

# DRAFT ADVERTISING SIGNAGE POLICY



## DIPALISENG LOCAL MUNICIPALITY

PLANNING AND ECONOMIC DEVELOPMENT SERVICES

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# INDEX

1. DEFINITIONS
2. APPROVAL FOR ADVERTISEMENTS & SIGNS
3. EXEMPT ADVERTISEMENTS & SIGNS
4. APPLICATION, ASSESSMENT & APPEAL PROCEDURE
5. WITHDRAWAL OR AMENDMENT OF APPROVAL
6. STRUCTURAL REQUIREMENTS
7. ELECTRICAL REQUIREMENTS
8. MAINTENANCE
9. OFFENCES & REMOVAL OF SIGNS
10. PENALTIES
11. PRESUMPTIONS
12. PROHIBITIONS
13. DISCRETIONARY POWERS
14. SIGNS ON COUNCIL PROPERTY & TEMPORARY ADVERTISEMENTS
15. TYPES OF SIGNS
  - A. BILLBOARDS
  - B. GROUND SIGNS
  - C. WALL SIGNS
    1. Flat signs
    2. Projecting signs
  - D. ROOF SIGNS
  - E. VERANDA, BALCONY, CANOPY & UNDER-AWNING SIGNS
  - F. POSTERS, BANNERS & FLAGS
  - G. ESTATE AGENTS BOARDS & PORTABLE BOARDS
  - H. AERIAL ADVERTISEMENTS
  - J. ADVERTISING VEHICLES
16. AREAS OF CONTROL
17. VALIDITY OF POLICY

## 1. DEFINITIONS

In this Draft Policy –

**“Advertisement”** means any representation of a word, name, letter, figure or object or an abbreviation of a word or name, or any sign or symbol, or any light which is not intended solely for illumination or as a warning against any danger, which has its object the furthering of any industry, trade, business undertaking, event, or activity of whatever nature and which is visible from any street, road or public place;

**“Advertising Draft Policy”** means the South African Manual for Outdoor Advertising Control, hereinafter referred to as SAMOAC, adopted by the Council of the Dipaliseng Municipality as the Policy on Outdoor Advertising, as amended from time to time

**“Advertising signage structure”** means any physical structure built to display advertising;

**“Advertising vehicle”** means a vehicle constructed or adapted for use primarily for the display of advertisements; which does not include signs displayed on a vehicle ordinarily used as such;

**“Aerial advertisement”** means any advertisement displayed in the air by the use of a balloon, kite, inflatable, aircraft or any other means;

**“Animated advertisement”** means an electric advertisement that contains variable messages in which representation is made by the appearance of movement through an electric light source or beam;

**“Applicant”** means the person/s by whom an application for permission to erect a sign or display an advertisement is made, which application shall be endorsed by the owner of the premises upon which such advertisement or sign is to be located;

**“Application”** in relation to advertising sign/s may include all proposed advertising signs per business per site;

**“Appropriate”** means that the dimensions, installation, materials, place and/or supports are suitable for- and appropriate in all circumstances of the case in the opinion of the delegated officer for advertising signs;

**“Approval”** means approval by the Council or its duly delegated officials;

**“Area of Control”** reflects the degree of control to be applied to a certain landscape or part thereof which is a refinement of basic landscape sensitivity and includes those areas as defined in SAMOAC and set out as maximum, partial or minimum control areas in Schedule A of this Draft Policy, as amended from time to time, in accordance with the visual sensitivity of the area and traffic safety conditions and defined as:

**“Maximum Control”** comprising all sensitive areas of the urban landscape as well as the relatively unspoilt natural and rural landscape areas. Maximum control areas include national and scenic routes, parks and open spaces, agricultural areas, conservation areas, tourism areas, battle sites and most of the peri-urban, traditional areas and residential environment;

**“Partial Control”** comprising certain areas of the urban landscape characterised by a greater degree of integration and complexity of land use. Partial control areas include most commercial and business districts, commercial nodes within suburban centres and traditional areas, educational, institutional, sports fields and stadia, arterial routes, mixed use and interface areas; and

**“Minimum Control”** comprising the less sensitive areas of the urban landscape characterised by concentrated economic activity. Minimum control areas include transport nodes, traffic corridors and transportation terminals, parts of the CBD, industrial areas linked to industrial type zones;

**“Billboard”** means any screen, board, hoarding, fence, wall or other structure larger than 4.5m<sup>2</sup> and in a fixed position used or intended to be used for the purpose of posting, displaying or exhibiting any advertisement;

**“Bill-sticking”** means a poster pasted by means of an adhesive directly onto an existing surface not intended specifically for the display of a poster;

**“Bit”** means the basic unit for measuring the length of advertising messages and may consist of letters, digits, symbols, logos, graphics or abbreviations;

**“Canopy”** means a rigid roof-like projection from the wall of a building;

**“Cantilever”** means a projecting feature that is dependant for its support on the main structure of a building without independent vertical or other supports;

**“Change of Face”** means an alteration to the content of the advertisement displayed on an approved signage structure;

**“Clear height”** in relation to a sign means the vertical distance between the lowest edge of the sign and the level of the ground, footway or roadway immediately below the sign;

**“Council”** means the Divaliseng Municipality and its successors in law, and includes the Council of that Municipality or its Executive Committee or any other body acting by virtue of any power delegated to it in terms of legislation, as well as any officer to whom the Council or Executive Committee has delegated any powers and duties with regard to this Draft Policy;

**“Council Property”** includes all property, whether movable or immovable, which is owned by, vests in or is under the control of the Council;

**“Curtilage”** is the whole of the area of land within the boundaries of the subdivision/s forming the site of any building;

**“Depth of a sign”** means the vertical distance between the uppermost and lowest edges of the sign;

**“Deemed to comply”** means that if an advertising signage structure meets certain specified criteria it may be deemed to satisfy the requirements of the Council for consent purposes;

**“Designated areas”** are areas of maximum, partial or minimum control that have been specifically designated for the display of various types of advertising signs;

**“Display”** means to erect and/or expose an advertising sign or structure to the public view by any method whatsoever;

**“Electronic sign”** means a sign that has an electronically controlled, illuminated display surface which allows the advertisement to be changed, animated or illuminated in various ways;

**Election advertisement”** means an advertisement used in connection with any national, provincial, or municipal election, by-election or referendum;

**“Encroaching sign”** means a sign which extends beyond the street line or boundary of a public street;

**“Environmental Impact Assessment”** in relation to outdoor advertising means an assessment of the impact that an advertising sign or structure may have on the visual, social and traffic safety aspects of the specific environment;

**“Estate agents’ board or show sign”** means an advertisement that is temporarily displayed to advertise the fact that land, premises, development or other forms of fixed property are for sale or to let;

**“Flashing Advertisement”** means an electric advertisement which intermittently appears and disappears;

**“Flat sign”** means any wall sign, other than a projecting sign, which is directly attached to the face of an external wall of a building or on a wall external to and not part of a building;

**“Gore”** means the area immediately beyond the divergence of two roadways bounded by the edges of those roadways;

**“Ground Sign”** is a self-supporting sign embedded and fixed in the ground and which is not attached to a building or a wall;

**“Illuminated Advertisement”** means an advertising signage structure which has been installed with electrical or other power for the purpose of illuminating the message of such sign;

**“Non-profit body”** is a body established to promote a social goal without the personal financial gain of any individual or profit-making commercial organisation involved;

**“Occupier”** includes any person in actual occupation of land or premises without regard to the title under which he/she occupies;

**“On site or directional”** in relation to any advertisement means that such advertisement conveys only the name and the nature of the industry, trade, business, undertaking or activity which is carried on within the building or premises on which the advertisement is displayed;

**“Outdoor advertising”** means any form of advertising as defined, visible from any street or public place and which takes place out of doors;

**“Overall height”** in relation to a sign, means the vertical distance between the uppermost edge of the sign and the level of the ground, pathway or roadway immediately below it;

**“Owner”** in respect of a sign means the owner of the sign or of the premises on which it is displayed or the person in possession of or having control over the sign or the premises;

**“Portable board”** is any self-supporting sign or any other collapsible structure which is not affixed to the ground and which is capable of being readily moved;

**“Posters”** are placards intended to be temporarily displayed in a street or public place as an announcement of a meeting, function or event relating to an election, activity or undertaking;

**“Premises”** means any building together with the land on which such building is situated;

**“Projected sign”** means any sign projected by a cinematograph or other apparatus but does not include a sign projected onto the audience’s side of a drive-in cinema screen during a performance;

**“Projecting sign”** means any sign which is affixed to a wall of a building and protrudes more than 300mm from the wall of such building;

**“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 Council and to which the public has access;

**“Remote or third party advertising”** means that the content of such advertisement is unrelated to anything being undertaken on the premises on which such advertisement is displayed;

**“Return Wall”** means any external wall of a building or any other wall, which faces any boundary other than a street façade;

**“Road Reserve”** means the area contained within the statutory width of a road;

**“Road Traffic Act”** means the National Road Traffic Act, 1996 (Act No.93 of 1996) and the Regulations promulgated in terms of this Act, as amended from time to time;

**“Road Traffic Sign”** means any road traffic sign as defined in the Road Traffic Act, 1996;

**“Roof sign”** means a sign painted or affixed directly onto the roof covering of a building;

**“Sign”** means any physical structure or device used, intended or adapted for the display of an advertisement;

**“Signalised traffic intersection”** means an intersection controlled by traffic lights;

**“Sky sign”** means a sign that is placed or erected on or above the roof, parapet wall or eaves of a building;

**“Specific consent”** means the written approval of the Council which is required on submission of a formal application;

**“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;

**“Street name signs”** mean pole-mounted, double-sided, internally illuminated advertisements displayed in combination with street naming;

**“Temporary sign”** means a sign, not permanently fixed and not intended to remain fixed in one position, which is used to display an advertisement for a temporary period;

**“Tri-vision”** means a display which, through the use of a triangular louvre construction, permits the advertising of three different copy messages in a predetermined sequence;

**“Under-awning sign”** means a sign suspended or attached to the soffit of a canopy or veranda;

**“Veranda”** is a roofed structure attached to or projecting from the façade of a building and supported along its free edge by columns or posts;

**“Visual zone”** means the road reserve of a road and any area that is visible from any spot on such road reserve, but does not include an area situated at a distance of more than 250m from the road reserve boundary of a freeway in an urban area; and

**“Zone”** means the land use zone as defined in the Dipaliseng Town Planning Scheme in course of preparation.

## **2. APPROVAL FOR ADVERTISEMENTS & SIGNS**

Subject to the provisions of this Draft Policy, no person shall erect or cause or allow to be erected, altered, displayed or maintained any advertisement or sign which is visible from any street, road or public place or on any Council Property without first having obtained the written approval of the Council or its duly delegated officials.

## **3. EXEMPT ADVERTISEMENTS & SIGNS**

Subject to the provisions of these Policy advertisements or signs for which no approval is required are as follows:

- 3.1 Any advertisement or sign not exceeding 2m<sup>2</sup> required to be displayed in terms of any National, Provincial or Municipal Legislation; i.e. a company, close corporation, co-operative, licenced premises or professional offices, or any security sign limited to one per street frontage or premises;

- 3.2 Any advertisement or sign over or near to the main entrance to any premises in which a business is carried on and which bears only the name of the business;
- 3.3 One advertisement or sign per street frontage indicating only the name and nature of an enterprise, practice, accommodation facility and place of residence as well as the name of the proprietor, partner or practitioner with a maximum area of 1,5m<sup>2</sup> per sign; or indicating the name and nature of institutions and other community facilities with a maximum area of 3m<sup>2</sup> per sign;
- 3.4 Any non-illuminated advertisement displayed inside a building or on the internal side of a display- or shop front window;
- 3.5 Any advertisement not exceeding 4,5m<sup>2</sup>, displayed within the curtilage of the premises relating to the accommodation being offered to let or purchase in the building, limited to one per advertising agent per street frontage and not displayed for longer than 30 days after the date of sale or lease;
- 3.6 Project boards advertising only the builders and professional consultants involved in the project, not exceeding 18m<sup>2</sup> with a maximum erected height of 6m and displayed within the curtilage of the premises whilst building work is in progress; limited to one per street frontage and to be removed within 30 days of completion of the project;
- 3.7 National flag of any country except when in the Councils' opinion more than one National flag is used to promote, advertise or identify an economic activity, in which case the provisions of these Policy shall apply;
- 3.8 Any change of face to any remote advertisement displayed or erected if approval has already been granted by the Council for the advertising signage structure, subject to the content being submitted to Council for record purposes; and
- 3.9 Aerial advertising by means of an aircraft provided that the necessary approval has been obtained from the Civil Aviation authority including any conditions and requirements as prescribed.

## 4. APPLICATION, ASSESSMENT & APPEAL PROCEDURE

- 4.1 Every person intending to display, erect, alter or maintain any advertisement or sign, for which the prior written permission of the Council is required, shall submit a written application to the Council on the prescribed form together with the prescribed fee in accordance with the schedule of fees, together with any other documentation that may be required by Council. The application shall be signed by the owner of the proposed advertising sign and by the registered owner of the land or building on which the advertising sign is to be erected or displayed or, on behalf of the owner of the land or building, by his/her agent authorised in writing by such owner and shall be accompanied by the following plans drawn in accordance with the following requirements:
- 4.1.1 A locality plan drawn to scale showing the sign in relation to surrounding roads and structures within a 500m radius, where applicable.
  - 4.1.2 A site plan showing the position of the sign or advertisement on the premises, drawn to a minimum scale of 1:500 and giving all dimensions, showing the position of the sign in relation to the boundaries, other buildings, structures, services, features and all existing signage on the site and showing the streets and buildings on properties abutting the site.
  - 4.1.3 Detailed dimensioned drawings sufficient to enable the Council to consider the appearance of the sign or advertisement including materials, construction and illumination details.
  - 4.1.4 Detailed dimensioned drawings showing the full text and graphic details of the advertisement to a scale of minimum 1:20 where applicable.
  - 4.1.5 Detailed dimensioned elevations and sections to a scale of minimum 1:100 showing the position of the advertisement or sign in relation to the buildings, structures, features and other existing advertising signs on the site and in the surrounds.
  - 4.1.6 Coloured photographs to illustrate the position of the sign in relation to the buildings, structures, features and other existing advertising signs on the site and in the surrounds.
  - 4.1.7 Such other additional drawings, Environmental Impact Assessments and/or photographs as are necessary, in the opinion of the Council, to explain the true nature and scope of the application.
- 4.2 In certain circumstances, the Council may use discretion to accept drawings that show only a portion of the plan or elevation of a building/s, or drawings to a smaller scale, or computer generated graphics drawn to scale to illustrate the proposal where certain drawings may be difficult to provide or even photographs where this is considered sufficient.
- 4.3 In addition, where required, the applicant shall submit additional structural and other drawings and certification as required giving full details of the calculations, size and materials used in the supporting framework, its fixings, securing and anchorage as well as for the structure and its advertisement to ensure the sign's structural stability, fire and safety compliance with the provisions of the National Building Regulations and Building Standards Act, 1977 (Act No.103 of 1977) as well as the Occupational Health and Safety Act, 1993 (Act No. 85 of 1993); as amended from time to time.



- 4.4 In addition, the applicant shall indemnify the Council against all liability for any damage, injury or loss incurred arising from the erection, display or existence of any such advertising sign. The applicant shall furthermore indemnify the Council against all claims of whatever nature that may be made against the Council and also against any legal and/or other expenses that may be incurred by Council as a consequence of the display of any such advertising signs. The applicant shall also indemnify the Council against any damage to Council property, any claims or consequential loss to any person/s or property whatsoever arising from the erection or display of the Advertising Sign/s.
- 4.5 All signs to be erected or displayed must comply with the provisions of the applicable Town Planning Scheme Regulations, the Road Traffic Act, as well as any other relevant legislation, as amended from time to time.
- 4.6 In considering applications, in addition to any other relevant factors, the Council shall ensure that the design and display of all advertising signs conforms to the Council's Policy on Advertising and/or to SAMOAC's guidelines for control in terms of the general conditions and principles as set out in these documents, as amended from time to time.
- 4.7 The Council may refuse an application or grant its approval, subject to such conditions as it may deem expedient but not inconsistent with the provisions of this Draft Policy or Council's Policy on Outdoor Advertising and/or SAMOAC, as amended from time to time.
- 4.8 An approval or refusal of an application by the Council shall be made in writing with reasons provided within 60 days of a complete application having been submitted in terms of these Policy.
- 4.9 On approval, a complete copy of the application as submitted shall be retained by the Council for record purposes.
- 4.10 Any advertisement or sign erected or displayed shall be in accordance with the approval granted and any condition or amended condition imposed by such approval; and the person who erects an approved sign shall notify Council within 7 days of such sign or advertisement being erected.
- 4.11 The person/s to whom permission has been granted for the display of any advertisement or sign which extends beyond any boundaries of any street or public place shall enter into a written encroachment agreement with the Council; indemnify the Council in respect of the sign and be liable to Council for the prescribed annual encroachment rental.
- 4.12 Approval of all advertising signs shall be at the pleasure of the Council and will endure for a period as may be determined by the Council either in relation to the advertising structure or to the advertising content or both, where after a new application for consideration must be submitted to the Council for approval in terms of these Policy.
- 4.13 The applicant may appeal in writing to the Council against any refusal, lack of decision or condition imposed by the duly authorised official/s.
- 4.14 The appeal referred to in section 4.13 shall be lodged within 30 days of the date of the notice and will be submitted in writing, setting out the nature and grounds of the appeal, which shall be forwarded together with a covering report thereon for recommendation to the relevant Committee of the Council for consideration.

## **5. WITHDRAWAL OR AMENDMENT OF APPROVAL**

- 5.1 The Council may, at any time, withdraw an approval granted or amend any condition or impose a further condition in respect of such approval if in the opinion of the Council an advertising sign does not conform to the guidelines for the control of signage in terms of Council's Policy on Advertising and/or SAMOAC, as amended from time to time, or if the advertisement or sign does not comply with any of the conditions of the approval granted, or for any other reason Council may deem fit.
- 5.2 The Council may, at any time, revoke its approval for the display of an encroaching sign and cancel the encroachment agreement referred to in section 4.11, giving notice in writing to the owner/applicant of such decision. The owner/applicant shall also advise the Council in writing giving details of any transfer of ownership of any encroaching sign.
- 5.3 An approved sign shall be erected within 6 months from the date of approval where after such approval shall lapse unless written application for extension is made, which may only be granted for a maximum period of 6 months.
- 5.4 Any application which has been referred back to the applicant for amendment shall be resubmitted within two months of the date of the referral notice, failing which the application shall lapse.
- 5.5 Permission for an advertising sign is granted to the applicant only and shall lapse if he/she ceases to occupy the premises, provided that written approval may be granted by the Council to transfer this right to the new occupier of the premises which approval shall be sought within thirty days from the date of the new occupation.
- 5.6 An electronic or illuminated advertisement which, in the opinion of the Council, causes a disturbance to the occupants of any affected premises shall be altered in such a manner as prescribed by the Council in writing, or be removed by the applicant/occupier within such period as may be specified by the Council.
- 5.7 The permission granted in respect of any advertisement or sign shall lapse if any alteration or addition is made to such advertisement or sign, provided that the Council may approve minor alterations at its discretion by means of an endorsement on the original application.

## **6. STRUCTURAL REQUIREMENTS**

- 6.1 All signs shall be properly constructed and erected and shall be properly secured, fixed and/or anchored, to the satisfaction of the Council.
- 6.2 All signs, including supports and framework, shall be constructed of non-combustible, durable and safe materials; suitable for the particular design of the sign.
- 6.3 The Council may call for certification by a Professional Engineer or approved competent person in respect of any sign's structural stability and safety.
- 6.4 Adequate provision shall be made for proper drainage of all advertising signs.
- 6.5 The supporting framework and attachment points of any sign shall be neatly constructed as an integral part of the design of the sign or otherwise concealed from view to the satisfaction of the Council.

## **7. ELECTRICAL REQUIREMENTS**

Every electronic and illuminated advertising sign including its supports and framework shall be constructed entirely of non-combustible materials and shall be installed in accordance with and subject to the provisions of the Council's electricity supply policy and the Code of Practice for the wiring of premises in accordance with the SABS or applicable legislation/regulations.

## **8. MAINTENANCE**

- 8.1 The owner and/or applicant shall jointly maintain such advertisement or sign and its supporting framework in a state of good repair, both structurally and aesthetically.
- 8.2 Should any advertisement or sign, in the opinion of Council, become dangerous, unsightly or a nuisance, the person/s referred to in section 8.1 shall remove the source of danger, unsightliness or nuisance within the time frame specified by Council and failure to do so will constitute an offence and render such person liable for prosecution.
- 8.3 Delegated officials of the Council shall be entitled to enter upon any premises for the purpose of carrying out inspections in terms of these Policy and the owner/s and/or applicant/s shall act in a co-operative manner with the said officials of the Council in this regard.
- 8.4 Every sign and its supporting structure shall be painted, treated against corrosion and cleaned regularly to prevent them from becoming unsightly.
- 8.5 Where any sign or advertising structure is in a state of disrepair or becomes torn, damaged or otherwise unsightly, the Council may instruct its removal.

## **9. OFFENCES & REMOVAL OF SIGNS**

- 9.1 Any person who displays or erects any advertisement or sign for which no approval has been granted by the Council in terms of section 2, or for which approval has expired, lapsed or has been withdrawn, or which advertisement or sign does not conform with the approved application or any of its conditions, or does not comply with or is contrary to any provision of these Policy or to any other applicable Act or Regulation, shall be guilty of an offence.
- 9.2 Any person who erects or continues to display any advertisement or sign which ceases to be relevant to the premises on which it is displayed by virtue of a change in use, ownership or occupancy of the premises to which it relates or for any other reason, shall be guilty of an offence.
- 9.3 Any person who displays or erects any advertisement or sign which contravenes or fails to comply with any provision, requirements or conditions as set out in any notice issued and served in terms of these Policy or other applicable legislation, or who knowingly makes any false statement in respect of any application in terms of these Policy, shall be guilty of an offence.
- 9.4 The Council may serve notice on the person/s who is displaying the advertisement or who has erected the sign or caused the advertisement or sign to be displayed or erected, or the owner or occupier of the premises upon which it is being displayed or erected, or upon both such persons, directing those persons to remove such advertisement or sign or to do such other work as may be set forth in the notice, within a time frame specified therein which shall not be less than 14 days from the date of receipt of the notice, so as to bring the advertisement or sign into conformity or compliance.
- 9.5 If any person/s to whom any notice has been given in terms of section 9.3 and 9.4 fails to comply with a direction/instruction contained in such notice within the specified period, the Council may remove or arrange for the removal of the advertisement or sign, or affect any of the alterations prescribed in the notice.

- 9.6 The Council may recover the expenses incurred, as a result of any removal, action taken, repairs to Council property, or for any other costs incurred, from any person/s to whom the notice was issued in terms of section 9.3 and 9.4. No compensation shall be payable by the Council to any persons in consequence of such removal, repairs or action taken.
- 9.7 Any person who fails to remove any poster, banner, flag or election advertisement within the prescribed period shall be guilty of an offence. The Council shall be entitled to remove any such advertisement and deduct the prescribed amount from any deposit made in respect of the advertisement/s so removed by the Council; provided that if the amount of money to be deducted exceeds the amount of the deposit made, the Council shall be entitled to recover such excess amount from such person/s; provided further that when any such poster, banner or election advertisement is removed in terms of these Policy, the Council shall be entitled to destroy any such advertisement without giving notice to anyone.
- 9.8 Any person/s who, having displayed or caused to be displayed any portable board in respect of which approval has been granted in terms of these Policy, fails to remove such board within two hours of the time as specified in section 15, shall be guilty of an offence and the Council shall be entitled to remove any such portable board and to recover from such person/s the fee prescribed; provided that any portable board so removed by the Council may be destroyed without giving notice to anyone.
- 9.9 Any advertisement or sign, other than those referred to in sections 9.7 and 9.8, which were removed or confiscated by the Council in terms of these Policy, may be reclaimed within 60 days from the date of removal or confiscation and on payment of any such charges due inclusive of storage costs, failing which the Council shall have the right to use, dispose of- or sell such sign at its discretion.
- 9.10 If, in the opinion of the Council, the advertising sign constitutes a danger to life or property and in the event of the applicant/owner and/or occupier failing to take the necessary action with immediate effect, the Council may carry out or arrange for the removal of such sign and recover the expenses so incurred.
- 9.11 Any person who, in the course of erecting or removing any advertising sign, causes damage to any natural feature, electric structure or service, or any other Council installation or property, shall be guilty of an offence and punishable in terms of section 10 of this Draft Policy and shall be liable for damages so incurred.
- 9.12 The Council is entitled to summarily remove any unauthorised advertising signs on its own property without giving notice to anyone.

## **10. PENALTIES**

Any person who contravenes any provision of this Draft Policy shall be guilty of an offence and liable, upon conviction, to a fine as prescribed by the Council's Advertising Sign Tariffs and/or by the Council's Tariff of Charges for Encroachments.

## 11. PRESUMPTIONS

If any person is charged with an offence in terms of this Draft Policy it shall be presumed that:

- 11.1 Any person/s who erects or displays or who causes to be erected or displayed any advertisement or sign, whether such person/s be the applicant, the owner or the occupier of the premises, the manufacturer of any part of the signage structure or the proprietor of the undertaking or activity to which such an advertisement relates and any of their agents, shall be deemed to have displayed, caused, allowed or consented to such advertisement or sign being displayed until the contrary is proved.
- 11.2 Any person/s, club, body or political party responsible for organising, sponsoring, promoting or in control of any meeting, function or event to which a sign, poster, election or aerial advertisement relates, shall be deemed to have displayed, caused, allowed or consented to such advertisement or sign being displayed until the contrary is proved.
- 11.3 Any person/s whose name appears on the advertisement or sign or whose product or services are advertised on such sign shall be deemed to have displayed, caused, allowed or consented to such advertisement or sign being displayed until the contrary is proved.
- 11.4 An advertisement displayed upon the exterior wall or fence constituting the apparent boundary of any premises and fronting any street or public place shall be deemed to be displayed in a street or public place.
- 11.5 Where any notice or other document is required by this Draft Policy to be served on any person, it shall be deemed to have been properly served, within five working days of dispatch, if served personally on him/her or any member of his household apparently over the age of sixteen years at his/her place of residence, or on any person employed by him at his place of business, or if sent by registered post to such person's residential or business address as it appears in the records of the Council, or if such person is a company, closed corporation or a trust, if served on any person employed by that company, closed corporation or trust at its registered office, or if sent by registered post to such office.
- 11.6 Any advertisement or sign lawfully in existence prior to the date of promulgation of this Draft Policy, shall be presumed to have been lawfully displayed or erected in term of this Draft Policy, provided that it is continuously displayed or kept in position without any alteration other than a minor alteration approved in writing by the Council.
- 11.7 Anything done under or in terms of any provision repealed by this Draft Policy shall be deemed to have been done under the corresponding provisions of this Draft Policy and such repeal shall not affect the validity of anything done under the Policy so repealed. Any application lodged and pending before the Council at the time of commencement of the Policy and/or promulgation of this Draft Policy, shall be dealt with in terms of this Draft Policy.

## 12. PROHIBITIONS

The following advertisements and signs are prohibited:

- 12.1 Any advertisement or sign, other than an exempted sign, for which neither a permit nor approval has been obtained or which does not comply with the requirements of, or which is not permitted by this Draft Policy or any other Law.

- 12.2 Any advertisement which, in the opinion of the Council, is indecent, obscene or objectionable or of a nature which may produce a pernicious or injurious effect on the public or on any particular class of person/s or on the amenity of any neighbourhood.
- 12.3 Any advertisement or sign that is painted onto or attached in any manner to any tree, plant, rock or to any other natural feature.
- 12.4 Any advertisement or sign which obstructs any street, fire escape, exit way, window, door or other opening used as a means of egress or for ventilation or for fire fighting purposes.
- 12.5 Any illuminated sign whether a searchlight or laser beam, animated, flashing or static, which disturbs or is a nuisance to the residents and/or occupants of any building and/or to any member/s of the public affected thereby.
- 12.6 Any advertisement or sign which is prohibited in terms of any Town Planning Scheme Regulation or any other legislation.
- 12.7 Any advertisement or sign not erected in accordance with this Draft Policy or not in accordance with the specifications approved by the Council, or the terms or conditions attached by the Council to any such approval.
- 12.8 Any advertisement or sign which may obscure, obstruct or interfere with any traffic sign or signal for traffic control, or which is likely to interfere with or constitute a danger or potential danger to traffic, aircraft or to the public in general.
- 12.9 Any advertisement or sign which may inhibit or obstruct the motorists' vision or line of sight thus endangering vehicular and pedestrian safety.
- 12.10 Any form of bill-sticking by means of posters or placards to any existing structure without the approval of the Council.

### **13. DISCRETIONARY POWERS**

The Council or its delegated officer/s shall exercise discretionary powers to permit or not to permit advertising signs in terms of the provisions of this Policy in the following cases:

- 13.1 Any advertisements on a portable board displayed on a street pavement;
- 13.2 Any mobile advertising vehicles and their designated positions of display;
- 13.3 Advertisements or signs painted on or in any way affixed to the surface of any window other than a display window;
- 13.4 Advertisement or signs on top of a canopy or veranda;
- 13.5 Advertisements painted on roofs or displayed or erected as a sky sign in an area other than industrial zone;
- 13.6 Advertisements or signs displayed or erected in an area other than industrial or general business zone;
- 13.7 Advertisements or signs made of certain materials not considered by the Council to be suitable or appropriate for the intended purpose;
- 13.8 Banners and flags affixed to flagpole/s as a ground sign or attached to an existing building or structure;
- 13.9 Any remote or third party advertising signs, sponsored signs and signs for non-profit organisations and institutions; and
- 13.10 Any advertisements or signs of dimensions not in accordance with the provisions of these Policy.

13.11 The duration of approval for all advertising signs shall be at Council's discretion.

13.12 Any minor amendment/s to an application at a reduced application fee.

## **14. SIGNS ON COUNCIL PROPERTY & TEMPORARY ADVERTISEMENTS**

Temporary advertisements and signs on Council property are subject to the Council's specific consent as set out in this Draft Policy. Permanent advertisements and signs on Council Property; ie. street furniture, street name signs, dustbins, bus shelters, suburban and community advertisements and any other remote advertising signs are subject to Council's specific authority and/or tender procedure. The Council shall be obliged to set out and agree to the specifications and required performance standards for these signs prior to calling for proposals.

## **15. TYPES OF SIGNS**

### **A. BILLBOARDS**

1. Every person who wishes to display or cause to display a billboard advertisement shall submit to the Council a written application on the prescribed form and pay the prescribed fee. Such applications shall, at Council's discretion, be accompanied by an Environmental Impact Assessment.
2. This type of sign shall be permitted only in urban areas of minimum control and in urban areas of partial control at Council's discretion, subject to specific consent and assessment of their environmental impact as required which shall include the visual, social and traffic safety aspects.
3. The name or logo of the owner of the billboard or sign must be clearly displayed on all boards together with the identification number approved by Council.
4. Any billboard so displayed shall:
  - 4.1 comply with all legal requirements of the South African National Roads Agency Limited and Road Traffic Act where applicable;
  - 4.2 comply with any other applicable National, Provincial or Local Government legislation and policy, including this Draft Policy, Council's Policy on Outdoor Advertising and/or SAMOAC;
  - 4.3 not be erected within an area of maximum control unless, after an Environmental Impact Assessment and public participation process, the Council identifies that such area, subject to such terms and conditions as it may impose, may be reclassified as an area of lesser control, which may not be relaxed further than the control type in the area adjacent to the site in question;
  - 4.4 not be detrimental to the nature of the environment in which it is located by reason of abnormal size, intensity of illumination or design;
  - 4.5 not be in its content objectionable, indecent or insensitive to any sector or member of the public;
  - 4.6 not unreasonably obscure partially or wholly any approved sign previously erected and legally displayed;
  - 4.7 not constitute a danger to any person or property;
  - 4.8 not encroach over the boundary line of the property on which it is erected; and
  - 4.9 not be erected if considered by the Council to be a distraction to drivers, cyclists or pedestrians which could contribute to unsafe traffic conditions.

5. The positioning of billboards shall:
  - 5.1 be spaced at least 120m; 200m or 250m apart when in view of each other on the side of the road/s to which they are directed or aimed with up to 60km/h; 80km/h or 100km/h+ speed limit respectively;
  - 5.2 not be erected within 100m from the ramp gore of public roads and from overhead traffic directional signs;
  - 5.3 not be permitted within a radius of 100m from the centre of an intersection on any arterial road and within a radius of 50m from the centre of an intersection on any lower order road;
  - 5.4 not have an overall height in excess of 12m above the surface of the road level to which it is aimed;
  - 5.5 not have an overall dimension which exceed 64m<sup>2</sup> in the case of ground signs and 54m<sup>2</sup> in the case of wall signs.
  - 5.6 not have as its main colours, red or amber or green when located at signalised traffic intersections and shall not obscure or interfere with any road traffic light or sign;
  - 5.7 not constitute a road safety hazard or cause undue disturbance or permitted to be illuminated if such illumination, in the opinion of Council, constitutes a road safety hazard or causes undue disturbance;
  - 5.8 ensure that the traffic flow is not impeded during their erection and servicing on public roads unless prior permission from the Council has been obtained and the necessary precautions taken and arranged;
  - 5.9 in the case of wall signs, be attached only to the side and back walls of buildings which do not fulfil the function of a street or front façade of the building.

**B. GROUND SIGNS**

1. Only one on-site, locality bound, freestanding ground sign per premises shall be permitted either where such a sign is necessary to facilitate the location of the entrance or access to a business premises; or where it is not reasonably possible to affix appropriate signs to the building; or where the business premises is so set back as to make proper visibility of signs on the building not feasible; or where the existence of a freestanding composite sign may prevent the proliferation of signage.



2. On-site, locality and non-locality bound freestanding ground signs in the form of business signs and tower structures may not exceed 7,5m in overall height and 6m<sup>2</sup> in total area. In addition they may not exceed 4,5m<sup>2</sup> in total area in respect of any individual advertisement thereon and have a clear height of less than 2,4m. Where a more solid structure is used, the maximum area per sign may be increased to 9m<sup>2</sup> and where the sign incorporates a combination sign, the maximum area per signage structure may be increased to 12m<sup>2</sup>. Only one sign or advertising panel on a combination sign shall be allowed per enterprise per street frontage.
3. A remote, non-locality bound ground sign which does not have an overall height in excess of 7,5m above the ground at any point nor dimensions which exceed 6m in length and 3m in height, a total area of 18m<sup>2</sup>, shall be deemed to be of appropriate dimensions; provided that a ground sign which has greater dimensions shall not be erected unless, in the opinion of the Council, such sign will be or is deemed to be erected or displayed in an appropriate place.
4. All signs erected on a monopole shall be appropriately designed so that, in the opinion of the Council, the height of the support is proportionally not too long in relation to the size of the sign.
5. A maximum of 2 signs per tower, bridge or pylon shall be permitted. The maximum sign area per tower may not exceed 36m<sup>2</sup>. The sign must be wholly contained within the structure and have no projections.
6. Every ground sign or sign on towers, bridges and pylons shall be independently supported and properly secured to an adequate foundation and be without the aid of guys, stays, struts, brackets or other restraining devices and/or be entirely self supporting and not dependant upon any existing structure for its support in any way.

## **C. WALL SIGNS**

### **1. Flat signs**

- 1.1 Unless otherwise stipulated, flat signs shall at no point project more than 300mm from the surface of the wall to which they are attached. The maximum projection of any part of a flat sign shall be 100mm where the underside of such sign measures less than 2,4m from a footway or pathway immediately below it and the maximum projection shall be 300mm where the underside of such sign measures more than 2,4m above such footway or ground level.
- 1.2 On-site, locality bound flat signs shall be permitted to be attached to the front, side and back walls of buildings; remote, non-locality bound flat signs shall only be permitted to be attached to the side and back walls of buildings which do not fulfil the function of a building façade; and to construction site boundary walls and fences.
- 1.3 No more than two locality bound flat signs per enterprise shall be permitted and no more than one non-locality bound flat sign per wall shall be permitted.
- 1.4 Flat signs shall not cover any windows or other external openings of a building or obstruct the view from such openings.

- 1.5 Flat signs shall not exceed 54m<sup>2</sup> in total area and shall not exceed 30% of the overall area of the wall surface to which they are attached, affixed or painted, whichever is the lesser, provided that in urban landscapes of maximum control the signs may not exceed 20% of the wall surface area.
- 1.6 An Environmental Impact Assessment shall be required for all flat signs in excess of 36m<sup>2</sup>.

## **2. Projecting signs**

- 2.1 The minimum clear height of a projecting sign shall be in excess of 2,4m.
- 2.2 Projecting signs shall be 300mm in maximum thickness.
- 2.3 Projecting signs shall not be allowed to extend within 600mm of the edge of a roadway; nor extend within 1,5m from any overhead electricity wires or cables.
- 2.4 The maximum projection shall be 1,5m in the case of a projecting sign which has a clear height of more than 7,5m; and 1m where the sign has a clear height of less than 7,5m.
- 2.5 Projecting signs shall be installed perpendicular to the street façade or to the direction of oncoming traffic.
- 2.6 All projecting signs shall be locality bound.
- 2.7 A projecting sign shall not be displayed within 2m of any other projecting sign displayed on the same building.

## **D. ROOF SIGNS**

1. The maximum permitted size of a roof sign shall be 18m<sup>2</sup> or 6m<sup>2</sup> per face for three-sided units; provided that only one sign per building shall be allowed.
2. Roof signs shall not project in front of a main wall of a building so as to extend beyond the roof of such building in any direction.
3. Roof signs shall not obstruct the view or affect the amenity of any other building.
4. Roof signs shall be placed in such a manner so as not to interfere with the run-off of rainwater from the roof of the building.
5. Roof signs shall be thoroughly secured and anchored to the building on or over which they are to be erected and all structural loads shall be safely distributed to the structural members of the building without the use of guys, stays or other restraining devices.
6. A roof sign, including all its supports and framework, shall be constructed entirely of non-combustible materials approved by the Council or its duly authorised official/s and if illuminated, shall not be placed on or over the roof of any buildings unless such sign, as well as the entire roof construction, is of non-combustible material.

**E. VERANDA, BALCONY, CANOPY & UNDER-AWNING SIGNS**

1. Signs may be affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony, and beam or fascia of a veranda or balcony. Such signs may not exceed 1m in height, project beyond any of the extremities of the surface to which it is affixed, or project more than 300mm in front of the surface to which it is affixed or extend within 600mm of the edge of a roadway.
2. Signs may be affixed flat onto or painted on supporting columns, pillars and posts. Such signs may not project more than 50mm in front of the surface to which it is affixed and shall not extend beyond any of the extremities of such column, pillar or post. Sign affixed flat onto cylindrical supporting structures shall be curved to fit the form of such structure and only one sign shall be allowed per column, pillar or post.
3. Subject to the provisions of subsections 1 and 2, signs shall not be allowed on or over architectural features of buildings nor shall they be allowed to cover any window or obstruct the view from any such opening nor shall they detract from the aesthetics of the building.
4. Under-awning signs suspended below the roof of a veranda, canopy or balcony shall have a maximum sign area of 1m<sup>2</sup> per face with a maximum of 2m<sup>2</sup> in total sign area and shall not exceed 1,8m in length or 600mm in height. The allowable thickness of such signs is between 100mm and 300mm. Every such sign shall be perpendicular to the building line and fixed at a clear height of not less than 2,4m. Only one sign per enterprise façade shall be allowed with a minimum spacing of 3m centre to centre between signs. Such signs shall not extend beyond the external edges of the canopy or veranda to which it is attached.
5. Signs on the roof of a veranda, canopy or balcony, excluding the main roof of a building, shall be composed of a single line of freestanding, individual, cut out logos and/or letters without visible bracing or support. Signs shall only be placed on top of veranda roofs where such veranda does not have an appropriate wall, railing or beam to which the sign may be affixed. All such signs shall not extend beyond the extremities of the veranda roof, canopy or balcony and only one sign per enterprise façade shall be allowed with a maximum height of 1m.
6. Sun-blinds and awnings shall be so made and fixed as to be incapable of being lowered to less than 2m above the footway or pavement directly beneath it. Such signs shall be parallel to the building line and placed in a manner so as not to interfere with vehicular or pedestrian traffic, traffic lights or traffic signs in any way.
7. Signs on such buildings and adjacent buildings shall be aligned as far as possible in order to achieve a straight line and parallel configuration with the street.

**F. POSTERS, BANNERS & FLAGS - Temporary posters and election posters**

1. Every person intending to display or cause or permit to be displayed any advertisement on a poster, banner or flag relating to an election or advertising any meeting, function or event of a sporting, civic, cultural, social, educational, religious, charitable, political or other similar character in any street or public place or on Council property shall have first obtained the written permission of the Council.

2. Every application for permission shall be made on the prescribed form and be accompanied by the prescribed fee as contained in Council's tariff of charges and such advertisements shall be removed on conclusion of the event to the satisfaction of the Council. The applicant shall on application submit a copy of all the posters to which the application relates and written details of the streets in which the posters are to be displayed.
3. Any person who displays or causes a poster, banner or flag advertisement to be displayed shall comply with the following requirements to the Council's satisfaction:
  - 3.1 Any advertisement relating to an election, meeting, function or event shall be of A1 size maximum; shall have a clear height of minimum 2m; and shall be securely fixed to durable hardboard or other approved backing board.
  - 3.2 In the case of banners or flags, the maximum size shall be 6m<sup>2</sup>, suspended between non-corrosive pole/s or other approved support/s; and which shall be placed and fastened in such a manner so as not to constitute a danger to any vehicular traffic, pedestrian, person/s or property in any street, public place or Council property.
  - 3.3 Any person/s or, in the case of election advertising, each political party displaying or causing to display any poster advertisement relating to the same meeting, function or event shall only be permitted one poster per electricity lamp-post. No posters are permitted to be displayed on bridges, traffic lights, traffic signs, natural features, freeways and/or national routes.
  - 3.4 Any advertisement relating to an election, meeting, function or event shall not be placed in such a manner that the content of separate advertisements when read in succession, forms a continuous relative legend.
  - 3.5 Any advertisement relating to a meeting, function or event other than an election, shall not be displayed for longer than 14 days before the day on which it begins or longer than three days after the day on which it ends. Election advertisements may be displayed from the beginning of the day of declaration of an election to the end of the third day after the election.
  - 3.6 The total number of posters displayed at any one time relating to any meeting, function or event may not exceed 100, except in special circumstances and with the written consent of Council. In the case of election advertisements, no limitation will be placed on the number of posters displayed.
  - 3.7 Any advertisement relating to an election shall be on the basis of a written agreement between the Independent Electoral Commission and the relevant political party.
  - 3.8 Auction posters approved in terms of this section may not be larger than 2m<sup>2</sup>.
  - 3.9 Banners and flags may be applied for as directional advertising for streetscaping urban areas such as pedestrian malls and gateways or for displaying only the name, corporate symbol and nature of enterprises.
4. Every poster for which permission is granted shall be provided with a Council sticker or marking which shall be visibly displayed to indicate the Council's approval and the Council shall be entitled to retain one such poster for identification purposes.

**G. ESTATE AGENTS BOARDS & OTHER PORTABLE BOARDS**

1. Every agent or person intending to display, cause or permit to be displayed any such board, shall annually submit the prescribed written application to the Council and pay the prescribed fee for approval of the number of portable boards specified in such application.
2. Any person who displays or causes any such portable board to be displayed on Council Property shall comply with the following requirements to the Council's satisfaction:
  - 2.1 Such boards in road reserves are only to be used for purpose of indicating the route to a property or premises to be sold or advertised.
  - 2.2 Such boards are to be of appropriate structure and size, not exceeding 0.6m<sup>2</sup>, and collectively the number of boards displayed may not, in the opinion of the Council, detract from the amenities of the streetscape or environment; provided that any other such sign exceeding 0,6m<sup>2</sup> will be deemed to be a temporary sign for which application is required in terms of this Draft Policy.
  - 2.3 Subject to the provisions of the Road Traffic Act or other applicable legislation, such boards are not to be positioned nearer than 1,8m from the edge of the roadway, and placed at such height that the lower edge of the board does not exceed 600mm above the ground.
  - 2.4 Such boards are not to be positioned nearer than 10m from any road intersection, entrance or exit from a dual carriageway or a freeway or as defined in the Road Traffic Act or other applicable legislation.
  - 2.5 Such boards are not to be positioned so as to obstruct the view of any road traffic sign or street name sign from any portion of a roadway or as defined in the Road Traffic Act or other applicable legislation.
  - 2.6 Such boards are not to be positioned so as to hinder or obstruct pedestrians' right of way on a sidewalk or to unfairly prejudice other traders.
  - 2.7 The display of such boards for show houses will only be permitted on Saturdays, Sundays and public holidays. Other approved portable boards advertising services may only be displayed during normal trading hours where after they shall be removed.
  - 2.8 Only one such board per street frontage per enterprise shall be allowed to advertise services and such signs shall be placed directly in front of the advertisers' premises.
  - 2.9 Applicants will be required to indemnify the Council against any claims that may arise from the placement of such signs within the road reserve or on Council Property and shall be required to procure third party insurance for this purpose.

#### **H. AERIAL ADVERTISEMENTS**

1. Every person who wishes to display or cause to display an aerial advertisement, except by means of an aircraft, shall submit to the Council a written application on the prescribed form and pay the prescribed fee and such application shall be accompanied by:
  - 1.1 Particulars of the content and dimensions of the aerial advertisement and of the aerial device by means of which the advertisement is to be displayed as well the materials used and method of construction and anchorage;

- 1.2 Particulars of the intended location with a description of the premises to which the aerial device will be anchored or tethered and details of electricity and telephone poles and cables and other structures within 30m of the point of anchorage;
  - 1.3 The name and address of the person/s or contractor/s displaying the aerial advertisement and the name and address of the approved competent person in attendance of the aerial device and of its owner;
  - 1.4 The period and times of intended display;
  - 1.5 Where the applicant is not the owner of the premises to which the aerial device is to be anchored or tethered, the written consent of the owner for such anchoring;
  - 1.6 Proof of the provision of an automatic deflation device;
  - 1.7 Adequate public liability insurance to the Council's satisfaction; and
  - 1.8 Approval and any conditions and requirements prescribed by the national Civil Aviation authority.
2. Aerial advertisements shall not be displayed or caused to be displayed on, from or over Council property, including any street or public place, unless approval has been granted by the Council who may impose such conditions as it deems fit.

**J. ADVERTISING VEHICLES/TRAILERS**

1. Every person who wishes to display or cause to display any advertisement on an advertising vehicle shall annually submit to the Council a written application on the prescribed form and pay the prescribed fee for permission and every such application shall be accompanied by:
  - 1.1 Particulars of the materials of which the advertising sign is made, its dimensions, and the manner of its construction and the method by which it is secured to the advertising vehicle;
  - 1.2 The name, address and telephone number of the owner of the vehicle or, if the owner resides or has his place of business outside the boundaries of the Council, of the person having control of the vehicle at all times;
  - 1.3 A copy of the current vehicle licence issued in respect of such vehicle as well as the registration as required in terms of the Road Traffic Act.
2. Advertising vehicles shall not be placed or caused to be placed on private property or Council property, including any demarcated parking bay, in a public road or within a road reserve:
  - 2.1 unless the prior written approval of the Council has been obtained in terms of these Policy and designated display site/s have been approved; and
  - 2.2 provided that if no approved designated site/s exists, Advertising Vehicle signs shall only be permitted to be displayed if they are mobile at all times and comply with legislation and conditions imposed by the Council.
3. Advertising Vehicles parked on private property for the purpose of storage shall be positioned in such a manner as not to be visible from a street or public place.
4. The advertising panel or portion of the vehicle used for transit advertising shall not exceed a cumulative total of 18m<sup>2</sup> per panel.

5. Notwithstanding any provisions of these Policy, the Council or its authorised officials may, without prior notice, remove an Advertising Vehicle from Council Property, and in the case of an unauthorised Advertising Vehicle on private property, the Council may serve notice instructing the immediate removal thereof.
6. Unless an advertising vehicle impounded by the Council in terms of subsection 5 has been reclaimed within a period of three months from the date of notification, such vehicle shall be disposed of by the Council to defray any costs involved. Impounded Advertising Vehicles shall only be released by Council after all removal costs and fines have been paid in full and a copy of the current licence registration papers have been submitted for verification.

## **16. AREAS OF CONTROL**

– Refer to Schedule A

## **17. REPEAL AND VALIDITY OF POLICY**

- 17.1 The Draft Policy relating to the control of advertising for the Dipaliseng Municipality is to become effective on promulgation.
- 17.2 Anything done under or in terms of any provision repealed by this Draft Policy shall be deemed to be done under the corresponding provisions of this Policy and such repeal shall not affect the validity of anything lawfully in existence prior to the promulgation of these Policy.
- 17.3 Any advertising signs in existence at the time of promulgation of this Draft Policy that have not been approved in writing by the Council, shall be deemed to be unlawful. The person/s displaying such advertising sign/s shall be given a period of 90 days from the date of promulgation of these Policy to make application for such advertising sign/s; failing which the advertising sign/s will be deemed to be unauthorised and as such removed without further notice.
- 17.4 Any application submitted to Council, anything done which was not done in terms of a provision repealed by this Draft Policy, and/or any application or anything pending before the Council prior to promulgation of this Draft Policy, shall be dealt with in terms of these Policy.

**SCHEDULE A – AREAS OF CONTROL**

<b>MAXIMUM Natural, Rural and Urban Landscapes</b>	<b>PARTIAL Urban Landscapes</b>	<b>MINIMUM Urban Landscapes</b>
<p>All areas not defined under partial and minimum control including:</p> <ul style="list-style-type: none"> <li>○ Parks and Nature Reserves</li> <li>○ Forestry areas and Natural environments</li> <li>○ Extensive and intensive agriculture</li> <li>○ Scenic corridors and landscapes</li> <li>○ River corridors and Wetlands</li> <li>○ Open Spaces and Systems</li> <li>○ Municipal Parks and Horticultural areas</li> <li>○ Public and Private Open Spaces</li> <li>○ Rural and urban smallholdings</li> <li>○ Scenic drives, routes and features</li> <li>○ Peri-urban and Traditional areas</li> <li>○ Pedestrian malls and squares</li> <li>○ Community facilities</li> <li>○ All Residential zones</li> <li>○ Conservation Areas</li> <li>○ Heritage &amp; Battlefield sites</li> <li>○ Historic or graded buildings and areas</li> </ul>	<p>Areas not defined under maximum and minimum control including:</p> <ul style="list-style-type: none"> <li>○ Central Business Districts</li> <li>○ Commercial &amp; office components of residential amenities</li> <li>○ Commercial enclaves in residential areas</li> <li>○ Commercial nodes &amp; ribbon development</li> <li>○ Municipal / government</li> <li>○ Entertainment districts or complexes</li> <li>○ Educational institutions</li> <li>○ Sports fields &amp; stadia</li> <li>○ Mixed use &amp; interface areas</li> <li>○ Visual zones along urban roads / freeways</li> </ul>	<p>Areas not defined under maximum and partial control including:</p> <ul style="list-style-type: none"> <li>○ Central commercial districts linked to railway / industrial zones</li> <li>○ Industrial areas</li> <li>○ Industrial zones</li> <li>○ Transport nodes</li> <li>○ Traffic corridors</li> <li>○ Transportation terminals</li> <li>○ Spornet Property</li> </ul>



## **SCHEDULE B – ADVERTISING SIGN TARIFFS**

### **APPLICATION FEES FOR A LICENCE/PERMIT FOR OUTDOOR ADVERTISING SIGNS**

Every person who applies to Council for its approval or permission shall on making application pay to the Council the charge determined therefore and no application shall be considered until such charge has been paid; the charges are set out below:

1. A non-refundable application fee of **R75.00** must be tendered with each application for sign types B (Ground Signs), C (Wall Signs), D (Roof Signs) and E (Veranda, Balcony, Canopy and Under-Awning Signs).
2. A non-refundable application fee of **R225.00** must be tendered with each application for sign type A (Billboards) and all non-locality bound signs in excess of 12m<sup>2</sup>.
3. Any minor amendment to an application, considered by the duly authorised official of Council to be a minor amendment, may be submitted at a reduced application fee of **R25.00** each.
4. A non-refundable application fee of **R25.00** must be tendered with each application for advertisements for sign types F (Posters, Banners and Flags).
5. On approval of Posters, the applicant must purchase non-refundable stickers from the Council which are to be clearly visible on all posters displayed as follows:-
  - 5.1 **R2.50 per 100 sticker/s** to be paid for each poster to be displayed for non-profit bodies (as defined in the Local Authorities Ordinance, as amended from time to time). These posters must display the fundraising numbers of the bodies or a formal constitution has to be submitted to Council. No commercial advertising and logos of sponsors will be permitted to appear on such posters;
  - 5.2 **R7.50 per 100 sticker/s** to be paid for each poster to be displayed for religious, sporting, social, cultural, political and other events. A subordinate percentage of commercial advertising and logos of sponsors is permitted to appear on such posters; or
  - 5.3 **R25.00 per 100 sticker/s** to be paid for each poster to be displayed for events considered by the Council or its duly authorised officials to be primarily of a commercial nature.
6. A non-refundable application fee of **R380.00 per annum** or part thereof must be tendered with the annual application for sign type G (Estate Agents Boards); the maximum number of boards required at any given time to be specified in such application.
7. A non-refundable application fee of **R75.00 each per annum** must be tendered with the annual application for sign type G (Portable Boards or any other collapsible structure).
8. A non-refundable application fee of **R125.00** must be tendered with each application for sign type H (Aerial Advertisements); adequate public liability insurance for the duration of display will also need to be furnished to Council's satisfaction.
9. A non-refundable application fee of **R600.00 per annum** or part thereof must be tendered with the annual application for each sign type J (Advertising Vehicles); a certified copy of the current vehicle licence will also need to be furnished.
10. An encroachment fee of **R125.00 per encroachment per annum** for each sign type that encroaches over Council property.
11. The fine and/or penalty for any advertising sign offence is **R125.00 per offence** or as determined from time to time by the Local Chief Magistrate.