

VISUAL POLLUTION

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VISUAL POLLUTION

Concepts, Practices and
Management Framework

BY

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INVESTOR IN PEOPLE

To Daniyal, life wouldn't mean much without you!

(Professor Raheel Nawaz)

To late Professor Ghulam Abbas Anjum, my first research mentor who encouraged me to pursue visual pollution research

(Dr Khydija Wakil)

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QUOTATION

We have eyes, and we're looking at stuff all the time, all day long, and I just think that whatever our eyes touch should be beautiful, tasteful, appealing, and important. We need to emphasise the responsibility that designers and illustrators have towards the people they create things for; Whether it's a coffee cup, or a poster, or a book illustration, or a typeface, it has to be designed in such a way that it is not trashy, and doesn't pollute your eyes. We have so much pollution out in the air. Our eyes are being polluted. We have visual pollution out there, and I have a very strong sense about that.

Eric Carl (2014)

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CONTENTS

<i>List of Figures</i>	<i>xi</i>
<i>List of Boxes</i>	<i>xiii</i>
<i>List of Tables</i>	<i>xv</i>
<i>List of Acronyms</i>	<i>xvii</i>
<i>About the Authors</i>	<i>xix</i>
<i>Acknowledgements</i>	<i>xxi</i>
1 Visual Pollution: A New Addition to the Pollution Forms	1
2 State of the Knowledge on Visual Pollution	25
3 Cases of Visual Pollution Management Initiatives	39
4 Visual Pollution Assessment	53
5 Management and Mitigation of Visual Pollution	91
<i>Bibliography</i>	<i>99</i>
<i>Index</i>	<i>121</i>

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LIST OF FIGURES

Chapter 1

Figure 1.	Human Interaction with Urban Environments.	3
Figure 2.	Historical Emergence of Visual Pollution as a Subject.	10
Figure 3.	Visual Pollution in Different Geographical Contexts; the Clutteredness of Hanging Wires Increases from Developed to Developing Countries. The Sensitivity of the Residents to Clutter is Also Relational. Braidwood Australia; Lahore, Pakistan (Left to Right).	11
Figure 4.	A Contrasting View on the Presence of Complex and Different Character of Visual Pollution from Developed and Developing Countries. Braidwood, Australia; Rawalpindi, Pakistan (Left to Right).	12
Figure 5.	Common Visual Pollution Objects.	15
Figure 6.	Word-Cloud Representation of the Visual Pollution Objects from Literature.	16
Figure 7.	Visual Pollution Objects and Their Presence in a Developing Country Context.	18

Chapter 2

Figure 8.	Publications per Year; Containing 'Visual Pollution' in the Title.	29
Figure 9.	Visual Pollution-Related Publications per Country (1970–2021).	29
Figure 10.	Content-Based Classification of Visual Pollution-Related Publications.	30

Chapter 3

Figure 11.	Spatial Spread of Case Studies Presented in Chapter 2.	40
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Chapter 4

Figure 12.	Snapshot of the Visual Pollution Assessment Tool.	60
Figure 13.	Visual Pollution Assessment Calculator.	61
Figure 14.	Location Map of the Study Area in the Regional Context.	62
Figure 15.	Study Area Limits.	63
Figure 16.	Single-Line Road Network in the Study Area.	65
Figure 17.	City Limits Under Different Controlling Authorities.	65
Figure 18.	Union Council Boundaries in the Study Area.	66
Figure 19.	Map Showing the Distribution of the Study Area into Urban Blocks.	66
Figure 20.	Screenshot Showing the Block Level Landuse Distribution.	67
Figure 21.	Distribution of Sampled Nodes for Visual Pollution Assessment.	68
Figure 22.	Average Visual Pollution Index for Various Categories of Urban Phenomena.	72
Figure 23.	Visual Pollution Distribution with Respect to Area Type.	73
Figure 24.	Histogram of Visual Pollution Distribution vs. Area Type.	74
Figure 25.	Visual Pollution Distribution Across the Economic Status of the Area.	75
Figure 26.	Histogram of Visual Pollution Distribution vs. Economic Status.	76
Figure 27.	Visual Pollution Distribution Across Controlling Authorities.	77
Figure 28.	Histogram of Visual Pollution Distribution vs. Controlling Authorities.	78
Figure 29.	Visual Pollution Distribution with Respect to the Land Uses.	79
Figure 30.	Histogram of Visual Pollution Distribution vs. Land Uses.	82
Figure 31.	Scaled Symbols Representation of Presence of VPOs.	82
Figure 32.	Node Level Visual Pollution Score.	83
Figure 33.	Average VP Score Generalised at Union Council Level.	83
Figure 34.	UC Level VPI Viz-à-viz Nodal VPI.	84
Figure 35.	Heat Map of Visual Pollution in the Study Area.	85

Chapter 5

Figure 36.	Visual Pollution Control and Management Framework.	92
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LIST OF BOXES

Box 1	Visual Pollution Objects Identification Process	14
Box 2	Gross Domestic Product and Human Development Index	41
Box 3	Suggestions for labelled datasets	86
Box 4	ABC of Visual Pollution	96

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LIST OF TABLES

Chapter 1

Table 1.	Classification of VPOs in Major VPO Groups.	16
----------	---	----

Chapter 2

Table 2.	Frequency Analysis of the Published Material on 'Visual Pollution' (Nov 2021).	28
Table 3.	Thematic Details of the Research on Visual Pollution.	35

Chapter 3

Table 4.	Difference of Approach to Handle Visual Pollution Between Developed and Developing Countries.	50
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Chapter 4

Table 5.	List of Studies Containing Components Like Visual Pollution Assessment.	56
Table 6.	Spatial Data Layers and Sources.	64
Table 7.	Average of the Cumulative Score of VPOs and VPI Across Various Urban Phenomena.	71
Table 8.	Descriptive Statistics of VPI for Area Type, Economic Status and Controlling Authority.	73
Table 9.	Descriptive Statistics of VPI for Various Land Uses.	77
Table 10.	Average of Cumulative Score of VPOs and VPI.	80
Table 11.	Opportunities and Challenges of Modern Technologies for Visual Pollution Assessment.	88

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LIST OF ACRONYMS

AHP	Analytical Hierarchy Process
AI	Artificial Intelligence
CDG	City District Government
DHA	Defence Housing Authority
GDP	Gross Domestic Product
GIS	Geographic Information System
HDI	Human Development Index
IT	Information Technology
KML	Keyhole Markup Language
ODK	Open Data Kit
OSM	Open Street Maps
QSPM	Quantitative Strategic Planning Matrix
RDA	Rawalpindi Development Authority
SWOT	Strengths, Weaknesses, Opportunities, Threats
TMA	Tehsil Municipal Administration
UK	United Kingdom
USA	United States of America
VIA	Visual Impact Assessment
VP	Visual Pollution
VPA	Visual Pollution Assessment
VPI	Visual Pollution Index
VPO	Visual Pollution Object

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ABOUT THE AUTHORS

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