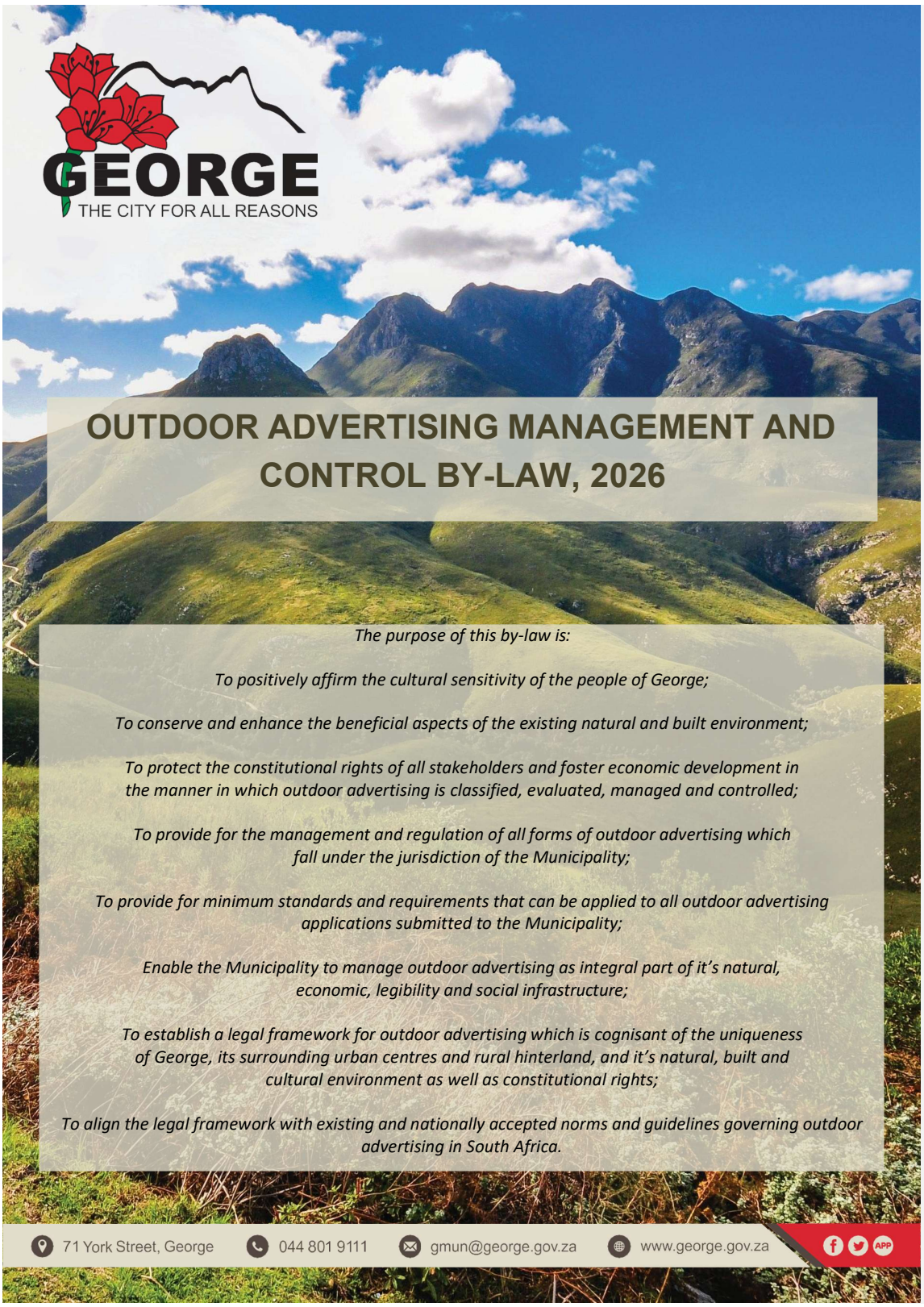

OUTDOOR ADVERTISING MANAGEMENT AND CONTROL BY-LAW, 2026

The purpose of this by-law is:

To positively affirm the cultural sensitivity of the people of George;

To conserve and enhance the beneficial aspects of the existing natural and built environment;

To protect the constitutional rights of all stakeholders and foster economic development in the manner in which outdoor advertising is classified, evaluated, managed and controlled;

To provide for the management and regulation of all forms of outdoor advertising which fall under the jurisdiction of the Municipality;

To provide for minimum standards and requirements that can be applied to all outdoor advertising applications submitted to the Municipality;

Enable the Municipality to manage outdoor advertising as integral part of it's natural, economic, legibility and social infrastructure;

To establish a legal framework for outdoor advertising which is cognisant of the uniqueness of George, its surrounding urban centres and rural hinterland, and it's natural, built and cultural environment as well as constitutional rights;

To align the legal framework with existing and nationally accepted norms and guidelines governing outdoor advertising in South Africa.

71 York Street, George 044 801 9111 gmun@george.gov.za www.george.gov.za

GEORGE MUNICIPALITY

OUTDOOR ADVERTISING MANAGEMENT & CONTROL BY-LAW

Promulgated in the Western Cape Provincial Gazette on 11 August 2023, in terms of Section 13(a) of the Local Government Municipal Systems Act, No.32 of 2000, and approved by the George Municipality at a meeting of Council, held on 27 July 2023, under item 11.5.

In terms of Section 156 of the Constitution of the Republic of South Africa, 1996, the George Municipality enacts as follows:

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CHAPTER 1: INTERPRETATION AND OBJECTIVES

DEFINITIONS

1. In this By-Law, unless the context indicates otherwise, any word or expression to which a meaning has been assigned to in the National Building regulations and Building Standards Act, 1977 or another By-Law of the Municipality, has the meaning assigned to it in that Act or By-Law: -

"advance sign" means a road traffic sign indicating the direction or distance to a facility, locality, activity, service or enterprise.

"advertisement" means any visible representation of a word, logo, name, letter, figure, object, mark, symbol, abbreviation, light or any combination thereof with the object of transferring information which is visible from any street or public place but excludes a road traffic sign and frames or fixtures within which an advertisement is displayed.

"advertisement for sale of goods or livestock" means an advertisement announcing such a sale on land or premises not normally used for commercial purposes and may include an advertisement announcing auctions of household goods on residential properties, or livestock or game on farms. This class will also include the display of an advertisement announcing the proposed sale of property or land by means of a public auction to be advertised within the road reserve.

"advertisement trailers" means a relatively light constructed trailer and carry double-sided "billboard-type" advertisements and are used for the sole purpose of advertising.

"advertiser" means the person or organization, whose product or service is being advertised, or whose name or image is mentioned or promoted in an advertisement.

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

"advertising impact assessment" (AIA) means a report requested by the Municipality from the applicant wherein the impact of the advertising sign is discussed. This report should address aspects, but will not be limited to, the environmental impact, visual impact, illumination of the advertisement, road safety impact of an advertising sign.

"advertising structure" means any screen, fence, wall or other physical structure or object erected to display an advertisement, or which is in itself an advertisement or used to display an advertisement.

"advertising sign" means any advertising structure built or erected to display an advertisement, together with an advertisement displayed on the structure and includes all advertising signs erected and displayed out-of-doors for the purpose of providing information but excludes any road traffic signs provided or erected in terms of any other legislation.

"aerial sign" means any sign attached to or displayed on a balloon or similar device or which is in itself an advertising sign which is suspended in the air and over any part of the area.

"affix" means to firmly secure, which includes "painting onto "and "affixed" shall have a corresponding meaning.

"animation" means a process whereby an advertisement's visibility or message is enhanced by

means of moving units or pictures, flashing lights or similar devices, or an advertisement containing a variable message.

"approved" means approved by the Municipality or other regulatory authority that has jurisdiction over the approval and "approval" has a corresponding meaning.

"arcade" means a covered pedestrian thoroughfare not vested in the Municipality, whether or not located at ground level passing wholly or partly through a building and to which the public normally has regular and unrestricted access.

"area of advertisement" means the total area of that which constitutes the advertisement.

"area of control" refers to the degree of advertising control to be applied in a specific area, i.e. maximum, partial or minimum control as determined by the Municipality from time to time.

"area of jurisdiction" means the area under the control of the Municipality according to the legally determined and declared boundaries of the Municipality.

"arterial road" means a road, which, in the opinion of the road authority, having a primary function of mobility/movement of traffic within an urban area.

"backlight unit" or "backlit" means advertising structures or devices which house illumination in a box to throw light through translucent printed on plastic or heavy-duty paper for higher visibility and extended night viewing.

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

"banner" means a piece of cloth or similar material upon which an advertisement is displayed in such a manner as to be fully legible in windless conditions, attached to one or more ropes, poles or flagstaff projecting vertically, horizontally or at an angle, or attached to buildings or to specific structures, but excludes banners carried as part of a procession.

"basic landscape sensitivity" indicates the visual or aesthetic sensitivity of the landscape with regard to outdoor advertisements and signs in terms of three basic landscape types, which are, in order of sensitivity, natural, rural and urban landscapes.

"billboard" means any screen or board larger than 6m², supported by a structure, which is to be used or intended to be used for the purpose of posting, displaying or exhibiting an advertisement and can be classified as a small, large or super billboard.

"bit of information" refers to the basic unit for measuring the length of advertising messages and may consist of letters, digits, symbols, logos, abbreviations or graphics of any nature.

"blind" means a vertical screen attached to shop windows or verandas in order to keep sun and rain from shop fronts and sidewalks, and which may be rolled up when not in use.

"building control officer" means any person who has been appointed by Municipality in terms of the National Building regulations and Building Standards Act, 1977, and his delegated officials.

"bus shelter displays" means posters positioned as an integral part of a covered structure at a bus stop or mini taxi rank or lay-bye.

"canopy" means a structure in the nature of a roof projecting from the façade of a building and cantilevered from the building or anchored otherwise than by columns or posts.

"centre of economic activity" means an enterprise or group of enterprises outside of urban areas and which may include farm stalls, roadside service areas, accommodation facilities, food services, industries and cottage industries as well as shops and other commercial facilities.

"centre point of intersection" means the point of contact between the centre lines of two roads.

"charge" means the appropriate monetary charge, tariff or fee determined by the Municipality.

"clear height" means the minimum vertical distance from the ground, road or surface level, as the case may be, to the bottom of the advertisement and / or to the advertising sign.

"combination sign" means an advertisement comprising a number of smaller, individual advertisements, usually displaying different products or services, placed next to each other / on top of each other, on a single free-standing advertising structure specially designed to accommodate more than one advertisement presented on suitable premises.

"commercial advertising" means any words, letters, objects, marks, logos, figures, symbols, pictures relating to the name of a business, a trade, a partnership or an individual or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered.

"composite sign" means a sign linked to a standardized background of a specific size similar to a poster-board on which logos or other tourist – related information can be attached.

"copy" means the complete advertising message to be displayed on the advertising structure.

"council" means the Council of the George Municipality and its Committees acting by virtue of any powers vested in the Council in connection with this by-law.

"custom-made billboard" means a billboard which could feature special effects such as illumination, special character cut-outs and three-dimensional representations, excluding animation.

"cut-outs" means letters, packages, figures or mechanical devices attached to the face of an outdoor advertising sign, which might extend beyond the rectangular area for greater attention value, can provide a three-dimensional effect and are also commonly known as add-ons or embellishments.

"deemed consent" means an advertising sign, which is deemed approved without the George Municipality having to provide specific consent.

"degree of landscape sensitivity" means a refinement of basics landscape sensitivity, which may include, apart from a refined visual sensitivity, traffic safety conditions as a criterion for sensitivity rating. Degree of landscape sensitivity is expressed in terms of area of control, i.e. areas of minimum, partial and maximum control, which are superimposed onto the three.

"density of residential area" refers to both population density (number of people per hectare) and intensity of land use or visual density (number of units per hectare and the nature of the units, e.g. high-rise, low-rise or detached, as well as to the presence of non-residential functions).

"department" means the Department in the Provincial Government: Western Cape responsible for road traffic regulation.

"development advertisement" means an advertisement which could describe the type of development being carried out on a construction site, including a pictorial representation, and containing the contact details of the developer or his agent.

"digital billboard" means a billboard that displays digital images primarily used for advertising that are changes by a computer every few seconds.

"directional sign" means a type of guidance sign provided under the South African Road 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.

"display period" means the exposure time during which the individual advertising message is on display.

"eco-blending" means adapting advertising structures to blend in with the (natural) environment.

"election" means National Government, Provincial Government or Municipal elections and by-elections inclusive of the registration process and referendum held from time to time.

"electronic advertising sign" means an advertising sign which has an electronically controlled, illuminated display surface, which allows all or a portion of the advertisement to be changed, animated or illuminated in different ways.

"engineer" means an engineer registered in terms of the Engineering Profession of South Africa, 1990 (Act No. 114 of 1990).

"entertainment area" means an area the main purpose of which is to be used as a park, sports field, barbeque area or for other recreational purposes.

"erf" means an erf, stand, lot, plot, agricultural holding or similar land entity registered in a deeds registry.

"estate agent's board" means an advertisement that is temporarily displayed to advertise the fact that land, premises, development or other forms of fixed property are for sale, to let or on show.

"existing sign" means a sign, which has been previously approved by the Municipality.

"expert advice" means advice derived from a person or institution with scientific, technical or other specialised knowledge.

"façade" means the principle front or fronts of a building.

"flag" means a material upon which an advertisement is displayed, and which is attached to a single rope, pole or flagstaff projecting vertically, horizontally or at an angle from a building or property.

"flashing sign" means a sign in which a symbol, figure, message or illustration intermittently appears and/or disappears and/or illuminated with varying colour or intensity.

"flat sign" means any advertisement affixed to any external wall of a building used for commercial, office, industrial or entertainment purposes, but excluding a parapet wall, balustrade or railing of a veranda or balcony, which at no point projects more than 300mm from the surface of such a wall and which may consist of a panel or sheet or of individual numbers, letters or symbols.

"fly poster" means any poster, which is pasted by means of an adhesive directly onto a surface.

"forecourt" means an outdoor area forming a functional part of a building housing an enterprise and may include the area of a filling station where the pumps are situated, or a terrace in front of a restaurant, enclosing fences, walls, screens or similar structures, excluding sidewalk areas in front of business premises intended for pedestrian circulation.

"forecourt advertisement" means an advertisement on a forecourt of a business premises, being an advertisement displayed in such forecourt to draw attention to commercial services, goods for sale or other services available at the premises but does not include a combination advertisement at a filling station or roadside service.

"free-standing sign" means any immobile sign, which is not attached to a building or to any structure or object not intended to be used for the primary purpose of advertising.

"freeway" means a road or section of a road designated as a freeway by the MEC by an appropriate road traffic sign in terms of section 11(6) of the Act or deemed to be a freeway under section 11(7) thereof, but excludes a National Road as determined by the National Roads Act no 7 of 1998.

"functional public advertisement" means an advertisement displayed only for announcement or direction of the functions of municipalities or parastatal bodies that cannot be displayed under any other class of advertisement.

"gantry" means a structure that spans over the entire width of road surface, erected onto a surface.

"gateway" means a prominent entrance to or exit from an urban area or a specific part of an urban area, consisting of man-made or natural features and creating a strong sense of arrival or departure.

"gore" means the area immediately beyond the divergence or before the merge of two roadways, bounded by the edges of those roadways.

"ground sign" means any sign detached from a building, other than an aerial sign, billboard or advertising structure.

"height of an advertising sign" means the maximum vertical distance from the ground, road surface or surface level, as the case may be, to the top of the advertisement and / or the advertising sign.

"human living environment" refers to all human settlements such as villages, towns or cities, which may consist of various components such as residential, employment and recreation areas and which require environmental management to provide services such as water, public spaces and waste removal and to protect the quality of the environment.

"illegal sign" means any sign or poster, painted, affixed, displayed, exhibited, posted or erected without approval by the Municipality but excludes any sign which was legally approved prior to the commencement of these by-laws by any other regulatory authority that had the authority to approve such sign

"illuminated" means, in relation to an advertisement, the installation of electrical equipment or other power for the purpose of illuminating the copy message at night, either continuously or intermittently.

"illuminated advertising sign" means an advertising sign which has been installed with electrical or other power for the purpose of external or internal illumination, either continuously or intermittently of the advertisement displayed on such a sign.

"inflatable sign" means any advertising sign erected and maintained by means of air or gas used for the purpose of posting or displaying any advertisement.

"information sign" means any sign or structure inter alia containing information relevant to the municipal area.

"landscape sensitivity" refers to the visual or aesthetic sensitivity of the landscape with regard to outdoor advertising and signs, is expressed in terms of basic landscape sensitivity and degree of landscape sensitivity and may also take traffic safety conditions into account.

"large billboard" means any billboard between, and including, 18m² and 40m² in area of advertisement.

"large poster" means an advertisement on a self-supporting structure of between 0,6m² and 1,1m² in area.

"light not intended for illumination" means a flashing, flickering or continuous light source, a beam of light or a number of such sources or beams, aimed or moved in such a manner as to attract attention, without being primarily for the purpose of illuminating an area or object.

"limited use area" means an area 50 metres outside the road reserve boundary of a freeway to which the same restrictions apply as the actual freeway reserve but where consent is given under certain circumstances for the display of specific sign t to indicate enterprises situated in such a limited use area.

"local identity icon" means the identity icon the Municipality chooses to use for purposes of branding the district.

"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, sold or provided on that premises or site or inside that building.

"location sign" means a type of guidance sign provided under the South African 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.

"lumen" means the measure of brightness form a light source.

"m" means metre.

"mm" means millimetre.

"main roof of building" means any roof of a building other than the roof of a veranda or balcony.

"main wall of building" means any external wall of such building, but shall not include a parapet wall, balustrade or railing of a veranda or a balcony.

"maximum height" means the distance from ground, road or surface level to the utmost top point of the advertisement and / or the advertising sign.

"mobile or transit sign" means an advertisement attached to or displayed on a vehicle, vessel or craft on land, on water or in the air.

"movable temporary sign" means a sign not permanently fixed and not intended to remain fixed in

one position but does not include any moving part in a fixed permanent sign.

"Municipality" means the George Municipality and includes any political structure, political office bearer, duly authorised agent thereof, or a service provider fulfilling a responsibility under this bylaw assigned to it in terms of the Local Government Municipal Systems Act, 2000 (Act 32 of 2000) or any other law, as the case may be, or an employee thereof acting in connection with this by-law by virtue of a power vested in the municipality and delegated, to such political structure, political office bearer, agent or employee.

"municipal land" means any portion of land including road, street, thoroughfare, bridge, subway, footpath, sidewalk, land, square, open space, garden, park or enclosed place, erf, site etc. vested in or owned by the Municipality.

"Municipal Manager" means a person appointed as such by the Municipality in terms of Section 54A of the Local Government: Municipal Systems Act, 2000 (Act 32 of 2000), as amended.

"mural advertising" means hand-painted, streetscape art walls sponsored by brands. Created by artists based on brand visuals and intentions.

"National Road Traffic Act" means the National Road Traffic Act. 1996 (Act No. 93 of 1996).

"natural area" means an area of the rural or non-urban environment which is in an unspoilt natural state or is of high scenic value, and includes, but is not limited to, national parks, game reserves, nature reserves, marine reserves, wilderness areas, areas of extensive agriculture and scenic areas.

"natural landscape" means relatively unspoilt areas outside urban areas such as national parks, game reserves, marine reserves, wilderness areas, extensive agriculture, scenic corridors nature reserves and scenic landscapes.

"non-profit body" means a body established to promote a social goal without the personal financial gain of any individual or profit-making commercial organization involved, and which submits adequate proof to the satisfaction of the Municipality of its non-profit status.

"on-premises business advertisement / advertising sign" means an advertisement aimed at identifying and locating business enterprises and industries and excludes a residential or community advertisement.

"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.

"owner of the advertisement" means the person who owns the advertisement which is displayed on the advertising sign, or any person who has a right to or a share in the ownership of the advertisement.

"owner of the advertising structure" means the person that owns the advertising structure or will own the structure once it has been erected, or any person who has a right to or share in the ownership of the advertising structure.

"owner of the land" means the person who owns the land on which the advertising sign is, or will be erected, or any person who has a right to or share in the ownership of the land.

"permanent sign" means signs erected for a period of more than 30 days.

"perpendicular" means with a 90° angle to the existing building or road at the position of the advertisement.

"person" means both natural and juristic persons.

"policy" means the Municipality's policy regarding advertising signs.

"poster or notice" means an advertisement displayed on an electrical street light pole standard inside the road reserve.

"primary right advertising" means any advertising displayed which is appropriate to business being conducted on or in the property on which the sign is to be erected or to which the sign is to be affixed.

"product replicas and three-dimensional advertisements" means a replica or device used for advertising that may be free-standing or attached to a structure and includes an inflatable object that is not an aerial advertisement.

"prohibited sign" means a sign, which does not conform to this by-law and can thus not be approved, unless such sign, due to advances in technology, will not detract from the principles contained in this by-law.

"project board" means an advertisement displaying information with regard to the relevant contractor(s) and / or consultant(s) involved in the construction project and displayed on the construction site.

"projected sign" means any sign projected by cinematography or other apparatus but does not include a sign projected onto the audience's side of a drive-in cinema screen during a performance.

"projecting sign" means any sign, whether stationary or actuated, attached to and protruding from a building which is used for commercial, office, industrial or entertainment purposes and which projects more than 300mm from the surface of the main wall and is affixed at a right angle to the street line.

"property" means any piece of land registered in a deeds registry as an erf, lot, plot, stand or agricultural holding.

"public place" means any road, street, thoroughfare, bridge, subway, foot pavement, footpath, sidewalk, lane, square, open space, garden, park or enclosed space vested in the Municipality.

"public road" means a road which the public has the right to use but excludes a road used by the public at major shopping centres.

"pylon sign" means any sign, whether stationary or actuated, displayed on or forming an integral part of a pylon or mast or similar structures other than a building.

"residential purposes" means the use of a building as a dwelling house, two or more dwelling units, a hostel, a boarding house and a residential club.

"road" means a public road which includes the shoulder, the land of which the road consists or over which the road extends, and anything on that land forming part of, connected with, or belonging to the road.

"roads authority" means either the Department of Transport or the Municipality, depending on the

location of an advertisement or an advertising structure;

"road island" means an area demarcated on a roadway by means of painted lines, stones, kerbs or by other means with the intention of preventing vehicles from standing or being operated in that area.

"road median" means the area separating traffic lanes on a roadway.

"road reserve" means the full width of a public road, including roadways, shoulders, sidewalks, the air space above it and all other areas from boundary to boundary.

"road reserve boundary" means the proclaimed boundary forming the outer edge of the road reserve.

"roadside service area" means an area with direct access from a municipal or provincial road in which facilities and services such as petrol and diesel sales, restaurants, fast food outlets, toilets, playgrounds and picnic spots may be provided for motorists.

"road traffic sign" means any road traffic sign as defined in the Road Traffic Act, 1989 (Act No. 29 of 1989).

"roadway" means the portion of a road, street or thoroughfare improved, constructed or intended or vehicular traffic which is between the edges of the travelled way.

"roof sign" means a sign on the main roof of a building lower than fifteen floors and which building is used or partly used for commercial, office, industrial or entertainment purposes.

"rotating sign" means a sign, which rotates on any axis.

"running light sign" means a sign or portion of a sign in the form of an illuminated strip, the illumination of which varies periodically in such a way as to convey the impression of a pattern of lights moving steadily along such strip.

"rural area / landscape" refers to areas of transition between developed urban areas and relatively unspoiled natural areas and includes intensive agriculture, subsistence agriculture, rural small holdings, un-proclaimed township areas and areas outside the urban edge as determined by the Spatial Development Framework.

"scroller sign" means a sign which panels can scroll intermittently to display a new advertisement.

"seasonal signage" means the construction, installation or display of advertisements or signs for a seasonal allocation period (up to six months and shall align with seasons).

"security advertisements" means an outdoor advertisement for neighbourhood watch, farm watch, security schemes and other similar schemes, and an advertisement containing the name, address and telephone number of a security company contracted to protect the premises on which the advertisements is displayed.

"sense of place" means recognition of the essence of the natural or man-made environment in which advertising may take place.

"service facility advertisement" means an advertisement at a filling station or roadside rest and service area referring to the types of services provided at such facility.

"shelter display" means posters positioned as an integral part of a covered structure.

"shoulder" is the outer portion of the roadway which, whether surfaced or not, does not normally constitute part of the travelled way.

"sidewalk" means that portion of a verge intended for the exclusive use of pedestrians.

"sign alley" is a section of road where advertising structures have been permitted at less than prescribed distances but in such a manner that no advertising structure shall obstruct another in any way.

"skyscraper" means a building which exceeds 10 storeys.

"sky sign" means an advertising sign between 75m² to 300m² on top of a skyscraper in a metropolitan area which may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems which may form an important landmark.

"small billboard" means a billboard smaller than 18m² in area of advertisement.

"specific consent" means the written approval of the Municipality after reviewing of the by-law for outdoor advertising.

"spectacular" or "super-sign" means a custom-made billboard larger than 40m^2 which can incorporate illumination and special effects such as cut-outs and three-dimensional representations.

"spheres of government" refer to the 3 divided spheres of the South African Government, namely National, Provincial and Local.

"static billboard" means a billboard displaying a fixed advertisement face, where the face is not changeable within seconds or minutes, but where a change of face has to be re-erected and affixed to the structure.

"storey" means the space within a building, which is situated between one floor level and the next floor level next above, or if there are no clearly defined storeys, the height of a storey shall be taken as 4,5m.

"street" means any street, road or thoroughfare shown on the general plan of a township, agricultural holding or any other division of land in respect of which the public have acquired a prescriptive or other right of way and which vests in Municipality.

"street furniture" means public facilities and structures which are not intended primarily for advertising and includes seating benches, planters, sidewalk litter bins, pole mounted bins, bus shelters, sidewalk clocks and drinking fountains, but excludes road signs, traffic lights, streetlights or any other road-related structures.

"street furniture advertisement" means advertisement on public facilities and structures which are not intended primarily for advertising and includes seating benches, planters, sidewalk litter bins, pole mounted bins, bus shelters, sidewalk clocks and drinking fountains, but excludes road traffic signs, traffic lights, streetlights or any other road related structures.

"street name sign" means a pole-mounted, double sided, internally illuminated advertisement displayed in combination with an illuminated street name sign; non-illuminated signs combined with directional signs bearing advertising and street names, non-Illuminated street names with

advertising; non-Illuminated stacked advertising signs with street names; combo utility units with street names or small street names with advertising.

"street number sign" means signs erected on kerbstones to indicate the street number and may include a small advertisement.

"suburban advertisement" means a pole mounted advertisement at the entrance to a town or suburb that carries an advertising sign beneath the road traffic sign bearing the name of the town or suburb.

"super billboard" means a billboard larger than 40m² up to 81m² in area of advertisement.

"sustainable development" means development that delivers basic environmental, economic and social services to all without threatening the viability of natural built and social systems upon which such services depend.

"temporary advertisement / advertising sign" means an advertisement / advertising sign displayed for a maximum period of 30 days or less as determined by the Municipality.

"temporary window sign" means a sign which is temporarily painted or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from the outside.

"third party advertisement" means any advertisement / advertising sign displayed by an advertiser not being in physical occupation of the property on which the advertisement/ advertising sign is to be erected or to which the sign is to be affixed.

"tourism sign" means a road traffic sign being mostly trapezoidal shaped, white on brown colour, the main objective being to inform and guide tourists in the final stages of their journeys.

"tower advertising sign" means a structure used for non-locality bound advertising in a parking area of a shopping centre and at an important transport node such as an airport, railway station or bus or taxi station with a total advertisement area which will not exceed $18m^2$.

"tower, bridge and pylon advertisement" means a billboard advertisement affixed to or painted on a tower, bridge or pylon that is not erected or used primarily for advertising purposes.

"township" means an area divided into erven or plots, whether with or without public open spaces, and into streets bounded by the erven, plot or open spaces, and established or recognized as a township under any law.

"trailer advertising" means a sign mounted on a trailer, bicycle or vehicle, which is stationery with the sole purpose of advertising.

"transport trailer" means an unpowered vehicle usually towed by a powered vehicle used to transport large or heavy cargo. This type of vehicle is mostly used to transport large quantity of good by road.

"tri-vision" means a display embellished which, through use of a triangular louver construction, permits the display of three different copy messages in a predetermined sequence.

"under-awning sign" means a sign suspended below the roof of a veranda or balcony.

"urban area / landscape" means proclaimed township area but exclude land in that area which is commonage land, or which is used or destined to be used mainly for farming or horticulture or the keeping of animals, or which consist of any other open space which has not been developed or reserved for public purposes and included all areas in the Spatial Development Framework earmarked for future development.

"urban area of maximum control" means an area deemed sensitive to visual disturbance and include but are not limited to natural open spaces in urban areas, urban conservation areas, interface of natural landscape with built-up areas, gateways, residential areas, bodies of water and rivers, ridges, forests, open recreational area, architectural and historical sites, characteristic vistas, heritage sites, special tourist areas and skylines.

"urban area of minimum control" include, but are not limited to areas seen as centres, areas and nodes of concentrated economic activity where the dominant concern and motivation is to conduct business and to sell products and services, such as areas of concentrated economic activity, commercial districts, shopping centres, office precincts, commercial enclaves & shopping centres in industrial areas & industrial parks, entertainment districts, and prominent transport nodes.

"urban area of partial control" means areas that can be characterized by a greater degree of integration and complexity of land use, includes but are not limited to a 50m strip between an area of minimum control and an area of maximum control, which will be measured from the edge of the area of maximum control into the area of minimum control, commercial enclaves in residential areas, suburban shopping centres & office parks, ribbon development, educational institutions, institutional premises, sports fields or stadiums, commercialised squares, government enclaves, smallholdings of an urban nature.

"vehicular advertising" means advertising on self-driven vehicles which are usually moving on land or water, including taxi's, buses, trains and delivery vehicles, but exclude aircraft.

"veranda" means a structure in the nature of a roof attached to or projecting from the façade of a building and supported along its free edge by columns or posts.

"visual zone" refers to the road reserve of a public road and any area that is visible from any spot on such a road reserve but does not include an area situated at a distance of more than 250m from the road reserve boundary of a road in an urban area.

"window signs" means signs, which are permanently painted on or attached to the window-glass of a building.

"zoning scheme" means a land use scheme as defined in section 1 of the Spatial Planning and Land Use Management Act and includes the components referred to in section 4 of the George Integrated Zoning Scheme By-Law.

PURPOSE OF BY-LAW

2. The purpose of this by-law is:

(1) To positively affirm the cultural sensitivity of the people of George;

(2) To conserve and enhance the beneficial aspects of the existing natural and built environment;

(3) To protect the constitutional rights of all stakeholders and foster economic development in the manner in which outdoor advertising is classified, evaluated, managed and controlled;

(4) To provide for the management and regulation of all forms of outdoor advertising which fall under the jurisdiction of the Municipality;

(5) To provide for minimum standards and requirements that can be applied to all outdoor advertising applications submitted to the Municipality;

(6) Enable the Municipality to manage outdoor advertising as integral part of it's natural, economic, legibility and social infrastructure;

(7) To establish a legal framework for outdoor advertising which is cognisant of the uniqueness of George, its surrounding urban centres and rural hinterland, and it's natural, built and cultural environment as well as constitutional rights;

(8) To align the legal framework with existing and nationally accepted norms and guidelines governing outdoor advertising in South Africa.

JURISDICTIONAL AREA

3. (1) The by-law shall apply to all land that falls within the jurisdiction of the Municipality as defined.

(2) Any entity or person, who wants to erect any advertising sign or form of outdoor advertising that falls under this by-law, should adhere to the provisions set out in the by-law.

APPLICATION OF BY-LAW

4. This by-law concerns itself only with outdoor advertisements visible from public roads and streets, and other public places and excludes any signs provided in terms of other legislation, including road traffic signs.

CHAPTER 2: GENERAL CONDITIONS

(APPLICABLE TO ALL CLASSES OF SIGNS)

GENERAL REQUIREMENTS

Commented [JJ1]: These general conditions are applicable to all signage, therefore no need to repeat these in every sub-section.

5. (1) No advertisement or advertising structure shall:

(a) in the opinion of the Municipality constitute a danger to any person or property;

(b) be erected without approval where such approval is required by any Act or Regulations or any other law;

(c) be 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 or for any other reason;

(2) The Municipality may increase or decrease the minimum spacing between advertisements, or place further restrictions on the position, size and content of any advertisement it considers necessary, in the interests of road safety or environmental impact.

(3) No advertisement will be allowed that emits a noise, sound, smoke, smell or odours.

(4) The Municipality shall, should an approved advertising structure not display an advertisement or message for a period more than 6 months or as otherwise agreed to by the Municipality, serve a notice on the owner requiring him, at his own cost, to remove the structure or to display an advertisement or message within a period so specified.

(5) Undesirable practices, such as the pasting of advertisements on surfaces in such a fashion as to make the removal of such notices a physical impossibility, are prohibited by this by-law.

DESIGN, CONSTRUCTION AND POSITION ON THE SITE

Commented [JJ2]: These general conditions are applicable to all signage, therefore no need to repeat these in every sub-section.

6. (1) Any sign: -

(a) shall, in the opinion of the Municipality be neatly and properly constructed and executed and finished in a workmanlike manner in accordance to the National Building Regulations and Building Standards Act 103 of 1977;

(b) shall, in the opinion of the Municipality not be 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;

(c) must be displayed in places or in such a manner that it could, in the opinion of the Municipality, not be detrimental to the amenity of the neighbourhood or disfigure the surroundings;

(d) shall, in the opinion of the Municipality have a neat appearance and shall consist of durable materials in accordance with the function, nature and permanence of the advertisement, sign or structure and materials such as cloth, canvas, cardboard, paper of synthetic cardboard should be used only when essential to the nature and function of a particular sign;

(e) shall, in the opinion of the Municipality not deface building facades with electrical services provisions and other accessories;

(f) shall, in the opinion of the Municipality be rigidly and securely attached, supported or anchored in a safe manner and so that unwanted movement in any direction is prevented;

(g) shall be 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;

(h) shall wherever necessary in accordance with the nature of the sign and when attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in such brickwork, masonry or concrete or passing through the same and secured on the opposite side;

(i) shall, when attached to conservation-worthy buildings, be attached with the necessary expert advice in order to prevent physical damage or to the heritage value of such buildings; and

(j) be constructed and located at a height that discourages vandalism.

(2) Any advertiser or contractor: -

(a) shall not use 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;

(b) shall have all exposed metalwork of any sign painted or otherwise treated to prevent corrosion and all timber treated to prevent decay; and

(c) shall have 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.

(3) No person shall, in the course of erecting or removing any advertising sign, advertisement structure or device, cause damage to any tree, electrical standard or service or other public installation or property.

(4) If an advertising sign contains glass, it should adhere to the following: -

(a) all glass used in advertising signs (other than glass tubing in neon and similar advertising signs) shall be safety glass at least 3 mm thick; and

(b) glass panels used in advertising signs shall not exceed 0,900 m^2 in area, each panel being securely fixed in the body of the advertising sign, structure or device independently of all other panel.

(5) Before any advertising structure is erected, the Municipality must give its written consent that the structure is suitably positioned and orientated.

(6) No advertisement may: -

(a) obstruct any window or opening provided for the ventilation of a building or obstruct any stairway or doorway or other means of exit from a building or prevent the movement of persons from one part of a roof to another part; or obstruct any fire escape or the means of egress to a fire escape;

(b) be painted on any fence or boundary wall in an area of maximum or partial control;

(c) be higher than the height restriction applicable to the zoning of the site in terms of the relevant Zoning Scheme as amended from time to time unless a relaxation has been obtained in terms of such Zoning Scheme, provided that: -

i. where the zoning of the property does not specify a height restriction, the height shall be determined by the municipality upon evaluation of a visual impact assessment;

(d) encroach on the building restriction area unless a relaxation has been obtained in terms of the relevant Zoning Scheme as amended from time to time, provided that where no building restriction area is specified in terms of the zoning, the following setbacks shall apply;

i. from public street: 1m

ii. from proclaimed street: 5m (with approval from roads authority)

iii. from residential property: 1m

iv. from heritage structure: 1m

(e) exceed the minimum clearance with regard to overhead power lines as prescribed in Regulation 19 of the Electrical Machinery Regulations published in GRN.250 of 25 March 2011; and

(f) unreasonably obscure, partially or wholly, any sign owned by another person previously legally erected and legally displayed.

(7) If required by the Municipality: -

(a) the structural design of an advertising structure shall be certified by a professional structural engineer with relevant experience;

(b) the structural design of and advertising structure should comply with the municipality's specifications for inclusion of the local identity icon;

(c) landscaping must be applied in to buffer the impact of the signage structure on the surrounding natural environment and / or –

(d) design elements must be applied in compliance with the local 'sense of place' and 'eco-blending' specifications.

(8) Guidelines for Application of Local Identity / Branding Icon: -

(a) The guidelines with regard to the use of the local identity Icon, as determined by the Municipality, shall apply to the different sign types.

MAINTENANCE

Commented [JJ3]: These general conditions are applicable to all signage, therefore no need to repeat these in every sub-section.

7. (1) Any sign, as permitted: -

(a) shall be serviced on a regular basis; and

(b) 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.

(2) The owner of any land or building on which an advertising sign is displayed or erected, or to which a sign is attached, and the owner of any such sign shall be jointly and severally responsible for the maintenance of the advertising sign in a safe and proper condition, maintaining the surrounding area in a neat and tidy state and the cleaning and repainting of any such sign;

(a) the owners will be liable for the consequences of not adhering to sub-section (2), above;

(b) the owners must undertake at least one annual inspection of the advertising structure or sign with a view to satisfying himself or herself of the safety thereof.

(3) If, in the opinion of the Municipality, any advertising sign or structure is in a dangerous or unsafe condition or has been allowed to fall into a state of disrepair or interferes with the functioning of any road traffic sign, the Municipality may serve a notice on an owner of the advertising sign and the owner of the land on which the sign is situated, requiring him at his own cost, to remove the sign or structure or do other work specified in the notice within a period so specified.

(4) In the execution of sub-section (3), no compensation shall be payable by the Municipality to any person in consequence of such removal.

(5) The Municipality may, instead of serving notice, carry out the removal of an advertisement / advertising sign or advertising structure or do other work which it may deem necessary itself and may recover the cost thereof from the owner if in its opinion an emergency exists.

(6) All signs shall be secured in such a manner to not constitute a danger to the public.

(7) The owner of the land on which such sign is located, assumes all responsibility and liability, indemnifying the Municipality against any claim which may arise in connection with such sign.

(8) The owner of the land must assume the responsibility and risk and satisfy the Municipality that the necessary third-party insurance policies are in place.

(9) Any sign displayed for advertising or giving information regarding the name of the occupier of premises or nature of the business conducted on such premises, shall be removed at the expense of the owner forthwith upon the owner of the structure ceasing to occupy the premises.

ELECTRICAL AND ILLUMINATION

Commented [JJ4]: These general conditions are applicable to all signage, therefore no need to repeat these in every sub-section.

8. (1) Every illuminated sign and every sign in which electricity is used: -

(a) shall have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly in the opinion of the Municipality;

(b) shall be constructed of material which is not combustible;

(c) shall be provided with an external switch in an accessible position and if needed 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;

(d) shall be wired and constructed in accordance with and subject to the provisions of the Municipality's Electricity Supply by-laws or policy;

(e) no advertising sign shall be connected to any electricity supply without the prior written permission of the relevant electricity supply authority and shall be in accordance with the provisions of the "Standard Regulations for the Wiring of Premises";

(f) the owner of the land shall submit proof of permission if requested; and

(g) which are likely to interfere with radio reception shall be fitted with efficient suppressers.

(2) The following maximum luminance levels per square metre are applicable for all classes of advertisements: -

Illuminated area		Maximum luminance
Less than 0,5 m²	-	42 lumens
0,5 m² < 2 m²	-	170 lumens
2 m² < 10 m²	-	850 lumens
10 m² or more	-	400 lumens

(3) The light source emanating from floodlights shall not be visible to traffic travelling in either direction.

(4) Floodlighting shall be positioned to ensure effective distribution and minimise light wastage or "spill".

(5) Illumination is permitted on an advertisement only if it does not lead to unsafe driving conditions or does not have a detrimental effect on the surrounding area and where it is specifically not prohibited.

(6) In a visual zone an advertisement may not be illuminated unless the surrounding area within which the advertisement is visible from is illuminated and the source of the illumination is concealed from oncoming traffic unless the Municipality is satisfied that the illumination of an advertising sign will not have negative impact on the surrounding amenity nor impair traffic safety.

(7) An electronic advertisement may not inhibit the view of or cause discomfort to a driver or pedestrian or be in the direct line of sight of a traffic light.

(8) An electronic advertisement may not have subliminal flashes.

(9) Light not intended for illumination may only be utilised if it is allowed for in the environmental plans of the Municipality.

(10) No one may display light not meant for illumination in a visual zone, or in a natural area, or in an urban area of maximum control if it will be visible from a road.

(11) No one may display light not meant for illumination in a rural area of economic activity visible from a public road, or in an urban area of partial or minimum control visible from a public road, without the written approval of the Municipality.

(12) No light beam may be moved or directed in such a manner as to distract the attention of drivers of vehicles from the task of driving.

(13) No light source or beam of light not meant for illumination may be positioned or aimed so as to shine directly onto, or at, a public road.

(14) No advertisement or advertising structure shall, if illuminated, be erected in such a way that it may have a detrimental effect on the amenity of a residential building on a residential zoned erf or, in the opinion of the Municipality, could be detrimental to the character or amenity of the neighbourhood.

(15) Before any advertising structure is erected, it must be considered by the Municipality, whether the illumination of advertisements is likely to distract drivers' attention from road traffic signs which are not illuminated.

(16) Illumination of any Class 1 advertisement / advertising sign will only be allowed if the area surrounding the road is illuminated for the distance that the sign is visible.

CONTENT, AMENITY AND DECENCY

Commented [JJ5]: These general conditions are applicable to all signage, therefor no need to repeat these in every sub-section.

9. (1) Advertisements positioned along roads and specifically targeting the road user shall be concise and legible and shall comply with the following requirements: -

(a) Bit values per element of an advertisement shall be calculated as follows:

Words of up to eight letters, inclusive	1,0 bit
Words of more than eight letters	2,0 bits
Words such as "a, the, than, and, an"	0,25 bits
Numbers of up to four digits, inclusive	0,5 bits
Numbers of five to ten digits	1,5 bits
Symbol, logo or graphic < $9m^2$	0,5 bit
Symbol, logo or graphic between $9m^2$ and $18m^2$	1,0 bit
Symbol, logo or graphic between $18m^2$ and $27m^2$	1,5 bits
Symbol, logo or graphic >$27m^2$	2,0 bits

(b) Class 1 (Billboard) signs, as well as any other sign where the same criteria as for billboards will be applicable, e.g. such as for large tower, bridge and pylon signs, the number of bits and size of the text should adhere to the following:

Speed of the road (km/h)	Bits allowable	Minimum size and height of letters
0 – 60	15	150mm
61 – 80	12	250mm
> 80	10	350mm

(c) For all other types of advertisement signs, the text size should be a minimum of 50mm high and should be considered by the Municipality for readability before it can be approved, provided that this excludes legal "notices" that must be displayed on certain signs i.e. financial institutions etc., which notices will not form part of the bit restriction.

(d) Street numbers indicating specific premises shall have a minimum size of 150 mm and a maximum size of 350 mm.

(2) A sign shall have a neat appearance in terms of advertisement content and sign writing and shall not contain untidy handwritten messages.

(3) Numbers longer than eleven digits are not allowed.

(4) No advertisement shall:

(a) in the opinion of the road's authority contain an element which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;

(b) be erected in the vicinity of a signalised intersections which predominantly displays the colours red, yellow or green if such colours will constitute a road safety hazard;

(5) No advertisement shall, in the opinion of the Municipality, be in its content objectionable, indecent or suggestive of indecency or prejudicial to the public morals; or be 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.

POSITIONING AND SIZE CONCERNING ROAD SAFETY AND TRAFFIC CONSIDERATIONS

Commented [JJ6]: These general conditions are applicable to all signage, therefor no need to repeat these in every sub-section.

10. (1) No advertisement or advertising structure shall: -

(a) in the opinion of the road's authority be so placed which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;

(b) be so placed which cause any obstruction to a motorist's view of the roadway or its approaches, regardless of the direction the motorist is travelling;

(c) be attached to a road traffic sign or signal, combined with a road traffic sign or signal (unless specifically provided for in the SADC Road Traffic Signs Manual (SADC RTSM), and the South African Road Traffic Signs Manual (SARTSM), 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 roads authority;

(d) in the opinion of the road's authority 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;

(e) project 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;

(f) project over a road with an overhang (if not allowed on a bridge or gantry);

(2) Before any advertising structure is erected, it must be considered by the Municipality, whether: -

(a) the size of the advertisement, together with other advertisements in the area, if any, will affect the conspicuousness of road traffic signs by virtue of potential visual clutter;

(b) the number of road traffic signs and advertisements in any area constitute a driving hazard, due to the attention of drivers of vehicles being deviated from the task of driving and leading to unsafe driving conditions;

(c) the speed limit, and the measure of the traffic's adherence thereto, the traffic volume, the average following headway and accident history of the road demand more stringent control of outdoor advertising;

(d) the position of the advertisement will negatively affect the visibility of, sight distance to or efficiency of any road traffic sign, or series of such signs;

(e) the position of an advertisement would disrupt the flow of information from road traffic signs to drivers who encounter a series of road traffic signs intended for traffic regulation, warning or guidance;

(f) the position of any advertisement would potentially distract drivers' attention at places where traffic turns, negotiates curves, merges or diverges, or in the area of intersections or interchanges, or where drivers' uninterrupted attention to the driving task is important for road safety (refer to Section 13 Table 2);

(g) the distance of any advertisement before any road traffic sign, an advertisement's position in between road traffic signs or an advertisement's distance behind any road traffic sign is of such a nature as to distract a driver's attention from any road traffic sign.

AREAS OF CONTROL

11. (1) The following types of land uses can be classified under the areas of control, as listed below:

(a) Maximum Control:

(i) Natural Landscape

- National Parks - Game reserves - Nature reserves - Marine reserves	- Wilderness areas - Extensive agriculture - Scenic corridors - Scenic landscapes

(ii) Rural Landscape

- Intensive agriculture - Rural smallholdings - Subsistence agriculture	- Un-proclaimed township area - Areas outside the urban edge as determined by the relevant town planning documents

(iii) Urban Landscape

- Conservation areas and natural features - Passive recreation areas - Scenic features and areas - Historical and architectural features and areas	- All residential areas - Plots and urban small holdings (which are proclaimed) - Gateways

(b) Partial Control

(i) Urban Landscape

- Commercial enclaves or centres in residential areas - Commercial ribbon development - Schools / Educational institutions	- Sports fields and stadiums - Commercial squares - Institutional/government / Municipality enclaves - Low-cost housing areas

(ii) The Partial Control Area shall also include a minimum band of 25m in width between the areas of Maximum and Minimum Control. This band will be measured from the edge of the area of Maximum Control into the area of Minimum Control. This is additional to the areas of partial control as is defined.

(c) Minimum Control

Urban Landscape

- Central commercial districts - Commercial enclaves and shopping centres - Industrial areas or industrial parks	- Entertainment districts or complexes - Transport nodes

(2) The Municipality shall demarcate these areas of control on a map or plan which forms part of the by-law and which the Municipality may from time–to-time amend or update.

APPLICATION REQUIREMENTS PER ZONE AND ADJUDICATION OF APPLICATIONS

12. (1) Adjudication shall be based on the criteria as specified in a tender request, or where an

application is not the result of a tender request, the requirements and standards as set out in this by-law, read in conjunction with the Advertising Impact Assessment (AIA) specifications as set out below for the different control areas.

(2) The following AIA-specifications for the different control areas apply: -

(a) Minimum Control:

(i) Conformation to the Municipality's by-laws;

(ii) Conformation to road safety regulations;

(iii) Conformation to Branding -ID specifications for the particular media type;

(iv) Conformation to the SAMOAC guidelines of 2010;

(v) Conformation to the National Environmental Management Act (NEMA Act No.107 of 1998).

(b) Partial Control:

Conformation to the above, plus:

(i) A visual impact audit;

(ii) A social impact audit;

(iii) An ecology impact audit;

(iv) A traffic audit;

(v) An engineer's audit.

(c) Maximum Control

All the above, plus specific Municipality approval

CHAPTER 3: CRITERIA FOR DIFFERENT TYPES OF SIGNS

CLASS ONE: BILLBOARDS AND OTHER HIGH IMPACT FREE STANDING SIGNS

13. (1) The following criteria on areas and roads where it should be located, size and height will apply for Class 1 advertisements, as included in **Table 1**: -

Table 1: Class 1 Advertisements: Location, Size and Height

	Super Billboards and Electronic/ Digital Billboards	**Large Billboards**	**Small Billboard**
Area of Control	Minimum / Partial	Minimum / Partial	Minimum / Partial
Size	> 40 – 60m^2 Super Billboards Electronic Billboards up to 20m² Digital Billboards up to 36m² Gantry Billboards up to 60m²	18– 40m^2	< 18m^2
Speed (where allowed)	Any speed	Only on roads with speed limits ≤ 80 kph	Only on roads with speed limits ≤ 80 kph
Total Height	12,5m	12,5m	12.5m

(2) The following criteria on the position and spacing (visible per direction of travel) will apply for Class 1 advertisements, as included in **Table 2**:

Table 2: Class 1 Advertisements: Position & Spacing

Speed	**To other Class 1 Advertisements**	**To Road Signs**	**To Centre of Intersection / Point where lanes merge or diverge**
0 ≤ 60	250m	50m	100m
61 – 80	250m	100m	100m
> 80	250m	200m	200m

- Super Billboards should be spaced at least 250m apart on roads with a speed limit ≤ 80 kph if on the same side of the road and visible from each other.
- Super Billboards should be spaced at least 500m apart on roads with a speed limit > 80 kph, if visible from each other
- Large Electronic Billboards (> 18m^2) should be spaced at least 1.5 km apart on any road.
- Electronic Billboards of 18m^2 or smaller in area should be spaced at least 500m apart on any road.

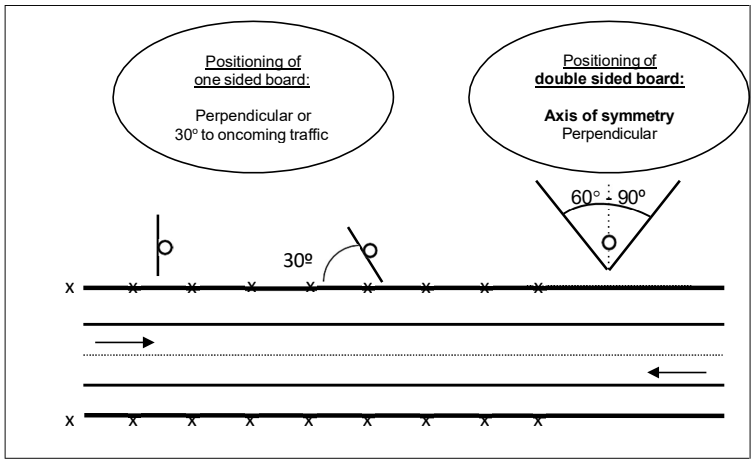
(3) Class 1(A): Super Billboards And Electronic/Digital Billboards/Gantry Billboards:

(a) Criteria as included in **Table 1 and 2** above, applies.

(b) This class consists of billboards larger than 40m^2 and up to 60m^2 with a maximum total height of 12,5m.

(c) An advertising sign consisting of a single sided board which shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic as indicated in **Figure 1**. In the case of two boards joined together (double sided) the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of the oncoming traffic as indicated in **Figure 1.**

Figure 1: Positioning of advertisements in relation to traffic flow



~~(d) General requirements as in Section 5 apply.~~

~~(e) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(f) General maintenance conditions as in Section 7 apply.~~

~~(g) General electrical and illumination conditions as in Section 8 apply.~~

~~(h) General content, amenity and decency conditions as in Section 9 apply.~~

~~(i) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

~~(j)~~(d) Approval for display shall not be granted for an indefinite period: -

i. Approval will be granted for an initial period of five (5) years on Municipality property with an option to renew for a further five (5) years;

ii. On private property, approval will be granted for the initial period of the lease between the landlord and the media owner with an option to be renewed for a further period;

iii. The advertising structure shall be erected within three ~~(3) months~~ after approval;

iv. One further extension of three (3) months can be granted if obtained from the Municipality in writing.

~~(k)~~(e) An approved structure shall display an advertisement or message within six (6) months after erection.

~~(l)~~(f) The clear height of the advertising structure shall not be less than 2.4m.

~~(m)~~(g) An advertising impact assessment may be required for any super billboard.

~~(n)~~(h) Illumination is only allowed if the area surrounding the location of a super billboard is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance unless it is deemed that the illumination of the sign will have no negative impact on the surrounding amenity nor will it negatively affect road safety.

~~(o)~~(i) The approval of a gantry will be subject to specific consent and shall be allowed after a proper advertising impact assessment (AIA) has been undertaken but will not be allowed inside the road reserve.

(4) Class 1(B): Large Billboards:

(a) Criteria as included in **Table 1 and 2** above, applies.

(b) This class consists of billboards with a size from 18m^2 to 40m^2 and a maximum height of 12,5m.

(c) An advertising sign consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic as indicated in **Figure 1** above.

(d) In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of the oncoming traffic as indicated in **Figure 1** above.

~~(e) General requirements as in Section 5 apply.~~

~~(f) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(g) General maintenance conditions as in Section 7 apply.~~

~~(h) General electrical and illumination conditions as in Section 8 apply.~~

~~(i) General content, amenity and decency conditions as in Section 9 apply.~~

Commented [JJ7]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

Commented [JJ8]: Be erected within 12 months;
To be in line with building plan approvals;
Might be tenant related during or after construction with marketing

~~(j) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ9]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(k)~~(e) Approval for display shall not be granted for an indefinite period: -

i. Approval will be granted for an initial period of five (5) years on Municipality property with an option to renew for a further five (5) years;

ii. On private property approval will be granted for the initial period of the lease between the landlord and the media owner with an option to be renewed for a further period;

iii. The advertising structure shall be erected within three (3) months after approval;

iv. One further extension of three (3) months can be granted if obtained from the Municipality in writing.

~~(l)~~(f) An approved structure shall display an advertisement or message within six (6) months after erection.

~~(m)~~(g) The clear height of the advertising structure shall not be less than 2.4 m.

~~(n)~~(h) An advertising impact assessment may be required for any large billboard.

~~(o)~~(i) Illumination is only allowed if the area surrounding the location of a large billboard is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance.

(5) Class 1(C): Small Billboards And Tower Structures

(a) Criteria as included in **Table 1 and 2** above, applies.

(b) This class consists of billboards and tower structures with a size smaller than 18m^2, which shall be used only for general and non-locality-bound advertisements on products, activities and services and in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports.

(c) An advertising sign consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic as indicated in **Figure 1** above. In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of the oncoming traffic as indicated in **Figure 1** above.

~~(d) General requirements as in Section 5 apply.~~

~~(e) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(f) General maintenance conditions as in Section 7 apply.~~

~~(g) General electrical and illumination conditions as in Section 8 apply.~~

~~(h) General content, amenity and decency conditions as in Section 9 apply.~~

~~(i) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ10]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(j)~~(d) Approval will be granted for an initial period of five (5) years on Municipality property with an option to renew for a further five (5) years.

~~(k)~~(e) On private property approval will be granted for the initial period of the lease between the landlord and the media owner with an option to be renewed for a further period.

~~(l)~~(f) The advertising structure shall be erected within three (3) months after approval.

~~(m)~~(g) One further extension of three (3) months can be granted if obtained from the Municipality in writing.

~~(n)~~(h) An approved structure shall display an advertisement or message within six (6) months after erection.

~~(o)~~(i) The clear height of the advertising structure shall not be less than 2.4 m.

~~(p)~~(j) Illumination is only allowed if the area surrounding the location of a small billboard or tower structure is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance.

~~(q)~~(k) Tower structures may also be used as focal points in larger pedestrian areas.

~~(r)~~(l) Small Billboard in this class shall not be erected within a distance of 250m from any Class1 billboard except for Super Billboards on all roads with any speed limit.

~~(s)~~(m) Although small billboards and tower structures may refer indirectly to products, activities or services available at a particular shopping centre or transport node, the main function of this type of sign shall not be to identify or locate specific enterprises at such centres or nodes. This function belongs to *on-premises business signs* [Class 3(k)].

~~(t)~~(n) Popular brand names for small billboards are described in the SAMOAC, 2010 Manual. The Manual's description of tower structures used for small billboards shall apply.

i. Guard towers are tower-shaped advertising structures comprising four 2,5m x 1,5 m, 3m x 1,5m or 4m x 1m panels;

ii. "Super trilaterals" are pole-mounted, three sided units carrying three 4m x 1m panels.

~~(u)~~(o) No panel or board on a tower structure shall exceed a maximum size of 4,5 m².

~~(v)~~(p) Tower structures provided in larger pedestrian areas shall be used only as focal point, which tower structures shall be of a high visual standard and shall harmonize with the surrounding buildings and streetscape.

~~(w)~~(q) Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of conditions laid down by the Municipality.

CLASS TWO: POSTERS AND GENERAL SIGNS

14. (1) Class 2(a): Advertisements on street furniture: -

(a) This class will be allowed in urban areas of maximum, partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Size: $\leq 2{,}2m^2$

(ii) Height: Maximum 4m

(iii) Clear height: 2.4m (if applicable)

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Allowed inside urban road reserve (except freeways).

(ii) Not closer than 1.8m from road edge or 0.3m of cycle path, footpath or sidewalk.

~~(iii) Minimum of 120m apart.~~

~~(iv)~~(iii) Not to obstruct pedestrian movement.

~~(v)~~(iv) May not in any way interfere with the sight distances of motorists.

(d) These signs may only be illuminated if the street or road is illuminated and may not be animated.

(e) This class consists of advertising on public facilities and structures which are not intended primarily for advertising, but which are provided for pedestrians and commuters and may include seating benches, planters, light poles, pavement litter bins, pole-mounted bins, bus shelters, pavement clocks and drinking fountains.

(f) General requirements as in Section 5 apply.

(g) General design, construction and position on the site conditions as in Section 6 apply.

(h) General maintenance conditions as in Section 7 apply.

(i) General electrical and illumination conditions as in Section 8 apply.

(j) General content, amenity and decency conditions as in Section 9 apply.

(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.

(l) Street furniture and advertising furniture higher than 3m shall be used only as focal points.

(m) It provides ample opportunity for non-locality-bound advertising along urban roads and streets inside road reserves as well as opportunities for non-locality-bound advertising in public spaces and in other pedestrian-orientated areas at shopping centres, shopping malls and at transport nodes.

(n) In certain instances, specially designed advertising furniture of high visual quality may be provided for the sole purpose of advertising, provided that street furniture shall not be used or positioned for the primary or sole purpose of advertising.

(o) This class provides opportunities for making creative and positive contributions to streetscapes.

Commented [JJ11]: Street furniture are quite often closer than 120m;
This can be to the judgement or discretion of George Municipality

(p) Signs in this class shall not be placed in such a way as to obstruct any pedestrian movement in the opinion of the Municipality.

(q) This class of advertisement is subject to the approval of the Municipality.

(2) Class 2(B): Banners And Flags

(a) This class will be allowed in rural areas of control, urban areas of maximum, partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Rural / Maximum control: Maximum size: $5m^2$
Maximum total sign area per event per street front: $7m^2$

(ii) Partial / Minimum control: Maximum size: $6m^2$
Maximum total sign area per event per street front: $12m^2$

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Attached to flagstaffs, buildings or special streetscaping structures.

(ii) Rural and Maximum control: Maximum of 2 banners or flags per event per street front.

(iii) Partial and Minimum control: Maximum of 10 banners or flags per event per street front.

~~(iv) On the site of the function / event.~~

~~(v) Minimum distance from centre of intersection: 50m.~~

~~(vi) Minimum distance from road signs: 50m.~~

~~(vii)~~(iv) No advertisement shall be displayed for more than ~~two weeks~~ before the date of the function or event advertised, and no such advertisement shall be permitted to remain in position for more than three days after the conclusion of such function or event.

(d) These signs may not be illuminated or animated.

(e) This class consists of advertisements in the form of banners and flags: -

i. Flags are attached to a single flagstaff projecting vertically from a premises or projecting vertically, horizontally or at an angle from a building;

ii. Banners may be attached to buildings or to special streetscaping structures provided for this purpose.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

Commented [JJ12]: These are normally temporary, thus Tourism can approve these type of signage, unless it is permanent, due to their involvement and funding to promote economic growth.
This can be a quicker process to get approval.

Commented [JJ13]: Organisers want to promote the event, thus more than one site is required i.e. NMMU graduate event with name and direction banners or flags. Safety distance from road signs to be reduced to 10m at least.

Commented [JJ14]: 21 days

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ15]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Banners and flags shall be used only for the following purposes: -

(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.

(ii) Displaying the name, corporate symbol and nature of enterprises.

(iii) Streetscaping urban areas such as pedestrian malls, gateways and at pre-defined positions within the road reserve.

~~(m)~~(g) Only locality-bound banners and flags shall be used for advertising functions, events and enterprises, except when incorporated in a streetscaping project.

~~(n)~~(h) Banners and flags shall not be used for advertising sales promotions or commercial products.

~~(o)~~(i) National flags of any country are excluded from this class and may therefore be displayed in all areas of control provided they do not carry any advertisement or subject matter additional to the design of the flag or flagstaff.

~~(p)~~(j) Banners and flags carried through the streets as a part of a procession are not included in this class.

~~(q)~~(k) Every banner or flag shall be attached to or suspended between poles or other supports on the site or against the building where the function or event is to be held or where the enterprise is located or on such other site as may allowed.

~~(r)~~(l) Banners and flags are permitted within all urban road reserves other than freeways, but banners shall only be suspended across a road or street as part of an urban streetscaping project.

~~(s)~~(m) Banner shall be placed in positions within the road reserve as determined by the Municipality.

~~(t)~~(n) Banners attached to buildings in urban areas of maximum control shall blend with such buildings.

~~(u)~~(o) Every banner or flag shall be attached so as not to interfere with or constitute a danger to passing vehicular or pedestrian traffic.

~~(v)~~(p) Banners and flags used for streetscaping shall form a harmonious and well-designed part of the total streetscape.

~~(w)~~(q) Banners advertising a function and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes, or functions or event

relating to municipal, provincial or parliamentary elections or referenda are permitted to be displayed against a boundary wall or fence following approval by the Municipality.

~~(x)~~(r) This class of advertisement is subject to the approval of the Municipality.

(3) Class 2(C): Suburban Ads: -

(a) This class will be allowed in urban areas of maximum, partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) According to SADC RTSM

(ii) Size: Not wider than suburb sign and rectangular in shape.

(iii) Should be less conspicuous than the suburban name.

(iv) Maximum height of the advertisement: 0.4m.

(c) The position and spacing requirements for this class of signs should be according to SADC RSTM.

(d) These signs may be illuminated if the suburb name sign is illuminated, but not animated.

(e) This class consists of pole mounted location signs (road traffic signs - GL 2) at entrances to suburbs, carrying an advertising sign beneath the suburb name.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ16]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Suburban ads are permitted within all urban road reserves other than freeways.

~~(m)~~(g) As these signs are attached to *suburb name signs,* which are road traffic signs, their positioning shall be dependent on the positioning of the *suburb name* sign.

~~(n)~~(h) No colours that may cause confusion with road traffic signs shall be used.

~~(o)~~(i) The background of the advertising sign shall not be retro-reflective or fluorescent.

~~(p)~~(j) This class of advertisement is subject to the approval of the Municipality.

(4) Class 2(D): Temporary Advertisements: -

(a) Class 2(D)(i): Estate Agents' Boards: -

(i) This class will not be allowed in any area of control.

(ii) 'Estate agent boards' direction signs (Size: 0.6m x 0.45m) are allowed in all areas of control, on the following conditions: -

(aa) 'Property on show' refer to a property which is manned by a sales agent in person during working hours for the full duration of the 'show';

(bb) Not more than 10 direction boards indicating the position of a "show" property, are permitted, but not on or along freeways, or within a 150-meter radius of a freeway interchange, and such boards may not show more than the directional arrows and the name, logo and contact detail of the estate agent;

(cc) Advertising signs for show houses / properties shall be displayed from 13:00 the day before the 'show' commences, and be removed by 12:00 the day after the 'show' has ended;

~~(dd) Advertising / direction signs for show houses / properties which are facing approaching traffic shall not be displayed closer than 40 meters from any street intersection;~~

(ee) Sign for property auctions may be erected 5 days before the event and removed the day after the event.

(iii) This class of advertisement is subject to the approval of the Municipality and annual registration of the estate agent wishing to utilise this medium, subject to standard conditions of approval for estate agent boards, referred to in **Schedule A** of this by-law.

(b) Class 2(D)(ii): Sale of Goods or Livestock (Auction Sales): -

(i) This class will be allowed in all areas of control.

(ii) The size and height of signs allowed in this class, are as follows: -

(aa)	Size:	Maximum or Partial Control:	$2m^2$
		Minimum Control:	$2.8m^2$
(bb)	Height:	Maximum height:	3m

(iii) The position and spacing requirements for this class of signs are as follows: -

(aa) Not on road reserve or road reserve boundary of freeways.

(bb) Maximum of one sign per sale facing a road.

(cc) Only on premises / property or attached to boundary fence of property.

(dd) May be displayed ~~one week~~ prior to the event and should be taken down within ~~2 days~~ after the event.

(iv) These signs may not be illuminated or animated.

(v) This class consists of signs announcing the sale of goods or livestock on land or on premises not normally used for commercial purposes and may include auction sales of furniture and other household goods on residential premises or an auction of livestock or game on a farm.

~~(vi) General requirements as in Section 5 apply.~~

Commented [JJ17]: Mostly not possible because these are supposed to give location guidance, and creates confusion under motorists;
Gives direction at intersections;
It can also have an impact on traffic flow

Commented [JJ18]: 21 days

Commented [JJ19]: 3 days;
As per banners and flags

~~(vii) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(viii) General maintenance conditions as in Section 7 apply.~~

~~(ix) General electrical and illumination conditions as in Section 8 apply.~~

~~(x) General content, amenity and decency conditions as in Section 9 apply.~~

~~(xi) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

~~(xii) No limitations to the colour and texture of signs.~~

~~(xiii)~~(vi) This class of advertisement is subject to the approval of the Municipality.

(c) Class 2(D)(iii): Posters and Notices: -

(i) This class consists of temporary signs attached to electrical light standards within the road reserve to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature. Signs only for municipal approved events (See municipal sporting events).

(ii) This class will be allowed in urban areas of maximum, partial and minimum control.

(iii) The size and height of signs allowed in this class, are as follows: -

(aa)	Size:	Large Posters:	One direction:	$\leq 1.1m^2$
		More directions:		$\leq 2.2m^2$
		Typical large posters:		0.84m x 1.2m
		Pavement Posters:	Maximum area:	$\leq 0.6m^2$
(bb)	Height:	Large Posters:	Maximum height:	3m
			Maximum height for high visual quality:	4m
		Pavement Posters:	At least 2m below light fixtures	

(cc) Signs may not have any letters smaller than 50mm in height.

(iv) The position and spacing requirements for this class of signs are as follows: -

(aa) At least ~~50m~~ from the centre of an intersection.

(bb) On electric lights or other structure which is provided for.

(cc) One per post or standard facing traffic in either direction

(dd) May not be attached to power line standard, road traffic sign or signal, wall, column or post of a veranda or balcony, electricity box, tree or bridge.

(ee) Not to cover municipal markings / stripes on lampposts.

(ff) Maximum of 200 posters per event, excluding elections

(gg) Election or referendum: Maximum of 4 per post or electric light standard.

Commented [JJ20]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

Commented [JJ21]: Not necessary to mention this; We need to prevent distraction from road users; Anyway subject to the approval of George Municipality

Commented [JJ22]: 10m; Same as banners and flags

(v) These signs may not be illuminated or animated.

~~(vi) General requirements as in Section 5 apply.~~

~~(vii) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(viii) General maintenance conditions as in Section 7 apply.~~

~~(ix) General electrical and illumination conditions as in Section 8 apply.~~

~~(x) General content, amenity and decency conditions as in Section 9 apply.~~

~~(xi) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ23]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(xii)~~(vi) Large posters may be displayed on standardised self-supporting structures in accordance with the function and locations of the sign and shall be mounted on poles or standards, the base of which is firmly embedded and fixed in the ground or placed directly on the ground.

~~(xiii) Large posters shall not be used for the primary purpose of directing or guiding the traveller to an enterprise or facility.~~

Commented [JJ24]: Not necessary to mention this.

~~(xiv)~~(vii) Poster signs aimed at the road user shall not be less than ~~100m~~ apart.

Commented [JJ25]: 50m due to closer intersections

~~(xv)~~(viii) Standardized pole mounted posters shall be allowed only where they will not have a negative visual impact on the streetscape and the character of an area and includes the display of posters for parliamentary or municipal election campaigns, auction sales and promotional sales of goods.

~~(xvi)~~(ix) More creative and visually pleasant structures should be used for displaying large posters than standardized pole mounted structures to make a positive contribution to streetscaping.

~~(xvii)~~(x) The display of temporary posters for parliamentary or municipal election campaigns shall only be attached to electrical light standards within the road reserve.

~~(xviii)~~(xi) Posters for election campaigns shall be limited to a maximum of six posters per candidate per post or standard, provided the number of all other posters shall be limited to a maximum of one poster per post or standard.

~~(xix)~~(xii) Posters shall be restricted to electric light standards or any other structure which is provided for the express purpose of pasting or affixing posters and notices.

~~(xx)~~(xiii) Posters shall not cover any municipal markings or painted stripes on lampposts.

~~(xxi) No limitations to the colour and texture of signs.~~

Commented [JJ26]: Not necessary to mention this; We need to prevent distraction from road users; Anyway subject to the approval of George Municipality

~~(xxii)~~(xiv) Where permanent structures are not in use posters shall be fixed to electric light standards and fixed receptacles by means of a suitable cord and no metal clamps or wire shall be used.

~~(xxiii)~~(xv) No steel or aluminium ladders shall be placed against the standards on which the posters are to be erected.

~~(xxiv)~~(xvi) The maximum number of posters affixed to any light standard shall be limited to one poster.

~~(xxv)~~(xvii) Posters shall, with the exception of parliamentary or municipal election or referendum posters, be erected only 14 days prior to the event.

~~(xxvi)~~(xviii) All posters, backing boards and cord or string shall, with the exception of parliamentary or municipal election or referendum posters, be removed within 3 days of the passing of the event.

~~(xxvii)~~(xix) No posters relating to a parliamentary or municipal election or referendum shall be displayed 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.

~~(xxviii)~~(xx) Every poster and notice for which permission is granted, with the exception of election campaign posters, shall be stamped with the Municipality's stamp or marked with a municipal sticker and only signs so stamped or marked shall be displayed.

~~(xxix)~~(xxi) Every deposit paid shall be refunded when all the posters or other advertisements to which the deposit relates, have been removed to the satisfaction of the Municipality.

~~(xxx)~~(xxii) Any person who, having displayed caused to be displayed any advertisement, fails to remove it or cause it to be removed within the periods prescribed shall be guilty of an offence and shall, in addition to any penalty imposed upon him, forfeit the deposit relating to it or such proportionate part of that deposit as the Municipality shall access having regard to the number of posters of advertisements not removed.

~~(xxxi)~~(xxiii) The Municipality shall be entitled, without giving notice to anyone, itself to remove and destroy any poster or advertisement displayed without its permission having been obtained or in contravention of any provision of this section of which has not been removed within the period specified of which constitutes in any respect a contravention of the provisions of this section and the person who displayed, any posters or advertisement or caused permitted or suffered it to be displayed shall be liable to refund to the Municipality the cost to be assessed and deducted by the Municipality from the deposit made, of the said removal and destruction and in addition shall be guilty of an offence.

~~(xxxii)~~(xxiv) This class of advertisement is subject to the approval of the Municipality.

(d) Class 2(D)(iv): Project Boards and Development Advertisements: -

(i) This class will be allowed in all areas of control.

(ii) The size and height of signs allowed in this class, are as follows:

(aa) Project Boards:

Maximum size: 1.5m^2 per consultant.
Total Maximum size: 14.0m^2.
Maximum height of sign: 3m
Maximum height above ground: 2.1m

~~(bb) Development Advertisements:~~

~~Maximum size in maximum control area:~~	~~6m^2.~~
~~Maximum size in partial and minimum control area:~~	~~12m^2~~
~~Maximum height of sign:~~	~~3m~~
~~Maximum height above ground:~~	~~2.1m~~

Commented [JJ27]: Project Boards and Development Advertisements to be merged

(iii) The position and spacing requirements for this class of signs are as follows: -

(aa) Project boards:

- One board per street front per site.
- Are not allowed within the road reserve.
- Only allow road construction boards to be within road reserve. All other boards must be placed on-site.
- Are not allowed next to a freeway.

(iv) Project boards may not be illuminated or animated.

(v) Development advertisements may be illuminated, only if the road is illuminated, but may not be animated.

(vi) Project boards consists of signs displaying the involvement of contractors and consultants in minor or major construction projects or alterations to existing structures or facilities and the development advertisements describes the type of development.

~~(vii) General requirements as in Section 5 apply.~~

~~(viii) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(ix) General maintenance conditions as in Section 7 apply.~~

~~(x) General electrical and illumination conditions as in Section 8 apply.~~

~~(xi) General content, amenity and decency conditions as in Section 9 apply.~~

~~(xii) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ28]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(xiii)~~(vii) The sign shall describe only the building or structure being erected or other work or activity being carried out during the duration of the project, and the names of the contractors or consultants concerned in such work or activity. The branches of the industry or the professions of the contractors or consultants may be listed.

~~(xiv)~~(viii) Also included are signs describing the type of development being carried out on a site and giving details such as the type of accommodation being provided, floor space available and the name, address and telephone number of the developer or his agent.

~~(xv)~~(ix) Individual or single boards shall be displayed only if no other consultants or contractors are involved or if a combined project board has already been erected.

~~(xvi)~~(x) Only one advertisement per contractor or consultant shall be permitted per street frontage of a site, while in natural areas, only one advertisement per contractor or consultant per project shall be allowed.

~~(xvii)~~(xi) In all cases only ~~one sign~~ describing the type of development shall be allowed per development.

Commented [JJ29]: Two signs;
Might have more than one street facade

~~(xviii)~~(xii) Project boards concerning road construction may be positioned in any road reserve, including a freeway (General conditions under Section 10).

~~(xix)~~(xiii) No limitations to the colour and texture of signs.

~~(xx)~~(xiv) Project boards shall be displayed ~~only during the period when the construction works are actually taking place~~ on the site.

Commented [JJ30]: 6 months prior to construction and up to one month after completion of the project;
This includes any services or road construction.

(aa) Development advertisements: -

- May only display one advertisement per development on-site.
- May only be displayed ~~while relevant~~ development is taking place.
- May only be erected after development has been approved, for a maximum period of 5 years.
- Must be removed after (to be determined) months after project.

Commented [JJ31]: Same as Project Boards;
6 months prior to construction and up to one month after completion of the project;
This includes any services or road construction

~~(xxi)~~(xv) This class of advertisement is subject to the approval of the Municipality.

~~(c) Class 2(D)(v): Temporary Window Signs: -~~

Commented [JJ32]: To be removed completely

~~(i) This class will be allowed in all areas of control but shall be displayed only on ground floor windows.~~

~~(ii) The size and height of signs allowed in this class, are as follows: -~~

~~(aa) Size: Natural areas and urban areas of maximum control: Total area of all temporary signs painted shall not exceed 10% of the total ground floor window area; shall not exceed 25% in a rural area of maximum control and an urban area of partial control; and 50% in an urban area of minimum control.~~

~~(bb) Height: Shall only be allowed on ground floor windows.~~

~~(iii) The position and spacing requirements for this class of signs are not specified.~~

~~(iv) In urban and natural areas of maximum control no internally illuminated signs inside a building shall be visible from outside the building.~~

(v) This class consist of signs which are temporarily painted on or attached to the window glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.

(vi) General requirements as in Section 5 apply.

(vii) General design, construction and position on the site conditions as in Section 6 apply.

(viii) General maintenance conditions as in Section 7 apply.

(ix) General electrical and illumination conditions as in Section 8 apply.

(x) General content, amenity and decency conditions as in Section 9 apply.

(xi) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.

(xii) These signs are used mainly for sales promotions, seasonal signs and other advertisements which are aimed at attracting the attention of both road users and pedestrians.

(xiii) Non locality bound products, activities and services may also be included in this class.

(xiv) Price tickets on items inside such buildings which are smaller than 0,01m² shall be excluded from this class.

(xv) No limitations to the colour and texture of signs.

(xvi) This class of advertisement is subject to the approval of the Municipality.

(5) Class 2(E): Street Name Advertisement:

(a) This class will be allowed in urban area of maximum, partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows:

(i) Size: According to National Road Regulations, as amended from time to time.

(ii) Maximum Area: 1.64m².

(iii) Height: Clear height: 2.1m (to the street name).

(c) The position and spacing requirements for this class of signs are as follows (should also adhere to SARTSM):

(i) Street name section below advertising section, but not closer than 200 mm.

(ii) May not extend over the road surface.

(iii) Maximum two illuminated advertisements per intersection.

(d) These signs may be illuminated as follows:

~~(i) Static illumination not exceeding luminance of street name section.~~

~~(ii) Internal illumination only with the proviso that the degree of illumination intensity shall be equal for both parts of the sign.~~

~~(iii) Illuminated portion should be higher than the standard traffic lights.~~

~~(iv) These signs may not be animated and may not flash.~~

~~(e) This sign class mostly consists of pole-mounted, double-sided, internally illuminated advertisements displayed in combination with *street name signs* in the urban environment.~~

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

~~(l) Street name advertisements should be aimed primarily at advertising and identifying functions such as: -~~

~~(i) shopping centres and groups of shops in arcades and plazas;~~

~~(ii) community facilities;~~

~~(iii) parking areas;~~

~~(iv) larger and more prominent enterprises and institutions such as apartment stores, banks and financial institutions, and hotels;~~

~~(v) filling stations; and~~

~~(vi) Other approved commercial advertising may also be displayed.~~

~~(m) These signs will constitute an important service to both the motorist and the pedestrian in locating such facilities and functions.~~

~~(n) The street name shall be in black letters on a white background.~~

~~(o) Any street name on the advertising space shall be smaller and less conspicuous than the street name on the actual street name panel.~~

~~(p) The layout of the advertising panel shall be such that there shall not be any confusion with the street name on the street name panel of the sign.~~

~~(q)~~(a) ~~This class of advertisement is subject to the approval of the Municipality~~.

Commented [JJ33]: To be removed completely

(6) Class 2(F): Neighbourhood Watch, Security Signs And Similar Schemes:

(a) This class will be allowed in all areas of control.

(b) The size and height of signs allowed in this class, are as follows: -

(i)	Size:	Security signs:	Maximum area: 0.35m^2
		Neighbourhood and farm watch:	Maximum area 1.5m^2
(ii)	Height:		Maximum height: 3m

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Security signs: Urban area: -

(aa) In urban areas only one sign per street boundary of a stand or subdivision shall be permitted and such sign shall be firmly affixed to the building, boundary wall, fence or gates on the street frontage or shall be displayed within the boundaries of the stand.

(bb) Minimum spacing of one per 30m length of street boundary.

(ii) Farm watch: -

(aa) Farm watch signs may be displayed at the junction or intersection of a public road and private access road or at the entrance to an individual farm.

(bb) Only one sign per farm shall be allowed.

(cc) Must have consent of the applicable roads authority if signs are in the road reserve.

(iii) Neighbourhood watch:

(aa) A neighbourhood or farm watch sign may be erected within a road reserve other than national road, provincial road or any freeways, at the point where the watch area is entered.

(bb) Such signs shall not be positioned on a road island or road median or inside a restricted area.

(cc) Signs erected in the road reserve, must have authorization from the applicable roads authority.

(d) These signs may not be illuminated or animated.

(e) This class consists of outdoor signs for neighbourhood watch, security signs, farm watch and similar watch schemes indicating that a watch scheme / security company is in operation in the area or responsible for the security of that specific site.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as 10 apply.~~

~~(l)~~(f) It also makes provision for signs containing the name, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.

~~(m)~~(g) No limitations to colour and texture are imposed.

~~(n)~~(h) Signs shall refer only to the existence and operation of a commercial security service; burglar alarm system or neighbourhood watch or similar system or scheme.

~~(o)~~(i) This class of advertisement is subject to the approval of the Municipality.

(7) Class 2(G): Product Replicas and Three-Dimensional Signs: -

(a) If it functions as a third-party advertisement, it should adhere to the criteria of small billboards (Class 1(d)) as in **Table 1** above.

(b) The size and height of signs allowed in this class, are as follows: -

(ii)	Size:	Partial Control:	Vertical Maximum: 1.5m
		Diameter Maximum:	1m
		Minimum Control:	Vertical Maximum: 2m
		Diameter Maximum:	1.3m
(iii)	Height:	Partial Control:	3m
		Minimum Control:	4m

(c) The position and spacing requirements for this class of signs should also adhere to the criteria for small billboards (Class 1(d)), as in **Table 2** above.

(d) These signs may only be illuminated if the road is illuminated, animation may be allowed.

(e) This class consists of product replicas and other three-dimensional devices used for the purpose of advertising and may be free-standing or attached to a building. This sign type shall be associated only with shopping centres or other commercial areas or with entertainment or industrial areas.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

~~(l)~~(f) These signs can function as: -

(i) On-premises business advertisements; or as

(ii) Third party advertisements.

Commented [JJ34]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

Commented [JJ35]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(m)~~(g) If it functions as an on-premises business advertisement, is should adhere to all the criteria of on-premises business advertisements (Class 3(K)).

~~(n)~~(h) Signs attached to buildings or displayed on individual premises shall be limited to one sign per enterprise.

~~(o)~~(i) Signs attached to buildings shall not be displayed above the bottom edge of the second-floor window and shall not extend above the level of the underside of the eaves or gutter of any building.

~~(p)~~(j) No signs shall be placed in front of or obstruct the view from any window or any other external opening of any building.

~~(q)~~(k) The above conditions on position do not apply to entertainment districts.

~~(r)~~(l) No limitations to colour and texture are imposed.

~~(s)~~(m) Product replicas shall not dominate prominent architectural features of any building with the exception of buildings in entertainment districts.

~~(t)~~(n) This class of advertisement is subject to the approval of the Municipality.

CLASS THREE: SIGNS ON BUILDINGS, STRUCTURES AND PREMISES

15. (1) Class 3(A): Sky Signs -

(a) This class will be allowed in urban areas of partial and minimum control only after a visual and advertising impact study has been done and the number of these signs allowable in a specific central business district (CBD) was determined by the Municipality after an impact assessment.

(b) The size and height of signs allowed in this class, are as follows:

(i) Size: $75m^2 – 300m^2$;

(ii) Height: Depend on height of building, or to be considered by Municipality.

(c) The Municipality may consider larger signs which may become landmark sites Subject to an environmental impact assessment being carried out.

(d) The position and spacing requirements for this class of signs are as follows: -

(i) To be determined by an AIA.

(ii) Should not project in front of a main wall of host building, so as to extend beyond the roof of such a building in any direction.

(iii) Should not obstruct the view from other buildings

(iv) Sign to be set against a screen.

(e) These signs may be illuminated, but not animated.

(f) This class consists of very large signs between 75m² and 300 m² on top of skyscrapers in and may include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems.

~~(g) General requirements as in Section 5 apply.~~

~~(h) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(i) General maintenance conditions as in Section 7 apply.~~

~~(j) General electrical and illumination conditions as in Section 8 apply.~~

~~(k) General content, amenity and decency conditions as in Section 9 apply.~~

~~(l) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ36]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(m)~~(g) Only after a visual and traffic safety impact assessment may the content be changed.

~~(n)~~(h) The number and size shall be determined by the outcome of the impact assessment and will depend on factors such as the size and character of the CBD and surrounding areas, the lifestyle of the local communities and the nature of host skyscrapers.

~~(o)~~(i) No limitations to colour and texture are imposed.

~~(p)~~(j) All sky signs shall be designed by a structural engineer.

~~(q)~~(k) Approval will be granted for an initial period of five (5) years on Municipality property with an option to renew for a further five (5) years.

~~(r)~~(l) On private property approval will be granted for the initial period of the lease between the landlord and the media owner with an option to be renewed for a further period.

~~(s)~~(m) The advertising structure shall be erected within three (3) months after approval.

~~(t)~~(n) One further extension of three (3) months can be granted if obtained from the Municipality in writing.

~~(u)~~(o) This class of advertisement is subject to the approval of the Municipality.

(2) Class 3(B): Roof Signs -

(a) This class will be allowed in urban areas of partial and minimum control.

(b) The maximum size of signs allowed in this class, are as follows:

(i)	<6m above ground:	2m²
(ii)	6m<9m above ground:	4m²
(iii)	9m<12m above ground:	8m²
(iv)	12m<18m above ground:	12m²
(v)	18m+ above ground:	18m²
(vi)	Bottom of sign not more than 120mm above roof	

(c) The position and spacing requirements for this class of signs are as follows:

(i) Only locality- bound signs.

(ii) Max one sign per building.

(iii) Not project in front of a main wall of host building.

(iv) In a partial control area, it should be placed below the ridges of pitched roofs, and not be part of the skyline.

(d) These signs may be illuminated, but not animated.

(e) This class consists of signs which are fixed to the roofs of buildings lower than 15 floors and used or partly used for commercial, office, industrial or entertainment purposes.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ37]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Signs fixed to roofs of verandas or balconies shall not be included in this class.

~~(m)~~(g) The main purpose of this class is to provide an opportunity for indicating important commercial, office, industrial or entertainment functions in a more prominent manner or for indicating commercial, office, industrial or entertainment functions or enterprises where the structure of a building hinders or prohibits the application of any other appropriate sign type.

~~(n)~~(h) Roof signs may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems.

~~(o)~~(i) A roof sign shall be constructed in a straight line, except in the case of a V-construction: -

i. In the case of a V-construction, the two sides forming the sides of the V shall be of equal length;

ii. the distance between the sides at the open end (furthermost from the apex of the V) shall not exceed the length of the sides.

~~(p)~~(j) The sign shall not exceed 300 mm in thickness, except in the case of a V-construction sign.

~~(q)~~(k) No limitations to colour and texture are imposed.

~~(r)~~(l) This class of advertisement is subject to the approval of the Municipality.

(3) Class 3(C): Flat Signs -

(a) This class will be allowed in the following areas of control: -

(i) Natural and Rural: Only centres of economic activity, then only on commercial, office, industrial and entertainment buildings.

(ii) Urban area of maximum control.

(iii) Urban area of partial control.

(iv) Urban area of minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Size: -

(aa) Locality-bound:

Maximum Control: Area: <20% of ground floor facade.
Partial & Minimum Control: Area: <30% of ground floor façade.
Shopping Centres: Area: <30% of specific façade.

(bb) Non-locality-bound: Area: < 72m^2.

(c) The position and spacing requirements and some general conditions for this class of signs are as follows: -

(i) Locality-bound: Front walls of buildings, or any other wall.

(ii) Non-locality-bound: Only to side and back walls of buildings with maximum one per wall.

(iii) Maximum control: One per enterprise.

(iv) Partial & minimum control: One per façade, but not limited to four ~~Two per enterprise.~~

Commented [JJ38]: 1 per facade, but not limited to 4; Depending on the building

(v) Not to obstruct window / view.

(vi) Not to extend above top / beyond either end of wall.

(vii) Not above lower edge of a visible second-floor window.

(viii) Not to interfere with ventilation or light of a building.

(d) These signs may be illuminated but not animated.

(e) This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such a building.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ39]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Such signs shall at no point project more than 300 mm from the surface of the main wall.

~~(m)~~(g) A flat sign may consist of a panel/sheet or of individual numbers, letters or symbols.

~~(n)~~(h) A distinction can be drawn between: -

(i) Locality-bound flat signs which are attached to the front walls of buildings, but which may also be attached to side and back walls.

(ii) Non-locality-bound flat signs which may be much larger and shall be attached only to the side and back walls of buildings which do not fulfil the function of a building facade.

~~(o)~~(i) This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation.

~~(p)~~(j) In areas of minimum and partial control flat signs may be allowed rather freely at ground and first floor level in accordance with the commercial, industrial or entertainment character of such areas.

~~(q)~~(k) Necessary control shall be applied with regard to non-locality-bound flat signs and flat signs above first-floor level.

~~(r)~~(l) An environmental impact assessment may be required for any flat sign in excess of 36m², which EIA shall include visual, social and traffic safety aspects as covered under NEMA.

~~(s)~~(m) The maximum projection of any part of a flat sign over footway or ground level shall be 75mm where such sign is less than 2,4m above the sidewalk or ground level immediately below such sign and 300mm where such sign is more than 2,4m above such footway or ground level.

~~(t)~~(n) Locality-bound flat signs shall not be displayed above the lower edge of visible second-floor window in a specific building façade, provided that locality-bound flat signs for the following functions may be excluded from this condition: -

(i) banks and financial institutions,

(ii) larger department stores,

(iii) larger hotels,

(iv) larger industries,

(v) government institutions,

(vi) building names, and

(vii) shopping centres.

~~(u)~~(o) The above conditions on position do not apply to entertainment areas.

~~(v)~~(p) No limitations to colour and texture are imposed.

~~(w)~~(q) Wall units to display flat signs at shopping centres shall, be designed in such way as to form a structural and architectural whole with such buildings.

~~(x)~~(r) This class of advertisement is subject to the approval of the Municipality.

(4) Class 3(D): Projecting Signs -

(a) This class will be allowed in the following areas of control: -

(i) Natural and Rural (only centres of economic activity, buildings utilized for commercial, office, industrial, entertainment, accommodation).

(ii) Urban areas of maximum control.

(iii) Urban areas of partial control.

(iv) Urban areas of minimum control

(b) The size and height of signs allowed in this class, are as follows: -

AREAS OF MAXIMUM CONTROL		
	Clear height of sign	
	Below 6m	Above 6m
Maximum size	1,2m²	4,0m²
Maximum horizontal dimension	1,0m	1,5m
Maximum vertical dimension	1,5m	3,0m
AREAS OF PARTIAL AND MINIMUM CONTROL		
	Clear height of sign	
	Below 6m	Above 6m
Maximum size	2,4m²	8,0m²
Maximum horizontal dimension	1,5m	2,0m
Maximum vertical dimension	3,0m	5,0m

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Only one per enterprise façade.

(ii) Right angles to street line.

(iii) Vertical distance between sidewalk and sign should be more than 0.46m from vertically projected kerb line.

(d) These signs may be illuminated.

(e) This class consists of signs which are affixed to an external or main wall of a building used for commercial, office, industrial or entertainment purposes and which projects more than 300mm from the surface of the main wall and which is affixed at right angles to the street line.

(f) General requirements as in Section 5 apply.

(g) General design, construction and position on the site conditions as in Section 6 apply.

(h) General maintenance conditions as in Section 7 apply.

(i) General electrical and illumination conditions as in Section 8 apply.

(j) General content, amenity and decency conditions as in Section 9 apply.

(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.

(l) This sign type shall not be applicable to buildings used for residential purposes or for community services of community institutions, small enterprises and practices on residential premises, or small-scale residential-oriented accommodation.

(m) Only locality-bound projecting signs shall be allowed in all areas with the exception of entertainment areas.

(n) A projecting sign shall not be fixed at a clear height of less than 2.4m nor exceed 300mm in thickness.

(o) In areas of minimum and partial control projecting signs may be allowed rather freely below the lower edge of visible second-floor windows in accordance with the commercial, industrial or entertainment character of such areas.

(p) Necessary control shall be applied with regard to signs above the lower edge of visible second-floor windows.

(q) Projecting signs above the lower edge of visible second-floor windows shall be limited to the following functions: -

(i) banks and financial institutions,

(ii) larger department stores,

(iii) larger hotels,

(iv) larger industries,

(v) government institutions,

(vi) building names, and

(vii) shopping centres.

(r) Entertainment areas are exempt from this rule.

(s) A projecting sign shall not extend beyond the top of the main wall to which it is affixed or above the level of the top of any parapet wall, or above the level of the underside of the eaves or gutter of a building from which the sign projects.

(t) Projecting signs may be suspended above sidewalks and therefore above urban road reserves.

(u) A sign with a clear height of less than 6m shall not project at any point more than 1 800mm from the surface of the main wall to which it is affixed, or more than one half of the width of the sidewalk immediately below such sign, whichever is the smaller dimension.

(v) The sign shall not be fixed in any way other than the top and the bottom of the sign being in the same vertical plane.

(w) No limitations to colour and texture are imposed.

(x) Signs supports shall, be neatly constructed as an integral part of the design of the sign or otherwise it shall be concealed from view.

(y) Structural drawings shall be submitted for all projecting signs with a clear height of more than 6m.

(z) This class of advertisement is subject to the approval of the Municipality.

(5) Class 3(E): Veranda, Balcony, Canopy and Under awning Signs -

(a) This class will be allowed in the following areas of control: -

(i) Natural and Rural (only centres of economic activity).

(ii) Urban areas of maximum control.

(iii) Urban areas of partial control.

(iv) Urban areas of minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Maximum vertical dimensions: 0.75m;

(ii) Maximum horizontal dimensions: 2.4m;

(iii) Projection: 100mm from surface.

(iv) Under-awning signs: -

(aa) Clear height: Min 2.4m
(bb) Maximum horizontal dimensions: 2m
(cc) Maximum sign area: 1m^2 per face
(dd) Maximum total area: 2m^2

(v) Signs on top of veranda roofs: -

Maximum area: 1m^2

(vi) Signs on pillar / column / post: -

(aa) At filling station:
(bb) Maximum sign area: 1m^2 per face
(cc) Maximum total area: 2m^2
(dd) Projecting: < 50mm

(vii) Under verandas, canopy OR on verandas, canopy over street: -

(aa) Clear height: Min 2.4m
(bb) Top of sign: <1m below top of canopy / veranda
(cc) Maximum horizontal dimensions: 1m

(viii) Verandas and canopies over street: -

Maximum horizontal dimensions: 0.6m

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Only on commercial, office, industrial or entertainment premises.

(ii) Not to extend beyond any extremity of wall, balustrade, railing, beam, fascia.

(iii) One sign per enterprise.

(iv) For an enterprise with a facade exceeding 20m in length, more than one sign may be allowed but such signs shall be spaced at a minimum of 6m intervals and the sign length (horizontal dimension) per enterprise facade shall be limited to 4m.

(v) May be suspended above sidewalks.

(vi) Balcony signs: Not above lower edge of 2nd floor window.

(vii) Under awning signs: Aimed at pedestrians.

(viii) Signs on top of veranda roofs: Aligned with signs on adjacent buildings, parallel to end of veranda, not cover window / obstruct view

(ix) Under verandas, canopy OR on verandas, canopy over street: Not to extend beyond outer edge of veranda or canopy.

(d) These signs may be illuminated as follows: -

(i) Illuminated only if the clear height at street intersection is > 6m;

(ii) Verandas and canopies over street: No illumination at intersections for canopies over street.

(e) This class consists of: -

(i) Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony.

(ii) Signs affixed flat onto or painted on the fascia of a veranda or beam over veranda columns.

(iii) Signs affixed flat onto or painted on the fascia of a roof structure without walls such as a roof covering petrol pumps at a filling station.

(iv) Signs suspended below the roof of a veranda or balcony (under-awning signs).

(v) Signs placed on top of the roof of a veranda.

(vi) Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or a roof structure without walls.

(vii) Signs painted or printed on the fabric of a canopy or blind.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ40]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Only verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or roofed structures without walls which are situated on premises used for such purpose shall be of relevance to this class.

~~(m)~~(g) The following shall be relevant with regard to signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony; affixed flat onto or painted on the fascia of a veranda or beam over veranda columns or affixed flat onto or painted on a fascia of a roof structure without walls: -

(i) No sign shall extend above or below or beyond any of the extremities of a parapet wall, balustrade, railing, beam or fascia.

(ii) No more than one sign per enterprise facade shall be allowed.

~~(n)~~(h) Signs on balconies shall not be displayed above the lower edge of any visible second-floor window.

~~(o)~~(i) The following shall be applicable with regard to signs on top of veranda roofs: -

(i) Signs shall be placed on top of veranda roofs only where such a veranda does not have an appropriate parapet wall, balustrade, railing, fascia or beam on which a sign may be affixed.

(ii) Signs on adjacent buildings shall be aligned with each other in order to form a straight line.

(iii) Signs shall be set parallel to the end of the veranda that faces the street or as near thereto as the configuration of the veranda roof will permit.

(iv) Signs shall not exceed beyond the extremities of the veranda roof nor project beyond the rear of any veranda roof gutter.

(v) A sign shall not cover any window or obstruct the view from any such window.

(vi) Only one sign per enterprise facade shall be allowed.

~~(p)~~(j) The following shall be applicable with regard to supporting columns, pillars or posts: -

(i) All signs shall be painted on or affixed flat onto the supporting column, pillar or post.

(ii) Projecting signs shall be affixed only to columns, pillars or posts supporting a roof over fuel pumps at a filling station or roadside service area.

(iii) No sign affixed flat onto a supporting column, pillar or post shall project more than 50mm from the surface to which it is affixed.

(iv) No sign affixed flat onto a supporting column, pillar or post shall extend beyond any of the extremities of such column, pillar or post.

(v) Signs affixed flat onto non-rectangular supporting structures shall be curved to fit the form of such a structure.

(vi) Only one sign per pillar, post or column shall be allowed, including signs projecting from pillars, posts or columns supporting a roof at fuel pumps.

(vii) No posters or placards shall be pasted onto any supporting column, pillar of post.

~~(q)~~(k) The following shall be applicable with regard to canopy signs: -

(i) The advertisement shall form an integral part of the canopy or blind without domination of the canopy structure or blind.

(ii) Any canopy shall complement the architecture and visual appearance of the building to which it is affixed and shall not dominate such building.

~~(r)~~(l) Signs may be suspended above sidewalks and therefore above urban road reserves.

~~(s)~~(m) No limitations to colour and texture are imposed.

~~(t)~~(n) No illuminated sign or sign designed to reflect light shall be attached to or displayed on any splayed or rounded corner of a veranda, canopy or balcony at a street intersection, unless the bottom of such sign is a minimum of 6m above the street immediately below.

~~(u)~~(o) This class of advertisement is subject to the approval of the Municipality.

(6) Class 3(F): Signs Painted on Walls And Roofs and Mural Advertisements -

(a) This class will be allowed in urban areas of partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

Size:	Ground floor façade of the enterprise:	< 20 %
	On side or back walls:	< 36 m^2

(c) The position and spacing requirements and some general conditions for this class of signs are as follows: -

(i) Painted on walls of building used for commercial, office, industrial or entertainment purposes and only on roofs of industrial buildings.

(ii) Locality bound: -

- One sign per enterprise.
- Allowed on facade walls, roofs, side and back walls.
- On facade: Below lower edge of second floor window.

(iii) Non-locality bound sign:

- Only one advertisement displayed per wall.
- Advertisement may only be on side or back walls.

(d) These signs may not be illuminated or animated.

(e) This class consists of signs painted directly on the main walls or roofs (only of industrial buildings) of a building used for commercial, office, industrial or entertainment purposes.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ41]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Mural advertisements (artistic designed figures based on brand visuals and intentions) can be considered by the Municipality on a merit basis and can at the most include a logo of a third party, of which the size should be limited to no more than 20% of the total area of the advertisement, provided that no illumination or animation will be allowed for mural advertising.

~~(m)~~(g) The actual size of such sign will depend on the size of the side or back wall concerned and on factors such as the character and appearance of the building and the overall streetscape.

~~(n)~~(h) No more than one sign per enterprise shall be allowed while no more than one non-locality-bound sign per wall shall be allowed.

~~(o)~~(i) Non-locality-bound signs shall be limited to the side or back walls of buildings which do not fulfil the function of building facades.

~~(p)~~(j) No limitations to the colour and texture are imposed.

~~(q)~~(k) In urban and natural areas of maximum control no internally illuminated sign inside a building shall be visible from outside the building.

~~(r)~~(l) This class of advertisement is subject to the approval of the Municipality.

(7) Glass 3(G): Window Signs -

(a) This class will be allowed in the following areas of control: -

(i) Natural and Rural (only centres of economic activity, only on ground floor windows).

(ii) Urban areas of maximum control.

(iii) Urban areas of partial control.

(iv) Urban areas of minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Natural and maximum control: -

Area: <10% of ground floor window area.

(ii) Rural and Partial control:

Area: <25% of ground floor window area.

(iii) Minimum control:

Area: <50% of ground floor window area.

(c) The position and spacing requirements for this class of signs are as follows: -

(i) The building should be used for commercial, entertainment, office, or industrial purposes.

~~(ii) No signs allowed above ground-floor level.~~

(d) In natural areas and urban areas of maximum control, no internally illuminated signs inside the building should be visible from outside the building.

(e) This class consists of signs which are permanently painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any other permanent sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

~~(l)~~(f) Signs in this class shall not be allowed above ground-floor level.

~~(m)~~(g) Colours shall, be in harmony with the rest of the building and the general streetscape in urban areas of maximum control.

~~(n)~~(h) This class of advertisement is subject to the approval of the Municipality.

~~(8) Class 3(H): Signs Incorporated in the Fabric of a Building.~~

~~(a) This class will be allowed in all areas of control.~~

~~(b) These signs may be illuminated if allowed by the Municipality, but not animated.~~

~~(c) This class consists of advertisement incorporated in and forming an integral part of the fabric of a building.~~

~~(d) General requirements as in Section 5 apply.~~

~~(e) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(f) General maintenance conditions as in Section 7 apply.~~

~~(g) General electrical and illumination conditions as in Section 8 apply.~~

~~(h) General content, amenity and decency conditions as in Section 9 apply.~~

Commented [JJ42]: Various technologies exists to incorporate UV block etc.

Commented [JJ43]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(i) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

~~(j) Some general conditions for this class of signs are as follows: -~~

~~(i) Applies mostly historical buildings but may also apply to modern buildings.~~

~~(ii) Building, structure / external face of building should not be used principally for display of signage.~~

~~(k) An advertisement fixed to or painted on a building is not included in this class.~~

~~(l) This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.~~

~~(m) No specific limitations are set provided the building or structure or any external face of it is not used principally for the display of advertisements.~~

~~(n) Such advertisements shall also be in balance with the scale of the building and shall be visually and architecturally integrated in the building or structure.~~

~~(o) No sign displayed shall, in the opinion of the roads authority, distract the attention of a driver in a manner likely to lead to unsafe driving conditions.~~

~~(p) No sign shall, in the opinion of the Municipality, be displayed in such a manner as to be detrimental or have a negative aesthetic impact on the urban design, streetscape or character of the environment.~~

~~(q) All signs shall be maintained properly.~~

~~(r) This class of advertisement is subject to the approval of the Municipality.~~

~~(s) The following may be exempted from the approval of municipality: -~~

~~i. heritage plarc;~~

~~ii. opening plarc;~~

~~iii. dedication for the building.~~

Commented [JJ44]: These form actually part of the building;
Building name and date

~~(9)~~(8) Class 3(I): Advertisements on Forecourts of Business Premises and on Sidewalks Directly in Front of Business Premises -

(a) This class will be allowed in the following areas of control: -

(i) Natural and Rural (only centres of economic activity).

(ii) Urban areas of maximum control.

(iii) Urban areas of partial control.

(iv) Urban areas of minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Maximum area: Single sided: 0.75m^2
Double sided: 1.5m^2
Maximum total area per forecourt frontage / premises:

3m^2

(ii) Filling stations & roadside service areas:

Maximum total area per forecourt frontage / premises: 8m^2

(c) The position and spacing requirements and some general conditions for this class of signs are as follows: -

(i) In forecourts (outdoor area as functional part of a building) of businesses.

(ii) Free-standing.

(iii) Not in road reserve.

(iv) A forecourt sign shall, in the opinion of the George Municipality, not be positioned in such a way as to interfere with pedestrian circulation.

(v) Forecourt signs shall be aimed at passing pedestrians and the users of the forecourt space concerned and shall not be aimed at passing motorists.

(d) These signs may be illuminated but not animated.

(e) This class consists of notices, signs and advertisements displayed in forecourts of business and on sidewalks in front of business premises to draw attention to any commercial services, goods for sale, or other services available at the premises.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ45]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) A forecourt is an outdoor area which forms a functional part of a building, housing an enterprise and may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or café, a sidewalk café, etc.

~~(m)~~(g) Any enclosing fence, wall, screen or similar structure will form part of a forecourt.

~~(n)~~(h) Signs complying with the guidelines given below may be displayed on forecourts in urban areas and on forecourts in centres of economic activity in natural and rural areas and on sidewalks directly in front of business.

~~(o)~~(i) Provision may also be made for additional non-free-standing signs at filling stations and service areas attached to fuel pumps, vending machines and similar non-advertising structures which shall have a maximum size of 0,15 m² per sign.

~~(p)~~(j) A maximum of one sidewalk sign is permitted per business and complies with the same specifications of that of a forecourt sign.

~~(q)~~(k) As this class permits advertisement on the forecourts of business premises and sidewalks, signs or advertisements shall be free-standing with the exception of additional signs at filling stations and roadside service areas attached to fuel pumps and similar non-advertising structures.

~~(r)~~(l) No limitations to the colour and texture are imposed.

~~(s)~~(m) Hand-written messages are allowed on boards provided for this purpose.

~~(t)~~(n) This class of advertisement is subject to the approval of the Municipality.

~~(10)~~(9) Class 3(J): Miscellaneous Signs for Residential Oriented Land Use and Community Services -

(a) This class will be allowed in all areas of control for home undertakings and community institutions.

(b) This class consists of a variety of smaller notices and signs to be displayed primarily on buildings or premises utilised for residential-oriented purposes and community services but can also be considered for places of residence in natural and rural environments such as farms and smallholdings and community services such as farm schools.

(c) The size and height of signs allowed in this class, are as follows: -

(i) Direction/warning sign: -

- Area: 0.5m^2
- More entrances to premises: Area: 0.5m^2 per frontage
- Max area: 1m^2

(ii) Name of enterprise/practice/ accommodation / partner: -

- Area: 1.5m2
- More entrances: Maximum area for signs: 1.5m2 for 2 ads

(iii) Solid structure for above 2 types: -

Area: 3m^2, 50% usage of area

(iv) Combination ad: -

Area: 1m^2 per farm/enterprise

(v) Name of institution & other community facilities: -

- Max area: 3m^2 / enterprise
- More entrances: Maximum area for signs: 3m^2 for 2 ads

(vi) Solid structure for above type: -

- Area: 6m^2, 50% usage of area
- Combination of advertisements: Area: 2m^2 per institution

(vii) Street numbers:

Letter size: > 150mm < 350mm

(viii) Free standing signs:

- Max height: 3m
- Max height: Combination sign: 4m

(ix) Name / logo of Sponsor: -

Only on name of farm/ smallholding: < 1/3 of area.

(d) The position and spacing requirements and some general conditions for this class of signs are as follows: -

(i) Only on premises referred to, on boundary wall, fence, and gate.

(ii) Farm/small holdings signs: Next to entrance of access road or on gate of entrance.

(iii) Freestanding only when not possible to fix to building / wall / boundary fence.

(iv) Not in road reserve.

(v) One per street frontage.

(vi) Home undertakings: -

- Must form integral part of architecture of wall on street frontage.
- Sign mainly to indicate name.
- <30% to indicate nature of undertaking.

(vii) Community Institutions / facilities: -

- No product ads / sales ads.
- <20% name / logo of sponsor.
- Not painted on boundary walls.

(e) These signs may not be illuminated in natural and rural areas of control, nor may these signs be animated.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ46]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) A sign of up to 0,2m² in extent in this class, which may be erected as a right in terms of the provisions of Municipality's zoning scheme, must also conform to the provisions of this by-law.

~~(m)~~(g) Small business, enterprises and practices shall carry the name and nature of the business, practice of enterprise, the name(s) of the owner, practitioner or partners, and contact details.

~~(n)~~(h) Small-scale accommodation facilities with a residential and neighbourhood character such as guest houses, bed and breakfast facilities, boarding houses and smaller hotels shall carry the name and nature of the facility/enterprise, the name(s) of the proprietor or partners and contact details.

~~(o)~~(i) Community services and institutions such as religious, educational; cultural, recreational and certain medical and similar institutions shall carry the name and nature of institution, the name(s) of practitioner(s), contact details and the nature and extent of service, opening times, etc.

~~(p)~~(j) A variety of signs, which differ in appearance and character, may be used in this class, such as: -

(i) Signs affixed flat onto or painted on a building and other existing structure, such as boundary walls, gates and gate structures.

(ii) Pole-mounted signs.

(iii) Signs which include more solid and elaborate supporting structures that form a visual border around the sign panel.

~~(q)~~(k) It may be necessary to have building plans approved for certain supporting structures.

~~(r)~~(l) The following shall apply to farms and smallholdings: -

(i) Farm or smallholding name signs shall be displayed next to the entrance of the access road to the homestead or alternatively it shall be affixed to the gate at the entrance of such access road.

(ii) If any official traffic sign bearing a destination or route number is displayed at the entrance to such access road, no farm/smallholding name signs shall be allowed.

(iii) In cases where more than one farm or smallholding share the same unnumbered or private access route, or more than one enterprise share the same premises, a combination sign or collective board shall be provided which will allow for 1 m² per farm, smallholding or enterprise.

(iv) A standardized name sign (colour, form and letter type) for all smallholdings in a specific area, indicating, the name of the smallholding, the name of the owner as well as the property number, is preferable.

~~(s)~~(m) The following shall apply to buildings used for residential purposes other than dwelling-houses: -

(i) A sign containing the name only of any building used for residential purposes other than a dwelling-house, and a sign consisting of a 600mm x 400mm brass or other metal plate displaying the name of the company owning or managing such building, its logo and telephone number, may be displayed.

(ii) Street numbers: One sign per road frontage of each premises is allowed with a minimum letter size of 150mm and a maximum letter size of 350mm.

(iii) The name or logo of the sponsor of a sign shall be allowed only on the name signs of farms and smallholdings and shall not occupy more than one third of the total area of the sign.

~~(t)~~(n) All signs in this class shall be allowed only on the premises to which they specifically refer or on the boundary wall or fence or gate of such premises.

~~(u)~~(o) Free standing signs in this class shall be allowed only when it is not practical or visually acceptable to attach a sign to a building, boundary wall, boundary fence, gate or gate structure.

~~(v)~~(p) Signs and, especially, supporting structures should harmonise with the buildings and other structures on the premises as to materials, colour, texture, form, style and character, wherever possible.

~~(w)~~(q) Signs in this class may be exempted based on the criteria specified in another approved by-law of the Municipality.

~~(x)~~(r) This class of advertisement is subject to the approval of the Municipality.

~~(11)~~(10) Class 3(K): On Premises Business Signs -

(a) This class will be allowed in all areas of control.

(b) These signs will be allowed with limited information, namely the name and nature of business/enterprise, brand name of items for sale, nature of service provided, name of owner and the font sizes are also controlled.

(c) The size and height of signs allowed in this class, are as follows: -

(i)	Size:	Maximum control:	Maximum area: $6m^2$
		Partial / Minimum control:	Maximum area: $12m^2$
		Sponsor name/logo: Maximum of 1/3 of total sign area	
(ii)	Height:	Maximum control:	Maximum height: 7.5m in neighbourhoods
		Partial / Minimum control:	Maximum height: 7.5m (may be increased to 10m if allowed in zoning scheme)

(d) The position and spacing requirements for this class of signs are as follows: -

(i) Only locality bound ads.

(ii) Individual free-standing on business premises only for specific conditions.

(iii) One sign / one panel per enterprise, or one per entrance (max two).

(iv) Roadside enterprises: > 5m from road reserve.

(v) Placed close to enterprise or if not close or visible from road, then at entrance road.

(e) These signs may be illuminated but not animated.

(f) This class consists of locality-bound signs which are aimed at identifying and locating businesses, enterprises and industries in urban areas, businesses and enterprises at centres of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.

~~(g) General requirements as in Section 5 apply.~~

~~(h) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(i) General maintenance conditions as in Section 7 apply.~~

~~(j) General electrical and illumination conditions as in Section 8 apply.~~

~~(k) General content, amenity and decency conditions as in Section 9 apply.~~

~~(l) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ47]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(m)~~(g) On-premises business signs shall provide only information on the name and nature of the enterprise, the nature of goods sold, or services provided and the name of the proprietor, partner or practitioner.

~~(n)~~(h) This sign type shall include only the following: -

(i) Individual free-standing signs on specific business premises.

(ii) Signs on appropriate structures on specific premises, such as boundary walls, gates and gate structures.

(iii) Combination signs which indicate several businesses or enterprises, and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises, in which case the concept of locality-bound is broadened so that premises include the shopping centre or industrial estate as a whole for a communal parking area, together with related enterprises.

~~(o)~~(i) This class shall not include small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes.

~~(p)~~(j) This class shall not cater for all business but shall only be provided in the following instances: -

(i) Where the building housing an enterprise is situated relatively far back from the road or street onto which it faces and passing motorists or pedestrians may have difficulty in noticing any signs affixed to such a building.

(ii) In cases where it is not structurally possible or visually feasible to affix appropriate signs.

(iii) Where such a sign is needed to locate the entrance to business premises or the private access road to a business.

(iv) Where a free-standing combination sign may prevent the proliferation of signs.

~~(q)~~(k) In rural and natural areas, the need for on-premises business signs may be reduced by making use of brown *tourism signs*.

~~(r)~~(l) The following restrictions shall apply to these signs: -

~~(i) Only one sign or advertising panel on a combination sign shall be allowed per enterprise.~~

~~(ii)~~(i) If there is more than one entrance to premises on different road frontages, two signs or advertising panels may be allowed per enterprise, each on a different road frontage.

~~(iii)~~(ii) No sign shall extend above or beyond any of the extremities of the structure to which it is affixed.

~~(iv) Signs shall not have in their design any letters, figure, symbols or similar features over 0,75m in height in areas of partial and minimum control, and over 0,35m in areas of maximum control.~~

~~(v)~~(iii) A sign permitted by this class shall not serve as an advance sign and shall be displayed only on the premises where the business is conducted.

~~(vi)~~(iv) Where a business or enterprise such as a stall or guest house is situated on a large property such as a farm the sign shall be placed in the immediate vicinity of the enterprise where such an enterprise is adjacent to or visible from a public road; if the enterprise is not adjacent to or visible from a public road the sign shall be placed at the entrance of the private access road to the enterprise.

~~(vii)~~(v) Signs indicating roadside enterprises such as farm stalls or roadside cafés shall not be closer than 5m from the road reserve fence. Such enterprises shall have direct access to the public road.

~~(viii)~~(vi) Combination signs at shopping centres and industrial estates which contains large amount of information, shall be designed and located so as not to create a traffic safety hazard resulting from an information overload in the opinion of the roads authority.

~~(ix)~~(vii) No sign shall obstruct the view from any adjacent building.

~~(x)~~(viii) No limitations to the colour and texture are imposed.

~~(xi)~~(ix) Internal and external illumination is permitted in areas of minimum and partial control, while only external illumination shall be permitted in areas of maximum control.

~~(xii)~~(x) Signs in this class shall refer only to the name and nature of the business or enterprise on the premises; the brand name and nature of the goods for sale or goods produced; the nature of services provided; and the name of the person(s) or firm who own(s) the business or provide(s) the goods or services at the premises.

~~(xiii)~~(xi) In order to prevent the proliferation of signs at shopping centres or at other premises or access roads housing or leading to several enterprises, individual on-premises business signs shall be incorporated in combination signs.

Commented [JJ48]: Not to be limited;
Malls and walkways may differ;
Discretion and approval of George Municipality

Commented [JJ49]: Not to be limited

i. The design of such combination signs shall be of a high standard and shall, in the opinion of the Municipality, harmonise with the architecture of the shopping centre or other buildings or structures such as entrance gates.

~~ii. Messages on the individual panels or boards of combination signs shall be as concise and legible as possible.~~

Commented [JJ50]: No need to mention this

~~(xiv)~~(xii) On-premises business signs at access roads to farms or smallholdings shall be co-coordinated with signs indicating farm/smallholding names in order to form a single combination sign.

i. The necessary harmony shall be obtained by using the same form, letter type and colour for the various parts of the combination sign.

~~(s)~~(m) This class of advertisement is subject to the approval of the Municipality.

~~(12)~~(11) Class 3(L): Advertising on Towers and Pylons -

(a) This class will be allowed in urban areas of partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Size: Maximum total area: 81m^2 per structure.

(ii) Height: Sign may not project more than 300mm from main wall of tower, and may not extend beyond top of tower.
Pylon sign: Wholly within a notional vertical cylindrical figure;
Diameter: 6m, Height: 12m
Clear height: 2.4m (if sign is protruding from pylon)
Clear height: Bridge sign: 5.2m

(c) The position and spacing requirements and some general conditions for this class of signs are as follows:

(i) The same position and spacing criteria apply as specified in **Table 2** above, for Class 1 signs.

(ii) Not over any provincial road.

(iii) A maximum of 2 signs / tower, shall be permitted.

(iv) May not extend beyond top of tower.

(v) Not projecting more than 0.3m from main wall of tower / bridge.

(vi) Also included: cellular telephone base stations, water towers, radio towers, silos, pylons, masts.

(d) These signs may be illuminated as follows:

(i) Along urban freeways: Only if freeway is illuminated.

(ii) If visible from National or Provincial Road: Only if road is illuminated.

(iii) Partial control: Illumination and animation allowed.

(iv) Minimum control: Illumination and animation allowed.

(e) Illumination and animation will only be allowed if it is not a safety hazard, will not cause undue disturbance and if the source of illumination is concealed from oncoming traffic.

(f) This class consists of signs affixed to or painted on towers not used primarily for advertising purposes, which includes signs on cellular telephone base station towers, water towers, radio towers, silos, pylons and similar structures, as well as signs erected for the sole purpose of advertising e.g. gantries.

~~(g) General requirements as in Section 5 apply.~~

~~(h) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(i) General maintenance conditions as in Section 7 apply.~~

~~(j) General electrical and illumination conditions as in Section 8 apply.~~

~~(k) General content, amenity and decency conditions as in Section 9 apply.~~

~~(l) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ51]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(m)~~(g) No sign shall be affixed to any structural column of a bridge.

~~(n)~~(h) No limitations to the colour and texture are imposed.

~~(o)~~(i) Any sign permitted by this class shall be affixed to the towers or pylon in a manner which has been designed and erected to the satisfaction of the Municipality.

~~(p)~~(j) Every pylon shall be independently supported and, for this purpose, properly secured to an adequate foundation in the ground and entirely self-supporting without the aid of guys, stays, brackets or other restraining devices.

~~(q)~~(k) This class of advertisement is subject to the approval of the Municipality.

~~(13)~~(12) Class 3(M): Advertisements on Construction Site Boundary Walls, Fences and Construction Buildings -

(a) This class will be allowed in urban areas of partial and minimum control. If along a national road and if the sign is smaller than 6 m^2, approval is only needed from the Municipality and not from the South African National Road Agency.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Size: Maximum area: 81 m^2

(ii) Height: Maximum height: 3 m

(c) The position and spacing requirements and some general conditions for this class of signs are as follows: -

(i) Not on top of fence or wall.

(ii) Not project more than 0.1m to front of wall or fence.

(iii) Only for duration of construction.

(iv) Not allowed along or on freeways.

(v) May not be painted/ pasted directly on-site boundary wall.

(d) These signs may not be illuminated or animated.

(e) The class consists of signs fixed flat against or on top of any fence or wall where such fence or wall forms the boundary of a site where construction work is being carried out. Walls of buildings are excluded from this class.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ52]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) These signs can be erected on condition that such signs will conceal an unsightly condition arising out of the use to which the property is lawfully being put, and on condition that such signs shall be making a positive contribution to the visual environment.

~~(m)~~(g) The sign shall not be placed on the top of a fence or wall if it is not positioned to rest directly thereon.

~~(n)~~(h) No limitations to the colour and texture are imposed.

~~(o)~~(i) Poster signs in this class shall be enclosed with definite panels, which shall be uniform in size and level.

~~(p)~~(j) Signs and fence or wall shall be treated as a visual unity and wherever possible, project boards should also be incorporated in this unified design.

~~(q)~~(k) Construction site signs should always make a positive contribution to a particular streetscape.

~~(r)~~(l) These signs shall be erected three months prior to construction and removed within 221days after the construction. ~~only for the duration of the construction work.~~

~~(s)~~(m) This class of advertisement is subject to the approval of the Municipality.

CLASS FOUR: SIGNS FOR THE TOURIST AND TRAVELLER

16. (1) Class 4(A): Sponsored Road Traffic Projects -

(a) This class will be allowed in all areas of control.

(b) The size and height of signs allowed in this class, are as follows: -

(i)	Maximum Size:	Areas of maximum control:	0,5m^2
		Areas of partial and minimum control:	4.5 m^2
(ii)	Height:	Maximum height:	3 m

(iii) Other Provisions: Name / logo of sponsor: < 1/3 of total sign area.
SOS call boxes: < 0.04m^2 on each side.
Content: Name of project, name or logo of sponsor.

(c) The position and spacing requirements for this class of signs shall be applied as follows: -

(i) Inside all metropolitan road reserves (not in national or provincial road reserves), but not on road island or median.

(ii) The minimum distance between signs on the same side of the road shall be 1 km

(iii) Not combined with or attached to road traffic sign.

(iv) No road traffic sign or symbol used in any road traffic sign may be used.

(d) These signs may not be illuminated or animated.

(e) This class consists of signs relating to the sponsoring of projects specifically intended for road users aimed at the provision of road services, the promotion of road safety or the management and conservation of roadside environments.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ53]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) This class also includes logos or brand names to be displayed on the sides of SOS telephones by sponsors.

~~(m)~~(g) Signs shall refer only to the name of the project and the name or logo of the sponsor.

~~(n)~~(h) In the case of advertisements on SOS call boxes, duplicate advertisements can be attached to each side of the call box the sizes of which shall be limited to 0,04m² on each side of the call box.

Advertisements permitted by this class may be displayed inside the road reserve of all roads but not on road islands or medians.

~~(o)~~(i) No limitations to the colour and texture are imposed.

~~(p)~~(j) This class of advertisement is subject to the approval of the Municipality.

(2) Class 4(B): Service Facility Signs -

(a) This class will be allowed in all areas of control.

(b) The size and height of signs allowed in this class, are as follows: -

	Maximum Height	Maximum Width
Rural areas	7m	2m
Natural areas & Urban freeways	10m	3m
Urban areas: Maximum: 8 panels/combination sign One business or enterprise per panel will be allowed.	20m	6m

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Only at service facilities adjacent and directly accessible from road where sign is.

(ii) One combination sign per site.

(iii) Located according to requirements of roads authority.

(iv) Only one per direction of traffic flow.

(v) Not in road median or on island.

(vi) If the sign cannot be located on the site and have to be located in the road reserve, specific approval should be obtained both from the Municipality and the relevant roads authority. It should then be located as close as possible to the access and in front of the service facility site.

(d) These signs may be illuminated only if the facility is open 24 hours or during business hours of the specific service, provided that no animation is allowed.

(e) This class consists of combination signs displayed at filling stations and roadside service areas (rest and service areas) which may provide a variety of services such as fuel pumps, workshops, restrooms, car washes, shops, accommodation facilities, restaurants, fast food outlets and auto tellers.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ54]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Advertisements on such combination signs shall refer only to the name or logo of a business, company or person providing a service or shall indicate the type of service provided, however only signs for locality-bound services shall be allowed.

~~(m)~~(g) Signs in this class shall be limited to service facilities adjacent to and directly accessible from the public road at which such a sign is directed.

~~(n)~~(h) Signs in this class shall be positioned in strict accordance with the requirements of the Municipality or roads authority responsible for the road adjacent to the service facility.

~~(o)~~(i) No limitations to the colour and texture are imposed.

~~(p)~~(j) Supplementary signs at roadside service areas, which do not form part of a combination sign permitted under this class, shall be used for internal direction and orientation only and shall not be aimed at passing motorists.

~~(q)~~(k) Sufficient landscaping shall be undertaken to screen rest and service areas from freeways.

~~(r)~~(l) This class of advertisement is subject to the approval of the Municipality.

(3) Class 4(C): Functional Advertisements By Public Bodies -

(a) This class will be allowed in all areas of control.

(b) The size and height of signs allowed in this class, are as follows: -

Size: Maximum area: < 0.55m^2 (Larger signs may be allowed by the Municipality)
Letter sizes: > 0.2m in height

(c) This class of signs are positioned inside all road reserves other than freeways or provincial roads.

(d) These signs may be illuminated if needed to be read after dark.

(e) This class consists of functional signs of local authorities and other statutory undertakers such as utilities and public transport operators, displayed wholly for the purpose of announcement or direction in relation to any of the functions of the Municipality or to the operation of a statutory undertaking which is reasonably required to be displayed for the safe or efficient performance of those functions or operation of that undertaking, and cannot be displayed under any other class.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ55]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) 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 by-laws for recreation grounds or open space.

~~(m)~~(g) Signs in this class shall not be misused for the purpose of commercial and competitive advertising.

~~(n)~~(h) No limitations to the colour and texture are imposed.

~~(o)~~(i) This class of advertisement is subject to the approval of the Municipality.

CLASS FIVE: MOBILE SIGNS

17. (1) Class 5(A): Aerial Signs -

(a) This class will be allowed in urban areas of partial and minimum control.

(b) The size and height of signs allowed in this class, are as follows: -

(i) Size: No shape or size restrictions.

(ii) Height: ≤45m (except if approved by therelevant aviation authority for Civil Aviation).

(c) The position and spacing requirements for this class of signs are as follows: -

(i) Not closer than 5 nautical miles from the aerodrome reference point of an aerodrome.

(ii) Advertisement may not be displayed above a public road (except if towed behind a vehicle).

(iii) Advertisements on captive balloon or other captive craft may not be displayed within visual zone along a freeway.

(iv) Displayed in daylight hours only.

(v) Display period not exceeding two weeks.

(d) These signs may not be illuminated or animated with the exception of a moored airship, which may be illuminated.

(e) This class consists of aerial signs painted on, attached to or produced by an aircraft, such as a captive balloon, a kite, an unmanned free balloon, a manned free balloon, an airship (moored), an airplane (banner towing or smoke signals), a craft for parasailing, a hang-glider, a model- or radio-controlled aircraft, and an aircraft towed behind a vehicle or vessel for the purpose of flight.

~~(f) General requirements as in Section 5 apply.~~

~~(g) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(h) General maintenance conditions as in Section 7 apply.~~

~~(i) General electrical and illumination conditions as in Section 8 apply.~~

~~(j) General content, amenity and decency conditions as in Section 9 apply.~~

~~(k) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ56]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(l)~~(f) Except with the written permission of the relevant aviation authority of Civil Aviation, no captive balloon, craft for parasailing, kite, hang-glider, model or radio-controlled aircraft or any aircraft towed behind a vehicle or vessel for the purpose of flight shall be flown: -

(i) closer than the distance as specified by the relevant aviation authority of Civil Aviation from the aerodrome reference point of an aerodrome;

(ii) above a public road and in the case of an aircraft towed behind a vehicle or vessel such aircraft shall not take off from or land on a public road.

~~(m)~~(g) No colour or texture limitations are imposed for aerial signs.

~~(n)~~(h) With the exception of moored airships, aerial signs shall be displayed in daylight hours only.

~~(o)~~(i) No sign shall be displayed for a period exceeding two weeks in any calendar year.

~~(p)~~(j) No captive or unmanned free balloon shall be flown without the special written permission of the relevant aviation authorityof Civil Aviation.

~~(q)~~(k) Approval for flying a captive balloon will be considered by the relevant aviation authority only after permission by the Municipality including the safety and security department has been granted.

~~(r)~~(l) Manned free balloons have to meet certain conditions before they may be flown within controlled airspace.

~~(s)~~(m) Airplanes and airships shall not be flown below a certain minimum height, as stipulated by aviation regulations, without special permission.

~~(t)~~(n) This class of advertisement is subject to the approval of the Municipality.

(2) Class 5(B): Vehicular Advertising

(a) This class will be allowed in all areas of control.

(b) The size and height of signs allowed in this class may not protrude beyond the lateral edges of the vehicle.

(c) The position and spacing requirements and some general conditions for this class of signs are as follows: -

(i) The vehicle may not be used for sole purpose of advertising.

(ii) The vehicle should be mobile at all times.

(iii) The vehicle may not be parked for third party advertising.

(iv) The vehicle may not be parked inside the national or provincial road reserve.

(v) The vehicle may be parked within the public road reserve with the relevant authorization.

(d) These signs may be illuminated internally, provided that no animation is allowed.

(e) Illumination of advertisements shall be limited to the following: -

(i) An internally illuminated sign which indicate that a taxi is for hire.

(ii) Retro-reflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle.

(iii) No other specific performance requirements are prescribed.

(f) This class consists of advertisements on self-driven vehicles which are normally moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.

(g) A distinction must be drawn between first party advertising or advertising on behalf of a third party where: -

(i) First party advertising involves signage displayed on a vehicle that is registered to the company or person that is also the advertiser.

(ii) Third party advertising involves signage displayed by an advertiser while not being the registered owner of the vehicle.

(h) Branded vehicles must be road worthy and licensed.

~~(i) General requirements as in Section 5 apply.~~

~~(j) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(k) General maintenance conditions as in Section 7 apply.~~

~~(l) General electrical and illumination conditions as in Section 8 apply.~~

~~(m) General content, amenity and decency conditions as in Section 9 apply.~~

~~(n) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ57]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(o)~~(i) This class of advertisement is subject to the approval of the Municipality.

(3) Class 5(C): Trailer Advertising -

(a) This class will be allowed in urban areas of partial and minimum control and only if moving, unless parked on private property, provided that any stationary trailer visible from a public road must be attached to the towing vehicle at all times.

(b) The size and height of signs allowed for advertising specific trailers, are as follows: -

Size: Maximum vertical dimensions of the sign: 3m

Maximum horizontal dimensions of the sign: 6m

(c) The position and spacing requirements for this class of signs are as follows: -

(i) The trailer may only be towed between the hours of 06h00 and 18h00;

(ii) The trailer may not be towed on any freeway.

(iii) The trailer may not be parked inside the national or provincial road reserves.

(iv) The trailer may not be parked inside the national or provincial road reserve.

(v) The trailer may be parked within the public road reserve with relevant authorization.

(d) These signs may be illuminated but limited to retroreflective signs (red at back, yellow to side, white to front of trailer), provided that no animation is allowed.

(e) This class consists of advertisements displayed on trailers.

(f) A clear distinction must be made between stationary advertisements and advertisements in motion and therefore between two types of trailers.

(g) In all instances, trailers must be properly registered as such.

~~(h) General requirements as in Section 5 apply.~~

~~(i) General design, construction and position on the site conditions as in Section 6 apply.~~

~~(j) General maintenance conditions as in Section 7 apply.~~

~~(k) General electrical and illumination conditions as in Section 8 apply.~~

~~(l) General content, amenity and decency conditions as in Section 9 apply.~~

~~(m) General positioning and size concerning road safety and traffic considerations conditions as in Section 10 apply.~~

Commented [JJ58]: These requirements are covered in Chapter 2 under General Conditions (section 5 - section 10)

~~(n)~~(h) Advertisements may also be displayed on heavier transport trailers used for the primary purpose of transporting goods and towed by trucks, vans or similar vehicles. Transport trailers are not used for the primary purpose of advertising.

~~(o)~~(i) An advertisement trailer may be parked on privately owned property in an urban area of partial or minimum control for the purpose of public display provided that if it is visible from any public road and does not interfere with pedestrian movement, it is attached to a manned towing vehicle.

~~(p)~~(j) Advertisements displayed on trailers used for the transportation of goods shall be limited to heavier trailers which are able to resist cross winds of up to 30m per second.

~~(q)~~(k) Advertisements displayed on a transport trailer shall be painted or attached to the sides of the trailer in a permanent manner.

~~(r)~~(l) No transport trailer shall be used for the sole purpose of advertising.

~~(s)~~(m) No person shall tow an advertisement trailer through any public street if, in the opinion of the roads authority, such trailer hinders or obstructs traffic in such a street or is likely to do so.

~~(t)~~(n) The name and phone number of the operator together with a disc issued by the Municipality shall be displayed on all advertisement trailers.

~~(u)~~(o) The design and construction of both advertisement trailers and transport trailers shall comply with the relevant sections of the Road Traffic Act, 1989 (Act No. 29 of 1989) and SABS standards for trailers.

~~(v)~~(p) This class of advertisement is subject to the approval of the Municipality.

EXEMPTED AND PROHIBITED SIGNS

18. (1) The following signs are exempt from the provisions of this by-law: -

(a) Any sign displayed inside a sports stadium which is not visible from outside the stadium;

(b) Any sign displayed in an arcade which is not aimed at road users; that is signs which are not visible from a public street;

(c) Any sign which is displayed inside a building at a distance of more than two meters ~~metres~~ from any window or other external opening through which it may be seen from outside the building and which is not aimed primarily at attracting the attention of the road user;

(d) Any national flag hoisted on a suitable flagpole as long as nothing is added to the design of the flag and no advertising material is added to the flag pole;

(e) A sign which is displayed by the Municipality;

(f) Any banner or flag carried through the streets as part of a procession;

(g) Any signs acknowledging sponsored street landscaping. Limit size of sign – reference to act 'replace or repealed must be reviewed';

(h) All Road signage as covered by the SARTSM, i.e.: Tourism Signage.

(2) No person shall erect or display any of the following signs or cause or allow any such sign to be erected or displayed: -

(a) Any sign painted on, attached to, or fixed between the columns or posts of a veranda.

(b) Any signs to be suspended across a street with the exception of Gantry signs which require the specific approval of the Municipality.

(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.

(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.

(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.

(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.

(g) Any swinging sign, which is a sign not rigidly and permanently fixed.

(h) Any sign displayed on land not in accordance with the relevant zoning or approved consent use as per applicable Zoning Scheme.

(i) Any advertisement or sign other than an exempted sign, for which neither a permit nor approval has been obtained.

(j) Any poster pasted otherwise than on an advertising structure legally erected for the purpose of accommodating such poster.

(k) Any sign painted on a boundary wall or fence in a Residential and rural area.

(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.

(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.

(n) No advertisements which relate to cigarettes or other tobacco products shall be advertised on municipal land or land that vests with the municipality.

CHAPTER 4: ADMINISTRATIVE CONTROL

ADMINISTRATIVE AND CONTROL MEASURES

19. (1) The Municipality is responsible for the management and control of Outdoor Advertising which shall include the assessment and approval of applications submitted in terms of this by-law, as well as the management and enforcement of the provisions of the by-law.

(2) The provisions of the by-law shall be effectively and consistently administered by the Municipality, which duties shall include the holding of scheduled inspections of signage as well as the fining/ prosecuting of any person who contravenes these by-laws.

APPLICATIONS FOR MUNICIPALITY'S APPROVAL FOR ADVERTISING SIGNS

20. (1) No person shall display or erect any sign or use any sign or use any structure or device as a sign without first having obtained the written approval of the Municipality.

(2) No sign displayed with the approval of the Municipality shall in any way be altered, moved, re-erected nor shall any alteration be made to the electrical wiring system of such sign, except for the purposes of renovating or maintenance, without the further approval of the Municipality.

(3) The Municipality shall make available the following documents to the applicant with regards to applications: -

(a) Application forms for any type of advertising sign;

(b) Rates and tariffs.

(4) The Municipality may establish Procedure Guidelines for the evaluation of all applications permitted in terms of this by-law.

(5) The Municipality may, in consideration of the information provided for the purposes of evaluating an application submitted in terms of this by-law, either approve or refuse said application within 30 days.

(6) Should the Municipality approve an application as contemplated in subsection (5), it may lay down such additional conditions which it may deem fit.

(7) The Municipality may elect to control the erection of the following specific signs by means of public tender and/or by means of policy: -

(a) All Class 1 (A) and 1(B) signs;

(b) Large posters and advertisements on street furniture e.g. pavement litter-bins, pole mounted bins, street pole ads and bus shelters;

(c) Banners and flags erected in the road reserve or on municipal land;

(d) Suburban ads e.g. township name boards;

(e) Street name advertisements e.g. illuminated street name boards;

(f) Pole mounted signs located in the road reserve;

(g) Newspaper advertisements;

(h) Semi-permanent pavement posters (on street light poles);

(i) Non-illuminated Industrial information signs; and

(j) All other signs located in a public road reserve, public place, public square or on municipal property.

REFUSAL OF APPLICATIONS

21. (1) The Municipality may refuse an application or impose conditions in respect of an approval, if: -

(a) it will be or may become detrimental to the environment or the amenity of the neighbourhood by reason of size, intensity of illumination, quality of design or materials;

(b) it will constitute or become a danger to any persons or property;

(c) it will obliterate other signs, natural features, architectural features or visual lines of civic or historical interest;

(d) the proposed advertisement or in the case of an existing (illegal sign) does not comply with this by-law; or

(e) the advertisement was erected on the wrong site / erf according to the information as provided to the Municipality in the application.

APPEALS AND DISPUTES

22. (1) Any person whose rights are affected by a delegated decision taken in terms of this By-law, may lodge an appeal to the municipal manager in terms of section 62 of the Municipal Structures Act against such a decision, within 21 days of receipt of a notice of such decision;

(2) Arbitration in the case of third-party disputes: -

(a) Where a dispute arises from a clash of interest among outdoor advertising media owners, landlords and media owners, or any other third party, the Municipality will not get involved and arbitration will be the responsibility of the parties in dispute.

(b) Where a dispute arises from a clash of interest between advertisers, or on the basis of advertising content where the Municipality is not implicated or the complainant, arbitration will be in the hands of the ASA in collaboration with the media contractor and or advertiser.

DELEGATION

23. (1) The Municipal Manager or his/her delegate may take a decision on any application made in terms of this by-law.

ERECTION AND MAINTENANCE OF SIGNS AND ADVERTISING STRUCTURES

24. (1) If, in the opinion of the Municipality, any sign is in a dangerous or unsafe condition or has been allowed to fall into a state of disrepair or interferes with the functioning of any road traffic sign, the Municipality may serve a notice on an owner requiring him at his own cost, to remove the sign or do other work specified in the notice within a period so specified.

(2) The Municipality may, if in its opinion an emergency exists, instead of serving notice, or if such notice has not been complied with within the period specified therein, itself carry out the removal of a sign or do other work which it may deem necessary and may recover the cost thereof from the owners, jointly and severally.

DAMAGE TO MUNICIPAL PROPERTY

25. No person shall intentionally or negligently, in the course of erecting or removing any sign, advertising structure, poster or banner cause damage to any tree, electric standard or service or other Municipal installation or property.

ENTRY AND INSPECTION

26. The Municipality shall be entitled, through its duly authorised officers, to enter into and upon any premises, at any reasonable time for the purpose of carrying out any inspection necessary for the proper administration and enforcement of this by-law.

REMOVAL OF SIGNS

27. If any sign is displayed so that in the opinion of the Municipality is detrimental to the environment or to the amenities of the neighbourhood, or otherwise in contravention of any requirement of this by-law, the Municipality may serve a notice on the owner of the sign to remove such sign or carry out such alteration thereto or do such work as may be specified in such notice within a time specified in the notice.

(1) If a person fails to comply with a request contained in such notice the Municipality may remove such a sign or advertising structure.

(2) The Municipality shall, in removing a sign under such circumstances not be required to compensate any person in respect of such sign in any way for loss or damage resulting from its removal.

(3) Any costs incurred by the Municipality in removing a sign or in doing alterations or other necessary works may be recovered from the person on whom the notice was served, or if a deposit has been paid in respect of such sign the costs may be deducted from the deposit.

(4) Notwithstanding the foregoing provisions of this section, if a sign constitutes a danger to life on property or is obscene, the Municipality itself may, without serving any notice, carry out the removal of such sign or advertising structure.

OFFENCES

28. Any person who:

(1) contravenes or fails to comply with any provisions of this by-law;

(2) contravenes or fails to comply with any requirement set out in a notice issued and served on him in terms of this by-law;

(3) contravenes or fails to comply with any conditions imposed in terms of this by-law;

(4) knowingly makes a false statement in respect of any application in terms of this by-law;

shall be guilty of an offence and shall on conviction be liable to a fine or to imprisonment and in the case of a continuing offence, to a fine for every day during the continuance of such offence after a written notice has been issued by the Municipality requiring discontinuance of such offence, and for a second or subsequent offence he/she shall be liable on conviction to a fine, or in default of payment, to imprisonment.

INDEMNITY

29. The owner of any sign and the owner of the land or building on which such sign is to be erected and displayed, severally and jointly indemnify the Municipality against any consequence flowing from the erection, display or mere presence of such sign.

RESPONSIBLE PERSON

30. If any person is charged with an offence referred to in section 28 relating to any sign, advertising structure or poster: -

(1) It shall be deemed that such person either displayed such sign, advertising structure or poster or caused or allowed it to be displayed;

(2) the owner of any land or building on which any sign, advertising structure or poster was displayed, shall be deemed to have displayed such sign, advertising structure or poster, or caused or allowed it to be displayed;

(3) the advertiser of any product brand or service displayed on the sign shall be deemed to have displayed such sign, advertising structure or poster, or caused or allowed it to be displayed;

(4) any person who was either alone or jointly, with any other person responsible for organising, or was in control of, any meeting, function or event to which a sign or poster relates, shall be deemed to have displayed every sign or poster displayed in connection with such meeting, function or event or to have caused or allowed it to be displayed; and

(5) any person whose name appears on a sign, advertising, structure or poster shall be deemed to have displayed such sign, advertising structure or poster or to have caused or allowed it to be displayed, unless the contrary is proved.

SERVING OF NOTICE

31. 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 or on any member of his household apparently over the age of sixteen years or at his place of residence or on any person employed by him at his place of business, or if sent by registered post to such persons residential or business address as it appears in the records of the Municipality, or, if it is sent by email to an email address as it appears on the records of the Municipality, or, in the case of a company, if served on an officer of that company at its registered office or sent by registered post to such office.

TRANSITIONAL PROVISIONS

32. (1) Any advertisement that was erected or displayed on the date of commencement of this bylaw that is prohibited by this By-law, must be removed within 90 days of such date of commencement.

(2) Any sign which was legally displayed before the commencement of these by-laws may continue to be displayed subject to the conditions of the original approval provided that such sign is not moved or re-erected and is maintained to the satisfaction of Municipality.

CHARGES / TARIFFS

33. Every person who applies to the Municipality for its approval or permission shall on together with the application pay to the Municipality the charge or tariff determined therefore in terms of the Municipality's tariff list approved in terms of Section 75(a) of the Local Government Municipal Systems Act (Act 32 of 2000), and no application shall be considered until such charge or tariff has been paid.

CHAPTER 5: MISCELLANEOUS

EXEMPTIONS

34. (1) Any person may by means of a written application, in which the reasons are given in full, apply to the municipal manager for an exemption from any provision of this by-law on which the municipal manager has the delegated authority, including the waiver of the prescribed tariff under worthy circumstances.

(2) The municipal manager may: -

(a) grant an exemption in writing and the conditions in terms of which, if any, and the period for which such exemption is granted, must be stipulated therein;

(b) alter or cancel any exemption or condition in an exemption; or

(c) refuse to grant an exemption.

(3) An exemption does not take effect before the applicant has undertaken in writing to comply with all conditions imposed by the municipality under subsection (2); however, if an activity is commenced before such undertaking has been submitted to the Municipality, the exemption lapses.

(4) If a condition of an exemption is not complied with, the exemption lapses immediately.

REPEAL OF BY-LAWS

35. The provisions of the George Municipality Outdoor Advertising Management and Control By-law, promulgated in Provincial Gazette 6997 dated 25 May 2012, is hereby repealed.

SHORT TITLE AND COMMENCEMENT

36. This by-law may be cited as the Outdoor Advertising Management and Control By-law and commences on the date of publication thereof in the Provincial Gazette.

SCHEDULE A

RULES FOR ESTATE AGENT BOARDS: "CLASS 2 (D): TEMPORARY AVERTISEMENTS" OF GEORGE MUNICIPALITY REGULATION FOR THE ESTABLISHMENT AND DISPLAY OF SHOW HOUSE SIGNS IN GEORE MUNICIPAL AREA.

1. An application in terms of this by-law must be submitted to the Municipality for display of signage.
2. The fees prescribed in the approved municipal tariffs are payable upon submission of the application.
3. An indemnity form must be signed upon approval of the application.
4. The following rules for displaying signs on sidewalks, traffic islands in the George municipal area must be adhered to: -
   (a) Signs may only be displayed from 12:00 on a Friday to 12:00 on a Monday to indicate a direction to a show house staffed by the applicant or one of its employees;
   (b) In respect of public holidays, estate agent signs may only be displayed from the day before the public holiday up to the public holiday;
   (c) Estate agent boards may only display the name and telephone number of the agency as well as the time when the show house is open on display;
   (d) A maximum of 10 estate agent signs per show house will be allowed;
   (e) Estate agent signs must not exceed the size of 0,3m² (0,65 meters by 0,45 meters);
   (f) Estate agent signs must not exceed a height of 0,8 meters above ground level;
   (g) All "For Sale" and "For Rent" signs on premises (except "For Rent" signs on business and industrial premises), which are linked to a real estate agency are prohibited;
   (h) The abovementioned signs must be erected in such a way that they do not cause a traffic hazard or obstruction to pedestrians or obstruct any traffic sign;
   (i) No Estate agent sign may be affixed to any municipal structure;
   (j) Estate agent signs are **NOT** permitted at the following locations: -
      (a) On the traffic island in York / Davidson / Courtenay streets;
      (b) On the traffic island at Witfontein / C J Langenhoven;
      (c) On the traffic island at Witfontein near Airway Road;
      (d) On any future islands; and
      (e) Within a radius of 30 meters from the outer boundaries of or curbing around a traffic island.
   (k) Signs may not be erected closer than 200mm from any curb;
   (l) Such signs may only contain the name of the real estate agent and / or real estate agency, an indication of a home being displayed, a logo or symbol of the agency, the time the house is being staffed and the direction arrow;

(m) No symbol that normally appears on a road traffic sign may be used on the sign or as a license plate and directional arrows may not demand of the driver to perform a U-turn;

(n) Only two estate agent signs may be affixed at a junction consisting of four points (angles);

(o) A maximum of one show house sign is allowed at a particular point;

(p) Where more than one show house is held in different directions, a maximum of two show house signs are still allowed in total with a maximum of one plate per point;

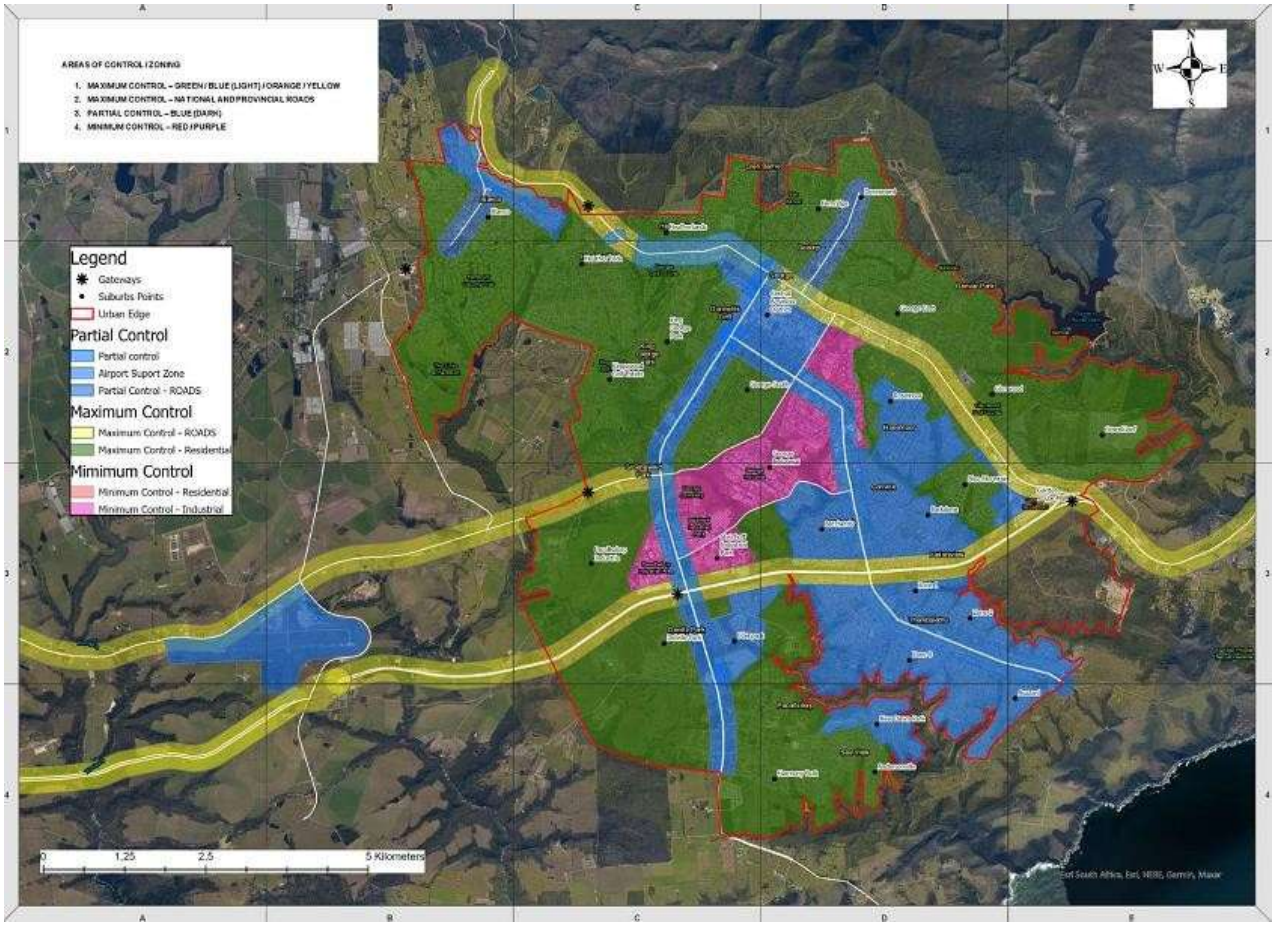
(q) Estate agent signs are not allowed on York Street islands/medians landscaped with natural vegetation;

(r) All other requirements under the By-law are applicable.

5. The Municipality shall be entitled to remove or destroy any sign displayed in violation of these conditions without being liable for any damages and such action shall not prejudice its right to prosecute the offender in accordance with the Bylaw or recover costs incurred.

SCHEDULE B

MAPS OF DEMARCATED CONTROL ZONES IN THE GEORGE MUNICIPAL AREA




Legend
Gateways
Suburbs Points
Urban Edge
Partial Control
Partial control
Partial Industrial
Airport Suport Zone
Partial Control - ROADS
Maximum Control
Maximum Control - ROADS
Maximum Control - Residential
Mimimum Control
Minimum Control - Residential
Minimum Control - Industrial
Heroldsbay
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0,45
0,9
1,8 Kilometers
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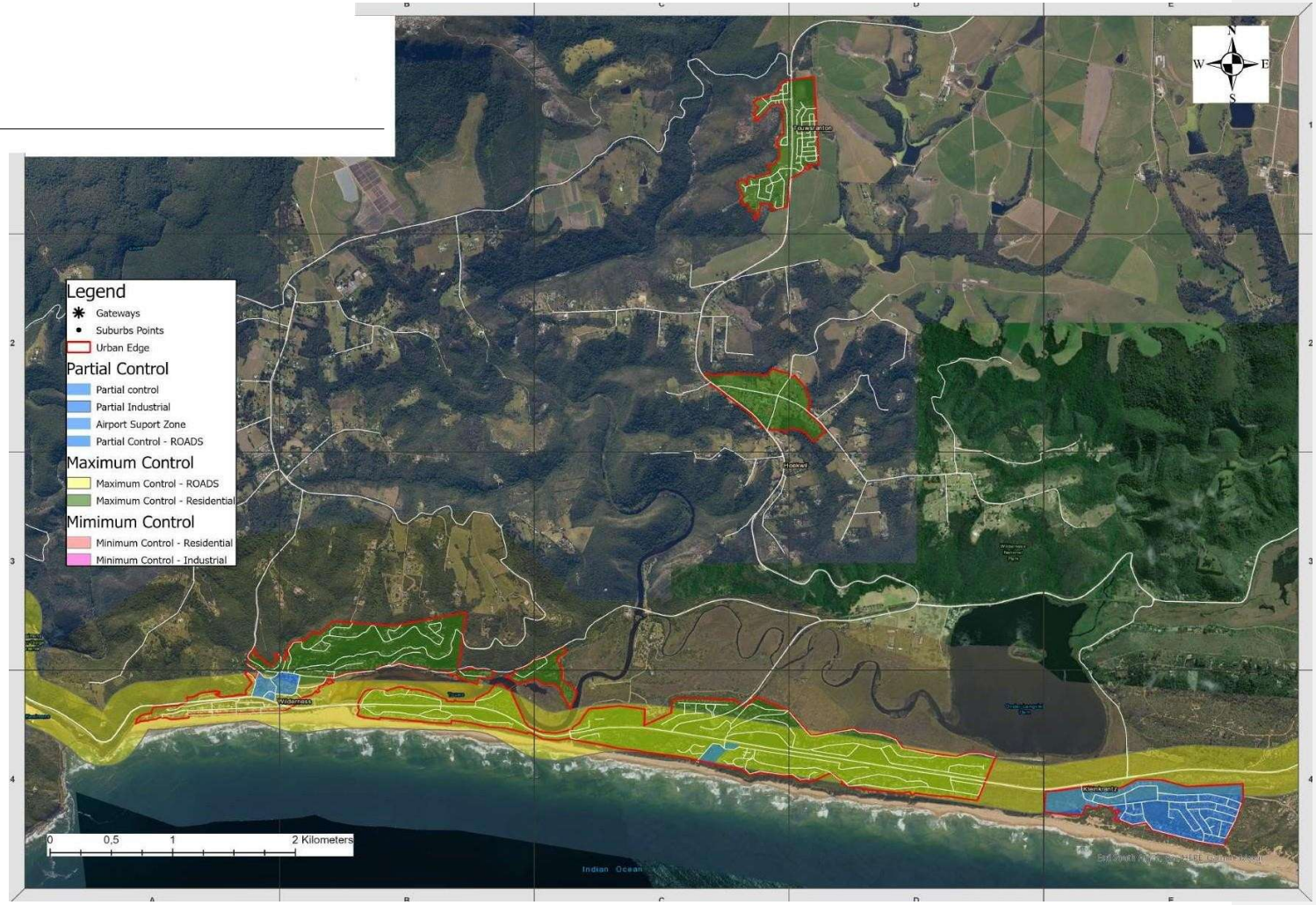
Legend
Gateways
Suburbs Points
Urban Edge
Partial Control
Partial control
Partial Industrial
Airport Suport Zone
Partial Control - ROADS
Maximum Control
Maximum Control - ROADS
Maximum Control - Residential
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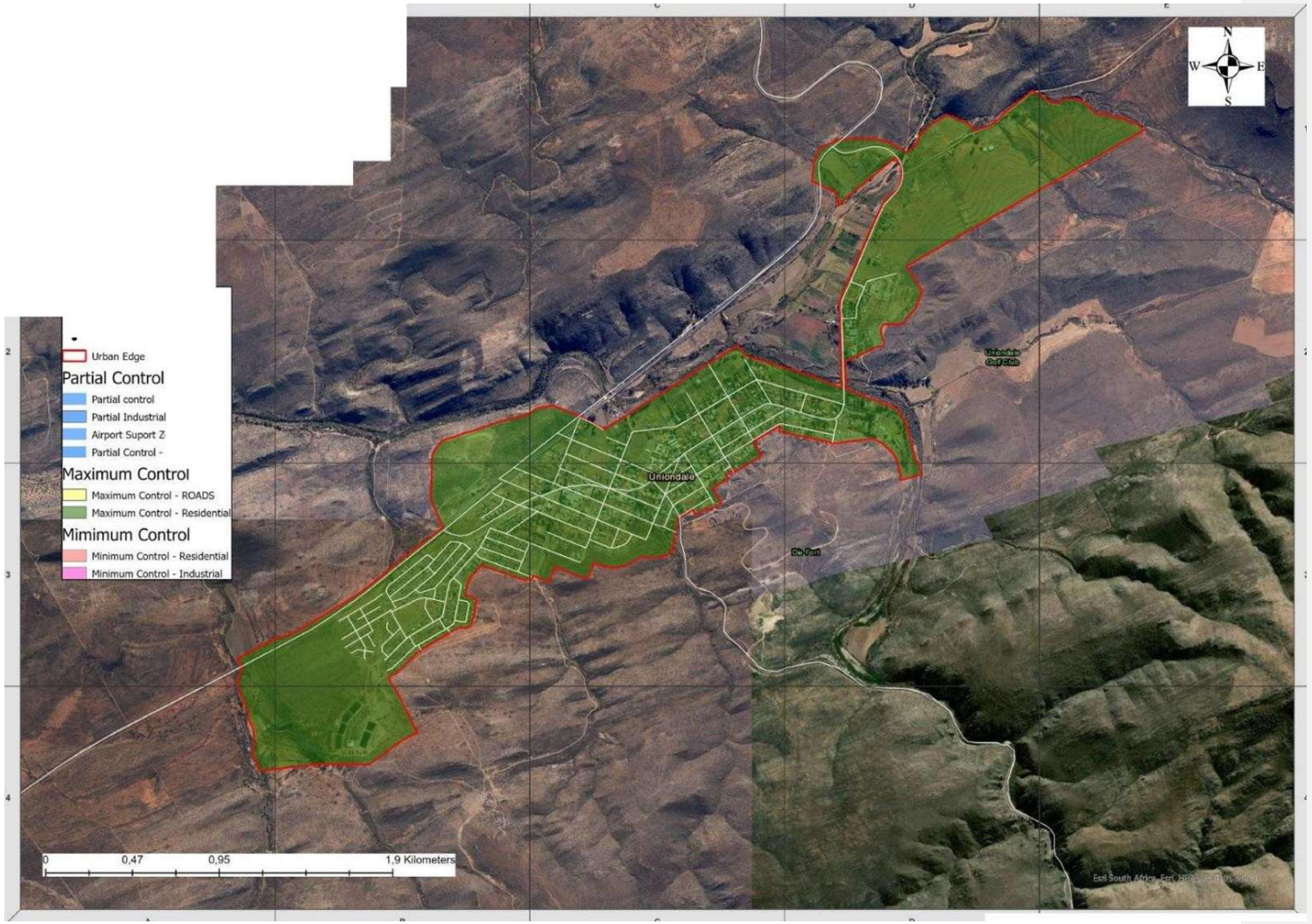
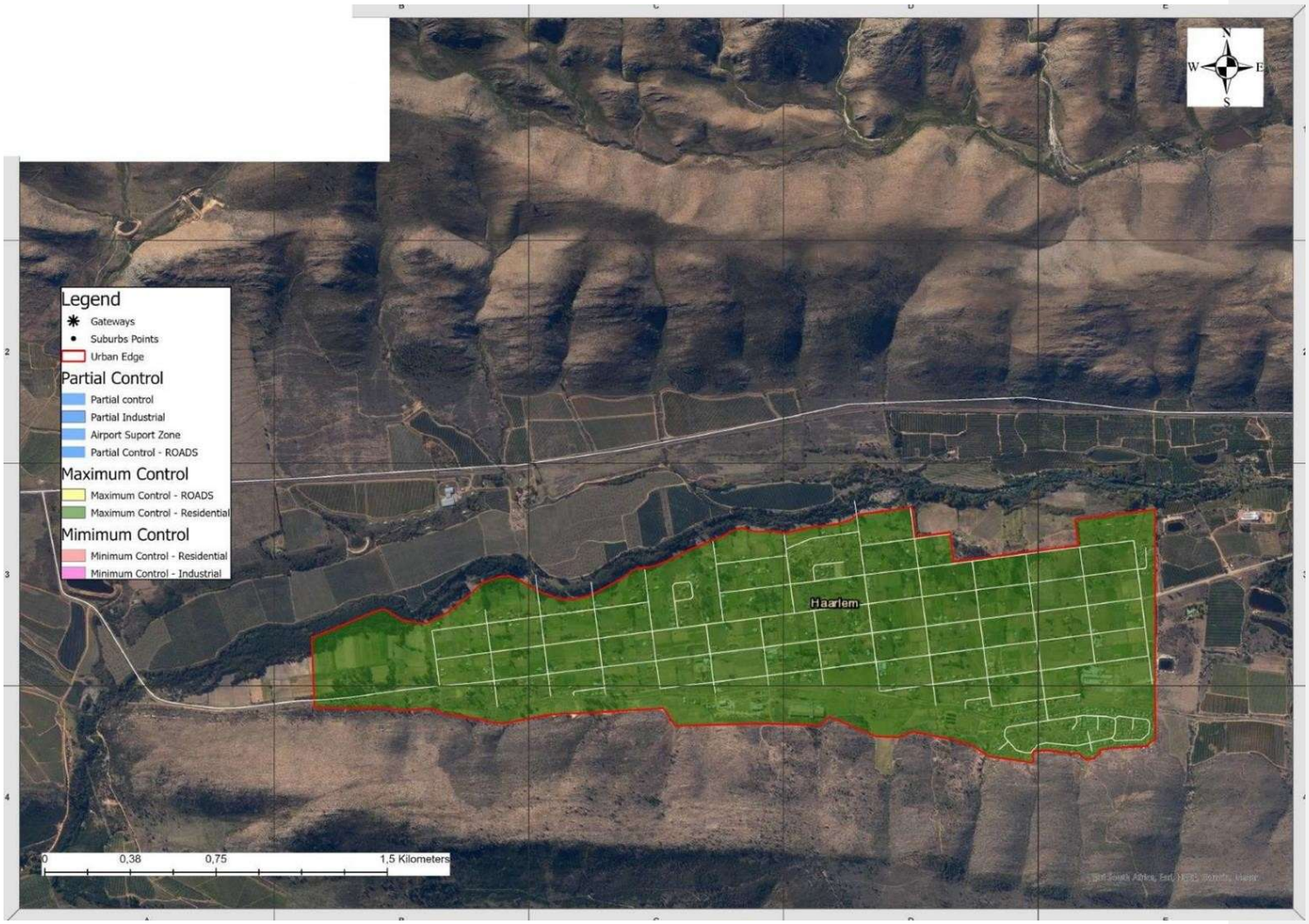
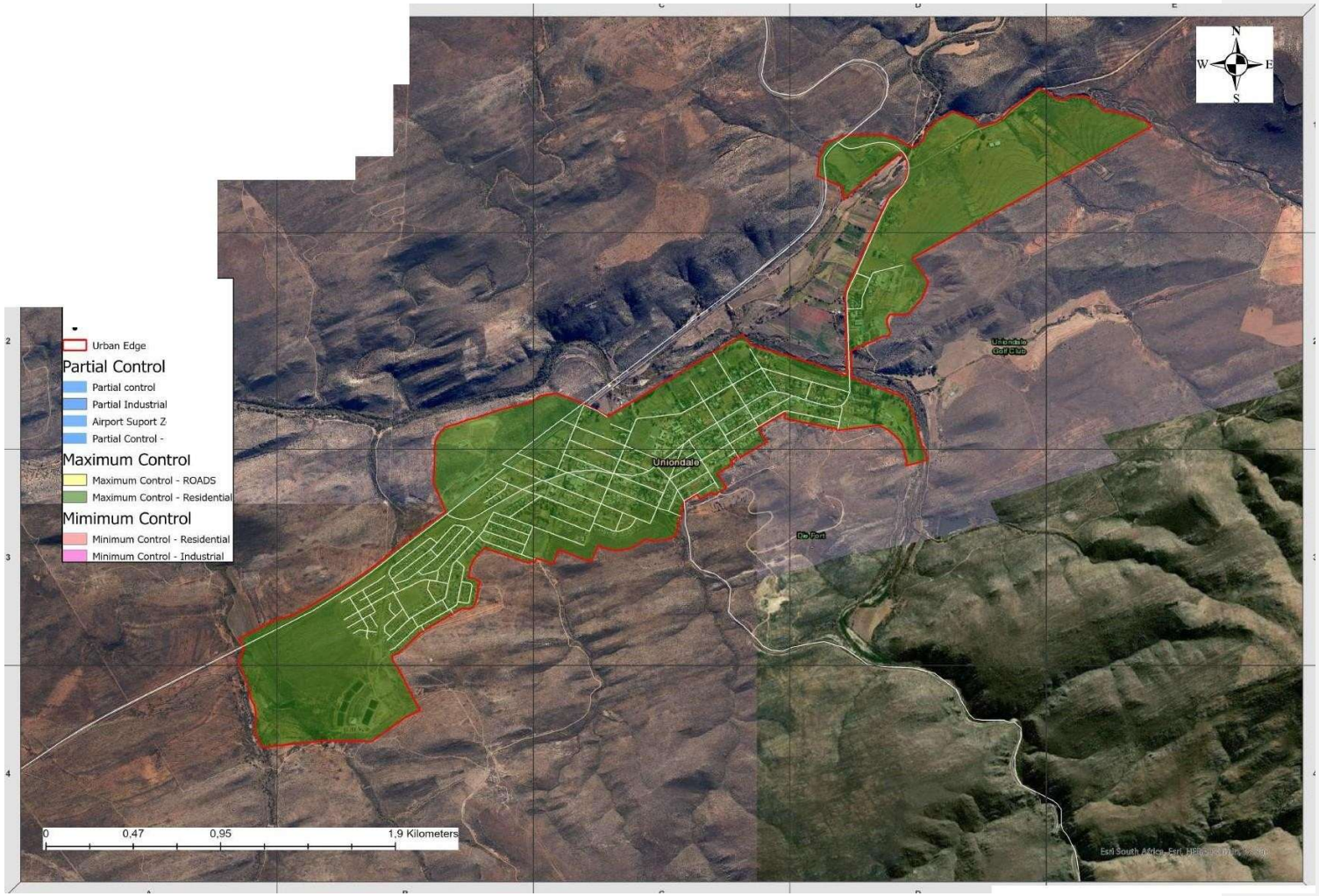
0,5
1
2 Kilometers
Indian Ocean


Urban Edge
Partial Control
Partial control
Partial Industrial
Airport Suport Z
Partial Control -
Maximum Control
Maximum Control - ROADS
Maximum Control - Residential
Mimimum Control
Minimum Control - Residential
Minimum Control - Industrial
Uniondale
Die Fort
0
0,47
0,95
1,9 Kilometers
N
S
E
W


Legend
Gateways
Suburbs Points
Urban Edge
Partial Control
Partial control
Partial Industrial
Airport Suport Zone
Partial Control - ROADS
Maximum Control
Maximum Control - ROADS
Maximum Control - Residential
Mimimum Control
Minimum Control - Residential
Minimum Control - Industrial
Haarlem
N
W
E
S
0
0,38
0,75
1,5 Kilometers


Urban Edge
Partial Control
Partial control
Partial Industrial
Airport Suport Z
Partial Control -
Maximum Control
Maximum Control - ROADS
Maximum Control - Residential
Mimimum Control
Minimum Control - Residential
Minimum Control - Industrial
Uniondale
Die Fort
Uniondale Golf Club
0
0,47
0,95
1,9 Kilometers
N
S
E
W