

2.3.5 URBAN LANDSCAPE - Areas of minimum control

Character and land use

Urban landscapes refer to human settlements with a population of more than 2 500 people.

Urban areas of minimum control can be seen as centres, areas and nodes of concentrated economic activity where the dominant concern and motivation is to conduct business and to sell products and services. This calls for the display of advertisements and signs in stronger and more obvious forms.

The following precincts should be included in urban areas of minimum control:

Commercial

- Commercial districts, central shopping centres and central office precincts.
- Commercial enclaves and shopping centres in lower income suburbs.

Industrial

Industrial areas or industrial parks.

Entertainment

Entertainment districts or complexes.

Transportation

Prominent public transport nodes such as railway stations, larger bus stations and taxi ranks, airports and harbours, excluding nodes of exceptional historical and architectural value.

Objectives

- | To stimulate economic growth by permitting adequate identification, business advertising and adequate means of communicating messages and information on products and services;
- | to recognise that advertising signs express the character of the commercial, entertainment and industrial environment and of public transportation nodes;
- | to ensure equal access to advertising space;
- | to ensure that advertising does not visually degrade the streetscape character or cause visual clutter;
- | to ensure that traffic safety is not compromised by advertisements;
- | to encourage a co-ordinated and integrated approach to advertising; and
- | to enhance tourist and entertainment attractions.

Appropriate sign opportunities

All sign types are permitted subject to compliance with the general principles and conditions in par. 2.4.1 and the specific conditions set out in the guideline sheets. Advertisements and signs may be expressed in stronger and more obvious terms and the principles and conditions are therefore less restrictive than those regulating the other areas of control.



Commercial: Pretoria Central Business District



Industrial Area

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Industrial Area



Transportation: Durban Harbour



Commercial: Pretoria Central Business District



Transportation: Cape Town International Airport