



Ref: 3/4/3/5/3/4

2019-08-30

NOTICE OF A JOINT SITTING

**INFRASTRUCTURE SERVICES
AND
PLANNING AND ECONOMIC DEVELOPMENT
COMMITTEE MEETING**

THURSDAY: 2019-09-05 AT 14:00

TO Cllr Q Smit [Chairperson]

COUNCILLORS AJ Hanekom
NE Mcombring (Ms)
C Moses (Ms)
Ald JP Serdyn (Ms)

TO Cllr E Groenewald [Chairperson]

COUNCILLORS FR Badenhorst
T Gosa
AJ Hanekom
RS Nalumango (Ms)

Ex officio Executive Mayor, Ald G Van Deventer (Ms)

Notice is hereby given that a Joint sitting of Infrastructure Services Committee and Planning and Economic Development Services Committee will be held in the Council Chamber, Town House, Plein Street, Stellenbosch on **Thursday, 2019-09-05 at 14:00** to consider the attached Agenda.

CLLR Q SMIT
CLLR E GROENEWALD (MS)
CHAIRPERSONS

A G E N D A
INFRASTRUCTURE SERVICES COMMITTEE MEETING
2019-03-07

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AGENDA JOINT SITTING OF INFRASTRUCTURE 2019-09-05
SERVICES AND
PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

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| 1. | OPENING AND WELCOME | (3/4/3/3) |
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| 2. | COMMUNICATION BY THE CHAIRPERSON/S | (3/4/3/6) |
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| 4. | APPLICATION FOR LEAVE OF ABSENCE | (3/4/3/3) |
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AGENDA JOINT SITTING OF INFRASTRUCTURE 2019-09-05
SERVICES AND
PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

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| 5. | REPORT/S FROM OFFICIALS: ECONOMIC DEVELOPMENT AND PLANNING & INFRASTRUCTURE SERVICES [JOINT SITTING] |
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| 5.1 | NON-DELEGATED MATTERS |
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| 5.1.1 | APPROVAL OF THE POSTER BY-LAW |
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Collaborator No: 632708
IDP KPA Ref No: Good Governance and Compliance
Meeting Date: 05 September 2019

1. SUBJECT: APPROVAL OF THE POSTER BY-LAW

2. PURPOSE

To request approval from Council to finally approve the Poster By-law.

3. DELEGATED AUTHORITY

The Poster By-Law is a document that must in terms of the Municipal Systems Act (Act 32 of 2000), Section 12, be adopted by Municipal Council.

Council to approve, in terms of the Municipal Systems Act Section 12.

“12. Legislative procedures.—(1) Only a member or committee of a municipal council may introduce a draft by-law in the council.

(2) A by-law must be made by a decision taken by a municipal council—

(a) in accordance with the rules and orders of the council; and

(b) with a supporting vote of a majority of its members.

(3) No by-law may be passed by a municipal council unless—

(a) all the members of the council have been given reasonable notice; and

(b) the proposed by-law has been published for public comment in a manner that allows the public an opportunity to make representations with regard to the proposed by-law.

(4) Subsections (1) to (3) also apply when a municipal council incorporates by reference, as by-laws, provisions of—

(a) legislation passed by another legislative organ of state; or

(b) standard draft by-laws made in terms of section 14.”

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- (e) that the Admission of Guilt Fines be developed once the By-law has been approved and submitted for approval to the Chief Magistrate.

6. DISCUSSION / CONTENTS

6.1. Background

This item deals with the accepting of a By-Law relating to Outdoor Advertising and Signage.

The purpose of this By-Law is to control, manage and regulate outdoor advertising and signage and to provide mechanisms and guidelines for the control, regulating and management thereof and for matters connected therewith.

The public comments (**ANNEXURE B**) have adjudicated, therefore a final report is now tabled for Council's consideration.

Council approved the draft Poster By-law on 31 October 2018 (item 7.6.2).

6.2 Discussion

No Poster By-law existed.

6.3. Financial Implications

There are no financial implications should the recommendations as set out in the report be accepted.

6.4 Legal Implications

The recommendations in this report comply with Council's policies and all applicable legislation.

The Municipal Systems Act, Act 32 of 2000 as amended, Section 12(2) & (3) applies:

“(2) A by-law must be made by a decision taken by a municipal council—

- (a) in accordance with the rules and orders of the council; and*
- (b) with a supporting vote of a majority of its members.*

(3) No by-law may be passed by a municipal council unless—

- (a) all the members of the council have been given reasonable notice; and*
- (b) the proposed by-law has been published for public comment in a manner that allows the public an opportunity to make representations with regard to the proposed by-law.”*

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6.5 Staff Implications

This report has no staff implications for the Municipality.

6.6 Previous / Relevant Council Resolutions:

RESOLVED (nem con)

21ST COUNCIL MEETING: 2018-10-31: ITEM 7.6.2

RESOLVED (nem con)

- (a) that the report be accepted;
- (b) that the Draft By-Law Relating to Outdoor Advertising and Signage, attached as **ANNEXURE 1**, be accepted as the copy of the By-Law to be used in a Public Participation process;
- (c) that the Draft By-Law relating to Outdoor Advertising and Signage be duly advertised for the purpose of a public participation process until the end of January 2019; and
- (d) that, upon the completion of the public participation process, the Draft By-Law together with any comments/objections by the public be resubmitted to Council for final approval and adoption.

6.7 Risk Implications

This report has no risk implications for the Municipality.

**RECOMMENDATIONS FROM INFRASTRUCTURE SERVICES COMMITTEE MEETING
TO THE EXECUTIVE MAYOR: 2019-03-07: ITEM 5.1.1**

RESOLVED

that the Committee takes note of the public comments on the Poster By-Law obtained during the public participation process, and that the Director: Infrastructure Services now obtains advice from Legal Services on how best to incorporate these comments into the By-Law, where after the By-Law be presented to Mayco and Council for consideration of the following:

RECOMMENDATIONS

- (a) that the content of this report be noted;
- (b) that the attached Draft Poster By-law be approved and adopted by Council as the final Poster By-Law;
- (c) that the Draft Poster By-Law, attached as Annexure A, once approved and adopted by Council, be promulgated in the Provincial Gazette by the Directorate: Corporate Services' Legal Services' team;
- (d) that the By-law becomes active upon the date that it is published in the Western Cape Provincial Gazette; and

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- (e) that the Admission of Guilt Fines be developed once the By-law has been approved and submitted for approval to the Chief Magistrate.

ANNEXURES

Annexure A: DRAFT POSTER BY-LAW

Annexure B: Public Participation comments

FOR FURTHER DETAILS CONTACT:

| | |
|------------------------|---|
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| POSITION | <i>Director</i> |
| DIRECTORATE | <i>Infrastructure Services</i> |
| CONTACT NUMBERS | <i>021 808 8213</i> |
| E-MAIL ADDRESS | <u>Deon.louw@stellenbosch.gov.za</u> |
| REPORT DATE | <i>20 February 2019</i> |

ANNEXURE A

STELLENBOSCH MUNICIPALITY
BY-LAW RELATING TO OUTDOOR ADVERTISING
AND SIGNAGE

To control, manage and regulate outdoor advertising and signage and to provide mechanisms and guidelines for the control, regulating and management thereof and for matters connected therewith.

PREAMBLE

WHEREAS section 156(2) and (5) of the Constitution provides that a Municipality may make and administer By-laws for the effective administration of the matters which it has the right to administer, and to exercise any power concerning a matter reasonably necessary for, or incidental to, the effective performance of its functions;

AND WHEREAS Part B of Schedule 5 to the Constitution lists Billboards and the display of advertisements in public places as local government matters to the extent set out in section 155(6) (a) and (7);

AND WHEREAS the Stellenbosch Municipality seeks to manage, control and regulate outdoor advertising and signage and any matters connected therewith;

BE IT ENACTED by the Council of the Stellenbosch Municipality, as follows:—

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1. Definitions

In this by-law, unless inconsistent with the context-

“advertisement” means any representation of a word, name, letter, figure or object or an abbreviation of a word or name, or any symbol, or any light which is not intended solely for illumination or as a warning against any dangers and **“advertising”** has a similar meaning;

“advertisement ownership” mean that person or body that has authorised the advertising of information or a product. The authority who contracts a service provider for such an advertisement, the service provider who physically mounts or displays such an advertisement and the owner or body who's information or product is being advertised, will jointly and severally be responsible for such advertisement and may jointly or severally be charged for any misconduct of this By-Law

“advertising structure” means any physical structure designed for an advertising sign, any detached screen or board that is greater than 4.5 m² in overall size; supported by or made from a structure that is used to be affixed, displayed or shown as a sign.

“aerial sign” means a sign that is displayed or performed in the air, including but not limited to balloons and blimps that can be viewed from within the Municipality's area of jurisdiction;

“approval” means approval by the Municipality and “approve” has a corresponding meaning;

“areas of control” means those areas set out in Schedule 1 of this By-Law; and which may be modified or amended from time to time, which amendments and modifications will be graphically depicted by way of maps as prepared by the Municipality;

"authorized official" an employee of the Municipality or any other person who is appointed or authorized thereto to perform any act, function or duty related to the provisions of this By-Law, or exercise any power in terms of this By-Law; and **"official"** has a corresponding meaning;

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

"billboard" means any screen or board which stands free and is larger than 4.5m² in total area; which is supported by, or consists of, a structure used, for the purpose of posting, displaying or exhibiting a sign;

"Central Business District (CBD)" means an area in the build environment demarcated as such on the Spatial Development Framework for a town;

"class 2 roads" means the roads which form the primary network for the urban areas as a whole and which are characterized by high volumes, restricted access and fairly high speeds;

"class 3 roads" means roads that distribute traffic between the principal residential, industrial and business districts of the town and which form the link between the primary network (class 2 roads) and the roads within residential areas;

"clear height", in relation to a sign, means the vertical distance between the lowest edge of the sign and the natural level of the surrounding ground, footway or roadway immediately below the sign;

"commercial advertising" means any words, letters, logos, figures, symbols, pictures relating to the name of a business, trade, partnership, individual, or any information, recommendation or exhortation in respect of any particular goods

manufactured or sold, or any particular services rendered or offered, or any event for commerce or entertainment, including sporting events;

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

“common boundary facade” means any façade of a building which is built abutting a rear or side boundary of an erf and which façade is blank, that is, having no architectural features, which includes windows;

“composite sign” means a single freestanding advertising structure for the display of more than one sign;

“consultant” means a suitably qualified independent person or company that acts on behalf of, or as an agent of, an applicant for approval of a sign in terms of this By-Law;

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

“custom made design” means the design of any sign, which features special effects such as specialist character cut outs or shapes or three dimensional presentations or moving parts or a combination thereof, and which is uniquely designed or constructed for erection in a particular location;

“development board” means a sign displayed at premises upon which building operations are currently in progress and relating to any services being provided, work being done or goods being supplied in connection with such building operations, but excludes contract boards for building and civil engineering projects as required in terms of the National Building Regulations and Control Act, 1977 (Act 103 of 1977);

“display” means the display of a sign and includes the erection of any billboard, sign or structure intended solely or primarily for the support of a sign or billboard, and includes the display of a sign of a business, trade partnership or individual connected with the contents of the sign or sign, and “displayed” has a corresponding meaning;

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

“Environmental Impact Assessment” (EIA) means an assessment carried out in accordance with the Municipality’s guidelines for outdoor advertising;

“estate agency” means a person who markets, sells or leases properties with or without buildings erected thereon and **“estate agent”** has a corresponding meaning;

“existing sign” means any sign previously approved by the Municipality;

“flat sign” means a sign which is affixed to, or painted directly onto a wall of a building but not onto or over windows or doors or architectural articulations and which at no point projects more than 250mm in front of the surface of such wall;

“freestanding sign” means any sign or group of signs contained or displayed on one freestanding structure which is not attached to a building or to any structure or object not intended to be used for the primary purpose of advertising;

“gateway route” means a prominent route with an entrance to or exit from a specific part of the Municipality’s jurisdiction, consisting of man-made or natural features and creating a strong sense of arrival or departure and which is consistent with city planning or development framework plans or By-Law, and which may be geographically depicted by way of maps or listed by the Municipality;

“graphic” includes but is not limited to any component which contributes to the visual appearance or aesthetics of a sign, including its background;

“headline poster” means a temporary poster advertising the contents of a daily or weekly newspaper;

“height of a sign” is calculated by measuring the vertical distance between the uppermost and lowest parts of the advertising panel;

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

“internally illuminated sign” means an advertisement or structure used to display an advertisement which has been installed with electrical or other power and an artificial light source which is fully or partially enclosed within the structure or sign and which light is intended to illuminate the advertisement or a portion thereof;

“law” means any law, proclamation, ordinance, Act of Parliament or Provincial Legislature, or any other enactment having the force of law;

“locality bound advertising” means any sign displayed on a specific erf, premises or building and may include such a sign on municipal owned land, adjacent to, abutting on or within 5 meters of the aforementioned erf, premises or building, which sign refers to an activity, product, service or attraction, located, rendered or provided on or from that erf or those premises;

“loose portable sign” means a freestanding locality bound notice or advertising board placed or erected in the road reserve or in a public place;

“movable sign” means a sign not permanently fixed and not intended to remain fixed in one position, but does not include any moving part on a fixed permanent sign;

“Municipality” means the Municipality of Stellenbosch established in terms of section 12 of the Municipal Structures Act, 117 of 1998, and includes duly authorized agent, service provider or any employee thereof acting in connection with this By-Law by virtue of a power vested in the Municipality and delegated or sub-delegated to such agent service provider or employee;

“new sign” means any sign first displayed after the promulgation of this By-Law;

“non-profit body” means a body established primarily to promote a community goal or benefit without direct or personal financial gain, and may include educational, sporting, medical, municipal departments, bodies as well as charities or community organizations;

“organ of state” means—

- (a) any department of state or administration in the national, provincial or local sphere of government;
- (b) any other functionary or institution—
 - (i) exercising a power or performing a function in terms of the Constitution or a provincial constitution; or
 - (ii) exercising a public power or performing a public function in terms of any other Legislation;

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

“perimeter of an intersection” means the perimeter of the area embraced within the prolongation of the road reserve lines of two or more public roads that join one another at any angle, whether or not one such public road crosses the other;

"person" includes—

- (a) any organ of state;
- (b) any company incorporated or registered as such under any law; and
- (c) any body of persons, whether incorporated or not, functioning as a single entity for whatever purpose;

"poster" means temporary signs capable of being attached to the Municipal electrical light standards or pasted to fixed structures to advertise events or campaigns, including elections or referenda of limited duration and excluding signs advertising markets, exhibitions or events which are held on a regular basis;

"projected sign" means any sign projected by a laser projector, video projector, or other apparatus;

"projecting sign" means a sign which is affixed to a wall of a building and which at some point projects more than 250mm in front of the surface of such wall;

"public façade" means any façade of a building that has architectural articulations and which is visible to the public;

"public place" means any public road, public street, thoroughfare, bridge, subway, footway, foot pavement, footpath, sidewalk, (or similar pedestrian portion of a road reserve), lane, square, open space, garden, park or enclosed place vested in the Municipality, or other state authority or indicated as such on the Surveyor General's records, or utilized by the public or zoned as such in terms of the applicable zoning scheme;

"public road" means public road as defined in the National Road Traffic Act, 1996 (Act 93 of 1996);

"road reserve" means the area contained within the statutory width of a road, and includes roadways, shoulders and sidewalks and the airspace above such roadways, shoulders and sidewalks and all other areas within the road reserve boundary;

"roadway" means that portion of a road, street or thoroughfare improved, constructed or intended for vehicular traffic as defined in the National Road Traffic Act, 1989 (Act 29 of 1989);

"roof sign" means a sign affixed to a roof of a building where the top edge of any point of that sign does not exceed the height of the roof plane to which it is affixed;

"Rural Area" means an area outside the urban edge excluding natural areas as described in schedule 1;

"scenic drive" means a road designated as such on an approved zoning scheme or from which landscapes or features of aesthetic or cultural significance can be seen or viewed as designated by the Municipality;

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

"service station facility sign" means freestanding signs at petrol filling stations, roadside rest and service areas and includes service station pylon signs;

"shop" means a building used for retail trade or services;

"sign" means any object, product, replica, advertising structure, mural, device or board which is used to publicly display a sign or which is in itself a sign and includes a poster, billboard and an advertisement which is included in the architectural design of a building or structure;

“signalized traffic intersection” means an intersection controlled by traffic signals;

“sky sign” means a sign where the top edge of any point of that sign exceeds the height of the roof plane to which it is affixed;

“sponsored sign” means a sign, the primary purpose of which is not to advertise goods or services but which displays a graphic or content which promotes community or public awareness of a recognized public or community goal;

“street name signs” means pole-mounted, double-sided, internally illuminated or un-illuminated signs displayed in combination with names of streets, not exceeding one (1) m²;

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

“teardrop banner” means any material in a teardrop shape with or without a printed sign which is fully legible in windless conditions and held taught by a spring tension and supported by a single flexible pole;

“temporary signs” means signs which are displayed for a maximum period of 14 days, or such other period as may be approved by the Municipality;

“thickness”, in relation to a projecting sign, means the width of such sign measured parallel to the plane of the main wall to which such sign is affixed;

“third-party advertising” means the advertising of goods or services that are not made, procured, sold or delivered from the property on which the sign or sign

advertising those goods or services is fixed or placed, and includes advertising which is not locality bound;

"three dimensional sign" means a sign containing more than 2 dimensions, including product replicas;

"Traffic Impact Assessment" (TIA) means a study carried out by a registered professional engineer with demonstrable experience in the field of traffic engineering that investigates the impact a proposed sign may have on vehicle, pedestrian, or cyclist safety and traffic operation, which study should recommend any mitigating measures that may be required as a result of that impact;

"traffic sign" means a road traffic sign as prescribed in the National Road Traffic Act, 1996 (Act 93 of 1996);

"traffic signal" means a road traffic signal as prescribed in the National Road Traffic Act, 1996 (Act 93 of 1996);

"transit advertising" means advertising by means of a movable sign which is capable of being transported by road either on or in conjunction with a motorized vehicle, including trailers primarily used for advertising;

"transportation terminals" means any area designated by the Municipality as such, where the formal interchange of modes of public transport takes place by the public, including, but not limited to designated railway stations, official taxi terminals and bus terminals;

"Urban conservation area" means an area in the build environment demarcated as such on the Spatial Development Framework for a town;

"Urban Edge" means an area in the build environment demarcated as such on the Spatial Development Framework for a town;

“urban edge line” means a predetermined point to point boundary line as determined by the Municipality, which has as its purpose, the containment of urban development;

“Urban Areas” means an area within the urban edge of a town;

“veranda” includes a cantilever canopy and sunblind;

“window signs” means signs which are temporarily or permanently painted on, or attached to the window-glass of a building;

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

2. Principles

- 2.1 To maintain the sensitive environmental quality of each area.
- 2.2 To promote the aesthetic sensitivity of the environment
- 2.3 To find a balance between outdoor advertising opportunities and economic development on the one hand, and the conservation of visual, tourist, environmental and heritage characteristics and traffic safety on the other side.
- 2.4 Outdoor advertising must respect the integrity of any site where it is displayed supplement the character of the area.
- 2.5 To give recognition to the substantial amount of technical details that apply to specific types of signs and their effect on specific places.

CHAPTER 1

3. Submission of applications

(1) Other than those signs referred to in section 13(3) to 13(11) of this By-Law, no person may display any advertisement or erect or use any sign for advertising purposes without the Municipality's approval in terms of this By-Law and any other applicable legislation.

(2) Every person intending to display a new sign or to alter or to add to an existing approved sign or submit a signage plan in terms of a Site Development Plan proposal, must apply in writing to the Municipality which application must be accompanied by the following information in duplicate:

(a) a site plan, drawn to a scale of not less than 1:200, showing the following—

(i) the site on which it is proposed that the sign is to be erected or displayed;

(ii) the position of the sign and the building, if any, to which it is to be attached;

(iii) every building and the existing signs on the site;

(iv) existing and proposed landscaping, traffic signals and road traffic signs; and

(v) the positions, with dimensions, of the sign in relation to the boundaries of the site and the location of the streets abutting the site, together with its existing approved zoning conditions;

(b) a drawing, which complies with the requirements of the National Building and Regulations Standards Act, 1977 (Act 103 of 1977), and is in sufficient detail to enable the Municipality to consider the appearance of the sign and all relevant construction detail, including a description of the materials of which the sign is to be constructed, the colours to be used, and whether or not the sign is to be illuminated; In the latter event, the plan must indicate whether or not the sign is an electronic sign and, if so, full details must be furnished;

(3) The drawing referred to in sub-section (2)(b) must have detailed drawings of such sign to a scale of not less than 1:20 and a site plan indicating the position of the sign on the site to a scale of not less than 1:50;

(4) If a sign is to be attached to or displayed on the wall or façade of a building, the Municipality may require the submission of an additional drawing, drawn to a scale of not less than 1:100, showing—

- (i) an elevation of the building in colour;
- (ii) the details and position of the proposed sign; and
- (iii) the details and the position of every existing sign on the building

Alternatively the Municipality may require a coloured print of or an artist's photographic- or computer generated impression of the building with the details of the proposed sign superimposed on such graphic and drawn as nearly as is practicable to the same scale as that of the graphic;

(5) If the applicant is not the registered owner of the property on which the sign will be erected, he or she must obtain the consent of the registered owner of the land or building on which the sign is erected, indicating that person's knowledge of the application.

(6) The Municipality may require the submission of any or all of the following studies or assessments—

- (a) an Environmental Impact Assessment (either the 1st stage thereof; being the completion of an Environmental Checklist or in its entirety);
- (b) a Heritage Impact Assessment; and
- (c) a Traffic Impact Assessment.

(7) If a community or portion thereof or a person will be affected by the proposed sign, it may require a public participation process prior to considering the approval.

(8) The Municipality may require a signage master plan in respect of any development where the erection of numerous signs is proposed or the rationalization of previously approved signs is required so as to allow it to consider a consistent design master plan prior to assessment of any individual sign.

(9) The Municipality must notify the applicant of any additional requirements it has within 21 working days of the date of submission of the original application and payment of the application fee.

(10) The Municipality must retain a copy of each document that formed part of an application.

(11) The Municipality may require a written notice from the applicant or person to confirm that an approved sign was erected.

4. Fees and general factors in considering approval of applications, amendments and conditions

(1) Every person who applies to the Municipality for approval in terms of this By-Law must, on making application, pay to the Municipality an application fee as determined by the Municipality and no sign may be erected until such time as the application fees have been paid in full.

(2) In considering an application for the display of an advertisement or the erection of a sign in terms of this By-Law, or an amendment or condition attaching or to be attached to an approval, the Municipality may have regard to the following factors:

(a) The area of control in which the proposed sign is to be erected or displayed as set out in Schedule 1 of this By-Law; provided that if a sign falls into more than one area of control or if a proposed site in one area of control may impact on an adjacent area of control, the Municipality shall be entitled to determine the area of control pertaining to that application;

(b) the locality or landscape and the advertising opportunities pertaining to that area of control; the number of signs already displayed or proposed to be displayed on the erf and in the area surrounding the erf concerned;

(c) the findings of any Traffic Impact Assessment, Environmental or Heritage

(d) Impact Assessment and public participation processes where applicable

(e) locality bound signs must relate to the lawful use of a property provided that no such sign must be affixed to or placed on residential premises or portions thereof other than is permitted by or for home industries and legal temporary uses; uses; and

(f) that no sign or advertisement may be designed or displayed that—

(i) will constitute a danger to any person or property;

(ii) will display any material or graphic which does not comply with the requirements of the Advertising Standards Authority of South Africa.

(iii) will be detrimental to the environment or amenity of the neighbourhood by reason of either its size, intensity, frequency, illumination, quality of design, material, proposed graphic or locality.

(iv) will obscure any other signs approved in terms of this By-Law or its predecessor; and

(v) will be detrimental or otherwise negatively impact on the environment, whether artificial or natural.

(3) Subject to any conditions in Schedule 16, all new signs or advertising structures approved under this By-law and any successive By-Law, may remain on display uninterrupted until such time as they do not comply with the provisions of this By-Law or any other applicable legislation.

5. Factors relating to specific signs, areas of control, and commercial sponsored signs

(1) The Municipality may, in addition to the factors set out in section 4 of this By-Law, apply certain minimum standards to certain specific sign types and proposed localities when an application for approval is made in respect thereof and will apply certain specific criteria to applications for the erection of signs by non-profit bodies.

(2) The specific standards and criteria are set out in schedules 1 to 23 of this By-Law. The Schedules are part of the By-Law and are not any less important than the content of the By-Law itself.

(3) Schedule 1 of this By-law indicates the areas of control in which certain specific sign types may be permitted, subject always to approval in terms of this By-law and furthermore subject to any additional requirement pertaining to a specific sign type as set out in the remaining schedules.

(4) The description of areas or routes in Schedule 1 should be read with the definitions as contained in the Municipality's Zoning Scheme Regulations.

(5) The Municipality may grant an exemption from the terms of this By-Law in respect of sign types or areas of control set out in Schedules 10, 11 and 12 of this By-Law having regard to—

- (a) the area of control where it is proposed to display the signs;
- (b) nature of the event;
- (c) duration of the erection or display of the sign;

- (d) size of the proposed sign;
- (e) any traffic, safety, environmental or heritage impact assessment; and
- (f) the outcome of any public participation process.

CHAPTER 2

6. Standard conditions for approval

- (1) All signs and advertising structures must be properly erected and constructed of the requisite strength and must be secure and must comply with the requirements pertaining thereto of the National Building Regulations and Standards Act, 1977 (Act 103 of 1977).
- (2) The applicant to whom approval has been granted and the owner of the property or building to which it is attached shall be jointly and severally liable for the maintenance thereof and must undertake at least one inspection per year thereof with a view to satisfying themselves as to the safety thereof.
- (3) Where any sign or advertising structure is vandalised or becomes torn or damaged or otherwise falls into a state of disrepair, and/or dilapidation the applicant to whom the approval has been granted and the owner of the fixture or property which or to which a sign is attached must within 7 working days of a notice in writing to do so, repair it.
- (4) All signs and their support structures must be constructed of incombustible, durable materials suited to the function, nature and permanence of the sign.
- (5) All glass used in a sign, other than glass used in illumination, must be safety glass of at least 3mm thick.
- (6) Glass panels used in a sign must not exceed 0.9m² in area, each panel being securely fixed in the body of the sign, structure or device independently of all other panels.
- (7) Every sign and its support structure must be kept in a state of good repair.
- (8) No sign may obstruct the opening and closing of any window or opening provided for ventilation of a building or obstruct any stairway or doorway or other means of exit from the building or prevent movement of people from one part of a roof to another.

(9) No advertising structure may be closer to overhead electrical equipment than the minimum distance as prescribed in the Occupational Health and Safety Act, Act 85 of 1993.

7. Electrical requirements

- (1) All signs needing an electrical connection must preferably be supplied from the existing electrical supply on the erf where it is to be erected. If this is not possible, application for a metered electricity supply must be made to the relevant authority.
- (2) Every sign in connection with which electricity is used, must be provided with suitable capacitors to prevent interference with radio and television reception.
- (3) Each power cable and conduit containing electrical conductors in respect of a sign must be so positioned and fixed so that it is safe, unseen, inaccessible and child tamper proof and animal proof.
- (4) Each interior high-voltage installation that runs unattended (such as a window display) and each exterior high-voltage installation must have an acceptable type of fireman's switch in accordance with the requirements as stipulated in sections 6.7.2 and 7.5 of SANS 0142 1993 promulgated in terms of the Occupational Health and Safety Act.

8. Illumination requirements

- (1) The Municipality may approve an illuminated sign, provided that the provisions of this By-Law are complied with and that such illumination does not constitute a road safety hazard or cause undue light spillage.
- (2) Signs may not be illuminated if no sign content is displayed.
- (3) Requirement for internal illumination or electronic signs—
 - (a) internally illuminated and electronic signs may only be displayed in areas of partial and minimum control and must be less than 2.1m². This size condition may be waived, up to a maximum size of 4.5m² in any such area upon receipt of an Environmental and Heritage Impact Assessment showing no detrimental impact will be caused by the proposed display, or to any larger size specified by the Municipality

in an area designated by the Municipality as a district in which illuminated or electronic signs are to be encouraged;

(b) electronic signs may not have subliminal flashes; and (c) prior to erection, the Municipality may require a Traffic Impact Assessment, Environmental and Heritage Impact Assessment to be conducted, the results of which must indicate that no detrimental impact on traffic is envisaged. In addition the Municipality may require subsequent traffic monitoring of any internally illuminated or electronic sign.

(4) Requirements for external illumination:

(a) the light source emanating from floodlights must not be visible to traffic traveling in either direction;

(b) floodlights must not be positioned so as to create any undue light spillage beyond the surface area of the sign; and

(c) approved way leaves must be obtained from the Director: Infrastructural Services or his/her nominee prior to any excavations for the installation of signs. This also applies for signs to be erected in the vicinity of overhead power lines.

(5) Electricity Power sources may be applied for as per the conditions of the Electricity Services By-Law

9. Road traffic safety requirements

(1) Signs may not be erected in an area where they are an unacceptable distraction for drivers, which acceptability may be determined in terms of the guidelines laid down in the S.A. Road Traffic Signs Manual.

(2) Electronic signs may not be permitted if they are visible from class 2 or 3 roads, gateway route or a scenic drive unless expressly approved in writing by the Municipality.

(3) Advertising on bridges, towers, telecommunication masts, pylons or street poles shall not be permitted.

(4) The graphic content of signs must not have the potential to be visually interpreted as a road traffic sign, due to any factor, including but not limited to the following:

(a) any stylised or pictorial presentation of a road traffic sign or traffic signal;

- (b) any word, symbol, logo or other device used on a road traffic sign;
 - (c) use of combinations of colours specified for road traffic signs, in a manner likely to lead to confusion; and
 - (d) any reflector paint or material.
- (5) Signs may not be erected in an area where the traffic volume, the average following headway, or accident history requires a higher degree of awareness from drivers.
- (6) Signs may not be attached to or obscure a road traffic sign or traffic signal specifically provided for in the South African Road Traffic Signs Manual or the South African Development Community Road Traffic Signs Manual.
- (7) Signs may not be erected within the road reserve of any public road unless expressly approved by the Municipality.
- (8) When located at signalized traffic intersections, signs may not have the colours red or yellow or green as main colours and may not obscure or interfere with any road traffic sign or traffic signal.
- (9) Electronic signs shall not be permitted within 80 meters of the perimeter of a signalised traffic intersection.
- (10) Flashing or running messages or variable transition messages that have a message change interval of greater than 0, 3 seconds or have transition effects between message changes shall not be permitted if viewable from a public road.
- (11) Static display, simple transition signs must display a complete frame for an information cycle length of not less than 60 seconds when visible from a signalised traffic intersection and 30 seconds at other locations.
- (12) All signs larger than 4.5m² erected adjacent to a public road or in a railway reserve intended to advertise to persons using class 2 and 3 roads must be spaced a minimum specified distance from any other sign or road traffic sign, such distance measured parallel to the centre line of the roadway, in accordance with the measurements set out in Table 1 below:

TABLE 1: LINEAR SPACING BETWEEN SIGNS

| Instance | Spacing required when visible for traffic |
|----------|---|
|----------|---|

| | on road with a speed o: | | |
|-----------------------------------|-------------------------|-------------|---------|
| | ≤ 60 km/h | 61 – 80km/h | ≥80km/h |
| Where a sign follows a road sign | 120m | 200m | 300m |
| Where a sign follows another sign | 250m | 250m | 300m |
| Where a sign precedes a road sign | 40m | 70m | 100m |

(13) The abovementioned minimum distances specified in Table 1 above may be decreased by the Municipality if the sign falls within an area of minimum control, or in other areas of control on submission of a Traffic Impact Assessment motivating a reduction of this spacing to the satisfaction of the Municipality. The Municipality may prepare a list or map of designated areas in which the abovementioned spacing requirements shall not be applicable.

10. Legal requirements

All signs to be erected or displayed within the area of jurisdiction of the Municipality must, in addition to complying with this By-Law, comply with all other applicable legislation, including any applicable Zoning Scheme Regulations or condition of approval or any departure from the applicable Zoning Scheme Regulations.

11. Approval

(1) The Municipality may refuse any application or grant its approval subject to conditions relating to the erection or use of the sign and including a condition that the

owner of any sign or billboard on the land or building on which it is erected or displayed, or both such owners or the person whose product or services are advertised, indemnify the Municipality against any consequences flowing from the erection, display or mere presence of such sign.

(2) The Municipality may, at any time, withdraw an approval granted in terms of this By-Law or its predecessor or amend any condition or impose a further condition in respect of such approval, if a sign or advertising structure:

- (a) is in a state of disrepair and/or dilapidation;
- (b) remains unused for more than 90 consecutive days;
- (c) becomes redundant or obsolete;
- (d) no longer complies with any provision of this By-Law; or

(e) is substantially altered from the original approved application by way of either structure or graphic content.

(3) Should an approved sign not be erected within 12 months from the date of approval or within such other time as is specified in the approval, such approval shall lapse, unless that period is extended in writing by the Municipality prior to such lapse.

(4) In the event that the structure supporting such sign is intentionally demolished before the expiry of the approval period, the approval shall lapse and no further sign or supporting structure may be erected or re-erected without the Municipality's approval.

(5) All decisions made by the Municipality in terms of this ordinance with regard applications must be in writing and within 60 calendar days after a completed application was received, or within 60 calendar days after receipt of additional information as required by the Municipality.

(6) In notifying an applicant of the outcome of the application the Municipality must inform such applicant or an objector of his right to appeal in terms of section 12.

CHAPTER 3: GENERAL PROVISIONS

12. Appeal

A person whose rights are affected by a decision in terms of a delegated power may appeal against that decision by giving written notice of the appeal and the reasons therefore in terms of section 62 of the Local Government: Municipal Systems Act, Act 32 of 2000 to the Municipal Manager within 21 days of the date of the notification of the decision.

13. Signs for which Municipality's approval not required

Comment [L1]: Must be applied for in terms of a By-Law to ensure that now municipal services will be damaged.

(1) Should any sign not comply with the conditions relative to each sign type listed below an application in terms of section 3 will be required.

(2) Subject to compliance with the conditions relative to each sign provided for in sub-sections (3) to (11), and any other applicable legislation, or condition imposed by the Municipality, no application for approval is required in terms of this By-Law in respect of the signs provided for in sub-sections (3) to (11).

(3) Development Boards

(a) Development boards shall be removed forthwith when the building operations are complete or if the building operations are discontinued, or when the provisions of the services, the doing of the work, or the supply of the goods to which the sign relates has ceased.

(b) The Municipality may order the removal of any such sign if the building operations have been substantially completed or discontinued or an Occupancy Certificate has been issued by the Municipality, or the provision of the services, the doing of the work or the supply of the goods to which it relates, has for all practical purposes ceased, and such signs may thereupon be forthwith removed but no later than 5 days after the date of the order for removal thereof.

(c) If the premises on which building operations are in progress, are to be used wholly for residential purposes, only one development board may be displayed and such development board may not exceed 3m² in total area.

(d) If the premises are not to be used wholly for residential purposes, no more than two development boards may be displayed and the aggregate area of both development boards may not exceed 5m² in total area;

(e) If the signage, whether on freestanding boards, or flexible building covering material, include any other form of third party advertising, such sign must then

comply with the provisions of Schedule 8 hereto and approval for the display thereof must first be obtained in terms of this By-Law.

(4) To Let/For Sale Signs

(a) These include any sign not exceeding 400mm x 500mm in total area displayed at existing premises or at properties upon which a new building is being erected and relating to accommodation being offered to rent or purchase in the building; and

(b) on condition that any such sign must be removed within 2 weeks from date of issue of the occupation certificate or conclusion of a contract.

(5) On Premises Business Signs

These include any sign not illuminated, not projecting over a public road and not exceeding 0.2m² in total area notifying only the types of trade, business, industry or profession lawfully conducted by any occupant or permanent resident of the premises to which it is attached, the name of such occupant, the type of activity, the address and telephone number of such premises and the hours of attendance (if any); provided that only one such sign per occupant may be displayed.

(6) Window Signs

These include any locality bound signs which are temporarily or permanently painted on or attached to the window glass of a building used for commercial, office, industrial or entertainment purposes, or any other temporary or permanent sign which is displayed within 2 meters of any window or external opening through which it can be seen from the outside such a building, on condition that no window sign may exceed 4.5m² in an area of maximum control.

(7) Signs incorporated in the face of a building

Any sign forming an integral part of the fabric of a building (but excluding a painted sign or a sign affixed in any manner onto the building), on condition that no such sign may exceed 0.2m² in total area.

(8) Signs on Sports Fields

Except when visible from scenic drives, any sign erected around the perimeter of a sports field, to a maximum size of 2 x 1 meter each, provided further that larger signs which face inwards onto the field and are not visible from any other public place, may also be permitted.

(9) Security Signs

Any security sign not projecting over a public road and not exceeding 0.2m² in total area indicating either that a security watch scheme is in operation or that a security company has been contracted to protect the premises on which the sign is displayed, on condition that—

(a) only one such sign is displayed on any public road or each street frontage of such premises; and

(b) the said sign displays only the name, logo, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.

(10) Sponsored, Commercially sponsored and Non-Profit Body Signs: less than 4.5m².

(a) Any such sign whether erected by or in connection with a nonprofit body or not; not exceeding 4.5m² in total area on condition that no more than 5% of the total surface area of the sign is used for third party advertising; and the sign is not illuminated, and furthermore provided that only one such sign may be permitted per erf.

(b) Signs which comply with provisions of sub-section (a) may, when erected on Municipal land, only be erected once agreement has been concluded with the Municipality, wherein the extent of the community or public benefit and the terms of the erection of the sign has been agreed.

(c) All other sponsored signs are dealt with in Schedule 16 and 17.

(11) Advertising on Vehicles

Signs painted or affixed directly onto the body of a motorised vehicle.

14. Disfigurement

No person may destroy, harm, damage or disfigure or deface the front or frontage of any street, road traffic sign, wall, fence, land, rock, tree or other natural feature, or the front or frontage or roof of any building or structure in any manner whatsoever during construction or through the display or use of a sign or the writing or painting of any sign, symbol, letters or numerals. Furthermore, no person may disfigure any sign legally displayed in terms of this By-Law.

15. Damage to Municipal property

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

16. Entry and inspections

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

17. Offences and Penalties

Comment [L2]: PROPOSE THAT THIS BE SHIFTED TO THE END OF THE By Law

(1) A person who contravenes any provision or fails to comply with any provision of this By-law, or fails to comply with a notice issued in terms of this By-law, commits an offence and shall upon conviction be liable to—

(a) a fine or imprisonment, or either such fine or imprisonment or to both such fine and such imprisonment; and

(b) in the case of a continuing offence, to an additional fine or an additional period of imprisonment or to such additional imprisonment without the option of a fine or to both such additional fine and imprisonment for each day on which such offence is continued; and

(c) a further amount equal to any costs and expenses found by the court to have been incurred by the Municipality as result of such contravention or failure.

(2) A person commits an offence if he or she—

(a) threatens, resists, hinders, obstructs or otherwise interferes with, or who uses foul or abusive language towards or at an employee or contractor of the Municipality in the exercise of any powers or performance of any duty or function in terms of this By-law; or

(b) impersonates an employee or contractor of the Municipality.

18. Presumptions

Any person charged with an offence in terms of this By-law who is—

- (a) alone or jointly with any other person responsible for organising, or in control of any meeting, function or event, to which a sign or poster relates, shall be deemed, until the contrary is proved, to have knowingly displayed every unlawful sign or poster displayed in connection with such meeting, function or event or to have caused or allowed it to be so displayed;
- (b) the person whose name appears on an unlawful sign or whose product or services are advertised on such sign, shall be deemed, until the contrary is proved, to have displayed such sign, or to have caused or allowed it to be displayed;
- (c) the owner of any land or building on which any unlawful sign was or is displayed, shall be deemed, until the contrary is proved, to have knowingly displayed such sign, or caused or allowed it to be displayed.

19. Enforcement and removal of signs

- (1) If any sign displayed is in contravention of this By-law, the Municipality may without prejudice to or in addition to the right to take legal steps or prosecute, serve a notice on the owner or lessee of the sign, or the land owner or occupant on whose land the sign is erected or displayed, or person whose product or services are advertised, calling upon such person to remove such sign or carry out such alteration thereto or do such work as may be specified in such request or notice, within a time frame specified therein.
- (2) A notice served in terms of sub-section (1) may be withdrawn or varied by the Municipality, by agreement with the person so served, or failing such agreement, by the service of a further notice.
- (3) Should the Municipality's directives, as set out in the notice, not be carried out within the time period specified therein, the Municipality may, without further notice to the person upon whom the notice was served, remove or alter the sign or do such work as may be specified in such notice.

(4) Any costs incurred by the Municipality in removing signs, or in doing alterations or other works required in terms of a notice, may be recovered from the person on whom the notice was served.

(5) Notwithstanding any other clause in this By-law, if a sign is, or is reasonably considered to be an imminent danger to life or property, the Municipality itself may, after a minimum of six (6) hours prior notice carry out or arrange for the removal of such sign in event of the noncompliance with such notice.

(6) Any costs incurred by the Municipality in carrying out or arranging for the removal of any sign may be recovered from the owner or lessee of the sign, or the landowner on whose land the sign was erected, or the person whose product or services were advertised, jointly and severally.

(7) Unlawful or dangerous signs removed by the Municipality may be reclaimed from the Municipality on payment in full to it of any costs incurred by the Municipality in the removal of the said sign, as well as payment of the costs incurred in the storage of such sign.

(8) Any unlawful signs removed by the Municipality and not reclaimed within two months of the date of removal may be disposed of or be sold by the Municipality to defray its removal or storage costs.

20. Service of notices

(1) A notice, order or any other document issued by the Municipality in terms of this By-law is deemed to be duly issued if an official of the Municipality signed it.

(2) Any notice or other document that is served on a person in terms of this By-law is regarded as having been duly served—

(a) when it has been delivered to that person personally;

(b) when it has been left at that person's place of residence or business in the Republic with a person apparently over the age of 16 years;

(c) when it has been posted by registered or certified mail to that person's known residential or business address in the Republic, and an acknowledgment of the posting thereof from the postal service is obtained;

(d) if that person's address in the Republic is unknown, when it has been served on that person's agent or representative in the Republic in the manner provided by paragraphs (a), (b) or (c); or

(e) if that person's address and agent or representative in the Republic is unknown, when it has been posted in a conspicuous place on the land or business premises to which it relates;

(f) in the event of a body corporate, when it has been delivered at the registered office of the premises of the body corporate; or

(g) when it has been delivered, at the request of that person, to his or her e-mail address.

(3) Service of a copy is deemed to be service of the original.

- (4) When any notice or other document is served on the owner, occupier, or holder of any property, or right in any property, it is sufficient if that person is described in the notice or other document as the owner, occupier, holder of the property or right in question, and it is not necessary to name that person.

21. Liaison forums in community

(1) The Municipality may establish liaison forums in the community for the purposes to—

(a) ensure the local community participation in the implementation and execution of this By-Law; and

(b) promoting local economic development and the conservation of visual, tourist, environmental and heritage characteristics of the Stellenbosch Municipal area;

(2) A forum as contemplated in sub-section (1) may consist of-

(a) a person or persons of an interested party or an affected person or community;

(b) designated official or officials of the Municipality and

(c) a council member of the relevant council committee

(3) The Municipality may request-

(a) a forum to give their input or

(b) make use of a forum's special knowledge or capacity

(4) A forum of persons or a person as defined in sub clause (2) may give input on their own accord to the Municipality for its consideration, but will have no powers

22. Conflict with other legislation

(1) In the event of any conflict between any provision of this By-law and National and Provincial legislation, standards, policies or guidelines, the National and Provincial legislation, standards, policies or guidelines shall prevail subject to section 151(3) and 156(4) of the Constitution.

(2) In the event of an inconsistency between the different texts the Afrikaans text shall prevail.

23. Exemptions

Notwithstanding the provisions of this By-Law, the Municipality may, on written application, exempt any person or class of persons from any or all of the requirements of this By-Law in considering such exemption it may impose any conditions or requirements it deems appropriate.

24. Repeal of By-Law

The stipulations of any By-law previously passed by the municipality or any abolished Municipality

now incorporated in the present Municipality are herewith repealed as far as they relate to matters provided for in this By-Law and insofar as it has been made applicable to the Municipality by the authorization for the execution of powers and functions covered in Section 84(3) of the Local Government: Municipal Structures Act, 1998 (Act 117 of 1998).

25. Transitional arrangements

(1) Anything done before the promulgation of this By-Law, which was not done in terms of a provision repealed in this By-law and was unlawful, shall in the event of

such act or sign still not complying with the provisions of this By-law, be unlawful and the Municipality in such case may take the necessary action in terms of section 19 hereof.

(2) All legal signs that exist at the date of publication of this By-Law, must in all respects comply with the regulations within a period of grace of 12 months from the date of publication. Any sign that fail to comply after the grace period of 12 months will be removed.

(3) The municipality could instruct an owner of a sign to remove it should the sign fail to comply to the regulations of this By-Law. Should the owner neglect to remove the sign and/or within the grace period of 12 months then the Municipality reserves the right to remove such sign at the expense of the owner.

(4) When a sign as a result of the change of ownership or occupation or a change in the nature of a business, industry, trade or profession performed on the premises or due to the installation of new traffic signs or a change in the level or location of any road, foot path or kerbstone or due to any other factor what so ever, no longer comply with the regulations of this By-Law then the person responsible for the sign must immediately remove, erase or change the sign to comply to this By- Law.

26. Short title and commencement

This By-Law shall be known as the Outdoor Advertising and Signage By-Law and Sinange.

SCHEDULE 1: AREAS OF CONTROL

| Area Type | Natural Area | Rural Area | Urban Area | Urban Area | Urban Area |
|------------------|--|--|--|--|--|
| Control Strength | Maximum | Maximum | Maximum | Partial | Minimum |
| Area Description | <p>Proclaimed, declared or zoned nature reserve and conservation areas.</p> <p>Protected natural environment.</p> <p>Forestry areas.</p> <p>River corridors.</p> <p>1:100 Year flood plains.</p> <p>Wetlands.</p> <p>Game reserves</p> | <p>Agricultural areas/zones.</p> <p>Horticultural areas.</p> <p>Rural small holdings.</p> <p>Large private open spaces (e.g. golf courses).</p> <p>Scenic drives.</p> <p>Scenic landscapes.</p> <p>Scenic features.</p> <p>Municipal parks.</p> <p>Urban edge zones as defined in the Urban Edge Policy.</p> <p>Agricultural and horticultural areas/zones and adjacent road and rail reserves.</p> <p>Specific areas or sites designated as maximum control by way of a map prepared by the Municipality.</p> | <p>Urban conservation areas except central business district.</p> <p>Declared Heritage sites (rural and natural).</p> <p>Graded buildings and places.</p> <p>Residential zones and adjacent road and rail reserves.</p> <p>Pedestrian malls and pedestrian squares.</p> <p>Private Open Spaces e.g. Golf courses.</p> <p>River corridors.</p> <p>Specific areas or sites designated as maximum control by way of a map prepared by the Municipality.</p> | <p>Central business districts except areas and buildings of heritage significance.</p> <p>Mixed use commercial and residential areas.</p> <p>Commercial ribbon development and activity corridors.</p> <p>Commercial and business districts and adjacent streets and rail reserves.</p> <p>Entertainment district or complexes with commercial zones.</p> <p>Educational institutions, Sports fields and stadiums.</p> <p>Undetermined zones (including railway reserves, transport use zones).</p> <p>Specific areas or sites designated as partial control by way of a map prepared by the Municipality.</p> | <p>Designated transportation terminals.</p> <p>Designated areas within undetermined zones.</p> <p>Specific areas or sites designated as minimum control by way of a map prepared by the Municipality.</p> <p>Industrial zones.</p> |

SCHEDULE 2: BILLBOARDS

(1) Subject to approval in terms of this By-Law, the erection or display of Billboards, whether custom made or of standard design, is permitted only in areas of minimum and partial control. In addition:

- (a) If the proposed erf where the billboards are to be erected borders on class 2 and 3 roads the billboard may not be placed less than 5 meters from the property's boundary line. If the proposed site of erection of a billboard has been designated as a gateway then no billboards will be permitted within such gateway;
- (b) Billboards must comply with the standard conditions of approval set out in this By-Law;
- (c) Billboards must not encroach over the boundary line of the property on which it is erected, whether such encroachment is aerial or on ground level;
- (d) Billboards must have a minimum clear height of 2.4m and a sign structure which does not exceed a maximum height of 7.5m above natural ground level;
- (e) Billboards must not exceed a maximum total size of 6 x 3m (18m²) provided that on any V-shaped structure, two such panels may be permitted;
- (f) Billboards must be displayed between the angles of 90° and 60° to the direction of oncoming traffic;
- (g) Billboards must be spaced a minimum distance apart as specified in section 9 of this By-Law;
- (h) If located at signalized traffic intersections, Billboards may not be erected or displayed within 50 meters of the perimeter of the intersection if un-illuminated; and within 80 meters of the perimeter of the intersection if illuminated;
- (i) If erected along the right hand side of a section of road, such that its graphics are visible to a driver traveling on the left hand side of the road, shall be deemed to have replaced the advertising opportunity that existed on the left hand side of the road;
- (j) Billboards must have a minimum letter or number height of 285mm.

SCHEDULE 3: LOCALITY BOUND FREESTANDING AND COMPOSITE SIGNS

(1) Subject to approval in terms of this By-Law and subsection 5, the erection or display of locality Bound freestanding and composite signs are permitted only in urban areas of maximum, partial and minimum control. In addition:

(a) Locality bound freestanding signs may only be permitted in the following instances:

(i) where business premises are set back 15 meters or more from the boundary of the road reserve; or

(ii) where it is not reasonably possible to affix appropriate signs to a building; or

(iii) where such a sign is necessary to allow the public to locate the entrance to business premises; or

(iv) where the existence of a freestanding composite sign may prevent the proliferation of signs.

(2) Locality bound freestanding composite signs may not exceed 4,5 meters in height and in addition may not exceed 4.5m² in total area. This provision may be waived to a maximum height of 7,5 meters and a maximum total area of 10m² per side, having regard to the following factors:

(a) if such increase reduces the number of individual signs facing any one street boundary of the site, thereby minimising the visual impact on the surrounding environment;

(b) if more than two significant roads approach the site in question;

(c) the number of businesses which will be advertising on such sign;

(d) the number of approach or exit routes to the site in question;

(e) the applicable zoning of the area surrounding the site in question.

(3) Service Station freestanding signs must be locality bound and may only be erected or displayed at service stations adjacent to and directly accessible from the

public road at which such a sign is directed and only one Service Station freestanding facility sign per street boundary may be permitted.

(4) Service station freestanding signs may not exceed 7,5 meters in height and may not consist of more than eight advertising panels of 4.5m² each in total area. The provisions of this section may be waived to a maximum height of 16 meters and eight advertising panels not exceeding 6m² each in total area having regard to the factors mentioned in item 2 above. In areas of maximum control the maximum height is 4,5 meters and an area of 7.0m² on each side.

(5) In conservation areas and single residential zones only standard locality bound, free standing and

composite signs shall be allowed as prescribed in Schedule 18.

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SCHEDULE 4: SIGNS ATTACHED TO WALLS OF BUILDINGS: FLAT AND PROJECTING SIGNS

Subject to approval in terms of this By-Law, the erection or display of flat and projecting signs are permitted in all areas of maximum, partial or minimum control. In addition, flat and projecting signs may:

- (1) not be allowed within 0,6 meters of the edge of a roadway nor may it extend to within 0.6 meters of the edge of a roadway;
- (2) not project in front of a wall more than 1,5 meters in the case of a sign which has a clear height of more than 7,5 meters or more than 1 meter in the case of any lesser clear height;
- (3) not project more than 250mm over a footway unless such sign has more than 2.4 meters clear height;
- (4) not obstruct the view from any window or any other external opening of any building and no portion of any such sign may obstruct the opening or closing of any window, door or any other openings
- (5) not exceed 54m² in total area and may not exceed 20% (in areas of maximum control), 30% (in areas of minimum and partial control) or one-quarter of the overall area of the surface to which they are affixed or painted whichever is the lesser. This size restriction may be waived on condition that:
 - (a) an Environmental Impact Assessment be submitted to the Municipality indicating no detrimental environmental impact is envisaged;
 - (b) or in a conservation area, a Heritage Impact Assessment be submitted to the Municipality indicating no detrimental heritage impact is envisaged; and
 - (c) only graphics designed and created by a suitably qualified consultant be displayed on such sign;
- (6) be considered for approval on blank common boundary facades of non-residential buildings.
- (7) if the sign appears on public facades of any building—
 - (a) be so designed as to become an integral part of the building design; and
 - (b) when a third party sign, only be permitted if custom-made and subject to the requirements of 5(a) to (c) above.

(8) is not allowed on the sides of buildings around the areas of maximum and partial control.

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SCHEDULE 5: SKY SIGNS

(1) Subject to approval in terms of this By-Law, the erection or display of sky signs whether custom made or of standard design, is permitted in areas of minimum control only. In addition, sky signs must:

(a) be limited to a maximum total size of 4.5m², provided that this size requirement may be waived up to a maximum of 18m² upon receipt of an Environmental Impact Assessment indicating no detrimental environmental impact is envisaged; and

(b) not obstruct the view from any other building.

(2) Sky signs along the top edge of the roof of cultural, historic or architecturally significant buildings will only be permitted if they are locality bound, un-illuminated and consist of individual cut-out letters or logos.

SCHEDULE 6: ROOF SIGNS

(1) Subject to approval in terms of this By-Law, the erection or display of roof signs is permitted in all urban areas of control except areas zoned for residential purposes in areas of maximum control.

In addition:

(a) The total area of any roof sign affixed flush onto or painted onto a roof of a building may not exceed one-quarter of the overall area of the roof to which it is affixed or painted.

(b) When attached to the bottom edge of a roof or vertically midway on the roof of a building, such sign may not exceed 1 metre in height and its total area may not exceed 25% of the roof area to which it is affixed.

(2) It shall be permissible to affix a roof sign along the edge of a roof of a building, if such sign is composed of a single line of individual, cut-out letters, without visible bracing or support but may not be erected along more than two edges of such roof and may not exceed 3.6m² in total area (6x 0,6m); with a maximum height of 1 metre.

SCHEDULE 7: SIGNS ON A VERANDAH, BALCONY, CANOPY, SUPPORTING COLUMNS, PILLARS AND POSTS

Subject to approval in terms of this By-Law and subsection 11, the erection or display of signs on a veranda, balcony, canopy, supporting columns, pillars and posts may be permitted in all areas of control on condition that they also comply with the following:

- (1) No such signs will be allowed on or over architectural features of buildings.
- (2) Such signs may be affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony, and beam or fascia of a veranda or balcony.
- (3) The sign may not exceed 1m in height or project above or below or beyond either end of the surface to which it is affixed, or project more than 250mm in front of the surface to which it is affixed or project over a roadway or within 0,6 meters of the edge of the roadway.
- (4) Such signs may be affixed flat onto or painted on supporting columns, pillars and posts. In this regard, no sign may project more than 50mm in front of the surface to which it is affixed and may not extend beyond any of the extremities of such column, pillar or post. Signs affixed flat onto non-rectangular supporting structures must be curved to fit the form of such structure.
- (5) Only one sign per column, pillar or post will be allowed.
- (6) Such signs suspended below the roof of a veranda, canopy or the floor of a balcony may not exceed 1,8 meters in length or 600mm in height.
- (7) Every such sign must be at right angles to the building line.
- (8) No signs suspended under a canopy may extend beyond the external edge of the canopy or veranda to which it is attached.
- (9) All suspended signs must have a clear height of at least 2,4 meters.
- (10) Such signs on the roof of a veranda, canopy or balcony, excluding the main roof of a building, must be composed of a single line of freestanding individual, cut- out silhouette letters without visible bracing or other visible means of support and may not be erected along more than two edges of such roof of a veranda or balcony.
- (11) No such sign shall be allowed in a conservation area within a single residential zone unless a Heritage Impact Assessment was submitted which found that no negative impact would be made on the heritage resources.

SCHEDULE 8: SIGNS ON BOUNDARY WALLS AND FENCES AND ON CONSTRUCTION SITE HOARDINGS

Subject to approval in terms of this By-Law, the erection or display of signs on boundary walls and fences is permitted only for locality bound signs in urban areas of maximum, minimum or partial control and in addition:

(1) In urban areas of maximum and partial control, the Municipality may approve an application to affix a locality bound sign against a boundary wall only if the sign is indented into the wall or composed of individual, un-illuminated cut-out letters or symbols fixed flat on such wall not projecting more than 50mm from the face of such wall.

(2) In areas of minimum control, the Municipality may approve—

(a) an application to affix a locality bound sign flat onto a boundary wall only if it does not project more than 50mm from the face of such wall; and

(b) an application to affix a locality bound flat sign with a maximum size of 0.5m² onto the permanent fence of an erf.

(3) Third party and locality bound advertising on construction site hoardings and fences must comply with the following conditions:

(a) any one sign may not exceed a vertical dimension of 3 meters and total area of 18m² and in the case of construction site cladding, the graphic must comply with the requirements of the Advertising standards Association of South Africa.

(b) any such sign may not project more than 100mm in front of the hoarding or fence to which it is affixed;

(c) it may not be illuminated in areas of maximum and partial control; and

(d) advertising will not be allowed on construction site hoardings and fences within the cone of vision of motorists at signalised traffic intersections.

SCHEDULE 9: HEADLINE POSTERS

Subject to approval in terms of this By-Law, the erection or display of headline posters is permitted in all areas except natural and rural areas of maximum control. In addition:

- (1) Headline posters may not exceed 0.9m x 0.6m in area.
- (2) The commercial content of the poster may not exceed 20% of the area of the poster nor may such commercial lettering be larger than the main lettering in the remainder of the poster.
- (3) The posters may be attached to Municipal electrical light poles only where approved by the Municipality for the express purposes of these posters.
- (4) Posters may not be affixed to traffic signal poles, or other poles which carry road traffic signs, or poles erected for any other purpose, or any other street furniture, walls, fences, trees, rocks or other natural features.
- (5) Headline posters may not be pasted on municipal electric light poles but are to be mounted on board and affixed securely with stout string or plastic ties unless a permanent frame has been approved for this purpose.
- (6) Only one headline poster per pole, regardless of which newspaper group it is, will be permitted, and must be at a uniform height of approximately 2 meters.
- (7) The number of posters as well as the designated areas for the display of headline posters as approved by the Municipality must be strictly adhered to.
- (8) All "special events" posters are to comply with the following:
 - (a) the name of the newspaper group, the "special event" and the date of the "special event" must appear on the posters in letters not less than 50mm in height;
 - (b) the special event posters may not be displayed more than 7 days before the date of the event and they must be removed within 24 hours after the date of the event shown on the poster.
- (9) Headline posters and fastenings are to be removed on a daily basis failing which the posters will be removed, at the newspaper group's expense, in accordance with the standard charges for removal of posters.
- (10) The Municipality may recover the costs of the removal of unauthorised posters, and the reinstatement of the surface from which such posters were removed, from

the person responsible for the display of such posters or the newspaper group concerned.

(11) The Municipality may remove any poster displayed in contravention of the abovementioned conditions.

(12) Any poster not removed on a daily basis or a poster relating to a "special event by due date referred to in item 8(b) may be removed by the Municipality.

(13) The display of unauthorised posters is illegal and the Municipality may also remove such posters.

(14) The Municipality may determine the costs involved for the removal of unauthorised posters.

(15) Application must be made on an annual basis by each newspaper group for permission to display such posters subject to an annual fee per newspaper group.

(16) A deposit per newspaper group who wishes to display posters must be paid annually against which a charge for the removal of any poster which contravenes the By-Law will be levied. In the event of the above deposit being exhausted, permission to display such poster may be withdrawn until a further deposit is submitted to the Municipality.

SCHEDULE 10: POSTERS, BANNERS, TEAR-DROP BANNERS, FLAGS AND BALLOONS

Subject to approval in terms of this By-Law, the erection or display of posters, banners, tear-drop banners and flags other than those referred to in Schedule 11, or balloons, is permitted in all areas, except areas of maximum control. In addition:

(1) The display of posters, banners, tear-drop banners, flags and balloons is prohibited on any bridge or across any public road, and along any road designated by the Municipality, unless consent has been obtained from the Municipality.

(2) Posters, banners, tear-drop banners, flags and balloons may not be attached so as to interfere with or constitute a danger to passing pedestrians or vehicular traffic.

(3) No banner, or flag-type banner may be larger than 5m², and no flag may be larger than 2m²; provided further that no flagpole may exceed a relevant height restriction of the zoning of the premises, up to a maximum of 8m above natural ground level, measured directly below the pole;

(4) No poster, banner, tear-drop banner, flag, or balloon may be displayed within 30 meters of any road traffic sign or traffic signal.

(5) Posters, banners, flags, or balloons may not be affixed to trees, traffic signal poles, electrical or service authority distribution boxes, or other poles which carry road traffic signs, rock, other natural features, street furniture or other Municipal property.

(6) Posters, banners, tear-drop banners, flags, or balloons may not be affixed in such a way that they unfairly prejudice other businesses or organisations or obscure any approved existing signs.

(7) Only one banner per premises will be permitted unless the Municipality's written permission is obtained for more than one.

(8) (i) A maximum of five flagpoles bearing national flags may be erected on the premises of an accommodation facility on a single residential erf

(ii) Subject to the conditions laid down in paragraph 4, a maximum of three tear-drop banners or flags displaying the name, corporate symbol or nature of the business on the premises on which it is displayed, may be allowed.

(9) Posters, banners, tear-drop banners, flags and balloons not kept in a good condition may not be displayed and must be removed after notification by the Municipality.

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SCHEDULE 11: TEMPORARY POSTERS, TEAR-DROP BANNERS, BANNERS AND FLAGS ON PUBLIC ROADS AND PUBLIC PLACES

Subject to approval in terms of this By-Law, the erection or display of posters, banners, tear-drop banners and flags in public roads or public places, for the purpose of advertising specific events, is permitted in all areas of control except natural and rural areas of maximum control. In addition—

- (1) Approval for third party advertising on posters, banners, tear-drop banners, flags and balloons may only be granted for a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes or for a function or event relating to a Municipal, Provincial or Parliamentary election or referendum.
- (2) The name of the host organisation, the date and venue must appear on the material in letters not less than 50mm in height.
- (3) Posters, banners tear-drop banners and flags may only be erected to advertise the event and the name or emblem of a sponsor may not cover more than 20% of the surface of the material.
- (4) The Municipality may levy a tariff to cover the cost for the removal of material which has been erected without the approval of the Municipality given under the hand of an authorized official.
- (5) Posters, banners, tear-drop banners and flags may be displayed for a maximum period of fourteen days prior to the event and must be removed within 2 days from the date of the event or the last day thereof as applicable.
- (6) Posters with a maximum measurement of 80 cm x 50 cm must be mounted on a board and affixed securely with stout string or plastic fastening without damage caused to the poles. No securing material with a metal content is permitted.
- (7) Posters, banners, tear-drop banners and flags, excluding election posters and flags, may only be erected in the roads, or places as indicated by the Municipality and may not be erected in residential areas or on bridges. No political banners will be allowed.
- (8) Only one poster or flag per organisation may be erected on every second streetlight pole.

(9) Posters and flags must be erected at a uniform height of approximately 2 meters.

(10) No posters, banners, tear-drop banners or flags may be affixed to trees, traffic signs, traffic signals, central ridges, existing advertising signs or any municipal buildings or over hydrant identification signs.

(11) No posters, banners, tear-drop banners and flags may be displayed within 30 meters of any road traffic sign or traffic signal.

(12) All materials used to affix the posters must be removed together with the posters.

(13) The Municipality may remove any indecent or torn posters, banners, tear-drop banners or flags, or any posters, banners or flags which create a traffic hazard in the opinion of the Municipality

(14) The Municipality is exempted from claims that may be instituted against the Municipality as a result of the display of posters, banners, tear-drop banners and flags.

(15) The display of posters, banners, tear-drop banners and flags purely for commercial advertising is not permitted, provided that any poster, banner or flag which relates to a sport, the arts, or a cultural event may be permitted, despite such posters, banners, tear-drop banners or flags containing commercial elements. The commercial element may not exceed 20% of the extent of the poster, banner, tear-drop banner or flag.

(16) Organisations or persons who obtained approval to display posters or flags must pay a deposit as determined by the Municipality, which shall entitle that person to display the said poster or flag for a maximum period of 14 days, or such time as stipulated by the Municipality. No poster or flag may be displayed without such deposit having been paid.

(17) The Municipality may remove or request the applicant to remove all posters, banners, tear-drop banners or flags should any of the above conditions not be complied with.

(18) Posters, banners, tear-drop banners or flags that are not removed by the due date may be removed by the Municipality in which case the deposit paid in terms of item 15 will be forfeited to the Municipality.

(19) Banners will be erected or removed by the Municipality at a rate as approved from time to time and the banner must comply with the specifications as laid down by the Municipality.

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SCHEDULE 12: ESTATE AGENT SIGNS

Subject to approval in terms of this By-Law, the erection or display of estate agent signs is permitted in all areas except natural areas of maximum control. Only estate agents registered with the Estate Agents Board will be allowed to erect show houses signs. Proof of registration must accompany the application. In addition:

- (1) Estate Agencies must apply annually for permission to display signs and approval may be subject to payment of an annual fee in accordance with the Municipality's by-law and policy on tariffs.
- (2) A deposit may be required by the Municipality against which a charge for the removal of any sign which contravenes this By-law will be levied. In the event of the above deposit being exhausted, permission to display such signage may be withdrawn until a further deposit is paid to the Municipality.
- (3) Any Estate Agent sign unlawfully erected, or in contravention of the provisions of this Schedule, will be subject to a charge by the Municipality; in the event of the said sign not being removed, photographic evidence of the unlawful sign may be obtained by the Municipality prior to levying the said charge.
- (4) "For sale", "Sold" and "To let" signs shall be fixed flat to the surface of the boundary fence or wall of the property.
- (5) "Sold" signs may be displayed, fixed flat to the surface of the boundary fence or wall of the property, for a maximum period of two weeks.
- (6) No sign may be erected in such a way that any part of it is closer than 1.5m from a road verge.
- (7) No sign may be erected on centre islands.
- (8) No sign may obscure a road traffic sign.
- (9) No signs may be erected on any tarred area of pavements.
- (10) Estate agent signs may not exceed 0.3m² in total area.
- (11) "Show House" signs may be displayed only from 12h00 on Fridays to 20h00 on Sundays.
- (12) Show house signs may not be affixed to trees, traffic signals, street poles or other poles which carry road traffic signs, walls, fences, rocks, other natural features

or landscaped areas, street furniture, or other Municipal property, unless such other display is authorised by the Municipality in writing.

(13) On each sign, the wording "On Show", "Show House", "Show Flat" or "Show Plot" with the Agency's name and directional arrow must be displayed as well as the date.

(14) Show house signs may be displayed on stakes making use of a design approved by the Municipality. Estate Agent signs may not be displayed on concrete, tarred or paved surfaces. It is not permissible for stakes to penetrate the ground deeper than 15cm.

(15) Not more than six estate agent directional signs will be permitted in total per show house, show plot or block of flats in which a show flat is on display. The definition of one sign will include the display of two signboards only when such boards are sandwiched back to back around an electric light pole.

(16) Show houses signs may not be displayed along Scenic Drives or on any bridge, public park or public open space.

(17) Directional signs may be displayed along main routes only, being the shortest route from a main road to the property.

(18) Only one directional sign per show house/flat/plot may be displayed along class 2 or 3 roads, excluding roads referred to in item 7 above.

SCHEDULE 13: LOOSE PORTABLE SIGNS

Subject to approval in terms of this By-Law, the erection or display of loose portable signs is permitted in areas of minimum and partial control as well as designated areas within urban areas of maximum control. In addition:

(1) Loose portable signs may not be placed in a road reserve or in public open spaces without the written permission of the Municipality.

(2) The Municipality may remove and impound loose portable signs placed without permission in a road reserve or on Municipal property. Owners can recover their signs on payment of the prescribed fee as determined the Municipality which will be used to defray the cost of removal, storage and transportation.

3) The following criteria will apply in respect of an application in terms of item 1:

(a) that it does not pose a hazard in terms of safety to the public;

(b) that it does not obstruct or cause inconvenience to the public either by its physical size or location;

(c) that it does not unfairly prejudice other traders;

(d) that the loose portable sign or proposed number thereof does not detract from the amenity of the local streetscape or local environment;

(e) that it is intended solely to advertise the name of the business, goods or services for sale from the advertiser's premises;

(f) that the maximum dimensions of the proposed loose portable sign must be 1.2m (height) x 0.6m (width).

(g) that it may be placed directly in front of the advertiser's premises, provided that the above criteria are met; and

(h) that a minimum clear footway width of 1,8 meters must remain clear and 2,5 meters in the central business district and sidewalks with high pedestrian volumes.

(4) The Municipality may demarcate areas within the road reserve or on municipal property where, during normal trading hours, applicants may then place the approved loose portable signs. The said signs must be removed outside normal trading hours and stored away from public view.

(5) The Municipality may levy tariffs for displaying the loose portable signs, which tariffs shall be payable in advance for a maximum period of six months.

(6) Applicants will be required to indemnify the Municipality against any claims from third parties that may arise, due to the placement of loose portable signs within the road reserve or on municipal property.

(7) Notwithstanding the above, the Municipality may cause the removal or impoundment of the sign or signs should the applicant contravene any of the above conditions.

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SCHEDULE 14: AERIAL SIGNS

Subject to approval in terms of this By-Law, the erection display of aerial signs is permitted only in urban areas of minimum control. In addition:

- (1) No aerial signs affixed to any building or structure may be flown at a height of more than 45 meters from the surface measured from ground level.
- (2) Aerial signs may not be flown above a public road.

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SCHEDULE 15: TRANSIT ADVERTISING

Subject to approval in terms of this By-Law, the erection or display of transit signs is permitted only in urban areas or minimum control.

In addition:

- (1) The parking of a transit sign which is visible from a public road or a public place for the purpose of third-party advertising is prohibited, except if it is displayed on a designated display site approved in terms of this By-Law.
- (2) Transit signs parked on private property for the purpose of storage must be positioned in such a manner as not to be visible from a street or public place.
- (3) The advertising panel or portion of the vehicle used for transit advertising may not exceed a cumulative total of 18m² in areas of partial control, which size may be increased to a maximum size of 36m² in areas of minimum control.
- (4) The Municipality may designate sites in areas of partial and minimum control for transit advertising and may publish notices indicating such sites.
- (5) Notwithstanding any provisions of this By-Law, the Municipality may, without prior notice remove any unauthorised transit signs from municipal property, and, in the case of unauthorised transit advertising on private property, the Municipality may serve a notice ordering the removal thereof in terms of this By-Law.
- (6) Transit signs must be properly fixed to the ground at the parking location.

SCHEDULE 16: SIGNS ON MUNICIPAL LAND OR BUILDINGS

(1) No sign may be displayed or erected on municipal land or buildings without the written permission of the Municipality.

(2) The following specific conditions and criteria will apply to the signs mentioned in items (a) to (c) below:

(a) Commercially sponsored signs other than those in section 13 (10).

Notwithstanding the area of control within which it is proposed to erect a commercially sponsored sign on Municipal land or buildings, and subject to compliance with all other provisions of this By-Law, the Municipality may consider a commercially sponsored sign for approval, subject to the following:

(i) Public or community needs or goals must be identified or adopted by the Municipality and if such needs can be addressed either entirely or in part by the granting of concessions to particular persons for the erection of commercially sponsored signs, the Municipality may call for public input on such public or community needs or goals and the related advertising opportunity.

(ii) In order to identify such public or community needs or goals, the Municipality and other interested authorities must consult prior to proposals being invited, so as to establish conditions, criteria and constraints in respect of such advertising.

(iii) The Municipality's Supply Chain Management Policy will apply.

(iv) that any proposal be evaluated on the following factors:

(aa) the adherence to the principles of this By-law;

(bb) the design contribution;

(cc) the best community benefit offered;

(dd) the creativity and public safety;

(ee) the permanence of the contribution to the community goals or needs; and

(ff) the recovery cost over the period of the erection of the sign as opposed to the largest advertising opportunity or financial gain.

(v) When contributions in kind are to be recovered by the Municipality, a conversion thereof to a monetary contribution to the Municipality's income base will be assessed.

(vi) the Municipality, as landowner, reserves the right not to proceed with any proposal prior to final approval thereof and the call for invitations for proposals in any respect shall not be regarded decision by the Municipality to proceed with the erection of a sign in respect of a specific site.

(vii) Once accepted, any sign to be erected in terms of this schedule must be the subject matter of a written agreement between the Municipality as landowner and the person responsible for the erection of the sign.

(b) Sponsored signs

Notwithstanding the area of control within which it is proposed to erect such a sign on Municipal owned land or buildings and subject to compliance with all other provisions of this By-Law, the Municipality may consider a sponsored sign for approval on condition that:

(i) written detail will be provided which clearly indicates the recognised community goals which will be promoted by the erection or display of the proposed sign;

(ii) signs with a political content will not be permitted;

(iii) no more than 5% of the total surface of the sign is used for third party advertising.

(iv) the maximum size of any such sign will be 6m x 3m; provided in the event of a V-shaped sign where the size may not exceed two panels of 6m x 3m each.

(v) applications for billboards to be erected in terms of this section comply with the requirements as set out in Schedule 2.

(vi) no sign erected in terms of this clause be located within 5 meters of a property's boundary line.

(c) Non-profit body signs

Notwithstanding the area of control within which it is proposed to erect a sign, and subject to compliance with all other provisions of this By-Law, the Municipality may consider the erection of a sign by or for the benefit of a non-profit body subject to compliance with the requirements set out in Schedule 17.

DRAFT

SCHEDULE 17: SIGNS ERECTED BY OR FOR THE BENEFIT OF NON-PROFIT ORGANISATION

(1) Notwithstanding the area of control within which it is proposed to erect a sign by or for the benefit of a non-profit organisation, and subject to compliance with all other provisions of this By-Law, the Municipality may consider such a sign for approval subject to the following:

(a) written details from the host non-profit organisation regarding the nature and extent of the support to be received from the erection or display of the sign must be delivered to the Municipality together with the other information set out in section 3 of this By-Law;

(b) the extent of involvement of previously disadvantaged communities, small businesses, job creation and empowerment will be considered in any proposal;

(c) any proposal will be evaluated on the following factors;

(i) the adherence to the principles or provisions of this By-Law;

(ii) the design contribution;

(iii) the best community benefit offered;

(iv) the creativity and public safety; and

(v) the permanence of the contribution to the community goals or needs as opposed to the largest advertising opportunity or financial gain.

(d) in the event of it being proposed that the said sign will be erected on municipal property:

(i) the Municipality must evaluate the proposal;

(ii) the Municipality as landowner reserves the right not to proceed with any proposal prior to final approval thereof; and

(iii) if accepted, a written agreement between the Municipality, the person responsible for the erection of the sign and the non-profit body must be entered into.

(e) In addition the following conditions will apply:

(i) signs with a political content will not be permitted;

(ii) the maximum size of any such sign is 6m x 3m; provided in the event of a V-shaped sign being proposed, its maximum size will not exceed two panels of 6m x 3m each;

(iii) applications for billboards to be erected in terms of this section must comply with the requirements as set out in Schedule 2;

(iv) no sign erected in terms of this clause may be located within 5 meters of a property's boundary line;

(v) the name of the non-profit body must be displayed on the sign with a maximum 300mm lettering height;

(vi) all parties that may be affected by the erection or display of such sign must be given opportunity for their input;

(vii) the Municipality may require submission of impact assessment studies; and

(viii) no more than two individual signs of 6m x 3m each may be permitted, or alternatively one V-shaped sign with a maximum of two panels of 6m x 3m each on any one property. In addition, only one sign per street frontage will be permitted.

SCHEDULE 18: STANDARD FREE STANDING AND COMPOSITE SIGNS FOR THE CONSERVATION AREA

(1) Subject to approval and in accordance to this By-Law, the erection and display of standard free standing and composite signs will be the primary way of advertising in conservation areas and in areas of single residential zoning. In addition:

- (a) Only one standard advertising structure, designed according to Municipal requirements, will be allowed on a property.
- (b) A composite sign of maximum two advertising signs and size 900 mm x 300 mm per advertising structure showing only the name of the business and its main product will be allowed.
- (c) In the case of a business centre, more than one advertising sign per advertising structure will be allowed in which case the centre's name and the names of the businesses in the centre may be displayed.

(2) The signs and advertising structures shall:

- (a) Comply to the design standards and requirements of the Municipality.
- (b) Not be displayed in the road reserve.
- (c) Be displayed parallel to the road edge.

ANNEXURE B

Silvia Pretorius

From: Engineering Services
Sent: 16 November 2018 20:48
To: Silvia Pretorius
Subject: FW: Notes on Draft Poster By-law
Attachments: Draft Stellenbosch Poster By-Law with Comments.pdf

Comments

Kind regards/ Groete

Silvia Pretorius
Manager: Support Services
(Infrastructure Services)

Please copy me into your reply / Kopieer myself asseblief in u terugvoer PLEASE SAVE WATER – EVERY COUNTS

T: +27 21 808 8261 | C: +27 829403061
Plein Street, Stellenbosch, 7600
www.stellenbosch.gov.za

Disclaimer and confidentiality note: The legal status of this communication is governed by the terms and conditions published at the following link: http://www.stellenbosch.gov.za/main_pages/disclaimerpage.htm

-----Original Message-----

From: James Hamilton
Sent: 14 November 2018 16:49
To: Engineering Services; Deon Louw
Cc: Jan De Villiers; Quintin Smit
Subject: RE: Notes on Draft Poster By-law

Apologies, outlook and I are working through our differences - correct attachment should now be attached.

From: James Hamilton
Sent: 14 November 2018 04:32 PM
To: Engineering Services; Deon Louw
Cc: Jan De Villiers; Quintin Smit
Subject: Re: Notes on Draft Poster By-law

Get Outlook for Android<<https://aka.ms/ghei36>>

On Wed, Nov 14, 2018 at 4:29 PM +0200, "James Hamilton"
<James.Hamilton@stellenbosch.gov.za<<mailto:James.Hamilton@stellenbosch.gov.za>>> wrote:

Hi All,

Attached some comments on the Draft Poster By-law PDF. I'll give a more comprehensive response when I get a moment.

Regards,
James

Get Outlook for Android<<https://aka.ms/ghei36>>

STELLENBOSCH MUNICIPALITY
BY-LAW RELATING TO OUTDOOR ADVERTISING
AND SIGNAGE

To control, manage and regulate outdoor advertising and signage and to provide mechanisms and guidelines for the control, regulating and management thereof and for matters connected therewith.

PREAMBLE

WHEREAS section 156(2) and (5) of the Constitution provides that a Municipality may make and administer By-laws for the effective administration of the matters which it has the right to administer, and to exercise any power concerning a matter reasonably necessary for, or incidental to, the effective performance of its functions;

AND WHEREAS Part B of Schedule 5 to the Constitution lists Billboards and the display of advertisements in public places as local government matters to the extent set out in section 155(6) (a) and (7);

AND WHEREAS the Stellenbosch Municipality seeks to manage, control and regulate outdoor advertising and signage and any matters connected therewith;

BE IT ENACTED by the Council of the Stellenbosch Municipality, as follows:—

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1. Definitions

In this by-law, unless inconsistent with the context-

"advertisement" means any representation of a word, name, letter, figure or object or an abbreviation of a word or name, or any symbol, or any light which is not intended solely for illumination or as a warning against any dangers and **"advertising"** has a similar meaning;

"advertisement ownership" mean that person or body that has authorised the advertising of information or a product. The authority who contracts a service provider for such an advertisement, the service provider who physically mounts or displays such an advertisement and the owner or body who's information or product is being advertised, will jointly and severally be responsible for such advertisement and may jointly or severally be charged for any misconduct of this By-Law

"advertising structure" means any physical structure designed for an advertising sign, any detached screen or board that is greater than 4.5 m² in overall size; supported by or made from a structure that is used to be affixed, displayed or shown as a sign.

"aerial sign" means a sign that is displayed or performed in the air, including but not limited to balloons and blimps that can be viewed from within the Municipality's area of jurisdiction;

"approval" means approval by the Municipality and **"approve"** has a corresponding meaning;

"areas of control" means those areas set out in Schedule 1 of this By-Law; and which may be modified or amended from time to time, which amendments and modifications will be graphically depicted by way of maps as prepared by the Municipality;

"authorized official" an employee of the Municipality or any other person who is appointed or authorized thereto to perform any act, function or duty related to the provisions of this By-Law, or exercise any power in terms of this By-Law; and **"official"** has a corresponding meaning;

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

"billboard" means any screen or board which stands free and is larger than 4.5m² in total area; which is supported by, or consists of, a structure used, for the purpose of posting, displaying or exhibiting a sign;

"Central Business District (CBD)" means an area in the built environment demarcated as such on the Spatial Development Framework for a town;

"class 2 roads" means the roads which form the primary network for the urban areas as a whole and which are characterized by high volumes, restricted access and fairly high speeds;

"class 3 roads" means roads that distribute traffic between the principal residential, industrial and business districts of the town and which form the link between the primary network (class 2 roads) and the roads within residential areas;

"clear height", in relation to a sign, means the vertical distance between the lowest edge of the sign and the natural level of the surrounding ground, footway or roadway immediately below the sign;

"commercial advertising" means any words, letters, logos, figures, symbols, pictures relating to the name of a business, trade, partnership, individual, or any information, recommendation or exhortation in respect of any particular goods

manufactured or sold, or any particular services rendered or offered, or any event for commerce or entertainment, including sporting events;

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

"common boundary facade" means any façade of a building which is built abutting a rear or side boundary of an erf and which façade is blank, that is, having no architectural features, which includes windows;

"composite sign" means a single freestanding advertising structure for the display of more than one sign;

"consultant" means a suitably qualified independent person or company that acts on behalf of, or as an agent of, an applicant for approval of a sign in terms of this By-Law;

"continuing offence" means an offence in terms of this By-Law, which offence continues to exist after the expiry of the notice period referred to in a notice served in terms of this By-Law;

"custom made design" means the design of any sign, which features special effects such as specialist character cut outs or shapes or three dimensional presentations or moving parts or a combination thereof, and which is uniquely designed or constructed for erection in a particular location;

"development board" means a sign displayed at premises upon which building operations are currently in progress and relating to any services being provided, work being done or goods being supplied in connection with such building operations, but excludes contract boards for building and civil engineering projects as required in terms of the National Building Regulations and Control Act, 1977 (Act 103 of 1977);

"display" means the display of a sign and includes the erection of any billboard, sign or structure intended solely or primarily for the support of a sign or billboard, and includes the display of a sign of a business, trade partnership or individual connected with the contents of the sign or sign, and "displayed" has a corresponding meaning;

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

"Environmental Impact Assessment" (EIA) means an assessment carried out in accordance with the Municipality's guidelines for outdoor advertising;

"estate agency" means a person who markets, sells or leases properties with or without buildings erected thereon and **"estate agent"** has a corresponding meaning;

"existing sign" means any sign previously approved by the Municipality;

"flat sign" means a sign which is affixed to, or painted directly onto a wall of a building but not onto or over windows or doors or architectural articulations and which at no point projects more than 250mm in front of the surface of such wall;

"freestanding sign" means any sign or group of signs contained or displayed on one freestanding structure which is not attached to a building or to any structure or object not intended to be used for the primary purpose of advertising;

"gateway route" means a prominent route with an entrance to or exit from a specific part of the Municipality's jurisdiction, consisting of man-made or natural features and creating a strong sense of arrival or departure and which is consistent with city planning or development framework plans or By-Law, and which may be geographically depicted by way of maps or listed by the Municipality;

“graphic” includes but is not limited to any component which contributes to the visual appearance or aesthetics of a sign, including its background;

“headline poster” means a temporary poster advertising the contents of a daily or weekly newspaper;

“height of a sign” is calculated by measuring the vertical distance between the uppermost and lowest parts of the advertising panel;

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

“internally illuminated sign” means an advertisement or structure used to display an advertisement which has been installed with electrical or other power and an artificial light source which is fully or partially enclosed within the structure or sign and which light is intended to illuminate the advertisement or a portion thereof;

“law” means any law, proclamation, ordinance, Act of Parliament or Provincial Legislature, or any other enactment having the force of law;

“locality bound advertising” means any sign displayed on a specific erf, premises or building and may include such a sign on municipal owned land, adjacent to, abutting on or within 5 meters of the aforementioned erf, premises or building, which sign refers to an activity, product, service or attraction, located, rendered or provided on or from that erf or those premises;

“loose portable sign” means a freestanding locality bound notice or advertising board placed or erected in the road reserve or in a public place;

"movable sign" means a sign not permanently fixed and not intended to remain fixed in one position, but does not include any moving part on a fixed permanent sign;

"Municipality" means the Municipality of Stellenbosch established in terms of section 12 of the Municipal Structures Act, 117 of 1998, and includes duly authorized agent, service provider or any employee thereof acting in connection with this By-Law by virtue of a power vested in the Municipality and delegated or sub-delegated to such agent service provider or employee;

"new sign" means any sign first displayed after the promulgation of this By-Law;

"non-profit body" means a body established primarily to promote a community goal or benefit without direct or personal financial gain, and may include educational, sporting, medical, municipal departments, bodies as well as charities or community organizations;

"organ of state" means—

- (a) any department of state or administration in the national, provincial or local sphere of government;
- (b) any other functionary or institution—
 - (i) exercising a power or performing a function in terms of the Constitution or a provincial constitution; or
 - (ii) exercising a public power or performing a public function in terms of any other Legislation;

"overall height", in relation to a sign, means the vertical distance between the uppermost edge of the sign and the finished level of the ground, footway or roadway immediately below the centre point of the sign;

"perimeter of an intersection" means the perimeter of the area embraced within the prolongation of the road reserve lines of two or more public roads that join one another at any angle, whether or not one such public road crosses the other;

"person" includes—

- (a) any organ of state;
- (b) any company incorporated or registered as such under any law; and
- (c) any body of persons, whether incorporated or not, functioning as a single entity for whatever purpose;

"poster" means temporary signs capable of being attached to the Municipal electrical light standards or pasted to fixed structures to advertise events or campaigns, including elections or referenda of limited duration and excluding signs advertising markets, exhibitions or events which are held on a regular basis;

"projected sign" means any sign projected by a laser projector, video projector, or other apparatus;

"projecting sign" means a sign which is affixed to a wall of a building and which at some point projects more than 250mm in front of the surface of such wall;

"public façade" means any façade of a building that has architectural articulations and which is visible to the public;

"public place" means any public road, public street, thoroughfare, bridge, subway, footway, foot pavement, footpath, sidewalk, (or similar pedestrian portion of a road reserve), lane, square, open space, garden, park or enclosed place vested in the Municipality, or other state authority or indicated as such on the Surveyor General's records, or utilized by the public or zoned as such in terms of the applicable zoning scheme;

"public road" means public road as defined in the National Road Traffic Act, 1996 (Act 93 of 1996);

"road reserve" means the area contained within the statutory width of a road, and includes roadways, shoulders and sidewalks and the airspace above such roadways, shoulders and sidewalks and all other areas within the road reserve boundary;

"roadway" means that portion of a road, street or thoroughfare improved, constructed or intended for vehicular traffic as defined in the National Road Traffic Act, 1989 (Act 29 of 1989);

"roof sign" means a sign affixed to a roof of a building where the top edge of any point of that sign does not exceed the height of the roof plane to which it is affixed;

"Rural Area" means an area outside the urban edge excluding natural areas as described in schedule 1;

"scenic drive" means a road designated as such on an approved zoning scheme or from which landscapes or features of aesthetic or cultural significance can be seen or viewed as designated by the Municipality;

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

"service station facility sign" means freestanding signs at petrol filling stations, roadside rest and service areas and includes service station pylon signs;

"shop" means a building used for retail trade or services;

"sign" means any object, product, replica, advertising structure, mural, device or board which is used to publicly display a sign or which is in itself a sign and includes a poster, billboard and an advertisement which is included in the architectural design of a building or structure;

"signalized traffic intersection" means an intersection controlled by traffic signals;

"sky sign" means a sign where the top edge of any point of that sign exceeds the height of the roof plane to which it is affixed;

"sponsored sign" means a sign, the primary purpose of which is not to advertise goods or services but which displays a graphic or content which promotes community or public awareness of a recognized public or community goal;

"street name signs" means pole-mounted, double-sided, internally illuminated or un-illuminated signs displayed in combination with names of streets, not exceeding one (1) m²;

"street furniture" means public facilities and structures which are not intended primarily for advertising and includes but is not limited to seating benches, planters, bins, pole mounted bins, bus shelters, sidewalk clocks, drinking fountains, Telkom boxes, traffic signal controllers, electricity boxes, post boxes and telephone booths, but excludes road traffic signs, traffic signals, street lights or any other road-related structures;

"teardrop banner" means any material in a teardrop shape with or without a printed sign which is fully legible in windless conditions and held taught by a spring tension and supported by a single flexible pole;

"temporary signs" means signs which are displayed for a maximum period of 14 days, or such other period as may be approved by the Municipality;

"thickness", in relation to a projecting sign, means the width of such sign measured parallel to the plane of the main wall to which such sign is affixed;

"third-party advertising" means the advertising of goods or services that are not made, procured, sold or delivered from the property on which the sign or sign

advertising those goods or services is fixed or placed, and includes advertising which is not locality bound;

“three dimensional sign” means a sign containing more than 2 dimensions, including product replicas;

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

“traffic sign” means a road traffic sign as prescribed in the National Road Traffic Act, 1996 (Act 93 of 1996);

“traffic signal” means a road traffic signal as prescribed in the National Road Traffic Act, 1996 (Act 93 of 1996);

“transit advertising” means advertising by means of a movable sign which is capable of being transported by road either on or in conjunction with a motorized vehicle, including trailers primarily used for advertising;

“transportation terminals” means any area designated by the Municipality as such, where the formal interchange of modes of public transport takes place by the public, including, but not limited to designated railway stations, official taxi terminals and bus terminals;

“Urban conservation area” means an area in the build environment demarcated as such on the Spatial Development Framework for a town;

“Urban Edge” means an area in the build environment demarcated as such on the Spatial Development Framework for a town;

"urban edge line" means a predetermined point to point boundary line as determined by the Municipality, which has as its purpose, the containment of urban development;

"Urban Areas" means an area within the urban edge of a town;

"veranda" includes a cantilever canopy and sunblind;

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

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

2. Principles

- 2.1 To maintain the sensitive environmental quality of each area.
- 2.2 To promote the aesthetic sensitivity of the environment
- 2.3 To find a balance between outdoor advertising opportunities and economic development on the one hand, and the conservation of visual, tourist, environmental and heritage characteristics and traffic safety on the other side.
- 2.4 Outdoor advertising must respect the integrity of any site where it is displayed supplement the character of the area.
- 2.5 To give recognition to the substantial amount of technical details that apply to specific types of signs and their effect on specific places.

CHAPTER 1

3. Submission of applications

(1) Other than those signs referred to in section 13(3) to 13(11) of this By-Law, no person may display any advertisement or erect or use any sign for advertising purposes without the Municipality's approval in terms of this By-Law and any other applicable legislation.

(2) Every person intending to display a new sign or to alter or to add to an existing approved sign or submit a signage plan in terms of a Site Development Plan proposal, must apply in writing to the Municipality which application must be accompanied by the following information in duplicate:

(a) a site plan, drawn to a scale of not less than 1:200, showing the following—

(i) the site on which it is proposed that the sign is to be erected or displayed;

(ii) the position of the sign and the building, if any, to which it is to be attached;

(iii) every building and the existing signs on the site;

(iv) existing and proposed landscaping, traffic signals and road traffic signs; and

(v) the positions, with dimensions, of the sign in relation to the boundaries of the site and the location of the streets abutting the site, together with its existing approved zoning conditions;

(b) a drawing, which complies with the requirements of the National Building and Regulations Standards Act, 1977 (Act 103 of 1977), and is in sufficient detail to enable the Municipality to consider the appearance of the sign and all relevant construction detail, including a description of the materials of which the sign is to be constructed, the colours to be used, and whether or not the sign is to be illuminated; In the latter event, the plan must indicate whether or not the sign is an electronic sign and, if so, full details must be furnished;

(3) The drawing referred to in sub-section (2)(b) must have detailed drawings of such sign to a scale of not less than 1:20 and a site plan indicating the position of the sign on the site to a scale of not less than 1:50;

(4) If a sign is to be attached to or displayed on the wall or façade of a building, the Municipality may require the submission of an additional drawing, drawn to a scale of not less than 1:100, showing—

- (i) an elevation of the building in colour;
- (ii) the details and position of the proposed sign; and
- (iii) the details and the position of every existing sign on the building

Alternatively the Municipality may require a coloured print of or an artist's photographic- or computer generated impression of the building with the details of the proposed sign superimposed on such graphic and drawn as nearly as is practicable to the same scale as that of the graphic;

(5) If the applicant is not the registered owner of the property on which the sign will be erected, he or she must obtain the consent of the registered owner of the land or building on which the sign is erected, indicating that person's knowledge of the application.

(6) The Municipality may require the submission of any or all of the following studies or assessments—

- (a) an Environmental Impact Assessment (either the 1st stage thereof, being the completion of an Environmental Checklist or in its entirety);
- (b) a Heritage Impact Assessment; and
- (c) a Traffic Impact Assessment.

(7) If a community or portion thereof or a person will be affected by the proposed sign, it may require a public participation process prior to considering the approval.

(8) The Municipality may require a signage master plan in respect of any development where the erection of numerous signs is proposed or the rationalization of previously approved signs is required so as to allow it to consider a consistent design master plan prior to assessment of any individual sign.

(9) The Municipality must notify the applicant of any additional requirements it has within 21 working days of the date of submission of the original application and payment of the application fee.

(10) The Municipality must retain a copy of each document that formed part of an application.

(11) The Municipality may require a written notice from the applicant or person to confirm that an approved sign was erected.

4. Fees and general factors in considering approval of applications, amendments and conditions

(1) Every person who applies to the Municipality for approval in terms of this By-Law must, on making application, pay to the Municipality an application fee as determined by the Municipality and no sign may be erected until such time as the application fees have been paid in full.

(2) In considering an application for the display of an advertisement or the erection of a sign in terms of this By-Law, or an amendment or condition attaching or to be attached to an approval, the Municipality may have regard to the following factors:

(a) The area of control in which the proposed sign is to be erected or displayed as set out in Schedule 1 of this By-Law; provided that if a sign falls into more than one area of control or if a proposed site in one area of control may impact on an adjacent area of control, the Municipality shall be entitled to determine the area of control pertaining to that application;

(b) the locality or landscape and the advertising opportunities pertaining to that area of control; the number of signs already displayed or proposed to be displayed on the erf and in the area surrounding the erf concerned;

(c) the findings of any Traffic Impact Assessment, Environmental or Heritage

(d) Impact Assessment and public participation processes where applicable

(e) locality bound signs must relate to the lawful use of a property provided that no such sign must be affixed to or placed on residential premises or portions thereof other than is permitted by or for home industries and legal temporary uses; uses; and

(f) that no sign or advertisement may be designed or displayed that—

(i) will constitute a danger to any person or property;

(ii) will display any material or graphic which does not comply with the requirements of the Advertising Standards Authority of South Africa.

(iii) will be detrimental to the environment or amenity of the neighbourhood by reason of either its size, intensity, frequency, illumination, quality of design, material, proposed graphic or locality.

(iv) will obscure any other signs approved in terms of this By-Law or its predecessor; and

(v) will be detrimental or otherwise negatively impact on the environment, whether artificial or natural.

(3) Subject to any conditions in Schedule 16, all new signs or advertising structures approved under this By-law and any successive By-Law, may remain on display uninterrupted until such time as they do not comply with the provisions of this By-Law or any other applicable legislation.

5. Factors relating to specific signs, areas of control, and commercial sponsored signs

(1) The Municipality may, in addition to the factors set out in section 4 of this By-Law, apply certain minimum standards to certain specific sign types and proposed localities when an application for approval is made in respect thereof and will apply certain specific criteria to applications for the erection of signs by non-profit bodies.

(2) The specific standards and criteria are set out in schedules 1 to 23 of this By-Law. The Schedules are part of the By-Law and are not any less important than the content of the By-Law itself.

(3) Schedule 1 of this By-law indicates the areas of control in which certain specific sign types may be permitted, subject always to approval in terms of this By-law and furthermore subject to any additional requirement pertaining to a specific sign type as set out in the remaining schedules.

(4) The description of areas or routes in Schedule 1 should be read with the definitions as contained in the Municipality's Zoning Scheme Regulations.

(5) The Municipality may grant an exemption from the terms of this By-Law in respect of sign types or areas of control set out in Schedules 10, 11 and 12 of this By-Law having regard to—

(a) the area of control where it is proposed to display the signs;

(b) nature of the event;

(c) duration of the erection or display of the sign;

- (d) size of the proposed sign;
- (e) any traffic, safety, environmental or heritage impact assessment; and
- (f) the outcome of any public participation process.

CHAPTER 2

6. Standard conditions for approval

- (1) All signs and advertising structures must be properly erected and constructed of the requisite strength and must be secure and must comply with the requirements pertaining thereto of the National Building Regulations and Standards Act, 1977 (Act 103 of 1977).
- (2) The applicant to whom approval has been granted and the owner of the property or building to which it is attached shall be jointly and severally liable for the maintenance thereof and must undertake at least one inspection per year thereof with a view to satisfying themselves as to the safety thereof.
- (3) Where any sign or advertising structure is vandalised or becomes torn or damaged or otherwise falls into a state of disrepair, and/or dilapidation the applicant to whom the approval has been granted and the owner of the fixture or property which or to which a sign is attached must within 7 working days of a notice in writing to do so, repair it.
- (4) All signs and their support structures must be constructed of incombustible, durable materials suited to the function, nature and permanence of the sign.
- (5) All glass used in a sign, other than glass used in illumination, must be safety glass of at least 3mm thick.
- (6) Glass panels used in a sign must not exceed 0.9m² in area, each panel being securely fixed in the body of the sign, structure or device independently of all other panels.
- (7) Every sign and its support structure must be kept in a state of good repair.
- (8) No sign may obstruct the opening and closing of any window or opening provided for ventilation of a building or obstruct any stairway or doorway or other means of exit from the building or prevent movement of people from one part of a roof to another.

(9) No advertising structure may be closer to overhead electrical equipment than the minimum distance as prescribed in the Occupational Health and Safety Act, Act 85 of 1993.

7. Electrical requirements

- (1) All signs needing an electrical connection must preferably be supplied from the existing electrical supply on the erf where it is to be erected. If this is not possible, application for a metered electricity supply must be made to the relevant authority.
- (2) Every sign in connection with which electricity is used, must be provided with suitable capacitors to prevent interference with radio and television reception.
- (3) Each power cable and conduit containing electrical conductors in respect of a sign must be so positioned and fixed so that it is safe, unseen, inaccessible and child tamper proof and animal proof.
- (4) Each interior high-voltage installation that runs unattended (such as a window display) and each exterior high-voltage installation must have an acceptable type of fireman's switch in accordance with the requirements as stipulated in sections 6.7.2 and 7.5 of SANS 0142 1993 promulgated in terms of the Occupational Health and Safety Act.

8. Illumination requirements

- (1) The Municipality may approve an illuminated sign, provided that the provisions of this By-Law are complied with and that such illumination does not constitute a road safety hazard or cause undue light spillage.
- (2) Signs may not be illuminated if no sign content is displayed.
- (3) Requirement for internal illumination or electronic signs—
 - (a) internally illuminated and electronic signs may only be displayed in areas of partial and minimum control and must be less than 2.1m². This size condition may be waived, up to a maximum size of 4.5m² in any such area upon receipt of an Environmental and Heritage Impact Assessment showing no detrimental impact will be caused by the proposed display, or to any larger size specified by the Municipality

in an area designated by the Municipality as a district in which illuminated or electronic signs are to be encouraged;

(b) electronic signs may not have subliminal flashes; and (c) prior to erection, the Municipality may require a Traffic Impact Assessment, Environmental and Heritage Impact Assessment to be conducted, the results of which must indicate that no detrimental impact on traffic is envisaged. In addition the Municipality may require subsequent traffic monitoring of any internally illuminated or electronic sign.

(4) Requirements for external illumination:

(a) the light source emanating from floodlights must not be visible to traffic traveling in either direction;

(b) floodlights must not be positioned so as to create any undue light spillage beyond the surface area of the sign; and

(c) approved way leaves must be obtained from the Director: Infrastructural Services or his/her nominee prior to any excavations for the installation of signs. This also applies for signs to be erected in the vicinity of overhead power lines.

(5) Electricity Power sources may be applied for as per the conditions of the Electricity Services By-Law

9. Road traffic safety requirements

(1) Signs may not be erected in an area where they are an unacceptable distraction for drivers, which acceptability may be determined in terms of the guidelines laid down in the S.A. Road Traffic Signs Manual.

(2) Electronic signs may not be permitted if they are visible from class 2 or 3 roads, gateway route or a scenic drive unless expressly approved in writing by the Municipality.

(3) Advertising on bridges, towers, telecommunication masts, pylons or street poles shall not be permitted.

(4) The graphic content of signs must not have the potential to be visually interpreted as a road traffic sign, due to any factor, including but not limited to the following:

(a) any stylised or pictorial presentation of a road traffic sign or traffic signal;

- (b) any word, symbol, logo or other device used on a road traffic sign;
 - (c) use of combinations of colours specified for road traffic signs, in a manner likely to lead to confusion; and
 - (d) any reflector paint or material.
- (5) Signs may not be erected in an area where the traffic volume, the average following headway, or accident history requires a higher degree of awareness from drivers.
- (6) Signs may not be attached to or obscure a road traffic sign or traffic signal specifically provided for in the South African Road Traffic Signs Manual or the South African Development Community Road Traffic Signs Manual.
- (7) Signs may not be erected within the road reserve of any public road unless expressly approved by the Municipality.
- (8) When located at signalized traffic intersections, signs may not have the colours red or yellow or green as main colours and may not obscure or interfere with any road traffic sign or traffic signal.
- (9) Electronic signs shall not be permitted within 80 meters of the perimeter of a signalised traffic intersection.
- (10) Flashing or running messages or variable transition messages that have a message change interval of greater than 0, 3 seconds or have transition effects between message changes shall not be permitted if viewable from a public road.
- (11) Static display, simple transition signs must display a complete frame for an information cycle length of not less than 60 seconds when visible from a signalised traffic intersection and 30 seconds at other locations.
- (12) All signs larger than 4.5m² erected adjacent to a public road or in a railway reserve intended to advertise to persons using class 2 and 3 roads must be spaced a minimum specified distance from any other sign or road traffic sign, such distance measured parallel to the centre line of the roadway, in accordance with the measurements set out in Table 1 below:

TABLE 1: LINEAR SPACING BETWEEN SIGNS

| Instance | Spacing required when visible for traffic |
|----------|---|
|----------|---|

| | on road with a speed o: | | |
|-----------------------------------|-------------------------|-------------|---------|
| | ≤ 60 km/h | 61 – 80km/h | ≥80km/h |
| Where a sign follows a road sign | 120m | 200m | 300m |
| Where a sign follows another sign | 250m | 250m | 300m |
| Where a sign precedes a road sign | 40m | 70m | 100m |

(13) The abovementioned minimum distances specified in Table 1 above may be decreased by the Municipality if the sign falls within an area of minimum control, or in other areas of control on submission of a Traffic Impact Assessment motivating a reduction of this spacing to the satisfaction of the Municipality. The Municipality may prepare a list or map of designated areas in which the abovementioned spacing requirements shall not be applicable.

10. Legal requirements

All signs to be erected or displayed within the area of jurisdiction of the Municipality must, in addition to complying with this By-Law, comply with all other applicable legislation, including any applicable Zoning Scheme Regulations or condition of approval or any departure from the applicable Zoning Scheme Regulations.

11. Approval

(1) The Municipality may refuse any application or grant its approval subject to conditions relating to the erection or use of the sign and including a condition that the

owner of any sign or billboard on the land or building on which it is erected or displayed, or both such owners or the person whose product or services are advertised, indemnify the Municipality against any consequences flowing from the erection, display or mere presence of such sign.

(2) The Municipality may, at any time, withdraw an approval granted in terms of this By-Law or its predecessor or amend any condition or impose a further condition in respect of such approval, if a sign or advertising structure:

- (a) is in a state of disrepair and/or dilapidation;
- (b) remains unused for more than 90 consecutive days;
- (c) becomes redundant or obsolete;
- (d) no longer complies with any provision of this By-Law; or

(e) is substantially altered from the original approved application by way of either structure or graphic content.

(3) Should an approved sign not be erected within 12 months from the date of approval or within such other time as is specified in the approval, such approval shall lapse, unless that period is extended in writing by the Municipality prior to such lapse.

(4) In the event that the structure supporting such sign is intentionally demolished before the expiry of the approval period, the approval shall lapse and no further sign or supporting structure may be erected or re-erected without the Municipality's approval.

(5) All decisions made by the Municipality in terms of this ordinance with regard applications must be in writing and within 60 calendar days after a completed application was received, or within 60 calendar days after receipt of additional information as required by the Municipality.

(6) In notifying an applicant of the outcome of the application the Municipality must inform such applicant or an objector of his right to appeal in terms of section 12.

CHAPTER 3: GENERAL PROVISIONS

12. Appeal

A person whose rights are affected by a decision in terms of a delegated power may appeal against that decision by giving written notice of the appeal and the reasons therefore in terms of section 62 of the Local Government: Municipal Systems Act, Act 32 of 2000 to the Municipal Manager within 21 days of the date of the notification of the decision.

13. Signs for which Municipality's approval not required

Comment [L1]: Must be applied for in terms of a By-Law to ensure that now municipal services will be damaged.

(1) Should any sign not comply with the conditions relative to each sign type listed below an application in terms of section 3 will be required.

(2) Subject to compliance with the conditions relative to each sign provided for in sub-sections (3) to (11), and any other applicable legislation, or condition imposed by the Municipality, no application for approval is required in terms of this By-Law in respect of the signs provided for in sub-sections (3) to (11).

(3) Development Boards

(a) Development boards shall be removed forthwith when the building operations are complete or if the building operations are discontinued, or when the provisions of the services, the doing of the work, or the supply of the goods to which the sign relates has ceased.

(b) The Municipality may order the removal of any such sign if the building operations have been substantially completed or discontinued or an Occupancy Certificate has been issued by the Municipality, or the provision of the services, the doing of the work or the supply of the goods to which it relates, has for all practical purposes ceased, and such signs may thereupon be forthwith removed but no later than 5 days after the date of the order for removal thereof.

(c) If the premises on which building operations are in progress, are to be used wholly for residential purposes, only one development board may be displayed and such development board may not exceed 3m² in total area.

(d) If the premises are not to be used wholly for residential purposes, no more than two development boards may be displayed and the aggregate area of both development boards may not exceed 5m² in total area;

(e) If the signage, whether on freestanding boards, or flexible building covering material, include any other form of third party advertising, such sign must then

comply with the provisions of Schedule 8 hereto and approval for the display thereof must first be obtained in terms of this By-Law.

(4) To Let/For Sale Signs

(a) These include any sign not exceeding 400mm x 500mm in total area displayed at existing premises or at properties upon which a new building is being erected and relating to accommodation being offered to rent or purchase in the building; and

(b) on condition that any such sign must be removed within 2 weeks from date of issue of the occupation certificate or conclusion of a contract.

(5) On Premises Business Signs

These include any sign not illuminated, not projecting over a public road and not exceeding 0.2m² in total area notifying only the types of trade, business, industry or profession lawfully conducted by any occupant or permanent resident of the premises to which it is attached, the name of such occupant, the type of activity, the address and telephone number of such premises and the hours of attendance (if any); provided that only one such sign per occupant may be displayed.

(6) Window Signs

These include any locality bound signs which are temporarily or permanently painted on or attached to the window glass of a building used for commercial, office, industrial or entertainment purposes, or any other temporary or permanent sign which is displayed within 2 meters of any window or external opening through which it can be seen from the outside such a building, on condition that no window sign may exceed 4.5m² in an area of maximum control.

(7) Signs incorporated in the face of a building

Any sign forming an integral part of the fabric of a building (but excluding a painted sign or a sign affixed in any manner onto the building), on condition that no such sign may exceed 0.2m² in total area.

(8) Signs on Sports Fields

Except when visible from scenic drives, any sign erected around the perimeter of a sports field, to a maximum size of 2 x 1 meter each, provided further that larger signs which face inwards onto the field and are not visible from any other public place, may also be permitted.

(9) Security Signs

Any security sign not projecting over a public road and not exceeding 0.2m² in total area indicating either that a security watch scheme is in operation or that a security company has been contracted to protect the premises on which the sign is displayed, on condition that—

(a) only one such sign is displayed on any public road or each street frontage of such premises; and

(b) the said sign displays only the name, logo, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.

(10) Sponsored, Commercially sponsored and Non-Profit Body Signs: less than 4.5m².

(a) Any such sign whether erected by or in connection with a nonprofit body or not; not exceeding 4.5m² in total area on condition that no more than 5% of the total surface area of the sign is used for third party advertising; and the sign is not illuminated, and furthermore provided that only one such sign may be permitted per erf.

(b) Signs which comply with provisions of sub-section (a) may, when erected on Municipal land, only be erected once agreement has been concluded with the Municipality, wherein the extent of the community or public benefit and the terms of the erection of the sign has been agreed.

(c) All other sponsored signs are dealt with in Schedule 16 and 17.

(11) Advertising on Vehicles

Signs painted or affixed directly onto the body of a motorised vehicle.

14. Disfigurement

No person may destroy, harm, damage or disfigure or deface the front or frontage of any street, road traffic sign, wall, fence, land, rock, tree or other natural feature, or the front or frontage or roof of any building or structure in any manner whatsoever during construction or through the display or use of a sign or the writing or painting of any sign, symbol, letters or numerals. Furthermore, no person may disfigure any sign legally displayed in terms of this By-Law.

15. Damage to Municipal property

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

16. Entry and inspections

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

17. Offences and Penalties

Comment [L2]: PROPOSE THAT THIS BE SHIFTED TO THE END OF THE By Law

(1) A person who contravenes any provision or fails to comply with any provision of this By-law, or fails to comply with a notice issued in terms of this By-law, commits an offence and shall upon conviction be liable to—

- (a) a fine or imprisonment, or either such fine or imprisonment or to both such fine and such imprisonment; and
- (b) in the case of a continuing offence, to an additional fine or an additional period of imprisonment or to such additional imprisonment without the option of a fine or to both such additional fine and imprisonment for each day on which such offence is continued; and
- (c) a further amount equal to any costs and expenses found by the court to have been incurred by the Municipality as result of such contravention or failure.

(2) A person commits an offence if he or she—

- (a) threatens, resists, hinders, obstructs or otherwise interferes with, or who uses foul or abusive language towards or at an employee or contractor of the Municipality in the exercise of any powers or performance of any duty or function in terms of this By-law; or
- (b) impersonates an employee or contractor of the Municipality.

18. Presumptions

Any person charged with an offence in terms of this By-law who is—

(a) alone or jointly with any other person responsible for organising, or in control of any meeting, function or event, to which a sign or poster relates, shall be deemed, until the contrary is proved, to have knowingly displayed every unlawful sign or poster displayed in connection with such meeting, function or event or to have caused or allowed it to be so displayed;

(b) the person whose name appears on an unlawful sign or whose product or services are advertised on such sign, shall be deemed, until the contrary is proved, to have displayed such sign, or to have caused or allowed it to be displayed;

(c) the owner of any land or building on which any unlawful sign was or is displayed, shall be deemed, until the contrary is proved, to have knowingly displayed such sign, or caused or allowed it to be displayed.

19. Enforcement and removal of signs

(1) If any sign displayed is in contravention of this By-law, the Municipality may without prejudice to or in addition to the right to take legal steps or prosecute, serve a notice on the owner or lessee of the sign, or the land owner or occupant on whose land the sign is erected or displayed, or person whose product or services are advertised, calling upon such person to remove such sign or carry out such alteration thereto or do such work as may be specified in such request or notice, within a time frame specified therein.

(2) A notice served in terms of sub-section (1) may be withdrawn or varied by the Municipality, by agreement with the person so served, or failing such agreement, by the service of a further notice.

(3) Should the Municipality's directives, as set out in the notice, not be carried out within the time period specified therein, the Municipality may, without further notice to the person upon whom the notice was served, remove or alter the sign or do such work as may be specified in such notice.

(4) Any costs incurred by the Municipality in removing signs, or in doing alterations or other works required in terms of a notice, may be recovered from the person on whom the notice was served.

(5) Notwithstanding any other clause in this By-law, if a sign is, or is reasonably considered to be an imminent danger to life or property, the Municipality itself may, after a minimum of six (6) hours prior notice carry out or arrange for the removal of such sign in event of the noncompliance with such notice.

(6) Any costs incurred by the Municipality in carrying out or arranging for the removal of any sign may be recovered from the owner or lessee of the sign, or the landowner on whose land the sign was erected, or the person whose product or services were advertised, jointly and severally.

(7) Unlawful or dangerous signs removed by the Municipality may be reclaimed from the Municipality on payment in full to it of any costs incurred by the Municipality in the removal of the said sign, as well as payment of the costs incurred in the storage of such sign.

(8) Any unlawful signs removed by the Municipality and not reclaimed within two months of the date of removal may be disposed of or be sold by the Municipality to defray its removal or storage costs.

20. Service of notices

(1) A notice, order or any other document issued by the Municipality in terms of this By-law is deemed to be duly issued if an official of the Municipality signed it.

(2) Any notice or other document that is served on a person in terms of this By-law is regarded as having been duly served—

(a) when it has been delivered to that person personally;

(b) when it has been left at that person's place of residence or business in the Republic with a person apparently over the age of 16 years;

(c) when it has been posted by registered or certified mail to that person's known residential or business address in the Republic, and an acknowledgment of the posting thereof from the postal service is obtained;

(d) if that person's address in the Republic is unknown, when it has been served on that person's agent or representative in the Republic in the manner provided by paragraphs (a), (b) or (c); or

(e) if that person's address and agent or representative in the Republic is unknown, when it has been posted in a conspicuous place on the land or business premises to which it relates;

(f) in the event of a body corporate, when it has been delivered at the registered office of the premises of the body corporate; or

(g) when it has been delivered, at the request of that person, to his or her e-mail address.

(3) Service of a copy is deemed to be service of the original.

- (4) When any notice or other document is served on the owner, occupier, or holder of any property, or right in any property, it is sufficient if that person is described in the notice or other document as the owner, occupier, holder of the property or right in question, and it is not necessary to name that person.

21. Liaison forums in community

(1) The Municipality may establish liaison forums in the community for the purposes to—

(a) ensure the local community participation in the implementation and execution of this By-Law; and

(b) promoting local economic development and the conservation of visual, tourist, environmental and heritage characteristics of the Stellenbosch Municipal area;

(2) A forum as contemplated in sub-section (1) may consist of-

(a) a person or persons of an interested party or an affected person or community;

(b) designated official or officials of the Municipality and

(c) a council member of the relevant council committee

(3) The Municipality may request-

(a) a forum to give their input or

(b) make use of a forum's special knowledge or capacity

(4) A forum of persons or a person as defined in sub clause (2) may give input on their own accord to the Municipality for its consideration, but will have no powers

22. Conflict with other legislation

(1) In the event of any conflict between any provision of this By-law and National and Provincial legislation, standards, policies or guidelines, the National and Provincial legislation, standards, policies or guidelines shall prevail subject to section 151(3) and 156(4) of the Constitution.

(2) In the event of an inconsistency between the different texts the Afrikaans text shall prevail.

23. Exemptions

Notwithstanding the provisions of this By-Law, the Municipality may, on written application, exempt any person or class of persons from any or all of the requirements of this By-Law in considering such exemption it may impose any conditions or requirements it deems appropriate.

24. Repeal of By-Law

The stipulations of any By-law previously passed by the municipality or any abolished Municipality

now incorporated in the present Municipality are herewith repealed as far as they relate to matters provided for in this By-Law and insofar as it has been made applicable to the Municipality by the authorization for the execution of powers and functions covered in Section 84(3) of the Local Government: Municipal Structures Act, 1998 (Act 117 of 1998).

25. Transitional arrangements

(1) Anything done before the promulgation of this By-Law, which was not done in terms of a provision repealed in this By-law and was unlawful, shall in the event of

such act or sign still not complying with the provisions of this By-law, be unlawful and the Municipality in such case may take the necessary action in terms of section 19 hereof.

(2) All legal signs that exist at the date of publication of this By-Law, must in all respects comply with the regulations within a period of grace of 12 months from the date of publication. Any sign that fail to comply after the grace period of 12 months will be removed.

(3) The municipality could instruct an owner of a sign to remove it should the sign fail to comply to the regulations of this By-Law. Should the owner neglect to remove the sign and/or within the grace period of 12 months then the Municipality reserves the right to remove such sign at the expense of the owner.

(4) When a sign as a result of the change of ownership or occupation or a change in the nature of a business, industry, trade or profession performed on the premises or due to the installation of new traffic signs or a change in the level or location of any road, foot path or kerbstone or due to any other factor what so ever, no longer comply with the regulations of this By-Law then the person responsible for the sign must immediately remove, erase or change the sign to comply to this By- Law.

26. Short title and commencement

This By-Law shall be known as the Outdoor Advertising and Signage By-Law and Sinange.

DRAFT

SCHEDULE 1: AREAS OF CONTROL

| Area Type | Natural Area | Rural Area | Urban Area | Urban Area | Urban Area |
|------------------|--|--|---|---|--|
| Control Strength | Maximum | Maximum | Maximum | Partial | Minimum |
| Area Description | <p>Proclaimed, declared or zoned nature reserve and conservation areas.</p> <p>Protected natural environment.</p> <p>Forestry areas.</p> <p>River corridors.</p> <p>1:100 Year flood plains.</p> <p>Wetlands.</p> <p>Game reserves</p> | <p>Agricultural areas/zones.</p> <p>Horticultural areas.</p> <p>Rural small holdings.</p> <p>Large private open spaces (e.g. golf courses).</p> <p>Scenic drives.</p> <p>Scenic landscapes.</p> <p>Scenic features.</p> <p>Municipal parks.</p> <p>Urban edge zones as defined in the Urban Edge Policy.</p> <p>Agricultural and horticultural areas/zones and adjacent road and rail reserves.</p> <p>Specific areas or sites designated as maximum control by way of a map prepared by the Municipality.</p> | <p>Urban conservation areas except central business district.</p> <p>Declared Heritage sites (rural and natural).</p> <p>Graded buildings and places.</p> <p>Residential zones and adjacent road and rail reserves.</p> <p>Pedestrian malls and pedestrian squares.</p> <p>Private Open Spaces</p> <p>e.g. Golf courses.</p> <p>River corridors.</p> <p>Specific areas or sites designated as maximum control by way of a map prepared by the Municipality.</p> | <p>Central business districts except areas and buildings of heritage significance.</p> <p>Mixed use commercial and residential areas.</p> <p>Commercial ribbon development and activity corridors.</p> <p>Commercial and business districts and adjacent streets and rail reserves.</p> <p>Entertainment district or complexes with commercial zones.</p> <p>Educational institutions,</p> <p>Sports fields and stadiums.</p> <p>Undetermined zones (including railway reserves, transport use zones).</p> <p>Specific areas or sites designated as partial control by way of a map prepared by the Municipality.</p> | <p>Designated transportation terminals.</p> <p>Designated areas within undetermined zones.</p> <p>Specific areas or sites designated as minimum control by way of a map prepared by the Municipality.</p> <p>Industrial zones.</p> |

SCHEDULE 2: BILLBOARDS

(1) Subject to approval in terms of this By-Law, the erection or display of Billboards, whether custom made or of standard design, is permitted only in areas of minimum and partial control. In addition:

- (a) If the proposed erf where the billboards are to be erected borders on class 2 and 3 roads the billboard may not be placed less than 5 meters from the property's boundary line. If the proposed site of erection of a billboard has been designated as a gateway then no billboards will be permitted within such gateway;
- (b) Billboards must comply with the standard conditions of approval set out in this By-Law;
- (c) Billboards must not encroach over the boundary line of the property on which it is erected, whether such encroachment is aerial or on ground level;
- (d) Billboards must have a minimum clear height of 2.4m and a sign structure which does not exceed a maximum height of 7.5m above natural ground level;
- (e) Billboards must not exceed a maximum total size of 6 x 3m (18m²) provided that on any V-shaped structure, two such panels may be permitted;
- (f) Billboards must be displayed between the angles of 90° and 60° to the direction of oncoming traffic;
- (g) Billboards must be spaced a minimum distance apart as specified in section 9 of this By-Law;
- (h) If located at signalized traffic intersections, Billboards may not be erected or displayed within 50 meters of the perimeter of the intersection if un-illuminated; and within 80 meters of the perimeter of the intersection if illuminated;
- (i) If erected along the right hand side of a section of road, such that its graphics are visible to a driver traveling on the left hand side of the road, shall be deemed to have replaced the advertising opportunity that existed on the left hand side of the road;
- (j) Billboards must have a minimum letter or number height of 285mm.

SCHEDULE 3: LOCALITY BOUND FREESTANDING AND COMPOSITE SIGNS

(1) Subject to approval in terms of this By-Law and subsection 5, the erection or display of locality Bound freestanding and composite signs are permitted only in urban areas of maximum, partial and minimum control. In addition:

(a) Locality bound freestanding signs may only be permitted in the following instances:

(i) where business premises are set back 15 meters or more from the boundary of the road reserve; or

(ii) where it is not reasonably possible to affix appropriate signs to a building; or

(iii) where such a sign is necessary to allow the public to locate the entrance to business premises; or

(iv) where the existence of a freestanding composite sign may prevent the proliferation of signs.

(2) Locality bound freestanding composite signs may not exceed 4,5 meters in height and in addition may not exceed 4.5m² in total area. This provision may be waived to a maximum height of 7,5 meters and a maximum total area of 10m² per side, having regard to the following factors:

(a) if such increase reduces the number of individual signs facing any one street boundary of the site, thereby minimising the visual impact on the surrounding environment;

(b) if more than two significant roads approach the site in question;

(c) the number of businesses which will be advertising on such sign;

(d) the number of approach or exit routes to the site in question;

(e) the applicable zoning of the area surrounding the site in question.

(3) Service Station freestanding signs must be locality bound and may only be erected or displayed at service stations adjacent to and directly accessible from the

public road at which such a sign is directed and only one Service Station freestanding facility sign per street boundary may be permitted.

(4) Service station freestanding signs may not exceed 7,5 meters in height and may not consist of more than eight advertising panels of 4.5m² each in total area. The provisions of this section may be waived to a maximum height of 16 meters and eight advertising panels not exceeding 6m² each in total area having regard to the factors mentioned in item 2 above. In areas of maximum control the maximum height is 4,5 meters and an area of 7.0m² on each side.

(5) In conservation areas and single residential zones only standard locality bound, free standing and

composite signs shall be allowed as prescribed in Schedule 18.

SCHEDULE 4: SIGNS ATTACHED TO WALLS OF BUILDINGS: FLAT AND PROJECTING SIGNS

Subject to approval in terms of this By-Law, the erection or display of flat and projecting signs are permitted in all areas of maximum, partial or minimum control. In addition, flat and projecting signs may:

- (1) not be allowed within 0,6 meters of the edge of a roadway nor may it extend to within 0.6 meters of the edge of a roadway;
- (2) not project in front of a wall more than 1,5 meters in the case of a sign which has a clear height of more than 7,5 meters or more than 1 meter in the case of any lesser clear height;
- (3) not project more than 250mm over a footway unless such sign has more than 2.4 meters clear height;
- (4) not obstruct the view from any window or any other external opening of any building and no portion of any such sign may obstruct the opening or closing of any window, door or any other openings
- (5) not exceed 54m² in total area and may not exceed 20% (in areas of maximum control), 30% (in areas of minimum and partial control) or one-quarter of the overall area of the surface to which they are affixed or painted whichever is the lesser. This size restriction may be waived on condition that:
 - (a) an Environmental Impact Assessment be submitted to the Municipality indicating no detrimental environmental impact is envisaged;
 - (b) or in a conservation area, a Heritage Impact Assessment be submitted to the Municipality indicating no detrimental heritage impact is envisaged; and
 - (c) only graphics designed and created by a suitably qualified consultant be displayed on such sign;
- (6) be considered for approval on blank common boundary facades of non-residential buildings.
- (7) if the sign appears on public facades of any building—
 - (a) be so designed as to become an integral part of the building design; and
 - (b) when a third party sign, only be permitted if custom-made and subject to the requirements of 5(a) to (c) above.

(8) is not allowed on the sides of buildings around the areas of maximum and partial control.

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SCHEDULE 5: SKY SIGNS

(1) Subject to approval in terms of this By-Law, the erection or display of sky signs whether custom made or of standard design, is permitted in areas of minimum control only. In addition, sky signs must:

(a) be limited to a maximum total size of 4.5m², provided that this size requirement may be waived up to a maximum of 18m² upon receipt of an Environmental Impact Assessment indicating no detrimental environmental impact is envisaged; and

(b) not obstruct the view from any other building.

(2) Sky signs along the top edge of the roof of cultural, historic or architecturally significant buildings will only be permitted if they are locality bound, un-illuminated and consist of individual cut-out letters or logos.

SCHEDULE 6: ROOF SIGNS

(1) Subject to approval in terms of this By-Law, the erection or display of roof signs is permitted in all urban areas of control except areas zoned for residential purposes in areas of maximum control.

In addition:

(a) The total area of any roof sign affixed flush onto or painted onto a roof of a building may not exceed one-quarter of the overall area of the roof to which it is affixed or painted.

(b) When attached to the bottom edge of a roof or vertically midway on the roof of a building, such sign may not exceed 1 metre in height and its total area may not exceed 25% of the roof area to which it is affixed.

(2) It shall be permissible to affix a roof sign along the edge of a roof of a building, if such sign is composed of a single line of individual, cut-out letters, without visible bracing or support but may not be erected along more than two edges of such roof and may not exceed 3.6m² in total area (6x 0,6m); with a maximum height of 1 metre.

SCHEDULE 7: SIGNS ON A VERANDAH, BALCONY, CANOPY, SUPPORTING COLUMNS, PILLARS AND POSTS

Subject to approval in terms of this By-Law and subsection 11, the erection or display of signs on a veranda, balcony, canopy, supporting columns, pillars and posts may be permitted in all areas of control on condition that they also comply with the following:

- (1) No such signs will be allowed on or over architectural features of buildings.
- (2) Such signs may be affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony, and beam or fascia of a veranda or balcony.
- (3) The sign may not exceed 1m in height or project above or below or beyond either end of the surface to which it is affixed, or project more than 250mm in front of the surface to which it is affixed or project over a roadway or within 0,6 meters of the edge of the roadway.
- (4) Such signs may be affixed flat onto or painted on supporting columns, pillars and posts. In this regard, no sign may project more than 50mm in front of the surface to which it is affixed and may not extend beyond any of the extremities of such column, pillar or post. Signs affixed flat onto non-rectangular supporting structures must be curved to fit the form of such structure.
- (5) Only one sign per column, pillar or post will be allowed.
- (6) Such signs suspended below the roof of a veranda, canopy or the floor of a balcony may not exceed 1,8 meters in length or 600mm in height.
- (7) Every such sign must be at right angles to the building line.
- (8) No signs suspended under a canopy may extend beyond the external edge of the canopy or veranda to which it is attached.
- (9) All suspended signs must have a clear height of at least 2,4 meters.
- (10) Such signs on the roof of a veranda, canopy or balcony, excluding the main roof of a building, must be composed of a single line of freestanding individual, cut- out silhouette letters without visible bracing or other visible means of support and may not be erected along more than two edges of such roof of a veranda or balcony.
- (11) No such sign shall be allowed in a conservation area within a single residential zone unless a Heritage Impact Assessment was submitted which found that no negative impact would be made on the heritage resources.

SCHEDULE 8: SIGNS ON BOUNDARY WALLS AND FENCES AND ON CONSTRUCTION SITE HOARDINGS

Subject to approval in terms of this By-Law, the erection or display of signs on boundary walls and fences is permitted only for locality bound signs in urban areas of maximum, minimum or partial control and in addition:

- (1) In urban areas of maximum and partial control, the Municipality may approve an application to affix a locality bound sign against a boundary wall only if the sign is indented into the wall or composed of individual, un-illuminated cut-out letters or symbols fixed flat on such wall not projecting more than 50mm from the face of such wall.
- (2) In areas of minimum control, the Municipality may approve—
 - (a) an application to affix a locality bound sign flat onto a boundary wall only if it does not project more than 50mm from the face of such wall; and
 - (b) an application to affix a locality bound flat sign with a maximum size of 0.5m² onto the permanent fence of an erf.
- (3) Third party and locality bound advertising on construction site hoardings and fences must comply with the following conditions:
 - (a) any one sign may not exceed a vertical dimension of 3 meters and total area of 18m² and in the case of construction site cladding, the graphic must comply with the requirements of the Advertising standards Association of South Africa.
 - (b) any such sign may not project more than 100mm in front of the hoarding or fence to which it is affixed;
 - (c) it may not be illuminated in areas of maximum and partial control; and
 - (d) advertising will not be allowed on construction site hoardings and fences within the cone of vision of motorists at signalised traffic intersections.

SCHEDULE 9: HEADLINE POSTERS

Subject to approval in terms of this By-Law, the erection or display of headline posters is permitted in all areas except natural and rural areas of maximum control. In addition:

- (1) Headline posters may not exceed 0.9m x 0.6m in area.
- (2) The commercial content of the poster may not exceed 20% of the area of the poster nor may such commercial lettering be larger than the main lettering in the remainder of the poster.
- (3) The posters may be attached to Municipal electrical light poles only where approved by the Municipality for the express purposes of these posters.
- (4) Posters may not be affixed to traffic signal poles, or other poles which carry road traffic signs, or poles erected for any other purpose, or any other street furniture, walls, fences, trees, rocks or other natural features.
- (5) Headline posters may not be pasted on municipal electric light poles but are to be mounted on board and affixed securely with stout string or plastic ties unless a permanent frame has been approved for this purpose.
- (6) Only one headline poster per pole, regardless of which newspaper group it is, will be permitted, and must be at a uniform height of approximately 2 meters.
- (7) The number of posters as well as the designated areas for the display of headline posters as approved by the Municipality must be strictly adhered to.
- (8) All "special events" posters are to comply with the following:
 - (a) the name of the newspaper group, the "special event" and the date of the "special event" must appear on the posters in letters not less than 50mm in height;
 - (b) the special event posters may not be displayed more than 7 days before the date of the event and they must be removed within 24 hours after the date of the event shown on the poster.
- (9) Headline posters and fastenings are to be removed on a daily basis failing which the posters will be removed, at the newspaper group's expense, in accordance with the standard charges for removal of posters.
- (10) The Municipality may recover the costs of the removal of unauthorised posters, and the reinstatement of the surface from which such posters were removed, from

the person responsible for the display of such posters or the newspaper group concerned.

(11) The Municipality may remove any poster displayed in contravention of the abovementioned conditions.

(12) Any poster not removed on a daily basis or a poster relating to a "special event by due date referred to in item 8(b) may be removed by the Municipality.

(13) The display of unauthorised posters is illegal and the Municipality may also remove such posters.

(14) The Municipality may determine the costs involved for the removal of unauthorised posters.

(15) Application must be made on an annual basis by each newspaper group for permission to display such posters subject to an annual fee per newspaper group.

(16) A deposit per newspaper group who wishes to display posters must be paid annually against which a charge for the removal of any poster which contravenes the By-Law will be levied. In the event of the above deposit being exhausted, permission to display such poster may be withdrawn until a further deposit is submitted to the Municipality.

SCHEDULE 10: POSTERS, BANNERS, TEAR-DROP BANNERS, FLAGS AND BALLOONS

Subject to approval in terms of this By-Law, the erection or display of posters, banners, tear-drop banners and flags other than those referred to in Schedule 11, or balloons, is permitted in all areas, except areas of maximum control. In addition:

- (1) The display of posters, banners, tear-drop banners, flags and balloons is prohibited on any bridge or across any public road, and along any road designated by the Municipality, unless consent has been obtained from the Municipality.
- (2) Posters, banners, tear-drop banners, flags and balloons may not be attached so as to interfere with or constitute a danger to passing pedestrians or vehicular traffic.
- (3) No banner, or flag-type banner may be larger than 5m², and no flag may be larger than 2m²; provided further that no flagpole may exceed a relevant height restriction of the zoning of the premises, up to a maximum of 8m above natural ground level, measured directly below the pole;
- (4) No poster, banner, tear-drop banner, flag, or balloon may be displayed within 30 meters of any road traffic sign or traffic signal.
- (5) Posters, banners, flags, or balloons may not be affixed to trees, traffic signal poles, electrical or service authority distribution boxes, or other poles which carry road traffic signs, rock, other natural features, street furniture or other Municipal property.
- (6) Posters, banners, tear-drop banners, flags, or balloons may not be affixed in such a way that they unfairly prejudice other businesses or organisations or obscure any approved existing signs.
- (7) Only one banner per premises will be permitted unless the Municipality's written permission is obtained for more than one.
- (8)
 - (i) A maximum of five flagpoles bearing national flags may be erected on the premises of an accommodation facility on a single residential erf
 - (ii) Subject to the conditions laid down in paragraph 4, a maximum of three tear-drop banners or flags displaying the name, corporate symbol or nature of the business on the premises on which it is displayed, may be allowed.

(9) Posters, banners, tear-drop banners, flags and balloons not kept in a good condition may not be displayed and must be removed after notification by the Municipality.

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SCHEDULE 11: TEMPORARY POSTERS, TEAR-DROP BANNERS, BANNERS AND FLAGS ON PUBLIC ROADS AND PUBLIC PLACES

Subject to approval in terms of this By-Law, the erection or display of posters, banners, tear-drop banners and flags in public roads or public places, for the purpose of advertising specific events, is permitted in all areas of control except natural and rural areas of maximum control. In addition—

- (1) Approval for third party advertising on posters, banners, tear-drop banners, flags and balloons may only be granted for a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes or for a function or event relating to a Municipal, Provincial or Parliamentary election or referendum.
- (2) The name of the host organisation, the date and venue must appear on the material in letters not less than 50mm in height.
- (3) Posters, banners tear-drop banners and flags may only be erected to advertise the event and the name or emblem of a sponsor may not cover more than 20% of the surface of the material.
- (4) The Municipality may levy a tariff to cover the cost for the removal of material which has been erected without the approval of the Municipality given under the hand of an authorized official.
- (5) Posters, banners, tear-drop banners and flags may be displayed for a maximum period of fourteen days prior to the event and must be removed within 2 days from the date of the event or the last day thereof as applicable.
- (6) Posters with a maximum measurement of 80 cm x 50 cm must be mounted on a board and affixed securely with stout string or plastic fastening without damage caused to the poles. No securing material with a metal content is permitted.
- (7) Posters, banners, tear-drop banners and flags, excluding election posters and flags, may only be erected in the roads, or places as indicated by the Municipality and may not be erected in residential areas or on bridges. No political banners will be allowed.
- (8) Only one poster or flag per organisation may be erected on every second streetlight pole.

(9) Posters and flags must be erected at a uniform height of approximately 2 meters.

(10) No posters, banners, tear-drop banners or flags may be affixed to trees, traffic signs, traffic signals, central ridges, existing advertising signs or any municipal buildings or over hydrant identification signs.

(11) No posters, banners, tear-drop banners and flags may be displayed within 30 meters of any road traffic sign or traffic signal.

(12) All materials used to affix the posters must be removed together with the posters.

(13) The Municipality may remove any indecent or torn posters, banners, tear-drop banners or flags, or any posters, banners or flags which create a traffic hazard in the opinion of the Municipality

(14) The Municipality is exempted from claims that may be instituted against the Municipality as a result of the display of posters, banners, tear-drop banners and flags.

(15) The display of posters, banners, tear-drop banners and flags purely for commercial advertising is not permitted, provided that any poster, banner or flag which relates to a sport, the arts, or a cultural event may be permitted, despite such posters, banners, tear-drop banners or flags containing commercial elements. The commercial element may not exceed 20% of the extent of the poster, banner, tear-drop banner or flag.

(16) Organisations or persons who obtained approval to display posters or flags must pay a deposit as determined by the Municipality, which shall entitle that person to display the said poster or flag for a maximum period of 14 days, or such time as stipulated by the Municipality. No poster or flag may be displayed without such deposit having been paid.

(17) The Municipality may remove or request the applicant to remove all posters, banners, tear-drop banners or flags should any of the above conditions not be complied with.

(18) Posters, banners, tear-drop banners or flags that are not removed by the due date may be removed by the Municipality in which case the deposit paid in terms of item 15 will be forfeited to the Municipality.

(19) Banners will be erected or removed by the Municipality at a rate as approved from time to time and the banner must comply with the specifications as laid down by the Municipality.

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SCHEDULE 12: ESTATE AGENT SIGNS

Subject to approval in terms of this By-Law, the erection or display of estate agent signs is permitted in all areas except natural areas of maximum control. Only estate agents registered with the Estate Agents Board will be allowed to erect show houses signs. Proof of registration must accompany the application. In addition:

(1) Estate Agencies must apply annually for permission to display signs and approval may be subject to payment of an annual fee in accordance with the Municipality's by-law and policy on tariffs.

(2) A deposit may be required by the Municipality against which a charge for the removal of any sign which contravenes this By-law will be levied. In the event of the above deposit being exhausted, permission to display such signage may be withdrawn until a further deposit is paid to the Municipality.

(3) Any Estate Agent sign unlawfully erected, or in contravention of the provisions of this Schedule, will be subject to a charge by the Municipality; in the event of the said sign not being removed, photographic evidence of the unlawful sign may be obtained by the Municipality prior to levying the said charge.

(4) "For sale", "Sold" and "To let" signs shall be fixed flat to the surface of the boundary fence or wall of the property.

(5) "Sold" signs may be displayed, fixed flat to the surface of the boundary fence or wall of the property, for a maximum period of two weeks.

(6) No sign may be erected in such a way that any part of it is closer than 1.5m from a road verge.

(7) No sign may be erected on centre islands.

(8) No sign may obscure a road traffic sign.

(9) No signs may be erected on any tarred area of pavements.

(10) Estate agent signs may not exceed 0.3m² in total area.

(11) "Show House" signs may be displayed only from 12h00 on Fridays to 20h00 on Sundays.

(12) Show house signs may not be affixed to trees, traffic signals, street poles or other poles which carry road traffic signs, walls, fences, rocks, other natural features

or landscaped areas, street furniture, or other Municipal property, unless such other display is authorised by the Municipality in writing.

(13) On each sign, the wording "On Show", "Show House", "Show Flat" or "Show Plot" with the Agency's name and directional arrow must be displayed as well as the date.

(14) Show house signs may be displayed on stakes making use of a design approved by the Municipality. Estate Agent signs may not be displayed on concrete, tarred or paved surfaces. It is not permissible for stakes to penetrate the ground deeper than 15cm.

(15) Not more than six estate agent directional signs will be permitted in total per show house, show plot or block of flats in which a show flat is on display. The definition of one sign will include the display of two signboards only when such boards are sandwiched back to back around an electric light pole.

(16) Show houses signs may not be displayed along Scenic Drives or on any bridge, public park or public open space.

(17) Directional signs may be displayed along main routes only, being the shortest route from a main road to the property.

(18) Only one directional sign per show house/flat/plot may be displayed along class 2 or 3 roads, excluding roads referred to in item 7 above.

SCHEDULE 13: LOOSE PORTABLE SIGNS

Subject to approval in terms of this By-Law, the erection or display of loose portable signs is permitted in areas of minimum and partial control as well as designated areas within urban areas of maximum control. In addition:

(1) Loose portable signs may not be placed in a road reserve or in public open spaces without the written permission of the Municipality.

(2) The Municipality may remove and impound loose portable signs placed without permission in a road reserve or on Municipal property. Owners can recover their signs on payment of the prescribed fee as determined the Municipality which will be used to defray the cost of removal, storage and transportation.

3) The following criteria will apply in respect of an application in terms of item 1:

(a) that it does not pose a hazard in terms of safety to the public;

(b) that it does not obstruct or cause inconvenience to the public either by its physical size or location;

(c) that it does not unfairly prejudice other traders;

(d) that the loose portable sign or proposed number thereof does not detract from the amenity of the local streetscape or local environment;

(e) that it is intended solely to advertise the name of the business, goods or services for sale from the advertiser's premises;

(f) that the maximum dimensions of the proposed loose portable sign must be 1.2m (height) x 0.6m (width).

(g) that it may be placed directly in front of the advertiser's premises, provided that the above criteria are met; and

(h) that a minimum clear footway width of 1,8 meters must remain clear and 2,5 meters in the central business district and sidewalks with high pedestrian volumes.

(4) The Municipality may demarcate areas within the road reserve or on municipal property where, during normal trading hours, applicants may then place the approved loose portable signs. The said signs must be removed outside normal trading hours and stored away from public view.

(5) The Municipality may levy tariffs for displaying the loose portable signs, which tariffs shall be payable in advance for a maximum period of six months.

(6) Applicants will be required to indemnify the Municipality against any claims from third parties that may arise, due to the placement of loose portable signs within the road reserve or on municipal property.

(7) Notwithstanding the above, the Municipality may cause the removal or impoundment of the sign or signs should the applicant contravene any of the above conditions.

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SCHEDULE 14: AERIAL SIGNS

Subject to approval in terms of this By-Law, the erection display of aerial signs is permitted only in urban areas of minimum control. In addition:

- (1) No aerial signs affixed to any building or structure may be flown at a height of more than 45 meters from the surface measured from ground level.
- (2) Aerial signs may not be flown above a public road.

SCHEDULE 15: TRANSIT ADVERTISING

Subject to approval in terms of this By-Law, the erection or display of transit signs is permitted only in urban areas or minimum control.

In addition:

(1) The parking of a transit sign which is visible from a public road or a public place for the purpose of third-party advertising is prohibited, except if it is displayed on a designated display site approved in terms of this By-Law.

(2) Transit signs parked on private property for the purpose of storage must be positioned in such a manner as not to be visible from a street or public place.

(3) The advertising panel or portion of the vehicle used for transit advertising may not exceed a cumulative total of 18m² in areas of partial control, which size may be increased to a maximum size of 36m² in areas of minimum control.

(4) The Municipality may designate sites in areas of partial and minimum control for transit advertising and may publish notices indicating such sites.

(5) Notwithstanding any provisions of this By-Law, the Municipality may, without prior notice remove any unauthorised transit signs from municipal property, and, in the case of unauthorised transit advertising on private property, the Municipality may serve a notice ordering the removal thereof in terms of this By-Law.

(6) Transit signs must be properly fixed to the ground at the parking location.

SCHEDULE 16: SIGNS ON MUNICIPAL LAND OR BUILDINGS

(1) No sign may be displayed or erected on municipal land or buildings without the written permission of the Municipality.

(2) The following specific conditions and criteria will apply to the signs mentioned in items (a) to (c) below:

(a) Commercially sponsored signs other than those in section 13 (10).

Notwithstanding the area of control within which it is proposed to erect a commercially sponsored sign on Municipal land or buildings, and subject to compliance with all other provisions of this By-Law, the Municipality may consider a commercially sponsored sign for approval, subject to the following:

(i) Public or community needs or goals must be identified or adopted by the Municipality and if such needs can be addressed either entirely or in part by the granting of concessions to particular persons for the erection of commercially sponsored signs, the Municipality may call for public input on such public or community needs or goals and the related advertising opportunity.

(ii) In order to identify such public or community needs or goals, the Municipality and other interested authorities must consult prior to proposals being invited, so as to establish conditions, criteria and constraints in respect of such advertising.

(iii) The Municipality's Supply Chain Management Policy will apply.

(iv) that any proposal be evaluated on the following factors:

(aa) the adherence to the principles of this By-law;

(bb) the design contribution;

(cc) the best community benefit offered;

(dd) the creativity and public safety;

(ee) the permanence of the contribution to the community goals or needs; and

(ff) the recovery cost over the period of the erection of the sign as opposed to the largest advertising opportunity or financial gain.

(v) When contributions in kind are to be recovered by the Municipality, a conversion thereof to a monetary contribution to the Municipality's income base will be assessed.

(vi) the Municipality, as landowner, reserves the right not to proceed with any proposal prior to final approval thereof and the call for invitations for proposals in any respect shall not be regarded decision by the Municipality to proceed with the erection of a sign in respect of a specific site.

(vii) Once accepted, any sign to be erected in terms of this schedule must be the subject matter of a written agreement between the Municipality as landowner and the person responsible for the erection of the sign.

(b) Sponsored signs

Notwithstanding the area of control within which it is proposed to erect such a sign on Municipal owned land or buildings and subject to compliance with all other provisions of this By-Law, the Municipality may consider a sponsored sign for approval on condition that:

(i) written detail will be provided which clearly indicates the recognised community goals which will be promoted by the erection or display of the proposed sign;

(ii) signs with a political content will not be permitted;

(iii) no more than 5% of the total surface of the sign is used for third party advertising.

(iv) the maximum size of any such sign will be 6m x 3m; provided in the event of a V-shaped sign where the size may not exceed two panels of 6m x 3m each.

(v) applications for billboards to be erected in terms of this section comply with the requirements as set out in Schedule 2.

(vi) no sign erected in terms of this clause be located within 5 meters of a property's boundary line.

(c) Non-profit body signs

Notwithstanding the area of control within which it is proposed to erect a sign, and subject to compliance with all other provisions of this By-Law, the Municipality may consider the erection of a sign by or for the benefit of a non-profit body subject to compliance with the requirements set out in Schedule 17.

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SCHEDULE 17: SIGNS ERECTED BY OR FOR THE BENEFIT OF NON-PROFIT ORGANISATION

(1) Notwithstanding the area of control within which it is proposed to erect a sign by or for the benefit of a non-profit organisation, and subject to compliance with all other provisions of this By-Law, the Municipality may consider such a sign for approval subject to the following:

(a) written details from the host non-profit organisation regarding the nature and extent of the support to be received from the erection or display of the sign must be delivered to the Municipality together with the other information set out in section 3 of this By-Law;

(b) the extent of involvement of previously disadvantaged communities, small businesses, job creation and empowerment will be considered in any proposal;

(c) any proposal will be evaluated on the following factors:

(i) the adherence to the principles or provisions of this By-Law;

(ii) the design contribution;

(iii) the best community benefit offered;

(iv) the creativity and public safety; and

(v) the permanence of the contribution to the community goals or needs as opposed to the largest advertising opportunity or financial gain.

(d) in the event of it being proposed that the said sign will be erected on municipal property:

(i) the Municipality must evaluate the proposal;

(ii) the Municipality as landowner reserves the right not to proceed with any proposal prior to final approval thereof; and

(iii) if accepted, a written agreement between the Municipality, the person responsible for the erection of the sign and the non-profit body must be entered into.

(e) In addition the following conditions will apply:

(i) signs with a political content will not be permitted;

(ii) the maximum size of any such sign is 6m x 3m; provided in the event of a V-shaped sign being proposed, its maximum size will not exceed two panels of 6m x 3m each;

(iii) applications for billboards to be erected in terms of this section must comply with the requirements as set out in Schedule 2;

(iv) no sign erected in terms of this clause may be located within 5 meters of a property's boundary line;

(v) the name of the non-profit body must be displayed on the sign with a maximum 300mm lettering height;

(vi) all parties that may be affected by the erection or display of such sign must be given opportunity for their input;

(vii) the Municipality may require submission of impact assessment studies; and

(viii) no more than two individual signs of 6m x 3m each may be permitted, or alternatively one V-shaped sign with a maximum of two panels of 6m x 3m each on any one property. In addition, only one sign per street frontage will be permitted.

SCHEDULE 18: STANDARD FREE STANDING AND COMPOSITE SIGNS FOR THE CONSERVATION AREA

(1) Subject to approval and in accordance to this By-Law, the erection and display of standard free standing and composite signs will be the primary way of advertising in conservation areas and in areas of single residential zoning. In addition:

(a) Only one standard advertising structure, designed according to Municipal requirements, will be allowed on a property.

(b) A composite sign of maximum two advertising signs and size 900 mm x 300 mm per advertising structure showing only the name of the business and its main product will be allowed.

(c) In the case of a business centre, more than one advertising sign per advertising structure will be allowed in which case the centre's name and the names of the businesses in the centre may be displayed.

(2) The signs and advertising structures shall:

(a) Comply to the design standards and requirements of the Municipality.

(b) Not be displayed in the road reserve.

(c) Be displayed parallel to the road edge.



Belangegroep Stellenbosch Interest Group

HM/CB/0815/32
2018-12-10

The Director: Infrastructure
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Comment on the Stellenbosch Municipality By-Law relating to Outdoor Advertising and Signage

The Draft By-law for Outdoor Advertising and Signage was accepted by the Stellenbosch Municipal Council on 31 October 2018. It was furthermore decided *"that the Draft By-Law relating to Outdoor Advertising and Signage be duly advertised for the purpose of a public participation process until the end of January 2019 after which the Draft By-Law together with any comments/objections by the public be resubmitted to Council for final approval and adoption."*

The Draft By-Law relating to Outdoor Advertising and Signage has, however, not yet been duly advertised for the purpose of public participation. What has happened is that an advertisement appeared in the press referring to a new "Poster By-Law" requiring comment by 12 December 2018. **This error needs to be corrected.**

A signage By-law for Stellenbosch that is enforceable is nevertheless urgently required. Because the design and location of notices and advertising boards may have a positive or negative impact on the environment (within and outside the town), careful consideration needs to be given to this issue. Because of the unique nature of Stellenbosch and its environment, the Municipality needs to ensure that the proposed By-law does not detract from the aesthetic value of the town and/or the broader Municipal area.

The Stellenbosch Interest Group (SIG) accordingly recommends that a heritage consultant should be engaged in compiling the By-law, especially in relation to the 'Heritage Overlay areas', including the Grade II and III Areas outside the town and the scenic routes.

In reading the draft by-law it is immediately apparent that the document was prepared as a generic document for use in practically any town. For example, terms and definitions are used that are not compatible with the Stellenbosch Town Planning Scheme. One example is as follows; **'Central Business District (CBD)'** means an area in the built environment demarcated as such on the Spatial Development Framework for a town. The CBD, however, is not demarcated in the Stellenbosch SDF). The reference to areas of the different levels of control is also inappropriate and are not defined in the Stellenbosch Zoning Scheme By-law (SZSB). *Urban Edge zones* are also not defined or mentioned in the SZSB.

An intensive revision of the draft document will accordingly be necessary to ensure that it does not lead to unintended negative consequences for the town and its environment.

The following are a few examples of provisions which are not acceptable because they will have a negative effect on the town and its environment:

SCEDULE I: AREAS OF CONTROL

Areas of Maximum Control (Schedule 1): *Urban conservation areas except central business district.*

Comment: **The central business district should NOT be excluded.**

Areas of Partial Control: *Central business districts except areas and buildings of heritage significance.*

Comment: **All buildings in the centre of towns (Stellenbosch and Franschhoek) should be subject to Maximum control, not only graded buildings in order to protect the character of the area.**

Composite Signs

In general the allowable size of composite and any other type of signs are too large for a town such as Stellenbosch

Roof signs: The introduction of roof signs is not supported. (According to the Draft By-law, roof signs are permitted in all urban areas of control except areas zoned for residential purposes in areas of maximum control.)

Flashing signs should not be permitted anywhere

Projecting signs should not be attached to historical buildings

Projecting signs should not be attached to the corners of buildings.

The above-mentioned comments only cover a few examples. A thorough study of the rights that will accrue in terms of the By-law, once approved, is necessary. The SIG accordingly requests that it be afforded a further opportunity to comment on this rather voluminous document in terms of the Council's decision of 31 October 2018.

It is also important to have due regard to the Kruger Roos guidelines for the Conservation of the Historic Core as many of the proposals do not comply with these guidelines:

"Signage in the historical core should be unobtrusive and compatible with the character of the building. Signs should be scaled in proportion to the building and should not obscure architectural elements. Colours and typefaces which are appropriate to the period, or which are simple and inconspicuous, should be used. Particular care must be taken in erecting signage on houses which have been converted to commercial use.

Simple, self-illuminated signs or subdued white lighting is acceptable. Neon should be avoided or used with great caution."

Yours faithfully

Patricia Botha (Chairperson)

claire abrahamse
 architecture | urban design | heritage

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The Director: Infrastructure
 Mr. Deon Louw
[Engineering.services@Stellenbosch.gov.za](mailto:Engineering.services@ Stellenbosch.gov.za)

31st January 2018

COMMENT ON THE STELLENBOSCH MUNICIPALITY BY-LAW RELATING TO OUTDOOR ADVERTISING AND SIGNAGE

I was approached by the Stellenbosch Interest Group to assist them in providing comment on the above draft by-law.

Stellenbosch Municipality is fortunate to have within its boundaries some of the finest heritage environments in the Western Cape. This draft by-law relating to outdoor advertising and signage is welcomed, as visual clutter through intrusive signage can seriously degrade the character of both urban and rural heritage environments. Rural landscapes, in particular, are vulnerable to visual degradation through inappropriate signage, which can sometimes form an "urban intrusion" into the landscape.

The by-law is therefore broadly supported, but the following detailed comments are suggested in order to strengthen the protection of heritage environments within the municipality against inappropriate signage:

- A) Schedule 1: It is proposed that minimum signage control should occur in transport and industrial zones. However, in Stellenbosch in particular, the station area, as well as the industrial zone between the Krom River and Papagaaiberg, constitutes a heritage environment that has many fine buildings. The station itself is a graded heritage building. In these instances (and numerous others like them, for instance Franschoek's old railway station or the old Rhodes Fruit Farm factory buildings at the intersection of the R45 and the R310), the minimum control of signage could be highly detrimental to the environment.

It is suggested that a clause be included here that applies a higher degree of control for industrial areas and transport structures that have been identified as heritage

resources, or which are part of a conservation area/heritage protection overlay zone/heritage area.

In addition, some of the industrial and transport buildings in the Municipality are older than 60 years, and if any proposed sign impacts or alters building fabric older than 60 years, application to HWC under Section 34 of the National Heritage Resources Act would be required. While the by-law does refer to other applicable legislation and the possible requirement of a Heritage Impact Assessment, it is important that these requirements are more explicitly described in the document.

- B) In a similar vein, for "Section 23: Signs for which the Municipality's approval is not required", what about signs on structures older than 60 years? If the sign impacts or alters building fabric older than 60 years, application to HWC under Section 34 of the National Heritage Resources Act would be required.
- C) Section 21: Liaison forums in the Community. While this section states that the Municipality **may** request community forums to give their input, it should require that registered heritage bodies provide comment on any proposed signage applications within heritage areas (both those areas incorporated in the Zoning Scheme, and those heritage areas endorsed by Heritage Western Cape).
- D) Schedule 4: signs attached to walls of buildings: flat and projecting signs; (5): signs shall not exceed 54m² in total area...
Given the maximum limitations on signs within the rest of the by-law, surely this clause intends to limit the signage attached to walls of buildings to 5.4m² maximum, and not 54m²? Signs affixed directly to buildings could impact many historic buildings and townscapes in the Municipality, and there are no areas within the towns and villages of the municipality where a 54m² sign could be deemed to be appropriate.
- E) Schedule 7: signs on a verandah, balcony, canopy, supporting columns, pillars and posts. In Stellenbosch, many of the above elements form part of building fabric older than 60 years, and often of historic environments. If a sign impacts or alters building fabric older than 60 years, application to HWC under Section 34 of the National Heritage Resources Act would be required, and comment on the proposed sign from the local heritage bodies would be appropriate. A clause making this explicit would be appropriate here.
- F) There is a concern regarding "roof signs". These types of signs are not clearly defined in the by-law, and could be highly detrimental within heritage environments.
- G) Schedule 18: Standard free standing and composite signs for the conservation area. While this schedule is welcomed, and the points within it supported, it is felt that more control needs to be prescribed for signage in conservation areas. In addition to clearly explaining the responsibilities to make various applications to HWC and to the

Municipality in terms of the HPOZ, it is suggested that the following points be included:

- Applications for proposed new signs within conservation areas should engage with and receive the comment of any registered conservation bodies within those areas.
- Signs should, wherever possible, be compatible with traditional materials and in terms of scale, colour and texture. Historical architectural features and/or natural features should not be damaged, concealed, obscured or otherwise altered by proposed signage, and signs that copy an historic style should be avoided (for instance signage in relief plaster on historic building). Rather, the underpinning principle should be that new signs must be sympathetic to the architectural and/or landscape character of the Special Area, but should also be of their own time.
- Signs within conservation areas should be understated, modern (they should not be pseudo-historical) and neutral in colour and form.
- Illuminated signs should only employ white light – coloured lighting should not be permitted.
- Historic signage on buildings and within the conservation areas should be retained as far as possible.

The Municipality have a conservation team that is in the process of finalising a CMP for the whole area. It would be prudent to workshop this section of the by-law with them, to ensure that adequate control of signage in historic environments is provided.

Yours sincerely,



Claire Abrahamse.

COMMENT ON THE STELLENBOSCH MUNICIPALITY BY-LAW RELATING TO OUTDOOR ADVERTISING AND SIGNAGE

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Claire Abrahamse

10 December 2018

VIA EMAIL

Dear Mr Deon, Louw,

MUNICIPAL NOTICE: 32/2018 CALLING ON PUBLIC FOR COMMENTS ON NEW POSTER BY-LAW

Unfortunately, we cannot accept the proposal for the by-law. Our main concern with this draft is the fact that it is almost identical to other Municipalities, because Stellenbosch has its own unique character.

Ill-considered signage can seriously impair, or irreparably damage the character and authenticity of a building. This draft doesn't address the detailing of the or fixing of signage. Applicants must also demonstrate fixing methods / bracket design to the building or post.

Signage need to be contextualized and take into consideration, where applicable, the heritage value of the building and the immediate context of the street. Also, the cape winelands, UNESCO's biosphere and Stellenbosch historic core to name but a few needs to be taken into consideration.

Appropriate colour, font type of letters and dimensions of the sign itself and the sign of the letters, illumination at day and night time etc. all is part of the detail design of signage.

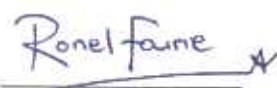
In conjunction with the municipality's by-law reference to heritage signage guidelines should be made. If not, we may not only loose a bit of history, but also contribute to the dilution of Stellenbosch's uniqueness.

Simonstown, Guidelines for Signs in Urban Conservation Areas (Appendix A) is a good example of how guidelines are made specific to the town and explicit in the illustration thereof.

We would like to suggest that Guidelines for Signs in Stellenbosch's Heritage Areas - should be referenced in the above-mentioned by-law. These guidelines should be workshopped with specialists like the Stellenbosch Heritage Foundation, Stellenbosch Interest Group and Professor Ronnie Donaldson

'Signs on the exterior of buildings form an important part of the street scene. Written messages effectively draw the eye, even of the casual passer-by who perhaps has no real intention of reading them. During this half-conscious inspection something of the character of the sign and its relationship with the building is inevitably transmitted and helps to influence one's general impression of a street. Such signage can, therefore, enhance or damage the architectural qualities of a scene and will colour judgements as to the character of the place. The aim of conservation is to protect and enhance the intrinsic merits of an area and signage must be regarded in this light.'

Yours Faithfully



R.W. Fourie

ON BEHALF OF:

STELLENBOSCH HERITAGE FOUNDATION

☎ 076 669 5292

✉ chairperson@stellenboschheritage.co.za

<http://www.stellenboschheritage.co.za/stellenbosch-resources>

Appendix A: Guidelines for Signs in Urban Conservation Areas

APPENDIX 1:

Guidelines for Signs in Urban Conservation Areas

1 INTRODUCTION

Cape Town is a city of great character and beauty. This is not only due to its dramatic natural setting but also because of its monuments and its architecturally and historically important areas. In order to preserve this rich heritage, many of these historic localities have been declared Urban Conservation Areas - Long Street and Greenmarket Square are but two examples.

So as to ensure that the character of these areas is not eroded, the issue of signage requires careful attention.

This document serves to provide guidelines for designing appropriate and attractive signs in these areas. If you are not sure whether a particular building falls within one such area, you may contact heritage@capetown.gov.za

2 PURPOSE OF THESE GUIDELINES

The purpose of these guidelines is to indicate to property owners, tenants and the signage industry the criteria by which applications for new signs in Cape Town's Urban Conservation Areas will be assessed. These guidelines should also be used when designing signage for historically important buildings outside such areas.

These guidelines are to be read in conjunction with the Council's Signage By-Law. The By-law is entitled "Outdoor Advertising and Signage By-Law of 2001" and is available on www.capetown.gov.za/environment

Signs on the exterior of buildings form an important part of the street scene. Written messages effectively draw the eye, even of the casual passer-by who perhaps has no real intention of reading them. During this half-conscious inspection something of the character of the sign and its relationship with the building is inevitably transmitted and helps to influence one's general impression of a street. Such signage can, therefore, enhance or damage the architectural qualities of a scene and will colour judgements as to the particular character of the place.

The aim of conservation is to protect and enhance the intrinsic merits of an area and signage must be regarded in this light.

3 CHOOSING AN APPROPRIATE SIGN

3.1 GENERAL PRINCIPLES

The design of every sign and signboard should complement the style and lines of the building on which it is placed. The ever-present danger is to consider signage on buildings as a kind of enlarged typography applied like a typescript to the fascia of a building. Such an approach will usually appear alien and will contribute little to the character of the streetscape.

Excessive amounts of lettering should be avoided as this leads to confusion and an untidy effect. Repetition of the message is another common fault which, again, can often be detrimental to the building's appearance.

3.1.1 Position

Traditional signage is normally positioned on a fascia, applied to a shop window or a wall (often on specially designed pediments or parapets), or is in the form of a projecting sign. Whichever format is required the following notes regarding the exact location should be carefully considered.

3.1.2 Symmetry

Most commercial buildings in the city's Conservation Areas have more or less symmetrical front elevations. Centrally placed lettering and signage will thus appear logical and will be integrated with the existing pattern. (Figure 1.)

Signage on buildings with markedly asymmetrical fronts should help to retain or regain a general sense of balance when the building is viewed as an entity.

(Figure 2.)

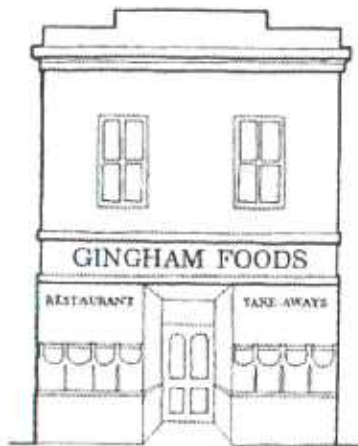


Figure 1

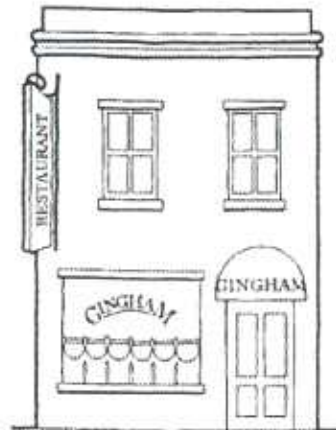


Figure 2

3.1.3 Visual balance

It is helpful to consider the existing elevation as a pattern of horizontals and verticals which, in an attractive elevation, will satisfactorily balance each other.

(Figures 1 and 2.)

Prominent projecting signs should be related to the apparent visual centre of an existing elevation although a small minor projecting sign can usually be satisfactorily accommodated in a less formal

position.

3.1.4 Ready-made provision for signs on facades

Many of the facades of older buildings have areas specially allocated for signs. (Figure 3.) In most cases, these areas have been carefully integrated with the design of the facade to achieve the desired balance mentioned in clause 3.1.3. It is important that the size of the sign does not exceed the size of the frame or area allocated for this purpose. Signs or signboards should never be positioned so as to conceal important architectural elements such as decorative mouldings, cast ironwork, balustrades and patterned glazing. Areas specially designed for signs should always be used before considering alternative locations. Similarly, with regard to proposed new buildings or extensions, the locations of the proposed new signs should be integrated into the design of the proposed facade seen as a whole. This is possible even when the contents of the signs are not yet known. When a building occupies or is to occupy an important corner site, the use of an angled protecting sign or carefully positioned lettering on a curved or splayed corner can be very effective.



Note that signs suspended from facias and verandah eaves do not comply with the Signage By-law for Cape Town

Figure 3

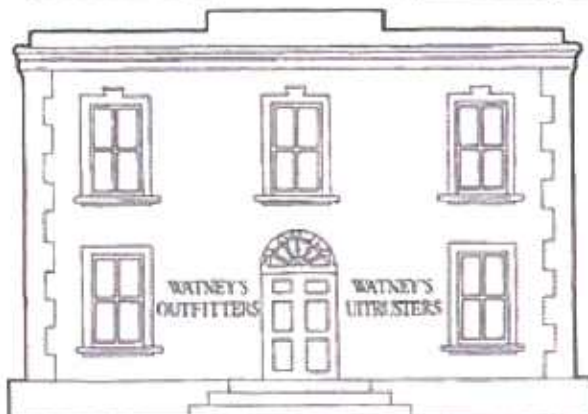


Figure 4

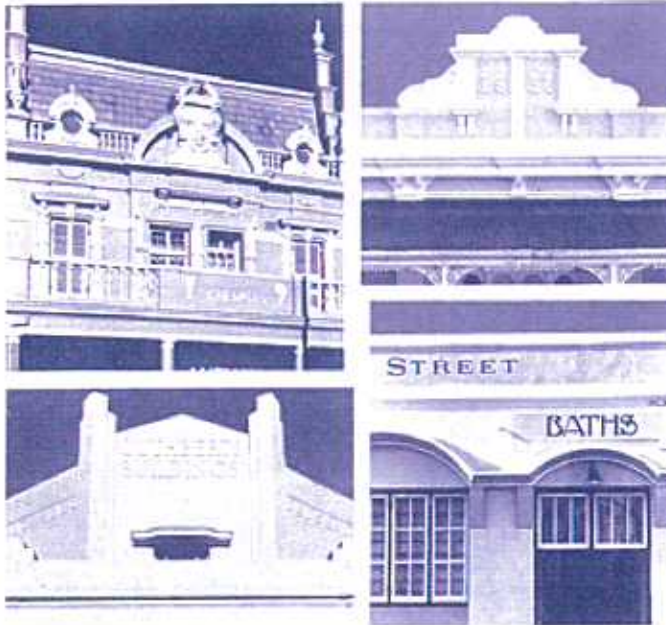


Figure 3 (continued)

3.1.5 Wall signs and murals

Lettering painted directly onto a plastered wall is a traditional device which can be used to considerable effect. Generally, this is best located within an existing architecturally framed panel or other suitable architectural element such as a

string band or parapet. (Figure 3.)

However, it can be sparingly applied to plain wall areas as long as the patterns so formed do not damage the overall effect of an elevation. (Figure 4.) Painted lettering, when used, should be applied directly to the decorated finish of the building.

Large areas of painted background can often be visually disruptive to a façade and this practice is therefore discouraged. (Figure 5.)

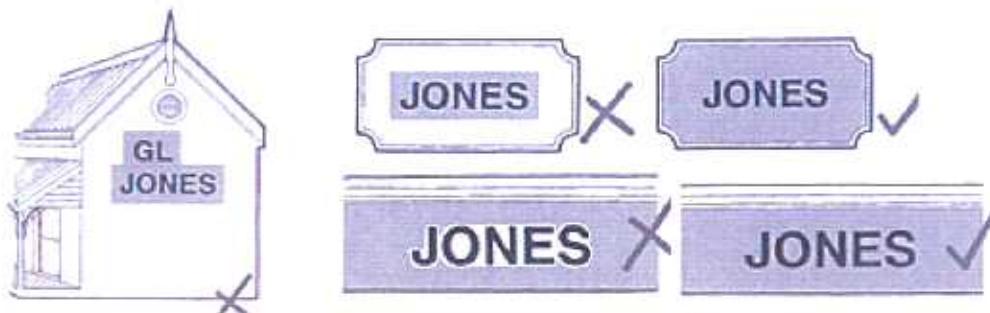


Figure 6

Figure 7

Figure 5

Framed architectural features such as recessed moulded panels can, however, accept painted backgrounds successfully provided they fill the entire area defined by the frame. (Figure 6.)

Similarly, when a facade displaying painted lettering is redecorated, old painted 'backgrounds' framing the existing lettering are to be avoided. (Figure 7.)

When redecorating a facade, it is recommended that the lettering be overcoated and reapplied to ensure that the sign writing remains crisp.

3.1.6 Signs on buildings adapted for commercial use

Several of the Urban Conservation Areas in Cape Town are residential areas - for example Old Wynberg Village, the Bokaap and the Upper Table Valley – where the need for signage is uncommon. However, changes in use lead to the need for signage on buildings which do not have an obvious or natural siting for such signs. In these cases the best solution is often a framed board attached (flat or projecting) to the building in the most appropriate and inoffensive position or alternatively, projecting from or attached to a post closer to the street. (Figure 33.)

3.1.7 Signage densities in busy areas

In busy commercial streets and in city squares the need for signage is a sine qua non. Furthermore, buildings in the city centre often have multiple tenancies. While Council will not permit buildings to be covered by a plethora of signs, at street level signs in a range of shapes, sizes and designs are usually acceptable. This is particularly the case in situations like Long Street or Greenmarket Square where

canopies and balconies distinctly separate the busy and vibrant street scene from the upper levels of street facades.

3.2 SHAPE

Signs should be regarded as architectural elements of the building on which they are placed and should complement those buildings' respective lines and architectural styles. This is particularly critical with regard to signs of square, circular or triangular shape which draw the eye very powerfully. Where such signs

are acceptable, they should be used sparingly and only as the major focus of an elevation, or as an element to bring visual balance to an awkwardly asymmetrical facade.

Signboards, whether projecting or wall mounted, should be flat in appearance. Rectangular box and cube shapes tend to look rather clumsy when compared to the often finely detailed and proportioned facades of traditionally designed buildings. Sign boxes of this type can also obscure attractive mouldings and other fine architectural features on a facade. Traditional professional practitioners' brass door plates are an attractive feature of an historic street scene and their use will be encouraged.

3.3 MATERIALS AND CONSTRUCTION

3.3.1 Choice of materials

The choice of materials is governed by the need for compatibility between the colours and textures of the particular building and of the other structures in its immediate neighbourhood. In most Urban Conservation Areas these are most likely to be of painted plasterwork with decorative mouldings. The immediate juxtaposition of these surfaces with hard, smooth and shiny substances such as plastics and coloured perspex is harsh and jarring and is often damaging to the overall appearance. Painted surfaces have the merit of providing a lesser degree of textural contrast. Painted window frames have long provided an agreeable intermediate texture between the coarser walling materials and the hard shiny surfaces of window glass.

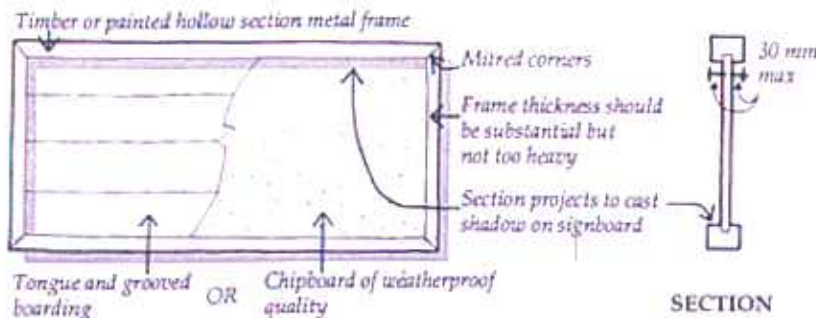
For these reasons painted timber fascias, cut-out letters or signboards should be the favoured choice in any conservation area. Conversely, signboards of hard shiny materials such as plastics, unpainted metals or glass or ceramic mosaics are generally inappropriate in an historic environment and should be avoided.

Hand-painted individual letters, however, have been used with success in the past with the paint applied to give a flat matt appearance. Another possible exception involves the use of gilded cut out letters (possibly made from plastic) applied to a matt background which can provide the traditional effect when viewed from a distance. Carefully positioned gilded lettering applied to the inside face of a shop window has been successfully combined with the hard shiny surfaces of window glass. Similarly, gold letters applied or inscribed onto clear Perspex (or glass) panels mounted just off a textured wall surface can look very elegant.

3.3.2 Construction of fascias and signboards

These are usually made up of sheet timber such as marine ply with a painted timber frame. Timber sheets have the disadvantage of initially providing a monotonously flat surface and eventually distorting and warping. Care also has to be taken to avoid butt jointing sheets when making up a long fascia.

Traditionally many fascias were constructed of good quality thick tongued and grooved boarding which gave the advantage of surface texture and were less prone to unsightly decay; however, a painted exterior quality wood-based composition board may provide a reasonable substitute.



All fascias, suspended signboards and wall-mounted signs should have visually substantial but not clumsy frames. This surround should preferably be mitred at the corners, adequately flashed and should be moulded to cast shadows both on the frame and on the sign surface itself. The surround should generally not project more than 30 mm off the face of the sign panel. (Figure 8.)

3.4 SIGN TYPES

3.4.1 Wall and fascia signs

Note: This clause in particular should be cross-referenced with Section 4, clauses 4.1 and 4.5, regarding lettering, heights and styles.

Lettering painted directly onto a wall surface is a traditional and versatile form of signage dating back to the early colonial times of the city. In effect, it is the building facade which becomes the signboard and therefore great care needs to be taken to ensure that the lettering does not interfere visually with architectural features.

Lettering heights and styles are therefore a matter of negotiation with the City E&HM Department, the policy being that lettering should be a complementary feature and should not run over, crowd out, visually detract from or disrupt the architectural features and articulation of a facade. (Figure 4.) In other words, first take note of the arrangement of openings and decorative elements on a facade and then apply your lettering so that the result is a visually balanced whole.

Painted or other backgrounds should preferably cover the full extent of a wall or architectural panel. (Figure 7.)

Street numbers fixed either slightly proud of or directly against a wall will, however, be acceptable but should generally not exceed 150 mm in height with the character face not more than a few millimeters proud of the wall surface unless the surface is heavily textured.

Letters and other characters painted directly onto a fascia, signboard or plaque are traditional forms of signage which will be encouraged. Refer to Section 5 for some successful examples.

Cut-out lettering and characters in relief on a fascia, signboard, plaque or placed directly on the building can be very attractive and will be encouraged. Small three-dimensional or relief trade symbols (but not corporate logos) such as the triple spheres of a pawnbroker incorporated into the design can be very successful. Generally, however, lettering faces should not project further than 30 mm from the backing board or beyond the face of the signboard frame.

3.4.2 Suspended signs

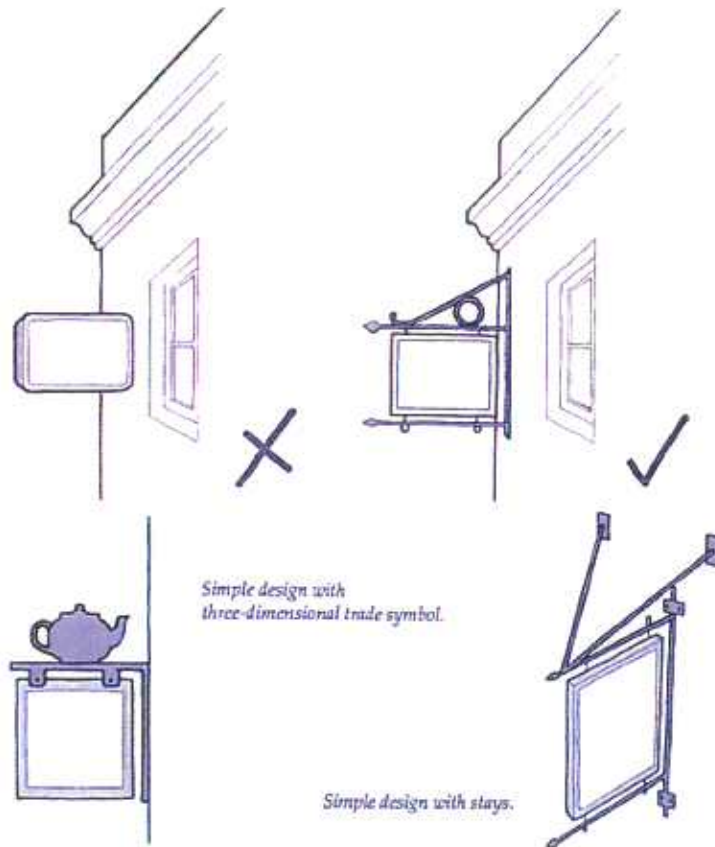
These Signs tend to be the logical choice over footways and under street verandahs, particularly where limited head clearance precludes the use of a projecting sign. Ideally, positioning should be central to and directly above the entrance to the premises concerned. Guidelines for these signs are in other respects similar to those for projecting signs. (See clause 3.4.3 below.)

3.4.3 Projecting signs

Projecting signs are a long established and potentially attractive form of external advertising. It is important that such signs are not attached directly to buildings as this tends to be visually disruptive to the architecture of their facades. (Figure 9.) Such signs should be supported free of the building by means of

brackets. The purpose of these brackets is therefore to free a signboard visually from its facade so that it is viewed as an entity in its own right, rather than as an outgrowth of the building to which it is attached. Brackets should be kept simple and slender so as not to draw attention away from the sign. Thin rods, slender flat strips and small hollow sections should be used rather than angles or heavy box sections which, with their fittings, tend to look clumsy and untidy. Generally, metal rather than timber is better suited for structural members as timber brackets tend to be heavy and awkward for the size of the sign they are required to support.

However, a carefully designed combination of timber and metal structural members can be visually pleasing. In such cases, timber is used mostly for bracket and framing components while metal is used for tension members such as cross braces and stays.



Note that brackets should never be fixed over or attached to decorative features or mouldings on a facade.

Figure 9

Note: Projecting signs must be anchored rigidly so as not to be capable of swinging.

3.4.4 Awning and canopy signs

Lettering painted onto or incorporated into the fabric of canvas window shades,

awnings or entrance canopies can be a highly successful form of signage at ground floor level and will be permitted where sun control of this nature is required. (Figure 32) However, messages which appear on awnings at upper floor levels have the potential to clutter facades in a disruptive manner and will therefore usually be discouraged. More appropriate alternative forms of signage on upper levels could include lettering applied to parapet walls or vertical projecting signs mounted at or near the ends or corners of facades.

3.4.5 Window Signs

Where there is no fascia or where a fascia is undesirable, it can be a practical option to paint lettering directly onto the display windows, particularly in the case of shops, offices, pubs and restaurants. Such lettering can be very attractive and effective when near to the eye level of the passer-by. The layout of the text should be dictated by the shape and proportions of the glass sheet and an arc of lettering, is a pleasing traditional method provided that it is set out symmetrically within the window frame. The arc generally allows a more uninterrupted view through the window.

The tradition of gilt window lettering to advertise professional offices is an appropriately effective technique when used sparingly. Lettering on display windows should never have the effect of 'crowding out' the glass panel. For the same reason, decorative devices and lines should be used sparingly and painted backgrounds avoided.

A sign hung on the inside of display windows, if sensitively designed, can be an attractive form of advertising, particularly in the case of restaurants and professional offices. Unless illuminated, this form of sign is exempt from City Council control at present, but is discussed here for reasons of completeness.

Such a sign should be dimensioned in accordance with the shape and proportions of the display window in which it is to be framed. Materials should preferably have smooth, glazed or metallic surfaces as they have at strong visual compatibility with glass. Polished bronze, anodised aluminium and stained glass have been used successfully for such applications in the city. (Figure 21.)

The means by which such signs are suspended requires careful thought. They should either be suspended using transparent nylon line or fine wire cable with neat connectors, or else the suspension system should be expressed as an integral part of the design. The total sign area (inclusive of suspension or other brackets if

these are to be used) should not generally exceed one quarter of the area of the display window and should be positioned to avoid interruption by glazing bars, mullions or fixed burglar bars.

3.4.6 Skysigns

Skysigns fashioned from framed wrought or cast iron lettering which was intended to be read in silhouette, were once prominent in certain parts of the city. Today skysigns of any kind are not permitted. However cut-out letter signs up to 600mm ht can be considered in Urban Conservation Areas under certain conditions, for example:

- where it can be established that such signs once existed; or
- where the design is composed of letters in silhouette using one of the typefaces listed in Appendix B; and
- where no corporate logos or proprietary trademarks are used; and
- where no illumination of the skysign is used, other than by spotlighting.

The old Lennons Pharmacy building at numbers 309, 311 Long Street and Corporation Chambers c/o Darling and Corporation Streets are good examples of buildings which once boasted cast iron roof ridge lettering while the old YWCA Building at numbers 76, 80 Long Street originally had cast iron lettering incorporated into its second storey verandah balustrade. More recently, skysigns have been successfully introduced on the roofs of buildings in the city's historic Victoria and Alfred Waterfront area. (Figure 28.)



3.4.7 Three-dimensional trade symbols

Traditional trade symbols, sadly now rarely seen, can add considerably to the character of old commercial areas like Long Street and the East City Conservation Area.

Fortunately there are a few examples to be found. There is plenty of potential for this device to be more fully exploited (e.g. the typical triple spheres of a pawnbroker's shop, the large opened volume above the door of a bookshop – and in a more contemporary vein - the sail of a windsurfer above the entrance of a sailboard shop). The underlying principle is that these objects should emphasise individuality rather than promote national/ international brands and chain merchandising.

Figure 11; A successful contemporary interpretation of the traditional barber's pole.

3.4.8 Existing conservation-worthy signs, murals and symbols

Existing lettering, symbols and numerals (e.g. dates) which have been moulded from plaster and incorporated into the architecture of a façade, or existing metal lettering which has been incorporated into decorative trimmings (e.g. balustrades, roof cresting) should, wherever possible, be retained and conserved rather than removed, as they form a valuable part of the history of the building concerned.

(Figure 12.) This should include old enamel street signs which still survive on certain old structures in the city.

In the process of repainting an old facade, early murals and advertising signs may be discovered behind old layers of paint. In such cases, the City's Heritage Resources Section of the E & H Management Branch should be notified in order that its officials be given the opportunity, if necessary, of photographically recording the murals prior to their being overpainted.

3.5 ILLUMINATION

In recent years a trend in signage has been towards large illuminated boxes, often with corporate logos as part of the design, mounted on the facade. These usually have no reference to the architectural modelling of the

building and are there solely to gain as much visibility as possible. This approach is almost invariably unacceptable in Urban Conservation Areas where the architectural and/ or urban context demands a response which is in keeping with that area. The boxes of such illuminated signs tend to be too deep and obtrusive and are usually constructed of unsympathetic materials such as plastics and perspex. It is much more desirable to illuminate signs in Urban Conservation Areas using carefully positioned external light sources (e.g. spotlights or hooded fluorescent tubes) directed at the faces of signboards made of non-reflective materials such as wood or painted external quality composition board. (Figure 33.)

3.6 EVALUATING A SIGNAGE CONTRACTOR'S WORK

Bear in mind that the final product is only as good as the person who does it. It may be well worth while to assess a signwriter's abilities before taking him on;

- He should know where Urban Conservation Areas have been identified in the City.
- He should keep stocks of materials other than aluminium and plastics, such as timber or composition board, and he should be geared for manufacture in other such materials.
- He should have had prior experience fabricating signs in Urban Conservation Areas.
- He should be familiar with the building or proposed building on which the sign is to be placed and, if not, he should be prepared to familiarise himself with its facades before commencing work. Remember that signboards or brackets which interfere with mouldings and other decorative features are to be avoided.
- He should supply an accurate scale drawing (half or quarter size) of the sign, including the lettering.
- He should use a recognised typeface, if not, ask for a sample. While there are some very creative (and expensive) signwriters capable of designing their own lettering, others simply concoct lettering as a short-cut. This results in ill-conceived and badly proportioned signage.

3.7 LOCAL AUTHORITY PLANS APPROVAL

The provision of signage should be regarded, wherever possible, as an integral part of the design of the building. However, separate submissions are required for the approval of both building plans and signage plans even though these different submissions may deal with the same building. With regard to building plans, no Signage should be shown on a building plan, as this would not constitute an approval under the Outdoor Advertising & Signage By-Law of 2001.

Prospective applicants are encouraged to discuss their proposals with the Environmental Monitoring Section of E&HM prior to submission in order to avoid possible subsequent delays. Proposals which include a photograph of the building onto which the sign is to be attached are likely to reduce delays. All queries with regard to these sign guidelines may be addressed to:



heritage@capetown.gov.za

or go to the City of Cape Town's website:

www.capetown.gov.za/environment

4 CHOOSING APPROPRIATE LETTERING AND DECORATION

4.1 GENERAL PRINCIPLES

As has previously been mentioned, lettering on buildings should appear as an integral part of the elevations. With this in mind it is important that the choice of typeface and the techniques of application should be in keeping with the architectural style of the building concerned.

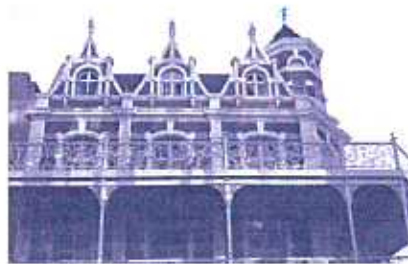
To obtain some appreciation of the relationship between typeface styles and facades in the case of traditional and historical buildings, the following very basic categories have been defined as a guide:

- Highly decorative facades
- Decorative facades

4.1.1 Lettering on highly decorative facades



Highly decorative facades generally date back to the late 19th and early 20th centuries in Cape Town. Characteristic features include ornate mouldings, window and door surrounds, flamboyant cast iron verandahs and turrets. Good examples include: the Blue Lodge (206, 208 Long Street), Carnival Court (255, 261 Long Street), Stephans Clothing (24 Long Street) and the Gallery 709 Building (25 Adderley Street).



*Figure 13:
The
typefaces
listed in*

Appendix C will be discouraged.

Appendices A and B are most suited to these facades. The use of typefaces and their derivatives listed in

Stefans Clothing Blue Lodge Carnival Court

4.1.2 Lettering on decorative facades

Decorative facades in Cape Town generally date from the early 20th century onwards. Many of the decorative facades of the 1930's, in particular, fall within this category.

Characteristic features include sparser, more restrained, but nevertheless bold decorative elements.



Good examples include:

The Old Mutual Building in Darling Street, First National Bank Building (c/o Adderley and Shortmarket Streets, and the NBS Building (74 – 80 St Georges Street)

Figure14: The typefaces listed in Appendix B are most suited for use on decorative facades. The use of typefaces listed in Appendices A and C will be

discouraged.

Old Mutual Building NBS Building

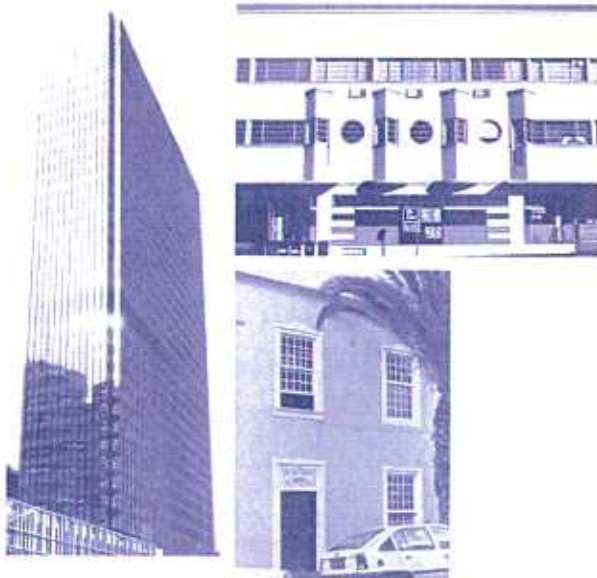
4.1.3 Lettering on undecorated facades

Undecorated facades generally include the following:

- Facades that date t before the 1870s (residential ones in particular) as well as many other old facades that have been stripped of their decorative elements.
- Facades of more recent unadorned buildings dating from the 1930s to the present
-

They are characterised by an absence or minimum of applied decoration. More recent examples are included below.

The Autron Building (formerly Faber Datsun, c/o Dock Road and Bree Street), Diamond House (c/o Parliament and Longmarket Streets), Ackermans Comer House (c/o Plein and Longmarket Streets) and the Trust Bank Building (Adderley Street).



The typefaces listed in Appendix C are most suited to these facades. The use of typefaces listed in Appendices A and B will be discouraged unless the proposed lettering is intended for an early but stripped facade onto which decoration is to be reinstated, or unless the facade is of an unembellished early colonial type such as the Palm Tree Mosque left.

Figure 15; Examples of undecorated facades

The Trust Bank Building, The Autron Building and Palm Tree Mosque

4.2 LOWER CASE LETTERING

Lower case letters have a relatively informal character in comparison with upper case letters (capitals). For

this reason they are less suitable as architectural lettering except where the relevant message is ancillary to a main text in capitals such as is used in the good example shown in Section 5 Figure 23.

Mixing capitals and lower case letters tends to produce an asymmetrical and irregular pattern which is usually visually disrupting when viewed against the formally arranged elements of building facades. Such lettering is more suited to suspended, projecting or secondary fascia signs.

4.3 ITALIC OR SLOPING LETTERING

These should be avoided as the introduction of intrusive diagonals produces an unwelcome informality which conflicts with the rectilinear nature of an architectural background.

4.4 SCRIPT LETTERING

Like sloping letters, joined script lettering has an informal, even casual look, like a personal signature. Such signs set against a large area of plain walling tend to suggest signed notepaper, and should generally be reserved for secondary messages and minor, informally placed signs. When warranted, script lettering is most successful when allied to a visually strong architectural framework, where the lettering can appear almost as an abstract decoration.

4.5 SIZE OF LETTERING

The size of letters should be determined by the need for legibility without unduly dominating the appearance of the building. (See also Section 3 clause 3.4.1.)

Principal fascia lettering should normally take up between half and three-quarters of the fascia depth, as small dainty letters alone will appear insubstantial against an overlarge background. Lettering on wall-mounted signs should, for the same reason, appear to almost fill the available space, although inappropriate blank areas can always be filled with suitable decorative devices. Traditionally, these would have included stars, roundels, fleurs-de-lis and ornamental hyphens.

Under no circumstances should lettering be applied or painted over architectural features such as mullions or other framing elements. Lettering should never 'spill out' of areas which would otherwise effectively serve to frame them

4.6 CORPORATE LOGOS

Extreme care must be exercised when using corporate logos in Urban Conservation Areas. The boldness, bright colours and modern synthetic materials used in many corporate signs are often detrimental to the historic streetscape.

Such logos could be modelled in more traditional materials such as brass / bronze / stone or plasterwork. Many companies restore old buildings to project an image of permanence and elegance - this is often negated by the inappropriate use of a company logo.

4.7 MATERIALS

Translucent or clear plastic and perspex are to be avoided whenever possible. Embossed timber (exposed or painted), painted composition board (eg chipboard) and lettering painted directly onto an opaque background generally provide far more sympathetic results in Urban Conservation Areas.

Individually cut out letters of painted wood or metal can be effective when applied directly to the wall of an existing building, particularly when carefully framed by existing architectural features.

Wrought or cast iron lettering incorporated into decorative roof cresting and balustrades are traditional forms of signage on Victorian and Edwardian buildings. Their introduction will be favourably considered under certain circumstances (see clause 3.4.6). Note, however, that the introduction of a skysign would involve an application for a Departure from the present Signage By-laws.

Individual metal letters fashioned from flat metal strip sections arranged 'thin-end-on' to the viewer (typefaces as in Appendix C) and located on top of horizontal concrete canopies and flat roof parapets are traditional forms of signage on undecorated facades from the 1930s onwards. Lettering of this type will be

favourably considered in this context subject to the limitations set out in the Signage By-laws.

4.8 CONCLUSION

Clearly there is an infinite variety of typefaces and letter styles and numerous new designs are 'being continuously introduced. Novelty obviously has appeal, but this should not be sought at the expense of the appearance of a building or of an attractive street scene. Indeed, it is the special value of the Conservation Area as a whole that stands to be reinforced by sympathetic signage.

At present almost all the Urban Conservation Areas have an abundance of differing letter types, many being disagreeable or damaging to their buildings and setting. In order to encourage more sympathetic lettering in future, recommended lists of typefaces in Appendices A, B and C have been compiled. Additional typefaces will be considered provided that they are of a similar character to those recommended.

5 SOME EXAMPLES OF SUCCESSFUL SIGNS

The improvement of the general standard of lettering and signage on buildings in Urban Conservation Areas can have a considerable beneficial effect on its character. This would not only achieve visual advantages but could well improve commercial viability, particularly when the potential tourist trade is taken into account. Two good examples of areas deserving sensitive signage are Greenmarket Square and Long Street. The problems offer two particular challenges – appropriate design and craftsmanship. The skills of the signwriter and of the signmaker or carpenter are key factors which will determine the final success of the work. It is suggested that, within the traditions outlined in Section 3 above, there is potential for much artistry and invention with individual traders toying with one another to produce exciting variations.

Reproduced here are examples of successful signs, many of which are presently to be found in the city. They have the following in common:

- symmetrically arranged lettering
- strong clearly defined frames
- 'well filled' yet uncluttered display fields

- limited variety of typefaces
- limited number of colours



Figure 16: Simple yet attractive street signs can add character to an area



Figure 17: Attractive script lettering

suitable for a secondary sign.



Figure 18: A 'well filled' signboard

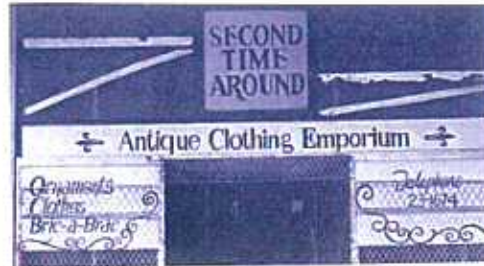


Figure 19: A somewhat informal but very successful balanced combination of lettering. Well- sized lower case and script characters have been used appropriately for the secondary messages only, while

decorative devices have been used effectively to fill the remaining blank spaces. This example is from Long Street.



Figure 20: A good example of a sign hung directly behind the glass of a display window as an alternative to lettering painted onto the glass. This example is from Long Street.



Figure 21: A good example of lettering painted on glass using traditional gold leaf.



Figure 22: Lettering well integrated with the design of an early 20th century façade in Long Street.



Figure 23: A successful sign which has been carefully

designed to compliment the architecture of this building's façade.



Figure 24: Nineteenth-century style lettering successfully applied to the fascia of a colonnaded verandah.



Figure 25: A good example of lettering painted directly onto the façade of an old building in Stellenbosch.



Figure 26: Roman lettering appropriately filling a narrow fascia board.



Figure 27: A fine example of a projecting sign mounted on brackets. This example is from Dorp Street.

designed skysigns can be successful in certain limited cases.

Figure 28: Sensitive



Figure 29: A good example of a vertical sign which projects free of a building to avoid visually disrupting the design of its façade.



Figure 30: A good example of a sign used to provide a strong focus above the centrally located entrance of a Victorian building



Figure 31: Traditional painted Roman-based shadowed lettering of a high standard. The original has unfortunately been visually disrupted by the surrounding clutter of additional signs of a lower standard.



Figure 32: A good example of a sign painted onto a canvas canopy.



Figure 33: A good example in Stellenbosch of a sensitively designed commercial sign in a residential area. The sign has been kept off the building as discussed in clause 3.1.6. It is illuminated by externally positioned lights as mentioned in clause 3.5. Note, however, that this sign would have to be anchored rigidly as shown in

Figure 10 in order to comply with the signage By-Law for Cape Town.



Figure 34: A typical example of three-dimensional trade symbols in Stellenbosch.

6 APPENDICES

Although there are exceptions to every rule, certain styles of lettering work better on some buildings than on others. The purpose of these appendices is to assist in choosing the most appropriate style of lettering for a particular building or facade.

Lettering can be divided into three basic style categories:

6.1 'EGYPTIAN', 'IONIC' AND 'TUSCAN' STYLES:



These styles of lettering, from which many of the typefaces in Appendix A are derived, have strong yet ornate forms which relate well to the overall texture of the more flamboyant late 19th and early 20th century facades.

6.2 ROMAN BASED STYLES:

K The bold but graceful forms of Roman style and its derivatives are suitable for use on both early and more recent facades, and are to be found in Appendices A and B. As Roman capitals were expressly designed to be carved into a flat stone face, they are particularly effective when set into, rather than applied onto, flat surfaces. However, individual bronze or brass cut-out Roman letters fastened with conical pin logs slightly off the face of a building are a traditional and successful form of signage favoured by banking institutions and building societies in Cape Town.

Painted Roman letters with slight internal or external shadowing can be used successfully on the sign-written fascia of a late 19th/early 20th century facade or painted directly onto the display window of a shopfront.

6.3 SANS SERIF STYLES:

E The straightforward geometry of this lettering is generally suitable for use on more recent facades which are characterised by minimal ornamentation, strong lines and bold architectural membership. Derivatives of this style are listed mainly in Appendix C.

Individual 'slim-line' letters fabricated from flat metal strip sections arranged flush against the surface can also be very effective on more recent facades, particularly when positioned directly above the leading edge of a cantilevered concrete canopy.

7 APPENDIX A: ORNATE TYPEFACES

Recommended for use on highly decorated facades. (See clause 4.2.)

Note: Matching electronic fonts may be found with different names.

ALGERIAN

Arnold Böcklin
ARNOLD BÖCKLIN

Belwe Medium
BELWE MEDIUM

Benguiat Medium ITC
BENGUIAT MEDIUM ITC
Caxton Roman Bold
CAXTON ROMAN BOLD

Chisel
CHISEL

Edwardian Medium
EDWARDIAN MEDIUM

Edwardian Bold
EDWARDIAN BOLD

GALADRIEL

GOLD RUSH

Goudy Extra Bold
GOUDY EXTRA BOLD

Goudy Handtooled
GOUDY HANDTOOLED

HORNDON

Quay Roman Medium
QUAY ROMAN MEDIUM

Quay Roman Bold
QUAY ROMAN BOLD

Schulz
SCHULZ

TANKARD

University Roman Bold
UNIVERSITY ROMAN BOLD

8 APPENDIX B: EMBELLISHED TYPEFACES

Recommended for use on Highly Decorative and Decorative facades. (See clauses 4.1.1 and 4.1.2 respectively.)

Note: Matching fonts may be found electronically, with different names.

| | |
|--|--|
| Basketville Old Face BASKERVILLE OLD FACE | Brighton Bold BRIGHTON BOLD |
| Bembo BEMBO | Caslon Regular CASLON REGULAR |
| Berling Bold BERLING BOLD | Caslon Bold CASLON BOLD |
| Beton Bold BETON BOLD | Caxton Roman Book CAXTON ROMAN BOOK |
| Century Schoolbook CENTURY SCHOOLBOOK | Optima Bold OPTIMA BOLD |
| Century Schoolbook Bold CENTURY SCHOOLBOOK BOLD | Optima Medium OPTIMA MEDIUM |
| Clarendon Medium CLARENDON MEDIUM | Perpetua Bold PERPETUA BOLD |
| Cheltenham Old Style CHELTENHAM OLD STYLE | Quorum ITC Extra Bold QUORUM ITC EXTRA BOLD |
| Cheltenham Medium CHELTENHAM MEDIUM | Raleigh bold RALEIGH BOLD |
| Clearface Heavy CLEARFACE HEAVY | Rockwell Bold ROCKWELL BOLD |
| Cloister Bold CLOISTER BOLD | Romic Light ROMIC LIGHT |
| Friz Quadrata FRIZ QUADRATA | Romic Medium ROMIC MEDIUM |
| Frutiger 65 FRUTIGER 65 | Serifa SERIFA |
| Garamond Ultra Condensed GARAMOND ULTRA CONDENSED | <i>Book</i> <i>Font</i> |
| Gill Sans Bold Condensed GILL SANS BOLD CONDENSED | Souvenir Medium SOUVENIR MEDIUM |
| Grotesque 9 GROTESQUE 9 | Souvenir Demi Bold SOUVENIR DEMI BOLD |
| Italia Medium ITALIA MEDIUM | Tiffany Medium TIFFANY MEDIUM |
| Jenson Medium JENSON MEDIUM | Times Bold TIMES BOLD |
| Korinna Bold KORINNA BOLD | Times New Roman Semi TIMES NEW ROMAN SEMI |
| Lubalin Graph Bold LUBALIN GRAPH BOLD | Trooper Medium TROOPER MEDIUM |
| Lubalin Graph Medium LUBALIN GRAPH MEDIUM | University Roman Display UNIVERSITY ROMAN DISPLAY |
| Melior MELIOR | Weiss Roman Extra Bold WEISS ROMAN EXTRA BOLD |
| Modern No. 20 MODERN NO. 20 | Windsor WINDSOR |

ACKNOWLEDGEMENTS

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9 APPENDIX C: PLAIN TYPEFACES

Recommended for use on undecorated facades (see clause 4.1.3) with the exception of facades stripped of earlier decoration. In such cases, lettering from Appendix B is likely to be most appropriate.

Note: Matching fonts may be found electronically, with different names:

Antique Olive Medium
ANTIQUO OLIVE MEDIUM

Avant Garde Gothic Medium
AVANT GARDE GOTHIC MEDIUM

Avant Garde Gothic X-Light
AVANT GARDE GOTHIC X-LIGHT

Beton Bold
BETON BOLD

Folio Light
FOLIO LIGHT

Folio Medium
FOLIO MEDIUM

Frutiger 55
FRUTIGER 55

Frutiger 65
FRUTIGER 65

Futura Book
FUTURA BOOK

Futura Medium
FUTURA MEDIUM

Gill Sans Light
GILL SANS LIGHT

Gill Sans
GILL SANS

Gill Bold
GILL BOLD

Grotesque 216
GROTESQUE 216

Grotesque 215
GROTESQUE 215

Helvetica Normal
HELVETICA NORMAL

Helvetica Light
HELVETICA LIGHT

Helvetica Light
HELVETICA LIGHT

Lubalin Graph X - Light
LUBALIN GRAPH X - LIGHT

Lubalin Graph Medium
LUBALIN GRAPH MEDIUM

Lubalin Graph Bold
LUBALIN GRAPH BOLD

News Gothic
NEWS GOTHIC

News Gothic Bold
NEWS GOTHIC BOLD

Peignot Light
PEIGNOT LIGHT

Peignot Medium
PEIGNOT MEDIUM

Serif Gothic
SERIF GOTHIC

Serif Gothic Bold
SERIF GOTHIC BOLD

Univers 45
UNIVERS 45

Univers 55
UNIVERS 55

Univers 65
UNIVERS 65