

DITSOBOTLA LOCAL MUNICIPALITY



# Outdoor Advertising Policy

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1. **DEFINITIONS AND TERMS**

- 1.1 Advance Sign** means a sign indicating the directions or distance to a facility, locality, activity, service or enterprise.
- 1.2 Advertisement** means any visible representation of a work, name, letter, figure, object, mark or symbol or an abbreviation of a word or name, or of any combination of such elements having the effect of transferring information or drawing attention to something, and includes a board or object normally used for such purposes, even though actual information is not transferred thereby, but does not include a road traffic sign.
- 1.3 Advertisement for Sale of Goods or Livestock** means an advertisement announcing such a sale on land or premises not normally used for commercial purposes and may include an advertisement announcing auctions of household goods on residential properties, or livestock or game on farms.
- 1.4 Advertising Hoarding** means a screen, fence, wall or other structure or device which is used to display an advertisement, in view of any street or public place.
- 1.5 Advertising Structure** means any physical structure built to display an advertisement.
- 1.6 Advertiser** means the person or organization whose product, service, or event is being advertised, or whose name or image is mentioned or promoted in an advertisement.
- 1.7 Aerial Sign** means an advertisement painted on, attached to or produced by an aircraft, including a captive balloon, kite, a manned or unmanned free balloon, moored airship, parasailing craft, hand glider, model or radio controlled an aircraft, towed behind a vehicle or sailing vessel for the purpose of flight, ad an aircraft towing banners or producing smoke signals.
- 1.8 Affix** means to firmly secure, which includes “painting onto” and “affixed” shall have a corresponding meaning.
- 1.9 Animation** means a process whereby an advertisement’s visibility or message is enhanced by means of moving units, flashing lights or similar devices , or that an advertisement contains a variable message.
- 1.10 Approved** means approved by the Council and “approval” has a corresponding meaning.

- 1.11 Area** in relation to an advertisement means the area in square meters of the smallest rectangle that will encompass the extreme limits of the advertisement or combined advertisement, together with any material or colour forming an integral part of the background of the advertisement or used to differentiate the advertisement from the structure or building against which it is placed.
- 1.12 Area of Jurisdiction** means the area under the control of the Ditsobotla Local Municipality according to the legally determined and declared boundaries of Municipality.
- 1.13 Area of Control** refers to the degree of advertising control to be applied in a specific area, i.e. maximum, partial or minimum control should be in accordance with visual sensitivity of the area and traffic safety conditions. Area of control is also used to express the degree of landscape sensitivity of specific areas.
- 1.14 Arcade** means a covered pedestrian thoroughfare not vested in the Council, whether or located or not located at ground level passing wholly or partly through a building and to which the public normally has regular and unrestricted access.
- 1.15 Arterial Road** means a road, which, in the opinion of the road authority, functions as a main carrier of traffic within an urban area and is classified as such by the Municipality and/or the Transport Department.
- 1.16 Backlight Unit (Backlit)** means advertising structures or devices with house illumination in a box to throw light through translucent printed on plastic or heavy duty paper for higher visibility and extended night viewing.
- 1.17 Balcony** means a platform projecting from wall, enclosed by a railing, balustrade or similar structure, supported by columns or cantilevered out and accessible from an upper-floor door or window.
- 1.18 Banner** means a piece of cloth or similar material upon which an advertisement is displayed in such manner as to be fully legible in windless conditions, attached to one orange ropes, poles or flagstaff projecting vertically, horizontally or at an rectangle, or attached to buildings or specific structures, but excludes banner carried as part of a procession.
- 1.19 Basic Landscape Sensitivity** indicates the visual or aesthetic sensitivity of the landscape with regard to outdoor advertisements and signs in terms of three basic

landscape types, which are, in order of sensitivity, natural, rural and urban landscapes.

- 1.20 Billboard** means any screen or board larger than 4.5 m<sup>2</sup> supported by a free-standing structure or partially free-standing structure, which is to be used or intended to be used for the purpose of posting, displaying or exhibiting an advertisement and which is also commonly known as an advertising hoarding. The main function of a billboard is to advertise non-locality-bound products, activities, events or services.
- 1.21 Bit of Information** refers to the basic unit for measuring the length of advertising messages (as defined in the SARTSM) and may consist of letters, digits, symbols logos or abbreviations.
- 1.22 Blind** means a vertical screen attached to shop windows or verandas in order to keep sun and rain from shop fronts and sidewalks, and which may be rolled up when up not in use.
- 1.23 Building** means any structure whatsoever with or without walls, with a roof or canopy and a means of ingress and egress underneath such roof or canopy.
- 1.24 Building Control Officer** means any person who has been appointment by Council in terms of the National Building regulations and Building Standards, 1977, and his delegated officials.
- 1.25 Bus Shelter Display** means posters positions as an integral part of a freestanding covered structure at a bus stop or mini taxi rank or lay-bye.
- 1.26 Candela** means a unit of luminance as determined from time to time by the International Commission on illumination.
- 1.27 Canopy** means a structure in the nature of a roof projecting from the facade of a building and cantilevered from the building or anchored otherwise than by columns or posts.
- 1.28 Centre of Economic Activity** means an enterprise or group of enterprises outside of urban areas and which may include farm stalls, service facilities, accommodation facilities, food services, industries, cottage industries, shops and other commercial facilities.
- 1.29 Charge** means the appropriate monetary charge determined by Council.

- 1.30 Clear Height** means the vertical distance between the lowest edge of the sign and the level of the ground, footway or roadway immediately below such sign.
- 1.31 Combination Sign** means an advertisement comparing a number of smaller, individual advertisements, usually disposing different products or services, placed above/below each other on a similar freestanding advertising structure specially designed to accommodate more than one advertisement.
- 1.32 Commercial Advertising** means any words, letters, logos, figures, and symbols, pictures relating to the name of a business, a traditional partnership or an individual or any information, recommendation or exhibition in respect of any particular goods manufactured or sold or any particular services rendered or offered.
- 1.33 Composite Sign** means a sign linked to a standardized background of a specific size similar to a poster-board on which logos or other tourist-related information can be attached.
- 1.34 Controlling Authority** means any governmental institution at any level of government, which is entitled to exercise control over outdoor advertising.
- 1.35 Copy** means the complete advertising message to be displayed on the advertising structure.
- 1.36 Council** means Ditsobotla Local Municipality and includes any officer employed by Council, acting by virtue of any power vested in the Council in connection with this policy and delegated to him/her.
- 1.37 Council Land** means any portion of land including road, street , thoroughfare, bridge, subway, footpath, sidewalk, land, square, open space, garden, park or enclosed place, erf, site etc. vested in the Council.
- 1.38 Custom-Made Billboard** means a billboard between 8m<sup>2</sup> and 81m<sup>2</sup>, which features special effects, such as internal illumination, specialist character cut-outs and three-dimensional presentations.
- 1.39 Cuts-Outs** means letters, packages, figures or mechanical devices attached to the face of an outdoor sign, which might extend beyond the rectangular area for greater attention value, can provide a three dimensional effect and are also commonly known as add-ons or embellishments.

- 1.40 Deemed Consent (Permitted With)** means a sign, which is deemed, approved without the controlling authority having to provide specific consent.
- 1.41 Dread** Department of Rural, Environment and Agricultural Development
- 1.42 Department** means the Department in the Provincial Government Department responsible for road traffic regulation.
- 1.43 Degree of Landscape Sensitivity** means a refinement of basic landscape sensitivity, which may include, apart a refine visual sensitivity, traffic safety conditions as criteria for sensitivity rating. Degree of landscape sensitivity is expressed in terms of area of control, i.e. areas of minimum, partial and maximum control, which are superimposed onto the three basic landscape types i.e. natural, rural and urban landscape.
- 1.44 Density of Residential Area** refers to both population density (number of people per hectare) and intensity of land use or visual density (number of units per hectare and the nature of the units, e.g. high rise, or low rise or detached, as well as the presence of non-residential functions).
- 1.45 Development Advertisement** means an advertisement describing the type of development carried out on a construction site, including a pictorial representation thereof.
- 1.46 Directional Sign** means a type guidance sign provided under South African Road Traffic Sign system and used to indicate to the road user the direction to be taken in or that they may use to reach their intended destination.
- 1.47 Display of a Sign** includes the erection of any structure if such structure is solely or primarily for the support of such sign.
- 1.48 Display Period** means the exposure time during which the individual advertising message is on display.
- 1.49 Elections** means Central Government, Provincial Government or Municipal elections and by-elections held from time to time.
- 1.50 Electronic Billboard** means a billboard, which has an electronically controlled, illuminated display surface, which allows the advertisement to be changed, animated or illuminated in different ways.

- 1.51 Engineer** means an engineer registered in terms of the Engineering Profession of South Africa, Act No. 114 of 1990.
- 1.52 Entertainment Area** means an area, the main purpose of which is to be used as a park, sports field, barbeque area or for other recreational purposes.
- 1.53 Erf** means an erf, stand, lot, plot, agricultural holding or similar land entity registered in a deeds registry.
- 1.54 Estate Agent's Board** means an advertisement that is temporarily displayed to advertise to the fact that land, premises, development or other forms of fixed property are for sale, to let or on show.
- 1.55 Existing Sign** means a sign, this has been previously approved by Council and which approval has not yet lapsed.
- 1.56 Façade** means the principle front or fronts of a building.
- 1.57 Flag** means a piece of fabric of distinctive design that is used as an advertising device attached to a single flagstaff projecting vertically from premises or projecting vertically, horizontally or at an angle from a building.
- 1.58 Flashing Sign** means a sign in which a symbol, figure, message, or illustration intermittently appears and/or disappears and/or are illuminated with varying colour or intensity.
- 1.59 Flat Sign** means any sign which is affixed to any external wall of a building used for commercial, office, industrial or entertainment purposes, but excluding a parapet wall, balustrade or railing of a veranda or balcony of any such building, which at no point projects more than 300mm from the surface of such a wall and which may consist of a panel or sheet of individual numbers, letters or symbols.
- 1.60 Forecourt Advertisement** means an advertisement on a forecourt of a business premises, being an advertisement displayed in such forecourt to draw attention to commercial services, goods for sale or other services available at the premises, but does not include a combination advertisement at a filling station or roadside service.
- 1.61 Free Standing Sign** means any immobile sign, which is not amended to a building or to any structure or object not intended to be used for any primary purpose of advertising.



- 1.62 Freeway** means a road designated as a freeway by means of a road traffic sign.
- 1.63 Functional Public Advertisement** means an advertisement displayed only for announcement or direction of the functions of municipalities or parasitical bodies that cannot be displayed under any other class of advertisement.
- 1.64 Fly poster** means any poster, which is pasted by means of an adhesive directly onto a surface.
- 1.65 Gantry** means a structure that spans over the entire width of road surface, erected onto surface.
- 1.66 Gateway** means a prominent entrance to or exit from an urban area or a specific part of an urban area, consisting of man-made or natural features and creating a strong sense of arrival or departure.
- 1.67 Gore** means the area immediately beyond the divergence of two roadways, bounded by the edges of those roadways.
- 1.68 Ground Sign** means any sign not affixed to a building, other than an aerial sign, hoarding, billboard or advertising structure.
- 1.69 Height** means the maximum vertical distance from the ground, road surface or surface level, as the case may be, to the top of the advertisement.
- 1.70 Human Living Environment** refers to all human settlements such as villages, towns or cities, which may consist of various components such as residential, employment and recreation areas and which require environmental management to provide services such as water, public spaces and waste removal to protect the quality of the environment.
- 1.71 Illegal Sign** means any sign or poster, painted, affixed, displayed, exhibited, posted or erected without approval by the Municipality or previously approved sign but its display has lapsed or a previously approved sign that is not in accordance with this policy on outdoor advertising control.
- 1.72 Illuminated** in relation to an advertisement means the installation of electrical equipment or other power for the purpose of illuminating the copy message, either continuously or intermittently.

- 1.73 Illuminated Sign** means a sign, of which the continuous or intermittent functioning depends upon it being illuminated.
- 1.74 Inflatable Sign** means any hoarding erected and maintained by means of liquid, air or gas used for the purpose of posting or displaying any advertisement.
- 1.75 Information Sign** means any sign or structure inter alia containing information relevant to the municipal area.
- 1.76 Landscape Sensitivity** refers to the visual or aesthetic sensitivity of the landscape with regard to outdoor advertising and signs, is expressed in terms of landscape sensitivity and degree of landscape sensitivity and may also take traffic both safety conditions into account.
- 1.77 Large Billboard** means a billboard between 18 m<sup>2</sup> and 36 m<sup>2</sup> in sizes.
- 1.78 Large Poster** means an advertisement on a self-supporting structure of between 1, 5m<sup>2</sup> and 2, 2m<sup>2</sup>.
- 1.79 Letter Size** means the vertical dimension (height) of a letter and/or adjacent logo.
- 1.80 Light Not Intended for Illumination** means a flashing, flickering or continuous light source, beam light or number of such sources or beams, aimed or moved in such a manner as to attract attention, without being primarily for the purpose of illuminating an area or object.
- 1.81 Limited Use Area** means an area 50 meters outside the road reserve boundary of a freeway to which the same restrictions apply as the actual freeway reserve but where consent is given under certain circumstances for the display of specific sign types in order to indicate enterprises situated in such a limited area.
- 1.82 Locality-Bound Sign** means a sign displayed on specific site, premises or building and which refers to an activity, product, service or attraction located, rendered or provided on that premises or site or inside that building.
- 1.83 Location Sign** means a type of guidance sign provided under the South African Road Traffic Sign System and used to identify places or locations, which either provide reassurance during a journey or identify destinations such as towns, suburbs or streets near the end of a journey.
- 1.84 "m"** means meter.

- 1.85** “mm” means millimetre.
- 1.86** **Main Roof of Building** means any roof of a building other than the roof of a veranda of balcony.
- 1.87** **Main Wall of Building** means any external wall of such building, but shall not include a parapet wall, balustrade or railing of a veranda or a balcony.
- 1.88** **Maximum Height** means the distance from ground to the utmost top point.
- 1.89** **Movable Temporary Sign** means a sign not permanently fixed and not intended to remain fixed in one position, but does not include any moving part in a fixed permanent sign.
- 1.90** **Mobile or Transit Sign** means an advertisement attached to or display on a vehicle, vessel or craft on land, on water or in the air.
- 1.91** **National Road Traffic Act** means the National Road Traffic Act. 1996. (Act No. 93 of 1996).
- 1.92** **Natural Landscape** means relatively unspoilt areas outside urban areas such as natural parks, game reserves, marine reserves, wilderness areas and extensive agriculture and scenic corridors.
- 1.93** **Non-Profit Body** means a body established to promote social goal without the personal financial gain of any individual or profit making commercial organization involved and which submits adequate proof to the satisfaction of the Municipality of its non-profit status.
- 1.94** **On Premises Business Advertisement** means an advertisement aimed at identifying and locating businesses enterprises industries and excludes a residential or community advertisement.
- 1.95** **Outdoor Advertising** means to act or process of, notifying warning, informing, making known or any other act of transferring information in a visible manner and which takes places outdoors.
- 1.96** **Owner** in relation to an advertisement means the person, who owns the advertising structure, or will own the structure once it has been erected or any person who has a right to or share in the ownership of the advertising structure.

- 1.97 Person** means both natural and juristic persons.
- 1.98 Permanent Sign** means a sign erected for a period of more than 90 days.
- 1.99 Policy** means this Municipality's policy on outdoor advertising.
- 1.100 Poster** means any placard announcing or attracting public attention to any meeting, event function, activity or undertaking or to the candidature of any person nominated for election to Parliament, a provincial legislature, local government or any similar body or to a referendum, or any placard advertising any product or service or announcing the sale of any goods, livestock or property.
- 1.101 Primary Right Advertising** means any advertising displayed which is appropriate to business being conducted on or in the property on which the sign is to be erected.
- 1.102 Product Replicas and Three Dimensional Advertisements** means a replica or device used for advertising that may be freestanding or attached to a building.
- 1.103 Prohibited Sign** means a sign, which does not conform to advertising by-laws and policy documentation and can thus not be approved.
- 1.104 Projected Sign** means any sign projected by cinematography or other apparatus, but does not include a sign projected on to the audiences' side of a drive-in cinema screen during a performance.
- 1.105 Property** means any piece of land registered in a deeds registry as an erf, lot, plot, stand or agricultural holding.
- 1.106 Public Place** means any road, street, thoroughfare, bridge, subway, foot pavement, footpath, sidewalk, lane, square, open space, garden, park or enclosed space vested in the Municipality or another sphere of Government.
- 1.107 Pylon Sign** means any sign whether stationary or actuated, displayed on or forming an integral part of a pylon or mast of similar structure other than a building or advertising hoarding.
- 1.108 Residential Purposes** means the use of a building as a dwelling house, two or more dwellings units, a hostel, a boarding house and a residential club.

- 1.109 Road Island** means an area demarcated on a roadway by means of painted lines, stones, kerbs or another means with the intention of preventing vehicles from standing or being operating in that area.
- 1.110 Road Median** means the area separating traffic lanes on a roadway.
- 1.111 Road Reserve Boundary** means the proclaimed boundary forming the outer edge of the road reserve.
- 1.112 Roadside Service Area** means an area with direct access from a municipal or provincial road in which facilities and services such as petrol and diesel sales, restaurants, fast foods outlets, toilets, playgrounds and picnic spots may be provided for motorists.
- 1.113 Road Traffic Sign** The National Road Traffic Act, Act 93 of 1996 and the detailed dimensions and applications which are controlled by the regulations to this Act.
- 1.114 Roadway** means the part of a road made and intended or used for traffic or reasonably usable by traffic in general.
- 1.115 Roof Sign** means a sign on the main roof of a building lower than fifteen floors and which building is used or partly used for commercial, office, industrial or entertainment purposes.
- 1.116 Rotating Sign** means a sign, which rotates about any axis.
- 1.117 Running Light Sign** means a sign or portion of a sign in the form of an illuminated strip, the illumination of which varies periodically in such a way as to convey the impression of a pattern of lights moving steadily along such strip.
- 1.118 Rural Landscape** refers to areas of transition between developed urban areas and relatively unspoiled natural areas. Typical rural land use forms include intensive agriculture, subsistence agriculture and peri-urban smallholdings of a rural nature with a relatively low population density.
- 1.119 SARTSM** means The South African Road Traffic Signs Manual.
- 1.120 Security Advertisements** means an outdoor advertisement for neighbourhood watch, farm watch and similar schemes, and an advertisement containing the name, address and telephone number of a security company contracted to protect the premises on which the advertisements are displayed.

- 1.121 SDC** means Service Delivery Centre.
- 1.122 Service Facility Advertisement** means an advertisement at a filling station or road side rest and service area.
- 1.123 Shelter Display** means posters positioned as an integrated part of a freestanding covered structure.
- 1.124 Shoulder** is the outer portion of the roadway which, whether sourced or not, does not normally constitute part of the travelled way.
- 1.125 Sidewalk** means that portion of average intended for the exclusive use by pedestrians.
- 1.126 Sign** means a more comprehensive and broad term than advertisement and refers to any advertisement or object, structure or device which is in itself an advertisement or which is used to display an advertisement.
- 1.127 Sign Alley** is a section of road where advertising structures have been permitted at less than prescribed distances but in such a manner that no advertising structure shall obstruct another in any way.
- 1.128 Sky Sign** means a very large sign between 75m to 300m on top of a skyscraper in a metropolitan area and may also include any sign consisting of a single line of freestanding, individual, cut-out, silhouetted letters, symbols or emblems which may form an important landmark.
- 1.129 Small Billboard** means a billboard smaller than 6m<sup>2</sup> used only for general and non-locality bound advertisements of products, activities and services in parking centres and at important transport nodes such as railway stations, bus stations and airports.
- 1.130 Specific Consent (Permitted With)** means the written approval of the Council after reviewing of the policy for outdoor advertising.
- 1.131 Spectacular** (an industry term) means a custom-made billboard, which incorporates special effects such as internal illumination, cut-outs and three dimensional representations.
- 1.132 Storey** means the space within a building which is situated between one floor level and the next floor level next above, or if there are no clearly defined storeys, the height of a storey shall be taken as 3m.

- 1.133 Street** means any street, thoroughfare shown on the general plan of a township, agricultural holding or any other division of land in respect of which the public have acquired a prescriptive or other right of way and which vests in the Municipality.
- 1.134 Street Furniture** means public facilities and structures which are not intended primarily for advertising and includes seating benches, planters, sidewalk litter bins, pole mounted bins, bus shelters, sidewalk clocks and drinking fountains, but excludes road signs, traffic lights, street lights or any other road related structures.
- 1.135 Street Furniture Sign** means a sign affixed to or painted on street furniture such as seating benches, planters, sidewalk litter bins, pole mounted bins, bus shelters, sidewalk clocks and drinking fountains.
- 1.136 Street Name Sign** consists of a pole mounted, double sided, internally illuminated advertisement displayed in combination with an illuminated street name sign.
- 1.137 Urban Advertisement** means a pole mounted location advertisement at the entrance to a town or suburb that carries an advertising sign beneath the road traffic sign bearing the name of the town suburb.
- 1.138 Super Billboard** means a sign, which comprises massive electronic billboards between 40 m<sup>2</sup> and 81 m<sup>2</sup>.
- 1.139 Sustainable Development** means development that delivers basic environmental, economic and social services to all without threatening the viability of cultural built and social systems upon which such services depend.
- 1.140 Temporary Advertisement** means publicizing a forthcoming event or for short-term use for which the Municipality's consent was granted for 90 days.
- 1.141 Temporary Sign** means a sign none permanently fixed and not intended to remain fixed in any one position.
- 1.142 Temporary Window Sign** means a sign which is temporarily painted or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed with two metres of any window or other external opening thorough which it can be seen from the outside.
- 1.143 Third Party Advertising** means any advertising displayed which is not appropriate to the type of activity on the erf or the site to which it pertains.

- 1.144 Tourism Sign** means a road traffic sign being mostly trapezoidal shaped, white or brown in colour, the main objective being to inform and guide tourist in the stages of their journeys.
- 1.145 Tower, Bridge and Pylon Advertisement** means a billboard affixed to or painted on a tower, bridge or pylon that is not used primarily for advertising purposes.
- 1.146 Tower Structure Advertisement** means a billboard smaller than 6m used only for general and non-locality bound advertisements on products, activities and services in parking centres and at important transport nodes such as railway stations, bus stations and airports.
- 1.147 Trailer Advertising** means a sign mounted on a trailer, bicycle or vehicle, which is stationery with the sole purpose of advertising.
- 1.148 Tri-Vision (Industry Name)** means a display embellished which, through use of a triangular louver construction, permits the display of three different copy messages in a predetermined sequence.
- 1.149 Under-awning Sign** means a sign suspended below the roof of a veranda or balcony.
- 1.150 Urban Area** means a human settlement with population of more than 2500 people.
- 1.151 Urban Landscape** means an urban area or any part of an urban area.
- 1.152 Vehicular Advertising** means advertising on self-driven vehicles, which are usually moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.
- 1.153 Veranda** means a structure of a roof attached to or projecting from the façade of a building and supported along its free edge by columns or posts.
- 1.154 Visual Zone** refers to a zone considered to be an area of maximum control, visible from a provincial and national freeway, extending a distance of 250 meters in any direction from freeway reserve boundary, but which excludes all visually isolated which cannot be seen from such freeways.
- 1.155 Window Signs** means signs, which are permanently attached on or attached to the window-glass of a building.



## **2 PURPOSE OF THE POLICY**

The purpose of this policy is to provide for the:

- effective control of all aspects of outdoor advertising within the Ditsobotla Local Municipality's area of jurisdiction;
- for the uniform assessment of all applications which are made to the Municipality for permission to proceed with various forms of outdoor advertising;
- management and regulation of all forms of outdoor advertising which fall under the jurisdiction of the Municipality; and
- prescribe tariffs applicable to the forms of outdoor advertising.

The main objective for the control of outdoor advertising is to regulate the industry and generate revenue for the municipality.

The policy takes into account the national guidelines on outdoor advertising contained in the South African Manual of Outdoor Advertising Control (SAMOA).

## **3 SCOPE OF THE POLICY**

This policy is designed to regulate outdoor advertising on or visible from all public spaces in the Ditsobotla municipal area.

The body of the policy document is structured as follows:

- Section 1 sets out the purpose of this Policy.
- Section 2 details the contents of the Policy.
- Section 3 sets out the classification of different types of signs; definition of the different levels of control within varying landscape types; and identifies appropriate opportunities for and constraints on the various signs.
- Section 4 lists and specifies those signs that are exempted from approval by the Municipality signs.
- Section 5 lists and specifies signs that are prohibited.

- Section 6 indicates the required administrative and control procedures (application process).
- Section 7 sets out the applicable tariff structure for the various classes of advertising signs [This is a recommended tariff and requires further attention from the Municipality].

## 4 CLASSIFICATION OF SIGNAGE

### 4.1 Introduction

The following are the five types (classes) of signage covered by this policy and full description of each class of signage and compliance requirements are also set out below.

<b>Class 1:</b>	<p><b>Billboards and other high Impact free-standing signs</b></p> <ul style="list-style-type: none"> <li>• Super billboards</li> <li>• Custom-made billboards</li> <li>• Large billboards</li> <li>• Small billboards and tower structures</li> </ul>
<b>Class 2:</b>	<p><b>Posters and general signs</b></p> <ul style="list-style-type: none"> <li>• Large posters and advertisements on street furniture</li> <li>• Banners and flags</li> <li>• Suburban advertisements</li> <li>• Temporary advertisements</li> <li>– Estate agents' boards</li> <li>– Sale of goods or livestock (auction sales)</li> <li>– Pavement posters and notices</li> <li>– Project boards</li> <li>– Temporary window signs</li> <li>• Street name advertisements</li> <li>• Neighbourhood watch and similar schemes</li> <li>• Product replicas and three-dimensional signs</li> </ul>
<b>Class 3:</b>	<p><b>Signs on buildings, structures and premises</b></p> <ul style="list-style-type: none"> <li>• Sky signs</li> <li>• Roof signs</li> <li>• Flat signs</li> <li>• Projecting signs</li> <li>• Veranda, balcony, canopy and under awning signs</li> <li>• Signs painted on walls and roofs</li> <li>• Window signs</li> <li>• Signs incorporated in the fabric of a building</li> <li>• Advertisements on forecourts of business premises</li> <li>• Miscellaneous signs for residential oriented land use and community services</li> <li>• On-premises business signs</li> <li>• Advertising on towers, bridges and pylons</li> <li>• Advertisements on construction site boundary walls and fences</li> </ul>
<b>Class 4:</b>	<p><b>Signs for the tourist and traveller</b></p> <ul style="list-style-type: none"> <li>• Sponsored road traffic projects</li> <li>• Service facility signs</li> </ul>

	<ul style="list-style-type: none"> <li>• Tourism signs</li> <li>• Functional advertisement by public bodies</li> </ul>
<b>Class 5:</b>	<b>Mobile signs</b> <ul style="list-style-type: none"> <li>• Aerial signs</li> <li>• Vehicular advertising</li> <li>• Trailer advertising</li> </ul>

## 4.2 Billboards And Other High Impact Free-Standing Signs

This class of sign consists of free-standing advertising structures, which have a very high visual impact owing to their size (billboards) or their appearance (tower structures). The main function of this class is to advertise non locality-bound products, activities and services. Most signs in this class have a low necessity value. The types of signs within this class include:

### 4.2.1 Super billboards

These are massive electronic billboards between 40m<sup>2</sup> and 81m<sup>2</sup>. They are displayed perpendicular to the oncoming traffic and 5km apart from each other. They cannot be erected within a radius of 200m from a busy intersection and/or a 100m from a less busy intersection.

### 4.2.2 Custom-made billboards

This class consists of custom-made billboards which feature special effects such as internal illumination, specialist character cut-outs and three-dimensional presentations. The size of this class is between 8m<sup>2</sup> and 81m<sup>2</sup>. When it exceeds 36m<sup>2</sup> an environmental impact assessment is necessary and must be conducted.

#### 4.2.2.1 Large billboards

These billboards are generally paper-posted, but also, posted with vinyl or a combination of all three. This class cannot exceed a maximum size of 36m<sup>2</sup> and a maximum height of 7,5m. The clear height of the advertising structure cannot be less than 2,4m.

#### 4.2.2.2 Small Billboards & Tower Structures

This class consist of small billboards and tower structures which shall be used only for general and non-locality-bound advertisements of products, activities and services in the parking areas of shopping centres and at important transport nodes such as railway stations, bus stations

and airports. This class shall not exceed a maximum size of 6m<sup>2</sup> and a maximum height of 3,5m and shall have a clear height of not less than 1,5m. No panel or board on a tower structure shall exceed a maximum size of 4,5m<sup>2</sup>. The clear height of a tower structure shall not be less than 2,4m, while the maximum height of such structure shall not be more than 5m.

### **4.3 Posters and General Signs**

The function and necessity of signs in this class vary tremendously. Most signs in this class have an urban nature but some have a role to play in natural and rural areas. These signs generally have a lower aesthetic impact owing to their small size or temporary nature. However, in relative terms aesthetic impact is significant given the relative ease with which these signs are manufactured and displayed and the relatively low cost involved. This class comprises:

#### **4.3.1 Large posters and advertisements on street furniture**

This class consist of self-supporting posters and advertising on street furniture. It provides ample opportunity for non-locality-bound advertising along urban roads and streets inside road reserves as well as opportunities for non-locality-bound advertising in public spaces and in other pedestrian-oriented areas at shopping centres, shopping malls and at transport nodes.

These posters are usually displayed on standardised self-supporting structures erected by outdoor advertising contractors and are commonly referred to in the industry as impact fours, pop stands, flag stands, centre fours, shop ads, CBD units, landscape pops, postaflex, station fours, and station streamers, depending on the function and location of the sign.

The standardized structures are normally mounted on poles or stand, the base of which is firmly embedded and fixed in the ground, but poster structures might also be placed directly on the ground.

Advertising on street furniture consists of advertising on public facilities and structures which are not intended primarily for advertising but which are provided for pedestrians and commuters and may include seating benches, planters, pavement litter bins, pole-mounted bins, bus shelters, clocks and drinking fountains.

In certain instances, specially designed advertising furniture of high visual quality may be provided for the sole purpose of advertising. Poster signs shall not exceed 2,2m<sup>2</sup> in area, provided that where poster signs or street furniture face in more than one direction, the total area shall not exceed 4,4m<sup>2</sup>. A poster shall not exceed a maximum height of 3m. A maximum height of 4 m may be allowed for street and advertising furniture of high visual. This class shall

not extend nearer than 1800mm from the vertical line of the carriageway edge or extend nearer than 300mm to the vertical line of the kerb of a cycle path, footpath or sidewalk.

#### **4.3.2 Banners and flags**

This class consists of advertisements in the form of banners and flags. Flags are attached to a single flagstaff projecting vertically from premises or, horizontally or at an angle from a building. Banners may be attached to buildings or to special street scaping structures provided for this purpose.

Banners and flags shall be used only for the following purposes:

- Advertising functions and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes, or functions or events relating to municipal, provincial or parliamentary elections or referenda.
- Displaying the name, corporate symbol and nature of enterprises.
- Street scaping urban areas such as pedestrian malls and gateways.
- Only locality-bound banners and flags shall be used for advertising functions, events and enterprises, except when incorporated in street scaping projects.
- Banners and flags shall not be used for advertising sales promotions or commercial products or events.

**Note the following:** National flags of any country are excluded from this class and may therefore be displayed in all areas of control provided they do not carry any advertising or subject matter additional to the design of the flag or flagstaff.

Banners and flags carried through the streets as part of a procession are not included in this class. This class shall not be permitted in external areas of maximum control permitted in rural areas of maximum control. It shall not be larger than 5m<sup>2</sup> in urban and rural areas a maximum control 16m<sup>2</sup> in areas of partial control. This class of advertisement shall not be permitted in natural areas of maximum control. The display of banners and flags are permitted in rural and urban areas of partial control (specific consent) and urban areas of minimum control (deemed consent).

This class shall not exceed 7m<sup>2</sup> in areas of maximum control and 12m<sup>2</sup> in areas of partial and minimum control.

Every banner or flag shall be attached to or suspend between poles or other supports on the site or against the building where the function or event is to be held or where the enterprise is located or on such other site as the Municipality may allow.

#### **4.3.3 Suburban advertisements**

This class consist of pole-mounted location signs (road traffic signs-GL2) at entrances to suburbs carrying an advertising sign beneath the suburb name. Permitted in all urban road reserves other than freeways. No colours that may cause confusion with road traffic signs shall be used.

#### **4.4 Temporary Advertisements**

This class permits a wide variety of occasional signs and advertisements, which are usually displayed to publicise a forthcoming event, to advertise a short-term use of the advertisement site, or to announce the sale or renting of real estate or the sale of goods and commodities.

This class includes the following types of temporary advertisements:

- Estate agents' boards (Real estate for sale, on show, to let or sold).
- Sale of goods or livestock on land and premises not normally used for commercial purposes (auction sales).
- Pavement posters and notices.
- Project boards.
- Temporary window signs

##### **4.4.1 Estate Agents' Boards**

This class consist of signs which are temporarily displayed to advertise the fact that land, premises, development or any other form of real estate is for sale or to let. All signs in this class shall contain only the words 'For Sale', 'To Let' or 'Sold', and the name, logo, address and telephone number of the selling or letting agent. Only one sign per estate agent and no more than two estate agents in the same premises may advertise. Areas of maximum and partial control residential: 0,55m<sup>2</sup> for single boards or a total area of 0,65m<sup>2</sup> for two joined boards. Agricultural or commercial (including centres of economic activity outside urban areas): 2m<sup>2</sup> for single boards or 2,3m<sup>2</sup> in total for two joined boards.

#### **4.4.2 Sale of goods or livestock**

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

#### **4.4.3 Pavement posters and notices**

This class consists of temporary signs attached to electrical light standards within the road reserve to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature. This includes the display of posters for parliamentary or municipal election campaigns.

#### **4.4.4 Project boards**

This class consists of signs displaying the involvement of contractors and consultants in minor or major construction projects or alterations to existing structures or facilities. The sign shall describe only the building or structure being erected or other work or activity being carried out in the duration of the project, and the names of the contractors or consultants concerned in such work or activity. The branches of the industry or the professions of the contractors or consultants may also be listed.

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

#### **4.4.5 Temporary window signs**

This class consists of signs which are temporarily painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any other temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building. These signs are used mainly for sales promotions and other advertisements, which are aimed at attracting the attention of both road users and pedestrians. Non locality-bound products, activities and services may also be included in this class. Price tickets on items inside such buildings, which are smaller than 0,01m<sup>2</sup>, must be excluded from this class.

#### **4.4.6 Street name advertisements**

This sign class consists of pole-mounted, double sided, internally illuminated advertisements displayed in combination with street name signs (GL1) in the urban environment. Street name advertisements should be aimed primarily at advertising and identifying functions such as:

- Shopping centres and groups of shops in arcades and plazas;
- Community facilities;
- Parking areas;
- Larger and more prominent enterprises and institutions such as apartment stores, banks and financial institutions and hotels; and
- Filling stations.

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

#### **4.4.7 Neighbourhood watch and similar schemes**

This class consists of outdoor signs for neighbourhood watch, farm watch and similar watch schemes indicating that a watch scheme is in operation in the area. It also makes provision for signs containing the name, address and telephone numbers of a security company contracted to protect the premises on which the sign is displayed.

#### **4.4.8 Product replicas and three-dimensional signs**

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

### **4.5 Signs on buildings, structures and premises**

This class consists mainly of advertisements and signs attached to or painted on larger structures not erected primarily for displaying advertisements such as buildings, towers and bridges. However, this class also allows for certain free standing signs on premises and advertising structures directly linked to enterprises, residential functions or community services. On account of this close relationship with buildings, enterprises, residential functions and community services this sign type is functionally limited to urban areas and centres of economic activity in rural and natural environments with only one or two exceptions. The



aesthetic impact of advertisements in this class ranges widely from the huge sky sign on top of a building to the very small "beware of the dog" sign on a residential site. Most signs in this class are locality bound and have a high necessity value since they play an important role in locating enterprises and other functions and services. This class comprises:

#### **4.5.1 Sky signs**

This class consists of very large signs between 75m<sup>2</sup> and 300m<sup>2</sup> on top of sky scrapers in metropolitan areas. It may also include any sign consisting of a single line of free standing, individual, cut-out, silhouetted letters, symbols or emblems. Sky signs can be important landmarks in larger urban centres.

Sky signs shall be limited to areas of partial and minimum control in metropolitan areas. Specific consent shall be required after a proper visual and traffic safety impact assessment has been undertaken.

The visual contents of an advertisement shall be included in such a visual impact assessment.

The number and size of signs shall be determined by the outcome of the impact assessment and will depend on factors such as the size and character of the CBD and surrounding areas, the lifestyle of the local communities and the nature of host sky scrapers. Any sign permitted by this class shall not exceed 300 m<sup>2</sup>. Only a maximum of 5 signs for each CBD.

#### **4.5.2 Roof signs**

This class consists of signs which are fixed to the roofs of buildings lower than 15 floors and used or partly used for commercial, office, industrial or entertainment purposes. Signs fixed on roofs of verandas or balconies shall not be included in this class. The main purpose of this class is to provide an opportunity for indicating important commercial, office, industrial or entertainment functions in a more prominent manner where the structure of a building hinders or prohibits the application of any other appropriate sign type.

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

A roof sign must be constructed in a straight line except in the case of a V construction. In the case of a V construction, the two sides forming the sides of the V shall be of equal length. Furthermore, the distance between the sides at the open end (furthest from the apex of the V) shall not exceed the length of the sides.

A roof sign shall not exceed, in size, the areas set out below:

Height of sign above ground	Maximum area of sign
<6 m	2 m <sup>2</sup>
6 m < 9 m	4 m <sup>2</sup>
9 m < 12 m	8 m <sup>2</sup>
12 m < 18 m	12 m <sup>2</sup>
18 m+	18 m <sup>2</sup>

**Note:** In the case of V-construction roof sign the above areas shall apply separately to the two vertical faces of the sides forming the V.

The sign shall not exceed a maximum of 300mm in thickness, except in the case of a V construction sign.

Only one sign per building shall be allowed.

#### 4.5.3 Flat signs

This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such building. Such signs must not project more than 300mm from the surface of the main wall. A flat sign may consist of a panel/sheet or of individual numbers, letters or symbols.

A distinction can be drawn between:

- Locality-bound flat signs, which are attached to the front walls of buildings but may also be attached to side and back walls.
- Non-locality-bound flat signs, which must be larger and shall be attached only to the side and back of buildings which do not fulfil the function of a building facade.

This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small-scale residential-oriented accommodation, which are provided for below

under miscellaneous signs. Only locality-bound flat signs shall be allowed in areas of maximum control (natural, rural and urban).

Consent requirements shall be as follows:

- Areas of maximum control (natural, rural and urban): Specific consent in all areas of maximum control.
- Areas of partial and minimum control (urban): Specific consent for all non-locality-bound signs. Specific consent for all locality-bound signs above first-floor level. Deemed consent for all locality-bound signs at first and ground floor level.

In the case of shopping centres, wall units on which flat signs are displayed shall not exceed 30% of a specific façade of the shopping centre (excluding office levels).

No non-locality-bound flat sign shall exceed 72m<sup>2</sup>. The actual size of such a sign will depend on the size of the specific sidewall and on factors such as the character of the building and the streetscape as a whole.

An environmental impact assessment (**EIA**) shall be required for any flat sign in excess of 36m<sup>2</sup>. Such an EIA shall cover visual, social and traffic safety aspects.

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

No more than one flat sign per enterprise shall be allowed in areas of maximum control and no more than two flat signs per enterprise in areas of partial and minimum control. No more than one non-locality-bound flat sign per wall shall be allowed.

No flat sign or any other external opening sign shall cover a window or any other external opening of a building or obstruct the view from such an opening.

A flat sign shall not extend above the top or beyond either end of a wall. A flat sign shall be attached only to the side and back walls of buildings which do not fulfil the function of a building façade.

Locality-bound flat signs shall not be displayed above the lower edge of a visible second-floor window in a specific building façade. Locality bound flat signs for the following functions may be excluded from this condition:

- Banks and financial institutions;
- Larger apartment stores;
- Larger hotels;
- Larger industries;
- Government institutions;
- Building names;
- Shopping centres.

The above conditions on position do not apply to entertainment areas.

#### **4.5.4 Projecting signs**

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

Projecting signs will be allowed in urban areas of minimum, partial and maximum control and at centres of economic activity in natural and rural areas of maximum control but shall be limited to buildings utilised for commercial, office, industrial or entertainment purposes and larger accommodation facilities. This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small-scale residential-oriented accommodation.

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

Consent requirements shall be as follows:

- Areas of maximum control: Specific consent shall be required in all areas of maximum control.

- Areas of partial and minimum control: Specific consent shall be required for all signs above first floor level. All projecting signs below the lower edge of visible second floor windows shall be subject to deemed consent.

A projecting sign shall not be fixed at a clear height of less than 2,4m and not exceed 300mm in thickness. The maximum size and dimensions of projecting signs shall be as follows:

Areas of maximum control		
Clear height of sign		
	<b>Below 6m</b>	<b>Above 6m</b>
Maximum size	1,2 m <sup>2</sup>	4,0m <sup>2</sup>
Maximum horizontal dimension	1,0m	1,5m
Maximum vertical dimension	3,0m	5,0m
Areas of partial and minimum control		
Clear height of sign		
	<b>Below 6m</b>	<b>Above 6m</b>
Maximum size	2,4m <sup>2</sup>	8,0m <sup>2</sup>
Maximum horizontal dimension	1,5m	2,0m
Maximum vertical dimension	3,0m	5,0m

Only one sign shall be allowed per enterprise façade.

In areas of minimum and partial control projecting signs may be allowed rather freely below the lower edge of visible second-floor windows in accordance with the commercial, industrial or entertainment character of such area. However, the necessary control shall be applied with regard to signs above the lower edge of visible second-floor windows.

Projecting signs above the lower edge of visible second-floor windows shall be limited to the same functions, as in flat signs above. Entertainment areas are exempt from this rule.

A projecting sign shall not be fixed otherwise than at right angles to the street line.

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

Projecting signs may be suspended above sidewalks and therefore above urban road reserves. However, a sign with a clear height of less than 6m shall not project at any point more than 1 800mm from the surface of the main wall to which it is affixed or more than one half of the width of the sidewalk immediately below such sign, whichever is the smaller dimension.

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

#### **4.5.5 Veranda, balcony, canopy and under-awning signs**

This class consists of:

- Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony.
- Signs affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns.
- Signs affixed flat onto or painted on the fascia of a roof structure without walls such as a roof covering petrol pumps at a filling station.
- Signs suspended below the roof of a veranda or balcony (under-awning signs).
- Signs placed on top of the roof of a veranda.
- Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or a roof structure without walls.
- Signs painted or printed on the fabric of a canopy or blind.

Only verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or roof structures without walls which are situated on premises used for such purposes shall be of relevance to this class.

The following shall be relevant with regard to signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony; affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns or affixed flat onto or painted on a fascia of a roof structure without walls:

- No sign shall project at any point more than 100mm from the surface to which it is affixed.
- No sign shall exceed a vertical dimension of 750mm and a horizontal dimension of 2400mm.
- No sign shall extend above, below or beyond any of the extremities of a parapet wall, balustrade, railing, beam or fascia.

- Not more than one sign per enterprise façade shall be allowed. For an enterprise with a façade exceeding 20m in length, more than one sign may be allowed but such signs shall be spaced at a minimum of 6m intervals and the total sign length (horizontal dim.) per enterprise façade shall be limited to 4000mm.

Signs on balconies shall not be displayed above the lower edge of any visible second-floor window.

The following shall be applicable with regard to under-awning signs:

- Signs shall be aimed at pedestrians and shall therefore be fixed at right angles to the street line.
- A minimum clear height of 2400mm.
- A maximum horizontal dimension of 2000mm.
- A maximum sign area of 1m<sup>2</sup> on each face with a maximum of 2m<sup>2</sup> in total sign area.
- No more than one sign per enterprise façade shall be allowed.

For enterprise facades exceeding 20m in length, more than one sign may be allowed, but such signs shall be spaced at a minimum of 6m intervals.

The following shall be applicable with regard to signs on top of veranda roofs:

- Signs shall be placed on top of veranda roofs only where such a veranda does not have an appropriate parapet wall, balustrade, railing, fascia or beam on which a sign may be affixed.
- Signs on adjacent buildings shall be aligned with each other in order to form a straight line.
- Signs shall be set parallel to the end of the veranda that faces the street or as near thereto as the configuration of the veranda roof will permit.
- Signs shall not exceed beyond the extremities of the veranda roof permits.
- Signs shall not exceed beyond the extremities of the veranda roof nor project beyond the rear of any veranda roof gutter.
- A sign shall not cover any window or obstruct the view from any such window.

- Only one sign per enterprise façade shall be allowed.

The following shall be applicable with regard to supporting columns, pillars or posts:

- All signs shall be painted on or affixed flat onto the supporting column, pillar or post. Projecting signs shall be affixed only to columns, pillars or posts supporting a roof over fuel pumps at a filling station or roadside service area and shall not exceed 1,0m<sup>2</sup> per sign face or 2m<sup>2</sup> per total sign area.
- No sign affixed flat onto a supporting column, pillar or post shall project more than 50mm from the surface to which it is affixed.
- No sign affixed flat onto a supporting column, pillar or post shall extend beyond any of the extremities of such a column, pillar or post. Signs affixed flat onto non-rectangular supporting structures shall be curved to fit the form of such a structure.
- Only one sign per pillar, post or column shall be allowed, including signs projecting from pillars, posts or columns supporting a roof at fuel pumps.

The following shall be applicable with regard to canopy signs:

- The advertisement shall, in the opinion of the municipality, form an integral part of the canopy or blind without dominating the canopy structure or blind.
- Any canopy shall complement the architecture and visual appearance of the building to which it is affixed and shall, in the opinion of the municipality, not dominate such building.

No illuminated sign or sign designed to reflect light shall be attached to or displayed on any splayed or rounded corner of a veranda, canopy or balcony at a street intersection, unless the bottom of such sign is a minimum of 6m above the street immediately below.

#### **4.5.6 Signs painted on walls and roofs**

This class consists of signs painted directly onto the main walls or roof of a building used for commercial, office, and industrial or entertainment purposes. Most signs in this class are painted on the sidewalls of buildings.

Signs painted on walls and roofs shall be permitted only in urban areas of partial control and minimum control and shall be subject to specific consent in both cases.



Non-locality-bound signs shall be limited to the side or back walls of buildings which do not fulfil the function of building facades while locality-bound signs are allowed on façade walls, roofs, sidewalls and back walls.

Signs painted onto the façade of a building shall be allowed only at a position below the lower edge of any visible second-floor window.

#### **4.5.7 Window signs**

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

Window signs are permitted in all urban areas of control and at centres of economic activity in natural and rural areas of maximum control, but only on ground-floor windows and are subject to deemed consent.

The total area of all permanent signs painted on or attached to the windows of a specific enterprise shall not exceed 10% of the total ground floor window area of such an enterprise in an urban and natural area of maximum control; 25% in a rural area of maximum control as well as an urban area of partial control; and 50% in an urban area of minimum control.

Colours shall, in the opinion of the controlling authority, be in harmony with the rest of the building and the general streetscape in urban areas of maximum control.

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

#### **4.5.8 Signs incorporated in the fabric of a building**

An advertisement fixed to or painted on a building is not included in this class. This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.

Such advertisements must, also be in balance with the scale of the building and shall be visually and architecturally integrated in the building or structure.

No sign shall, be displayed in such a manner as to be detrimental or have a negative aesthetic impact on the urban design, streetscape or character of the environmental surroundings.

#### **4.5.9 Advertisements on forecourts of business premises**

This class consists of notices, signs and advertisements displayed in forecourts of businesses to draw attention to any commercial services, goods for sale, or other services available at the premises. A forecourt is an outdoor area which forms a functional part of a building housing an enterprise and may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or café, a sidewalk café, etc. Any enclosing fence, wall, screen or similar structure will form part of a forecourt but forecourts halls do not include sidewalk areas in front of business premises, which are intended for pedestrian circulation. Combination signs at filling station and roadside service areas are not included in this class.

The total permitted area for all free-standing forecourt advertisements shall not exceed 5m<sup>2</sup> on each forecourt frontage to the premises; i.e. a building with two forecourt frontages shall have advertisements not exceeding 10m<sup>2</sup> in all, provided that those on each frontage shall not exceed 5m<sup>2</sup>.

The total permitted area for all free-standing advertisements on the forecourts at filling stations and roadside service areas may be increased to 8m<sup>2</sup> per forecourt frontage. Provision may also be made for additional non-free-standing signs at filling stations and service areas attached to fuel pumps, vending machines and similar non-advertisement structures which shall have a maximum size of 0,15m<sup>2</sup> per sign. (For advertisements on roof structures covering fuel pumps, (please refer to discussion under 4.5.6 above).

No forecourt sign shall be allowed inside any road reserve, and forecourt signs shall, not be positioned in such a way as to interfere with pedestrian circulation.

#### **4.5.10 Miscellaneous signs for residential oriented land use and community services**

This class consists of a variety of smaller notices and signs to be displayed on buildings or premises utilised for residential-oriented purposes and community services. This class is aimed primarily at urban residential areas and community services but it includes places of residence in natural and rural environments such as farms and small holdings and community services such as farm schools.

This class shall be limited to the following:

- Identification, direct and warning with regard to a place of residence, e.g.: street numbers and names of houses, flat complexes, farms and smallholdings including notices and signs such as "Beware of the dog", "No parking please", "Close the gate", and "No entrance". Nature of farms/smallholding.

- Small businesses, enterprises and practices on urban residential premises (including urban small holdings but excluding rural small holdings) or buildings that were originally constructed and used for residential purposes or for community services (i.e. residential areas where office and commercial encroachment has taken place).
- The name(s) of the owner, practitioner or partners and nature of the business, practice or enterprise.
- Small-scale urban accommodation facilities with a residential and neighbourhood character such as guest houses, bed and breakfast facilities, boarding houses and smaller hotels.
- Name(s) of the proprietor or partners and nature of the facility/enterprise.
- Community services and institutions such as religious, educational, cultural, recreational and certain medical and similar institutions:
  - Name and nature of institution.
  - Name(s) of practitioner(s).
  - Nature and extent of service, opening times and etc

A variety of signs, which differ in appearance and character, may be used in this class, such as:

- Signs affixed flat onto or painted on a building and other existing structures such as boundary walls, gates and gate structures.
- Pole-mounted signs.
- Signs, which include more solid and elaborate supporting structures that form a visual border around the sign panel.

These signs are permitted in all areas of control with deemed consent but shall be subject to compliance with the guidelines and conditions listed below. It may be necessary to have building plans approved for certain supporting structures.

Direction and warning signs and notices such as "Beware of the dog" and "Close the gate" shall not exceed a total area of 0,5m<sup>2</sup> per premises, but if there is more than one entrance to

the premises on different road frontages, a total sign area of 1 m<sup>2</sup> may be displayed (with not more than 0,5m<sup>2</sup> per frontage)

Name and nature of enterprise, practice, accommodation facility and place of residence as well as name of proprietor, partner or practitioner: One sign with maximum of areas of 1,5m<sup>2</sup> per premises is allowed. If there is more than one entrance to the premises on different road frontages, two advertisements with a maximum area of 1,5m<sup>2</sup> each may be displayed (each on a different frontage).

As this class permits advertisements on the forecourts of business premises, any such notices, signs or advertisements shall be free-standing with the exception of additional signs at filling stations and roadside service areas attached to fuel pumps and similar non-advertising structures.

Where a more elaborate and solid supporting structure is provided the maximum area per sign, including the supporting structure, may be increased to 3m<sup>2</sup> on the assumption that the sign panel or lettering shall not occupy more than 50% of the total sign area.

In cases where more than one farm or small holding share the same unnumbered or private access route or more than one enterprise share the same premises, a combination sign or collective board shall be provided which will allow a board of 1m<sup>2</sup> per farm, smallholding or enterprise.

Name and nature of institutions and other community facilities: owing to the larger amount of information to be conveyed to the public, a larger sign with a maximum area of 3m<sup>2</sup> may be allowed per premises. If there is more than one entrance to the premises on different road frontages, two signs with a maximum area of 3m<sup>2</sup> each may be displayed (each on a different frontage). Where a more elaborate and solid supporting structure forms part of the sign the total sign area may be enlarged to 6m<sup>2</sup>, on the assumption that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. In cases where more than one institution or community facility share the same premises, a combination sign or collective board shall be provided which will allow for 2m<sup>2</sup> per institution or community facility.

Street numbers: one sign per road frontage of each premises is allowed with a minimum letter size of 150mm and a maximum letter size of 350mm.

Height of free standing signs: The highest point of any single free standing sign shall not exceed 3m above ground level, while the highest point of any combination sign shall not exceed 4m above ground level.

The name or logo of the sponsor of a sign shall be allowed only on the signs of farms and smallholdings and shall not occupy more than one third of the total area of the sign.

All signs in this class shall be allowed only on the premises to which they specifically refer on the boundary wall or fence or gate of such premises.

Farm or smallholding name signs shall be displayed next to the entrance of the access road to the homestead or alternatively it shall be affixed to the gate at the entrance of such access road. In the case of several farms/smallholding sharing an unnumbered or private access road, a collective endorsement board or combination sign shall be required at the entrance to the access road. If any official traffic sign bearing a destination or route number is displayed at the entrance to such access road, no farm/smallholdings name signs shall be allowed.

Free-standing signs in this class shall be allowed only when it is not practical or visually acceptable to attach a sign to a building, boundary wall, boundary fence, gate or gate structure.

Signs in this class shall be allowed only inside such restricted areas, but not inside road reserves, if there is no other appropriate ways of displaying such signs.

Signs and especially supporting structures must harmonise with the buildings and other structures on the premises in terms of the materials, colour, texture, form, style and character, wherever possible.

A standardise name sign (colour, form and letter type) for all smallholdings in a specific area, indicating, the name of the smallholding, the name of the owner as well as the property number is preferable.

Where several smallholdings are sharing the same access road, a smaller sign indicating the property number in question only should be considered instead of a larger combination sign indicating property name and names of owners.

#### **4.5.11 On-premises business signs**

This class consist of locality-bound signs which are aimed at identifying and locating:

- Businesses, enterprises and industries in urban areas.
- Business and enterprises at centres of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.

On-premises business signs shall provide only information on the name and nature of the enterprise, the nature of goods sold or services provided and the name of the proprietor, partners or practitioner. This sign type shall include only the following:

- Individual free standing signs on specific business premises.
- Signs on appropriate structures on specific premises, such as boundary walls, gates and gate structures.
- Combination signs which indicate several businesses or enterprises and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises. In this case the concept of locality-bound is broadened so that premises includes the shopping centre or industrial estate as a whole or a communal parking area, together with related enterprises.

Only one sign or advertising panel on a combination sign shall be allowed per enterprise. If there is more than one entrance to premises on different road frontages, two signs or advertising panels may be allowed per enterprise, each on a different road frontage.

Signs in this class shall be limited to the following maximum size:

Areas of maximum control:

- Signs at farm stalls and access roads to farms and small holdings shall be a maximum sign area of 2m<sup>2</sup> provided that where a sign is affixed to a non-advertising structure such as a boundary wall, gate or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used the maximum area per sign, including the supporting structure, may be increased to 4m<sup>2</sup>, with the proviso that the sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign at an access road a maximum sign panel area of only 1,5m<sup>2</sup> shall be allowed.

**Areas of partial and minimum control:**

- A maximum of only 6m<sup>2</sup> per sign shall be allowed, provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more

elaborate and solid advertising structure is used, the maximum area per sign, including the supporting structure, may be enlarged to 12m<sup>2</sup>, with the proviso that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign a maximum area of only 4,5m<sup>2</sup> per sign panel shall be allowed.

- The highest point of any sign shall not exceed the following height above ground level:
- The name or logo of the sponsor of any on-premises business sign shall not occupy more than one third of the total area of such sign and it shall refer to products and services available on those specific premises or at that specific enterprise.
- Signs shall not have in their design any letter, figures, symbols or similar features over 0.75m in height in areas of partial and minimum control, and over 0,35m in areas of maximum control.

A sign permitted by this class shall not serve as an advance sign and shall be displayed only on the premises where the business is conducted. Where a business or enterprise such as a stall or guest house is situated on a large property such as a farm, the sign shall be placed in the immediate vicinity of the enterprise where such an enterprise is adjacent to visible from a public road; if the enterprise is not adjacent to or visible from a public road the sign shall not be placed at the entrance of the private access road to the enterprise.

Signs indicating roadside enterprise such as farm stalls or roadside cafes shall not be closer than 5m from the road reserve fence. Such enterprise shall have direct access to the public road.

Since combination signs at shopping centres and industrial estates contain a large amount of information, such combination signs shall be designed and located with care so as not to create a traffic safety hazard resulting from an information overload. No sign shall obstruct the view from any adjacent building.

Signs in this class shall refer only to the name and nature of the business or enterprise on the premises, the brand name and nature of the goods for sale or goods produced; the nature of services provided; and the name of the person(s) or firm who own(s) the business or provider(s) of the goods or services at the premises.

In order to prevent the proliferation of signs at shopping centres or at other premises or access roads housing or leading to several enterprises, individual on-premises business signs shall

be incorporated in combination signs. The design of such combination signs shall be of a high standard and shall, harmonise with the architecture of the shopping centre or other buildings or structures such as entrance gates. Messages on the individual panels or boards of combination signs shall be as concise and legible as possible.

On-premises business signs at access roads to farm/smallholdings shall be co-ordinated with signs indicating farm/smallholding names in order to form a single combination sign. The necessary harmony shall be obtained by using the same form, letter type and colour for the various parts of the combination sign.

#### **4.5.12 Advertising on towers, bridges and pylons**

This class consists of signs affixed to or painted on towers and bridges not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos and similar structures. Also included in this class are signs attached to pylons.

Advertising on towers, bridges and pylons shall not be permitted in any area of maximum control, but shall only be permitted in urban areas of minimum control and partial control, subject to specific consent.

Advertising shall not be allowed on bridges across an urban freeway, no sign shall extend beyond the top of a tower, or above, below or beyond any of the extremities of a bridge. No sign shall be affixed to any structural column of a bridge. Signs shall not project more than 300 mm from the main wall of a tower or from a bridge structure.

Illumination or animation may be permitted in areas of minimum control provided such illumination or animation does not constitute a road safety hazard or cause undue disturbance. Illumination and animation shall not however be permitted in areas of partial control.

#### **4.5.13 Advertisements on construction site boundary walls and fences**

This class consists of signs fixed flat against or on top of any fence or wall where such fence or wall forms the boundary of a site where construction work is being carried out. Walls of buildings are excluded from this class.

This form of signage shall be permitted only in urban areas of minimum and partial control on condition that such signs conceal an unsightly condition arising out of the use to which the property is lawfully being put, and on condition that such signs shall be making a positive contribution to the visual environment.



No sign shall be painted or pasted directly onto a construction site boundary wall or fence. Poster signs in this class shall therefore be enclosed with panels, which shall be uniform in size and level.

Signs and fence or walls shall be treated as a visual unity. Wherever possible, project boards should also be incorporated in this uniform design.

Construction site signs should always make a positive contribution to a particular streetscape.

#### **4.6 Signs for the tourists and travellers**

Signs aimed at tourists and travellers have an important role to play in all three landscape types. The actual visual impact ranges from relatively high in the case of service facility signs at highway service complexes to relatively low in the case of brown tourism signs that harmonise with the environment. These signs have the primary function of directing the tourist and traveller on indicating the availability of certain services. Therefore they have a rather high necessity value and comprises:

##### **4.6.1 Service facility signs**

This class consists of combination signs displayed at filling stations and roadside services (rest and service areas) which may provide a variety of services such as fuel pumps, workshops, rest rooms, car washes, shops, accommodation facilities and auto tellers.

Advertisement in such combination signs shall refer only to the name or logo of a business, company or person providing a service or shall indicate the type of service provided. Only locality - bound signs shall be allowed.

Signs in this class shall be limited to service facilities adjacent to and directly accessible from the public road at which such sign is directed.

##### **4.6.2 Sponsored road traffic projects**

This class consists of signs relating to the sponsoring of projects specifically intended for road users aimed at the provision of road services, the promotion of road safety or the management and conservation of roadside environments.

This class also includes logos or brand names to be displayed on the sides of SOS telephones by sponsors.

### **4.6.3 Tourism signs**

This class of tourism signs forms part of the South African Road Traffic Sign System (SARTSM) which are provided supplementary to direction signs. The SARTSM must therefore serve as the main guidelines for the provision of tourism signs.

Tourism signs have a distinct shape (mostly trapezoidal) and colour (white on brown) with only a few exceptions. Symbols are used to a large extent in order to reduce the need for text on sign faces.

The main objective of tourism signs is to inform and guide tourists in the final stages of their journeys. This sign class provides a standardised, safe, functional and environmentally acceptable way of transferring directional information regarding a diversity of localities, facilities, activities and services which might be of interest to the tourist and traveller.

Tourism signs fulfil an important role as the only advance and non-locality bound sign permitted by SAMOAC in natural and rural environments. This sign type could also play an important role in urban areas by alleviating the need for inappropriate advance signs and advertisements.

### **4.6.4 Functional advertisements by public bodies**

This class consists of functional signs of local authorities and other statutory undertakers such as utilities and public transport operators, displayed wholly for the purpose of announcement or direction in relation to any of the functions of a local authority or to the operation of a statutory undertaking which-

- is reasonably required to be displayed for the safe or efficient performance of those functions or operation of that undertaking; and
- cannot be displayed under any other class.

These signs may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity substation, and the display of by-laws for recreation grounds or open space.

Signs in this class shall not be misused for the purposes of commercial and competitive advertising.

By making use of public transport regulatory signs R325 and R326 provided under the South African Road Traffic Sign System, the need for functional advertisements by transport operators may be reduced.

#### **4.7 Mobile Signs**

These signs will be concentrated in urban areas but since they are mobile might also occur in other landscape types. Most mobile signs will have a relatively low aesthetic impact. However, owing to their highly mobile nature advertisement trailers may be very difficult to control and may have a relatively high impact on traffic safety. Mobile signs have a low necessity value. They consist of:

##### **4.7.1 Aerial signs**

This class consists of aerial signs painted on, attached to or produced by an aircraft, such as:

- A captive balloon
- A kite
- An unmanned free balloon
- A manned free balloon
- An airship (moored)
- An aeroplane (banner towing or smoke signals)
- A craft for parasailing
- A hang-glider
- A model or radio-controlled aircraft
- An aircraft towed behind a vehicle or vessel for the purpose of flight.

##### **4.7.2 Vehicular advertising**

This class consists of advertisement on self-driven vehicles, which are normally moving on land or water, including taxis, buses trains, delivery vehicles, but excluding aircrafts.

##### **4.7.3 Trailer advertising**

This class consists of advertisement displayed on trailers. A clear distinction must be made between stationary advertisements and advertisements in motion and therefore between two types of trailers.

Advertisement trailers are of a relatively light construction, carry double-sided “billboards-type”. They may also be advertisements and are parked at strategic locations for the sole purpose of advertising displayed on heavier transport trailers used for the primary purpose of transport goods and towed by trucks, vans used or similar vehicles, Transport trailers are not used for the primary purpose of advertising.

## **5 EXEMPT SIGNS**

The following signs shall be exempt from the provisions of this policy.

- any sign displayed in an arcade;
- any sign displayed inside a building;
- any sign displayed on an approved advertising hoarding;
- any sign advertising a current event in a cinema, theatre or other place of public entertainment, displayed in a fixture or building especially made for such display;
- any sign which is displayed on a site where a building, swimming pool, tennis court, paving, fencing or garden landscaping or any other structure is in the course of being constructed, erected, carried out or altered and which describes the building or structure being erected or other work or activity being carried out, and which displays the names of the contractors or consultants concerned in such work or activity and identifies the branches of the industry or the professions represented by them, during the course of such construction, erection, carrying out of alterations as the case may be: Provided that only one such sign, or set of signs shall be permitted per street frontage of a site; and which is placed on or affixed to the building concerned or attached parallel on the boundary fence of an erf on which the building is situated. Such signs are to be removed within 21 days of the completion of the contract. Signage for ongoing maintenance contracts is not permitted;
- Project boards, 6m<sup>2</sup> and with a maximum erected height of 6m, giving the names of Architects, Consultants and Contractors;
- Individual Contractors and Sub-Contractors Board: 2m<sup>2</sup>;

- any sign, other than a sign provided for in paragraph • , not exceeding 12m<sup>2</sup>, and not exceeding a maximum erected height of 6m, which portrays or describes the type of development being carried out on a site and which gives details of the type of accommodation being provided, floor space available, the name, address and telephone number of the developer or his agent, erected during construction work or the carrying out of alterations or additions as the case may be and remaining for a period not exceeding 2 months after the completion of such work;
- a sign on a street frontage of a building occupied by shops, showrooms or other business uses as defined in the relevant Town Planning Scheme, other than a sign in an office park area, which is below the level of the ground floor ceiling and which is displayed on or fixed to the face of a building or suspended from the soffit of a canopy or veranda roof;
- a sign consisting of a 600mm x 450mm metal plate;
- any flag hoisted on a suitable flag pole which displays only a company name and motif. A maximum of 5 flag poles of 7m in height is permitted unless specific permission has been applied for as contemplated for more than 5 flag poles;
- any sign in a locality wholly or mainly used for residential purposes, other than a brass plate or board not exceeding 600mm x 450mm in size, affixed indicating the name, address and telephone number of a security company contracted to protect the property, provided that only one sign per stand or subdivision shall be permitted and such sign shall be firmly affixed to the boundary wall, fence or gates on the street frontage;
- one sign not exceeding 600mm x 450mm in size on each street boundary of an erf or portion of an erf which sign indicates the existence of a commercial security service, burglar alarm system etc.
- a sign not exceeding 2m<sup>2</sup>, indicating the existence of a Block or Neighbourhood Watch System, displayed on a boundary wall or fence or in a position approved by the Council. If erected on its own pole(s), the minimum underside clearance of the sign above the pavement must be 2.1m.
- Any sign which does not comply with the provisions of this policy and which was lawfully displayed on the day immediately preceding the date of commencement of this policy shall be exempt from the requirements of this policy if the sign in the opinion of the Council is properly maintained and is not altered.

- Road traffic signs erected in terms of any Act of Parliament, Provincial Ordinance or Policy are exempt from the provisions of this policy.
- Any sign erected as a specific requirement in terms of any By-law, Provincial Ordinance or Act of Parliament is exempt from this policy.
- Any transit sign, which is mobile at all times and complies with all requirements of the Road Traffic Act is exempt from this policy.

## **6 PROHIBITED SIGNS**

**6.1** No person shall erect or cause or permit to be erected or maintained any of the following signs without the approval of the municipality:

- 6.1.1** Any sign painted on the roof of a building or painted on, attached to, or fixed between the columns or posts of a veranda.
- 6.1.2** Any sign which projects above or below any fascia, bearer, beam or balustrade of a street veranda or balcony;
- 6.1.3** Any luminous or illuminated sign which is fixed to any fascia, bearer, beam or balustrade of any splayed or rounded corner of a street veranda or balcony.
- 6.1.4** Any sign suspended across a street unless otherwise approved by municipality.
- 6.1.5** Any sign on calico, paper Mache, plastic, woven or similar material or of any kind.
- 6.1.6** Any swinging sign, which is not rigidly and permanently fixed.
- 6.1.7** Any sign which may either obscure a road traffic sign, be mistaken for with or interfere with the functioning of a road traffic sign.
- 6.1.8** Any sign which may obscure traffic by restricting motorists' vision and lines of sight thus endangering motorists' safety.
- 6.1.9** Any sign which is indecent or suggestive of indecency, prejudicial to public morals or is reasonably objectionable.
- 6.1.10** Any sign which will obstruct any window or opening provided for the ventilation of a building or which obstructs any stairway or doorway or other means of exit from a building or which will prevent the movement of persons from one part of a roof to another part thereof.

- 6.1.11** Any animated or flashing sign the frequency of the animations or flashes or other intermittent alternations of which disturbs the residents or occupants of any building or is a source of nuisance to the public or impairs road traffic safety.
- 6.1.12** Any illuminated sign, the level of illumination of which unreasonably disturbs the residents or occupants of any building or is a source of nuisance to the public.
- 6.1.13** Any movable temporary or permanent sign other than those specifically provided for in this policy.
- 6.1.14** Any sign referring to a price or change in price of merchandise except in a shop window, or on the article itself.
- 6.1.15** Any advertisement or sign other than an exempted sign, for which neither a permit nor approval has been obtained.
- 6.1.16** Any poster otherwise than on a hoarding legally erected for the purpose of accommodating such poster.
- 6.1.17** Any sign painted on any fence or boundary wall, not being an approved sign or hoarding.
- 6.1.18** Any sign which does not comply with the requirements of or which is not permitted by this policy.
- 6.1.19** Any sign which may obstruct pedestrian or vehicular traffic.
- 6.1.20** Any form of fly postering on private or Municipal property or assets. ’
- 6.1.21** Any transit advertising sign that is parked irrespective of whether it is attached to a vehicle or not.
- 6.1.22** Any poster or sign attached to a tree.
- 6.1.23** Any poster attached or pasted to a bridge.
- 6.1.24** Any temporary sign for commercial or third-party advertising erected on municipal land or land vested in the municipal, unless by prior signed encroachment agreement or contract with the Municipality.
- 6.1.25** Any sign attached to a bridge or any other municipal asset, unless by prior signed agreement or contract with the Municipality.

**6.1.26** Any third party advertising sign on any property zoned “Residential” in terms of the relevant Town Planning Scheme whether secondary rights or not have been granted by the Municipality and which are exercised on the erf.

**6.1.27** Any sign or poster attached to a Road Traffic Sign.

**6.1.28** Signs suspended under Verandas or Canopies.

**6.2** Every sign, which is suspended from a veranda or a canopy, shall comply with the following requirements:

**6.2.1** Unless the Council otherwise permits, having regard to the design of the veranda or canopy and its associated building and to the position of the building in relation to the street boundary of the erf, the sign shall be fixed with its faces at right angles to such boundary.

**6.2.2** No part of the sign shall project beyond the outer edge of the veranda or canopy from which it is suspended.

**6.2.3** No part of the sign shall be less than 2.4m above the surface of the sidewalk or ground level immediately below it, nor should the top of the sign be more than 1m below the canopy or veranda from which it is suspended nor shall any sign exceed 1m in depth.

**6.2.4** Unless the Municipality in writing otherwise permits, the bottom edge of the sign when suspended shall be horizontal and the supports by means of which the sign is suspended, shall be an integral part of the design of the sign.

### **6.3 Signs on Verandas and Canopies over street**

Save as herein before provided with regard to hanging signs, every sign affixed to or onto a veranda over a street shall be set parallel to the building line.

Such signs shall not exceed 600mm in depth and shall be fixed immediately above the eaves of the veranda roof in such manner as not to project beyond the rear of the roof gutter or shall be fixed against but not above or below the verandah parapet or balustrade in such manner as not, to project more than 230mm from the outside face of such parapet or balustrade: Provided that a sign on a public building fixed to or on a verandah over a street and which displays only the features or programme of an entertainment to be given in such public building shall:



- have a maximum area of 1m in the aggregate for every 1.5m or part thereof of the frontage of such building to the street over which the sign is erected;
- not exceed 1.2m in height.
- nothing in this policy shall be taken to prohibit the painting of signs not exceed 600mm in depth on beams over verandah columns, or on parapets of verandahs;
- no illuminated sign or sign designed to reflect light, shall be attached to or displayed on any splayed or rounded corner of a verandah or canopy at a street intersection.

## **7 APPLICATION PROCESS**

**7.1** Every application to display a sign on private premises or on municipal premises must be signed by the person and/or persons authorised by the Municipality and must be submitted for approval to the Directorate: Planning and Development on appropriate application form, in accordance with the application procedures approved in terms of this policy and by the Municipality, as amended from time to time. A copy of the application form is attached hereto as **Annexure "A"**.

**7.2** The Municipality may request any additional information which it considers necessary, including an Environmental Impact Assessment (EIA) or advertising scoping report, to consider an application.

**7.3** Every application must be accompanied by a prescribed application fee and, where applicable, a deposit as determined by Municipality from time to time.

**7.4** No person may to any degree or in any manner, deviate from the conditions of approval of the Municipality, and any deviation constitutes an offence and consequently negates an approval.

**7.5** The approval of a sign in terms of this policy must not be construed as approval in terms of any other Act, ordinance, by-law or regulation, and approval must be obtained in the manner prescribed at the relevant Act, Ordinance, By-law or Regulation.

**7.6** The approval of a sign in terms of any other Act, Ordinance By-law or Regulations must not be construed as approval in terms of this policy.

**7.7** The evaluation of applications shall include the consideration of environment, traffic, safety, aesthetic and architectural aspects.

- 7.8** More than one class sign, with the exception of billboards, and more than one sign in each such class may be considered on a premise.
- 7.9** The Municipality may at its discretion invite applications to erect non locality-bound signs, by public notice within period specified in the notice.
- 7.10** The Municipality may, in its discretion, approve applications for the following sign types in the public road reserve: billboards, street furniture signs, suburban name sign advertisements, direction signs to show houses, posters, functional signs by public bodies, street name signs, security signs at the entrances to suburbs or gated communities, stack signs, signs on bridges, signs for sponsored road traffic projects and any other sign deemed appropriate by the Municipality.
- 7.11** The approval period of signs may not exceed a maximum period of 5 years.
- 7.12** Approval granted in terms of this policy may be considered for renewal in the sole discretion of the Municipality after receipt of an application by the owner of the sign after of the period for which the approval was granted, by:
- 7.12.1** Making application for such in the prescribed manner; and
- 7.12.2** Lodging the complete application with the renewal fee determined by the Municipality (which shall include an inspection fee.)
- 7.13** An application which has shown no substantive progress due to any act or omission on the part of the municipality shall be deemed to have lapsed, one year after submission to the Municipality, unless motivation to the contrary is supplied to the satisfaction of the Municipality.
- 7.14** The owner of the land or his legal agent or representative, on which a sign is erected or displayed in terms of a approval obtained under this policy, must retain certified copies of all documentation relating to the application and the approval issued by the Municipality and any renewal thereof for as long as the sign is erected or displayed, and must present it to any person authorised by the Municipality on request. The owner of the sign, if not also the owner of the land, must provide the owner of the land with certified copies of all relevant documentation.
- 7.15** The Municipality shall withdraw any approval given under this policy where the relevant sign does not or ceases to comply with this policy or any other laws

regulations by-laws or a condition imposed in such approval has not been complied with.

**7.16** All the changes to the content of an advertisement (graphic) shall be subject to specific consent in all categories of signs in this policy and, where specified, on payment of an amount determined by the Municipality from time to time.

**7.17** The owner of the sign shall be held responsible for any danger or loss caused by the structure and/or due to the display of the sign.

**7.18** Signs suspended under verandas or canopies, signs on verandas and canopies over street, projecting signs, pylon signs, signs indicating the development of township or property, signs flat on buildings, sky signs, signs on awnings, sun-blinds, advertisements on balloons, painted advertisements, temporary signs and advertising, signs on and over streets.

**7.19** Applicant must submit the following:

**7.19.1** Completed application form (Annexure A)

**7.19.2** Particulars (see attached)

**7.19.3** Locality Plan

**7.19.4** Detailed Site Plan with Measurements; a block plan of the site on which the advertising sign is to be erected or displayed, showing every building on the site and the position with dimensions of the sign or advertising; hoarding in relation to the boundaries of the site and the location of the streets and buildings on properties bordering the site;

**7.19.5** Elevations and Artwork

**7.19.6** Registered Owner's Consent (if property is privately owned)

**7.19.7** Title Deeds of the Property

**7.19.8** Zoning Certificate

**7.19.9** Zoning Map of the Area

**7.19.10** S.G. Diagram of the Property (where applicable)

**7.19.11** Distance from existing signage (Indicate on locality plan the required radius).

**7.19.12** Comments from the Ward Councillor (if requested by the Municipality)

**7.19.13** Public Notice of Application.

7.20 A public notice must be published once a week for two consecutive weeks in two local newspapers for the following category of signs:

**7.20.1** In an area of partial control a sign 64m<sup>2</sup> and larger subject to the discretion of the Municipality.

**7.20.2** In an area of minimum control a sign 200m<sup>2</sup> and larger subject to the discretion of the Municipality.

## **8 PRINCIPLES APPLICABLE TO THE POLICY**

### **8.1 Classifications**

**8.1.1** Central to the whole process of the concept of classification, is the type of landscape, type of sign and area of control. The type of sign will give an indication of the potential impact of such a sign. The basic character of the landscape in which a sign is displaced will affect the degree of control and therefore the area of control to be applied.

### **8.2 Type of Landscape**

**8.2.1** Landscape type is used to indicate basic landscape sensitivity and form a broad framework for spatial classification.

**8.2.2** The following categories apply:

**8.2.2.1** Rural - Natural and development per – urban areas

**8.2.2.2** Urban -Built – up environment

### **8.3 Area of Control**

There are three area of control:

**8.3.1** Areas of minimum control

**8.3.2** Areas of partial control

**8.3.3** Areas of maximum control

The sign types are evaluated in terms of landscape type (urban and rural) as well as specific areas of control. The potential interaction between basic landscape sensitivity and sign impact can most effectively, be dealt with by means of an area of control.

On the one hand, an area of control reflects the degree of control to be applied in a certain landscape or part of such a landscape. On the other hand, being a partial entity, an area of control may also imply a spatial superimposition on landscape type. This concept therefore also has to do with the degree of landscape sensitivity, which can be seen as a refinement of the basic sensitivity of landscape.

Traffic safety conditions should also be taken into consideration when it comes to the classification of areas of control. The table below illustrates the type of sign, taking into account the landscape type and the respective areas of control.

TYPE OF SIGN		AREA OF CONTROL		
		AREA OF MAXIMUM CONTROL	PARTIAL	MINIMUM
CLASS 1 Billboards and other high-impact freestanding signs	Super billboard	X		
	Custom-made billboards	X	x	
	Large billboard	X	x	
	Small billboards and tower structures	X	x	
CLASS 2 Posters and general signs	~Large posters & advertising on street name	X		
	~ Banners and flags			
	Suburban	X		
	~Estate agents' boards			
	Sale of goods or livestock			
	Pavement posters and notices			
	Project board			
	Temporary window signs			
	Street name advertisement	X		
	~ Neighbourhood watch and similar schemes			
CLASS 3 Signs on buildings and structures and premises	Products replicas and three-dimensional signs	X	x	
	~ Sky signs	X	x	
	~ Roof signs	X	x	
	~Flat signs			
	Projecting signs			
	~ Veranda, balcony, canopy and under-awning signs			
	Signs painted on walls and roofs	X	x	
	Windows signs			
Signs incorporated in the Fabric of a building				

	Advertisement on forecourts of business premises			
	Miscellaneous signs land use and community			
	On premises business signs 3(k)			
	Advertising on towers, bridges and pylons	X	x	
	Advertisements on construction site boundary walls and fences			
CLASS 4 Signs for the tourist and traveller	~Sponsored road traffic projects			
	~Service facility signs			
	~Tourism signs			
	~Functional advertisement by public bodies			
CLASS 5 Mobile signs	~ Aerial signs			
	~Vehicular advertising			
	~ Trailer advertising	X	x	
	RURAL ENVIRONMENT	URBAN ENVIRONMENT		
	LANDSCAPE TYPE			
LEGEND				
x	Not permissible			
	Permissible (subject to compliance with principles and conditions of the policy)			

## 8.4 Evaluation

The evaluation of the sign type versus the area of control (i.e. degree of impact versus degree of sensitivity) facilitates the establishment of actual advertising opportunities and constraints. The evaluation process also facilitates the implementation of specific control measures.

The potential of outdoor advertising may therefore be determined by linking the area of control with landscape type and sign type.

## 8.5 Control

Control measures should be applied by means of type of consent, and by means of general and specific conditions and requirements. Conditions and requirements will have to be established for all permissible signs.

## 8.6 Consent

Certain sign type may be deemed to have a limited or negligible impact on the environment and will consequently be permitted within the appropriate area of control concerned. The type of control needed for permissible sign may be imposed in terms of specific or deemed consent.

## **8.7 General Conditions**

### **8.7.1 Amenity and decency**

No sign(s) shall:

- be detrimental to the environment or to the amenities of a human living environment by reason of size, shape, colour, texture intensity or illumination, quality of design or materials or for any other reason;
- be in its content objectionable, indecent or suggestive of indecent or prejudicial to the public moral; or
- unreasonable obscure, partially or wholly any sign owned by another person previously erected and legally displayed;

### **8.7.2 Safety**

No advertisement or advertising structure shall, in the opinion of the Council:

- constitute a danger to any person or property.
- be placed or contain an element, which distract the attention of drivers in a manner likely to lead to unsafe driving conditions.
- be illuminated to the extent that causes discomfort to or inhibits vision of approaching pedestrians or drivers.
- be attached to road traffic sign or signal combined with a traffic sign or signal, obscure a road traffic sign or signal, create confusion with a road traffic sign or signal, interfere with the functioning of a road traffic sign or signal or create a road safety hazard.
- Obscure a pedestrian's or driver's view of pedestrians road or rail vehicle and features of the road, railway or pavement such as junctions, bends and changes in width
- Project over a side walk or pedestrian circulation route, unless the clear height of such sign exceeds 2,40m and for a cycle circulation route a clear height of 3,00m.

- Obstruct any fire escape or the means of the egress to a fire escape or obstruct or interfere with window or opening required for ventilation.
- Exceed the minimum clearance with regard to overhead power lines as prescribed in regulation 15 of the electrical Machinery Regulations.
- Contain any surfaces covered with retro - reflective material and / or paint.
- Resemble a formal road traffic sign in colour, shape or general appearance.
- Be closer than 25m for a formal road traffic sign, if located within the road reserve.
- obstruct fire escapes.
- be placed closer to overhead power lines than the minimum clearance as prescribed by any law.
- where permitted in the vicinity of signalized intersections primarily display the colours red yellow or green if such colours will constitute a road safety hazard.
- be erected without approval from municipality.

In considering applications for approval signs, the municipality must evaluate, inter alia, according to road traffic sign standards published under applicable road traffic legislation, prevailing traffic conditions and the roadside environment, whether:

- the sign, together with the other signs in the area, if any, will affect the visibility of road traffic signs due to potential visual clutter;
- the size of the sign, or any portion thereof in terms of colour, letter size, symbol, logo, graphics, or the illumination will have the effect of distracting the attention of drivers of vehicles from the task of driving conditions.
- Sign or advertisement positioned along roads and specifically targeting the road user shall be concise and legible and shall comply with the following requirements:
- No sign displaying a single advertisement or message shall exceed 15 “bit” of information. No combination or sign or any sign displaying more than one advertisement or message shall contain more than 6 “bit” of information per enterprise, service, or property or per individual advertisement of message displayed on a combination sign.



No sign may be erected in such a way that:

- A pedestrian may walk into, fall over, or hit his or her head against the advertisement or its support structure;
- It can be mistaken as a formal road traffic sign, complete with a formal road traffic sign for attention of motorists, reduce the visibility of road traffic signs, other traffic or pedestrians inside the road reserves;
- It causes motorists to decelerate or execute any other unexpected driving manoeuvre that may result in vehicular conflict.

### **8.7.3 Design and Construction**

Any sign approved by the Council should be so designed or displayed that it:

- Shall be neatly and properly constructed and executed and finished in a workmanlike manner;
- Shall not be detrimental to or have a negative aesthetic impact on the urban design, streetscapes or the character of the surrounding area by way of the design of the structure or device;
- Shall have a neat appearance in terms of advertisement content and sign writing while untidy written messages should be avoided as far as possible.
- Shall not deface building facades with electrical service provisions and other accessories;
- Shall be rigidly and securely attached, supported or anchored in a safe manner.
- Shall be capable of effectively securing, supporting and maintaining not less than twice its mass with the addition of any force to which the sign may be subjected, including wind pressure;
- Shall when attached to conservation - worth building be attached with the necessary expert advice in order to prevent damage to such building;
- Will not be detrimental to the environment or the amenity of the neighbourhood by reason of size, intensity of illumination, quality design or materials or for whatever reason;

- It will not constitute danger to any person or property;
- It will not display any material which is indecent or suggestive of indecency, prejudicial to public morals or objectionable.
- It will obliterate any other signs;
- It will be unsightly or detrimentally impact upon architectural designs;
- Is in size or location and its alignment in relation to any existing sign on the same building or erf, compatible with the visual character of the area surrounding it;
- Should be appropriate to the type of activity to which it pertains
- The quality of the material and structure to be used for any form of outdoor advertising is to the satisfaction of the Council, and will be assessed in accordance with the following criteria:
  - the provisions of the National Building Regulations Act, 103, of 1997;
  - the structure and material should enhance the visual and architectural attributes of the immediate locality;
  - structure and material should be sufficiently substantial to satisfy the Council that the outdoor advertising fixtures in question will be subject to obvious degradation as a result of exposure to the element;

**Any advertiser or contractor:**

- Shall not use water - soluble adhesive tape or similar material or secure any sign or advertisement elsewhere than on a billboard, board or any structure provided for this purpose;
- Shall have all exposed metalwork of any sign painted otherwise treated to prevent decay; and
- Shall 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 its supporting framework, brackets or other members.

- Glass:
  - All glass used in signs (other than tubing neon and similar signs) shall be safety glass at least 3mm thick.
  - Glass panels used shall not exceed 0,900 in area, each panel being securely fixed in the body of the sign, structural or device independent of all other panel.
- Electrical : Every illuminated sign and every sign which is electrically used:
  - Shall have power cables and conduit, containing electrical conductors positioned and fixed so that they are not unsightly;
  - Shall be provided with an external switch in an accessible position whereby the electricity supply to the sign may be switched off; and
  - Shall be wired and constructed in accordance with and subject to the provisions of the relevant authority's electricity supply regulations.
- **Damage to property**
  - No person shall, in the course of erecting or removing any sign, advertisement structure or device, cause damage to any tree, electrical standard or service or other public installation property.

#### **8.7.4 Maintenance**

##### **Any sign:**

- Should, where possible, be allocated at a height that discourages vandalism;
- Shall be inspected and serviced regularly;
- Shall be kept in good repair, in a safe condition, and according to the highest standards as regards quality structure, posting and sign writing;
- The owner of any land or building ( excluding the Municipality) on which a sign is displayed or erected, or to which a sign is attached, and the owner of any such sign

shall be jointly and severally responsible for maintaining it in a safe and proper condition and for the cleaning and repainting of any such sign.

#### **8.7.5 Position**

Signs:

- Shall not be positioned on a road island or road with the exception of the street name advertisements, structures provided by the Council and suburban and industrial signs with special Council consent;
- Shall not be suspended across a road with the exception of advertisements permitted on the bridge across certain urban roads other than freeway as well as banners suspended across urban roads other than freeway and as part of street scraping project;
- Shall not be erected within or suspended above road reserve within the limited use area outside the road reserve boundary of freeways unless with the following exceptions and that the under mentioned may be allowed within all road reserves:
  - Sponsored road traffic projects
  - Service facility signs
  - Tourism signs
  - Vehicular advertising
    - Project boards that concern road construction may be allowed within all road reserves;
    - Project boards that do not concern road construction may be allowed on the actual development only;
    - That under mentioned may be allowed within all urban road reserves other than freeways:
- Large posters and advertisements on street furniture;
- Banners and flags;
- Suburban ads

- Projecting signs
- Verandas balcony canopy and under – awing signs
- Functional advertisements by public bodies
- Street name advertisements as well as signs on bridges, towers and pylons may be allowed within urban road reserves other than freeways but only in urban minimum partial control;
- Neighbourhood watch and similar schemes signs may be allowed within road reserves other than freeways in urban, rural and natural environment;
- Flat signs, projecting signs, veranda, balcony, canopy and under-awning signs may be allowed within the limited use area along freeways if the mains building housing an enterprise is within 50 metres from the road reverse boundary of a freeway and if there is no other public road carrying through passing traffic;
- Illumination is permitted in a sign only if it does not lead to unsafe driving conditions, or does not have a detrimental effect on the surrounding area and where it is not specifically prohibited.
- An electronic sign shall not obstruct the view of a driver or pedestrian or be in the direct line of sight of a traffic light.
- An electronic sign shall not have subliminal flashes.
- Light not intended for illumination shall only be utilized if it is allowed for the environmental plans of Municipality.
- All signs that could interfere with radio or television reception must be equipped with suppressors that eliminate all forms of interference, and electrical wiring must be in accordance with the provisions of the Municipality's Electrical Regulations, any other legislation applicable to electric signs and the approval of the General Manager.

## **9 TARIFFS**

**NB: TARIFFS WILL BE DETERMINED WITH THE COMPILATION OF 2016/2017 BUDGET AND WILL BE ADVERTISED FOR INPUTS AND COMMENTS**

**SEE ANNEXURE "B"**



**ANNEXURE "A": APPLICATION FORM**

**APPLICATION TO ERECT A SIGN**

STIPULATE EXACT CLASS AND TYPES OF STRUCTURE APPLIED FOR:

.....

Enquiries:..... Date:.....

Reference:..... Your Ref:.....

I, the undersigned, have read and understand the Policy on Outdoor Advertising guidelines of Ditsobotla Local Municipality on Class One Advertising structures and this structure will comply with said policy.

I, the undersigned, hereby apply for permission to erect a Class One advertising structure, in accordance with the particulars given below and plans, sketch or photo of signs and their position on property attached hereto.

**APPLICANT:**

FULL NAME:.....

ADDRESS:.....

TELEPHONE NO:..... DATE:.....

**PREMISES TO WHICH SIGNS TO BE AFFIXED:**

ADDRESS OF PREMISES:.....

NAME OF OCCUPIER PREMISES:.....

USE TO WHICH PREMISES ARE PUT:.....

OWNER OF PREMISES:.....

ADDRESS OF OWNER:.....

**IF SIGN PROJECTS OVER PUBLIC FOOTPATHETC:**

Name and address of person who will enter the necessary agreement with local authority in respect of projection:.....

**PARTICULARS OF SIGN:**

MATERIALS OF CONSTRUCTION:.....

SIZE:.....mm

HEIGHT OF SIGN:.....

DISTANCE FROM SAME CLASS STRUCTURES:.....

SPEED LIMIT AT AREA APPLIED FOR:.....

DISTANCE FROM ANY INTERSECTION:.....

AREA OF CONTROL WHERE SIGN WILL BE AFFIXED:.....

IS THE SIGN ILLUMINATED OR NON-ILLUMINATED:.....

IF ILLUMINATED, IS IT FLASHING OR NON-FLASHING?.....

IF THE SIGN IS ILLUMINATED, WHAT WILL THE LUMINANCE LEVEL BE?.....

WHAT COLOURS ARE USE?.....

WEIGHT OF SIGN (IF AFFIXED TO A BUILDING):.....

GENERAL CONDITION ASSET OUTIN POLICY DOCUMENT WILL ADHERED TO?.....

.....

SIGNATURE OF APPLICANT

**ANNEXURE “B”: SCHEDULE OF TARIFF**

Ditsobotla Local Municipality hereby gives a notice that the following tariffs shall apply throughout its area of Jurisdiction with effect from the date of approval of the Outdoor Advertisings Policy.

**ALL TARRIFS EXCLUDE VAT**

**\*Tariffs in brackets are inclusive of VAT**

**CLASS 1 SIGNS: BILL BOARDS AND OTHER HIGH IMPACT FREESTANDING SIGNS**

DESCRIPTION	TARIFF
<p>Application Fee</p> <ul style="list-style-type: none"> <li>▪ Third Party Signs</li> <li>▪ Super billboards</li> <li>▪ Custom-made billboards</li> <li>▪ Large billboards</li> <li>▪ Small billboards and tower structures</li> </ul>	
<p>Approval Fee</p> <ul style="list-style-type: none"> <li>▪ Third Party Signs</li> <li>▪ Super billboards</li> <li>▪ Custom-made billboards</li> <li>▪ Large billboards</li> <li>▪ Small billboards and tower structures</li> </ul>	
<p>Building Plan Fee:</p> <p>Primary Right Signs</p> <ul style="list-style-type: none"> <li>▪ Super billboard</li> <li>▪ Custom-made billboards</li> <li>▪ Large billboards</li> <li>▪ Small billboards and tower structure</li> </ul> <p>Removal fee:</p> <p>Primary Right Sign and Third Party Right Signs</p> <ul style="list-style-type: none"> <li>▪ Super billboard</li> <li>▪ Custom-made billboards</li> <li>▪ Large billboards</li> <li>▪ Small billboards and tower structure</li> </ul>	



<p>Rental per sign erected or affixed to Municipal Property by non media owners: According to Road classification:</p> <ul style="list-style-type: none"> <li>▪ Class 1 - Primary metropolitan distributors</li> <li>▪ Class 2 - Metropolitan distributors</li> <li>▪ Class 3 - District distributor</li> <li>▪ Class 4 &amp; 5 Collector and Access street</li> </ul>	
<p>Rental per sign erected or affixed to Municipal Property by media owners not being flighted.</p> <p>Irrelevant as to which Road classification applies</p> <ul style="list-style-type: none"> <li>▪ Board not being flighted</li> </ul>	

**CLASS 2 SIGNS: POSTERS AND GENERAL SIGNS**

<p>Application Fee</p> <ul style="list-style-type: none"> <li>▪ Primary Rights and Third Party Signs</li> <li>▪ Banners and Flags</li> <li>▪ Sale of goods and livestock</li> <li>▪ Pavement posters and notices for schools, welfare organizations and churches</li> </ul>	
<p>Building plan Fee</p> <p>Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Street name Advertisements</li> </ul>	
<p>Deposit</p> <p>Primary Right Signs and Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Banners and flags</li> </ul> <p>Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Sale of goods and livestock</li> <li>▪ Pavement poster and notices</li> <li>▪ Welfare organization and churches</li> </ul>	
<p>Annual Licensing Fee</p> <p>Primary Right Sign and Third Party Sign</p> <ul style="list-style-type: none"> <li>▪ Estate Agents boards</li> </ul>	
<p>Removal Fee</p> <p>Primary Right Signs and Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Banners and flags</li> <li>▪ Project boards</li> </ul> <p>Third Party Signs</p> <p>Estate agent boards</p> <p>Sale of goods and livestock</p> <p>Pavement posters and notices for schools, welfare organizations and churches</p> <p>Contracts</p>	

<ul style="list-style-type: none"> <li>▪ Large posters and advertisements on street furniture</li> <li>▪ Suburban ads</li> <li>▪ Street name advertisement</li> <li>▪ Newspapers</li> <li>▪ Semi permanent pavement posters</li> </ul>	
<ul style="list-style-type: none"> <li>▪ Exempted Signs</li> <li>▪ Temporary window signs</li> <li>▪ Neighborhood watch and similar schemes</li> <li>▪ Product replicas and three dimensional signs</li> <li>▪ Central Government, Provincial Government and Municipal election advertisements</li> <li>▪ Project boards</li> </ul>	

**CLASS 3 SIGNS: SIGNS ON BUILDINGS, STRUCTURES AND PREMISES**

DESCRIPTION	TARIFF
<p>Application fee:</p> <p>Primary Right Signs</p> <ul style="list-style-type: none"> <li>▪ Advertising on towers, bridges, pylons</li> </ul> <p>Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Sky signs</li> <li>▪ Roof signs</li> <li>▪ On – premises business signs</li> <li>▪ Advertising on construction site boundary walls fences</li> </ul>	
<p>Approval fee</p> <p>Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Roof signs</li> <li>▪ On – premises business signs</li> <li>▪ Advertising on towers, bridges and pylons</li> </ul>	
<p>Building plan fee:</p> <p>Primary Right Signs</p> <ul style="list-style-type: none"> <li>▪ Sky Sign</li> <li>▪ Roof Signs</li> <li>▪ On – premises business sign</li> </ul> <p>Advertising on towers, bridges and pylons</p>	

<p>Removal fee:</p> <p>Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Sky Signs</li> <li>▪ Roof Signs</li> <li>▪ Advertising on towers, bridges and pylons</li> </ul>	
<p>Rental for sign erected or affixed to Council property by non media owners:</p> <p>According to Road Classification (applicable to advertising on towers, bridges and pylons)</p> <ul style="list-style-type: none"> <li>▪ Class1- Primary Metropolitan Distributor</li> <li>▪ Class 2- Metropolitan distributors</li> <li>▪ Class 3 – District distributors</li> <li>▪ Class 4 &amp; 5 Collectors and access street</li> </ul>	

**CLASS 4 SIGNS: SIGNS FOR TOURIST AND TRAVELLERS**

DESCRIPTION	TARIFF
<p>Application Fee</p> <p>Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Service facility signs</li> </ul>	
<p>Building Plan Fee:</p> <p>Primary Right Signs</p> <ul style="list-style-type: none"> <li>▪ Service facility sign</li> </ul>	
<p>Removal Fee</p> <p>Primary Right Sign and Third Party Signs</p> <ul style="list-style-type: none"> <li>▪ Service facility signs</li> </ul>	
<p>Rental for signs erected or affixed to Municipal property by non-media owners:</p> <p>According to Road Classification</p> <ul style="list-style-type: none"> <li>▪ Class 1- Primary metropolitan distributors</li> <li>▪ Class 2- Metropolitan Distributors</li> <li>▪ Class 3- District Distributors</li> <li>▪ Class 4 &amp; 5 Collector and access street</li> </ul>	
<p>Rental per sign erected or affixed to the Municipal property by media owners not being flighted</p> <p>Irrelevant as to which Road classification applies:</p> <ul style="list-style-type: none"> <li>▪ Board not being flighted</li> </ul>	
<p>Exempted Signs</p> <ul style="list-style-type: none"> <li>▪ Sponsored road traffic projects</li> <li>▪ Functional advertisements by public bodies</li> </ul>	

**CLASS 5 SIGNS: MOBILE SIGNS**

DESCRIPTION	TARRIF
Application  Primary Right Signs Third Party Signs  ▪ Aerial signs (temporary) up to four days	
Removal Fee  Third Party Signs  ▪ Trailer advertising  ▪ Vehicular Advertising  ▪ Bicycle Advertising  ▪ Primary Right Signs and Third Party Signs  ▪ Aerial Signs	

1. All charges except removal fees are, levied in terms of this tariff table are payable in advance
2. The classification of signs as listed herein is in accordance with the South African Manual doe Outdoor Advertising (SAMOA) dated April 1998 issued by the Department of Environmental Affair and Tourism
3. In the case of a primary sign (being a sign advertising a business being conducted on or in the property on which the sign is to be erected or to which is to be affixed the tariff prescribed is payable by the owner or tenant (s) of the property on which the sign is to be erected or to which the sign is to be affixed.