

2.3.3 URBAN LANDSCAPE - Areas of maximum control

Character and land use

Urban landscapes refer to human settlements with a population of more than 2 500 people. The following precincts are deemed sensitive to visual disturbance and shall be defined as urban areas of maximum control:

Conservation

Natural open space and urban conservation areas; interface of natural landscape and built fibre, in the form of natural edges like bodies of water, rivers, ridges and forests.

Recreation

Open areas for passive recreation such as parks and non-commercialised squares.

Scenic

Scenic areas; characteristic vistas across built-up areas or down streets or avenues.

Architectural and historical

National or local heritage sites or buildings; special tourist areas; historical or contextual streetscapes; skylines seen from viewing points; areas or facilities of strong architectural context or historical scale.

Residential

Exclusively residential areas for higher to middle income groups, mostly low density single.

Gateways

Features of scenic, historical or architectural significance.

Transportation

Visual zones along urban freeways, unless the responsible roads authority, after an EIA process, identifies areas along such freeways, in which relaxation may be allowed.

Objectives

To prevent the proliferation of signs, to minimise visual disturbance caused by signs and to optimise visual harmony between sign and urban landscape;

to protect urban areas and facilities of significant conservation, architectural, historical and recreation value from visual degradation caused by outdoor advertising and to enhance such areas and facilities;

to preserve the residential amenity of suburbs;

to enhance and protect the scenic amenity of our towns and cities;

to protect and enhance important elements of urban structure and identity, such as major transportation routes and gateways;

to ensure optimum traffic safety on high-speed and high-volume routes and to ensure that traffic safety is not compromised by advertising signs in other areas of maximum control;

to contribute to the creation of more pleasant living environments;

to permit adequate display of information concerning the identification of areas of interest, identification of premises and activities conducted on the premises; and

to enhance and protect tourism resources.

Appropriate sign opportunities

Only signs conveying an essential message are permitted. The size, number, illumination and position of advertisements should be strictly con-

trolled and all advertisements should be scrutinised according to well-developed and well-defined requirements. As all advertisements will affect the appearance of these visually sensitive buildings, structures or areas, it may be necessary to develop specific and more detailed conditions according to local circumstances and the character of specific urban areas of maximum control.



Architectural: Union Buildings, Pretoria



Scenic: Vista down Queen Wilhelmina Avenue with the Union Buildings in the Background

URBAN LANDSCAPE - Areas of maximum control



Passive Recreation: Burgerspark, Pretoria



Conservation: Natural Open Space. Moreleta Spruit, Pretoria



Scenic: View from Johann Rissik Drive, Pretoria



Historical: Church Square, Pretoria



Gateway: University of South Africa and Fountain Circle, Pretoria



Historical: Church Street, Tulbagh



Transportation: Freeway, Pretoria



Residential: Higher Income Residential Area, Pretoria



*Historical: Graaff-Reinet
Photo: Theuns van Rensburg*