

DAWID KUIPER LOCAL MUNICIPALITY

OUTDOOR ADVERTISING BY-LAW, 2023 (BY-LAW 1 OF 2023)

To provide the control of advertising signs and the prohibition of disfigurement of the fronts or frontages of streets in the Dawid Kuiper Municipality, and for matters connected therewith.

WHEREAS section 156(1) of the Constitution of the Republic of South Africa, 1996 confers on municipalities the executive authority and right to administer Local Government matters set out in Part B of Schedule 4 and Part B of Schedule 5 to the Constitution;

WHEREAS section 156(2) of the Constitution empowers municipalities to make and administer laws for the effective administration of matters that it has the right to administer;

WHEREAS the Dawid Kuiper Municipality intends to regulate and control advertising signs in a responsible and sustainable manner;

AND NOW THEREFORE BE IT ENACTED by the Council of the Dawid Kuiper Municipality as follows:

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1. DEFINITIONS

1. In this by-law, unless the context indicates otherwise, the following words and expressions have the meanings hereby assigned to them:

“Advertiser” means the person, or the proprietor of an enterprise, placing an advertisement, alternatively the supplier of a product which is being advertised.

“Advertising” means the act or process of notifying, warning, informing, making known or any other act of transferring information in a visible manner.

“Advertising structure” means any physical structure built or capable of being used to display a sign.

“Advertisement” means any visible representation of a word, name, letter, figure, object, mark or symbol or of an abbreviation of a word or name, or of any combination of such elements with the object of transferring information.

“Aerial sign” means a sign that is displayed or performed in the air but confined to as in Annexure A, figure 1.

“Approved” means approved by the municipality and “approval” has a corresponding meaning.

“Areas of control” means those areas set out in Annexure A, Figures 1 & 2. of the Policy; and which may be modified and/or amended from time to time, which amendments and modifications will be graphically depicted by way of maps as prepared by the Municipality from time to time.

“Area of sensitivity” means an area delineated on a plan attached to these by-laws, according to the visual, environmental and/or cultural sensitivity thereof, which may be amended from time to time by the municipality, and which indicates the area within which the municipality reserves the right to review the appearance and form of an advertising sign or structure prior to its being erected.

“Animated” sign means an electronic sign in which a representation of one or more than one figure or illustration is given the appearance of movement by the successive switching on and off of lights or illuminated lines, or a sign which makes use of artificially propelled or compressed air to achieve movement.

“Authorized official” means an official of the Municipality authorized to implement the provisions of these bylaws.

“Building Control Officer” means any person appointed or deemed to be appointed as Building Control Officer by the Municipality in terms of the National Building Regulations and Standards Act, 1977 (Act 103 of 1977).

“Building Act” means the National Building Regulations and Building Standards Act (Act 103 of 1977) as amended and any succeeding legislation and includes all regulations promulgated in terms of such legislation.

“Balcony” means a platform projecting from a wall, enclosed by a railing, balustrade of similar structure, supported by columns or cantilevered out and accessible from an upper-floor door or window.

“Banner” means any material upon which a sign is displayed in such a manner as to be fully legible in windless conditions, attached to one or more ropes, poles or flagstaffs projecting vertically, horizontally or at an angle, or attached to buildings or special structures, but excludes banners carried as part of a procession. A flag which is not displayed on an approved flag pole shall for the purpose of this Policy, be deemed to be a banner.

“Billboard” means any screen or board which stands free and is larger than 4.5m² in total area; which is supported by, or consists of, a structure used, or intended to be used, for the purpose of posting, displaying or exhibiting a sign, but confined to type of sign as in Annexure A, Figure 1.

“Building” means any structure whatever with or without walls, with a roof or canopy and a means of ingress and egress underneath such roof or canopy.

“Bit” means the basic unit of measuring the length of advertising messages and may consist of letters, digits, symbols, logos or abbreviations.

“Council” means the Municipality of Dawid Kruiper

“Canopy” means a structure in the nature of a roof projecting from the façade of a building and cantilevered from that building or anchored otherwise by columns or posts.

“Clear height”, in relation to a sign, means the vertical distance between the lowest edge of the sign and the natural level of the surrounding ground, footway or roadway immediately below the sign.

“Combination sign” means a single free-standing advertising structure for displaying information on various enterprises and services at locations such as urban shopping centers and other urban complexes.

“Commercially sponsored sign” means a sign which advertises goods or services; but the erection of which has a secondary purpose, which is to promote or contribute to some recognized public or community goal or function.

“Continuing offence” means an offence in terms of this By-Law, which continues to exist, after the expiry of the notice period referred to in a notice served in terms of this Policy.

“Direction sign” means a type of guidance sign provided under the South African Traffic Sign System and used to indicate to the road user the direction to be taken in order that they may reach their intended destination;

“Development advertising sign” means an advertising sign describing (including pictorial representation of) the type of development being carried out on a construction site.

“Display” means the display of a sign and includes the erection of any sign of structure intended solely or primarily for the support of a sign and, in addition, includes the display of a sign of a business, trade partnership or individual connected with the contents of the sign or sign.

“Display Period” means the period which a specific sign, sign type or advertising structure is allowed on a specific, site.

“Electronic sign” means a sign which has an electronically controlled, illuminated display surface which allows all, or a portion, of the sign to be changed, or illuminated in different ways.

“Enterprise” means a business undertaking whether incorporated for gain or not.

“Erf” means an erf, stand, lot, plot, agricultural holding or similar land entity registered in a deed registry.

“Estate agent board” means an advertisement that are temporarily displayed to advertise the fact that land, premises, development or other forms of fixed property are for sale or to let and includes a private seller.

“Existing sign” means any sign previously approved by the Municipality.

“Facade” means a principal front or fronts of a building.

“Flashing sign” means a sign in which the visibility of the contents is enhanced by their intermittently appearing and disappearing or being illuminated with varying intensity or colors.

“Flat sign” means a sign which is affixed to, or painted directly onto, a wall of a building but not onto, or over, windows or doors or architectural articulations and which at no point projects more than 300 mm in front of the surface of such wall.

“Freeway” means a road designated as a freeway by means of a road traffic sign.

“Free standing sign” means a sign that stand on its own or has its own support and is not attached to any building or does not form part of or is not an integral part of an architectural element or structure.

“Ground level” means the level immediately below any portion of a sign and means natural ground level where the natural ground level is uncovered and in other instances the top surface level of the covering on the natural ground.

The ***“Height of a sign”*** is calculated by measuring the vertical distance between the uppermost and lowest parts of the structure.

“Heritage Impact Assessment” (HIA) means a visual assessment of the impact that any proposed sign may have on the cultural heritage, whether built or recognized, at the locality where the proposed sign will be displayed.

“Illuminated” means an advertising structure which has been installed with electrical or other power for the purpose of illumination of the message of such sign;

“Illuminated sign” means a sign the continuous or intermittent functioning of which depends upon it being illuminated.

“Location sign” means a type of guidance sign provided under the SA Road Traffic Sign System and used to identify places or locations which either provide reassurance during a journey or identify destinations such as towns, suburbs or streets near the end of a journey.

“Locality-bound sign” means a sign displayed on a specific site, premises or building and which refers to an activity, product, service or attraction located, rendered or provided on that premises or site or inside that building.

“Main roof a building” means any roof of a building other than the roof of a veranda or balcony.

“Main wall of a building” means any external wall of a building, but does not include a parapet wall, balustrade or railing of a veranda or a balcony;

“Maximum area (of a sign)” means the measured area of a signboard, of where there is no backing board to the sign, the area of an imaginary rectangle drawn around the outer extremities of the contents of sign.

“Mobile sign” means an advertisement attached to or displayed on a vehicle, vessel or craft on land, on water or in the air.

“Municipal property” means immovable assets in the registered ownership of the Municipality, and includes land, improvements, road reserves and infrastructure.

“Municipality” means the Dawid Kruiper Municipality or any employee thereof, or duly authorized agent thereof acting in connection with this By-Law, by virtue of a power vested in the Municipality and delegated to such employee or agent.

“Municipal area” means the jurisdiction area of the municipality;

“National Building Regulations” means the regulations promulgated from time to time under the National Building Standards and Regulations Act, 1977 (Act 103 of 1977) (SANS 10400) as amended.

“National Road Traffic Act” means the National Road Traffic Act, 1996 (Act 93 of 1996).

“Non-profit body” is a body established primarily to promote a community goal or benefit without direct or personal financial gain; and may include educational, sporting, medical, municipal departments; bodies as well as charities or community organizations. The Municipality may call for documentary proof, of the non-profit status or community benefit objective of the body.

“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 which takes place out of doors.

“Overall height”, in relation to a sign, means the vertical distance between the uppermost edge of the sign and the finished level of the ground, footway or roadway immediately below the corner point of the sign.

“Person” includes:

- (a) Any organ of state;
- (b) Any company incorporated or registered as such under any law;
- (c) Anybody of persons, whether incorporated or not, functioning as a single entity for whatever purpose;
- (d) Individual person.

“Poster” means temporary signs capable of being attached to the Municipal electrical light standards to advertise events or campaigns and is confined to the municipalities service provider for handling of posters.

“Project board” means any sign which is affixed to a wall of a building and which at some point projects more than 300 mm in front of the surface of such wall.

“Public place” means any public road, public street, thoroughfare, bridge, a Road Reserve, lane, square, open space, garden, park or enclosed place vested in the Municipality, or other state authority or indicated as such on the Surveyor General’s records, or utilized by the public of zoned as such in terms of the applicable zoning scheme.

“Public road” means public road as defined in the National Road Traffic Act, 1996 (Act 93 of 1996).

“Road Reserve” means the area contained within the statutory width of a road, and includes roadways, shoulders and sidewalks and the airspace above such roadways, shoulders and sidewalks and all other areas within the road reserve boundary.

“Road traffic sign” means any road traffic sign as defined in the National Road Traffic Act, 1996 (Act 93 of 1996), the detailed dimensions and applications of which are controlled by the regulations to this Act;

“Roof sign” means a sign affixed to a roof of a building where the top edge of any point of that sign does not exceed the height of the roof plane to which it is affixed.

“Security sign” means an outdoor sign for neighborhood watch and similar schemes, and a sign containing the name, logo, address and telephone number of a security company contracted to protect, or security system installed to protect, the premises on which the sign is displayed.

“Service station facility sign” means freestanding signs at petrol filling stations, roadside rest and service areas.

“Sign/signage” is a more comprehensive term than ‘advertisement’ and refers to any advertisement or object, structure or device which is in itself an advertisement or which is used to display an advertisement;

“SAMOAC” means the South African Manual for Outdoor Advertising Control (April 1998) published by the national Department of Environment Affairs and Tourism and amended/updated from time-to-time and which may not necessarily be published or promulgated;

“Street name signs” means pole-mounted, double-sided, internally illuminated or unilluminated signs displayed in combination with names of streets and is bound to the municipalities service provider for handling illuminated street name signs.

“Street furniture” means public facilities and structures which are not intended primarily for advertising and includes but is not limited to seating benches, planters, bins, pole mounted bins, bus shelters, sidewalk clocks, Telkom boxes, traffic signal controllers, electricity boxes, post boxes, but excludes road traffic signs, traffic signals, streetlights or any other road-related structures.

“Temporary signs” means signs which are displayed for a maximum period as may be approved by the Municipality.

“Traffic Impact Assessment” (TIA) means a study carried out by a registered Professional Engineer with demonstrable experience in the field of traffic engineering that investigates the impact a proposed sign may have on vehicle/pedestrian/cyclist safety and traffic operation. The study should recommend any mitigating measures that may be required as a result of that impact.

Urban edge line means a predetermined point-to-point boundary line as determined by the Municipality from time to time, which has as its purpose, the containment of urban development.

“Verandah” includes a cantilevered canopy and sunblind.

“Zone” means a land use zone as set out in the relevant zoning schemes or Town Planning Regulations as amended from time to time and applicable to any erf on which a sign is displayed or intended to be displayed and “zoning” has a corresponding meaning.

2. APPLICATION OF THE BY-LAW

2. The By-Law shall be applicable throughout the area of jurisdiction of the Dawid Kruiper Municipality, irrespective of the ownership or control of the land, and shall apply to land owned by the National Government or under the management of any National Government Department, Provincial Government Department, State Owned Enterprise, or Local Authority, as well as all other land.
3. Nothing contained in this by-law shall be construed as being in derogation of any law enacted by any national or provincial authority relating to advertisements within their legislated mandate.

3. AREAS OF CONTROL, SIGNS, AND REQUIREMENTS AND CONDITIONS THAT RELATE TO EACH SIGN

4. Areas of control and exemptions

- (1) The areas of control as contained in Annexure A, Figures 1 & 2, and as may be re-classified by resolution of the municipality from time to time, pertain.
- (2) For the purposes of these By-laws the following areas of control exist:
 - (a) Rural areas of maximum control;
 - (b) urban areas of maximum control;
 - (c) urban areas of partial control;
 - (d) urban areas of minimum control; and
 - (e) areas of maximum control in which advertising is prohibited.
- (3) A person who intends to display a sign must verify that the sign may be displayed in a particular area of control.
- (4) The municipality has determined and declared the areas set out in Figure 2 to be prohibited advertising areas within which no person may display any sign or advertisement.

- (5) The areas of control in which particular classes and types of signs may be displayed are identified in the Schedules which are specified hereto.
- (6) Extraordinary circumstances prevailing in a certain area in the municipality may require the municipality to declare the area exempt from the provisions of these by-laws, and in determining whether extraordinary circumstances exist which justify exemption, one or more of the following may be taken into consideration:
 - (a) Whether an urban renewal programme is in place which warrants a unique approach to outdoor advertising within its focus area;
 - (b) whether exemption from these by-laws will contribute to the success of the urban renewal programme;
 - (c) whether the organisers of an international sport, arts or cultural festival require exemption from these by-laws to contribute to the success of the said festival;
 - (d) the nature and function of the defined area;
 - (e) the enhancement of the defined area, which can be achieved by means of exemption;
 - (f) the financial benefit to either or both the municipality or the urban renewal programme accruing from such an exemption;
 - (g) the nature and extent of outdoor advertising, which will be permitted in terms of the proposed exemption; and
 - (h) whether the exemption granted will be in the public's general interests.
- (7) In the event of a special event, the municipality may, on application and payment of the fee determined by the municipality, grant, subject to any conditions it may deem necessary, an exemption from specific terms of these by-laws in respect of the sign types or areas of control, having regard to –
 - (a) the area of control where it is proposed to display the sign;
 - (b) the nature of the event;
 - (c) the duration of the erection or display of the sign;
 - (d) the size of the proposed sign;
 - (e) any traffic, safety, environmental or heritage impact assessment as may be required by the municipality; and
 - (f) the outcome of any public participation process, if so required by the municipality.

5. APPLICATION PROCEDURES FOR AURTHORISATION

- 5. No person shall display any advertisement or erect or use any sign or advertising structure for advertising purposes without the Municipality's approval in terms of this By-Law and any other applicable legislation.
- 6. Every person who applies to the Municipality for approval shall, on making application, pay to the Municipality an application fee as determined by the Municipality's Tariffs from time to time. No sign shall be erected until such time as the application fee has been paid in full.
- 7. No application shall be accepted if the sign is not in line with any requirements of the applicable schedule as set out in this By-Law.
- 8. A written application must –

- (a) Be lodged in duplicate on the applicable form;
 - (b) Contain the requirements for the type of outdoor advertising sign applied for;
 - (c) Include payment of the prescribed fee and where applicable, a deposit;
 - (d) Include a locality plan indicating the proposed position of the outdoor advertising sign;
 - (e) Include additional drawings, diagrams, photographs and approved building plans which are necessary in the opinion of the Municipality to reflect the true nature and scope of the application;
 - (f) Include any assessment, consent or approval which may be required by the Municipality in respect of the application;
 - (g) Include any further documents, certificates or information which may be required for that particular outdoor advertising sign;
 - (h) Include proof of compliance with any other applicable legislation;
 - (i) Include authorization from an organ of state or state owned enterprise if required for that type of sign.
9. A drawing for the structure to which the sign is attached to must comply with the requirements of the National Building and Regulations Standard Act, 1977 (Act 103 of 1977), if find necessary by the Municipality, must be submitted with the application.
10. The Municipality may withdraw any approval given under this By-Law where the relevant advertising sign does not or ceases to comply with these By-Laws, or a condition imposed in such approval has not been complied with.
11. The Municipality, when granting approval for any advertising, or structure upon which an advertisement is to be displayed in an urban area, must make its approval conditional on the applicant also obtaining the approval of any other relevant authority.
12. If the applicant is not the registered owner of the property on which the sign will be erected, the applicant shall obtain the signature of the registered owner of the land or building on which the sign is erected indicating that person's knowledge of and consent to the application.

5. SAFETY

11. No advertisement or advertising sign shall, subject to the discretion and approval of the Municipality or the appropriate Roads Authority.
- (a) Constitute a danger to any person or property;
 - (b) Be so placed or contain an element which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;
 - (c) Be illuminated to the extent that it causes discomfort to or inhibits the vision of approaching pedestrians or drivers;
 - (d) Be attached to a road traffic sign or signal, combined with a road traffic sign or signal, obscure a road traffic sign or signal, create confusion with a road traffic sign or signal, interfere with the functioning of a road traffic sign or signal or create a road safety hazard in the opinion of the Municipality or the appropriate Roads Authority;
 - (e) Obscure a pedestrian's or driver's view of pedestrians, road or rail vehicles and features of the road, railway or pavement such as junctions, bends and changes in width;
 - (f) Project over a pedestrian or cycle circulation route, unless the clear height of such sign exceeds 2,4m;
 - (g) Obstruct fire escape or means of egress to fire escapes;

- (h) Be placed closer than the minimum clearance with regard to overhead power lines as prescribed by any law.
- 12. An outdoor advertising sign must comply with the provisions of the National Road Traffic Act and any other applicable law.
- 13. Any outdoor advertising sign, including its supports and frameworks, closer than 1.5m to an opening of a building must be constructed of non-combustible material in accordance with the Building Act.

6. MAINTENANCE OF SIGNS

- 14. The owner of the property on which any sign is erected or displayed and the advertiser shall be jointly and severally responsible for the maintenance of such a sign (together with all its supports, braces, guys and anchors) and to keep it in a state of good repair and preservation both structurally and aesthetically.
- 15. Whenever any alteration is made to the ground level adjacent to any sign, such owner and advertiser shall be jointly and severally responsible for the alteration of the height of such sign so as to comply with the requirements of these By-Laws.
- 16. Any sign, as permitted by these By-Laws:
 - (a) Should, where possible, to be located at a height that discourages vandalism;
 - (b) Shall be serviced on a regular basis; and
 - (c) Shall be maintained in good repair and in a safe condition and according to the highest standards as regards quality of structures, posting and sign writing.
- 17. Should any sign become dangerous or a nuisance such owner of advertiser shall immediately remove the source of danger or the nuisance and failure to do so shall constitute an offence.
- 18. Should an owner or advertiser fail to comply with the terms of a notice issued by the Municipality him to remove such source of danger or nuisance, the Municipality may remove the sign concerned at the expense of the owner or the advertiser and no compensation shall be payable by the Municipality to any person in consequence of such removal.

7. COMPLIANCE OF EXISTING SIGNS

- 19. Every sign existing at the date of the promulgation of this By-Law shall be made to comply therewith in all respects within a period of three months from the date of such promulgation. Where any sign does not so comply after the said period of three months, it shall forthwith be removed.
- 20. Where any sign not complying with the provisions of this By-Law has not been made to comply therewith, the Municipality may order the owner thereof to remove such sign. Upon failure to do so the municipality may remove the sign and recover the cost from the person who erected the sign or permitted the erection thereof.
- 21. Whenever, through change of ownership or occupancy or change in the nature of the business, industry, trade or profession conducted on any premises or through the erection of new traffic signal lights or through an alteration in the level or position of any street, footway or kerb, or through any other cause whatsoever a new sign ceases to comply with this By-Law,

such sign shall be forthwith removed, obliterated or altered by the person displaying such sign so as to comply with this by-law.

8. ILLUMINATION OF SIGNS

22. Illumination is permitted on an advertisement only if it does not lead to unsafe driving condition, and where it is specifically not prohibited.
23. The maximum luminance level as determined by the International Commission of Illumination and provided in SAMOAC is permitted.
24. The light source emanating from floodlights shall not be visible to traffic travelling in either direction.
25. Floodlighting shall be positioned to ensure effective distribution and minimize light wastage or “spill”.
26. No person shall erect or display any animated or flashing sign, the frequency of the animations or flashers or other intermittent alteration, of which disturbs the residents or occupants of any building or is a source of nuisance to the public.

9. SERVICE OF NOTICES

27. Where any notice or other document is required by this By-Law to be served on any person, it shall be deemed to have been properly served if served personally on him/her, or any member of his/her household, apparently over the age of 16 years, at his place of residence, or on any person employed by or with him at his place of business, or if posted by registered post to such person’s residential or business address, as it appears in the records of the Municipality, or if such person is a company or closed corporation or a trust, if served on any person apparently employed by the company, closed corporation or a trust, at the registered office thereof, or sent by registered post to such office.
28. Notwithstanding the provisions of the served notice, in the event that an outdoor advertising sign-
 - (a) Constitutes an imminent or irreversible threat or danger or emergency to the environment or the health, safety or well-being of any person, property or the public; or
 - (b) Is displayed on Municipal property and has not been approved;

the Municipality may immediately take steps to remove, rectify or cover the sign.

29. The provisions provided for in this By-law are in addition to any other statutory, common law, criminal or civil remedies that a Municipality may have at its disposal.

10. DAMAGE TO MUNICIPAL PROPERTY

30. No person shall, in the course of erecting or removing any sign, or banner, cause damage to any tree, electric standard or service or other Municipal installation or property and street furniture.

11. ENTRY AND INSPECTIONS

31. The Municipality shall be entitled, through its duly authorized officers, to enter into and upon any premises, at a reasonable time for the purpose of carrying out any inspection necessary for the proper administration and enforcement of the provisions of this By-Law.

12. INDEMNITY

32. The Municipality shall be indemnified against any claims of whatsoever nature that may arise as a result of the presence of any sign approved and/or erected in terms of this By-Law, and also any claims of whatsoever nature that may arise as a result of damage to any sign that has been removed by the Municipality or its agent after failure by the offender to remove the sign as instructed in a written notice.

13. DAMAGE OR DEFACEMENT BY REMOVAL OF SIGNS

33. Any damage or defacement of any building or site caused by or resulting from the removal of any sign shall forthwith be made good on the satisfaction of the Municipality, at owner's cost.

14. EXISTING SIGNS

34. This By-Law shall not be applicable to existing contracts regarding the erecting of advertising signs, entered into prior to the adoption of this By-Law.

15. OFFENCES

35. Any person who:

- (a) Contravenes or fails to comply with any provision of these By-Laws'
- (b) Contravenes or fails to comply with any requirement set out in a notice issued and served on a person in terms of these By-Laws;
- (c) Contravenes or fails to comply with any conditions imposed in terms of these By-Laws;
- (d) Knowingly makes a false statement in respect of any application in terms of these By-Laws;

shall be guilty of an offence and will be served with a notice to rectify the contravening within 7 days.

36. If the owner / occupier fails to comply with the notice to comply, the Municipality shall take all further steps required to rectify the contravention, which may include the imposing of a contravention levy and/or legal proceedings instituted against the land owner and/or occupant.
37. The Municipality will, according to the annual approved tariff structure of Council, impose a contravention levy for unauthorised land uses as part of the municipal account, until such time as the owner / occupier of the said property provides written proof that the contravention has been rectified.
38. The owner of the land and/or occupier, in the case of municipal or state owned land, concerned on the date on which the notices to comply was issued and who fails to comply with the notice, shall be liable for the payment of the contravention levy which may be:
- a) an once off amount applicable per event or occurrence of the said contravention, or
 - b) a monthly levy applicable as long as the contravention continues and both such levies may be calculated retrospectively from the date on which the contravention first occurred.

16. PRESUMPTIONS

39. Any person charged with an offence in terms of this By-Law who is:
- (a) Alone or jointly with any other person responsible for organizing, or in control of any meeting, function or event, to which a sign or poster relates, shall be deemed, until the contrary is proved, to have knowingly displayed every unlawful sign or poster displayed in connection with such meeting, function or event or to have caused or allowed it to be so displayed;
 - (b) The person whose name appears on an unlawful sign of whose product or services are advertised on such sign, shall be deemed, until the contrary is proved, to have displayed such sign, or to have caused or allowed it to be displayed unless the contrary is proved;
 - (c) The owner of any land or building on which any unlawful sign was or is displayed, shall be deemed, until the contrary is proved, to have knowingly displayed such sign, or caused or allowed it to be displayed.

17. SHORT TITLE AND COMMENCEMENT

40. This by-law shall be known as the By-law relating to the Outdoor Signs, 2022 and shall come into operation on the date of publication thereof in the Provincial Gazette.

18. REPEAL

41. From the date of promulgation of this By-Law, the Advertising By-Law, 2012 (By-Law 1 of 2012), as amended is hereby repealed.

SCHEDULE 1
SUPER BILLBOARDS

No super billboards are allowed in the Municipal area.

SCHEDULE 2
CUSTOM-MADE BILLBOARDS

No custom-made billboards are allowed in the Municipal area

SCHEDULE 3
LARGE BILLBOARDS

Are confined to those existing in minimum area of control.

SCHEDULE 4
SMALL BILLBOARDS AND TOWER STRUCTURES CONFINED TO CBD, MALLS, RAILWAY STATIONS AND AIRPORT

1. No person may erect small billboard or tower structure without first obtaining the written approval of the Municipality.
2. A small billboard or tower structure shall not exceed a maximum size of 6m² and a maximum height of 4m and shall have a clear height of not less than 2,4m.
3. Small billboard and tower structure shall be permitted only in urban areas of minimum and partial control.
4. No panel of tower structure shall exceed a maximum size 4,5m² and the clear height of a tower structure shall not be less than 2,4m with a maximum height of 5m from ground level.
5. Small billboards and tower structures shall primarily be aimed at users within the activity center.

SCHEDULE 5
LARGE POSTERS CONFINED TO CBD AND SHOPPING CENTRES

No large posters are allowed in the Municipal area.

SCHEDULE 6
BANNERS AND FLAGS

1. Banners and flags can only be displayed in urban areas of partial and minimum control.
2. A maximum of two banners, flags or teardrop flags may be displayed per event, enterprise or function in an urban area of maximum control.
3. A maximum of four banners, flags or teardrop flags or only one inflatable may be displayed per event, enterprise or function in an urban area of partial control and an urban area of minimum control.
4. A maximum of ten banners, flags or teardrop flags and one inflatable may be displayed per shopping center of which the floor area, excluding the parking area, is 2000 square meters or larger.
5. A Banner may not be larger than 5m² and flag may not be larger than 2m².
6. Placing of banners and flags are subject to places as indicated by the Municipality.

7. Display of a banner, flag, teardrop flag or inflatable may not be attached in a manner so as to interfere with or constitute a danger to passing vehicular or pedestrian traffic.

SCHEDULE 7
SUBURBAN SIGNS

No suburban signs are allowed in the Municipal area.

SCHEDULE 8
ESTATE AGENTS BOARDS

1. An estate agents board may not contain information other than the words "*for sale*", "*to let*" or "*sold*", "*sole mandate*" and the name, logo, and telephone number of the selling agents.
2. An estate agents' board is permissible in any area, but not more than one such board per estate agent may be placed on any erf.
3. An estate agents' board may only be a single board or two duplicate boards joined together.
4. The maximum size of an estate agents' board shall be 0,45m².
5. An estate agents' board must be attached to the boundary fence of the property concerned or displayed within the boundaries of premises.
6. An estate agents' board must be removed not later than 30 days after conclusion of a contract of sale or lease of the property in question.
7. No illumination or animation of estate agents' board is allowed.

SCHEDULE 9
ADVERTISEMENT FOR SALE OF GOODS OR LIVESTOCK

1. Only one advertisement for sale of goods or livestock per sale shall be allowed.
2. The size of such an advertisement may not exceed two square meters in natural or rural area or an urban area of maximum or partial control, and 2,8 square meters in an urban area of minimum control, and no part of the advertisement shall be higher than three meters above the ground.
3. Such an advertisement may be displayed only on the premises or property where the advertised sale is to take place, or be attached to the boundary fence of such a property or premises.
4. No illumination of such an advertisement shall be allowed.
5. Such an advertisement may be erected no earlier than one day before the sale in question and must be removed not later than one day after such sale, and advertisements of a permanent nature are not allowed.

SCHEDULE 10
PLACEMENT POSTERS AND NOTICES

Posters is signs being attached to the Municipal electrical light standards to advertise events or campaigns and is confine to the Municipalities service provider for handling of posters.

SCHEDULE 11
PROJECT BOARD

1. A project board may not exceed 1,5 square meter per consultant or contractor, whether displayed as part of a combined project board or individually.
2. A combined project board may not exceed 6 square meters in total.
3. An individual or single board may be displayed only if no other consultants or contractors are involved, or if a combined project board has already been erected.
4. A sign describing the type of development may not exceed 3 meters in height and may not, in any other area of control, exceed 6 square meters in size.

5. Only one advertisement per contractor or consultant may be displayed per street frontage of a site.
6. Only one advertisement per contractor per project may be displayed in a rural area of maximum control;
7. Only one sign describing the type of development may be displayed per premises;
8. A project board must be positioned within property boundaries only; and
9. A project board concerning road construction may be positioned in any road reserve, including a freeway.
10. No specific limitations are imposed on the colour or texture of a sign.
11. Illumination or animation of a sign is not permitted.
12. A sign may describe the building or structure being erected, or other work or activity being carried out while the project is in progress only, and the names of the contractors or consultants concerned in such work or activity, and the branches of the industry or the professions of the contractors or consultants may be listed.
13. Where a sign describes the type of development being carried out on a site, details concerning the type of accommodation being provided, the floor space available and the name, address and telephone number of the developer or his agent may be contained in the sign.
14. A sign may not be used for commercial advertising.
15. A sign in this class must be removed within 7 days after completion of the project.

SCHEDULE 12

TEMPORARY WINDOW SIGNS

1. Window signs are permitted in all urban areas of control and at centers of economic activity in natural and rural areas of maximum control.
2. Display of a sign is limited to ground-floor windows.
3. No limitations are imposed on the colour or texture of a sign.

SCHEDULE 13

STREETNAME ADVERTISEMENT

Street name advertisements is confine to the Municipalities service provider for handling illuminated street name signs.

SCHEDULE 14

NEIGHBOURHOOD WATCH AND SIMILAR SCHEMES

1. Signs shall refer only to the existence and operation of a commercial security service, burglar alarm system or neighborhood watch or similar systems or scheme.
2. A sign may not exceed 0,35 square meter in area.
3. The clear height of a sign may not exceed 3 meters.
4. In urban areas only one sign may be displayed per street boundary of a stand or subdivision, and the sign must be firmly affixed to the building, boundary wall, fence of gate on the street frontage, or must be displayed within the boundaries of the stand.
5. No specific limitations are imposed on the colour or texture of a sign.
6. Illumination or animation of a sign is not permitted.

SCHEDULE 15

PRODUCT REPLICAS AND THREE-DIMENSIONAL SIGNS

1. This sign shall only be permitted in urban area of minimum control.
2. A product replica or three-dimensional advertising sign may only be displayed within the boundaries of the site, and may only be displayed at the premises where the business is conducted.

3. The highest point of any free-standing sign may not be more than 3 meters above ground level.
4. Individual signs may not exceed a vertical dimension of 1,5 meters and a diameter of more than 1 meter.
5. Only one sign per enterprise may be attached to buildings or displayed on individual premises, and a sign may not exceed a total sign area of 3 cubic meters in an urban area of minimum control.
6. A sign attached to a building may not be displayed above the bottom edge of the second-floor window, and may not extend above the level of the underside of the eaves or gutter of the building.
7. A sign may not be placed in front, or obstruct the view from any window or any other external opening of a building.
8. No specific limitations are imposed on the colour or texture of a sign.
9. Illumination or animation of a sign is allowed.
10. A product replica may not dominate prominent architectural features of a building, with the exception of buildings in entertainment districts.

SCHEDULE 16

SKY SIGNS

No sky signs are allowed in the municipal area.

SCHEDULE 17

ROOF SIGNS

Subject to approval in terms of this By-Law, the erection and/or display of Roof signs are permitted in all urban areas minimum & partial control except areas zoned for residential purposes in areas of maximum control. In addition,

1. The total area of any roof sign affixed flush onto or painted onto a roof of a building shall not exceed one quarter of the overall area of the roof to which it is affixed or painted.
2. When attached to the bottom edge of a roof or vertically midway on the roof of a building, such sign may not exceed 1m in height and its total area may not exceed 25% of the area to which it is affixed.
3. It shall be permissible to affix a roof sign along the edge of a roof of a building, and can be erected along more than two edges of such roof and shall not exceed 25% in total area or one quarter of the overall area of the main wall with a maximum height of 1m.
4. No advertising of this class of signs may be done on residential buildings.
5. Illumination of a sign is not allowed.

SCHEDULE 18

FLAT SIGNS

1. Flat signs shall only be allowed in urban areas of minimum, partial and maximum control and at centers of economic activity in rural and natural area of maximum control, but shall be limited to buildings utilized for commercial, industrial, or entertainment purposes and larger accommodation facilities.
2. Only locality bound flat signs shall be allowed.
3. In natural and rural area of maximum control the size of the sign may not exceed 1,2m².
4. In urban areas of partial and minimum control the sign may not exceed 6m².
5. The maximum projection of any part of a sign over a footway or ground level is 75 millimeters where the sign is less than 2,4 meters above the sidewalk or ground level immediately below the sign, and 300 millimeters where the sign is more than 2,4 meters above such footway or ground level, subject to the payment of encroachment fees, where applicable.

6. No more than one sign per enterprise may be displayed in a rural area of maximum control and an urban area of maximum control, and no more than two flat signs per enterprise may be displayed in an urban area of partial control and an urban area of minimum control.
7. A sign may not cover a window or any other external opening of a building, or obstruct the view from such opening.
8. A sign may not extend above the top or beyond either end of a wall.
9. A sign may be attached to a flat wall surface only.
10. No limitations are imposed on the colour or texture of a sign.
11. Illumination of a sign is allowed.

SCHEDULE 19 **PROJECTING SIGNS**

1. A sign may be displayed in an urban area of maximum control, an urban area of partial control, and an urban area of minimum control, and at centers of economic activity in a rural area of maximum control.
2. Display of a projecting sign is limited to a building utilized for commercial, office, industrial or entertainment purposes and to a larger accommodation facility.
3. A sign may not be displayed on a building used for residential purposes or for community services or community institutions, a small enterprise and a practice on residential premises, or a small-scale residential-oriented accommodation.
4. A projecting sign may not be affixed at a clear height of less than 2,4 meters.
5. A projecting sign may not exceed 300 millimeters in thickness.
6. The maximum sizes and dimensions of signs displayed in an urban area of maximum control are as follows:
 - (a) Where the clear height of the sign is below six meters, the maximum size of the sign may not exceed 1,2 square meter, the maximum horizontal width may not exceed 1,5 meter, and the maximum vertical length may not exceed 2,0 meter; and
 - (b) Where the clear height of the sign is above six meters, the maximum size of the sign may not exceed 2,5 square meters, the maximum horizontal width may not exceed 1,5 meter, and the maximum vertical length may not exceed 2,0 meter.
7. The maximum size and dimension of a sign displayed in an urban area of partial control and an urban area of minimum control is as follows:
 - (a) Where the clear height of the sign is below six meters, the maximum size of the sign may not exceed 2,5 square meters, the maximum horizontal width may not exceed 1,5 meters, and the maximum vertical length may not exceed 2,0 meters; and
 - (b) Where the clear height of the sign is above six meters, the maximum size of the sign may not exceed 4.0 square meters, the maximum horizontal width may not exceed 1,5 meters, and the maximum vertical length may not exceed five meters.
8. Only one projecting sign shall be allowed per enterprise façade.
9. A sign may not be affixed otherwise than at right angles to the street line.
10. A sign with a clear height of less than six meters may not project at any point more than one half of the width of the sidewalk immediately below such sign,
11. No specific limitations are imposed on the colour or texture of a sign.
12. Illumination of a sign is allowed.
13. A person who intends to display a projecting sign with a clear height of more than six meters, must submit a structural drawing to the Municipality for consideration and approval by the municipality.

SCHEDULE 20

VERANDA, BALCONY, CANOPY AND UNDER-AWNING SIGNS

1. Veranda, balcony, canopy and under-awning signs are permitted in all areas of control.
2. Such sign may not –
 - (a) Project at any point more than 100 millimeters from the surface to which it is affixed;
 - (b) Exceed a depth of 750 square millimeters and a length of 2,4 meters; and
 - (c) Extend above or below or beyond any of the extremities of the parapet wall, balustrade, railing, beam or fascia, as the case may be.
3. A balcony or under awning advertising signs may be erected only on premises used for commercial, office, industrial or entertainment purposes.
4. An under-awning sign suspended below the roof of a veranda, canopy or balcony must have a minimum height of 2,4m above the pavement, footpath or street.
5. A sign on a balcony may not be displayed above the lower edge of any visible second-floor window.
6. No illuminated sign or sign designed to reflect light may be attached to or displayed at a street intersection on any splayed or rounded corner of a veranda, canopy or balcony, unless the clear height of the sign is six meters.
7. A sun-blind and awning must be constructed and fixed in such a manner as to be incapable of being lowered to less than 2,5m above the footway or pavement directly beneath it. Such signs must be parallel to the building line and may not interfere with vehicular or pedestrian traffic, traffic lights or traffic signs.
8. The following conditions apply to a sign painted on or affixed to a supporting column, pillar or post, as the case may be:
 - (a) A sign must be painted on or affixed flat onto the supporting column, pillar or post;
 - (b) A projecting sign may be affixed to a column, pillar or post supporting a roof over fuel pumps at a filling station or roadside service area only, and may not exceed one square meter per sign face or two square meters per total sign area;
 - (c) A sign affixed flat onto a supporting column, pillar or post may not project more than 50 millimeters from the surface to which it is affixed;
 - (d) A sign affixed flat onto a supporting column, pillar or post may not extend beyond any of the extremities of such a column, pillar or post;
 - (e) A sign affixed flat onto a non-rectangular supporting structure must be curved to fit the form of such structure;
 - (f) Only one sign may be displayed per pillar, post or column, and this applies also to a sign projecting from a pillar, post or column supporting a roof at fuel pumps; and
 - (g) No posters or placards may be pasted onto a supporting column, pillar or post.
9. A canopy sign must form an integral part of the canopy or blind without dominating the canopy structure or blind.

SCHEDULE 21

SIGNS PAINTED ON WALLS AND ROOFS

1. Signs painted on buildings, boundary walls and roofs shall be permitted only in urban areas of minimum control.
2. Signs painted on the façade of a building shall not cover more than 20% of such façade of the building, boundary wall or roof of the enterprise to which such sign pertains.

3. Not more than one sign per enterprise shall be allowed while no more than one locality-bound sign per building, boundary wall or roof shall be allowed.
4. No specific limitations are imposed on the colour or texture of a sign.
5. Signs in this schedule may only be painted on the main walls or roof of a building used for commercial, office, industrial or entertainment purposes.
6. Illumination of a sign is not permitted.

SCHEDULE 22

WINDOW SIGNS

1. This sign can be displayed in all areas of control.
2. A sign may be displayed on ground-floor windows only.
3. The total area of all permanent signs painted on or attached to the windows of a specific enterprise may not exceed 25 percent of the total ground-floor window area of such enterprise in all areas of control.
4. A sign may not be displayed above ground-floor level.
5. No specific limitations are imposed on colours.
6. No internally illuminated signs inside a building may be visible from outside the building in an urban natural & rural area of maximum control.

SCHEDULE 23

SIGNS INCORPORATED IN FABRIC OF BUILDING

1. A sign may be displayed in all areas of control.
2. No specific limitations are set on the shape, size and height of sign, however the building, or structure, or any external face of the building or structure may not be used principally for the display of signs.
3. No sign displayed may distract the attention of a driver in a manner likely to lead to unsafe driving conditions.
4. A sign must be in balance with the scale of the building and must be visually and architecturally integrated into the building or structure.
5. A sign must be maintained properly.
6. No sign may be displayed in such a manner as to be detrimental to or have a negative aesthetic impact of the urban design, streetscape or character of the environment.

SCHEDULE 24

SIGN OF FORECOURTS OF BUSINESS PREMISES

1. A forecourt advertising sign may not be displayed in a road reserve and may not interfere with pedestrian circulation.
2. A forecourt advertising sign may be displayed only in an urban area. In any other area, it may only be displayed in a center of economic activity.
3. A forecourt advertising sign may not be animated.
4. An individual free-standing forecourt sign may not
 - (a) Exceed 1,50 square meters in size if it is a single-sided sign; and
 - (b) Exceed 3,00 square meters in size if it is a double-sided sign.
5. No limitations are imposed on the colour or texture of a sign.
6. Illumination of a sign is not allowed.
7. Only one sign per enterprise will be allowed.
8. A hand-written message is allowed on a board provided for writing messages on.

SCHEDULE 25

SIGNS FOR RESIDENTIAL-ORIENTADE LAND USE AND COMMUNITY SERVICES

1. This sign can be displayed in all areas of control.
2. The following conditions apply to the display of direction and warning sign and notices such as *"Beware of the dog"*, and *"Burglar Alarm"*:
3.
 - (a) A sign may not exceed a total area of 0,08 square meter per premises; and
 - (b) If there is more than one entrance to the premises on different road frontages, a total sign area of 0.16 square meter may be displayed, with not more than 0,08 square meter per frontage.
4. The following conditions apply to the display of a sign indicating the name and the nature of an accommodation facility, including a bed-and-breakfast establishment, a crèche or any other pre-school caring center, occupational practice and institution or other community facility within an area with a residential character:
 - (a) One sign with a maximum area of 1,5 square meter per premises may be displayed;
 - (b) If there are more than one entrance to the premises on different road frontages, two signs with a combined maximum are of 1,5 square meter each may be displayed with each on a different frontage;
 - (c) Where more than one smallholding or farm share the same unnumbered or private access route a combination sign or collective board must be provided which will allow for one square meter per farm or smallholding; and
 - (d) Where more than one enterprise shares the same premises, a combination sign or collective board must be provided which allows for one square meter per enterprise.
 - (e) Where a sign indicates a street number, one sign may be displayed per road frontage of each premises, with a minimum letter size of 150 millimeters and a maximum size of 350 millimeters.
5. The highest point of any single free-standing may not extend three meters above ground level, and the highest point of any combination sign may not extend four meters above ground level.
6. A sign may be displayed on the premises to which it specifically refers, or on the boundary wall or fence or gate of such premises only.
7. A farm or smallholding name sign may be displayed next to the entrance of the access road to the homestead, or alternatively may be affixed to the gate at the entrance of such access road.
8. Where several smallholdings share the same unnumbered or private access road –
 - (a) A collective board or combination sign may be displayed at the entrance to the access road, but no smallholding name sign may be displayed if any official traffic sign bearing a destination or route number is displayed at the entrance to such access road; or
 - (b) A combination sign or collective board may be provided which will allow 0.30 square meter per farm or smallholding.
9. The display of a sign in this class is allowed inside such a restricted area only if there is no other appropriate way of displaying the sign, however the sign may not be displayed inside a road reserve.
10. No animation of a sign is permitted.
11. The illumination of signs in urban area of control are allowed.

SCHEDULE 26
ON PREMISES BUSINESS SIGNS

1. a sign displayed may not serve as an advance sign and may be displayed only on the premises where the business is conducted.
2. An on-premises business sign shall only provide information on the name and nature of the enterprise, the brand name and nature of goods sold or produced and the nature of services provided and the name of the proprietor(s) or practitioners(s).
3. An on-premises business sign requires the specific consent of the municipality and/or the relevant road authority.
4. An on-premises business sign may be a combination sign for a variety of businesses in the same locality and may also be free-standing.
5. An on-premises business sign shall only be displayed if:
 - (a) Signs affixed to the building may not be noticed by passing pedestrian or motorists due to the position of the building;
 - (b) It is not structurally possible or visually feasible to affix appropriate signs to a building;
 - (c) The sign is needed to locate the entrance to business premises or the private access road to a business;
6. This section is not applicable to small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes;
7. Only one sign or advertising panel on a combination sign may be permitted per enterprise, provided that if there are more than one entrance to a premises on different road frontages, two signs or advertising panels may be permitted per enterprise each on a different road frontage;
8. An on-premises business sign may be illuminated in areas of minimum control.
9. An on-premises business sign shall not be animated in areas of maximum and partial control.
10. Display of a sign at a farm stall or an access road to a farm or smallholding in an urban area of maximum control is subject to the following conditions:
 - (a) A maximum sign area of two square meters is permitted, provided that where a sign is affixed to a non-advertising structure such as a boundary wall, gate or gate structure, the sign may not occupy more than 50 percent of the structure to which it is affixed;
 - (b) Where a solid advertising structure is used, the maximum area per sign, including the supporting structure, may not exceed four square meters, and the sign panel or lettering may not occupy more than 50 percent of the total sign area; and
 - (c) Where a sign is incorporated in a combination sign displayed at an access road, the maximum sign panel area may not exceed 1,5 square meter.
 - (d) The highest point of a single-freestanding sign at a farm stall and a farm access road in an urban area of maximum control may not exceed a height of three meters above ground level.
11. Display of a sign, in an urban area of maximum & partial control is subject to the following conditions:
 - (a) A maximum sign area of 2,0 square meters is permitted, provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure, it may not occupy more than 50 percent of the structure to which it is affixed;
 - (b) Where a solid advertising structure is used, the maximum area per sign including the supporting structure, may not exceed 5,0 square meters, but the actual sign panel or lettering may not occupy more than 50 percent of the total sign area; and

- (c) Where a sign is incorporated in a combination sign, the maximum sign panel area per sign panel may not exceed 2,00 meters.
 - (d) The highest point of a single-freestanding sign in an urban area of partial control and an urban area of minimum control may not exceed a height of four meters above ground level.
12. Display of a sign in an urban area of partial control and an urban area of minimum control is subject to the following conditions:
- (a) For a combination stacked sign, a maximum size of 14 square meters and these signs shall have a clear height of not less than 2,1 meters. No panel of a stacked structure(s) shall exceed a maximum size of 4,5m² and the clear height of a structure shall not be less than 2,1 meter.
 - (b) A maximum sign is of 4,5 square meters for other signs that are not combination stacked signs is permitted with provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure it may not occupy more than 50 percent of the structure to which it is affixed.
 - (c) Where a solid advertising structure is used, the maximum area per sign, including the supporting structure, may not exceed 12 square meters but the actual sign panel or lettering may not occupy more than 50 percent of the total sign area; and
 - (d) The highest point of a combination signs in an urban area of partial control and an urban area of minimum control may not exceed a height of 10 meters above ground level.
13. A sign may not extend above or beyond any of the extremities of the structure to which it is affixed;
14. The name or logo, or both the name and logo of the sponsor of an on-premises business sign may not occupy more than one-third of the total area of a sign, and it must refer to products and services available on those specific premises or at that specific enterprise.
15. No limitations are imposed on the colour or texture of a sign.
16. Internal and external illumination is permitted in an urban area of partial control and an urban area of minimum control;
17. Animation is prohibited in all areas of control.

SCHEDULE 27

SIGNS ON PYLONS (ON PREMISES)

- 1. Display of a sign is permitted in an urban area of minimum control only.
- 2. No one may erect or display a pylon advertising sign without first obtaining the written approval of the Municipality, or if necessary the written approval of the South African National Road Agency.
- 3. The maximum area of advertising sign on pylon advertising signs per structure shall not exceed 36 square meters.
- 4. The clear height of pylon advertising sign may not be less than 2,4m.
- 5. Illumination or animation may be permitted in an urban area of minimum control.
- 6. No person may attach an advertisement to pylon unless the pylon is independently supported without the aid of guys, stays, brackets or other restraining devices, and is properly secured to an adequate foundation in the ground.
- 7. The sign shall form an integral part of the design of the structure.

SCHEDULE 28

SIGNS AT PLACES FOR EDUCATION PURPOSES, CHURCHES AND NON PROFIT REGISTERED

INSTITUTIONS

1. Signs are permitted in all areas of control.
2. No person may erect an advertising sign without first obtaining the written approval of the municipality.
3. Illumination of free-standing signs at educational facilities and at institutions will not be allowed.
4. Signs with a political content will not be permitted.
5. A free-standing sign may only indicate the name and nature of the facility or institution and the name of sponsors.
6. A sponsor's content on all permitted signs may not exceed 30% on signs.
7. No space for commercial purposes will be allowed.
8. A maximum total sign area of 2,0m is allowed.
9. One ground sign may be permitted per street-face.
10. Free-standing signs shall not in the discretion of the Municipality, in any way detrimentally affect the residential character and amenity of the neighborhood or any other amenities of the area and/or the surroundings.
11. No animation or illumination are allowed.

SCHEDULE 29

SPONSORED ROAD TRAFFIC PROJECTS SIGNS

1. A sign may be displayed in all areas of control.
2. A sign for sponsored road traffic projects requires the specific consent of the Municipality.
3. A sign may not exceed 4.5 square meters in size, and no part of the sign may be higher than three meters above ground level.
4. A sign may contain the name of the project, and the name or logo, or the name and logo of the sponsor only, and the name or logo, or both the name and logo of the sponsor of a project may not occupy more than one third of the total area of a sign.
5. No limitations are imposed on the colour or texture of a sign.
6. Illumination or animation of a sign is not permitted.
7. Retro-reflective material may be used to improve the conspicuousness of emergency facilities such as SOS emergency call boxes.
8. Signs displayed on the same side of the road, excluding SOS call-boxes, may not be closer than five kilometers from each other.

SCHEDULE 30

SERVICE FACILITY SIGNS

1. A sign may be displayed in all areas of control.
2. No person may erect a service facility advertising sign without first obtaining the written approval of the municipality.
3. A service facility advertising sign must be locally-bound and may be erected or displayed only in service facilities adjacent to and directly accessible from national, provincial or urban roads at which the advertisement is directed. Only one such advertising sign per direction of traffic flow will be allowed;
4. No service facility advertising sign may exceed the following dimensions;

Natural areas and urban freeways	10m in height and 3 m in width
Other urban areas	7m in height and 2m in width
Rural areas	20m in height and 6m in width

5. A maximum of eight advertising panels is allowed per combination sign.
6. Only one business, enterprise, or service may be displayed per advertising panel.
7. A service facility advertising sign may not be animated, and illumination is allowed only while the services concerned are being provided.
8. Only one combination sign is permitted in this class may be displayed on the premises of a filling station or roadside service area.
9. A sign on a combination sign may refer to the name or logo of a business. Company or person providing a service only, and may indicate the type of service provided.

SCHEDULE 31

TOURISM SIGNS (GUEST HOUSES EXCLUDED)

1. A sign may be displayed in all areas of control.
2. The display signs may be displayed within road reserves unless the municipality prescribes otherwise.
3. The sizes and positioning of these signs are prescribed by the South African Road Traffic Signals Manual, as published in accordance with National Road Traffic legislation.
4. Signs in this class which had been erected by companies/institutions other than the Municipality inside road reserves, must be replaced every 7 years at the cost of the advertiser, in terms of the requirements of the South African Road Traffic Act, 1996 (Act 93 of 1996).

SCHEDULE 32

FUNCTIONAL ADVERTISING SIGNS BY PUBLIC BODIES (ON OWN PREMISE)

1. These signs may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity substation, and the display of a by-law for recreation groups or open space.
2. Signs in this class shall not be misused for the purpose of commercial and competitive advertising.
3. A sign may be displayed in all areas of control.
4. A sign may not exceed 0,55 square meter in size.
5. A sign permitted by this class may be displayed inside a road reserve, but may not be displayed on a freeway.
6. No limitations are imposed on the colour or texture of a sign.
7. A sign may not be used for the purposes of commercial and competitive advertising.
8. The logo of the service provider must be displayed on a sign.

SCHEDULE 33

AERIAL SIGNS

1. No person shall display an aerial advertisement in a natural or a rural area.
2. An aerial advertisement may not be illuminated or animated.
3. An aerial advertisement may be displayed only in daylight hours;
4. No aerial advertisement shall be displayed for a period exceeding two weeks in any calendar year;
5. Any requirement or conditions prescribed by the Department of Civil Aviation must be adhered to.
6. No limitations are imposed on the colour or texture of a sign.

SCHEDULE 34

VEHICULAR ADVERTISING

1. A sign may be displayed in all areas of control.
2. Display of a sign is subject to deemed consent.
3. No vehicle may be used for the sole purpose of advertising.

4. No animation is allowed.
5. Illumination of advertisements are limited to the following instances:
 - (a) An internally illuminated sign which indicated that a taxi is for hire; and
 - (b) A reflective sign with the colour red to the back, the colour yellow to the side, and the colour white to the front of a vehicle.

SCHEDULE 35

TRAILER ADVERTISING

1. A trailer may be parked in an urban area of partial control and an urban area of minimum control only.
1. The parking of trailer is subject to specific consent.
2. A trailer sign may not exceed an individual sign face area of 12m² and a combined sign face area of 24m². The vertical dimensions of a sign may not exceed 3 meters and the horizontal dimension may not exceed 4 meters.
3. No animation or illumination are allowed.
4. No person may tow any sign in this class for the sole purpose of advertising, meaning that an advertisement trailer may only be towed from the advertiser's property to the advertising site approved by the Municipality and only before 07h00 and after 17h30.
5. Trailer sites for parking of advertisement trailers aimed at road users must be approved by the Municipality after application therefore, subject to these by-laws.
6. The application submitted must contain the professional opinion of a registered traffic officer about the acceptability of the site, which must include visual, social and traffic safety aspects.
7. Only a trailer which has prior to parking been registered by the Municipality may be parked on demarcated or approved trailer sites.
8. Approval of a trailer advertisement is valid for a maximum of 14 days.

ANNEXURE A

FIGURE 1: ADVERTISING OPPORTUNITIES

FIGURE 1 : ADVERTISING OPPORTUNITIES						
TYPE OF SIGN		AREA OF CONTROL				
SCHEDULE		Maximum control			Partial	Min.
1	Super billboards	x	x	x	x	x
2	Custom-made billboards	x	x	x	x	x
3	Large billboards confined to those existing	x	x	x	x	√
4	Small billboards and tower structures confined to CBD, shopping centres, railway stations and airport	x	x	x	√	√
5	Large posters confined to CBD and shopping centres	x	x	x	x	x
6	Banners and flags	x	x	x	√	√
7	Suburban ads	x	x	x	x	x
8	Estate agents' boards	√	√	√	√	√
9	Sale of goods and livestock (non-commercial premises)	√	√	√	√	√
10	Pavement posters and notices	x	x	x	√	√
11	Project boards	√	√	√	√	√
12	Temporary window signs	√	√	√	√	√
13	Street name advertisements	x	x	x	x	√
14	Neighbourhood watch and similar schemes	√	√	√	√	√
15	Product replicas and three-dimensional signs	x	x	x	x	√
16	Sky signs	x	x	x	x	x
17	Roof signs	x	x	x	√	√
18	Flat signs	√	√	√	√	√
19	Projecting signs	x	√	√	√	√
20	Veranda, balcony, canopy and underawning signs	√	√	√	√	√
21	Signs painted on roofs and walls (roofpaintings restricted to industrial areas)	x	x	x	x	√
22	Window signs	√	√	√	√	√
23	Signs incorporated in the fabric of a building	√	√	√	√	√
24	Advertisements of forecourts of business premises	√	√	√	√	√
25	Miscellaneous signs for residential oriented land use, community services guest house and occupational practice	√	√	√	√	√
26	On-premises business signs	√	√	√	√	√
27	Advertising on pylons (on premise)	x	x	x	x	√
28	Signs at places for education pruposes, churches and non profit registered institutions	x	x	x	x	x
29	Sponsored road traffic projects (Temporary)	√	√	√	√	√
30	Service facility signs	√	√	√	√	√
31	Tourism signs (Guest house excluded)	√	√	√	√	√
32	Functional advertisements by public bodies (on own premises)	√	√	√	√	√
33	Aerial signs	x	x	√	√	√
34	Vehicular advertising	√	√	√	√	√
35	Trailer advertising	x	x	x	√	√
Legend		NATURAL	RURAL	URBAN ENVIRONMENT		
x Not permissible		Landscape type				
√ Permissible (subject to compliance with principles and conditions)						

FIGURE 2: AREAS OF CONTROLS

AREAS OF CONTROLS	
MINIMUM CONTROL	<ul style="list-style-type: none"> • Transport (airports, bus and taxi terminals, railway station) • Parts of CBD • Industrial areas • Stadiums for Sport • Entertainment (Casino), Golf Course • All advertising will form part of figure 1 of advertising opportunities
PARTIAL CONTROL	<ul style="list-style-type: none"> • Tourism Corridors • Commercial modes within suburban center • Educational, Institutional properties (Churches, Hospitals) • Mixed use and interface areas • All advertising will form part of figure 1 of advertising opportunities
MAXIMUM CONTROL	<ul style="list-style-type: none"> • All Residential areas • All Settlement areas except where commercial (partial control) • Natural, conservation areas & Historical site • All advertising will form part of figure 1 of advertising opportunities
All illuminated signs, posters and illegal advertising within all road reserves will be controlled by Council's Service Provider.	