

2.3.4 URBAN LANDSCAPE - Areas of partial control

Character and land use

Urban landscapes refer to human settlements with a population of more than 2 500 people. Urban areas of partial control are, in most cases, characterised by a greater degree of integration and complexity of land use, facilities and activities which allows for greater freedom with regard to the size, number and position of advertisements.

The following precincts shall be seen as urban areas of partial control:

Residential

- Residential areas with high-rise apartment blocks, interspersed with shops and offices, mostly high density mixed.
- Medium density residential areas in transition as well as residential areas where office and commercial encroachment has taken place.
- Low density, lower income suburbs.

Commercial

- Small commercial enclaves in residential areas.
- Suburban shopping centres and office parks.
- Ribbon development along main streets.

Education

Educational institutions.

Recreation

Sports fields or stadia and commercialised squares.

Institutional

Government enclaves, including diplomatic or civic amenities.

Smallholdings of an urban nature with a higher population density than rural smallholdings.

Objectives

- | To permit greater freedom regarding the size, number and position of advertisements;
- | to encourage a co-ordinated and integrated approach to advertising;
- | to permit adequate display of information identifying areas of interest and premises and the activities conducted and services and products available on those premises;
- | to ensure that traffic safety is not compromised by advertisements;
- | to provide a means of communicating educational messages as well as messages on products and community services to major target markets in urban areas.
- | to enhance and protect tourism resources;
- | to contribute towards the creation of more pleasant living environments; and
- | to enhance the character of an area or land use.

Appropriate sign opportunities

Almost all sign types are permitted. They shall, however, be subject to compliance with the general conditions in par. 2.4.1 and the specific conditions in the relevant guideline sheets which, although more restrictive than the conditions controlling advertising in areas of minimum control, still grant some measure of freedom as to the size, number and position of signs.



Commercial: Suburban Shopping Centre



Commercial: Suburban Office Park

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Education: University of Pretoria



Recreation: Sports Fields



Commercial: Suburban Shopping Centre



Residential: High Density Mixed, Sunnyside, Pretoria