

OUTDOOR ADVERTISING POLICY



BITOU MUNICIPALITY

1. OBJECTIVES AND GENERAL CONDITIONS OF THE POLICY

1.1 Objectives:

The general objectives of the signage policy are to:

- a) More effectively control and manage signage and advertising in Bitou Municipality
- b) Promote tourism and to improve local and tourism information
- c) Improve clarity and visibility of signage
- d) Provide clear directional signage for visitors and residents
- e) Ensure that emergency and all other services are efficiently directed
- f) Improve the aesthetic appearance of Bitou in regard to signage and to promote an ambiance conducive to tourism
- g) Give guidance to people in Bitou wishing to erect signage and to clarify application procedures.
- h) To ensure that approval, display and removal of road signage is done at the discretion of the applicable road authority, within the road reserve

1.2 General:

1.2.1 Application:

- i) This signage management policy is applicable to the following areas: Public places, sports field, parks, parking areas, monuments, road reserves, schools, State, municipal and private property throughout the entire Bitou Municipal area. The National Road (N2) is excluded, being under the jurisdiction of South African National Road Agency Limited (SANRAL). Only nationally approved and recognised tourism symbols as identified by the SARTSM and indicated in the Tourism Road Signage in the Western Cape Guide edition 2005 should be used on any tourism road sign. The only exception to the rule is the wine route sign which is allocated to members of a specific wine route.

1.2.2 Control and management of signage:

Control of the different types of signage is listed under the headings below for each of which there are principles and guidance. The Municipal By-Laws will still be guiding framework for this policy.

The Council has granted delegated responsibility for signage management and control to Head: Strategic Services Department, whose activities are monitored by the Local Council. Signage remains the property of the road authority and can be removed, or moved due to road widening, or road upgrades, of any kind without prior notice to the owner of the road sign

1.2.3 Permission to display signs and method of application:

In terms of section 3 of the Municipal By-Laws all outdoor signage requires written permission of the Council except the following:

- a) Signs displayed on enclosed land and not visible from land outside the enclosure and;
- b) Any sign listed in section 13 (3)-(12) of the Municipal Outdoor Advertising By-Law

All estate agent or private “For Sale/To Let/Sold” signs as listed in section 13(4) of the By-Law shall only be affixed not more than 1 meter from the affected property boundary and only one sign per property on sale per agent shall be permitted .

1.2.4 Method of application for written permission:

Applications in writing must be submitted to the Town Planning section at Strategic Services Department or appointed service provider,

The following information, in terms of section 5 of the By-Laws, shall be provided: Specification of the color, dimensions, location, materials of construction, electrical details, names and addresses of the manufacturer and service provider erecting the sign if not appointed by the municipality.

1.2.5 Maintenance of signs:

All signage, together with all its supporting structures, shall be properly maintained in accordance with the Municipal By-Laws. These place the responsibility for maintenance jointly and severally on the owner of the property and/or the holder of the permit for the sign. In a case where a service provider is appointed to manage signage, it will be the responsibility of the service provider to maintain/manage all outdoor signage that are specified in the agreement.

1.2.6 Structural safety:

All signs must be structurally safe. Supporting structures will normally require building plan approval under the National Building Regulations and Building Standards Act 103 of 1977.

1.2.7 Signs which become dangerous or a nuisance:

Should any sign become dangerous or a nuisance, the owner of the property and/or the permit holder shall take appropriate steps to remove the source of danger or nuisance or replace the sign. Failure to do so would constitute an offence in terms of Section 17 of the By-Law. In a case where a service provider is appointed to manage signage, it will be the responsibility of the service provider to remove or fix all that is deemed dangerous or a nuisance by Council.

1.2.8 Failure to comply:

Should the owner/service provider fail to comply with the terms of a notice from the Council under the hand of a duly authorized official requiring him to remove or fix such source of danger or nuisance, or to remove or replace the sign, such official may take appropriate action to remedy the matter at the expense of the owner/ service provider

1.2.9 Removal of illegal signs:

When any sign is being displayed for which no permission has been granted or for which permission granted has expired, or which does not comply with the specifications supplied, as required by Section 6 of the By-Law, or with other provision thereof, then the Council (or duly authorized agents) may either serve notice to remove, repair or alter the sign or itself remove such sign without prior notice and may lawfully refuse to return the sign unless such person pay an amount which the Council may from time to time determine.

1.2.10 Areas of special control:

Whenever it appears to the Council or delegated authority that advertising by means of signs is likely to affect injuriously the amenities of, or to disfigure any particular area, it may under notice of the head of the responsible department(Strategic Services), define such area as an area of special control.

1.2.11 Appeal against decision of the delegated authority

Any person unhappy by any decision or directive of the delegated authority, if such decision or directive is in conflict with the By-Law, may make written application in the first instance to the Municipal Manager who shall attempt to resolve the complaint with a decision from Council

1.3 Signage classifications as identified by the SARTSM

1.3.1 Community or Public Service Destinations

- Police station, Libraries, Post Office etc.

1.3.2 Tourism Destinations

- Hotels, Bed and Breakfasts, beaches etc.

1.3.2 Commercial, Events or Business signage

- Garage, Malls, Festivals

1.4 Urban Guidance Signage Implementation

Minimum signage

It is classified as the absolute minimum signage any town must offer road users to ensure an ease of navigation around the urban area:

This includes the following signage:

- a) Street name signs GL1 at all junctions
- b) Town name signs GL3 at all main points of entry into town
- c) Property numbers
- d) Suburb names – “if the town is big enough to have identifiable suburbs, sign GL2 may be provided as appropriate and Confirmation sign GD3 may be provided at the town limits on any through street”

2 COMMUNITY SIGNAGE (PUBLIC SERVICES)

Public signage on roads or at beaches, parks, sport fields, schools, public places, parking areas, monuments, sites, public amenities, municipal buildings, police stations, airport, clinics, taxi ranks, toilets, tourism offices and kiosks etc. are subject to the following objectives and principles.

2.1 Objective:

To provide clear, well designed information signage to direct visitors and residents to local amenities, for the convenience and safety of everybody – able bodied and handicapped alike.

2.2 Principles:

Signage shall be designed and carefully positioned to avoid clutter and confusion. Information signage should not be scattered around the tourist sites on separate poles but should be stacked.

The internationally recognized *i* will be used to direct tourists to information centers and kiosks. The municipal identity and logo shall form a common theme in most information signs. All signage shall comply with a uniform graphic style and background color.

Directional signs shall conform to a uniform graphic style and white background color so as to be recognizable as part of the Bitou Municipality theme regulated by South African Manual For Outdoor advertising Control(SAMOAC). All signs shall comply with policies for signs on roads. No sign may be so sited as to be a hazard to vehicular or pedestrian traffic. All directional signs shall be provided by the responsible authority or appointed service provider in consultation with the responsible authority

3 TOURISM DESTINATION (ROAD SIGNS)

3.1 General

3.1.1 Objectives:

This will serve to provide clear, well designed directional signs for tourists, visitors and residents. Such signs shall have a uniform background color and graphic style. Multiple signage clutter shall be avoided by use of stack signs.

3.1.2 Principles:

- a) Tourism signs shall be in white case capitals and a uniform brown background (to replace the old blue background on feeder streets). All signs shall be sited in safe positions and without interference with pedestrian and vehicular traffic, services and cables etc. The relevant road authority shall be consulted before any such sign is erected.

- b) Private tourism facilities will be allowed a maximum of three tourism signs, approved and displayed at the discretion and conditions of the applicable road authority.
- c) The display of brand names and trademarks are in general not permitted on tourism advertising boards
- d) To avoid clutter, stack signs will be deployed at appropriate positions and signs incorporated into such stacks shall comply with the standards determined.

3.1.3 Application process for Tourism sign:

- a) The application for road signage by a tourism facility must be completed and submitted to the local tourism office for processing.
- b) The tourism office will identify the nationally accepted symbols applicable to the specific applicant/facility based on the facility's primary activity and the applicable warrants as indicated by the Tourism Road Signage Guide for the Western Cape. Current edition 2005.
- c) The tourism office will inspect the facility to ensure that the facility complies with national business regulations, the Bitou Municipal By-Laws and tourism specific regulations.
- d) The tourism office will allocate the correct nationally accepted symbols to the application based on fulfilling the necessary requirements as set out by the provincial and national guidelines as indicated by Tourism Road Signage Guide for the Western Cape. Current edition 2005.
- e) No tourism facility shall be advertised on a billboard or any other form but only approved tourism boards.

3.2 Main Feeder Roads, Proclaimed District Roads and proclaimed Minor Roads (rural areas)

Main feeder roads – other than the N2 – for the purposes of these policies – include:- Airport Road, Robberg Road, Wittedrift Road, Redford Road, Fisanthoek Road, Keurboomstrand Road, Uplands Road (MR 390), all proclaimed major roads in rural locations, Marine Way, Main Street, Seshoba Street, High Street, Odlands Road, Piesang Valley Road, Beacon Way, Beacon Island Crescent, Longships Drive and the main feeder roads in all townships.

3.2.1 Objectives:

- a) To provide clear directional signs to suburbs, villages, places of interest and amenities for tourists, visitors and residents.
- b) To provide pole mounted street names and advertising sign panels at street corners and selected sites along main roads in urban areas as shall be agreed under contract between the Council and Service Provider if appointed.

- c) To provide tourist information boards at selected points at the entrances to the towns and suburbs as may be seen to be necessary by the delegated authority and to their requirements.

3.2.2 *Principle:*

Tourism signs shall be in white capitals and uniform brown background. Signs to tourist facilities (hotels, guest-houses, holiday resorts, caravan parks, etc.) on main feeder roads shall be so located as to avoid clutter or should form part of a stack-sign unless it is deemed necessary to make an exception for single sign on main feeder roads.

3.3 Minor access roads and streets

3.3.1 *Objectives:*

- a) To provide clear directional sign posting to places of interest, tourist facilities, parking areas, amenities, businesses and services etc.
- b) To provide street name signs at appropriate corners in all urban areas.

3.3.2 *Principles:*

All signs shall comply with Municipal By-Laws and any other relevant policy and be carefully sited so as to avoid clutter. Stack signs shall be used wherever possible. Tourism signs shall be in white capitals and a uniform brown background.

Free standing signs to tourist facilities (hotels, guest-houses, holiday resorts, recreational facilities, caravan parks etc.) shall be located on minor roads and streets.

4. TEMPORARY OUTDOOR ADVERTISING AND PROMOTIONAL SIGNAGE

4.1 General

4.1.1 *Objectives:*

- a) To maintain a high standard of signage in all areas and to protect the landscape, townscape and seascape environments from degradation by uncontrolled signage, clutter and confusion in the interest of tourism and public safety.
- b) To provide information for residents and visitors about events, products, sales and services available.

4.1.2 *Principle:*

Temporary outdoor advertising shall be informative to the public and designed to avoid creating nuisance or detracting from the landscape, townscape and seascape environments of Bitou Municipality. If such signage does not make a contribution to public information or give clear notice of an event, product or sale, it may not be considered favorably by the delegated authority. Generally such signage shall draw attention to products (things) services or events rather than brands, logos and trademarks. All temporary event signage shall be removed within 48 hours of the event advertised. The delegated authority may remove any illegal sign and recover costs incurred by selling such signs back to the owner for an appropriate fee not in excess of R2000 depending on the size and value of such sign

4.2 Seasonal Events

Seasonal events may be advertised on banners complying to Council's requirements, posters with the delegated authority's written consent, at predetermined locations.

4.3 Sales and promotions

Sales may be advertised in shop windows for no longer than 14 days prior to the sale and must be removed the day following the closure of the sale event. Auction sales (Car boot sales, midweek market) may only be advertised in the press, on site, radio, TV, posters and banners. Site advertising shall be managed according to Municipal By-laws.

4.4 Political and Special Elections

Temporary posters are permitted on street-light poles and shop windows only subject to Council's written approval, and must comply with National Standards as agreed between the political parties. All political and special election posters shall be removed within 48 hours of the election advertised.

4.5 Construction Sites and Hoarding

4.5.1 *Objectives*

To maintain a uniform standard of information on building sites without unnecessary clutter.

4.5.2 *Principle:*

- a) Signage shall comply with the standards of the professional associations: i.e. Cape Institute of Architects, Institutes of Civil and Structural Engineers etc. No construction site sign shall exceed 9m² in terms of the By-Law as shall be amended. On residential sites only one site board may be erected. On commercial, industrial and business sites no more than 2 boards shall be erected per street frontage without the consent of the delegated authority.
- b) Construction sites shall be fenced and hoarding erected in accordance with Part F1 of the National Building Regulations and Building Standards Act 103 of 1977.

- c) Graphics and information signage are permitted on hoarding during construction work but shall be designed so as not to be offensive and subject to prior written approval of the delegated authority.

4.6 Estate Agents

4.6.1 Objectives

This is to avoid advertising clutter in urban areas and on property for sale, furthermore to achieve a uniform standard of such signage in the interest of providing clear information to the public and prospective buyers about property for sale.

4.6.2 Principles

(a) Sale Signs:

The erection of “For Sale /On Show/To Let/Sold” signs shall be strictly controlled. Signs shall conform to the requirements and dimensions as stipulated in the By-Law. Spreading of signs shall not be permitted.

(b) Sales hut

Under Section 25 of the By-Law no owner, agent or developer shall erect a sales hut without written consent, which permission may be granted subject to such conditions as the delegated authority may deem fit.

(c) Flags

Flags and bunting are not permitted under the above By-Law without the written consent of the delegated authority. Where permitted flags shall be for identification purposes only and no product, trademark or brand may be advertised.

5. ILLEGAL AND PROHIBITED TEMPORARY ADVERTISING SIGNAGE

5.1 Prohibited signs and advertisements (Category A)

Under this policy the following are prohibited:

- a) Any potentially dangerous sign which interferes with vehicular or pedestrian traffic or jeopardises public safety;
- b) Graffiti and signs sprayed, painted or pasted onto buildings, roofs, walls fences, substations and other municipal services, or on trees, rocks or other natural features.

5.2 Category B prohibited Signs

- a) The delegated authority may in special circumstances, grant approval to the following category B signs having circulated the application to other Municipal Departments for comments.
- b) *Advertising of any vehicles for sale*, including: boats, trailers, caravans, or jet-skis etc. on public space.

- c) *Advertising and display of bric-a-brac, artwork, curios* or other merchandise of any kind on for limited periods as determined by the delegated authority
- d) *Streamers across roads* or strung between columns or poles are not permitted except for seasonal events and may then only be advertised on the officially approved Municipal Banners with the council's written consent for specified limited periods.
- e) *Handbills, flyers, pamphlets* may be distributed in public places or attached to motor vehicles with permission granted by council.
- f) *Aerial signs* balloons and windsocks (except at airport and helicopter pads), *Aircraft towed streamer advertising* unless in the interest of tourism, health and public safety.
- g) *Flags* Except international flags at hotels and resorts
- h) *Bunting* (except on private land).
- i) *Roof signs* and signs painted on roofs, sky signs, laser rays and signs.
- j) *Animated signs*, rotating signs in public areas, acoustic announcements and advertising (except in the interest of public safety).
- k) *Sandwich boards*, "A" boards and blackboards (except on the advertisers property)
- l) *Signs mounted on any vehicle or trailer* which has been constructed or adapted for advertising purposes.

6 FIXED OR PERMANENT OUTDOOR ADVERTISING SIGNAGE AND SIGNAGE IN PUBLIC AREAS OF SHOPPING MALLS AND ARCADES

6.1 Commercial, retail, and business properties including shopping centers

6.1.1 General Objectives

- a) To control and manage signage in an orderly manner in order to avoid degradation of the urban and natural environment.
- b) To control and manage signage in the public areas of malls and arcades.
- c) To avoid confusion, clutter and proliferation of all commercial signage.
- d) To ensure that clear directional and information signage is provided for the convenience and safety of the public.
- e) To ensure that signage provides information to the public about products and services available. To ensure that no sign is excessively large or offensive.
- f) To maintain an ambiance conducive to tourism and to protect the aesthetic qualities of Plettenberg Bay.

6.1.2 *Principles:*

- a) Signage on private property shall be controlled and properly managed and is further subject to Clause 4 of the Advertising By-Law and to the provisions of the South African Manual for Outdoor Advertising Control (SAMOAC). Signage should give information and direction and not be used to advertise brands and trademarks. i.e. only the name of the shop, business or office and services provided should appear on advertising signage. In certain cases the delegated authority may consider the discreet display of nationally recognized logos. (e.g. Banks and national airlines etc.).
- b) Nationally recognized 'fast food' outlets (e.g. Nandos, Steers, Macdonalds etc.) requiring to erect outdoor free standing advertising signs shall first apply for permission from the delegated authority who shall take the following into account:
 - The size and height of such signs in relation to the environment around the site.
 - Traffic and public safety.

6.1.3 *Failure to control signage on any building*

Failure to manage signage, as required, may result in legal action being taken against the owners/body corporate under the relevant By-Law and Council policies.

6.1.4 *Hanging and Projecting Signs*

Hanging signs, 'flag signs' and projecting signs shall be designed and positioned bearing public safety in mind. No hanging sign shall interfere with pedestrian movement and shall be at least 2m above pavement/walkway level. No projecting sign shall be less than 1 800mm from the curb line. Hanging and projecting signs shall comply with the By-Law and guidelines.

6.1.5 *Flags*

Flags are not to be permitted without written consent of the delegated authority

6.2 Industrial areas

6.2.1 *General Policy*

Signage should give information and direction and not be used solely to advertise brands and trademarks. The name of the industry, business or office and service provided should appear clearly on advertising signage. Brand name advertising should be secondary to the product or services provided. Brand name advertising signs may only be erected with the written permission of the council or delegated authority. Aerial signs, sky signs and roof signs are not permitted without written approval of the Council or delegated authority after taking public opinion into account by widely advertising the application in the local free press.

6.2.2 *Self-Regulation*

Every building owner/body corporate should prepare advertising guidelines to be included in lease agreements. Such guidelines and plans for proposed new buildings must be prepared with the following in mind.

- A design theme for the design and graphic content of all signage on the building.
- Panels on which signage may be displayed stating the name of the industry and the service provided (not brands and trademarks).
- Policies in line with Municipal policies and By-Laws for flat signs, projecting signs, flags, hanging signs and signs integrated with the building façade.
- Control of signs in windows.
- Removal of non-conforming signage, especially signs featuring brands of alcoholic drinks and or trademarks as the dominant theme.
- Provision of statutory signs of public safety e.g. exit signs, fire point signs/symbols
- Signage to assist/guide disabled and physically impaired and handicapped persons.
- Direction signs: Entrance signs, toilet signs, car parking, telephones, lifts etc. for convenience of shoppers/visitors etc.

6.2.3 *Design Theme*

The building owner/body corporate shall be responsible for the design and graphic content of all information signs on industrial buildings and shall ensure that they conform to a graphic design theme where there is uniformity of background color and style of lettering with that of entire Bitou Municipality.

6.2.4 *Failure to control signage on any building*

Failure to control and manage signage, as required above, may result in legal action being taken against the owners/body corporate under the relevant By-Laws.

6.3 Petrol Stations, Vehicle Sale Showroom and Sale-yards

6.3.1 *Objectives*

- a) To maintain a high standard of signage in all areas and to protect the landscape and townscape environments from degradation by uncontrolled signage and clutter.
- b) To provide information for residents and visitors about products, sales and services available.

6.3.2 *Principles*

- a) Outdoor advertising shall be informative to the public and designed to avoid creating nuisance or detracting from the landscape and townscape environments of Bitou. If such signage does not make a contribution to public information or give clear notice of a service, product or sale, it will not be considered favorable. Generally such signage shall draw attention to products (things) services or events rather than brands, logos and trademarks. “A” boards, blackboards, bin signs, flags and rotating signs must be well managed on Municipal land, footpaths and sidewalks. Such signs are only permitted on forecourts of the premises. Pylon signs and flags are not permitted without written consent of the delegated authority. Owners or tenants of petrol stations and garages and owners of proposed new buildings (with or without showrooms and sale-yards) shall prepare a coordinated design theme, for advertising and signage management on the property and shall prepare advertising guidelines to include the following items for the approval of the delegated authority:
 - Panels on which signage, stating the name of the service or products provided can be displayed.
 - Policies for flat signs, projecting signs, pylons, flags, hanging signs and signs integrated with the building façade.
 - Control of signs in windows.
 - Provision of statutory signs for public safety e.g. exit signs, fire point signs/symbols
 - Signage to assist/guide disabled and physically impaired and handicapped persons.
 - Direction signs: Entrance signs, toilet signs, car parking, telephones, lifts etc. for convenience of customers/visitors etc.
- b) All non-conforming and/or unauthorized signage, especially signs encroaching onto municipal property and/or sidewalks and roads, shall be removed within the period stipulated by the delegated authority, service provider or Council.

6.3.3 *Failure to control signage on any building*

Failure to control and manage signage, as required above, may result in legal action being taken against the owners, body corporate or manager (as appropriate) under the relevant By-Law.

6.4 Residential Areas, Residential Buildings – including Guest Houses/Bed and Breakfast Accommodation

6.4.1 *Objectives*

- a) To provide clear information to a uniform standard for residents, visitors, emergency and postal services.
- b) To avoid clutter and to protect the aesthetic qualities of residential areas in Plettenberg Bay.

6.4.2 *Principles*

The name of the building and/or street number shall appear on every residential building. These should be incorporated in the façade, boundary wall or gatepost etc. as appropriate and must be of a permanent nature. Street numbers should be visible at all times. Numbers must not be obscured by plants and open garage doors etc. Owners must bear in mind that emergency services should be able to locate premises to which they are called. Postal deliveries rely on correct numbering and the provision of a letter box or door slot, so these must be provided and conveniently located on the site boundary, wall, gateway or fence. The street number must appear above or alongside every mail box.

6.4.3 *Guest Houses/B&Bs*

Directional signs may be erected on Municipal property or road reserves on the street where the business is located subject to the tourism road sign principles. Generally only one sign shall be permitted in stack format on the closest main feeder road to the premises with the written consent of the delegated authority. The name of the guest houses/establishment and street number shall be permanently displayed on every establishment and should be incorporated in the wall or fabric of the building (not roof).

6.4.4 *Business in residential areas*

Any doctor's surgery or professional business in a private home or residential building provided it complies with the zoning regulations and By-Laws, should display a single permanent sign on the wall near the entrance or gateway stating the name of the business or profession practiced therein. The name of any cc company must, in terms of the Close Corporation Act 1984 appear outside the corporation's registered office and outside every place of the company's business.

6.4.5 *Flats and Town Houses etc.*

The Street Number and the name of the building or complex shall be clearly and permanently displayed. Any name of such building shall not exceed 0,5m² in area. These shall be incorporated in the fabric of the facade, boundary wall or gatepost etc. Within the common areas of the complex directional stack signs should be carefully positioned to direct visitors and deliveries to all units without confusion.

6.4.6 *Mail Boxes*

Mail boxes should be clustered at the main entrance gate or wall on the site boundary and be convenient to postal deliveries. The street number of the building must appear above or alongside the mail boxes.

6.4.7 *Statutory signage in residential buildings*

Fire escape routes, exit doors, fire appliances and hoses etc. must be clearly signposted in accordance with national standards. Each property is responsible for provision statutory their signage.

6.5 Farms and Small Holdings – including guest farms, resorts, farm industries, brick-fields and quarries

6.5.1 *Objectives*

- a) To provide clear information for residents, visitors, emergency and postal services on a uniform standard.
- b) To avoid clutter, confusion and to protect the aesthetic qualities of rural areas in Bitou Municipality.

6.5.2 *Policies*

Tourism signs shall be in white capitals and a uniform brown background.

All signs shall be in safe positions and without interference with pedestrian and vehicular traffic, services and cables etc. No sign may encroach upon the legal boundary/road reserve and the relevant road authority should be consulted before any such sign is erected. Stack signs may be provided if there is a need or enough holdings of same kind.

No sign may be erected having a surface area in excess of 1,5m². The display of brand names and trademarks are in general not permitted, except that with written approval by the SMC may be granted in special circumstances.

7 ILLEGAL FIXED SIGNS

7.1 Illegal fixed signs:

- a) Any potentially dangerous signs which interfere with vehicular or pedestrian traffic or jeopardises public safety; any sign interfering with traffic control.
- b) Any sign which is painted directly on natural rocks, trees, hillsides or other natural feature is not permitted except signs fixed to or painted on stone gate posts or other man-made feature intended to be used for signage.
- c) Signs on vehicles which have been constructed or adapted for advertising purposes.
- d) Intensely illuminated signs which are likely to disturb the residents in adjacent or nearby residential areas and buildings.
- e) Acoustic signs except for public safety purposes.

7.2 Protected Areas

Where the delegated authority is of the opinion that any site or area should be protected for the benefit of the special character of such place in regard to its natural environmental character, or its historic, architectural or cultural interest the Committee may, by appropriate notice in the press, prohibit or restrict the display of signage in such.

8 SPECIAL AND EXCEPTIONAL SIGNS

In special or exceptional circumstances, certain signs which do not necessarily comply with the above criteria and policy, or any not included in the policy may be considered for approval by the delegated authority and Council having first taken the following into account:

- The size and height of such signs in relation to the environment around the site.
- Traffic and public safety.

9 COMPLIANCE WITH LEGISLATION

Notwithstanding any of the above-mentioned, all signs shall comply with existing by-laws and none of the above criteria shall be taken as to permit any contravention of Local Authority regulations and by-laws.

The following legislations are relevant for implementation of this policy;-

- South African National Roads Agency Limited and National Roads Act, 1998 (Act No.7 of 1998)
- Road Traffic Act (Act No.29 of 1998)
- Local Government Municipal Systems Act, 2000 (Act No.32 of 2000)
- National Environmental Management Act, 1998(Act No.17 of 1998)
- National Building Regulations and Building Standards Act, 1977(Act No.103 of 1977)