

ROAD USERS PERCEPTION OF OUTDOOR ADVERTISEMENTS IN LUSAKA

BY

Muchimba M. Muvombo

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DECLARATION

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CERTIFICATE OF APPROVAL

This dissertation has been approved as fulfilling the requirements for the award of
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Examiner 2	Signature	Date

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DEDICATION

To my husband Milimo and our children Milimo Jnr, Michelle and Mathamando

ABSTRACT

Outdoor advertising is a key element of industry and contributes to the creation of a vibrant and competitive economy. Lusaka city has experienced rapid increase in outdoor advertisements especially on major roads. However, the Council faces challenges associated with failure to regulate outdoor advertising which compromises the safety of road users and the city's aesthetics. This study sought to examine the state of outdoor advertising, road user perceptions of outdoor advertisements and existing legislation, in relation to road safety and aesthetics in Lusaka City. A case study was undertaken on three major roads (Great East Road, Independence Avenue and Addis Abba drive) in the city. Three control areas (Mtendere market, Chelstone market and the Central Business District) were also used. Data was collected through direct observations, in-depth interviews with six key informants (Council, road sector agencies and outdoor advertising companies) and questionnaires with 155 road users. Secondary data from relevant policy documents, plans and legislation was reviewed. The data was analysed through quantitative and qualitative methods using descriptive statistics and content analysis respectively. Findings show that the state and nature of outdoor advertising on the selected roads was characterised by clutter and outdoor advertisements that do not conform to the regulations. The cluttering was prominent along Great East Road and Addis Abba drive with outdoor advertisements distributed between five to twelve metres apart, below the recommended 20 metres. There are fewer (six) electronic signs compared to the 325 static advertisements. The majority (80 percent) of small format advertisements were above the stipulated size of two square metres and were mounted less than the recommended two metres height from the ground. Perceptions of outdoor advertisement by various categories of road users revealed that more than half (59 percent) were inconvenienced by them. The obstruction and distraction by outdoor advertisements was cited as the major inconvenience by almost two thirds (64 percent) of road users. Almost half (48 percent) of non-motorized road users agreed to almost being hit by vehicles due to obstruction and/or distraction by outdoor advertisements. About a third (30 percent) of motorists agreed to having experienced near accidents/road mishaps due to advertisements distraction. Half of the respondents perceived outdoor advertisement as reducing the aesthetics and taking away the sense of place from Lusaka city. The Council has no outdoor advertising policy and no provision for it in the city's development plan resulting in enforcement challenges. The study concludes that there is a gap in the existing legislation guiding outdoor advertising and policy to implement the regulations. In addition, there is low compliance to regulations by stakeholders and lack of enforcement by the Council. The study recommends the formulation of an outdoor advertising policy to ensure enforceable regulations that integrate public road safety and the city's aesthetics.

Key words: Outdoor advertising, perceptions, urban planning, road users

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ACRONYMS

AAPS	Association of African Planning Schools
CBD	Central Business District
CSO	Central Statistical Office
DSA	District Situation Analysis
GPS	Geographic Positioning System
GRSA	Government of the Republic of South Africa
GRZ	Government of the Republic of Zambia
IDP	Integrated Development Plan
JICA	Japan International Cooperation Agency
LED	Light-Emitting Diode
LCC	Lusaka City Council
OAAA	Outdoor Advertising Association of America
RDA	Road Development Agency
RTA	Road Traffic Accident
RTSA	Road Traffic and Safety Agency
UN	United Nations
ZP	Zambia Police

CHAPTER ONE: INTRODUCTION

1.1 Background

Outdoor Advertising is a multi-million-dollar industry in developed countries and now forms part of urban everyday culture, often adding colour to our streets (Outdoor Advertising Association of America – (OAAA), 2015). It is a good indicator of business health, can be a valuable source of information and is viewed by many as a form of entertainment in itself (The Planning Service, 2006). The industry contributes to the creation of a vibrant and competitive economy as it fulfils an essential function of information transfer in modern society. In the present age of deregulation and the free market, there is an increasing need for enterprises to market themselves in order to compete (Wilcox, 1993). Advertising directs, guides and informs as to locality, product, activity or service and contributes to economic growth in general (South African Manual for Outdoor Advertising Control – (SAMOAC), 1998). If not controlled, however, it could have a negative impact on tourism resources and the human living environment (City of Cape Town, 2012). In relation to road safety and public amenity, outdoor advertising situated on the roadside targeted at road users must be well sited.

Advertisements affect the appearance of the building or place where they are displayed. If allowed to go unchecked, the proliferation of roadside advertising could adversely impact the road safety and the amenity of the city. On traffic safety, people are only capable of absorbing and reacting to a limited amount of information while still executing their driving task safely (City of Cape Town, 2012). Therefore, cluttered advertisements can disturb motorists and other road users.

Most developed countries have efficient and effective policies to regulate outdoor advertising through the adoption of new techniques to balance competing public and business interests. This has been done by developing policy, regulations and enforcement, addressing safety and environmental concerns as well as generating potential revenue. However, for most developing countries, the regulation of outdoor advertising remains a challenge and can be attributed to a number of reasons including the following: inconsistent inventory practices resulting in loss of revenue and failure of site monitoring; failure to remove remaining non-conforming

advertisements, lack of adequate funding and staffing resources at local levels to achieve consistency (Daluge, et al., 2011).

In Zambia, local authorities are given the mandate through the Local Government Act CAP 281 'to prohibit and control the erection and display of advertisements and advertising devices in, or in view of, streets and other public places' (GRZ, 2007:61). Councils are therefore required to formulate plans and policies that should recognise that most forms of roadside advertising are legitimate and are following their land use regulation. The plans make provision for advertising without compromising their objectives in controlling adverse effects on safety, amenity and the environment.

According to Hamusokwe, (2009) advertising is one of the oldest forms of mass communication, though it is a phenomenon that has only become fully visible in the Zambian media and business scene in the 1990's. Before this period, signs of advertising were hardly noticeable in Zambia. Like all forms of media, outdoor advertising is shaped by political, economic, educational and social conditions (Kumbula, 2002). Thus, growth of the outdoor advertising industry coincided with the change in the political environment in the country which saw the revert from a one-party state with communist style to a multiparty democracy which paved way for the liberalisation of the economy. Therefore, most outdoor advertising multinationals began to operate in Zambia around the 1990s (LCC, 2015). In addition, there has been increasing entrance into the outdoor advertising industry by local (Zambian) companies since the year 2000 which has contributed to the rise in the number of outdoor advertisements in Lusaka city.

Growth in urban population, increasing planned and unplanned developments taking place in the city have led to an increase in the number of outdoor advertisements along the major streets, a common phenomenon, that has not contributed positively to the amenity of the city. All too often, these advertisements have been displayed in locations as an afterthought as most advertising sites are occupied due to increased competition for advertising space, thus impacting negatively on the city's landscape.

In light of this background, this study seeks to investigate the spatial regulatory frameworks that guide siting of advertising infrastructure in Lusaka city from the three selected roads; Great East Road, Independence Avenue and Addis Abba Drive.

It further seeks to highlight pedestrian, cyclist and motorist (road users) perceptions on outdoor advertisements emphasising the road safety and amenity aspects.

1.2 Problem Statement

Lusaka City Council faces challenges associated with failure to regulate outdoor advertising. This has safety implications for road users and the aesthetics of the city. The aesthetic concerns arise from instances where caution has not been given to size, distribution, colours and actual siting of the advertisements. Consequently, most advertisements lack consistency and quality to benefit both road users and the outdoor advertising industry. This contributes to the city's landscapes looking unsightly due to the cluttering of outdoor advertisements along main roads. In relation to safety, some outdoor advertisements distract road users as their siting may obstruct the view of traffic signs or markings. The levels of illumination from digital advertisements have also been a source of concern as bright light may distract motorists from concentrating on driving. Further, the structural stability of advertisements is questionable as some advertisements (billboards) in the city fall due to agents of weather.

1.3 The Aim of the Study

The study aims at investigating how road users perceive outdoor advertisements in Lusaka city.

1.4 Objectives

The specific objectives are therefore:

1. To determine the nature and siting of outdoor advertisements on the selected roads in Lusaka
2. To assess the perceptions of road users on outdoor advertisements in the city
3. To examine the effectiveness of the current legislation in regulating outdoor advertisements

1.5 Research Questions

The following are the research questions:

1. What is the current state of outdoor advertisements on the selected roads in relation to distribution and types?

2. How do road users perceive outdoor advertisements?
3. How effective is the current legislation in guiding outdoor advertising in the city?

1.6 Significance of the Study

The findings from this study will offer insights to city planners and decision makers on guidelines for distribution, size and location of outdoor advertisements. This will in turn be useful for achieving a consistent quality of outdoor advertising to benefit road users. As, the road safety concerns and the negative impact of advertisements on the city's amenity will be addressed. The study will also act as a guide for the formulation of an outdoor advertising policy to guide siting of outdoor advertising. Consequently, outdoor advertising companies will be able to achieve quality advertisements as clutter will be reduced. The study will also be important to other scholars and researchers as a foundation for further research as little research on outdoor advertising and its impacts on amenity and road safety have been undertaken in the City of Lusaka.

1.7 Structure of The Dissertation

The dissertation is divided into five chapters. Chapter one presents the introduction to the study. It also highlights the aim and key objectives of the study. Chapter two gives a review of the relevant literature on the subject matter. It outlines key concepts and impacts of outdoor advertisements on road safety and amenity. Lessons are explored on what has worked in different countries to achieve a consistent outdoor industry. Further insights on theory and principles associated with outdoor advertising are reviewed. The review shows that few studies have been undertaken to confirm the impact of outdoor advertising on quality of life in developing countries. Chapter three gives details of the study area. The fourth chapter comprises the methodology of the study. The chapter explains how the study was conducted including the data collection methods used and why they were used, the selected sample size and methods used to analyse the data. Chapter five presents the findings and discussion of results regarding the nature of outdoor advertising on selected roads, perception of road users on the outdoor advertisements and existing legislation regulating outdoor advertising. Chapter six presents the summary and conclusions of the dissertation as well as the author's recommendations and further research areas.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Advertising is a form of communication for marketing and is used to encourage, persuade or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action (Okoro, 1998). Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common (Adetotunbo, 2015). Outdoor advertisements have both physical and constitutional dimensions. The physical dimensions of advertisements include size, type, number, design and location. Whereas the constitutional dimension entails regulations used by local governments to guide the siting of outdoor advertisements (Weinstein, 2014). This chapter reviews the concepts and principles of outdoor advertising in order to provide a framework through which to ground the research. It is divided into five sections. The first section gives an overview of the outdoor advertising industry, types of outdoor advertisements and their importance. The second section comprises the nature and state of outdoor advertising and their impact on road safety and public amenity. Section three examines the perceptions of road users on outdoor advertising. The fourth section, discusses the effectiveness of the legislation that regulates outdoor advertising. The last section gives the theoretical frame work of the study and outlines principles and consequences associated when a laissez faire attitude is adopted in managing outdoor advertising.

2.2 Definition Outdoor Advertising

According to the South African Manual for Outdoor Advertising Control (Department of Environmental Affairs and Tourism, 1999:2), outdoor advertising is defined as “any visible representation of a word, name, letter, figure, object, mark or any combination of such elements with the objective of transferring information”. In Zambia advertisement is defined in the repealed Town and Country Planning Act CAP 283 as "any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of and employed wholly or in part for the purpose of advertisement or announcement and, without prejudice to the foregoing definition, includes any hoarding or similar structure used or adapted for use for the display of advertisement, and references to the display of

advertisements shall be construed accordingly”(GRZ, 1962:4). Therefore, outdoor advertising means the act or process of notifying, warning, informing, making known or any other act of transferring information in a visible manner and takes place out of doors. For the purpose of this study, an advertisement is a sign along roadways used to advertise a wide range of products, services and causes or used to give direction of a place.

2.2.1 Types of billboards

The most common type of outdoor advertisements are billboards. Billboards are a branch of outdoor media (Edegoh, Nwanolue and Ezeh, 2013). Duncan (2013) defines a billboard as an outdoor sign or poster you usually see on highways and streets. Billboards are usually targeted at drivers, those in moving vehicles and pedestrian traffic. Advertising billboards are characterized by attractive models, images and catchy slogans that attract attention. Billboards can be placed along roads with various street furniture. Street furniture are objects and pieces of equipment installed along streets and roads for various purposes (Collins English Dictionary, 1994). These include benches, traffic barriers, post boxes, phone boxes, streetlamps, traffic lights, traffic signs, bus stops, taxi stands, public lavatories, fountains, watering troughs, public sculptures, and waste containers. Often some outdoor advertisements are placed on the street furniture such as on street light poles, bus stops or benches.

Billboards come in a wide variety of shapes and sizes (refer to Appendix iv for examples). According to Clear Channel Advertising (1998) billboard displays may among others include: Bulletins which are the largest and among the most impactful standard-sized out of home media formats. While, junior Posters are smaller sized billboards located close to where the purchasing takes place. Posters; are static medium sized billboards often used as a full market coverage medium for reach and frequency. In addition, there are spectaculars which are huge and unique advertising structures and solutions that are erected in mass consumer locations such as shopping malls, airports and bus terminus. Another type of billboard includes, digital billboards which are created from computer programs and software. They display electronic image displays that present multiple static advertisements on a rotating basis. Their ability to constantly change texts ensure maximum impact and wide

exposure to target audiences. Further car, bus and bicycle billboards exist these are advertisements placed on means of transportation. The versatile medium that can target a daily commuter audience of pedestrians and vehicles. Furthermore, a cantilever billboard is an advertisement with a projecting beam supported at only one end. Gantry billboards consists of a double-sided billboard panel positioned on a gantry structure that span the entire width or only part of the road and which are constructed for the sole purpose of displaying advertisements.

Advertising billboards can be either static or digital. Static billboards show the same message for an extended period of time (typically days) (Sisiopiku, et al., 2014). Digital billboards (DBBs) were introduced in the recent years and utilize light-emitting diode (LED) technology to show multiple messages one after another and are updated using computer input. DBBs flash images every four to ten seconds (Copeland, 2010), a single board can advertise to far more clients than a traditional board, making them an attractive advertisement option. Despite the initial cost of DBBs being higher to build compared to their static counterparts, over time they prove to be cost-effective. While static billboards are still dominant, digital billboards are a fast-growing sector of the outdoor advertising market (OAAA, 2015). This is evident in most cities including Lusaka city which has witnessed a rise in DBBs being displayed.

2.2.2 Benefits of outdoor advertising

Outdoor advertising has several benefits as they are an important indicator of a vibrant economy. The development and growth of the outdoor advertising sector shows improvements in the economy. Simcoe (2008:19) states that, “one of the most effective ways to strengthen your company’s brand recognition is through billboard advertising. If placed in the right location, billboard advertising can increase traffic to business, familiarize customers with a brand, product or service and attract new customers who make impulse buying”. The noticeable benefit of outdoor advertising is that it is a source of revenue for outdoor advertising companies and the local authorities who collect fees from the companies for displaying the advertisements in their jurisdiction. In developed countries like France and the United State of America (U.S.A) advertising contributes to the national economy (OAAA, 2015). In addition, billboards are also more cost effective and get noticed because of their messages,

bright bold colours and creative graphics. They have a high visual impact, low cost, high product visibility, high frequency and immediate message delivery. Further, Plumely (2000) in (Edegoh et al., 2013) highlights that one important advantage of billboard's over other advertising media is that it has the potential to capture the attention of the audience on the go. Unlike the media offerings of the electronic media which are transient, billboard messages are semi- permanent. One can expose oneself to them over and over again and this makes their message(s) indelible and easily recalled by the audience (Okoro, 1998). For example, Scenic America (2013) highlights that the average American daily commute time is 51 minutes and 92% of the drivers are exposed to outdoor advertising. Furthermore, the range of advertising applications is wide and may include billboards, banners, posters, signs on bus shelters or telephone booths, buses, taxis, bicycles and tourist or public information panels (Daluge et al., 2011). The other advantage is that outdoor advertising is that businesses have a guaranteed audience. Cestrian (2015), suggest that unlike other mass advertising media such as TV or radio, billboards can not be switched off.

2.2.3 Disadvantages of Outdoor Advertisements

There are a number of reasons why outdoor advertising has always been a source of controversy among the public and the outdoor advertising industry. According to Hathaway (2016), one of two-major disadvantage of outdoor advertising stems from disruption of the urban landscape from a proliferation of outdoor advertising that blight public spaces. The second major disadvantage is that there has been much controversy regarding the potential safety hazard posed by advertaintments especially digital signage. Many studies show that such signage can lead to driver distraction and traffic delays (Wachtel, 2009). The negative impact on the environment (Scenic America, 2013); Traffic Safety (Shinar,2007); light pollution (Karol, et al., 2010) and poor energy use (Young, 2010) are therefore, some of the major disadvantages of outdoor advertising and have been focus of several studies. In addition, despite outdoor advertising presenting a unique case in that, unlike advertising in other media, an individual's capacity to avoid exposure is inhibited (Fulgham, 2015). Unlike the ability to select what one is exposed to, outdoor advertising is displayed throughout public space, thus making regulation of the medium a pertinent public policy concern (Rosewarne, 2005). Further, although outdoor advertising represents a key money maker for landowners, as well as an attraction for local businesses,

accumulated evidence suggests that outdoor advertising with harmful content disadvantages particular communities with exposure to products such as alcohol, cigarettes and unhealthy foods (Kwate & Meyer, 2011).

2.3 Evolution of Outdoor Advertising

According to Capitol Outdoor Advertising (2014), humans have been creating wall art since the time we lived in caves. During the time of the ancient Egyptians the government used images carved into stones to post the laws and regulations of the land. This carving into stones may, in a way, have been the oldest form of outdoor advertising (Chien, 2011). The modern-day billboard advertising approach can trace its roots to lithography, which was an invention of the late 1790s (Adetotunbo, 2015). Prior to the invention of lithography, billboard copies could only be produced on a very small scale which made it significantly less effective as a marketing tool than it is today (Fang, 1997). The genius of this invention is that it made it possible to produce as many posters and announcements as a business needed. There was one major limitation to the outdoor billboards being produced at the time, and that was the quality of the posters; they did not stand up when exposed to the elements of weather for prolonged periods of time (Capitol Outdoor, 2014).

Circuses were one of the first businesses to profit from this new form of mass marketing and so outdoor advertising underwent a major innovation which brought us the modern billboard advertising that we know today (Capitol Outdoor, 2014). The earliest use of the billboard by the circuses dates back to 1835. The nineteenth century saw the skills of the advertiser come to the forefront, as advertisements began to mix images and words, and adopt the techniques of language and layout that we are familiar with (Capitol Outdoor, 2014). What is evident is that with the proliferation of goods and services in this century, it became recognised that advertising was an important part of business and should be dealt with by experts in the field which saw the birth of several advertising companies during this period. Consequently, billboard advertisements have been transformed and now use colourful digitally produced graphics, backlighting, sound, movement and three-dimensional images (Kotler, 2003). This can be attributed to new technologies such as direct mail, radio, television, the internet and mobile devices. The evolutionary billboard designs are meant to make the outdoor advertisements functions more

effective, less stressful yet delivering value for money as seen today (Saleem, et al., 2010).

There are inadequate and mostly inconclusive studies on the development of advertising activities in Zambia. However, it can be traced as far back as the time before mass media existed in the 1940s (Hamusokwe, 2009). Though not well organised and documented outdoor advertising, took the form of decorative art, traders competed among each other in creating attractive signs on shop walls that everyone could identify. Hamusokwe (2009) suggests that in the 1960s and 70s small business owners such as carpenters and shoemakers would for example paint a wooden chair or a shoe on a flat board and hang them in front of their workshops. This was the earliest form of outdoor advertising and most effective method of sending information to a society that was generally illiterate at the time.

Hamusokwe (2009) further states that outdoor advertising has proved to be one of the most enduring as well as one of the oldest forms of advertising in the country. Outdoor advertising in Zambia now takes the form of advertisements buildings, public transportation and stadiums. It has developed from artistic drawings to magnified photographic pictures on vinyl sheeting. The use of illuminated advertising billboards is now common and the number of digital billboards has continued to grow. The country has several outdoor advertising companies, both multinationals and local companies offering a wide range of products. Some of the earliest outdoor advertising companies in the country include G Rutherford Outdoor Advertising a local agency set up in 2000 in Ndola city on the Copperbelt Province. Multinational companies include A1 outdoor Limited set up in 2006, Alliance Media set up in 2000 and Primedia set up in 2006. With regard to regulation of outdoor advertising, the earliest form of regulation for outdoor advertising dates to the 1960's as contained the countries first Town and Country Planning Act CAP 283 and Lusaka city's first development plan (GRZ, 1962). The regulation of the plan is currently still being used by LCC.

From the historical background of Zambia's outdoor advertising industry, it is certain that with advancements in technology the advertising industry continues to evolve. However, there is disproportionate attention paid on the updating of regulation for outdoor advertising as the regulation is more than 50 years old.

2.4 State and Nature of Outdoor Advertising

As highlighted at the beginning of the chapter outdoor advertisements have both physical and constitutional dimensions. Advertising billboards are a form of speech, they take up space, obstruct views and pose other challenges that call for their regulation. Therefore, reasonable restrictions may be imposed on the size, location and physical characteristics (Kanovitz, 2015). The constitutional dimension therefore relates to these restrictions as provided through legislation (as maybe stipulated in the Constitution or Acts of parliament). Most outdoor advertising regulations seeks to ensure that the state and nature of signs must not be detrimental to the nature of the environment, streetscape, urban design or detract from the architecture of any building on which or where signs are located, by reason of abnormal size, appearance, intensity of illumination, workmanship, design or its existence (New South Wales (NWS) Australia Department of Planning, 2007).

2.4.1 State of Outdoor Advertising

The state of outdoor advertising refers to the number and location of the advertisement and how they impact road safety and the amenity. Many cities world over have high densities of advertising billboards, especially where there is dense pedestrian traffic for example at Times Square in New York City (Figure 1), which is a commercial intersection, tourist destination and entertainment centre. Fulgham, (2015) highlights that as the number of advertisements increases causing lack of space in cities, more advertisements are placed on the sides of buildings and sometimes they are free-standing billboards hanging above buildings. This results in the state of advertising being cluttered.



Figure 1: Outdoor Advertisements at Times Square in New York City

Source: (Didier , 2004)

Clutter is “a state or condition of confusion or disorderliness where audiences are continually bombarded by advertisements” (Shimp, 2010:152). This scenario has implications on the outlook of the city and road safety (Austroads, 2010). To ensure that the state of outdoor advertising gives balance between road safety and profits for advertising companies there is need to give attention to the number, duration and location of advertisements.

In relation to the number of advertisements, most outdoor advertising policies have shown that the minimum spacing between advertisements must be stipulated and followed (Gosford City Council, 2013; Government of Australia, 2014; Government of the Republic of South Africa, 2012). The separation of distances promotes the ability of each advertisements to be seen without being impacted by another advertisement and thus avoiding clutter of the advertisements (Molino, 2009). For example, the spacing between advertisements in South Australia is in relation to a speed limit. On an arterial road where speed limit is greater than 80 kilometres per hours is advertisements must be displayed 500 metres apart. Whereas on an arterial road where the speed limit is 60 kilometres per hour the allowed distance is 150 kilometres (NSW Australia Department of Planning, 2007). In Malta, clear distance of 75 metres is to be left between successive billboards unless otherwise stated, except for advertisements on street light poles and on-premises advertising signs (Malta Environment and Planning Authority, 2006). While in Johannesburg city, a minimum distance of 100 metres must be maintained between advertising signs or advertisements on the same side of a public street including any provincial motorway, provided that the Council may require a minimum distance exceeding the 100 metres if it considers it necessary in the interest of road safety (GRSA, 2012).

In terms of location, advertising structures should not be placed in a location that will result in visual clutter. For example, placing them on a sharp bend or at an intersection (Ady, 1967; Crunall et al., 2006; Wallace, 2003). Further, to avoid clutter the location advertisements must take into consideration adjacent buildings and distance from property boundaries. Furthermore, the location and size of existing signage should be taken into account traffic control signs. Otherwise visual clutter results when advertisements are placed with other signage (Wallace, 2003). Particular consideration is required in siting of advertisements in some locations, such as at a high pedestrian and traffic volume intersection. In developed countries

such as Australia and New Zealand there are locations where particular types of advertising should be restricted in order to ensure the safe and efficient operation of the arterial road network. This is to maximise the safety of the road environment, by minimising the risk for driver distraction in locations where a high level of concentration is required. These places include roundabouts, road intersections, pedestrian facility, T and Y junctions among others (Wilcox, 1993).

The lack of adherence of distance between advertising signs and failure to pay particular attention to location contributes to the state of advertising clutter. In most cities, the majority of cityscape is covered with large size advertisements and electric poles that not only create visual clutter but also cause minor traffic accidents (Gokhale et al., 2011). Clutter can be a distraction to drivers particularly where other signs such as directional or road safety signs are located. Clutter can make a streetscape or landscape visually unattractive. For instance, in the urban areas of Sri Lanka, the visual clutter from advertisements is not the only factor that causes an eyesore. The fact that advertisements are designed poorly with excessive and inappropriate use of colours, typefaces and other visual elements this violate the visual aesthetics and impacts negatively on outlook of city's (Amarakoon, 2015). In Johannesburg and Kumasi city's streets are cluttered with signage (Amelley, 2017). This is caused by the cumulative effect of billboards, street-pole signs, on premise signs and a variety of street-furniture signs being placed without the standard distances between billboards being observed. Clutter may also result if there are too many signs or multiple messages placed on a single advertising site or location. With the expansion of digital technology and low-cost printing methods, outdoor advertising in urban areas has greatly propagated throughout the last decade and has become a major cause of the visual clutter (Gokhale et. al, 2011). Clutter is influenced by several factors such as design, size and location of advertisements. It is as a result of lack of planning and management which results in uncontrolled development of the outdoor advertising industry and exists in several cities (Mc Dermott, 2016).

2.4.2 Nature of outdoor advertising

Nature is defined as an inherent characteristic of something (Collins English Dictionary, 1994) and therefore the nature of outdoor advertisements herein refers to the physical dimensions of size, height, type, design, shape and content which can impact on the way that an advertising sign is perceived. As argued by Kotler (2003) the growth and expansion of digital technology and low-cost printing methods, has resulted in the nature of outdoor advertisements evolving. The design, size, shape, content, number and operation of advertisements can have an impact on road safety and public amenity. Restrictions on the nature of signs are intended to promote a distinctive look in that zoning district, while striking a balance between the desires of society and the rights of advertising companies (Thompson 2012).

The sheer size of advertisements has impacts on the aesthetics (Hussain and Nizamani, 2011). In the realm of outdoor advertising there is tendency for outdoor companies to constantly design larger advertisements to compete with existing signs. However, the result is distraction. This is because advertisements by their very nature are a distraction to road users, however, the distraction and subsequent conflict risk can be minimised through the use of design techniques (Daluge et al., 2011). Robert et al., (2013) advise that, the size and shape of advertisements should generally be limited to accepted industry standards and avoid shapes that could potentially be mistaken for a traffic control device avoided. Thus, the size of outdoor advertisements should be standardised to ensure public safety. This is also to ensure that sizes and designs of signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character (Farihah, 2014).

It is argued that the use of colour can have a significant impact upon the legibility of an advertisement (Government of Australia, 2014). Adequate contrast between the letters and their background can increase overall visibility and clarity of a message, while poor contrast can make it difficult to read under even the best lighting conditions (Messaris, 1996). This in turn can increase driver distraction as it may require longer or multiple glances to fully comprehend the message (Nairobi County Council, 2010). Advertisements should be designed to avoid the use of the colours in combinations or shapes that could be interpreted as a traffic control device. In

Johannesburg city for instance, no advertising sign may have red, amber or green as its main colours (GRSA, 2012).

Regulating height of advertisements plays a critical role in ensuring safety for road users. According to Outdoor Media Association of Australia (2012) height is a critical planning consideration as height needs to be effectively visible to its desired audience – the majority of whom are in their vehicles and viewing from road level. In Indian cities, like most cities world over, the minimum distance from the ground level to the base of the advertisement must be above 2 metres. The maximum height from the ground level to the top of the advertisement cannot exceed 9.1 metres to 15 metres (Gokhale, et al., 2011). This is to ensure obstruction is avoided from the advertisement and line of sight is maintained. Locating a sign structure too high can make its message delivery just as ineffective as one which is too low and therefore unreadable (Australian Outdoor Media Association, 2012). Additionally, signs that are too low, it may be obscured by vegetation and easily get vandalised (Austroads, 2010).

There has been a recent increase in the use of electronic signs, such as LED and LCD displays, which have become more affordable in recent times (NWS Australia Department of Planning, 2007). In developed countries it is important that advertising devices are illuminated appropriately for the ambient light conditions to ensure there is no unacceptable glare (making it difficult to read the sign because of excessive external light sources) or reflectance (making the sign itself so bright that it is distracting) that may result in safety issues for road users or that will produce unacceptable light spillage to the local environment (Malta Environment and Planning Authority, 2006). Therefore, it is a requirement that luminance levels should not exceed those of static signs in typical ambient light condition; sign must also not be so highly illuminated as to impair the noticeable nature of traffic signals. All electronic signs must be equipped with a sensor to measure the ambient light level of the surrounding environment and adjust the sign luminance to suit the environment. Illuminated advertisements and signage should seek to minimise light pollution and if possible exploit solar energy (NWS Australia Department of Planning, 2007).

2.5 Outdoor Advertisements Impact on Road Safety

The nature and state of outdoor advertising can have an adverse influence on road user attention and the amenity. According to a study in Nigeria by Adetotunbo (2015) the use of attractive models in billboard advertising may be more distracting and can lead to staring while driving, which results in disobeying traffic rules. In most countries, Zambia inclusive, traffic safety is often cited as a legitimate basis for billboard regulation (Scenic America, 2013). Outdoor advertisements may have detrimental effects on road safety such as distracting the attention of motorists. By their very nature, outdoor advertisements are designed to pull the eyes of the motorist off the road and onto roadside displays. They are, therefore, placed in such a manner as to receive maximum exposure in locations that require special attention from the driver and which are critical from a traffic safety point of view, such as bends in the road and intersections (SAMOAC, 2008). For example, the Institute of Outdoor Advertising in United States of America admits that outdoor advertising has a distracting influence, highlighting that the sheer physical size allows for 'eye stopping' thus distracting road users. It further argues that it is virtually impossible not to notice the world's biggest scoop of ice cream or shiny automobile displayed on the advertisements (Scenic America, 2013).

Several studies have been undertaken regarding the distracting effect of larger commercial signs along the road. Several authors for example (Decker et al 2015; Sisiopiku et al. 2013; Wachtel 2009; Wallace 2003) indicate that advertising billboards likely pose a modest, though non-negligible, traffic safety risk through driver distraction. In addition, Rusch (1951) did find a positive correlation between billboard distraction and accident rate however Blanche (1965) in a similar study found no association between accident and advertising billboard distraction. Wallace (2013), carried out literature review and meta-analysis of several studies including Blanche and Rusch's studies with a view to answering the question of whether or not there is a serious risk to safe driving caused by features in the external environment? The main conclusion to be drawn from the studies is that there seems to be a correlation between accident rates and advertising billboards at intersections or junctions. Wallace (2003) and Jordaan's (2012), objective review of the studies undertaken seems to favour a definite correlation between accidents and advertising signs along roadways. It must also be borne in mind that the studies by Rusch (1951)

and Blanche (1965) were undertaken a long time ago, mainly during the 1950s and 1960s, involving only ordinary billboards at the side of the roads. Outdoor advertising has changed a lot from the billboard of the fifties and sixties. Today variable message signs and other techniques and technologies are becoming more and more sophisticated, eye-catching and distracting, therefore, making the correlation between accidents and outdoor advertising an even stronger possibility (Wallace, 2003). In carrying out a study on advertising and road accidents, all factors must be taken into consideration. Factors include advertising messages evoking a response from the observer and therefore enhancing the distraction effect, such as answering a phone call or writing down a phone number while driving (Jordaan, 2012). Jordaan (2012:6) further cautions that they would never be a research study that will be infallible and free of criticism due to the large number of variables to be taken into consideration. There will therefore always be enough material to keep the controversy regarding road accidents and outdoor advertising going on.

Drivers may be confused by advertisements and signs on or at traffic signs or signals. Edegoh, et al., (2013) highlights that the written messages, images or colours of such advertisements may be of such an eye-catching nature that it simply overawes and overrides the messages conveyed by traffic signs and signals (see appendix v). Such advertisements may even physically conceal traffic signs and signals. The optimum positioning of roadside advertisements is recognized by the advertising industry as an important factor in attracting the attention of passing drivers. This industry kept improving its techniques aiming at grabbing driver's attention with no care for the potential of the signs potential role in distracting drivers (Birdsall, 2008; Crundall et al., 2006; Underwood, 2007) in (Bendak and Al-Saleh, 2010). In Petaling Jaya, Malaysia, driver distraction was also noted to be potentially more significant with high accident and high-risk age groups who may have more difficulty handling divided attention demands while driving (Farihah, 2014). Similarly, in a comprehensive study, Stutts et al. (2001:10) assessed official accident data published in the United States of America (USA) between 1995 and 1999. The author found some correlation between distraction and advertisement signs which was at 8.3%. This may create a serious traffic safety hazard at street stops and intersections (Jordaan, 2012). Likewise, in Lusaka City, there has been an outcry by motorists that some billboards obstruct their view (Mwale, 2014).

Inadequate structures and fixtures may lead to billboards and signs coming down and injuring passers-by (Lassetter, 2016). Advertising mounted at the side of the road have a very high potential of being blown onto the road surface if not properly anchored and can therefore be a serious hazard to the motorist. For example, a woman in London was crushed by a four (4) tonne advertising billboard that fell onto a walkway (Robinson, 2015) while in Mexico City in 2016 an advertising billboard fell on two cars injuring five people (The Sun, 2016). Lusaka city also experienced a number of advertisements falling in 2014 during a hailstorm (Mwale, 2014).

2.6 Impact of Outdoor Advertisements On Amenity

In relation to amenity, the greatest problem encountered by local authorities, with regards to billboards is site monitoring (Ozoh, 1998). Monitoring is usually difficult and so when advertisements get torn, washed out or fall, it takes a while to discover and report. This is because of the various institutional challenges most local authorities are faced with such as lack of transport and human resource.

The proliferation of outdoor advertisements and signs also has an indirect effect by contributing to urban decay. Urban decay is the process of physical, social and economic deterioration in inner city and central neighbourhoods. This may be contributed by torn down, old and rusty outdoor advertisements. The proliferation of billboards may also result in the devaluation of these residential and commercial areas. For instance, a study in Philadelphia showed that homes within 150 metres of an advertising billboard are worth \$31,000 less at time of sale than those further away. In addition, every advertising billboard in a census tract correlated with a nearly \$1,000 depreciation in home value compared to the city average (Scenic America, 2013). Jana and De (2005) undertook a study in different districts in West-Bengal, India, that were explored for abundance of visual pollutants, especially the ubiquitous advertising billboards ‘appearing like ghosts’ all around the cities and townships. It was found that in the cityscape visual pollutants were omnipresent, advertising billboards misarranged, torn, with bare skeletons looming large in almost all corners. Advertisements were also found in residential areas as well as in front of social institutions like school, hospital, church and temple. In accordance with the

imperialistic principle, outdoor advertisements entering and dominating certain places may devalue and even degrade the integrity of such places (Glassco, 2012).

Light pollution or sky glow is becoming a recognised form of pollution in developed countries such as the USA at Times Square, United Kingdom (U.K) at Piccadilly Circus or in the southern Chinese city's popular shopping district of Tsim Sha Tsui. The result of this has been aesthetic implication, especially in larger urban areas which “are being whitewashed by floodlit roadside businesses whose commercial glow obscures the heavenly lights for miles around” (Cray, 2000:56). Most seriously, the light has implications on road safety if uncontrolled and unshielded as the lighting creates glare and diminishes visibility which contributes to accidents at night by blinding or confusing drivers and pedestrians. On the side of human health, light pollution interferes with the human body’s biological rhythms by turning night into day (Graham, 1996). However, Baker (2014), advances the argument by most outdoor advertising companies and their associations that illuminated advertisements provide the public with a safe, and well-lit environments.

Outdoor advertisements are said to cause placelessness, this is described as landscapes that lack cultural diversity and are impersonal as nobody identifies with them (Relph, 2008). Imageability or placeness can be seen as the innate ability of a place or setting to form vivid mental images, to effect major changes in emotional state, and to be remembered over extended periods of time (Motloch, 1991). For example, in the last five years the number of billboards in Pune, Maharashtra have reached epidemic proportions. Irrational placement of hoardings in front of local landmarks and old structures representing the historic city of Pune’s built heritage is deteriorating visual character of the cityscape (Gokhale et al., 2011). Seen within the framework of information relevance outdoor advertising and especially commercial advertising has an ability to destroy placeness and visual harmony due to its natural tendency to accumulate, proliferate, to be prominent, competing and contrasting (Jordaan, 2012). In Utah for example the scenic Mount Timpanogos and the snow dusting Mount Olympus views are blocked as advertising billboards compete with the view of the mountains (Lewis, 2013). Left unchecked, the proliferation of outdoor advertising can consume a city. For example, in the early 2000s, advertising grew exponentially in Brazil, and São Paulo began to suffocate under a pollution of advertising. The city took the unprecedented step of banning them altogether

removing 15,000 billboards and 300,000 oversized storefront signs (Gokhale et al., 2011). The city of Grenoble in France also imposed a ban on outdoor advertising (Bristol, 2017).

Further as impacting on placeness, Jordaan (2012), suggests the proliferation of outdoor advertisements and signs may also contribute to the problems of crime and vandalism. It is argued that placelessness and untidy environments may result in psychological environments conducive to crime and vandalism since an impression of a lack of control by and involvement of authorities and communities is created in the mind of the criminal. This may be supported by Kwate and Lee's (2006) claims in their study in New York where they examined how the quantity of outdoor advertising varies between races in neighbourhoods which are predominantly black and predominantly white. Their research showed that "black neighbourhoods have more total billboards...than white neighbourhoods". More directly related to the discussion of billboards and crime/vandalism, they concluded that "...the visual disorder caused by a high density of outdoor advertisements may reproduce inequality by marking neighbourhoods as 'the ghetto' and reducing assessed value by residents and business owners" (Snyder and Fels Fund, 2011:3). Abandoned advertisement and empty advertising structures contribute further to untidy environments and a perception of non-involvement.

Outdoor advertisements are also thought to destruct a sense of permanence as they are one of the most rapid changing elements in the modern urban landscape. They have the inherent capability of destroying a sense of permanence and belonging. Glassco (2012) argues that certain visual elements need to provide a framework of permanence within which changes can take place over time. If advertisements and signs, tend to have actual content changing very quickly and are allowed to dominate visual scenes or settings, such a domination will lead to an overwhelming sense of impermanence and instability. There is an assumption that things change as time goes on, yet often little thought is given to designing and planning the changes for the advertising industry in a way that positively, instead of negatively, impacts the visual environment. Studies have shown that a little planning and good design for outdoor advertising can go a long way in preserving scenic beauty (Gokhale, et al., 2011 and Scenic America, 2013).

In line with objective one, section 2.1 to 2.6 have shown that outdoor advertising is part of urban life and has wide applicability. The nature of outdoor advertising has been evolving and its implication on road safety and the amenity have been a subject of debate for several years. From the review it is observed that developed countries have formulated restrictions on the size, location and distribution of outdoor advertising. However, for most developing countries the regulation of the size, location and distribution of outdoor advertising remains a challenge resulting in the clutter of advertisements. Further, developed countries have been able to reap financial benefits from advertisements due to strong regulation, this has not been the case in developing countries where monitoring and enforcement remains a challenge. Therefore, developed countries reflect strong regulation and documentation for outdoor advertising however, for most developing countries this remains limited, a gap the study seeks to fill.

2.7 Perception and Attitudes Towards Outdoor Advertising

Consumers are exposed daily to a huge number of advertisements through different forms of media (Krugman et al, 1994). Therefore, public attitudes towards advertisements have been a research area for quite a long time (Mittal, 1994; Polly and Mittal, 1993; O'Donohoe, 1985; Zanot, 1984). Kotler (2000) states that an attitude is a person's enduring of favourable or unfavourable evaluations, emotional feelings and action tendencies toward some object or idea. Thus, attitude towards advertising is an important concept as it can influence the way a consumer responds to any advertising (Mehta 2000, El-Adly 2010). Individual attitude towards advertising is affected by their individual perceptions which include experiences and belief about product information, entertainment, and corrupt values/materialism (Pollay and Mittal 1993).

Different people have different perceptions towards outdoor advertising; positive and negative. The long history of controversy over outdoor advertising continues to the present. On one side of the debate are those who argue that outdoor advertising is an effective medium that helps to create jobs and is widely appreciated by the public. On the other side are the critics of the industry who use terms such as 'visual pollution,' 'sky trash,' 'litter on a stick,' and 'the junk mail of the highway' to describe advertising billboards (Taylor and Franke 2003: 150).

Those that perceive advertisements positively often argue that good quality, modern signage is essential to regeneration of trade for a shop, business, or shopping centre which is run down (El-Busaidy, 2014). People value advertisements as a source of information, identification and warning, particularly when they are in an unfamiliar area through directional signs. Outdoor advertising has an important role to play and is often used for advertising charitable causes such as the Ending Child Marriage campaigns and Aids Awareness Programmes. Because of its unique ability to penetrate the most remote rural areas, billboard advertising is invaluable for voter education and political advertising. Good quality and well-maintained signage can contribute to the beauty of an area by screening unsightly features and by adding colour to a dull environment (Iveson, 2006). It is effective as an alternative to a graffiti-prone wall. Large advertising signs enhance the symbolic value of a city by becoming landmarks and objects of interest and pride for its citizens and visitors alike such as Times Square in the USA. Illuminated signs at night provide a warm and more secure environment than unlit streets or sterile street lighting. Brightly lit areas, intensified by advertising signs, reduce public feelings of fear in city areas, making them safer and friendlier. Discreet and well positioned advertising signs in rural areas have been seen to be of some value in reducing a motorist's boredom and thus making a positive contribution to safety (Davidson, 2001).

However, those that perceive outdoor advertising negatively insist on outdoor advertising's impact on public space, protesting its effect on spatial order and appearance (Molina, 2006). They argue that outdoor advertising might distract from other landscape values (such as heritage or contemporary architecture) that might be attractive to residents and tourist (Gokhale et al., 2011). The argument against outdoor advertising which appears most often focuses on billboards adverse effect on visual and the aesthetic impact on the surrounding community. Bristol, (2017) for instance argues for the removal of advertisements stating that they are a waste of energy as one digital advertisement has 10,000 LED lamps and they use 25 times as much energy as an average home.

The perception of road users on outdoor advertising, especially motorists has been a subject of decision for several years. In Lusaka City the challenges faced by road users due to outdoor advertisements has not been adequately documented and addressed. Besides evidence of newspaper articles reporting on impacts of billboards

on motorists (Mwale 2014) little is known about the actual perceptions of road users on outdoor advertising in Lusaka city.

2.8 Legislation Regulating Outdoor Advertising

This section focuses on formulation of outdoor advertising regulation and its integration in plans and policies of countries. It reviews how three countries have managed to successfully implement regulation on outdoor advertising. The cases provide examples of best practices where well-developed law, plans and enforcement for outdoor advertisement in developed countries has yielded desirable results. The review also shows that adopting the development plans, laws and enforcement by two cities in the global South has yielded positive results unlike most countries where laws are not enforced or operationalized. The review focuses on one European and two African cities – London, Nairobi and Cape Town respectively.

2.8.1 London - England

Outdoor advertising in the UK was worth £782 million in 2009 and outdoor advertising has been the fastest growing traditional advertising medium (Office of Fair Trading, 2011). Throughout England, local planning authorities are responsible for the day-to-day operation of the advertisement control system and for deciding whether a particular advertisement should be permitted or not. The advertisement control system in England consists of rules made by the Secretary of State, which is part of the planning control system. The current regulation is the Town and Country Planning (Control of Advertisements) Regulations 2007 (Communities and Local Government U.K., 2007).

In London, the basis for regulating outdoor advertising is local planning of all areas, therefore regulatory involvement in, and control of sign permits is essential in England. All areas are under some control, designation, or zoning. No areas are unzoned because of more rigorous, comprehensive local planning for land use management. The Town and Country Planning Act provides the framework for regulating outdoor advertising on the basis of public safety and public amenity. The act also establishes the power to regulate outdoor advertising at the local level and the powers needed to enforce the regulations. Public safety is not limited to road safety, crime prevention and detection are also important (e.g. if an advertising sign

obscures surveillance cameras or speed cameras) (TCPA, 1990). The definition of outdoor advertising in the Town and Country Planning Act of 1990 is quite broad, however all outdoor advertising, whether enabled by deemed consent or express consent, must comply with the following five standard conditions: It is kept clean and tidy; It is kept in a safe condition; It has the permission of the owner of the site where it is displayed (including the road authority if the sign is to be placed on highway land); It does not obscure or hinder the interpretation of official transportation signs or otherwise make any means of transportation hazardous and it must be removed carefully when required by the planning authority.

The country has several supporting documents to assist in interpreting and applying the laws and regulations as provided in the Town and Country Planning Act. For example, Planning Policy Guidance provides additional information on the use of outdoor advertising control to help improve the appearance of cities, towns, and the countryside (Policy, Planning and Guidance, 1992). The guidance covers application discussions and procedures, exemptions from detailed control, and temporary and permanent advertising. In addition, the Spatial Planning Advice is a guide that helps highways agency staff to review outdoor advertising proposals. Approval or rejection can be issued only in the interest of amenity and public safety. The regulation of outdoor advertising control is an integral component of planning and environmental legislation, regulations, and associated processes in England. The country has been trying to reduce the amount of clutter of advertising billboards. According Baker (2014), the number of roadside advertising billboards has fallen from 35,000 in 2000 to 19,000 in 2014, as the outdoor advertising companies drive for quality not quantity.

The cost of advertisements in London can vary depending upon the size, style, location and the duration of the advertising campaign. With several multinational advertising companies operating in London the city has a wide range of outdoor advertisements offered by companies such as Clear Channel, JCDecaux, CBS and Ocean Outdoor. A survey conducted by the Outdoor Media Centre to gauge public opinions about outdoor advertising in London, revealed that six in ten people of the nationally representative sample thought advertising impacted negatively on public amenities (Baker, 2014). In terms of digital advertising most outdoor advertising

companies continue to explore the use of digital advertising in a variety of forms in the city. However, large digital advertising displays containing movement and motion are not widespread in the UK. There are locations in London, in particular Piccadilly Circus, where full motion advertisements have been allowed and other major urban centres where digital advertising has been introduced, however for the most part digital advertising is in a small format (Turley, 2015). With regards to perceptions safety, a study carried out in London by Chattington et al., (2010) indicates that digitals advertisement cause significantly greater impairment to driving performance when compared to static advertisements.

2.8.2 Nairobi- Kenya

The shape, form and size of billboards in Nairobi City have undergone major transformations in the last ten years. Kenya on its part wishes to ensure that care is taken with the display of outdoor advertisements so that they do not affect amenity or public safety, having regard to the specific circumstances of each proposal (City Council of Nairobi, 2006). Past Legislation regulating Outdoor Advertising in Nairobi was not effective. Outdoor advertising and signage was previously viewed as a major revenue source for the City Council at the expense of environmental protection. The non-operational City Council had on various occasions developed planning instruments of control of outdoor advertisements (Mido, 1994). These are contained in the Minute Books of 1996, 1998, 2000 and 2003. The 1996 document allowed advertisements both in public and private places while the 1998 document provided control mechanisms of reducing billboards on road reserves but did not incorporate a spatial framework (City Council of Nairobi, 2006). This omission led to overcrowding of advertisements at certain locations leading to deterioration of the aesthetic quality of the neighbourhoods. During this period, the city authorities described the state of advertising as "visual pollution" and sought to level the playing ground for advertising firms (Kamau, 2006). This was because the growth in the number and outdoor advertising companies has led to a surge (clutter) in the number of billboards along streets in urban areas while the status of the industry favours some players, limiting competitiveness as well as discouraging entry of new investors.

The Constitution of Kenya gives the county functions and powers to control outdoor advertising among other public nuisances. (Nairobi Outdoor Advertising Policy, 2010). The Constitution of Kenya provides for the control of environmental pollution from the business of advertising in general. Therefore, the large billboards that advertise products and services will not be associated solely with revenue generation without their impact on visual pollution being critically addressed. In addition to all legislation highlighted above, the city of Nairobi has formulated the Outdoor Advertising and Signage Policy as the spatial framework to guide display of outdoor advertisements. All signs to be erected and displayed within the area of jurisdiction of Nairobi City County must comply with this policy and all other applicable legislation including but not limited to the Environmental Management and Coordination Act of 1999, Occupational Safety and Health Act of 2007, Building Code, Roads Act of 2007 and the Land Act.

Nairobi struggled with regulating outdoor advertising as the regulations that existed before the introduction of the Nairobi Outdoor Policy of 2010 had gaps that needed to address environmental preservation, visual pollution and mode of allocation of advertisement sites (Mido, 1994). The introduction of the outdoor policy for the city has been a useful guide in regulating the outdoor advertising industry. As it highlights details such as size, location, height and distance between advertisements for siting advertisements in the city. With its introduction, there have been positive strides in reducing the amount of visual pollution from advertisements in the city (Michira, 2012).

2.8.3 Cape Town- South Africa

Cape Town is an area of extraordinary natural beauty and cultural significance (City Cape Town, 2012). The city attracts business and a large number of tourists, who provide a vital economic resource. Thus, uncontrolled visual pollution will undermine the beauty of the city. The City has a constitutional duty to protect the environment in the best interest of all its inhabitants. The duty of the City is to protect the environment which includes the orderly regulation of outdoor advertising signs. The City, therefore, takes seriously its obligation to protect the unique character of the City, as well as its valuable visual character, vistas, historic districts, landscapes, cultural and natural resources (City of Cape Town, 2013).

According to the Cape Town outdoor advertisement policy of 2013 the City of Cape Town controls outdoor advertising and signage through a by-law. The policy provides guiding principles and an implementation strategy. The City of Cape Town has adopted a by-law for the control of outdoor advertising and signage, which may be amended from time-to-time. This is accompanied by a series of guidelines, an Area of Control map and tools, tariffs and procedures for decision-making and enforcement. The Outdoor Advertising and Signage By-law Preamble sets out, inter alia, what the City of Cape Town is aiming to achieve, which is to strike a balance between the advertisements and the special environmental qualities of different parts of the City. It is applied both in the assessment of applications and in the daily monitoring, control and removal of unauthorised signs. The by-law was adopted by the City pursuant to its powers under Section 156 (1) a of the Constitution which determines that a Municipality has executive authority in respect of and has the right to administer the local government matters listed in Part B of Schedule 5 of the Constitution.

Lessons Learnt

There are several lessons that Zambia can adopt from the three cases reviewed. The literature reviewed on England's legislation on outdoor advertising offers useful insight for Zambia especially that the repealed Town and Country Planning Act 283 which until recently gave a framework for planning of outdoor advertising in Zambia was similar to that of England. It is observed that England has gone ahead and formulated several other supporting policies besides the Town and Country Planning Act to guide the outdoor advertising industry. Strong land use planning and outdoor advertising policies in England make integration and implementation of the policies easier. Further, this regulation encourages outdoor advertising practices that are more consistent with modern urban and rural design principles than is common in developing countries like Zambia where adherence to development plans is a challenge and integrated planning still in its infancy.

The case of Nairobi provides valuable lessons for other developing countries. The first lesson being that review of ineffective legislation is essential for the proper and effective management of outdoor advertising. SAMOAC, (2008) acknowledges that regulation of the industry is key to reducing its negative impacts. Secondly while

formulating policy was key, highly prioritizing the integration of outdoor advertising into, a spatial framework yields more results to controlling the clutter the city faced. Lastly the support from all key stake holders is vital to achieving a well organised outdoor advertising sector. This includes support from politicians, professionals, outdoor advertising companies and communities.

The most important lesson offered by the Cape Town case is the recognition of the visual environment as the fabric that gives meaning and substance to any tourism experience. Advertising regulation must acknowledge that the country, area, city or town has its own unique visual character and atmosphere which plays an important role in the quality of any tourist experience (SAMOAC, 2008). Zambia can therefore learn to pay attention to how visiting tourists and citizens will experience the country with the prevailing clutter in the outdoor advertising sector. Another valuable lesson from the South African case is the adoption of a By-law for the control of outdoor advertising and signage, which may be amended from time-to-time and is accompanied by a series of guidelines, an Area of Control map and tools, tariffs and procedures for decision-making and enforcement. These are the shortfalls the study seeks to fill in terms of providing effective legislation for outdoor advertising in Lusaka city.

2.9 Outdoor Advertising: Theoretical Foundations

2.9.1 Information Learning and Overload Theory

Information learning theory uses mechanistic analogies to describe and interpret how each of us takes in and make sense of the flood of information our senses encounter every moment of each day. It assumes that individuals operate like complex bio computers, with certain built-in information-handling capacities and strategies Baran and Davis (2009). In relation to advertising information processing or learning is expected to cause a higher increase in recall and recognition with it, symbolic in brand or service marketing required to result in positive response from client or customers, this varies amongst individuals.

The information overload theory asserts that when an individual receives too high a load of information, the absorption of a given piece of information is at the expense of another piece of information (Schneider, Dumas, Shiffrin 1984) in Sayler (2013).

Toffler (1973) popularised the term ‘information overload’ in the 1970s characterising it as the difficulty a person faces when taking a decision in the presence of excessive information. In general parlance, information overload refers to a situation when the information user fails to process any more information because of its enormity in size and volume. This is a perceptive concept in which the human brain literally receives too much information to handle at one time, thus reducing the quality or individual realization of any given message (Taylor, 2014). For instance, a driver undertaking a driving task may have information overload, reading the several outdoor advertising and road signs closely distributed along the road. Information overload has also been found as a social phenomenon in looking at multitasking and distractions. This means that information overload is not just a problem of an individual’s reception of messages from a single medium but rather that outside forms of media and noise can also potentially take a toll on the load capacity of an individual (Edquist, 2008). Neuman (2010) suggests that “scarcity of time” is also a contributing factor to information overload. This suggests that the informational load received by an individual can be at a great pace, hence messages can be neglected or ignored. This may be because an individual may not have the time to absorb the full amount of the information that is presented while undertaking tasks such as driving or cycling.

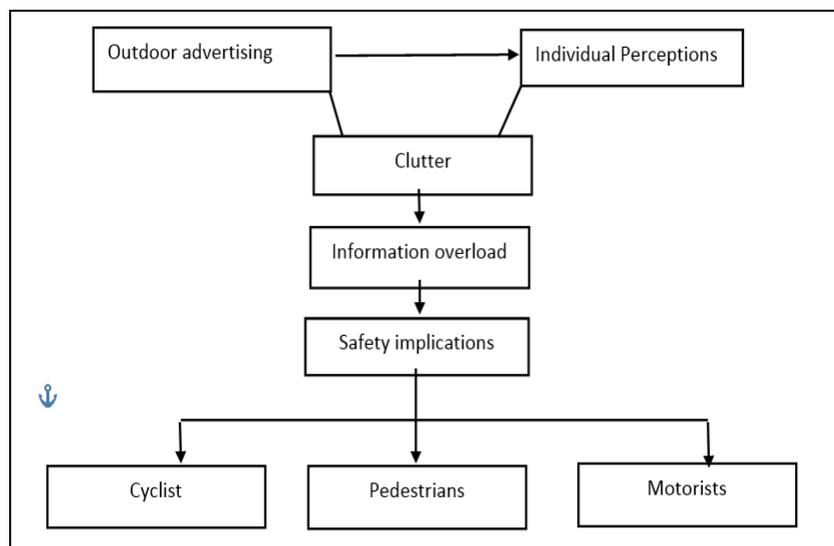


Figure 2: Impact of information load due to clutter of outdoor advertising
 Source : Adopted from Taylor, 2014:83

Information theory has been applied to the regulation of advertising, Du Tuit and Coetzee (2001) explain that the South African Regulations on Advertising when

evaluating criteria for advertising signs takes into account the number of bits of information permissible. Information bits refers to the basic units for measuring the length of an advertising message. The information theory also considers the specification that such signs should contain so as not disrupt the flow of information to the driver from traffic signs. The level of information in the environment may thus contribute to the level of visual clutter, independent of the presence distractors. Both visual distraction from noticeable items such as billboards, the level of information and quantity of items are properties of road scenes that can impair information selection and processing (Sayler, 2013). Because information overload is described as the function of both the amount and relevance of information the crowding of advertisements may impact negatively on individuals. It may also influence man's ability of aesthetic perception and appreciation. An individual relates to his surroundings perceptually by processing information, imparting meaning and by responding emotionally (Motloch, 1991). According to (Jordaan, 2012) the perceptual stress may result from over overstimulation due to information overload. Studies in the developed nations have shown that environmental overstimulation may lead to various forms of behaviour breakdown such as confusion, disorientation, a desensitisation to setting and decreased environmental awareness, distortion of reality, fatigue, anxiety, tenseness and extreme irritability, with apathy and emotional withdrawal in the final stages (Toffler, 1973).

Outdoor advertisements have impact not only to the bio-physical environment but also the social and psychological environments. Outdoor advertising has a very strong impact due to its unavoidable nature. This provide the basis to discuss Jordaan's (2012) proposals that outdoor advertising tends to take place in accordance with six principles if a laissez faire approach is followed. If these principles are not managed appropriately the impacts of outdoor advertising might get out of hand. The following principles arise if outdoor advertising is not well managed: The Competition or Snowball Principle; Encroachment Principle; Attachment or domination principle, imperialistic or ubiquity principle; disorder principle and transition principle

Competition or Snowball Principle: Advertisements and signs tend to compete for the attention of the viewer. New additions to the scene tend to be bigger, higher, and closer to the street and displaying brighter colours than existing advertisements. This may cause a snow ball effect which can easily get out of hand. A snowball effect is a process

that starts from an initial state of small significance and builds upon itself, becoming larger. For the City of Lusaka, this is evident in the pursuit by all outdoor advertisements companies to locate their signs along major streets especially near commercial areas such as malls, road reserves and at road intersections. As shown in the literature review studies agree that too much ‘visual clutter’ at intersections and junctions can interfere with drivers’ visual search strategies and lead to accidents (Wallace, 2003).

Imperialistic or Ubiquity principle: Outdoor advertising has a tendency to be imperialistic, which means that it tends to dominate an environment in which they are placed. It is for this reason that the majority of outdoor advertisements world over are owned by a few multinational companies. Like all other advertising media, outdoor advertising wants to be ubiquitous and therefore tries to conquer new territories by entering or filling new spaces or by making use of new technologies and advertising methods. Often the outdoor advertising is imperialistic and ubiquitous because the industry aims at utilising and maximising every available advertising opportunity and implementing whatever is technologically achievable at the cost of the perceptual environment. In Lusaka, this can be seen by the adoption of new technology evident through the digital billboards in major streets of the city. For instance, in America due to their imperialistic nature outdoor advertising tends to dominant public places, about half the states in the Country allow billboard companies to cut and remove trees on public property to preserve clear views of their advertising (Scenic America, 2013).

Disorder Principle: Outdoor advertising reveals a natural tendency for visual disorder. It can therefore be stated that where outdoor advertising is poorly managed visual disorder, visual clutter and deterioration are more likely to increase with time. The increase in advertisements that do not adhere to size, design location and distribution have impact on the residents in the communities in which they are sited. The effects of exposure to this disorder or visual pollution may be vast and penetrating. They include distraction, decreases in opinion diversity, and loss of identity, traffic congestion, health hazards of diverse kinds, irritability and psychological disturbances, eye fatigue, loss of sense of hygiene and aesthetics, feeling of civility, thus overall loss of quality of life of the residing community. When almost all urban and sub-urban areas are characterised

with the same kind of visual pollution, it naturally eliminates the uniqueness of each place and causes homogenization of our communities (Jana and De, 2015).

Encroachment Principle

Advertisements and signs tend to advance towards the observer by either encroaching onto or even into the roadway or pedestrian route or by offering information in advance of the actual site where the product or service is provided. However, this is evident as will be highlighted in chapter four where the road reserves and road medians have been encroached onto by siting of advertisements.

Attachment or Domination Principle

Advertisements and signs display the tendency to attach itself to existing settings or designs and to force itself upon the visual scene in a very obtrusive and audacious manner (SAMOAC, 2008). It often strives to dominate the visual scene by taking advantage of prominent elements in a visual setting, such as a bend in the road or other visual focal points, and in the process, may destroy both prominent elements and visual setting. Commercial advertising also displays a tendency to attach itself to more worthy causes such as fund-raising for charities and community services in the form of sponsorships or advertisements may be attached to signs for guiding road users and pedestrians.

Transition principle

Advertisements and signs display a tendency for rapid and constant change since the display periods of individual advertisement tend to be relatively short and can therefore not be seen as permanent visual elements. This feeling of impermanence is aggravated by the fact that most outdoor advertisements is aimed at people in motion with limited time at their disposal to take in information on such advertisements.

In summary, this chapter reviewed the various types of outdoor advertising, the evolution of the outdoor advertising industry and the benefits of outdoor advertising. The review showed the various nature and state of outdoor advertising which include the size, height, distribution, location and design. The review focused on showing how these various aspects have an impact of visual clutter. The review has also shown that individuals have different perceptions of outdoor advertising which is as result of one's exposure to knowledge, education, social interactions among others. Further it was

shown that with strong legislation, local authorities and countries are able to reap the benefits of outdoor advertising. Emerging from the review is that most local authorities, advertisers and their agencies have challenges monitoring the sites of the advertisements and resulting in several negative impacts on road users and the amenity of the city. The review has also provided examples which highlight the importance of not only strong legislation on outdoor advertising but also an existing spatial framework on which outdoor advertising can be managed.

The review has shown that outdoor advertisements have impacts not only to the bio-physical environment but also the social and psychological environments. In developed countries studies have shown that outdoor advertising control improves community character and quality of life, both of which directly impact local economies. In developing countries, Zambia in particular few studies have been undertaken to show the impact outdoor advertising on quality of life a gap the study seeks to fill.

CHAPTER THREE: DESCRIPTION OF THE STUDY AREA

3.1 Introduction

This section presents the description of the study area, its location, size, climate, geology and hydrology.

3.2 Location of Lusaka city

This study focused on three major roads Great East Road, Addis Ababa Drive and Independence Avenue located in Lusaka city. Lusaka district is 1280 metres above sea level and covers an area of 375 km² of mostly flat relief. Lusaka is Zambia's capital city due to its central location which gives it strategic importance, as it is easily accessible from most parts of the country.

3.3 Population

Lusaka is Zambia's fastest growing city with the highest population CSO (2011). The population of Lusaka Province increased from 1,391,329 in 2000 to 2,198,996 in 2010. It had an annual average population growth rate for the province was 4.7 percent in the 2000 – 2010 inter-censal periods (CSO, 2011).

3.4 Climate

Lusaka is an urban agglomeration. It is a fairly flat inland city at an altitude of about 1300 m above mean sea level, with no major rivers. The city's climate is humid subtropical, and is characterized by three distinct seasons: the cool dry season, which extends from May to August; the hot dry season (August to November); and the rainy season (November to April) (Millennium Challenge Corporation, 2011). The average temperature throughout the year is 20.7°C. The average maximum temperature reaches the highest of 30.6 °C in October, and drops to a minimum of 10.1 °C in July. There is no rain in the City between May and September. In the rainy season from October and April, the monthly average rainfall is 114 mm. The 30-year average annual rainfall for Lusaka is 857mm with 77 rainy days per year (Millennium Challenge Corporation, 2011).

3.5 Geology

Lusaka is situated on a plateau at an altitude of 1,300 metres above average mean sea level to the north, and gently slopes downward about 100 metres toward the east, the south and west. The subsoil is mainly composed of schists and dolomitic marbles.

The dolomitic marbles underlying most of the city constitute a karstic aquifer of regional importance, providing almost half of the total amount of water to Lusaka for agricultural, industrial and domestic use. The surface karst on the dolomitic marble is hidden by a layer of laterite soil which can attain a thickness of a couple of metres (LCC, 2003).

3.6 Hydrology

Lusaka is drained by a number of small streams, namely Chunga, Chalimbana and Ngwerere. The Ngwerere and Chalimbana streams drain most of the Northeast of the Lusaka into the Chongwe River, a tributary of the Zambezi River. Other sectors of the city are drained to the Kafue River by the Chunga stream in the Northwest and a series of small streams to the south of the city (Lusaka City Council/Environmental Council of Zambia, 2008).

3.7 Location of Study Area

This study focused on three major roads in the City of Lusaka, Great East Road, Addis Ababa Drive and Independence Avenue (see Figure 3). The choice of these roads was influenced by the presence of many advertising billboards. Further, these roads present unique opportunities not only because they have various types of billboards but are also some of the busiest roads in the city, especially during peak periods which are between 7am to 8am and 5 pm to 6 pm during weekdays.

Addis Ababa drive links Great East Road from the Fairview area (at the Addis Ababa circle) and may be likened to an arterial road as it distributes traffic into several streets around the Rhodespark area. The road has several advertising billboards with some being located on the traffic islands (measuring two-metre-wide) which may impede vision especially for motorists. The road is dual carriage with four lanes stretching for 1.6 kilometres. It has unpaved pedestrian walkways and street lights located on the traffic islands mounted every five (5) metres. The streetlights have advertisements attached to them. A study by JICA (2009), shows that the intersection between Addis Ababa Drive and Great East Road has heavy traffic in the city especially during the evening peak period.

The second road selected is the Great East Road, a trunk road between Lusaka and Eastern Province. It stretches to the east with four lanes from the Kabwe

Roundabout to the Kenneth Kaunda international Airport Roundabout. Manda Hill, Arcades and East Park shopping malls are all located along the Great East Road, and the Lusaka International Airport is connected via Airport Road (JICA, 2007). Focus on Great East Road ran from the Northmead area, at the Northmead bus stop to the Arcades Roundabout as this area has a large population of advertising billboards. The road measures about 6 kilometres from Kabwe roundabout to the international airport roundabout. The stretch considered for the study was 2.8 kilometres. The road has four (4) roundabout's and paved pedestrian walkways. It has street lights located on the traffic island (measuring 3 metres wide) distributed almost every five metres. All the street lights have advertisements attached to them. According to JICA (2009) the traffic volume on Great East Road is second highest in city at about 31,000 vehicles per day.

The third road is Independence Avenue stretching for 6.9 kilometres from the south end of Cairo Road, turning its direction at the dual roundabout in Cathedral Hill to the east south, reaching its end at the roundabout with Chindo Road in Woodlands which also has a considerable number of billboards. For this study the stretch of 1.4 kilometres running from the south end of Cairo Road to the junction of the road with Burma road was considered. The stretch considered had pedestrian walkways with parts of the walkway being in a bad condition as it was unpaved and narrow near the Kamwala shopping area. The road had no traffic island and the road advertisements were displayed on the road reserves. According to JICA (2009) the traffic volume on Independence Avenue is the highest in the city with about 47,000 vehicles per day. A summary of attributes of the selected study roads is given in Table 1.

Table 1: Selected study roads in Lusaka city

No.	Road Name	Road length	Length Considered	Surface type	Condition	Number of lanes
1	Great East	6.1	2.8 km	Bitumen	Good	4
2	Addis Abba	1.6	1.6 km	Bitumen	Good	4
3	Independence	6.9	1.4 km	Bitumen	Good	4

Source: Field Research, 2016

The study also took three control points in the city to get the view on the perception of road users in sites where presence of advertisements was fewer. These areas included Mtendere market, Chelstone market and the Lusaka Central Business District.

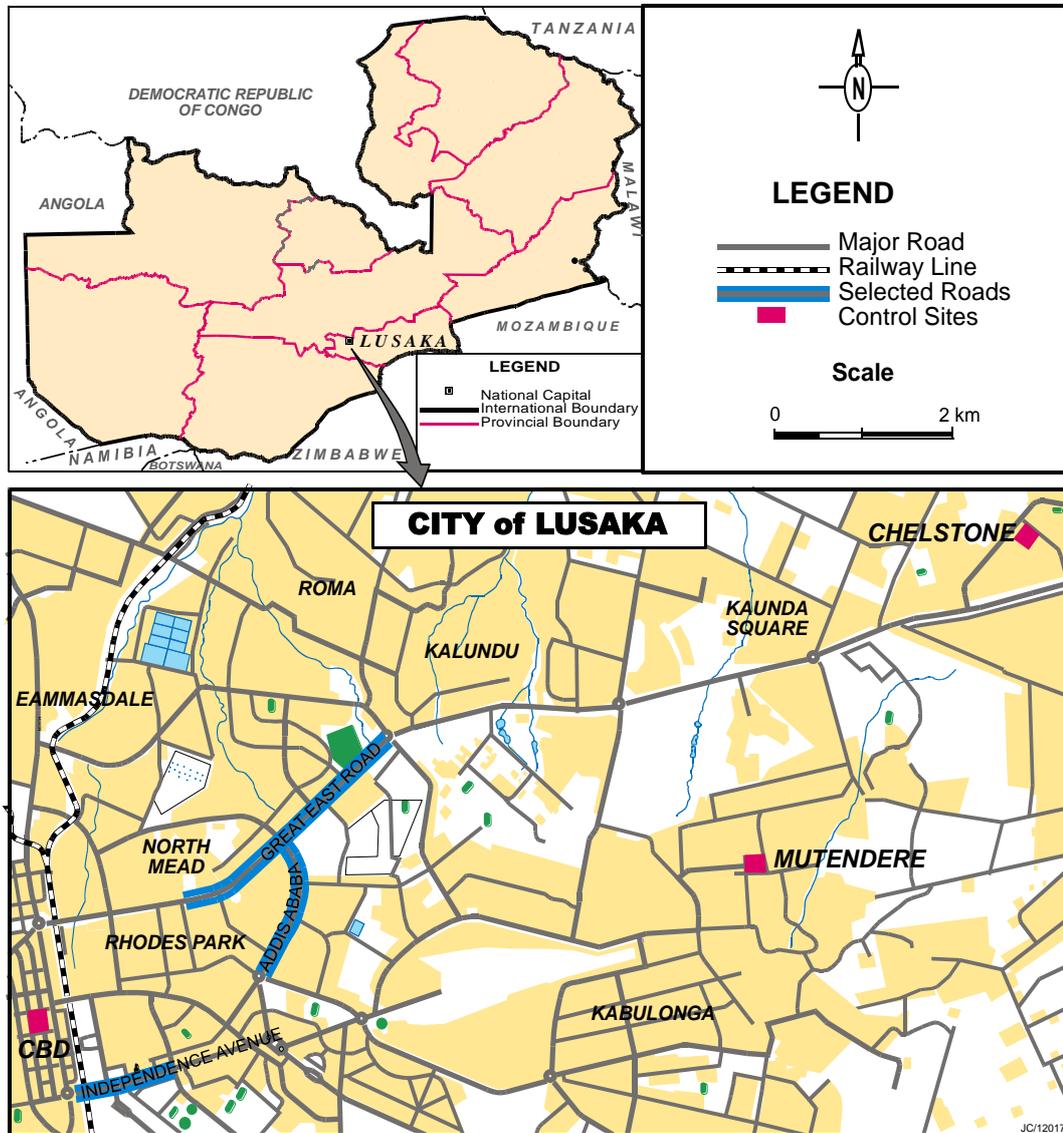


Figure 3: Selected Study Roads
 Source: Field Research, 2016

CHAPTER FOUR: METHODOLOGY

4.1 Introduction

The chapter discusses, the research methodology used to analyse and explain processes that guide planning for display of outdoor advertising in Lusaka city. Section one describes the sample size and sampling techniques for the study used. The second section provides the study design and data collection methods used to answer the research questions. The third section describes how the data was processed and analysed. The fourth section briefly highlights limitations of the study, unanticipated changes during data collection. The fifth section highlights the ethical considerations taken into account during the research.

4.2 Sampling

The study drew a sample from both motorist and pedestrians who were interviewed during the month of February, 2016 over a two-week period. However, statistics on the number of road users in Lusaka city from which a random sample could have been made were unavailable. This made the selection of a sample challenging. Informed by Bless and Achola (1988) who advise that the size must not be less than 30 the cumulative approach and the sample size for this study was 162. The sample was therefore broken down as follows: 100 non-motorized respondents (pedestrians, cyclists and wheel barrow pushers) and 55 motorists (private car owners, taxi drivers and bus driver) and 7 from the key institutions. Key informants from the following institutions: Lusaka City Council, Road Development Agency, Zambia Bureau of Standards, the Road Traffic and Safety Agency and (3) three outdoor advertising companies were interviewed. In selecting the sample, the study utilized convenience sampling and purposive sampling.

4.2.1 Sampling Technique

Convenience sampling was used as it was expected that some road users would be too busy or may not be willing to take part in the study. The study therefore conveniently (available to the researcher by virtue of its accessibility) drew the 155 different road users from the three selected roads and the control areas to gain insight on their perception of outdoor advertisements. Face to face interviews were conducted with the road users. Motorists were targeted once they had parked at convenient places such as shopping centers, bus stations, taxi ranks or office parking

lots. The pedestrians were intercepted and interviewed in convenient places such as under a tree, while others were simply interviewed while they walked. Most cyclists and wheel barrow pushers were interviewed while parked at places of work such as construction sites and markets respectively.

The study also used purposive sampling technique, also called judgment sampling to select and determine key informants from institutions. The technique involves, the deliberate selection of an informant due to the qualities they possess. Lusaka city council were selected as the key informants as they have the mandate to regulate the siting of billboards in Lusaka City. Road Development Agency were also a key informant for the study as they are mandated to construct and maintain highways in the country and further manage outdoor advertising along highways. The Road Traffic and Safety Agency was also selected as a key informant based on their mandate to ensure the safety of all roads in the country. The standards authority, Zambia Bureau of Standards was also a key informant. Three outdoor advertising companies were also interviewed to offer insight from outdoor advertising companies on what influences siting of outdoor advertisements. Table 2 gives a summary of the different sampling methods the study utilized.

Table 2: Summary of Sampling Methods

Sample	Sample Size	Instrument	Sampling Method
Motorists	55	Questionnaire	Convenience
Non-motorized Road users	100	Questionnaire	Convenience
Key informants			
Outdoor companies	3	Semi Structured interview	Purposive
Road sector agencies	2		
LCC	1		
Standards Authority	1		
TOTAL SAMPLE	162		

Source: Field Research, 2016

4.3 Study Design

This section discusses the data collection techniques that the study utilised. The main primary methods used in this study were in-depth interviews, administering a questionnaire to road users and direct observations. The review of relevant literature on the subject matter formed the secondary data collection methods.

4.3.1 Primary Sources

Primary data collection was from three groups of the road users, the key informants from road agencies and direct observations. Data collection from road users and advertisements coordinates was done with the help of two research assistants who were trained beforehand.

4.3.1.1 Questionnaires

The data was collected through the use of interviews using a questionnaire. Administering of questionnaires was done to collect data from motorists, cyclists and pedestrians on their perception of outdoor advertisements. Two types of questionnaires were administered i.e. for motorists and non-motorized road users (see appendix i and ii). The respondents were questioned from three major themes. The first part provided information on socio-economic characteristics of participants. Part two provided an assessment of perceptions on road safety for road users. The third component focused on how road users perceived outdoor advertising in relation to the aesthetics of the city. As highlighted motorists and cyclists were targeted once they had parked at convenient areas. While pedestrians were asked a set of questions as they walked.

4.3.1.2 Semi-Structured In-Depth Interviews

Semi-Structured interviews were used to collect data from officials in the following organizations; LCC, RDA and Zambia Bureau of Standards, RTSA and three outdoor advertising companies. Key information for the study was drawn from these institutions. The use of semi-structured interviews provided an opportunity to probe and seek clarification whenever answers provided were not clear. This was because the semi- structured in-depth interviews allows various topics to dealt with while the wording of the questions were left to the interviewer's discretion.

4.3.1.3 Google Satellite Imagery and Global Positioning System

Collection of coordinates for each billboard was done through a ground survey, using a hand-held Garmin's GPS. It was also used to obtain attribute data on the type of advertisements, the location and the distances between the advertisements. While a 50-metre measuring tape was used to measure the size of some billboards such as those located on the traffic islands. The study also utilized a Google Earth satellite image of the selected roads. To enhance the quality of the image it was stitched using the Image Composite Editor (ICE) and geo-referenced using ArcGIS.

4.3.1.4 Direct Observations

The researcher made direct observations through driving and walking on the three selected roads. Photographs of noticeable features were taken and were useful for the research. Photographs were taken to highlight the nature of some advertisements to portray quality and interference of advertisement. In addition, the walks and drives were taken at different times of the day to gain insights on levels of illumination from digital billboards during night time.

4.4 Data Analysis

The three objectives that the research sought to achieve were analysed as follows:

- i. To determine the nature and siting of outdoor advertisements on the selected roads in Lusaka

The parameters that can be used to promote successful outdoor advertising were utilized these included height, size and distribution. Quantitative methods used were mainly descriptive statistics tabulated the parameters. The collection of GPS advertisements coordinates became the basis of data analysis and prediction for a variety of purposes, such as type and distribution of billboards. The GPS location data captured was translated into a map using ArcGIS 10.1 mapping and analysis software. Manipulation of data using Arc Map 10.1 was used to determine the distribution and state of outdoor advertising in the city.

- ii. To assess the perceptions of road users on outdoor advertisements in the city

Qualitative analysis using themes was used to analyse data obtained from key informant interviews on outdoor advertising. Information on perception was obtained through the questionnaires and was analysed using descriptive statistics.

- iii. To examine the adequacy/effectiveness of the current legislation in regulating outdoor advertisements

Content analysis was undertaken of existing regulations which included the Lusaka Urban Comprehensive Development Plan, the Doxiadis plan, the LCC Draft Advertising Policy, the repealed Town and Country Planning Act Cap 283 and the current Urban and Regional Planning Act No. 3 as the main guide to development of outdoor advertising in Lusaka city. Table 3 gives a summary of the study objectives and data analysis tools.

Table 3: Objectives and Data Analysis Tool summary

OBJECTIVE	METHOD OF ANALYSIS
1. To determine the nature and siting of outdoor advertisements on the selected roads in Lusaka	Visual and Qualitative analysis
2. To assess the perceptions of road users on outdoor advertisements in the city	Descriptive statistics (frequency)
3. To examine the adequacy/effectiveness of the current legislation in regulating outdoor advertisements	Content analysis

Source: Field Research, 2016

4.5 Limitations of the Study

The main limitation encountered during data collection was related to the limited spatial coverage in relation to the size of the city, the study could only consider sections of the three selected roads. Another challenge encountered was that LCC was unable to provide an up-to-date list of advertisements in the city. In addition, during the course of data collection a number of advertisements on Great East Road and Addis Abba Drive had been cut down and two weeks later the advertisements were re-erected which resulted in re-collection of data to ensure the actual distribution of the advertisements was captured.

4.6 Ethical Consideration

The study took into consideration ethical considerations which included issue informed consent. Consent was obtained from participants when interviews were undertaken and questionnaires administered. Confidentiality was assured to all participants through the anonymity of respondents being upheld. In addition, participants were informed that the information obtained was going to be solely used for the academic research.

CHAPTER 5: RESEARCH FINDINGS AND DISCUSSION

5.1 Introduction

This chapter is structured into three sections in line with the study objectives. The first section provides and discusses how outdoor advertising is integrated in existing city plans and its legislation. The second section provides the findings and discussion on the state and nature of outdoor advertisements on selected roads while the third section highlights findings and the discussion regarding the perceptions of road users on outdoor advertising.

5.2 Legislation for Outdoor Advertisements

The study found that the Lusaka city council has no policy guiding the siting and control of outdoor advertising. This has been the case despite having several pieces of legislation from which a policy could have been formulated. The pieces of legislation include the Constitution of Zambia, Local Government Act, Urban and Regional Planning Act and the Road Traffic Act. To regulate outdoor advertising the Council currently uses aspects of the Doxiadis plan of 1975 which is the city's development plan. This has resulted in several problems such as the failure to regulate the illumination levels of digital billboards as this not stipulated in the plan.

A review of the Local Government Act CAP 281 showed that local councils have been given the mandate to regulate outdoor advertising in Zambia. The Local Government Act, provides in section 61 part 4 for the regulation of outdoor advertising as one of the 63 functions of councils. The study showed that despite the Act being clear there have been differences in Zambia among the Road Sector Agencies and the councils on who should manage and regulate outdoor advertising. This has been so especially between the councils and Road Development Agency. A review of the Act further revealed that councils have the power to formulate by-laws as provided in section 76 of the act which states: "a council may make by-laws for the good rule and government of its area". (GRZ, 1991 p. 45). However, it was revealed that neither the LCC nor any other council in Zambia has formulated a by law which could assist in enforcing regulation of outdoor advertising. This case differs with cities such as Johannesburg and Cape Town that have made strides in regulating advertising through the formulation of by laws.

A review of the Town and Planning Act 283 (repealed) gave the definition of an advertisement as shown in chapter two. The Act also provided that the siting or display of advertisements was deemed as 'development'. The Act defines "development" as the carrying out of any building, rebuilding or other works or operations on or under land, or the making of any material changes in the use of land or buildings. In view of this, anything deemed as development by the Act requires planning permission. Hence, before any advertisement is erected it requires planning permission. Despite being deemed 'development' the review showed that the procedure of obtaining planning for advertising was not stipulated in the Act as made for other developments such as subdivisions. Further the Act made no specifics on how to regulate outdoor advertising. However, in the second schedule part v (5) of the Act it refers for the preparation of development plans and regional plans in which advertising can be a matter for which provision may be explicitly made. The Town and Country Planning Act has recently been repealed by the Urban and Regional Planning Act of 2015.

The Urban and Regional Planning Act of 2015 guides spatial development in the nation. The review of the Act shows that it makes no provision for the regulation of outdoor advertising. The act only states in section 69 that 'compensation shall not be payable in respect of any planning decision on an application for consent for the display of advertisements' (GRZ, 2015:76).

The Road Traffic Act CAP 464 is an act to make provision for the care, maintenance and construction of roads in Zambia. The review of the Road Traffic Act showed that it made specific provision for outdoor advertising by appointing a board whom among other functions, shall have the power to remove and alter road advertisement under part 4 section 62 specifically advertisements on the highways. In comparison to the Urban and Regional Planning Act or Local Government Act this act gives details for regulation of outdoor advertising as highlighted in section 27 were the act provides that no person shall erect or display an advertisement which is visible from any road without the written permission of the highway authority. Further the highway authority may grant or refuse such permission and if it grants such permission to the specifications to which the advertisement shall conform. Furthermore, in section 28 if an advertisement, which is visible from a road does not

conform to the specifications prescribed in the written permission or is being displayed in a manner or place or in circumstances that may cause safety implications the authority may direct the person displaying such advertisement to remove it or to effect alterations in the nature of the advertisement or in the manner, place or circumstances in which it is being displayed (GRZ, 2002). However, section 29 gives exemptions to the act which include the display of advertisements in any local authority area. This therefore entails that the detailed provisions of this Act on outdoor advertising may not be applicable to advertisements falling under the jurisdiction of the councils but only highways.

Lusaka's first development plan was the Doxiadis plan, the plan made provision on regulation of outdoor advertising in the city such that over 35 years later the regulations or provision of the plan remain the only credible source of regulation the council has. The provision of the plan makes detailed requirements on siting of outdoor advertisements. The review shows that the plan took in consideration the importance of the amenity and safety by stating ".....the authority may where it deems fit in the interests of amenity or public safety or convenience serve notice on any person displaying an advertisement" (GRZ, 1979 p. 6).

However, the most significant short fall is not in the regulation itself but the inability of the council to update the obsolescence of the plan. For instance, the plan clearly provides that no advertisement shall be illuminated. This particular regulation is not in tandem with the advancement of technology the world of advertising has undergone in the last 50 years or what is pertaining in the city. The review also showed that despite the regulation of the Doxiadis plan still being enforced the council has another development plan in place. Box 1 highlights some of the regulations for outdoor advertising as contained in the Doxiadis plan.

Box 1: Extract of Outdoor Advertising Regulation from the Doxiadis Development Plan

Standard conditions attaching to all Advertisement consents whether deemed or otherwise

- (a) No advertisements other than the advertisement shall be displayed in any road or road reserve without the consent in writing of the Authority.
- (b) All Advertisements displayed, any land used for the display of advertisements shall be maintained in a clean and tidy condition to the approval of the Authority
- (c) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so otherwise to render hazardous the use of any road, railway, water or airfield.
- (d) Any hoarding or similar structure, or any sign, placard, board or other device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the approval of the Authority
- (e) Where any advertisement is required to be removed the removal shall be carried out to the approval of the Authority.
- (f) No trade advertisement shall contain letters, figures, symbols, ebles or devices of a height exceeding 76cm.
- (g) No advertisement for which permission is deemed to have been granted shall be illuminated.

Source: (GRZ, 1979:21,22)

The current development plan for Lusaka City is the Lusaka Comprehensive Master Development Plan prepared in 2005. The plan makes provision for various sectors such as transport, mixed-use development, water and sanitation and urban growth among others. The major weakness of the plan is that it has not made any plans for outdoor advertising or the its regulation.

Further, a review of the LCC Draft outdoor advertising policy which was formulated in 2011 revealed several weaknesses. The draft policy does not give specific details on management of the nature and state of advertising such as the size of outdoor advertisements, the minimum distance between advertisements or the allowable illumination from digital billboards. One notable inclusion in the draft policy was the permission to site advertisements on the traffic island, a provision that was silent in the previous regulation. ‘Advertisement signs will be permitted in road reserves, *on traffic islands*, on boundary walls, on street poles as well as within a private property as long as its placement does not disturb the enjoyment of the property for its intended use’ (LCC, Draft Outdoor Advertising Policy 2012:6). The location of advertisements especially on the traffic islands has been source of concern for road

users and other road agencies in the city. Another major source of concern is the amount taken by the council to finalize the formulation of the policy which was embarked on over 5 years ago. This delay in finalizing of the policy impacts negatively on the fast-evolving outdoor advertising industry which requires regulation to be modified with the industries trends.

From the results it is clear that, despite the existence of several legislation, on outdoor advertising this has not translated into the formulation of an outdoor advertising policy for specific guiding of outdoor advertising. Unlike countries reviewed, LCC has not finalized the formulation of policy on outdoor advertising which results in chaotic display of advertisements which in turn results in clutter. Enforcement for the council therefore becomes a challenge without an advertising policy in place.

5.2.1 Institutional Procedure for siting of Outdoor Advertising

The key informant from the council interviewed acknowledged that the council has no outdoor advertising policy in place yet but has a draft which has not been finalised nor approved. Despite this the council has a procedure that it follows for siting advertisements as explained:

The procedure of obtaining permission to erect a billboard is that Council has an approach that anyone wishing to advertise must have gone through council approved agents. There are two groups of outdoor advertising agents: those that deal with the large format billboards (measuring 3m by 6 m and above) and the other deals with direction signs to show direction. The advertising agent is the link between the two-technical i.e. expert and the client. When a client comes expressing interest in mounting a billboard we ask whether they want to mount a large or small one, once this is established they are given a list to contact the outdoor advertising agencies. The agents then come to the Council to lodge in an application- with the city planning department once it is lodged, a town planner goes on site to inspect with the help of an engineer from the road section of the engineering department. If the site is feasible an approval is granted, the approval letter will be in the name of the agent. The client pays the agent, while the agent pays council. Once it is approved they go ahead and mount the board, it is a requirement that once it is mounted a planner and engineer must be present to ensure correct mounting however this is not often adhered to. This is because of lack of manpower due to under staffing and the agents

don't get back to LCC once they get approval that's it. This has repercussions but there is lack of enforcement. For very large format billboards LCC write to RDA to advice/comments/approval. Communication for siting billboards to RDA is only when it comes to mounting of big billboards. The coordination with council, RTSA and RDA is not adequate as there is no standard forum or way of doing this. Instances of coordination in the planning process ideally must be at the planning stage but this is not the case (Pers. Comm, 2016a).

The three outdoor advertising companies interviewed emphasized that one of the major challenges they faced with the council was the constant change in procedure for applying for billboards sites. In certain instances, the companies were asked to lodge applications with the city planning department while in other case they had to apply through the department of engineering or through RDA. The procedure reveals a weak institutional collaboration among the council and the other road sector agencies in management of outdoor advertising. The inability to have technocrats (planners and engineers) during the siting of the advertisement could be contributing to the clutter and unsafe state of outdoor advertising in the city.

City councils desperately want to find new sources of revenue and outdoor advertising billboards are big 'money makers' (Hathaway, 2016). Advertisements offer a source of revenue for city programs and services. The three selected roads have a huge demand for clients wishing to display advertisements. Therefore, the cost of displaying advertisements on roads such as Great East Road is higher as compared to other roads in the city (see Table 4).

While LCC continues to receive revenue from outdoor advertising, the institution losses revenue as some outdoor companies have unsettled bills, resulting in LCC cutting down their billboards. In addition, the LCC key informant highlighted that they also cut down illegal billboards in the city belonging to residents who display them without 'going through' approved outdoor advertising agents. The key informant however highlighted that the process of cutting down billboards was an expensive exercise given the challenges the institution faces such as lack of transport and limited manpower.

Table 4: LCC Advertising Prices as at January 2017

CLASSIFICATION	New Rate In Square Metre Per Month (Zmw) @ (100%) For Non-Agents	New Rate In Square Metre Per Month (Zmw) @ (50%) For Agents	New Rate Per Square Metre Per Day @ 50%	@ 100% Per m2/day
Central Business District	77.54/m2	38.77/m2	2.58	1.29
Highways and Busy Routes	58.16/m2	29.08/m2	1.94	0.97
Light Industrial Area	38.78/m2	19.39/m2	1.29	0.65
Heavy industrial area	58.16/m2	29.08/m2	0.97	0.49
Great East from Kabwe Roundabout (RB) up to Munali	116.32/m2	58.16/m2	3.88	1.94
Great East road from Munali RB to Airport RB	58.16/m2	29.08/m2	1.94	0.97
Residential Areas-not on busy roads	38.78/m2	19.39/m2	1.29	0.65
Unplanned Settlements	38.78/m2	19.39/m2	1.29	0.65

Source: LCC, 2015

5.3 State and Nature of Outdoor Advertising

A total of 335 advertisements along the selected roads were assessed in terms of their state and nature. The state has aspects of distribution and sitting/location while nature has the aspects of size, height and the type of advertisement. The study revealed that the majority, 66.3 percent of outdoor advertisements displayed did not conform (adhere) to the various aspects of the regulation such as size, distribution and height. In terms of size 24.2, percent of the advertisement were above the LCC recommended size, while 36.42 percent had wrong height and 34.6 percent had wrong spatial distribution. Results further show that advertisements were cluttered. This was because the distance between advertisements was ranging from 8-10 metres instead of 20 metres. The city of Lusaka has experienced rapid increase in both human and outdoor advertisement populations in the past decades. This is due to population increase and increase in economic activities. The population of the City has risen from 1,084,703 in the year 2000 to over 1,700,000 in 2010 (CSO, 2012). The number of registered directional billboards in the City of Lusaka has increased by 53% from about 400 in 2007 to about 853 in 2015 with the number of large

format billboards increasing by 20 % from 800 to 1011 over the same period (LCC, 2015).

5.3.1 Type, Height and Size of Outdoor Advertisements

The study area had various types of outdoor advertisements (Table 5). Large format static advertising billboards represented 35 percent of all advertisements. The study found that 90 percent of large format static advertisements had three main material components; steel used to construct and support the frame, artwork that conveys advertising messages on vinyl material, and electrical equipment for lighting. The majority (95 percent) of small format advertisements were made of aluminum. The study area was also characterized by six (6) large format digital and 6 (six) cantilever advertisements.

Table 5: Type of Outdoor Advertisements

OUTDOOR ADVERTISEMENT TYPE	COUNCIL STANDARD	NUMBER
Large Static	> 3m x 6m	116
Large Cantilever	> 3m x 6m	6
Large Digital	> 3m x 6m	6
Flyover Bridge Advertisement		1
Small Advert / Directional Sign	>2m ²	206
TOTAL		335

Source: Field Research, 2016

In relation to the size of advertisements the findings showed that 24% of advertisements did not conform to the recommended size. This translates to 50 percent of non-conforming advertisements as shown in Table 6. The LCC accepted standards for erecting large format outdoor advertisements is in multiples of threes for example 3 x 6, 9 x 15 and 6 x 15 metres. The standard for small format advertisements must not be more than 2 square metres.

Table 6: Non-conformity to existing standards

No.	Non-Conforming	Quantity	Percentage
1.	Wrong Distance from Road (less than 3 metres)	86	38
2.	Wrong Size and Height (Less than 2 metres)	103	46.4
3.	Wrong Height and Distance	19	8.5
5.	Wrong Size not in multiple of 3	5	2.3
6.	Wrong Size and Distance	9	4
Total		222	100

Source: Field Research, 2016

The 26 percent of advertisements not conforming to size were either higher than the 3 by 6 metres recommended for large format advertisements. The study revealed that 80 percent of the small format advertisements displayed did not conform to regulation in terms of size as they were above the recommended 2m². This was validated by measuring the advertisements on the traffic islands along Great East Road which measured 2.5 by 2 metres i.e. about 4.25 m² shown in Figure 4. The advertisements along Addis Abba drive traffic island measured 3.75 m² which is larger than the recommended 2m² for small format signs. In addition, the small format advertisements were used for displaying goods and services to attract clients, against the regulation of only providing direction to locality.



Figure 4: Small Format Advertisements larger than 2m²
Source: Field Research, 2016

From the study it was shown that advertisements tend to defy the regulation by being larger in terms of size. As highlighted in the principles of outdoor advertising, billboards tend to have dominating characteristics. This is because outdoor advertising companies try to make their signs bigger, bolder and more colourful with unlimited creative potential to capture consumer interest and give business a competitive edge (Meadow, 2012). Like Jordaan (2012) postulates, the study confirms that the different advertisements and signs on major roads in Lusaka City are competing for the attention of the viewers.

The study shows that only 44 percent of outdoor advertisements conform to the regulation (see Figure 5) in relation to the size, location, distribution and height. The majority of advertisements (66 percent) the outdoor advertisements conform to the regulation i.e. they either had wrong height, wrong size, distribution and location (Figure 6). This scenario has resulted in clutter of advertisements in Lusaka city,

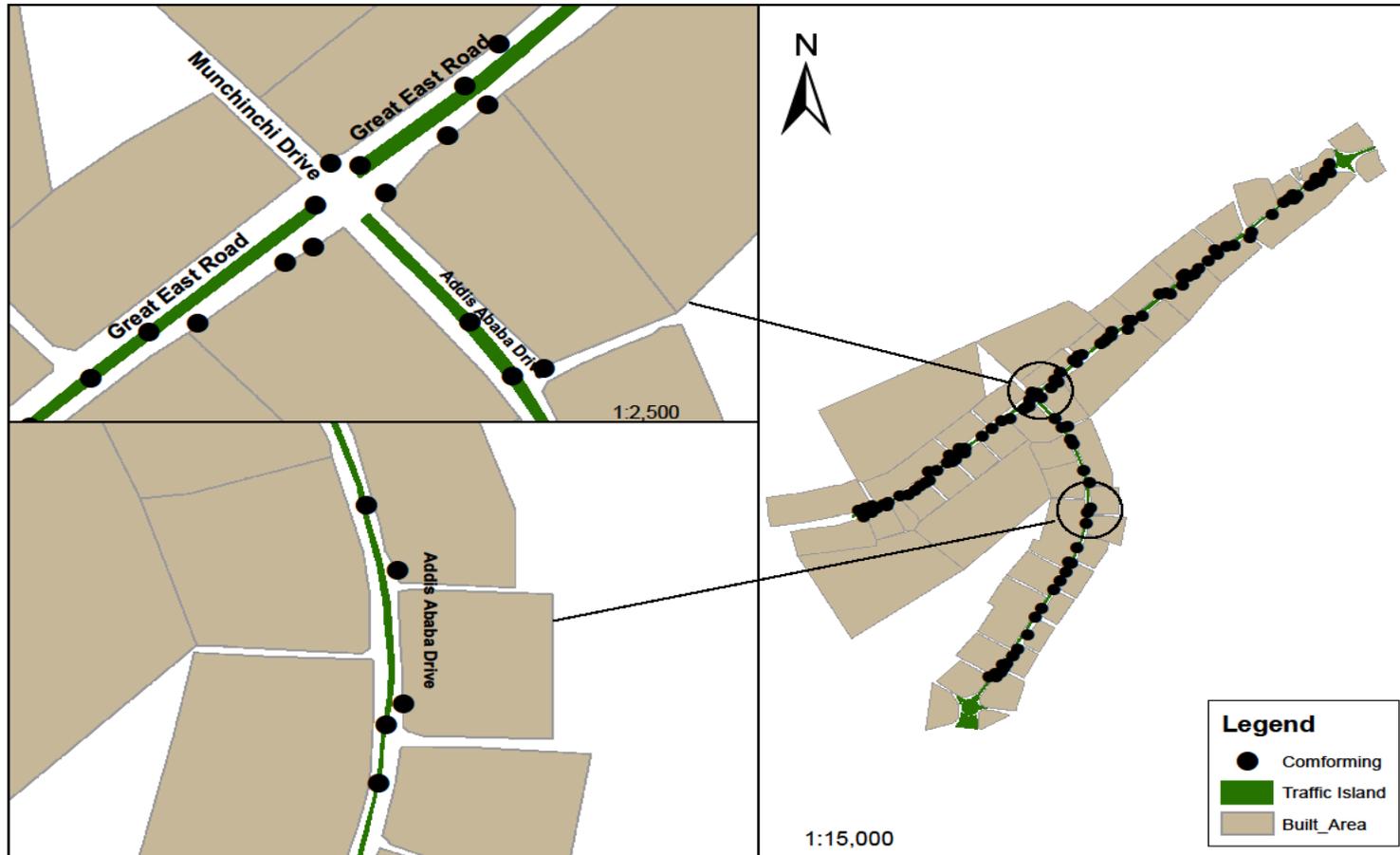


Figure 5: Advertisement Adhering to Regulation on Size, Height and Distance
 Source: Field Research, 2016



Figure 6: Advertisement not Adhering to Regulation on Size, Height and Distance
Source: Field Research: 2016

The study further revealed that about 20 percent of the large format advertisements did not conform to the regulation on size as they were not in multiples of three (3). A large format advertisement shown in Figure 7, shows an advertisement located at the Munali round about along Great East Road measuring 54 by 9 metres which does not conform with the standard. The advertisements in Figure 7 is also located within Munali Secondary school. In Zambia, schools like many other institutions are presently going through difficult economic times. Certain elements in the outdoor advertising industry exploit the situation by offering schools an income by means of displaying outdoor advertisements on school sites. Institutions such as schools, temples, churches with a prestige value and educational status may in this manner be devaluated to mere places of consumerism and commercialism (Jordaan 2012: Gokhale, 2011). This echoes the imperialistic principles



Figure 7: Illustration of advertisement above the stipulated size
Source: Field Research, 2016

The analysis shows that the advertisements larger than the allowable size have effects on road safety for drivers and pedestrians. This is in line with accessions by the Institute of Outdoor Advertising in USA which admits that outdoor advertising has a distracting influence (OAAA, 2015). In addition, the huge size of the advertisements also contributed to clutter of advertisements on streets. This concurred with views by Scenic America (2013) who complained that advertisements intrude on the surrounding landscape as the advertisement's bright colours, lights and large fonts make it difficult to focus on anything else, resulting in a form of visual pollution. Outdoor advertisements reveal a natural tendency for

visual disorder (Jordaan, 2012). As the new additions to the scene tend to be bigger, higher or lower, and closer to the street and displaying brighter colours than existing advertisements resulting in cluttering of outdoor advertisements. Further this has led to change in the character of streets such Great East Road as advertisements have dominated the visual scene by ‘taking away’ from prominent elements (such as Munali Secondary School) in the city. Despite not conforming to the regulation in relation to the size the council has continued to collect revenue from the advertisements that do not conform to the regulation. In Figure 7 the violating advertisement is not only very large (distracting attention to itself) but is sited at a roundabout where drivers require more attention as they execute their driving task. Further the advertisement, has several other wall advertisements displayed below it, cluttering the area and having the potential to distract road user’s attention.

With regards to the height of advertisement the study findings revealed that 36.42 percent of outdoor advertisements that did not conform to the regulation represents 54 percent of the non-conforming advertisements. As in Indian cities, LCC requires that all advertisements be mounted above two (2) metres from the underside of the advertisements or from the ground to avoid obstruction. However, the majority (80 percent) of small format advertisements were erected less than 2 metres about 0.75cm above the ground for those located along Great East Road while one (1) metre for those along Addis Abba Drive. Figure 8, shows that the view of motorists driving in the opposite lanes is obstructed by the outdoor advertisements on the traffic island. The lack of adherence to the two (2) metres height regulation from the underside of the advertisement was a major concern for road users as highlighted by key informants from the RDA and RTSA who stated that the low height had been a source of obstruction for road users. Figure 8 depicts an advertisement that is not only sited below the recommended 2 metres height but it’s size is above the recommended 2m² and is mounted in the traffic island.



Figure 8: Advertisement erected less than the recommended 2 metres
Source: Field Research, 2016

An investigation of why most advertisements (located in the road median) failed to meet the required 2 metre height (figure 8) showed that elevating these advertisements would result in two challenges; firstly, obstruction of existing advertisements mounted on the street lights and secondly it would make clutter of the advertisements more evident.

The study showed that lack of adherence to the height regulation has been the biggest source of controversy surrounding the outdoor advertising industry in Lusaka city (Mwale, 2014). This is because the low height of advertisements obstructs motorists giving the likelihood of hitting non-motorized road users. In addition, most negative perception by respondents on advertisements was as a result of the low height of the advertisements. The result of advertisements being mounted less than 2 metres high was obstruction for the majority (61 percent) of road users. This consolidates earlier assertions by Jordaan (2012) that failure to restrict the height of outdoor advertising increases hazardous distractions to motorists and pedestrians. Most outdoor advertising regulation attempts to avoid obstruction of road users. For instance, Daluge, et al., (2011) states that advertising signs must not obstruct a driver's view of the road, other vehicles, bicycle riders or pedestrians, particularly at crossings. In addition, the low advertisements become detached from the landscape creating aesthetic confusion and may be a safety risk.

5.3.2 State of Outdoor Advertising-Location and Distribution

With regards to location, the study revealed that most (over 90 percent) of the advertisements were located along the road reserves, 35 percent of the advertisements did not conform to the regulation of being located 3 metres away from the road. On average, most advertisements were located one metre from the road which is contrary with the regulation. More than two thirds of outdoor advertisements in the study area were located along the traffic islands/ road median which was less than half a metre from the road. The regulation as provided in the Doxiadis Plan states that: ‘no advertisement shall be sited or displayed..... so as render hazardous the use of any road’ (GRZ 1979 p. 20). About 60 percent of outdoor advertising were displayed in hazardous locations such as the traffic islands, roundabout and at road intersections. This was supported by claims from one outdoor advertising company who explained that:

In the past (the 1990s) all outdoor companies of our time knew that the local authority did not and would never allow the siting of advertisements at road junctions, round-about or the road median/islands. However, this rule seems to have been ignored or changed and other outdoor companies have been allowed to site billboards on the road median by the Council (Pers. Comm, Outdoor 2016b).

The key informant from the outdoor advertising company owning most of the outdoor advertisements in the road island explained that they were aware that the outdoor advertisements had been a source of controversy but they had approval from the council to display them. The respondent elaborated that:

As a company we have followed procedure and have all documentation i.e. planning permission from the council to erect the advertisement. We are aware that the council grants planning permission for the erecting of advertisement in the traffic islands now as it does for many other locations that would not have been allowed in the past (Pers. Comm, 2016c).

The council acknowledged that it had been difficult to enforce the removal of advertisements in controversial locations (traffic islands and roundabouts) due to lack of an outdoor policy as confirmed by the LCC, official:

The current regulation is inadequate because there is no outdoor advertising policy making it very difficult to regulate

the sector hence anyone can come up with anything at any time, and should the LCC require legal backing it becomes difficult without the policy. Moreover, the Council has no by law on regulation of outdoor advertisements (Pers. Comm, Outdoor 2016a).

The controversy surrounding the display of outdoor advertisements in Lusaka city was evident in February 2016 when Road, Transport and Safety Agency (RTSA) and other road agencies decided to pull down billboards they considered to be obstructive (Figure 9). These advertisements were however re-erected, a week later as the LCC had given planning permission to the outdoor company to site them and would have faced legal implications for the billboards removed.



Figure 9: **Removal of billboards by Road Sector Agencies along Great East Road**

Source: (Post Newspaper, 2016)

Some advertisements have been sited contrary to the regulation as they have been placed at the traffic lights (Figure 10) which have the ability to distract motorists. In addition, it was found that 70 percent of the advertisements located near traffic signs did not pay attention to color used in them as they had colors similar to those used by the traffic lights shown in Figure 10. Edquist, (2008) states that the visual clutter of advertisements displayed at traffic signs interferes with visual search for traffic signs impairing the selection of relevant information from the environment required for

hazardous detection and maintaining situation awareness. This scenario fits into the information overload theory advanced by the study.



Figure 10 : Digital billboards displayed near Traffic lights
Source: Field Research, 2016

Findings show that 90 percent of advertisements in the study area were located on the road reserve without adherence for the recommended 3 metres setback. This lack of adherence for the regulation in relation to their location, construction, configuration or illumination causes a hazard to pedestrian or vehicular traffic by depriving the pedestrian or driver of a clear and unobstructed view of an approaching intersection or merging traffic (Wallace, 2003). Advertisements placed to receive maximum exposure in locations that require special attention from the driver and which are critical from a traffic safety point of view, such as bends in the road, traffic lights, roundabouts and intersections is a safety hazard (see Appendix V). As argued by the key informant from RTSA, some of the locations may be *accident blackspots*. Accident blackspots can arise as a result of a lack of driver concentration or excessive demands on drivers at the location (Government of Australia , 2014). The location of some outdoor advertisements obstructs the view of traffic signs which distracts road users. This relates with SAMOAC, (2008) that states advertisements and signs tend to advance towards the observer by either encroaching onto or even into the roadway or pedestrian route. This also confirms the

encroachment principle of outdoor advertisements postulated by Jordaan (2012). The encroachment of the advertisements and information on the advertisements along the road intended to draw the driver's attention could cause diminished attention to the driving task. This diminished attention or distraction could result in accidents or contravening of traffic regulation near such advertisements (Rusch 1951). However, in most cases outdoor advertising companies and local authorities may be unaware or ignore the risks and liability such hazards pose to road users (Gosford City Council, 2013).

The location of some advertisements was also a challenge as it contributes to visual clutter as outdoor advertising companies strive to place their advertisements where they will receive maximum attention. The result of the visual clutter has resulted in theory of selective perception as ascertained by 20 percent of road users who responded that they did not even pay attention or notice the outdoor advertisements. Which implies that the objective of the advertisement is not met.

In terms of distribution of advertisement, the LCC recommended distance between advertisements is 20 metres. The study however, revealed that some advertisements were sited less than 5 metres apart. On average advertisements were sited 8-10 metres apart which results in the cluttering of advertisements as shown in Figure 11.



Figure 11: Distribution of outdoor advertisements less than 20 metres apart
Source: Field Research, 2016

The analysis revealed that the council has failed to protect the main streets from visual clutter resulting in chaos. This scenario was described by Akagi et al., (1996) who suggest that because of a combination of limited land, intense land use and weak regulations, billboards are more prevalent along roadsides. The visual clutter

has further implications on motorists, when the driving task imposes substantial attentional demands such as might occur on a heavily travelled or high speed urban roads, as advertisements can create an attentional overload that can have an impact on requirements of the driving task (Wallace, 2003). Nabatilan, (2007) also highlights that this is because a cluttered visual environment impacts on attentional effort that drivers expend in searching for target objects such as traffic signs and signals will be more laborious, demand more resources and lead to declines in performance levels. In addition to having an impact on motorists, the clutter of advertisements results in the city looking untidy. The study established that trying to curb the number of advertisements by the Council would 'hurt' their revenue. Thus, there is a caution by the Council to address the prevailing of clutter.

The result and analysis of objective one, show that the nature of outdoor advertising in Lusaka city presents a case of lack of effective legislation and enforcement. This results in the state of advertisements in the city being characterised by clutter. The clutter was as a result of lack of adherence to the regulation in the nature and siting of the advertisements. The analysis showed that the large size, low height, wrong location and low distribution of advertisements are factors that contribute to clutter of advertisements (Figure 12).

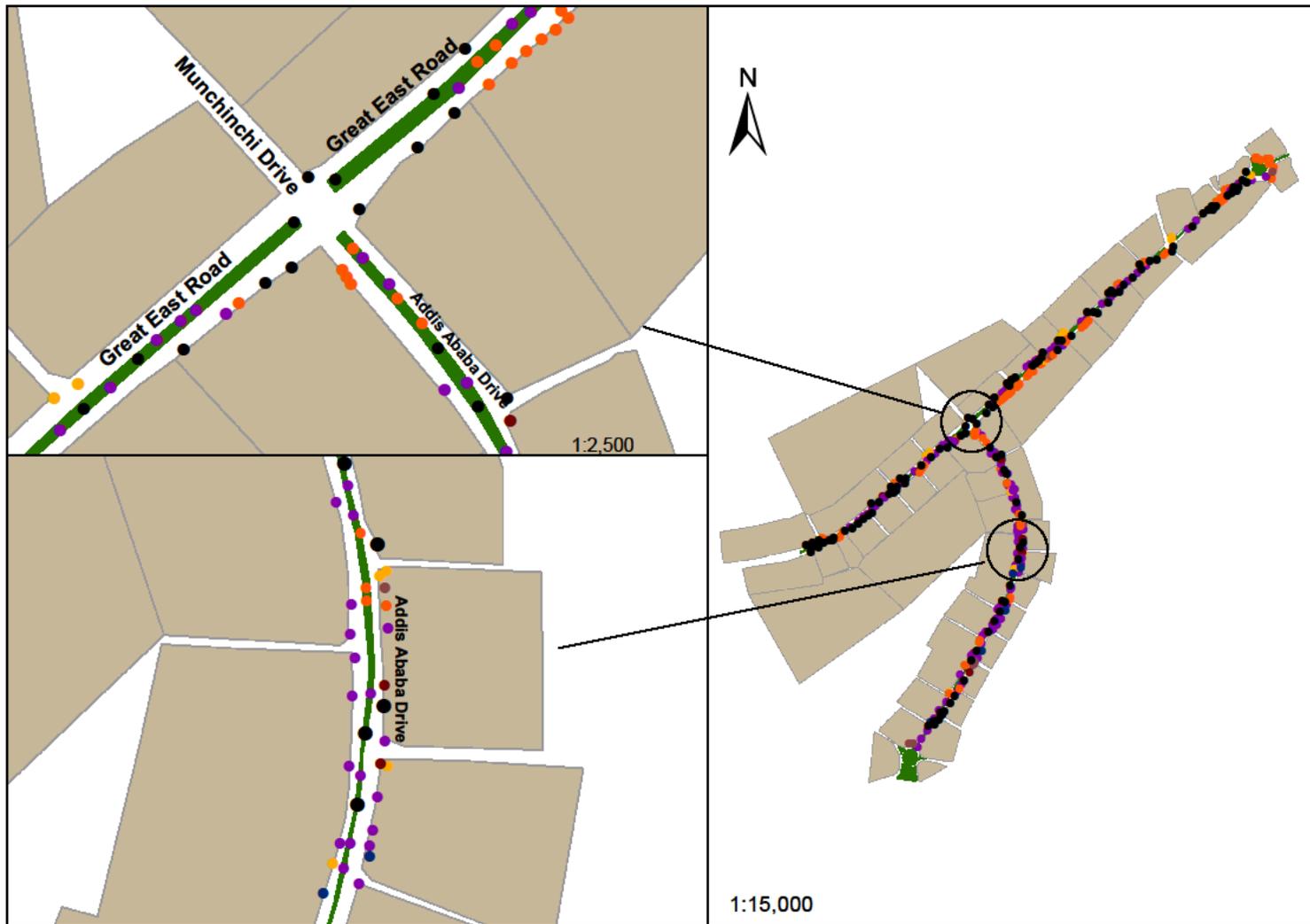


Figure 12: State of cluttered outdoor advertisements on selected roads
Source: Field Study, 2016

5.4 Road user Perception on Outdoor Advertising

5.4.1 Social Economic Characteristics of Respondents

A total of 155 road users were interviewed 85 percent were male while 15 percent were female. The findings revealed that 2 percent of respondents were below 18, while 53 percent of respondents were between the ages of 18 to 35, 42 percent were between the ages of 36 to 55 and 3 percent were between the ages of 56 to 64. In terms of education, the research revealed that only 1 percent of the respondents did not have any formal education and 17 percent had attained primary education. It also showed that 52 percent of the respondents had attained secondary education and 30 percent had attained tertiary education. The study revealed that 10 percent of the respondents were unemployed, 13 percent were in informal employment engaged in piece work type such as constructing and pushing wheel barrows. The majority, 41 percent of respondents were self-employed, 28 percent were in full time employment and 3 percent were students while 5 percent were retired.

5.4.2 Purpose of Trip, frequency of Road use and mode of transport

Most of the respondents (80 percent) cited work and business as the purpose of undertaking their trip. Given that work and business was cited as the main reason for embarking on their journey the road users, utilized the roads from where they were interviewed often. Out of the 155 respondents, 88 percent used the road more than once a week, while 6 percent used the road only once a week, 4 percent of the respondents used the road once a month and 2 percent rarely used the road. Two types of road users were considered for the study and these were motorists and non-motorized respondents. 100 respondents were non-motorized while 55 were motorized. The breakdown of the type of transport used by respondents was as follows; 31 percent were pedestrians, 24 percent were cyclists, 20 percent had privately owned vehicles, 8 percent were taxi drivers, the other 8 percent represent bus drivers and 9 percent were wheel barrow pushers.

5.4.3 Perception on Safety of Outdoor Advertisements

5.4.3.1 Distraction of Outdoor Advertisements

The study revealed that 64 percent of road users cited outdoor advertisements as being a source of distraction. This tallies with measurements taken during the data collection which showed that small advertisements along Great East Road measuring 3.75m² were mounted only 0.75 metres from the ground which is a source of distraction. This result echoes sentiments of key informants from RDA, ZABS and RTSA who expressed concern that the siting of some outdoor advertisements was a distraction to road users (Figure 13).



Figure 13: Obstruction of Pedestrian by Advertisement
Source: Field Research, 2016

Out of the 100 non - motorized respondents, 47 percent cited obstruction as being a source of distraction, while advertisements being too close to the road was cited by 32 percent. The clutter of advertisements as a form of distraction was cited by 32 respondents. Other forms of distraction from advertisements cited included the high illumination and structural instability (fear of advertisements falling on them).

Out of the 55-motorist's 61 percent found advertisements a source of distraction. High illumination from digital billboards was the major source of distraction by 60 percent of the motorists. While advertisements located next to traffic lights and signs were also a source of concern for 70 percent of the motorists (Figure 14).

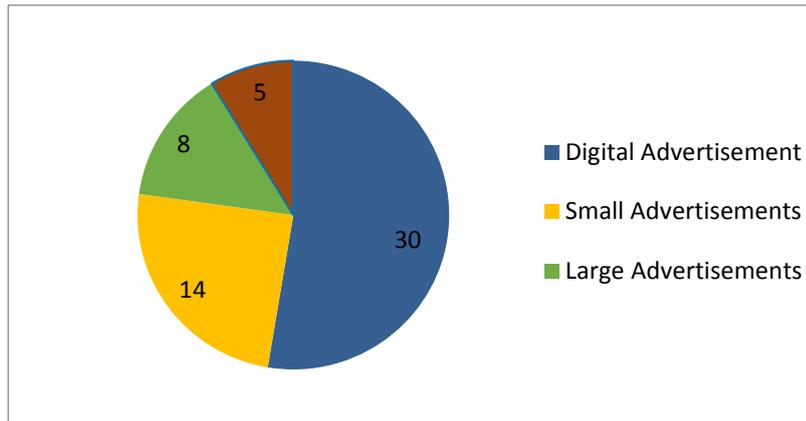


Figure 14: Type of Advertisements Most Distractive to motorist’s
Source: Field Research, 2016

The claim by 60 percent of motorists being distracted by digital billboards was stressed by one of the motorists who highlighted that during night time especially during periods of “load shedding”- no electricity, the digital billboard at the corner of Cairo road and Church road was usually too bright it made it hard to judge whether or not there is an oncoming car on the opposite side of the road. This relates with results found in London by Chattington et al., (2010) that digitals advertisement cause significantly greater impairment to driving performance than static advertisements. The findings in Lusaka were justified and substantiated especially that LCC had not set regulations on DBBs allowable illumination. The LCC key informant explained:

The council does not yet have regulation on the amount of brightness that the digital billboards should have. So, at times we engage the outdoor companies that are displaying the digital boards to regulate the amount of light emitted (Pers. Comm, 2016a).

5.4.3.2 Safety implication of Outdoor Advertisements

In relation safety the study findings showed that close to 47 percent out of 100 non-motorized road users agreed to almost being hit by a vehicle due to distraction by outdoor advertisements. This is indicative of the risk associated with siting of outdoor advertisements in ways that obstruct and distract road users. Over 60 percent of the non- motorized respondents distracted by advertisements explained that the risk was mostly encountered when they wanted to cross the road. The advertisements

were obstructive of an oncoming vehicle or bicycle. The study showed that 40 percent of non-motorized respondents explained that they were almost hit due to staring at the advertisements. The result above is also indicative of the safety concerns that RTSA has had over the siting of advertisement on major roads in the city as highlighted:

As an Agency, we have been receiving complaints through our call center from motorists on the obstruction of billboards especially in the road median. We have received reports of near misses and to us as an agency this is a source of serious concern because when it comes to safety even one report is cause for concern and worry..... The state of most roads in the city is a safety hazard due to the siting of the outdoor advertisements. One wonders if Lusaka is really a garden city when it is so cluttered with billboards. We have since involved all other road sector agencies to try and address the concerns (Pers. Comm, 2016d).

The RDA also expressed concern on the siting of outdoor advertisements which had the potential to affect the interaction between non-motorized and motorists. However, the LCC key informant highlighted that the council had received claims on safety implications of advertisements to road users but this had not been substantiated with written claims or official records (accident rate in relation to advertisements distraction or obstruction) such as those from the Zambia Police.

The study further revealed that motorists (30 percent) acknowledged that advertisements had safety implications as they had experienced a situation of almost causing an accident due to distraction by advertisements. Over 70 percent of the drivers admitted that this was mostly at traffic lights where they were carried away by glancing at the advertisements. Still in relation to safety 40 percent of the motorists agreed to having witnessed an accident by another driver due to advertisement distraction.

In relation to safety from the structural stability of advertisements in Lusaka city hailstorms, have resulted in a number of billboards falling which pose a risk to the road users Figure 16 is a billboard that fell in Lusaka city during a hailstorm.



Figure 15: Fallen Billboards along Great East Road
Source: Daily Mail, 2014

5.4.4 Perception on Impact on Amenity due to Outdoor Advertisements

When asked about their thoughts on how outdoor advertisements contributed to the amenity of the city, 51 percent of the road users interviewed were of the view that advertisements made the city unsightly or untidy. Further, 50 percent of road users explained that the advertisements were too many (cluttered), 39 percent explained that advertisements were not well positioned. The material and designs were not of good quality and lacked maintenance as cited by 48 percent of the 155 road users interviewed. The key respondent from RDA stated that the scenic urban landscape of the city has changed completely as advertisements have become part of the cityscape. Key informants complained about the state of outdoor advertising in the city. Below are some of the descriptions of the state of outdoor advertising in Lusaka city:

The state of outdoor advertising in Lusaka is chaotic and there is no other word for it. This state is not only bad for the outlook of the city but has impacted negatively on business for our company as this has devalued most sites that were in the past prime sites (Pers. Comm, 2016b).

Another key informant from the Zambia Bureau of Standards stated that:

The state of outdoor advertising is not conducive from safety and aesthetics point of view (Pers. Comm, 18th February 2016f).

An analysis of the perceptions of the road users on outdoor advertising shows that there was both positive (49 percent) and negative (51 percent) perceptions and attitudes towards advertising. This is attributed to the fact that perceptions are a

product developed through the physical and social networks that people find themselves within (Rodaway, 1994). This meant that motorists and non-motorized road users had different perceptions on outdoor advertisements and road safety. This agrees with the comments that over the years, advertising has been both condemned and eulogized. By some, it has been characterized as an insult to the intelligence of thinking men. Others profess that advertising is a necessary and desirable catalyst of our private enterprise system (Enfield 1969:149). The study shows that these perceptions were influenced by their gender, age, educational statuses, frequency of road use and mode of transport of the respondents. During the study, it was observed that 58 percent of the different all respondents perceived advertisements as inconveniencing citing their obstruction, distraction and the clutter as main source of inconvenience. The positive perception by 42 percent of the road users was characterized by 60 percent being below the age of thirty while mostly those older than 50 years had negative perceptions on advertisements.

One key aspect in the analysis of the perception was the amenity of the city in relation to the displayed advertisements. The clutter and quality of outdoor advertisements was a major concern for 51 percent of the road users interviewed. The clutter of the advertisements was evident along major roads and as argued by Motloch (1991), this may influence man's ability of aesthetic perception and appreciation. Advertisement take away from the natural aesthetics of a leisurely drive or a road trip along the highways (Baker, 2014). Further the rusting material on older advertisements often rot and posters tear, further negating the eye appeal denying the public inviolate right to safe, clean, dry, well-lit and well-maintained areas (Gokhale, 2011).

The analysis of the results also showed that negative perceptions were due to the distraction to road users by advertisements especially the bright light from digital advertisements. As in most studies DBBs have been a source of debate and studies have been under taken to show the link/relationship between accident rates and digital billboards. The increased number and sophistication of DBBs raised concern to road users interviewed due to their potential hazardous impact on traffic safety. This was also echoed by Sisiopiku, et al., (2014) that as an advertising medium, DBBs purposely encourage drivers to shift their attention away from the driving

task. The brightness of advertisements was major source of concern to motorists as stated by Sisiopiku (2013) who highlights that DBBs brightness may be especially problematic at night and may affect the driver's ability to observe changes in the surrounding environment such as brake lights or signal changes. Furthermore, the analysis showed that the frequently changing images may compel more glances, and consecutive messages may hold drivers gazes longer until the entire message is read. (Government of Australia, 2014). The analysis showed that, electronic advertisements possess far greater commercial value to billboard owners than non-electronic advertisements.

LCC requires that outdoor advertisements do not obstruct road users. Motorists (30 percent) agreed to almost causing an accident due to distraction by outdoor advertisements while almost half (47 percent) of non-motorized road users agreed to almost being hit due to their distraction. However, studies based on correlations between traffic accidents and billboards face the problem of under-reporting: drivers are unwilling to admit responsibility for a crash, so will not admit to being distracted at a crucial moment. Even given this limitation, some studies have found higher crash rates in the vicinity of advertising using variable message signs or electronic billboards (Farbry, 2001). In effect, the presence of roadside advertising can: distract drivers from the driving task; compete with traffic control devices for the road user's attention; result in visual clutter to the extent that traffic control devices cannot be easily seen and recognised by road users and obscure or interfere with a road user's view of other vehicles and pedestrians (Government of Australia , 2014).

The results answer the third objective, on road user perception of outdoor advertising. Similar to results in the U.K half of all study respondents had negative perceptions on outdoor advertisements and their impact on the amenity. In relation to traffic safety, a third of motorized respondents acknowledged that advertisements had an impact on road safety a risk that cannot be ignored as this would result in accidents or even death.

5.5 Outdoor Advertsing in Lusaka city a product of lack of an outdoor policy

The Outdoor advertising industry has been subjected to criticism, probably more often than any other industry. The analysis of effectiveness of the legislation on outdoor advertising was based on Egans (2007) crucial question which are: Is the

advertising standards authority as weak its critics suggest? Or during its short life, has it been doing a reasonable good job? Why has the long list of existing legislations restraining advertising not been adequate? Is it due to constantly changing conditions or does it lie with weak enforcement? If we do need more legislation, who is going to have responsibility? As seen in the findings despite the existence of legislation on outdoor advertising which has resulted in the state of advertising in Lusaka city remains undesirable. All sectors attribute the undesirable state due to the lack of an outdoor advertising policy by the council. This has also resulted in lack of clear policy direction on which road agency is responsible for managing outdoor advertising in the city which has had implications on decision making and enforcement of regulation. The analysis also shows that the increase in the number of advertisements on major roads is a reflection of socioeconomic trends which are in part enabled by the macro economy and public policy. However, this growth in the outdoor advertising industry has not been matched with review of the legislation which remains outdated such as the Doxiadis plan. This has resulted in a problematic system where the legislation is not operationalised and enforcement remains weak. This is especially so as politics and the council's financial gain from the advertisements tends to take centre stage. Ultimately this has resulted in an unregulated and cluttered outdoor advertising industry in the city. The cluttered outdoor advertisements have affected the appearance of most roads and impacted on safety for road users. The council's failure to effectively manage and prevent the clutter of the advertisements, has led to the distraction to road users which has not been prevented. The analysis showed that all players in the industry including the council acknowledged the need for increased regulation of the outdoor advertising sector.

CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter presents conclusions and recommendations on how to maintain a balanced city growth, both financially and aesthetically. The study sought to address the research objectives. The chapter mainly comprises the study conclusions, recommendations and area of further research.

6.2 Conclusion

The outdoor advertising industry in Lusaka has grown threefold in the last 10 years and is major source of revenue for the council. However, the growth of the outdoor advertising sector in the city has not been without challenges. In terms of the nature and siting of advertisements the first study revealed that the state of outdoor advertisement on the selected roads was characterised by the existence of 66 percent of outdoor advertisements not conforming to the regulations. This percentage demonstrates the lack of enforcement of regulation in the outdoor advertising sector. The state of advertising was characterised with clutter, which was prominent along Great East Road and Addis Abba drive with outdoor advertisements distributed between five to twelve metres apart, below the recommended 20 metres. Further the majority (80 percent) of small format advertisements were above the stipulated size of two square metres and were mounted less than the recommended two metres height from the ground.

With regards to the perceptions of outdoor advertisement by road users it was revealed that more than half (59 percent) were inconvenienced by them. The obstruction or/and distraction by outdoor advertisements was cited as the major inconvenience by almost two thirds (64 percent) of road users. This percentage shows that the outdoor advertising sector is unattractive. In addition, half of the respondents perceived outdoor advertisement as reducing the aesthetics and taking away the sense of place from Lusaka city. Proving that abandoned advertisement and poor-quality advertising structures contribute further to untidy environments and a perception of non-involvement and lack of control.

The study showed that, existing legislation guiding outdoor advertising included the repealed Town and Country Planning Act, Cap 283, the Local Government Act

Chapter 281 and the Public Roads Act, No. 12 of 2002. However, despite the existences of this legislation there has been failure to operationalize the regulation of outdoor advertising by way of inclusion in the city development plans or an outdoor advertising policy. Currently the council has no outdoor advertising policy and no provision for it in the city's development plan resulting in enforcement challenges. In addition, the Urban and Regional Planning Act, No.3 of 2015 which has replaced the Town and Country Planning Act makes no explicit provisions for outdoor advertising. The study further concludes that there is a gap in existing legislation guiding outdoor advertising as well as low compliance to regulations by stakeholders. This has been coupled with lack of enforcement by the council. The procedure of granting planning permission has not been inclusive of the needs of various stake holders. The clearest sign of low compliance to the existing regulation has been the clutter of advertisements. The clutter of the advertisements has not only impacted negatively on the outlook of the envisioned garden city for Lusaka, but has also impacted negatively on the road safety of the road users. Clearly, the increase of outdoor advertisements and the perception that various interest groups have has been a product of what interest, benefit or distress they have encountered with them.

The study further revealed lack of institutional coordination among the road sector agencies which had resulted in lack of formulation of regulation and lack of implementation. The challenges (among RDA, RTSA and LCC) on which institution should regulate the outdoor advertising sector has often inconvenienced outdoor advertising companies through the constant change in procedure of obtaining planning permission. Outdoor companies seemed willing to comply with the regulation but has observed that the regulation to guide the industry has not been laid down. Safety challenges faced by road users have demonstrated that responsible institutions have not been proactive to the growing/ evolving sector and need for responsive change in the regulation.

6.2 Recommendations

There is need to balance the requirements of the outdoor advertising industry with the protection of the environment and enhancement of the character and appearance of our cities. In addition, there is a corresponding need to ensure that advertisements will not prejudice public safety. To achieve this the study therefore makes the following recommendations.

Formulation of policy for the outdoor advertising industry. The study recommends the need to create an outdoor advertising policy that mandates the administration of advertising, specifies standards for advertisements and the enforcement thereof.

The creation of an outdoor advertising unit is recommended. If the outdoor advertising sector in the city is to develop in an orderly manner for the benefit of citizens, it is essential for the Lusaka City Council to set up an outdoor advertising unit to deal with matters relating to outdoor advertising. The presence of devoted staff within the institutions to deal with the current challenges being experienced in the management of outdoor advertising will alleviate the problems being encountered.

Need for coordination among road sector agencies. The disjointed planning and management for outdoor advertising by the road sector agencies has been a major setback in achieving a coordinated outdoor sector. The study recommends a platform for communication and exchange of knowledge among all stake holders such as RDA, RTSA, ZBAs, LCC and outdoor advertising companies. This platform and stakeholders would also be useful in informing the process of the formulation of the recommended outdoor advertising policy.

Integration of outdoor advertising in the cities development plan. Given that the current city development plan does not accommodate issues of outdoor advertising the study recommends for integration of outdoor advertising in the review of the current development plan. In addition, the study recommends that provisions on outdoor advertising be incorporated in the Urban and Regional Planning Regulations that are currently being drafted.

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APPENDICES

Appendix I: Questionnaire

INTERVIEW GUIDE –KEY INFORMANTS (RDA, RTSA, ZAMBIA BUREAU OF STANDARD)

Dear Respondent,

The following interview has been prepared as a part of the research titled “**Road Users Perception of Outdoor Advertisements in Lusaka**”. It is assured that the information provided by you will be kept confidential and will be used solely for academic purposes only.

Personal Details

Name of Organization:.....

Name of Respondent:.....

Sex:

Age:.....

Educational Level:.....

Occupation:

Position:.....

Integration of Outdoor Advertising in the organisational Plans and Policy

1. What is your role in monitoring or regulating outdoor advertising in the city of Lusaka?
2. Is there provision for regulation of outdoor advertising in your institutional plans? What are the provisions? If not, what are the reasons for the exclusion?
3. Does your organisation have a policy on outdoor advertising? (*Get document*)
4. Have guideline series been development based on these principles of the policy?
5. If your organisation has no policy on outdoor advertising how does, the organisation contribute to the regulation and monitoring of the outdoor advertising industry?
6. What are the main efforts made by your organization to regulate outdoor advertising? How do you rate the efforts?
7. Do you work with/ collaborate with LCC and other institutions in managing outdoor advertising in Lusaka city? How would you describe your coordination with these institutions?
8. What challenges, if any, does your institution face with regard to outdoor advertising monitoring and regulation within the city of Lusaka? And how can they be overcome?
9. In your opinion who should be the key stakeholders in regulating outdoor advertising?
10. What would be your comment on the regulation policy of Billboards/ Outdoor adverts in the City? Why in your opinion is it so?
11. In your opinion is there adherence to the current regulation on outdoor advertising? Explain
12. What measures in your opinion should be put in place to improve outdoor advertising?

Appendix II: Questionnaire

Dear Respondent (Motorist),

The following questionnaire has been prepared as a part of the research titled “**Road Users’ Perception of Outdoor Advertisements in Lusaka**”. It is assured that the information provided by you will be kept confidential and will be used solely for academic purpose only.

Please Note: Advertisement refers to billboards, Wall adverts/painting, Posters

Road: Great East Road () Independence Avenue () or Addis Ababa Drive ()

Date: _____

1. Name (Optional).....
2. Sex: Male () Female ()
3. Age (Years)
Below 18 () 18-35 () 37-55 () 56-64 () Over 65 ()
4. Marital Status
Single () Married () Divorced () Separated ()
Others _____
5. Educational Level
No formal education () Primary level () Secondary level ()
Tertiary level ()
6. Occupation
Formal employment () Informal employment () Self-employed ()
Others _____
7. How long have you been driving?
Less than 1 year () 1-5years () 5-10() More than 10 years ()
8. What is the purpose of your journey?
Work () School () Shopping () Business () Others ()
9. How frequently do you use this street?
More than once in a week () Once in a week () Once in a month () Rarely ()
10. Where are you coming from and where are you going?

- Have you noticed the advertisements along this road/street?
Yes () No ()
11. Are the advertisements in the street safe and convenient for you?
Yes () No ()

12. Please explain your answer in 15?

13. Please tick the top five items that most caught your attention during your drive:

- Surrounding traffic
- Other drivers
- Construction areas
- Road/street signs
- Buildings
- Walls
- Landscaping/scenery
- Service Stations
- Motels/Hotels
- Advertisements/ Billboards
- Towers
- Other _____

14. Are advertisements distracting in general?

Yes () No ()

15. If yes to above how are you distracted (Tick Applicable)

- Slows down to read a message ()
- Scared it might fall on me- Structural instability ()
- Obstruct Traffic Signs ()
- Losses focus to obey traffic signs ()
- The light from digital boards is too bright ()
- The advertisements are too small making it difficult to read ()
- The advertisements are too big ()
- The distances between boards is too small making it hard to focus ()
- They are too many bill boards ()
- The advertisements look untidy- incompatible with the surrounding locality ()
- Obstruction when driving ()

16. Which types of advertisements distract more?

- Digital- illuminated advertisements
- The large advertisements
- Small advertisements
- Cantilever- advertisements mounted across the road
- Others _____

17. Explain how and why?

18. When are you likely to glance/glance at the digital billboards/advertisement?

While stopped at the traffic light () While in motion () both ()

19. How long do you think you glance at the billboard/advertisement?

20. Have you ever had to apply swift breaking, swerving or any other action to avoid traffic collusion or make any other traffic violation because you were distracted by a billboard?

21. Have you ever witnesses, or know someone or who has had an accident due to a distraction by a billboard?
22. Do you think the advertisements contribute to making the city unsightly or untidy?
 Yes () No ()
23. Explain your answer

24. How would you rate the condition of advertisements on this road?
 Excellent () Good () Satisfactory () Poor ()
25. What do you suggest Lusaka City Council can do to improve the siting of outdoor advertisements (billboards) in Lusaka City?

Thank you so much for your Time

Appendix III: FIELD OBSERVATION GUIDE:

VARIABLE		COMMENTS		
1	Name of Road			
	Types of advertisements/ Adverts			
2	Distances between the advertisements			
3	Distribution of boards along the street			
4	Material used for the Advertisements	Aluminium	Plastic	Steel
5	IMPEDIMENTS			
	Do they obstruct traffic signs/ interfere with road traffic information			
	Do the advertisements implement plant/ tree growth			
	Do they have others posters stuck on them			
	Are signs Simplistic / Legible messages			
6	STRUCTURAL STABILITY			
	Structural integrity of signs and their supporting structures			
	Have they been declared safe engineering and building standards			
7	DISTRIBUTION			
	- Does distribution avoid clutter of signs and advertisements			
	- Is there a limitation the number of signs and preventing and is care taken to avoid over-kill situation over-saturation through an excessive number of signs			
	- Does their siting avoid the needless duplication of signs that fulfil the same function or objective			
8	SAFETY			

	Does the Council effect traffic safety risk by either stricter or lesser control such as bends in roads and intersections	
	Are they harmful to any person in other ways such as noise , nuisance or impact of lights	
9	AESTHETIC AND ENVIRONMENT	
	Focus on the aesthetic and functional interaction between all signs	
	Enhancement of perceptual environment	
	Effectiveness of the sign messages by having fewer, clearer, legible and well-spaced and positioned signs	
	Attention to the character of a location, or the amenity of residential or tourist/public areas, by way of appearance, size or illumination	

Appendix IV: Types of billboards



Spectacular billboard



Gantry billboard



Junior Posters billboard



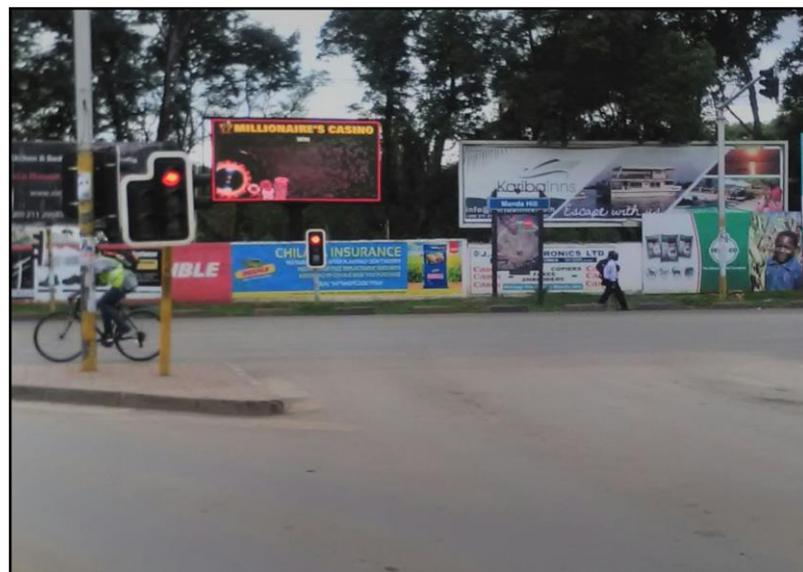
Cantilever billboard



Bulletin billboard

Source: Clear Channel, 2008 and Field Data, 2016

Appendix V: Billboards located near traffic lights and Sign



Source: Field data, 2016

Appendix VI: Interview Guide – Outdoor Companies

Dear Respondent,

The following interview has been prepared as a part of the research titled “**Road Users Perception of Outdoor Advertisements in Lusaka**”. It is assured that the information provided by you will be kept confidential and will be used solely for academic purposes only.

Personal Details

Name of Company:.....

Name of Respondent:.....

Sex:.....

Educational Level:.....

Occupation:

Position:.....

General Regulation

1. How many bill boards do you have placed in the city of Lusaka?
2. Do you have any billboards located in the three selected roads (Great East Road, Independence Avenue and Addis Abba Drive)?
3. What factors influence your selection of roads to site billboards
4. What is your working relationship with the local authority?
5. Are you given standard guidelines and regulations when siting outdoor adverts? How do you rate your adherence to the regulation?
6. What challenges do you face/encounter if any council in managing your company?
How do you suggest they can be overcome?
7. What would be your comment on the regulation policy of Billboards/
Outdoor adverts in the City? Why in your opinion is it so?
8. Are there other institutions you work with in siting billboards besides Lusaka City Council?
9. How would you describe your coordination with these institutions?
10. In your opinion what other key stakeholders would be relevant in regulating outdoor advertising?
11. How would you describe the state and siting of outdoor adverts in the city?
12. What efforts do you make to ensure that the improved maintenance and quality of adverts improves the city outlook?
13. How do you think the billboards contribute to outlook of the city?
14. What efforts do you make to ensure safety aspect of the billboards is achieved? (Safety aspects may mean Structural Stability, Obstruction of traffic signs, Impacts of light)
15. Personal general comments on outdoor advertising in the city of Lusaka/and how it can be improved