 3.30	Impacting on traffic safety: Interfering and creating confusion with traffic signals, traffic signs and road markings	140
Figure 3.31	Ecological impact	147
Figure 3.32	Devaluation of property values	151
Figure 3.33	Culture jamming	161
Figure 3.34	Advertisements and signs: Destroying the function of informing the public	180

Chapter 4

Figure 4.1	Using a plane to obtain unity	200
Figure 4.2	Proportion and balance	200
Figure 4.3	Proportion and balance	201
Figure 4.4	Proportion and balance: Identification of potential sign panels	201
Figure 4.5	Prominent lines in the landscape	201
Figure 4.6	Breaking rooflines and prominent design lines	201
Figure 4.7	Reflecting prominent design lines and forms	202
Figure 4.8	Prominent lines and similarity	202
Figure 4.9	Similarity in colour	203
Figure 4.10	Simplicity: Using symbols without words	203
Figure 4.11	Simplicity through street numbers	204
Figure 4.12	Framing	204
Figure 4.13	Interlock	205
Figure 4.14	Rhythm	205
Figure 4.15	Balance and unity in composition	205
Figure 4.16	Impact on the aesthetic environment	205
Figure 4.17	Megasign against silo structure along an urban freeway	205
Figure 4.18	Non-dominance of advertisements and signs	207
Figure 4.19	Feature and background	208
Figure 4.20	Landmarks	210
Figure 4.21	Continuity and permanence	210
Figure 4.22	Harmony between billboard structure and contents	213
Figure 4.23	Integration between advertisement and setting	214
Figure 4.24	Integration between advertisement and setting: Design elements from the surrounding environment	215
Figure 4.25	Integration between sign and setting: Reflecting local character	216
Figure 4.26	Placeness	216
Figure 4.27	Creating placeness through non-standardised advertising structures	216
Figure 4.28	Placeness through sign systems and sign themes	216
Figure 4.29	Business image	217
Figure 4.30	Status, tradition and image of institutions	217
Figure 4.31	Overkill	218
Figure 4.32	Balance between unity and diversity	219
Figure 4.33	Balance between unity and diversity: Entertainment districts	219
Figure 4.34	Balance between unity and diversity: Historical buildings	219
Figure 4.35	Art objects as landmarks	223
Figure 4.36	Cultural design	225
Figure 4.37	Cultural design: Historical buildings with limited sign opportunities	226



Figure 4.38	Cultural design: The use of traditional materials	226
Figure 4.39	Natural design	227
Figure 4.40	Natural design: Preserving natural elements	227

Chapter 5

Figure 5.1	Landscape character areas	243
Figure 5.2	Logo signs	246
Figure 5.3	Capacity building: Creating employment opportunities for local artists	247
Figure 5.4	Historical signs	253

Appendix 1

Figure A	Outdoor information node at shopping centre	265
Figure B	Information node along important tourism route in the Western Cape	267
Figure C	Unprofessional signs	269
Figure D	Proliferation of signs at town entrances	269



ABSTRACT

A RATIONALE FOR THE EFFECTIVE MANAGEMENT OF OUTDOOR INFORMATION TRANSFER

by

PIETER FRANCOIS JORDAAN

Supervisor: Prof. SW le Roux

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 gelyktydige minimalisering van die negatiewe invloed daarvan. Tweedens is hierdie studie gerig op die daarstelling van gebruikersvriendelike 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 gedetailleerde vereistes vir die bestuur en beheer van buitereklaametekens neer te lê. Hierdie handleiding erken verskille in plaaslike behoeftes en omstandighede en stel voor dat beherende instansies die voorgeskrewe vereistes aanpas ten einde hierdie verskille te kan weerspieël. Tot op hede is hierdie dokument nog nie suksesvol deur die betrokke beherende instansies toegepas nie. Buitereklame-tekens vemeerder tans teen ’n onstellende tempo in Suid-Afrika tot nadeel van die perseptuele 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 buitereklaamebedryf.

Hierdie studie voorsien die nodige motivering ten einde die beherende instansies, die buitereklaamebedryf 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 ononderhandelbaar is. 'n *Laissez faire* benadering deur beherende instansies en die beheer van buiteluginformasie-oordrag deur die buitereklaamebedryf self sal tot visuele wanorde lei. 'n Gebalanseerde en verantwoordelike benadering word benodig ten opsigte van die bestuur van buiteluginformasie-oordrag. Buitereklaame behoort nooit gerig 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 perseptuele omgewing nie. Die doeltreffende bestuur van buiteluginformasie-oordrag is in belang van beide die perseptuele omgewing en die buitereklaamebedryf.

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 geïdentifiseer as 'n onderliggende probleem. 'n Nie-pragmatiese omgewingsbeskouiing, gebaseer op Christelike grondbeginsels, is derhalwe voorsien ten einde as grondslag te dien vir omgewingsbestuur wat die bestuur van perseptuele 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 bestuur van buiteluginformasie-oordrag minder subjektief maak en sal as grondslag dien vir wetlike en beheermaatreëls. Hierdie beginsels en riglyne is buigbaar genoeg ten einde 'n verskeidenheid plaaslike toestande, lewenswyses en strewes 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 bringing van 'n waardering vir die perseptuele omgewing en die rol en estetiese bydrae van buitereklaametekens.



Dit is ook gerig op die betrekking van die publiek, beherende instansies en die butereklamebedryf by die volhoubare bestuur van buiteluginformasie-oordrag as `n belangrike deel van die perseptuele omgewing.

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