

# HORDING AND BILLBOARDS IN CITIES A MAJOR SOURCE OF VISUAL POLLUTION.

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## ABSTRACT:

Visual pollution is the term given to unattractive or unnatural visual elements of a vista, a landscape, or any other thing that a person might not want to look at. Commonly cited examples are houses, automobiles, traffic signs, road signs, highways, roadways, billboards, litter, graffiti, overhead power lines, utility, contrails, skywriting, buildings, weeds and advertisements. These are usually considered visual pollution when placed in a landscape or surrounding where the person seeing them things that they do not fit. For example big billboards in a countryside village or graffiti on an old eighteenth century house can be seen as visual pollution.

**KEY WORDS:** Visual pollution, poisonous chemicals, heavy metals, toxic substances.

## INTRODUCTION:

The word pollution implies a negative impact on our environment. When a reference is made to polluting the environment we commonly think of land, air and water pollution. The types of images we conjure up are the dumping of chemicals into our environment, toxic smoke being released into the air, litter lining our streets and parks, poisonous chemicals flowing into our ponds and rivers, toxins and heavy metals penetrating our ground water supplies. But not all forms of pollution are toxic or physically harmful. Visual pollution offends our eyes and impact our overall well-being. It can damage the economic health of a town or city; ruin a community's "curb appeal".

Our first impression of a community, rural, suburban or urban, is generally visual. What we are seeing is the visual environment. Natural and built components that reflect design, architecture, art and natural processes combine to create a mosaic of images we rarely think about, yet experience constantly. The visual environment is as much an important part of the fabric of our communities as clean water and animal habitat. Signs of all sizes, shapes and colors fight for your attention. There are signs on the buildings, signs in front of the buildings and billboards towering above the buildings. Overhead stretches as web of utility wires. Visual culture occurs on many of our suburban and urban commercial streets. The visual impact of these sprawling strip commercial zones create a lasting image of the community; they overshadow the community's individuality; its sense of place.

When we use the term visual pollution we are suggesting that the portion of the built and natural environment we are viewing has been downgraded. The visual environment is integral to our daily experience of the built and natural worlds. Yet, the altering of this visual environment is often taken for granted. A little planning and good design can go a long way in preserving scenic beauty.

Visual pollution results in the homogenization of our communities and our loss of sense of place. Many regions and communities today are struggling to maintain a unique identity; that sense of place. For economy, building designs our commercial streets in every region, regardless of significant differences in context. To retain regional identity, and for communities to retain their character, communities need to work towards keeping growth and development in character rather than letting economic pressures and the values of auto bound consumers shape their views. A healthy visual environment promotes the values of those who live, work and play in that community; it promotes civic pride and economic health. Individuals and communities who care about their physical environment can make a difference in how growth impacts what we see. A community's appearance should express uniqueness while reflecting its history, present vitality and future potential. It should be coherent and vibrant not cluttered with visual pollution.

Volunteer activities, many civic and youth groups and neighborhood associations regularly help maintain public properties. Good Housekeeping

Good housekeeping practices are designed to maintain a clean and orderly work environment. This will reduce the potential for significant materials to come in contact with storm water.

Preventive Maintenance involves the regular inspection, testing, and cleaning of facility equipment and operational systems.

#### Quarterly Visual Comprehensive Inspections

A quarterly inspection of the stormwater runoff.

Some elements of the environment, because of their function, need to be clear and set apart from the rest of the environment. Traffic signs and signals, road markings, telephone boxes etc. need to be easily seen.

## VISUAL POLLUTION

### DEFINITION :

Visual pollution is the term given to unattractive or unnatural visual elements of a vista, a landscape, or any other thing that a person might not want to look at. Commonly cited examples are houses, automobiles, traffic signs, road signs, highways, roadways, billboards, litter, graffiti, overhead powerlines, utility poles, contrails, skywriting, buildings, weeds, and advertisements. These are usually considered visual pollution when placed in a landscape or surrounding where the person seeing them thinks that they do not fit. For example big billboards in a countryside village or graffiti on an old eighteenth century house can be seen as visual pollution.

### Causes Sources and Impact

The word pollution implies a negative impact on our environment. When a reference is made to polluting the environment we commonly think of land, air and water pollution.

The types of images we conger up are the dumping of chemicals into our environment, toxic smoke being released into the air, litter lining our streets and parks, poisonous chemicals flowing into our ponds & rivers, toxins and heavy metals penetrating our ground water supplies. But not all forms of pollution are toxic or physically harmful. Visual pollution offends our eyes and impacts our overall well-being. It can damage the economic health of a town or city; ruin a community's "curb appeal."

Our first impression of a community, rural, suburban or urban, is generally visual. What we are seeing is the visual environment. Natural and built components that reflect design, architecture, art and natural processes combine to create a mosaic of images we rarely think about, yet experience constantly. Change due to natural causes or human intervention such as development or agriculture is a constant feature of this environment. The visual environment is as much an important part of the fabric of our communities as clean water and animal habitat. Imagine you are on a commercial street in a suburban community. Signs of all sizes, shapes and colors fight for your attention. There are signs on the buildings, signs in front of the buildings and billboards towering above the buildings. Overhead stretches a web of utility wires. Parking lots, expansive areas of asphalt and franchise architecture, housing a number of easily recognizable fast food restaurants and stores, greet your vision in every direction. This is referred to as visual clutter. Visual clutter occurs on many of our suburban and urban commercial streets. These visually cluttered areas are often the gateways to our communities; the roadways which lead into the commercial, tourist or economic centers. The visual impact of these sprawling strip commercial zones create a lasting image of the community; they over shadow the community's individuality; its sense of place. Isn't this a form of pollution — visual pollution?

How often do we simply look at and examine what it around us? How often do we question what is happening to the visual environment within our community? when we use the term visual pollution we are suggesting that the portion of the built and natural environment we are viewing has been downgraded. It has been made less attractive to us. Visual pollution is usually the result of design out of context or out of character with already existing elements. It results from failure to consider the relationship between new and existing components of the visual environment. Visual clutter, poor signage, out-of-context architecture, franchise architecture, excess use of poles and wires are just some examples of visual pollution. Individuals determine differently what is attractive about their environment, based upon their own aesthetic senses, expectations and experiences. The visual environment is integral to our daily experience of the built and natural world. Yet, the altering of this visual environment is often taken for granted. There is an assumption that things change as time goes on, yet often little thought is given to designing and planning the changes in a way that positively, instead of negatively, impacts the visual environment. The introduction of cell towers into an area is a good example. To simply function, a cell tower is a tall wire metal structure. You can stick it any where along a roadside, in the middle of a lush country field, along side the historic town hail. But the same cell tower will function just fine if it is blended into the environment by encasing it in an existing structure such as a bell tower or placing it on top of an already existing structure such as a barn silo or water tower. A little planning and good design can go a long way in preserving scenic beauty.

Visual pollution results in the homogenization of our communities and our loss of sense of place. Many regions and communities today are struggling to maintain a unique identity; that sense of place. When you pass that strip mall with the fast food chains, supermarkets and discount stores can you tell whether you are in the Midwest, Northeast or the South? Our current culture of

mass buying and marketing, along with increased mobility subsidizes a growing tendency to substitute commonality for diversity. Franchise commercial architecture is an example of this trend. For economy, building designs are mass-produced for locations in every community creating a sameness about our commercial streets in every region, regardless of significant differences in context. highways, signage, recreational facilities, schools, community architecture, building materials, utility poles and cell towers have also become homogenized from one area to the other. This homogenization impacts community values — what communities have described as their sense of self-worth, and the identity as distinctive places in which to live, work, recreate and call home. To retain regional identity, and for communities to retain their character, communities need to work towards keeping growth and development in character rather than letting economic pressures and the values of auto-bound consumers shape their viewscapes. Identifying visual pollution and its appearance in the community is an important step in becoming visually literate and conserving community character across our country. Change in our landscapes and cityscapes is an inevitable and continual process. It can happen, however, without eroding the unique and individual character of America's cities, towns and countryside, without erasing the result of history, culture and geography. A healthy visual environment promotes the values of those who live, work and play in that community; it promotes civic pride and economic health. Individuals and communities who care about their physical environment can make a difference in how growth impacts what we see.

### **Control Measure :**

They must see that graffiti vandalism is unacceptable, negative behavior and learn community leadership and community responsibility. Neighborhood associations and Adopt-A-Block help combat graffiti by creating partnerships to clean specific areas and keep them free of vandal street art. In the mid-nineties several intense volunteer efforts began: on a single Saturday, 7,000 volunteers rolled 13,356 gallons of paint and cleaned more than 1,000 graffiti sites. Another day found 800 volunteers cleaned up more high-incident areas, and on still another weekend, more than 1,200 volunteers used 2,500 gallons of paint to cover many more ugly graffiti sites. In addition to these major volunteer activities, many civic and youth groups and neighborhood associations regularly help maintain public properties. Storm water management controls, or best management practices (BMPs), will be implemented to reduce the amount of pollutants in storm water discharged from insert facility name

### **Method**

The study aimed to identify the negative consequences in term of visual quality and pollution caused by the planning works in the whole area. To this end, the study employed the following method.

- Collecting theoretical information the establishment and historical process of the city.
- Starting from the first development plan, identifying all development plans that have been on up to the present day.
- Identifying the qualities that have become the symbol the city and that enriched the city in its historical development and collection information and documents about these quarters (by making use of archives) the study investigated such quarters of the area.
- Documenting quarters by photographing them for the purpose of identifying their present conditions.

### **SOURCE AREA CONTROL**

To the maximum extent practicable, and to the extent it is cost effective, the use of source area control best management practices designed to prevent storm water from becoming contaminated will be used. Source area control best management practices that are either proposed or in place are indicated on the attached drainage base map.

### **EROSION CONTROL MEASURES**

Areas prone to soil erosion shall be protected, and the sod kept out of the storm water discharge. Note Erosion control measures to be considered are reconstruction of slopes, seeding and areas, diversion of runoff, paving traveled areas, trapping sediment, protecting inlets and preventing tracking

### **GOOD HOUSEKEEPING**

Good housekeeping practices are designed to maintain a clean and orderly work environment. This will reduce the potential for significant materials to come in contact with storm water.

The follow practices are included in our good housekeeping routine. (Examples: keeping the pump area clean, keeping an accurate inventory, sweeping paved areas and floors, picking up repair facilities, etc.)

### **PREVENTIVE MAINTENANCE**

Preventive Maintenance involves the regular inspection, testing, and cleaning of facility equipment and operational systems. These inspections will help to uncover conditions that might lead to a release of materials. Thus, allowing for maintenance to prevent such a release.



The following equipment/activities will be included in the preventive maintenance program. (Examples: fuel pumps, storage tanks for waste fluids, all structural controls, etc.)

#### **QUARTERLY VISUAL COMPREHENSIVE INSPECTIONS**

The permit requires a quarterly inspection of the stormwater runoff. These inspections must be conducted during a runoff event. Records of the inspections must be kept on file with the SWPPP. The water must be checked for physical properties such as odor, color, turbidity, suspended solids, or foam.

#### **SPILL PREVENTION AND RESPONSE PROCEDURES :**

Spills and leaks together are the largest industrial source of storm water pollution. Thus, this SWPPP specifies material handling procedures and storage requirements for significant materials. Equipment and procedures necessary for cleaning up spills and preventing the spilled materials from being discharged have also been identified. All employees have been made aware of the proper procedures.

The following procedures have been developed for spill response for our facility. (Examples of areas to include: pumping station, maintenance and repair areas, wash areas, etc.)

The following preventive measures have been chosen for this facility. (Examples: signs and labels. Some elements of the environment, because of their function, need to be clear and set apart from the rest of the environment. Traffic signs and signals, road markings, telephone boxes etc. need to be easily seen.

Traffic signs and signals need to be easily seen. They need to be clearly set against the rest of the visual environment so they can be read by motorists and other road users. If they are made to 'blend in' with the environment they will not be doing their job and people's lives could be at risk. However, in certain areas, the historic or scenic environment can be irreparably damaged by the insertion of traffic signs and signals.

They spoil and visually pollute the very environment many of the motorists are coming to see. Many signs seen in both urban and rural areas are not of the type intended to give road and safety information. They are there to advertise products, shops, services or other commercial activities. Excessive signing, as in the example above, can become an eyesore and could lead to other problems such as road accidents, damage to buildings and a fall in prestige for the area. The primary pollutants of concern from medians and other landscaped areas, including municipal golf courses, are sediment from erosion, nutrients from fertilizer use and organic matter (grass clippings and leaves), and heavy metals and toxic organics from pesticide/herbicide use. Fertilizers applied in excessive amounts can run off with irrigation. If improperly applied, pesticides used in recreational facilities and around structures could run off into storm drains, dry wells, or wash areas. Where pesticides and herbicides must be used, personnel will be trained in proper pesticide and herbicide application techniques such that absorption will be maximized and runoff will be minimized.

The Town should practice a strict system of pesticide/herbicide use and general low- water-use irrigation. Good housekeeping improvement practices that will help reduce urban runoff pollution will be incorporated into the municipality's existing maintenance program for medians, landscaped areas, and recreational facilities. These activities are conducted by the Public Works Department. In addition, the Town will continue to landscape median areas using native vegetation and in a manner that promotes rain water infiltration and minimizes sediment runoff. A variety of urban pollutants can be carried into and accumulated in storm drain facilities. Often, the first rainfalls of the rainy seasons (winter and again during the monsoons of late summer) flush out large amounts of pollutants into receiving washes and the storm drainage system, which results in adverse effects on water quality. The Public Works Department has developed a storm drain inlet and catch basin cleaning schedule whereby basins and inlets are routinely inspected and cleaned on a regular, rotating basis (a percentage of basins are inspected and cleaned once per month). In addition, the Town will identify problem areas and ensure that these zones are cleaned prior to seasonal storm water flows (fall, winter, and onset of monsoons). This will not only prevent larger influxes of pollutants from the initial heavy rain event, but also will reduce the chance of flooding in those areas. Inlets and basins will be observed during the dry seasons to determine which, if any, are prone to clogging or litter collection.

A water truck and/or vacuum truck are used for cleaning the storm drain inlets and catch basins. The collected debris and sediment are brought back to the Public Works Facility prior to disposal. The piles are tested annually for hazardous characteristics. If unusual debris/sediment are identified, they would be brought to the attention of the Public Works Director for evaluation and proper-disposal.

The Public Works Section also will conduct wet weather inspections and document visual observations of discharged water quality. The discharges will be observed for odor, color, turbidity, and floatables. The outfalls also will be observed for unusual stains,

deposits, vegetation conditions, and damage to the outfall. Activities to repair and replace pavement surfaces can lead to urban runoff pollution. Pollutants of concern include broken asphalt and concrete debris, saw-cutting slurry, concrete truck wash-out, sediment, fuel, oil, and other fluids from construction equipment. Urban runoff also can result from other cleaning activities such as graffiti removal and building cleaning. In an effort to reduce urban runoff, the Town implements certain BMPs including conducting repair and maintenance during dry weather, protecting nearby storm drains and water bodies, sweeping debris, and recycling materials where and when appropriate.

The main area for improvement is heightened employee awareness. Although many BMP practices are implemented, heightened awareness of the line-level employee will dramatically improve desired pollution prevention results. This will be accomplished through employee training. As a component of the storm water/pollution prevention training, employees will be trained in environmental awareness and material conservation. Training will include identification of sensitive receptors (weather conditions, storm drain locations, water bodies, slopes, and drainage); BMPs (mixing only what is needed for the job, use of less hazardous materials and recycling); and clean-up procedures (equipment cleaning, maintenance and storage, and proper disposal of debris generated by the job). Once the training materials are developed, new employees involved in repair and maintenance activities will receive training.

### Conclusion :

Because of the increase in the number of highness building as a result of the negative intervention in the physical and visual qualities of the area the reference points that can be taken silhouette of the area are in process of change. This reduces the readability of the areas the dense and high building have on adverse effect on the topographic structure of the area. They are unable to integrate its past characteristics with its modern needs then the historical and cultural continuity is damaged, and this is the situation which loss of identity appears. A process is necessary for the creation of an urban identity. Just like the itself.

As a result of the changing conditions, the development and change of cities are inevitable. However, when trying to solve such problems and planning activities must be human oriented and aim must be to create cities which do not alienate the users from the areas whose historical continuity has been maintained and which are high quality with character when the environment is being formed, it is necessary that the existing natural and socio cultural riches be preserved, used, and maintained for the identity and social memory.

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