

2.3

Spatial entities: Landscape types and areas of control

This subsection may be used as a basic tool for the identification and classification of sites or areas under consideration for displaying signs and advertisements. It may also be used by controlling authorities for the classification and demarcation of such spatial entities in the areas under their control.

The classification guidelines for spatial entities in this subsection is based on *landscape sensitivity*.

LANDSCAPE TYPE is used to give an indication of *basic landscape sensitivity* and forms a broad framework for spatial classification. One of three categories can apply, namely:

- # Natural
- # Rural
- # Urban

AREAS OF CONTROL reflect *degree of landscape sensitivity*. This can be seen as a refinement of basic landscape sensitivity and, apart from visual sensitivity, may include traffic safety conditions as a criterion for sensitivity rating. Areas of control and degree of landscape sensitivity are superimposed on landscape types and basic landscape sensitivity. There are three areas of control:

- # Areas of maximum control
- # Areas of partial control
- # Areas of minimum control

The following key principles were applied in drawing up the classification guidelines for spatial entities:

- # All NATURAL AND RURAL LANDSCAPES shall be defined as AREAS OF MAXIMUM CONTROL owing to their sensitivity to visual disturbance.
- # URBAN LANDSCAPES are defined in terms of all THREE AREAS OF CONTROL owing to the varying nature and degree of sensitivity of the urban landscape and to the considerable demand for advertising in urban areas.

The classification guidelines give an indication of appropriate land use in the different areas of control, the objectives of these areas of control and a summary of appropriate sign opportunities.

Controlling authorities and especially municipalities will be responsible for the demarcation of the various areas of control under their jurisdiction by applying these guidelines in consultation with interested and affected parties. Spatial information in this regard should be made available to the public and the advertising industry in the form of maps or plans which could then be added to this section of SAMOAC.

In certain instances it may be necessary for municipalities to adapt the classification guidelines for urban areas of control as presented in this subsection in order to reflect more accurately the character of specific urban areas and the needs and lifestyles of local communities.