

SECTION

2

DEVELOPMENT FRAMEWORK FOR THE SAMOAC

The following process consisting of four steps was applied in developing the SAMOAC:

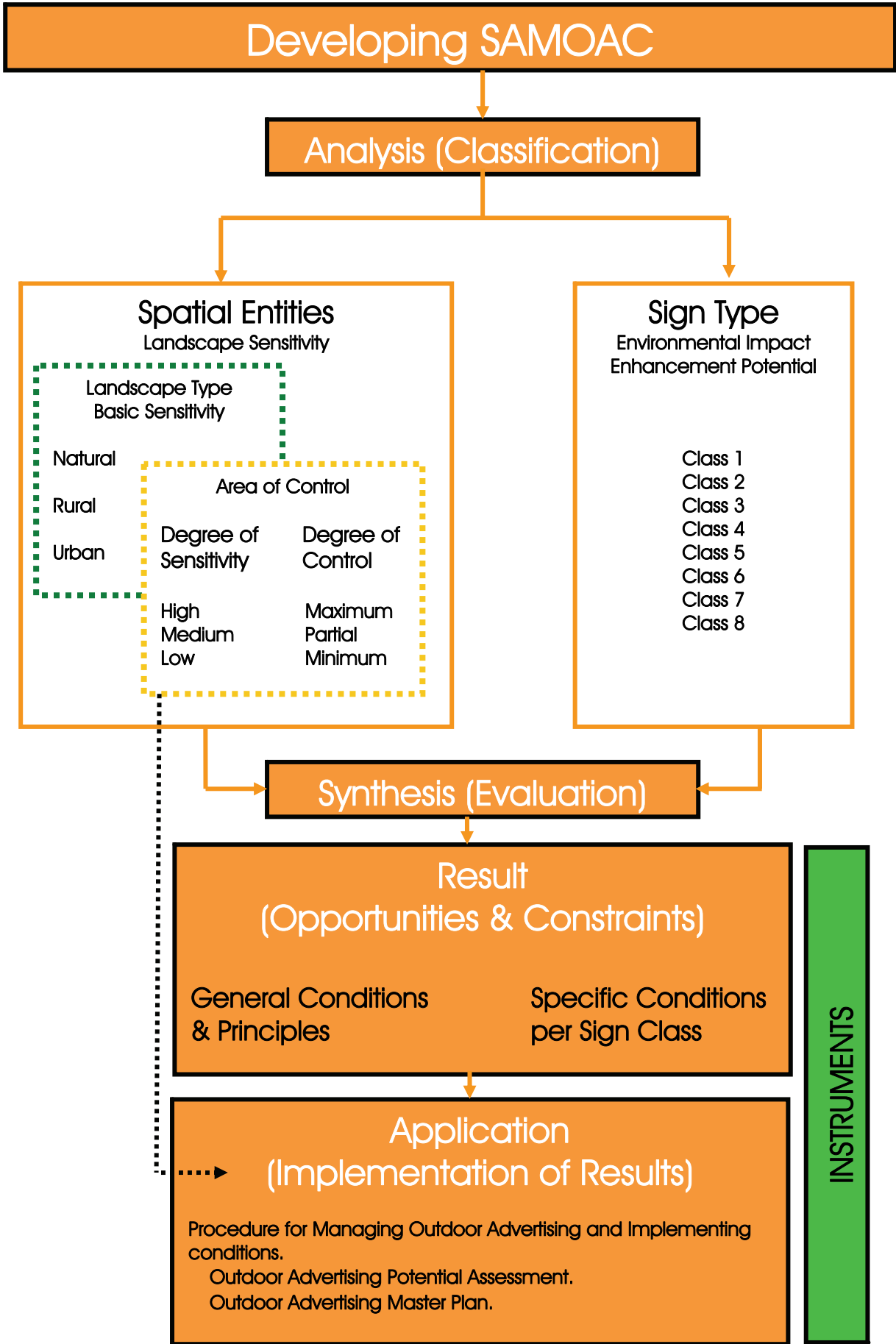
- Analysis (Classification)
- Synthesis (Evaluation)
- Result (Opportunities and Restrictions)
- Application (Implementation of Results)

This process resulted in the development of key instruments for the planning, management and control of outdoor advertising consisting of:

- General and specific conditions for outdoor advertisements and signs
- Guidelines for demarcating Areas of Control (AOC)
- Guidelines for applying Outdoor Advertising Potential Assessments (OAPA's) and developing Outdoor Advertising Master Plans (OAMP's).

The above process should be read in conjunction with Figure 1.

FIGURE 1: PROCESS APPLIED IN DEVELOPING THE SAMOAC



2.1 ANALYSIS (CLASSIFICATION)

This step consisted of the analysis of data in an ordered or classified format and included the following:

2.1.1 Sign Types

A practical classification of outdoor signs and advertisements was needed in order to:

- Lessen the complexity of advertisements and signs.
- Determine the potential aesthetic impact of signs on the environment.
- Determine the potential of signs to enhance the aesthetic environment.

The classification of sign types provided by SAMOAC is based on two main criteria:

- Visual character of signs
- Sign function.

2.1.2 Landscape Types

For the purpose of this manual basic landscape character is most effectively expressed in terms of the intensity of human activity and influence, namely natural, rural and urban landscapes.

Since such a classification gives a basic indication of landscape sensitivity with regard to the potential aesthetic impact of advertisements and signs, it forms a sound basis for control measures and a basis against which a more refined landscape sensitivity could be developed.

The SAMOAC provides controlling authorities with the necessary guidelines for demarcating natural, rural and urban landscapes at municipal level (See Section 4).

2.1.3 Areas of Control

Areas of control imply a spatial superimposition on each of the three landscape types and reflect the following:

A **refinement** of basic **landscape sensitivity** expressed in terms of three **degrees of sensitivity**, namely high, medium and low.

A corresponding **degree of control** to be applied, namely maximum, partial and minimum control reflecting both degree of landscape sensitivity and traffic safety conditions.

The SAMOAC provides the necessary guidelines for demarcating areas of maximum, partial and minimum control at municipal level (See Section 4).

2.2 SYNTHESIS (EVALUATION)

An evaluation of the interaction between sign types and areas of control (i.e. degree of impact versus degree of sensitivity) facilitated the establishment of actual advertising opportunities and constraints together with control measures or conditions to give expression to such opportunities and constraints.

2.3 RESULT (OPPORTUNITIES AND CONSTRAINTS)

The final step in this theoretical model consisted of the identification of opportunities and constraints which has resulted in the development of the following two key instruments for the planning, management and control of outdoor advertising:

Specific conditions, requirements and opportunities for each and every permitted sign type in the form of individual guideline sheets. These guideline sheets actually indicate which sign types can be allowed in which areas of control and under which conditions.

2.4 APPLICATION (IMPLEMENTATION OF RESULTS)

An Outdoor Advertising Potential Assessment procedure was developed for the integrated management of outdoor advertising and the implementation of sign conditions. This procedure results in the development of Outdoor Advertising Master Plans for individual municipal areas. Demarcating areas of control forms a key element of this procedure.