

## 2.3.1 NATURAL LANDSCAPE - Areas of maximum control

### Character and land use

The 'natural' landscape shall refer to the following parts of the rural or non-urban environment:

- Unspoilt areas which are in a relatively natural state in the opinion of the controlling authority.
- Areas of high scenic value in the opinion of the controlling authority.

Natural landscapes shall include but shall not be limited to the following:

- National parks
- Game reserves
- Nature reserves
- Marine reserves
- Wilderness areas
- Extensive agriculture
- Scenic corridors
- Scenic landscapes

Information in GIS format is available from the Department of Environmental Affairs and Tourism for the demarcation of natural areas in the various provinces.

### Objectives

- To ensure that the aesthetic appeal and ecological integrity of the natural landscape is not compromised;
- to permit adequate display of information concerning the identification and location of areas and places of interest and the identification of premises and services and activities conducted on land;
- to protect tourism resources;
- to promote the tourism industry through the provision of appropriate signs; and
- to promote road safety.

### Appropriate sign opportunities

- Opportunities for advertising and acceptable sign types are limited.
- Only signs expressing an essential message are permitted.
- Signs should be limited in size (relatively small) and should harmonize with the environment.
- Property and farm names are allowed.
- Centres of economic activity within the natural landscape such as farm stalls and service stations will be allowed to advertise products and services by means of locality-bound signs.
- The use of brown *tourism signs* should be encouraged for all tourist facilities and attractions.
- All non-locality-bound signs shall be limited to brown *tourism signs* with the exception of *vehicular advertising [class 5(b)]*.



*Nature Reserve*



*Extensive Agriculture*

## NATURAL LANDSCAPE - Areas of maximum control



*Scenic Landscape*

**Photo:** Department of Environmental Affairs and Tourism



*Game Reserve*



*Scenic Landscape*



*Kruger National Park*



*Wolkberg Wilderness Area*