

# SECTION

# 2

## PRACTICAL FRAMEWORK FOR CONTROL

This section presents the actual SAMOAC as a working model or practical framework for the control of outdoor advertisements and signs. This working model can be applied in its original form or if necessary be adapted by provincial or local authorities to suit specific circumstances.

# 2.1

## HOW TO USE SAMOAC

The practical SAMOAC framework consists of some key components or instruments that have been developed through the implementation of the theoretical model described under 1.2.

## 2.1.1 Guideline sheets, general conditions and principles:

The easy-reference guideline sheets for the various advertisement types under 2.4.2 can be seen as the most important part of SAMOAC and therefore as the main instrument for advertising control since they indicate advertising opportunities and the conditions and requirements for each type of advertisement. These guideline sheets form the end product of the theoretical model described under 1.2 and may be applied in two ways:

- To determine whether a specific advertisement may be displayed on a specific site or within a specific area and, if so, under what conditions.
- To get a clear indication of all the areas within which a specific type of advertisement may be displayed and of the attendant conditions.

The guideline sheets are supplemented by general conditions and principles for control under 2.4.1 which must also be taken in consideration in determining the above.

Figure 6 may also be used as a handy instrument for ascertaining which sign type will be allowed in which area and the total range of advertisements that will be allowed in a specific area.

## 2.1.2 Sign type, landscape type and area of control:

In order to use the guideline sheets you will need to know the following:

- The exact type of sign in question in order to locate the appropriate guideline sheet. Make use of the search facility to find the correct sign type.
- The landscape type and area of control in which the proposed sign will be displayed in order to identify the appropriate advertising opportunity on the appropriate guideline sheet. This information should be obtained from the relevant controlling authority.