

2.3.2 RURAL LANDSCAPE - Areas of maximum control

Character and land use

Rural areas have varied landscapes and form a transition between the developed urban areas and the relatively unspoilt natural areas. Typical forms of land use shall include intensive agriculture, subsistence agriculture and peri-urban smallholdings of a predominantly rural nature and with a relatively low population density.

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

Objectives

- | To prevent the proliferation of signs;
- | to co-ordinate advertising;
- | to promote road safety;
- | to promote the tourism industry;
- | to provide information for tourists, tourism-related industries and local communities;
- | to preserve the rural amenity of the locality within which the sign is to be displayed; and
- | to protect tourism resources.

Appropriate sign opportunities

Sign opportunities are more or less the same as for natural areas of maximum control, the main difference being less emphasis on harmony between sign and visual environment. Sign opportunities in rural areas of maximum control are therefore also limited primarily to the following:

- Property and farm names
- Centres of economic activity
- Tourist facilities and attractions

Only signs conveying an essential message should be permitted.

All non-locality-bound signs shall be limited to brown *tourism signs* with the exception of *aerial signs [class 5(a)]* and *vehicular advertising [class 5(b)]*.



Intensive Agriculture



Intensive Agriculture



Subsistence Agricultural