

## FINES LIST: OUTDOOR ADVERTISING AND CONTROL BY-LAW

| SECTION                 | DESCRIPTION OF TRANSGRESSION                                                                                                                                                                                                                         | AG 1 <sup>st</sup> OFFENSE | AG 2 <sup>ND</sup> OFFENSE |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------|
| <b>5.</b>               | <b>GENERAL REQUIREMENTS</b>                                                                                                                                                                                                                          |                            |                            |
| 5(1)(a)<br>read with 28 | Advertisement or advertising structure constituted a danger to any person or property.                                                                                                                                                               | NO AG                      | NO AG                      |
| 5(1)(b)<br>read with 28 | Advertisement or advertising structure erected without approval                                                                                                                                                                                      | NO AG                      | NO AG                      |
| 5(1)(c)<br>read with 28 | Advertisement or advertising structure detrimental to the environment or to the amenity of a human living environment by reason of size, shape, colour, texture intensity of illumination, quality of design or materials<br>or for any other reason | NO AG                      | NO AG                      |
| 5(3) read with 28       | Advertisement emitted a noise, sound, smoke, smell or odours.                                                                                                                                                                                        | NO AG                      | NO AG                      |
| <b>6.</b>               | <b>DESIGN, CONSTRUCTION AND POSITION ON THE SITE</b>                                                                                                                                                                                                 |                            |                            |
| 6(1)(a)<br>read with 28 | Sign not neatly and properly constructed and executed and finished in a workmanlike manner in accordance with the National Building Regulations and Building Standards Act                                                                           | NO AG                      | NO AG                      |
| 6(1)(b)<br>read with 28 | Sign detrimental to or have a negative aesthetic impact on the urban design, streetscapes or the character of the surrounding area by way of the design of the structure or device                                                                   | NO AG                      | NO AG                      |
| 6(1)(c)<br>read with 28 | Sign displayed in such a manner that it is detrimental to the amenity of the neighbourhood or disfigure the surroundings                                                                                                                             | NO AG                      | NO AG                      |
| 6(1)(d)<br>read with 28 | Sign not having a neat appearance and not consisting of durable materials in accordance with the function, nature and permanence of the advertisement, sign or structure.                                                                            | NO AG                      | NO AG                      |

| 11                         | Access for repair work                                                                                                                                                                                                |       |       |
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| 6(1)(e)<br>read with<br>28 | Sign defaced building facades with electrical services provisions and other accessories.                                                                                                                              | NO AG | NO AG |
| 6(1)(f)<br>read with<br>28 | Sign not rigidly and securely attached, supported or anchored in a safe manner and so that unwanted movement in any direction is prevented.                                                                           | NO AG | NO AG |
| 6(1)(g)<br>read with<br>28 | Sign not capable of effectively securing, supporting and maintaining not less than twice its mass with the addition of any force to which the sign may be subjected, including wind pressure.                         | NO AG | NO AG |
| 6(1)(h)<br>read with<br>28 | Sign not securely and effectively attached to brickwork, masonry or concrete by means of bolts securely embedded in such brickwork, masonry or concrete or passing through the same and secured on the opposite side. | NO AG | NO AG |
| 6(1)(i)<br>read with<br>28 | Sign not attached to conservation worthy buildings with the necessary expert advice in order to prevent physical damage or to the heritage value of such buildings                                                    | NO AG | NO AG |
| 6(1)(j)<br>read with<br>28 | Sign not constructed and located at a height that discourages vandalism.                                                                                                                                              | R1000 | R2000 |
| 6(2)(a)<br>read with<br>28 | Used water soluble adhesive, adhesive tape or similar material to display or secure any sign or advertisement elsewhere than on a billboard, board or any structure provided for this purpose.                        | R1000 | R2000 |
| 6(2)(b)<br>read with<br>28 | Not having all exposed metalwork of any sign painted or otherwise treated to prevent corrosion and all timber treated to prevent decay.                                                                               | R1000 | R2000 |
| 6(2)(c)<br>read with<br>28 | Not having measures taken to prevent the entry of water into and the accumulation of water or moisture on or in any advertising sign or any part of its supporting framework, brackets or other members.              | R1000 | R2000 |

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| 6(3) read with 28    | Caused damage to a tree, electrical standard or service or other public installation or property in the course of erecting or removing any advertising sign, advertisement structure or device.                                                                                                                             | R5000 | R10000 |
| 6(5) read with 28    | Erected an advertising structure without the prior written consent of the municipality that the structure is suitably positioned and orientated.                                                                                                                                                                            | NO AG | NO AG  |
| 6(6)(a) read with 28 | Advertisement obstructed any window or opening provided for the ventilation of a building or obstructed any stairway or doorway or other means of exit from a building or prevented the movement of persons from one part of a roof to another part, or obstructed any fire escape or the means of egress to a fire escape. | NO AG | NO AG  |
| 6(6)(b) read with 28 | Advertisement painted on any fence or boundary wall in an area of maximum or partial control.                                                                                                                                                                                                                               | NO AG | NO AG  |
| 6(6)(c) read with 28 | Advertisement higher than the height restriction applicable to the zoning of the site in terms of the relevant Zoning Scheme without a relaxation being obtained in terms of such Zoning Scheme.                                                                                                                            | NO AG | NO AG  |
| 6(6)(d) read with 28 | Advertisement encroached on the building restriction area, without a relaxation having been obtained in terms of the relevant Zoning Scheme.                                                                                                                                                                                | NO AG | NO AG  |
| 6(6)(e) read with 28 | Advertisement exceeded the minimum clearance with regards to overhead power lines as prescribed in Regulation 19 of the Electrical Machinery Regulations.                                                                                                                                                                   | NO AG | NO AG  |
| 6(6)(f) read with 28 | Advertisement unreasonably obscured, partially or wholly, any sign owned by another person previously legally erected and legally displayed.                                                                                                                                                                                | NO AG | NO AG  |
| 7                    | <b>MAINTENANCE</b>                                                                                                                                                                                                                                                                                                          |       |        |
| 7(1)(a) read with 28 | Advertisement sign not serviced on a regular basis                                                                                                                                                                                                                                                                          | NO AG | NO AG  |
| 7(1)(b) read with 28 | Advertisement sign not maintained in good repair and in a safe condition and according to the highest standards as regards quality of structures, posting and signwriting.                                                                                                                                                  | NO AG | NO AG  |



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| 7(6) read with 28  | Sign not secured in such a manner not to constitute a danger to the public.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | NO AG | NO AG |
| 7(9) read with 28  | Failed to remove a sign displayed for advertising or giving information regarding the name of the occupier of premises or nature of the business conducted on such premises, when the owner ceased to occupy the premises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | R5000 | NO AG |
| <b>8</b>           | <b>ELECTRICAL AND ILLUMINATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |       |
| 8(1) read with 28  | <p><u>Illuminated signs and signs in which electricity is used:</u></p> <p>(a) Unsightly positioning of power cables and conduit containing electrical conductors.<br/> (b) Constructed of material which is combustible.<br/> (c) Not provided with an external switch in an accessible position as directed by the Fire Department of the Municipality, and at a height of at least three metres from the ground whereby the electricity supply to the sign may be switched off.<br/> (d) No wired and constructed in accordance with and subject to the provisions of the Municipality's Electricity Supply by law.<br/> (e) Connected to the electricity supply without the prior written permission of the relevant electricity supply authority and in accordance with the provisions of the "Standard Regulations for the Wiring of Premises".<br/> (f) Not fitted with efficient suppressers when likely to interfere with radio reception.</p> <p>Electronic advertisement inhibited the view of or cause discomfort to a driver or pedestrian or being in the direct line of sight of a traffic light</p> | NO AG | NO AG |
| 8(7) read with 28  | Electronic advertisement inhibited the view of or cause discomfort to a driver or pedestrian or being in the direct line of sight of a traffic light                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NO AG | NO AG |
| 8(10) read with 28 | Displayed light not meant for illumination in a visual zone, or in a natural area, or in an urban area of maximum control when visible from a road.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | R2000 | R4000 |
| 8(11) read with 28 | Displayed light not meant for illumination in a rural area of economic activity when visible from a public road.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | R2000 | R4000 |
| 8(12) read with 28 | Moved or directed a light beam in such a manner as to distract the attention of drivers of vehicles from the task of driving.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | R2000 | R4000 |
| 8(13) read with 28 | Positioned or aimed a light source or beam of light not meant for illumination to shine directly onto, or at, a public road.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | R2000 | R4000 |
| 8(14) read with 28 | Erected an illuminated advertisement or advertising structure in such a way that it had a detrimental effect on the amenity of a building on a residential zoned erf or were detrimental to the character or amenity of the neighbourhood.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | NO AG | NO AG |

| 9                  | CONTENT, AMENITY AND DECECY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                   |                                                   |
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| 9(2) read with 28  | Sign not having a neat appearance in terms of advertisement content and sign writing and contained untidy handwritten messages.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | R2000                                             | R4000                                             |
| 9(3) read with 28  | Sign contained numbers longer than eleven digits.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | R1000                                             | R2000                                             |
| 9(4) read with 28  | (a) Advertisement contained an element which distracted the attention of drivers in a manner likely to lead to unsafe driving conditions<br>(b) Advertisement erected in the vicinity of a signalised intersection which predominantly displays the colours red, yellow or green.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | R1000<br>R1000                                    | R2000<br>R2000                                    |
| 9(5) read with 28  | Advertisement in its content objectionable, indecent or suggestive of indecency or prejudicial to the public morals; or in conflict with the guidelines or standards laid down from time to time by the Advertising Standards Authority (ASA), or any similar body recognised as representing the industry                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NO AG                                             | NO AG                                             |
| 10.                | POSITIONING AND SIZE CONCERNING ROAD SAFETY AND TRAFFIC CONSIDERATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                   |                                                   |
| 10(1) read with 28 | <u>Advertisement or advertising structure: -</u><br><div>(a) Placed in a manner which distracted the attention of drivers in a manner likely to lead to unsafe driving conditions;<br/>(b) Placed in a manner which caused an obstruction to a motorist's view of the roadway or its approaches, regardless of the direction the motorist is travelling;<br/>(c) Attached to a road traffic sign or signal and obscured such road traffic sign or signal, or created confusion with a road traffic sign or signal, or interfered with the functioning of a road traffic sign or signal or created a road safety hazard.<br/>(d) Obscured 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;<br/>(e) Projected over a sidewalk or pedestrian circulation route, unless the clear height of such sign exceeds 2,2m and for a cycle circulation route a clear height of 3,0m;</div> | R1000<br><br>R1000<br>R1000<br><br>R1000<br>R1000 | R2000<br><br>R2000<br>R2000<br><br>R2000<br>R2000 |

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|                                | (f) Projected over a road with an overhang (if not allowed on a bridge or gantry)                                                                                                                                                                                                                                                                                                                                                                                                                                                      | R1000 | R2000 |
| 14.                            | <b>CLASS TWO: POSTERS AND GENERAL SIGNS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |       |
| 14(1)                          | <b><u>Class 2(a): Advertisements on street furniture: -</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |       |       |
| 14(1)(p)<br>read with 28       | Sign placed in such a way as to obstruct any pedestrian movement.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | R1000 | R2000 |
| 14(2).                         | <b><u>Class 2(B): Banners and Flags</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |       |
| 14(2)(c)<br>(vii) read with 28 | Displayed advertisement for more than two weeks before the date of the function or event advertised, and permitted such advertisement to remain in position for more than three days after the conclusion of such function or event.                                                                                                                                                                                                                                                                                                   | R1000 | R2000 |
| 14(2)(l)<br>read with 28       | Used banners and flags for other purposes than the following: -<br><br>(i) Advertising functions and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purpose, or functions or events relating to municipal, provincial or parliamentary elections or referenda.<br><br>(ii) Displaying the name, corporate symbol and nature of enterprises.<br><br>(iii) Streetscaping urban areas such as pedestrian malls, gateways and at pre-defined positions within the road reserve. | R2000 | R4000 |
| 14(2)(n)<br>read with 28       | Used banners and flags for advertising sales promotions or commercial products.                                                                                                                                                                                                                                                                                                                                                                                                                                                        | R2000 | R4000 |



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| 14(2)(u) read with 28         | Banner or flag interfered with or constituted a danger to passing vehicular or pedestrian traffic                                                                                                                                                                     | R2000 | R4000 |
| 14(4)                         | <b>CLASS 2(D): TEMPORARY ADVERTISEMENTS:</b>                                                                                                                                                                                                                          |       |       |
| 14(4)(a)                      | <u>Class 2(D)(i): Estate Agents' Boards: -</u>                                                                                                                                                                                                                        |       |       |
| 14(4)(a)(ii)(bb) read with 28 | Erected more than 10 direction boards indicating the position of a "show" property on or along freeways, or within a 150-meter radius of a freeway interchange, and showed more than the directional arrows and the name, logo and contact detail of the estate agent | R2000 | R4000 |
| 14(4)(a)(ii)(cc) read with 28 | Not removing advertising signs for show houses / properties by 12:00 the day after the 'show' has ended.                                                                                                                                                              | R2000 | R4000 |
| 14(4)(a)(ii)(dd) read with 28 | Displayed advertising / direction signs for show houses / properties which are facing approaching traffic closer than 40 meters from any street intersection.                                                                                                         | R2000 | R4000 |
| 14(4)(c)                      | <u>Class 2(D)(iii): Posters and Notices: -</u>                                                                                                                                                                                                                        |       |       |
| 14(4)(c)(vi)(dd) read with 28 | Poster and/or notice attached to power line standard, road traffic sign or signal, wall, column or post of a veranda or balcony, electricity box, tree or bridge                                                                                                      | R2000 | R4000 |
| 14(4)(c)(xvii) read with 28   | Attached temporary posters for parliamentary or municipal election campaigns to other mediums than electrical light standards within the road reserve.                                                                                                                | R2000 | R4000 |
| 14(4)(c)(x) read with 28      | Posters covered any municipal markings or painted stripes on lampposts                                                                                                                                                                                                | R1000 | R2000 |
| 14(4)(c)(xv) read with 28     | Erected posters other than parliamentary or municipal election or referendum posters, more than 14 days prior to the event                                                                                                                                            | R2000 | R4000 |

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| 14(4)(c)(xvi) read with 28     | Failed to remove posters, backing boards and cord or string, with the exception of parliamentary or municipal election or referendum posters, within 3 days of the passing of the event.                                                                                                                              | R2000 | R4000 |
| 14(4)(c)(xvii) read with 28    | Displayed posters relating to a parliamentary or municipal election or referendum for longer than the period extending from the beginning of the date of proclamation in the Government Gazette of an upcoming referendum or election to the end of the fourteenth day after the date of such election or referendum. | R2000 | R4000 |
| 14(4)(c)(xviii) read with 28   | Displayed poster and notice without the Municipality's stamp or marked with a municipal sticker.                                                                                                                                                                                                                      | R2000 | R4000 |
| 14(4)(c)(xix) read with 28     | Failed to remove posters or cause it to be removed within the periods prescribed.                                                                                                                                                                                                                                     | R2000 | R4000 |
| 14(4)(d)                       | <u>Class 2(D)(iv): Project Boards and Development Advertisements:</u>                                                                                                                                                                                                                                                 |       |       |
| 14(4)(d)(vi) read with 28      | Erected more than one advertisement per contractor or consultant per street frontage of a site.                                                                                                                                                                                                                       | R2000 | R4000 |
| 14(6)                          | <u>Class 2(F): Neighbourhood Watch, Security Signs And Similar Schemes:</u>                                                                                                                                                                                                                                           |       |       |
| 14(6)(c)(i)(aa) read with 28   | <u>Security signs: Urban area: -</u><br>Erected more than one sign per street boundary of a stand or subdivision and failed to firmly affix such sign to the building, boundary wall, fence or gates on the street frontage.                                                                                          | R2000 | R4000 |
| 14(6)(c)(iii)(bb) read with 28 | Erected neighbourhood watch signs on a road island or road median or inside a restricted area.                                                                                                                                                                                                                        | R1000 | R2000 |
| 14(5)                          | <u>Class 3(E): Veranda, Balcony, Canopy and Underawning Signs -</u>                                                                                                                                                                                                                                                   |       |       |
| 14(5)(n) read with             | Displayed signs on balconies above the lower edge of any visible second-floor window.                                                                                                                                                                                                                                 | R1000 | R2000 |



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| 28                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |       |  |
| 18.                | <p><b>CLASS FIVE MOBILE SIGNS</b></p> <p><b>EXEMPTED AND PROHIBITED SIGNS</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |       |       |  |
| 18(2) read with 28 | <p>Displayed any of the following signs or caused or allowed any such sign to be erected or displayed: -</p> <ul style="list-style-type: none"> <li>(a) Any sign painted on, attached to, or fixed between the columns or posts of a veranda.</li> <li>(b) Any signs to be suspended across a street with the exception of Gantry signs which require the specific approval of the Municipality.</li> <li>(c) Any sign which will obscure a road traffic sign, or which may be mistaken for or cause confusion with or interfere with the functioning of a road traffic sign.</li> <li>(d) Any sign which will obstruct any window or opening provided for the ventilation of a building or which obstructs any stairway or doorway of other means of exit from a building or which will prevent the movement of persons from one part of a roof to another part thereof.</li> <li>(e) Any animated or flashing sign the frequency or the animation's or flashes or other intermittent alterations of which disturbs the residents or occupants of any building or is a source of nuisance to the public.</li> <li>(f) Any illuminated sign the illumination of which disturbs the residents or occupants of any building or is a source of nuisance to the public.</li> <li>(g) Any swinging sign, which is a sign not rigidly and permanently fixed.</li> <li>(h) Any sign displayed on land not in accordance with the relevant zoning or approved consent use as per applicable Zoning Scheme.</li> <li>(i) Any advertisement or sign other than an exempted sign, for which neither a permit nor approval has been obtained.</li> <li>(j) Any poster pasted otherwise than on an advertising structure legally erected for the purpose of accommodating such poster.</li> <li>(k) Any sign painted on a boundary wall or fence in a Residential and rural area.</li> </ul> | NO AG | NO AG |  |

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|                    | <p>(l) No advertising sign which, in the opinion of the Municipality, is suggestive of anything indecent or may prejudice the public morals, shall be displayed.</p> <p>(m) No person shall display or erect any sign which relates to a business which is conducted on an erf or land which has not been re-zoned for that specific purpose.</p> <p>(n) No advertisements which relates to cigarettes or other tobacco products shall be advertised on municipal land or land that vests with the municipality.</p> |       |       |
| <b>20.</b>         | <b>APPLICATIONS FOR MUNICIPALITY'S APPROVAL FOR ADVERTISING SIGNS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |       |
| 20(1) read with 28 | Displayed or erected any sign or used any sign or used any structure or device as a sign without first having obtained the written approval of the Municipality.                                                                                                                                                                                                                                                                                                                                                     | R2000 | R4000 |
| 20(2) read with 28 | Altered, moved, re-erected a sign, or alteration to the electrical wiring system of such sign, except for the purposes of renovating or maintenance.                                                                                                                                                                                                                                                                                                                                                                 | R2000 | R4000 |
| <b>25</b>          | <b>DAMAGE TO MUNICIPAL PROPERTY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |       |
| 25 read with 28    | Intentionally or negligently, in the course of erecting or removing any sign, advertising structure, poster or banner caused damage to any tree, electric standard or service or other Municipal installation or property                                                                                                                                                                                                                                                                                            | NO AG | NO AG |

The George Municipality Outdoor Advertising and Control By-law was approved by Council on 27 July 2023 and promulgated on 11 August 2023. In order to give effect to the provisions within the by-law the above admission of guilt fine list is recommended for approval by the Chief Magistrate.

The fine amounts provide sufficient deterrent value in relation to the seriousness of the offence and in some cases will escalate in amount due to the continued transgressions should there be any. The escalation will only be applicable when the perpetrator is found guilty or pays an admission of guilt fine in respect of the preceding offence.

Where transgressions are considered serious or where an admission of guilt will not assist in resolving the matter, there is no admission of guilt and the matter must be considered by a competent court for the granting of appropriate relief.

This determination replaces any previous determinations applicable to the George Magisterial District(s).

APPROVED

28/09/2023

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| SENIOR LANDDROS                |
| PRIVATISAIR, PRIVATE SAG X6537 |
| 2023-09-23                     |
| GEORGE 5530                    |
| SENIOR MAGISTRATE              |

CHIEF MAGISTRATE

DATE: 28/09/2023

SENIOR