



## BERGRIVIER MUNICIPALITY

### AMENDMENT TO BERGRIVIER MUNICIPALITY ADVERTISING AND SIGNAGE BY-LAW

Notice is hereby given in terms of section 13 of the Local Government: Municipal Systems Act, 2000 (Act 32 of 2000) that the Council of the Bergrivier Municipality hereby amends the Bergrivier Municipality Advertising and Signage By-law, promulgated under Province of the Western Cape: Provincial Gazette no 6675 dated 9 November 2009, as follows:-

(1) By the insertion of a new section 10A as follows:

#### 10A. Design and construction of sign

(1) A sign -

- (a) must be constructed and executed and finished in a workmanlike manner, and structural details should be in accordance with existing, generally accepted and tested designs, or designed by an engineer;
- (b) may not be detrimental to or have a negative aesthetic impact on the urban design, streetscape, or the character of the surrounding area by way of the design of the structure or device;
- (c) must have a neat appearance and must consist of durable materials in accordance with the function, nature, and permanence of the advertisement, sign or structure, and materials such as cloth, canvas, cardboard, paper, or synthetic cardboard should be used only when essential to the nature and function of a particular sign;
- (d) must have a neat appearance in terms of advertisement content and sign writing, and an untidy handwritten message should be avoided as far as possible;
- (e) may not interfere with an electrical services provision or any other accessory;
- (f) deface a building facade;
- (g) must be rigidly and securely attached, supported, or anchored in a safe manner so that unwanted movement in any direction is prevented;
- (h) must be capable of effectively securing, supporting, and maintaining not less than twice its mass with the addition of any force to which the sign may be subjected, including wind pressure;
- (i) must, wherever necessary in accordance with the nature of the sign and when attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in such brickwork, masonry, or concrete, or passing through the same and secured on the opposite side; and
- (j) when attached to a conservation-worthy building, must be attached with the necessary expert advice in order to prevent damage to the building.

(2) An advertiser or contractor -

- (a) may not use water-soluble adhesive, adhesive tape, or similar material to display or secure a sign or advertisement;
- (b) may not display or secure a sign or advertisement elsewhere than on a billboard, board, or any structure provided for this purpose;
- (c) must have all exposed metalwork of a sign painted or otherwise treated to prevent corrosion, and all timber treated to prevent decay; and
- (d) must have measures taken to prevent the entry of water into, and the accumulation of water or moisture on or in any sign, or any part of the sign's supporting framework, brackets or other members.

(3) (a) All glass used in signs, other than glass tubing used in neon and similar signs, must be safety glass at least 3 millimetres thick.

- (b) A glass panel used in a sign may not exceed 0,9 square metres in area and must be securely fixed in the body of the sign, structure or device, independently of all other panels.
  - (4) Every illuminated sign, and every sign in which electricity is used -
    - (a) must have a power cable and conduit containing an electrical conductor which is positioned and fixed so that it is not unsightly;
    - (b) must be constructed of material which is not combustible;
    - (c) must be provided with an external switch in an accessible position whereby the electricity supply to the sign may be switched off; and
    - (d) must be wired and constructed in accordance with, and subject to the provisions of the municipality's by-laws relating to the supply of electricity.
  - (5) (a) No person may, in the course of displaying or removing any sign, advertisement structure, or device cause damage to any tree, electrical standard, or service or public installation or property.
  - (b) A sign, or its brackets, on lamp posts may not cover or damage any markings such as codes or symbols on the posts.
  - (c) Protective sleeves must protect the paintwork on electric lamp posts against possible damage which may be caused by brackets securing advertising signs against such poles, and the design of these brackets and the signage must be approved by the City Electrical Engineer for each type of sign and lamp post to be used.
- (2) By the insertion of a new section 10B as follows:
- 10B. Maintenance of sign**
- (1) The maintenance of a sign and its structure is the responsibility of the person who displays the sign and should such person fail to maintain a sign the municipality shall serve notice on the owner of such sign to undertake such maintenance or repair work within a time specified in such notice, provided that in the event that emergency work to a sign or structure is required, the municipality may undertake such emergency work without serving such notice.
  - (2) If an owner fails to comply with a notice or in the case of an emergency as contemplated in subsection (1) the municipality may carry out any maintenance or repair work and the municipality may claim the cost of such maintenance or repairs from the person who displays the sign.
  - (3) A sign must -
    - (a) where possible, be located at a height that discourages vandalism;
    - (b) be serviced, cleaned and repainted on a regular basis; and
    - (c) be maintained in good repair and in a safe and proper condition according to the highest standards as regards quality of structures, posting and sign-writing.
- (3) By the insertion in the table of contents of two new schedules, namely:  
Schedule 18: Tourism directions; and  
Schedule 19: On-site tourist attraction signs
- (4) By the insertion of new sections 5(1)(r) and (s) as follows:
- (r) Tourism directions
  - (s) On-site tourist attraction signs
- (5) By the insertion of a new Schedule 18 as follows:

**SCHEDULE 18  
TOURISM DIRECTION SIGNS**

- 1. Areas of control and consent**
  - (1) A sign may be displayed in all areas of control.
  - (2) Display of a sign is subject to specific consent.
  - (3) A sign may be displayed within a road reserve.
- 2. Shape, size, height, colour, texture, layout of sign and dimensional detail of sign**

The provisions of SADC-RTSM, Vol. 1, Section 4.10. Vol. 4, Chapter 7 applies.
- 3. Safety**

The General engineering principles and guidelines in SADC-RTSM, with regard to traffic safety apply.
- 4. Design and construction**

The general guidelines and conditions in SADC-RTSM with regard to the design and construction of a road sign apply.
- 5. Maintenance**

The general guidelines in SADC-RTSM with regard to the maintenance of a road traffic sign apply.
- (6) By the insertion of a new Schedule 19 as follows:

**SCHEDULE 19  
(Section 7(mm))  
CLASS 4(e): ON-SITE TOURIST ATTRACTIONS SIGNS**

- 1. Areas of control and consent**
  - (1) A sign may be displayed in all areas of control.
  - (2) Display of a sign is subject to specific consent.
- 2. Shape, size and height**
  - (1) An identification sign may not exceed a maximum size of 1,5 square metres.
  - (2) An information panel may not exceed a maximum size of 3 square metres.
  - (3) A sign and panels may not exceed a maximum height of 2 metres.
- 3. Position**
  - (1) A sign may be displayed at the actual attraction.
  - (2) All information must be aimed at a tourist on foot and not at motorised traffic.
  - (3) A guidance sign may not be displayed.
- 4. Colour and texture**
  - (1) A sign must consist of soft and subdued colours that will harmonise with the environment.
  - (2) Corporate colours of a sponsor may not dominate a sign or information panel.
  - (3) Sponsor information must harmonise with the rest of the information on the sign or panel in terms of colour.
  - (4) In the instance where bright corporate colours and logos form a strong contrast with the rest of the design, such colours may not be used and logos must be limited in size.

5. **Content of sign**  
Only a limited amount of information on sponsors is allowed.
6. **Illumination and animation**
  - (1) External illumination is allowed in all areas of maximum control.
  - (2) Internal and external illumination is allowed in urban areas of partial and minimum control.
  - (3) A sign may not be animated.
7. **Safety**  
The provisions relating to the safety of a sign apply.
8. **Design and construction**  
The provisions of section 10A relating to the design and construction of a sign apply.
9. **Maintenance**  
The provisions of section 20 relating to the maintenance of a sign and section 10B apply.