



BUFFALO CITY MUNICIPALITY

POLICY: OUTDOOR ADVERTISING SIGNAGE

1. Main Purpose

The main purpose of this policy is to provide a set of regulations governing the use of land and buildings for outdoor advertising and signage and for matters incidental thereto.

2. Scope of the Policy

This Policy sets out the procedures to be followed and the criteria used when obtaining approval for a sign applicable to outdoor advertising in the Buffalo City Municipal Area. In doing so, it recognises that there is an extensive amount of technical detail applicable to specific sign types and their effect in specific localities. The specific requirements for specific signs are set out in the Annexures hereto. The Annexures are part of the Policy. These Annexures are not any less important than the content of the Policy itself.

4. Strategic Objective

- To regulate outdoor advertising in the jurisdiction of the Buffalo City Municipality in a manner that is sensitive to the environmental quality of different parts of the Buffalo City Municipality.
- To strike a balance between outdoor advertising opportunities and economic development on the one hand, and the conservation of visual, tourist, traffic safety, environmental and heritage characteristics on the other hand.
- To ensure that outdoor advertising respects the integrity of any site on which it is displayed, and complements the character of the locality in which it is displayed.

5. Preamble

The sensitivity of the proposed locality of a sign and its capacity to withstand the visual impact are the most important guiding principles for the control of outdoor advertising. Outdoor advertising signs should only be placed where they are most compatible with the surrounding locality and where they do not impact on visual corridors and/or scenic drives. Signs that compromise protected, unique or sensitive areas will not be permitted.

In addition, outdoor advertising and signs should not compromise the functioning and safety of traffic and should not adversely affect the character of a locality by way of appearance, size or illumination.

The types of landscapes, signs and areas of control are important factors in the classification concept utilized in this Policy. It presumes that the type of sign gives and indication of the potential impact of such a sign on the locality in which it will be displayed. Thus in terms of this Policy the local character of an area in which a sign is proposed will affect the degree of control applied in that area.

It recognises that the dynamics between the type of the sign, the sign itself and where it is to be located can most effectively be dealt with by the determination of areas of control. Four areas of control are applied in this Policy, namely prohibited, maximum, partial and minimum areas of control. The potential for outdoor advertising and the sign types to be considered is therefore determined by permitting certain sign types in certain areas of control. Control measures are applied by means of approval or refusal, and by means of general and specific conditions and requirements.

The following signs are outdoor signs but which, without third party advertising, do not constitute outdoor advertising within the ambit of this Policy.

- i) Authorised tourist destination signs as defined by the Roads Traffic Manual.
- ii) Community information/educational boards.
- iii) Any sign required to be displayed by law including road traffic signs erected in terms of any Act of Parliament, Provincial Law or Policy.

6. Definitions

In this Policy, unless the context otherwise indicates:

"Advertising structure" means any physical structure built or capable of being used to display a sign.

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

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

"Approval" means approval by the Municipality or by officials or executive councillors by virtue of powers delegated to them; and *"approve"* has a corresponding meaning.

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

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

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

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

"Commercial advertising" means any words, letters, logos, figures, symbols, pictures relating to the name of a business, trade, partnership, individual, or any information, recommendation or exhortation; in respect of any particular goods manufactured or sold, or any particular services rendered or offered, or any event for commerce or entertainment, including sporting events.

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

"Common boundary façade" means any façade of a building which is built abutting a rear or side boundary of an erf and which façade is blank, meaning having no architectural features, which includes windows.

"Composite sign" means a single advertising structure for the display of more than one advertising sign, either freestanding or affixed to a building.

"Consultant" means a suitably qualified independent person or company that acts on behalf of, or as an agent of, an applicant for approval of a sign in terms of this Policy.

"Continuing offence" means an offence in terms of this Policy, which continues to exist, after the expiry of the notice period referred to in a notice served in terms of this Policy.

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

"Development board" means a sign displayed at premises upon which building operations are currently in progress and relating to any services being provided, work being done or goods being supplied in connection with such building operations. This excludes contract boards for building and civil engineering projects as required in terms of the National Building Regulations and Building Standards Act, 103 of 1977 as amended from time to time and defined in terms of the General Conditions of Contract and/or Specifications of the appropriate institutions.

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

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

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

"Estate Agency" means a person who markets and/or sells properties with or without buildings erected thereon and "estate agent" has a corresponding meaning.

"Existing sign" means any sign previously approved by the Municipality.

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

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

"Graphic" includes but is not limited to any component which contributes to the visual appearance or aesthetics of a sign; including its background.

"Headline poster" means a temporary poster advertising the contents of a daily or weekly newspaper.

The "Height of a sign" is calculated by measuring the vertical distance between the uppermost and lowest parts of the structure.

"Heritage Impact Assessment" (HIA) means a visual assessment of the impact that any proposed sign may have on the cultural heritage, whether built or recognised, at the locality where the proposed sign will be displayed.

"Internally Illuminated Sign" means an advertisement or structure used to display an advertisement which has been installed with electrical or other power and an artificial light source which is fully or partially enclosed within the structure or sign and which light is intended to illuminate the advertisement or a portion thereof.

"Law" means any law, proclamation, ordinance, Act of Parliament or Provincial Legislature, or any other enactment having the force of law.

"Locality Bound Advertising" means any sign displayed on a specific erf, premises or building and may include (that subject to a prescribed encroachment fee) such a sign on municipal owned land, adjacent to, abutting on and/or within 5 metres of the aforementioned erf; premises or building which sign refers to an activity product service or attraction; located, rendered or provided on or from that erf or those premises.

"Loose portable sign" means a freestanding locality bound notice or advertising board placed or erected in the Road Reserve or in a public open space.

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

"Municipality" means the Buffalo City Municipality and includes any executive councillor, or Committee or Sub-Council established by the Municipality, or any employee thereof, or duly authorised agent thereof acting in connection with this Policy by virtue of a power vested in the Municipality and delegated to such employee or agent.

"New sign" means any sign first displayed after the promulgation of this Policy;

"Non-profit body" is a body established primarily to promote a community goal or benefit without direct or personal financial gain; and may include educational, sporting, medical, municipal departments; bodies as well as charities or community organisations. The Municipality may call for documentary proof, (which may include the production of bank statements) of the non profit status or community benefit objective of the body.

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

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

"Person" includes:

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

"Poster" means temporary signs capable of being attached to the Municipal electrical light standards and/or pasted to fixed structures to advertise events or campaigns.

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

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

"Public façade" means any façade that has windows or other architectural articulation.

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

"Public road" means public road as defined in the National Road Traffic Act 93 of 1996.

"Road Authority" means the road authority as defined in Section 2 of the Roads Ordinance (Ordinance 19 of 1976).

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

"Roadway" means that portion of a road, street or thoroughfare improved, constructed or intended for vehicular traffic as defined in the National Road Traffic Act No 93 of 1996.

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

"Scenic Drive" means a road designated as such on an approved zoning scheme or from which landscapes or features of aesthetic or cultural significance can be seen or viewed as designated by the Municipality from time to time.

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

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

"Shop" means a building used for retail trade or services.

"Sign" means any object, product, replica, advertising structure, mural, device or board which is used to publicly display a sign or which is in itself a sign; and includes a poster and a billboard.

"Signalized traffic intersection" means an intersection controlled by traffic signals.

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

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

"Street name signs" means pole-mounted, double-sided, internally illuminated or unilluminated signs displayed in combination with names of streets, not exceeding 1 m².

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

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

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

"Third-party advertising" means the advertising of goods or services that are not made, procured, sold or delivered from the property on which the sign and/or sign advertising of those goods or services is fixed or placed, and includes advertising which is not locality bound as well as the display of a sign which is made, procured or sold from the property but advertises goods or services which are not made, procured, sold or delivered from that property.

"Three dimensional sign" means a sign containing more than 2 dimensions, including product replicas.

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

"Traffic Sign" means a road traffic sign as prescribed in the National Road Traffic Act No. 93 of 1996.

"Traffic Signal" means a road traffic signal as prescribed in the National Road Traffic Act No. 93 of 1996

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

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

"Urban edge line" means a predetermined point-to-point boundary line as determined by the Municipality from time to time, which has as its purpose, the containment of urban development.

"Verandah" includes a cantilevered canopy and sunblind.

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

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

7. Relevant Legislation applicable to this Policy

- 1) Municipal Demarcation Act
- Establishment of new municipal boundaries.
- 2) Municipal Structures Act,
- Section 48, Powers and Functions
- 3) Section 18 notice
- MEC Authorization (Building Regulations Function)

8. Competence and Capacity to implement

- 1) Public participation practitioners to facilitate and explain the policy and procedure to the communities.
- 2) Signage Inspectors to ensure implementation of the policy

9. Governance Issues

- 1) Council
 - a. Approval of the roll out policy
 - b. Public Participation and Information process.
- 2) Ward Committees and Ward Councillors
 - a. Facilitation of ward participation and information sessions.
- 3) Signage Control Section
 - a. Implementation of the roll out policy.
 - b. Prevention of the unauthorized and uncontrolled erection of advertising signs.
 - c. Regular inspections to ensure compliance with the Advertising Signage Policy.

10. Policy Procedures

Annexure1 - Areas of control

Annexure 2 - Billboards

Annexure 3 - Locality bound freestanding and composite signs

Annexure 4 - Signs attached to walls of buildings – Flat & Projecting Signs

Annexure 5 - Sky signs

Annexure 6 - Roof signs

Annexure 7 - Signs on a verandah, balcony, canopy, supporting columns, pillars and posts

Annexure 8 - Signs on boundary walls, fences and construction sites

Annexure 9 - Newspaper Headline posters

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Annexure 16 - Signs on Municipal Land/Buildings

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Annexure 19 – Permanent lamp post posters

Annexure 20 – Illuminated Street Signs

Annexure 21 – Signs at schools, sports clubs and institutions in residential areas

Annexure 22 – Signs advertising a product and/or service not available on a property

Annexure 23 _ Suburban Advertising Signs

Annexure 24 - Litter Bin Advertising Signs

ANNEXURE “1”

AREAS OF CONTROL

Four categories of control are used, varying from the most stringent to the most lenient.

The four categories of control are:

1. PROHIBITED

No advertising signs are permitted in these areas.

2. MAXIMUM CONTROL: RESIDENTIAL AREAS, SENSITIVE AREAS, AND AREAS OF CIVIC INTEREST

Signs may be permitted under strict control of the design, size, location, colour and number of signs, but the Municipality reserves the right to prohibit signs other than those giving the name of the owner or main tenant or the name of the building.

In Sensitive Areas and Areas of Civic Interest the following controls will apply in addition to those set out in the paragraph above:

- (i) Only one sign will be permitted for each street frontage of a property;
- (ii) The materials and colours of the sign must harmonize with the building;
- (iii) Only concealed backlighting or floodlighting of signs will be permitted.

3. PARTIAL CONTROL

Signs in these areas are controlled in terms of size, position and subject matter and where required in terms of colour.

A businessperson will have the right to make his presence and the nature of this service known.

Partial control would apply within schools/educational institutions, sports fields and stadia, office blocks, commercial centres in residential areas, government enclaves and commercial ribbon development.

4. MINIMUM CONTROL

In the areas in which this category applies the main consideration would be public safety.

Minimum control would apply within industrial areas, commercial enclaves and shopping centres, entertainment complexes, transport nodes such as taxi and bus ranks, airports, etc.

NOTES:

1. Streets will be deemed to fall within the area of stricter control of properties fronting them.
2. The perimeters of areas will be dealt with as for the adjacent areas of stricter control.
3. In cases where areas overlap the stricter control category shall apply.

ANNEXURE "2"

BILLBOARDS

Subject to approval in terms of this Policy, the erection and/or display of Billboards, whether custom made or of standard design, is permitted only in areas of minimum control. In addition Billboards shall:

1. If the proposed erf where the billboard is to be erected borders on a designated urban road and furthermore if the buildings on that erf are more than 50 m from the road reserve line, the billboard may not be placed less than 50m from the road reserve line this same distance to be calculated at 90° to the nearest point of the road reserve. This distance may be waived to a distance no less than the alignment of the public facades of building on the erf or adjacent erven, if such adjacent buildings or if the buildings on the erf are less than 50m from the road reserve upon receipt of an Environmental Impact Assessment and Traffic Impact Assessment indicating no detrimental impact. If the proposed site of erection of a billboard has been designated as a gateway then no billboards will be permitted within such gateway.
2. Comply with the standard conditions for approval set out in this Policy.
3. Not encroach over the boundary line of the property on which it is erected, whether such encroachment is aerial or on ground level.
4. Have a minimum clear height of 2,4m and a sign structure which does not exceed a maximum height of 7,5m above natural ground level.
5. Not exceed a maximum total size of 36m² provided that on any V-shaped single structure, two such panels may be permitted.
6. Have a minimum letter or number height of 285 mm
7. Be displayed between the angles of 90° and 60° to the direction of oncoming traffic.
8. Be spaced a minimum distance apart as required by the Road Traffic Safety Requirements.
9. May be externally or internally illuminated.
10. Must not be any form of flashing sign.
11. If located at signalized traffic intersections: not be erected or displayed within 50m of the perimeter of the intersection if unilluminated; and within 80m of the perimeter of the intersection if illuminated;
12. Any billboard erected along the right hand side of a section of road, such that its graphics are visible to a driver travelling on the left hand side of the road, shall be deemed to have replaced the advertising opportunity that existed on the left hand side of the road.
13. The information content of a proposed advertisement will be measured in "bits". **[The total bits in a proposed advertisement may not exceed 15.]** In calculating the information content of a proposed advertisement the bit weights shown in the table below shall be used:-

| Elements of the advertisement | | Bits per element |
|--------------------------------------|------------------------------------|-------------------------|
| Words | up to 4 letters | 0.5 |
| | 5 to 8 letters | 1.0 |
| | more than 8 letters | 2.0 |
| Numbers | up to 4 digits | 0.5 |
| | 5 to 8 digits | 1.0 |
| | more than 8 digits | 2.0 |
| Logos, symbols and graphics | smaller than 9 sq metres | 0.5 |
| | between 9 and 18 sq metres | 1.0 |
| | between 18 and 27 sq metres | 1.5 |
| | larger than 27 sq metres | 2.0 |

14. Municipal leased billboards will only be approved through the tender process as required in terms of Council's procurement procedures, and only for sites to be approved by the Municipality taking into consideration various factors such as Urban Aesthetics, Traffic Safety and Environmental Impact.

ANNEXURE "3"

LOCALITY BOUND FREESTANDING AND COMPOSITE SIGNS

Subject to approval in terms of this Policy, the erection and/or display of Locality Bound Freestanding signs are permitted only in Urban areas of maximum, partial and minimum control. In addition:

1. Locality bound freestanding signs shall only be permitted in the following instances:
 - 1.1 Where business premises are set back 15m or more from the boundary of the road reserve; or
 - 1.2 Where it is not reasonably possible to affix appropriate signs to a building; or
 - 1.3 Where such a sign is necessary to allow the public to locate the entrance to business premises; or
 - 1.4 Where the existence of a freestanding composite sign may prevent the proliferation of signs.
2. Locality Bound freestanding composite signs may not exceed 7,5 m in height and in addition may not exceed 4,5 m² in total area. This provision may be waived to a maximum height of 10 m and a maximum total area of 15 m² per side, having regard to the following factors:
 - 2.1 If such increase reduces the number of individual signs facing any one street boundary of the site, thereby minimising the visual impact on the surrounding environment;
 - 2.2 If more than 2 significant roads approach the site in question;
 - 2.3 The number of businesses which will be advertising on such sign;
 - 2.4 The number of approach/exit routes to the site in question;
 - 2.5 The applicable zoning of the area surrounding the site in question. A surrounding residential zone will not accommodate the same size of sign as will a surrounding commercial/industrial zone.
3. Service Station free standing signs must be locality-bound and may only be erected or displayed at service stations adjacent to and directly accessible from the public road at which such a sign is directed and only one Service Station free standing facility sign per street boundary shall be permitted. This provision may be waived only where these signs are visible from national class 1 routes
4. Service station free standing signs shall not exceed 7,5 m in height and shall not consist of more than 8 advertising panels of 4,5 m² each in total area. The provisions of this section may be waived to a maximum height of 16 m and 8 advertising panels not exceeding 6 m² each in total area having regard to the factors mentioned in section 2 above.

ANNEXURE "4

SIGNS ATTACHED TO WALLS OF BUILDINGS : FLAT AND PROJECTING SIGNS

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

1. Not be allowed within 0,6 m of the edge of a roadway nor shall it extend to within 0,6 m of the edge of a roadway.
2. Not project in front of a wall more than 1,5 m in the case of a sign which has a clear height of more than 7,5 m; or more than 1 m in the case of any lesser clear height.
3. Not project more than 250 mm over a footway unless such sign has more than 2,4 m clear height.
4. Not obstruct the view from any window or any other external opening of any building and no portion of any such sign shall be affixed over or onto any window, door or any other openings.
5. Not exceed 54m² in total area and may not exceed one-quarter of the overall area of the surface to which they are affixed or painted whichever is the lesser. This size restriction may be waived on condition that :
 - 5.1 An Environmental Impact Assessment is submitted to the Municipality indicating no detrimental environmental impact is envisaged; and
 - 5.2 If it is proposed to erect a flat or projecting sign in a conservation area, a Heritage Impact Assessment is submitted indicating no detrimental impact in respect of Heritage resources is envisaged,
 - 5.3 The graphics which are proposed for the said sign will be fixed for the period of display of the sign.
 - 5.4 Such sign shall only display graphics designed and created by a suitably qualified creative consultant.
6. Be considered for approval on blank common boundary facades of non-residential buildings.
7. If on public facades of any building, the sign shall:
 - 7.1 Be so designed as to become an integral part of the building design;
 - 7.2 When third party, only be permitted if custom-made and subject to the requirements of 5.1 to 5.4 above.

ANNEXURE "5"

SKY SIGNS

Subject to approval in terms of this Policy, the erection and/or display of sky signs whether custom made or of standard design is permitted in areas of minimum control only. In addition:

1. Sky signs shall:

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

1.2 not obstruct the view from any other building.

2. Subject to the approval of the Aesthetics Committee sky signs along the top edge of the roof of cultural, historic or architecturally significant buildings will only be permitted if they are locality bound, unilluminated and consist of individual cut-out letters or logos.

3. Have a minimum content and shall not exceed 15 "bits" and shall be calculated in terms of the table hereunder: -

| Elements of the advertisement | | Bits per element |
|--------------------------------------|------------------------------------|-------------------------|
| Words | Up to 4 letters | 0.5 |
| | 5 to 8 letters | 1.0 |
| | More than 8 letters | 2.0 |
| Numbers | Up to 4 digits | 0.5 |
| | 5 to 8 digits | 1.0 |
| | More than 8 digits | 2.0 |
| Logos, symbols and graphics | smaller than 9 sq metres | 0.5 |
| | Between 9 and 18 sq metres | 1.0 |
| | Between 18 and 27 sq metres | 1.5 |
| | larger than 27 sq metres | 2.0 |

ANNEXURE "6"

ROOF SIGNS

Subject to approval in terms of this Policy, the erection and/or display of Roof signs is permitted in all Urban areas of control except areas zoned for residential purposes in areas of maximum control. In addition:

1. The total area of any roof sign affixed flush onto or painted onto a roof of a building shall not exceed one -quarter of the overall area of the roof to which it is affixed or painted.
2. When attached to the bottom edge of a roof or vertically midway on the roof of a building, such sign may not exceed 1m in height and its total area may not exceed 25% of the area to which it is affixed.
3. It shall be permissible to affix a roof sign along the edge of a roof of a building, if such sign is composed of a single line of individual, cut-out letters, without visible bracing or support but shall not be erected along more than two edges of such roof and shall not exceed 3.6m² in total area (6 x 0.6m); with a maximum height of 1m.

ANNEXURE "7"

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

Subject to approval in terms of this Policy, the erection and/or display of signs on a verandah, balcony, canopy, supporting columns, pillars and posts may be permitted in all areas of control on condition that they also comply with the following conditions:

1. No such signs will be allowed on or over architectural features of buildings.
2. Such signs may be affixed flat onto or painted on a parapet wall, balustrade or railing of a verandah or balcony, and beam or fascia of a verandah or balcony. In the aforementioned circumstances, the sign may not exceed 1m in height or project above or below or beyond either end of the surface to which it is affixed, or project more than 250 mm in front of the surface to which it is affixed or project over a roadway or within 0,6m of the edge of a roadway.
3. Such signs may be affixed flat onto or painted on supporting columns, pillars and posts. In this regard, no sign may project more than 50mm in front of the surface to which it is affixed and shall not extend beyond any of the extremities of such column, pillar or post. Signs affixed flat onto non-rectangular supporting structures shall be curved to fit the form of such structure. Only one sign shall be allowed per column, pillar or post.
4. Such signs suspended below the roof of a verandah, canopy or the floor of a balcony shall not exceed 1.8 m in length or 600 mm in height. Every such sign shall be at right angles to the building line. No signs suspended under a canopy shall extend beyond the external edge of the canopy or verandah to which it is attached.
5. Such signs on the roof of a verandah, canopy or balcony, excluding the main roof of a building, shall be composed of a single line of freestanding, individual, cut-out silhouette letters without visible bracing or other visible means of support and shall not be erected along more than two edges of such roof of a verandah or balcony.

ANNEXURE "8"

SIGNS ON BOUNDARY WALLS AND FENCES AND ON CONSTRUCTION SITE HOARDINGS

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

1. In urban areas of maximum and partial control, the Municipality may approve an application to affix a locality bound sign against a boundary wall only if the sign is indented into the wall or composed of individual, unilluminated cut-out letters or symbols fixed flat on such wall not projecting more than 50mm from the face of such wall.
2. In areas of minimum control, the Municipality may approve:
 - 2.1 An application to affix a locality bound sign flat onto a boundary wall only if it does not project more than 50mm from the face of such wall.
 - 2.2 An application to affix a locality bound flat sign with a maximum size of 0,5m² onto the permanent fence of an erf.
3. Third party and locality bound advertising on construction site hoardings and fences shall comply with the following conditions:
 - (i) Any one sign shall not exceed a vertical dimension of 3m and total area of 18m².
 - (ii) Any such sign shall not project more than 100mm in front of the hoarding or fence to which it is affixed.
 - (iii) There will be no illumination thereof in areas of maximum and partial control.
 - (iv) There will be no advertising on construction site hoardings and fences within the cone of vision of motorists at signalised traffic intersections.

ANNEXURE "9"

HEADLINE POSTERS

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

1. Headline posters may not exceed 0.7m x 0.45m in area.
2. The commercial content of the poster may not exceed 20% of the area of the poster nor may such commercial lettering be larger than the main lettering in the remainder of the poster.
3. The posters may be attached to Municipal electric light poles only. They are not to be affixed to traffic signal poles, or other poles which carry road traffic signs, poles erected for any other purpose, or any other street furniture, wall, fences, trees, rocks or other natural features.
4. Headline posters may not be pasted on municipal electric light poles but are to be mounted on board and affixed securely with stout string or plastic ties unless a permanent frame has been approved for this purpose.
5. Only 1 headline poster per pole, per street block regardless of which newspaper group it is, will be permitted. Posters to be a minimum of 2.2m above the ground level and a minimum of 2m below the light fixture.
6. The number of posters as well as the designated areas for the display of headline posters as submitted by each newspaper group must be strictly adhered to.
7. All "special events" posters are to comply with the following:
 - 7.1 The name of the newspaper group, the "special event" and the date of the "special event" must appear on the posters in letters not less than 50mm in height.
 - 7.2 The special event posters may not be displayed more than 7 days before the date of the event and they must be removed within 24 hours after the date of the event shown on the poster.
8. Headline posters and fastenings are to be removed on a daily basis failing which the posters will be removed, at the newspaper groups' expense, in accordance with the standard charges for removal of posters.
9. The Municipality may recover the costs of the removal of unauthorised posters, and the reinstatement of the surface from which such posters were removed, from the person/s responsible for the display of such posters or the newspaper group concerned. These costs will be reviewed annually in terms of the annual Schedule of Tariffs.
10. The Municipality or its agent shall remove any poster displayed in contravention of the abovementioned conditions.
11. Only 200 posters per newspaper group are permitted per day.

12. Any poster not removed on a daily basis or a poster relating to a “special event” by due date referred to in Paragraph 7.2 shall be removed by the Municipality or its agent.
13. The display of unauthorised posters is illegal and the Municipality or its agent will also remove such posters.
14. The Municipality will determine the costs involved for the removal of unauthorised posters by the Municipality from time to time.
15. Application must be made on an annual basis by each newspaper group for permission to display such signs subject to an annual fee per newspaper group / per annum or part thereof.
16. A deposit per newspaper group must be paid annually against which a charge for the removal of any sign which contravenes the Policy will be levied. In the event of the above deposit being exhausted, permission to display such signage is to be withdrawn until a further deposit is submitted to the Municipality.
17. Fees may be updated annually by the Municipality and in accordance with a published schedule of tariffs and charges.

ANNEXURE "10"

ADVERTISING ON BANNERS

Subject to approval in terms of this Policy, the erection and/or display of banners is permitted only in locations approved by the Municipality. In addition:

1. Approval for advertising on banners shall only be granted for a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes or to a function or event relating to a Municipal, Provincial or Parliamentary election or referendum.
2. A fee must be paid for the erection of a banner.
3. Fees may be updated annually by the Municipality and in accordance with a published schedule of tariffs.
4. Only one banner per organisation be allowed per location.
5. Banners be allowed for a maximum period not exceeding 14 days (except for elections and referendum purposes).
6. Only events that are staged within the Buffalo City Municipality area of jurisdiction and those of National and Community interest are to be advertised on banners.
7. The size of a banner will be determined by the Municipality.
8. Banners may not be attached so as to interfere with or constitute a danger to passing pedestrians or vehicular traffic.
9. Banners are not to be affixed to trees, traffic signal poles, electrical or service authority distribution boxes, or other poles which carry road traffic sign, rock, other natural features, street furniture or other Municipal property.
10. Locality bound banners may only be affixed to the premises concerned.
11. Only one locality bound banner will be permitted per premises.

ANNEXURE "11"

POSTERS

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

1. Each person intending to display a poster shall pay to the Municipality a deposit and a non-refundable fee which shall entitle that person to display the said poster for a maximum period of 14 days before the event, or such other time as is stipulated by the Municipality, such fee being determined in accordance with the Municipality's Schedule of Tariffs and charges, published from time to time. No poster shall be displayed without such deposit and fee having been paid.
2. Posters must be removed within 3 days after the date of the event failing which the deposit will be forfeited and the posters may be removed by the Municipality or its agent and the offender being liable for the costs of removing such posters.
3. The display of unauthorised posters is illegal and such posters may also be removed by the Municipality or its agent.
4. The display of posters purely for commercial advertising is not permitted, provided that any poster erected or displayed by a person, for a commercial advantage, which relates to a sport, the arts, or cultural event may be permitted, despite the display of that poster being purely for commercial advertising.
5. Permission be granted only to non-profit organisations.
6. No posters relating to a parliamentary or municipal election, referendum or registration process shall be displayed for longer than the period extending from the beginning of the date of proclamation in the Government Gazette of an upcoming referendum or election to the end of the fourteenth day after the date of such election or referendum.
7. Only registered political parties contesting the elections are permitted to display election posters.
8. No more than an aggregate of 500 posters per function or group of related functions or event may be displayed at any one time (except election posters). 300 Posters per Ward per political party may be displayed for election/referendum purposes.
9. The posters being affixed to the electric lights standards by means of suitable cords. On no account may metal clamps or wire be used for such purposes.
10. The posters being erected above the level of the red, green, yellow and black painted stripes on electricity standards indicating fire hydrants. Posters to be a minimum of 2.2m above the ground and a minimum of 2m below the light fixture.
11. No posters may be erected on electric light standards within 40m of a busy or signalised intersection.

12. No steel or aluminium ladders may be placed against standards on which posters are to be erected.
13. No posters may be affixed to street trees: power line standards, or erected on bridges.
14. No paper posters may be stuck on walls, electricity boxes or on electric light standards, and also no posters may be erected on the Esplanade.
15. Posters may not exceed 900 x 600mm in size. The name of the organisation, the date of the function and the venue must appear on the poster in letter not less than 50mm in height.
16. Only one poster per organization per occasion may be displayed per standard
17. The Municipality may recover the costs of and as a result of the removal of illegal posters, and the reinstatement of the surface from which such posters were removed, from the person/s responsible for the display of such posters.
18. The Municipality or its agent shall remove any poster displayed in contravention of the abovementioned conditions.
19. The Council being absolved from all liability that may arise as a result of the erection and presence of the posters in question.
20. The Municipality shall be entitled, without giving notice to anyone, itself to remove and destroy any poster or advertisement displayed without its permission having been obtained or in contravention of any provision of this section or which has not been removed within the period specified of which constitutes in any respect a contravention of the provisions of this section and the person who displayed, any posters or advertisement or caused permitted or suffered it to be displayed shall be liable to refund to the Municipality the cost to be assessed and deducted by the Municipality from the deposit made, of the said removal and destruction and in addition shall be guilty of an offence.

ANNEXURE "12"

ESTATE AGENT SIGNS

Subject to approval in terms of this Policy, the erection and/or display of estate agent signs is permitted in all areas except natural areas of maximum control. In addition:

1. Estate agent signs may not exceed 600 mm x 450m in size.
2. Under special circumstances application may be made for a larger board, which will be considered on the merit of the particular application.
3. "Sold" / "For Sale" / "To let" signs must be erected flush against the fence/wall of the property failing which they may be erected not more than 1 metre from such boundary unless shrubs prevent this.
4. "Sold" signs may be displayed flush against the fence/wall of the property for a maximum of three weeks only failing which they may be erected not more than 1 metre from such boundary unless shrubs prevent this.
5. No signs indicating anything other than property for sale may be erected or displayed by Estate agents or agencies.
6. No Estate agent sign shall obscure a road traffic sign.
7. No Estate agent sign shall be erected on centre islands.
8. No Estate agent sign shall be erected in such a way that any part of it is closer than 1,5 m from a road verge.
9. No Estate agent signs may be erected on any tarred areas of pavements.
10. Estate agent signs may not be displayed along Scenic Drives and/or on any bridge, public park or public open space.
11. Estate Agent "Show house" directional signs may be displayed only on the day of the show.
12. On each sign, the wording "on show" "Showhouse, Showflat or Showplot" with the Agency's name and directional arrow must be displayed. (directional sign)
13. Only one directional sign per Showhouse/flat/plot may be displayed along any proclaimed main road.
14. Directional signs shall be displayed along main routes only, being the shortest route from a main road to the property.
15. Not more than two estate agent directional signs will be permitted in total per showhouse, showplot or block of flats in which a showflat is on display.

16. Application by each estate agency on an annual basis must be made for permission to display Estate agent signs and approval shall be subject to payment of an annual fee in accordance with the Municipality's Schedule of tariffs and charges published from time to time.
17. A deposit shall be paid per agency against which a charge for the removal of any sign which contravenes the Policy will be levied. In the event of the above deposit being exhausted, permission to display such signage will be withdrawn until a further deposit is paid to the Municipality.
18. Any Estate agent sign unlawfully erected, or in contravention of the provisions of this Annexure, will be subject to a charge by the Municipality, calculated in accordance with the published schedule of tariffs and charges irrespective of whether such sign is removed by the Municipality or not. In the event of the said sign not being removed by the Municipality; photographic evidence of the unlawful sign will be obtained by the Municipality prior to levying the said charge.
19. In addition to 17 and 18 above, the Municipality has the right to remove any Estate Agent Sign unlawfully erected.

ANNEXURE "13"

LOOSE PORTABLE SIGNS

In terms of this Policy, the erection and/or display of loose portable signs on public walkways, public spaces or pavements is prohibited. This will include "sandwich" boards, rotating or "spinning" boards, flags or similar fabric sign.

ANNEXURE "14

AERIAL SIGNS (Balloons, Kites etc.)

Subject to approval in terms of this Policy, the erection and/or display of aerial signs is permitted only in urban areas of partial or minimum control on condition that they also comply with the following conditions:

1. No aerial signs affixed to any building or structure shall be flown at a height of more than 45m from the surface measured from ground level.
2. Aerial signs must not be flown above a public road.
3. Permission be sought from the Department of Civil Aviation.
4. Balloons or any other aerial sign must be located at least 100m away from any arterial route or 500m away from any airport flight path.
5. An indemnity acceptable to Council being provided by the applicant.
6. Two (2) anchor ropes.
7. Metal strips incorporated in the body so that it will be visible on radar.
8. To be flown during official daylight hours only.
9. To be temporary of nature, and erected for periods not exceeding 1 week.

ANNEXURE "15

TRANSIT ADVERTISING

Subject to approval in terms of this Policy, the erection and/or display of transit advertising signs is permitted only in urban areas of partial or minimum control. In addition:

1. The parking of a transit advertising sign which is visible from a public road or a public place for the purpose of third-party advertising is prohibited.
2. Transit advertising signs parked on private property for the purposes of storage shall be positioned in such a manner as not to be visible from a street or public place.
3. The advertising panel or portion of the vehicle used for transit advertising shall not exceed a cumulative total of 18m² in areas of partial control, which size may be increased to a maximum size of 36m² in areas of minimum control.
4. Notwithstanding any provisions of this Policy, the Municipality or its authorized agent may without prior notice carry out the removal of any unauthorized transit advertising sign from Municipal property, and, in the case of unauthorized transit advertising on private property, the Municipality or its authorized agent may serve a notice calling for removal in terms of this Policy.

ANNEXURE"16

SIGNS ON MUNICIPAL LAND/BUILDINGS

Other than as is set out hereinbelow, no signs other than locality bound signs, temporary signs including, estate agents signs, newspaper headline posters and posters (the erection of which must comply with the appropriate annexures pertinent thereto) shall be erected on Municipal owned land.

A. COMMERCIALY SPONSORED SIGNS

1. Notwithstanding the area of control within which it is proposed to erect a commercially sponsored sign on municipal land, and subject to compliance with all other provisions of this Policy, the Municipality may consider a commercially sponsored sign for approval, subject to the following:
 - 1.1 Public or community needs or goals shall be identified by the Municipality and/or adopted by it and if such needs can be addressed either entirely or in part by the granting of concessions to particular persons for the erection of commercially sponsored signs, the Municipality shall be entitled to call for proposals or counter proposals for such public or community needs or goals and the related advertising opportunities.
 - 1.2 In order to identify such public or community needs or goals, the relevant Municipal department and other interested authorities will be consulted prior to proposals being invited, so as to establish conditions, criteria and constraints in respect of such advertising.
 - 1.3 The Procurement Policy will be applied and the extent of involvement of previous disadvantaged persons, small businesses, job creation and empowerment will be considered in any proposal.
 - 1.4 Any proposal will be evaluated based on the requirements of the Policy and *inter alia* on the best public or community benefit offered, the design contribution, the creativity and public safety and the adherence to the principals and/or stipulations in the Policy as opposed to the largest advertising opportunity and/or financial gain. In addition, the permanence of the contribution to the public or community goal or need will be taken into account, as will the recovery cost over the period of the erection of the sign.
 - 1.5 The relevant municipal departments shall jointly evaluate the proposal and approval will be given when such evaluation process is complete.
 - 1.6 The Municipality, as landowner, reserves the right not to proceed with any proposal prior to final approval thereof and the call for invitations for proposals in any respect shall not be regarded as decision by the Municipality to proceed with the erection of a sign in respect of a specific site.

- 1.7 Once accepted, any sign to be erected in terms of this schedule must be the subject matter of a written agreement between the Municipality as landowner and the person responsible for the erection of the sign which agreement will contain the rights and obligations of both parties but which will not derogate from any of the obligations on either party in terms of this Policy. No sign may be erected or displayed in terms of this schedule until such agreement has been concluded and signed.

B. SPONSORED SIGNS

2. Notwithstanding the area of control within which it is proposed to erect such a sign on Municipal owned land and subject to compliance with all other provisions of the Policy, the Municipality may consider a sponsored sign for approval on condition that:
- 2.1 In the application to be submitted in terms of Section 2 of this Policy, written details are delivered clearly indicating the recognized public or community goal which will be promoted by the erection and/or display of the proposed sign.
- 2.2 Signs with a political content will not be permitted.
- 2.3 No more than 5% of the total surface of the sign is used for third party advertising.
- 2.4 The maximum size of any such sign is 6m x 3m provided in the event of a V-shaped sign being proposed, its maximum size will not exceed two panels of 6m x 3m each.
- 2.5 Applications for billboards to be erected in terms of this section must comply with the requirements as set out in Annexure 2.
- 2.6 No sign erected in terms of this clause shall be located within 5m of a property's boundary lines.

C. NON-PROFIT SIGNS

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

ANNEXURE "17"

SIGNS ERECTED BY OR FOR THE BENEFIT OF NON-PROFIT BODIES

1. Notwithstanding the area of control within which it is proposed to erect a sign by or for the benefit of a non-profit body, and subject to compliance with all other provisions of this Policy, the Municipality may consider such a sign for approval subject to the following:
 - 1.1 In the application to be submitted in terms of Section 2 of this Policy, written details from the host non-profit body regarding the nature and extent of the support to be received from the erection or display of the sign must be delivered to the Municipality together with the other information set out in Section 2 of the Policy.
 - 1.2 The extent of involvement of previous disadvantaged communities, small businesses, job creation and empowerment will be considered in any proposal.
 - 1.3 Any proposal will be evaluated based on the requirements of the Policy and the public or community goal benefit which is being met, the design contribution, the creativity and public safety and the adherence to the principals and/or stipulations in the Policy as opposed to the largest advertising opportunity and/or financial gain. In addition, the permanence of the contribution to the goal of the non-profit body will be taken into account.
 - 1.4 In the event of it being proposed that the said sign will be erected on municipal land;
 - 1.4.1 the relevant municipal departments shall jointly evaluate the proposal and approval will be given when such evaluation process is complete.
 - 1.4.2 The municipality as landowner reserves the right not to proceed with any proposal prior to final approval thereof;
 - 1.4.3 If accepted, any such sign to be erected in terms of this Schedule, on municipal land must be the subject of a written agreement between the Municipality, the person responsible for the erection of the sign and the non-profit body which agreement contains the rights and obligations of all parties but which will not derogate from any of the obligations on any party in terms of this Policy. No such sign may be erected until such an agreement has been concluded and a copy delivered to the Director of Development Planning.
2. In addition the following conditions will apply:
 - 2.1 Signs with a political content will not be permitted.
 - 2.2 The maximum size of any such sign is 6m x 3m provided in the event of a V-shaped sign being proposed, its maximum size will not exceed two panels of 6m x 3m each.

- 2.3 Applications for billboards to be erected in terms of this section must comply with the requirements as set out in Schedule 2.
- 2.4 No sign erected in terms of this clause shall be located within 5m of a property's boundary lines.
- 2.5 The name of the non-profit body must be displayed prominently along the top width of the sign with a maximum 300mm lettering height.
- 2.6 A public participation process has been held with all parties to be affected by the erection and/or display of such sign.
- 2.7 The Municipality may require submission of an environmental impact assessment and/or traffic impact assessment and/or heritage impact assessment in accordance with its guidelines thereon.
- 2.8 No more than two individual signs of 6m x 3m each shall be permitted, or alternatively one V-shaped sign with a maximum size of two panels of 6m x 3m each on any one property. In addition, only one sign per street frontage will be permitted.

ANNEXURE "18"

SIGNS ON BRIDGES, TOWERS, TELECOMMUNICATION MASTS OR PYLONS

In terms of this Policy, the erection and/or display of signs on bridges, towers, telecommunication masts or pylons is prohibited. This will include loose banners.

ANNEXURE "19"

PERMANENT LAMP POST POSTERS

Subject to approval in terms of this Policy, the erection and/or display of permanent lamp post posters is permitted only in areas approved by the Municipality on condition that they also comply with the following conditions:

1. The posters being affixed only to the electric lights standards.
2. No steel or aluminum ladders may be placed against standards when erecting the posters.
3. Posters may not exceed 900mm x 600mm in size.
4. Posters may only be erected at an interval of 2 standards.
5. Only one poster may be displayed per standard.
6. Posters to be a minimum of 2.4m above ground level and a minimum of 2m below the light fixture.
7. Illumination of posters is prohibited.
8. The placement of permanent lamp posts posters (street pole signs) will be acquired in terms of Council's procurement policy.

ANNEXURE "20"

ILLUMINATED STREET SIGNS

Subject to approval in terms of this Policy, the erection and/or display of illuminated street signs is permitted on condition that they also comply with the following conditions:

1. Illuminated street names and advertising signs may only be erected at intersections with a maximum of two illuminated signs per intersection at opposite corners thereof.
2. The advertising section of the sign may not exceed 1,033m x 1,585m.
3. The street name section must be below the advertising section but not lower than 300mm from the advertising section.
4. The total height of the sign may not exceed 5,000m.
5. The degree of intensity of both parts of the sign must be equal.
6. The street name shall be black letters on a yellow background.
7. The letters and numbers may not be smaller than 100mm high. The street name letters shall be in standard capital letters.
8. The sign may not flash.
9. The sign may not bear an illustration but may bear a logo and an arrow indicating of an undertaking in the adjoining side street but not in the direction of the main road. Distance may not be indicated.
10. A maximum of 5 words in 3 rows plus a logo are permitted, however telephone numbers or distances are not permitted.
11. The placement of illuminated street signs will be acquired in terms of Council's Procurement Policy.

ANNEXURE "21"

SIGNS AT SCHOOLS, SPORTS CLUBS AND INSTITUTIONS IN RESIDENTIAL AREAS

Subject to approval in terms of this Policy, the erection and/or display of advertising boards at schools, sports clubs and institutions in residential areas is permitted on condition that they also comply with the following conditions: -

1. Not more than 10 boards with a maximum size of 2.5m x 1.25m may be erected.
2. Advertising boards must be at least 5m inside the boundary adjoining proclaimed main roads.
3. Where more than 1 advertising board is erected and/or displayed, the advertising boards must be of the same size, depth and height.
4. Written consent must be obtained from every resident in the street facing the signage.
5. Only one advertising board per advertiser is allowed per each institution.

ANNEXURE "22"

**SIGNS ADVERTISING A PRODUCT AND/OR SERVICE NOT AVAILABLE ON A
PROPERTY**

Except in the case of sports clubs, schools and institutions, in terms of this Policy the erection and/or display of an advertising sign that advertises a product and/or service not regularly (normal working hours) available on a property is prohibited.

ANNEXURE "23"

SUBURBAN ADVERTISING SIGNS

Subject to approval in terms of this policy, the erection and/or display of suburban advertising signs is permitted only in urban areas of maximum, partial and minimum control. In addition:-

1. The sign shall be rectangular, 400mm high and equal to the length of the suburb name sign. The advertisement shall be smaller and less conspicuous than the suburb name sign
2. Suburban Advertising signs are permitted within the road reserves of all proclaimed main roads other than freeways.
3. No colours that may, in the opinion of the road authority, cause confusion with road traffic signs, shall be used.
4. The principal area (background) of the advertising sign shall not be reflective or fluorescent.
5. No illumination or animation shall be permitted.
6. The placement of suburban advertising signs will be acquired in terms of Council's procurement policy.

ANNEXURE"24"

LITTER BIN ADVERTISING SIGNS

Subject to approval in terms of this policy, the erection and/or display of litter bins and litter bin advertising signs is permitted only in urban areas of maximum, partial and minimum control. In addition:-

1. The litter bins are to have a nominal capacity of 100 litres.
2. The litter bins must be manufactured from low density polyethylene, or other suitable material (full details to be supplied with tender). The material must contain a UV stabilising agent that approves its resistance to deterioration when exposed to sunlight. The construction of the litter bin shall be such that it comprises of an inner and outer skin, both of which are smooth and non-porous.
3. The top of the bin shall be open, with provision of a rim for refuse bag to be pulled over.
4. The base shall be of such a design that it ensures a firm footing for the bin. It is to be filled with concrete or any suitable material which will prevent it from blowing over on windy days.
5. A litter bin may not be displayed in a residential area.
6. Litter bins may not be used or positioned for the primary or sole purpose of advertising.
7. Litter bins may not be placed in such a way as to obstruct any pedestrian movement.
8. Litter bins may not be less than 100 metres apart.
9. Litter bins may not be positioned on street corners.
10. Litter bin advertising must be directed to pedestrians and not to vehicular traffic.
11. The placement of litter bins and litter bins advertising signs will be acquired in terms of Council's procurement policy.

Issued by Advertising Signage Controller
February 2010-08-16
Release No 1

CLASSIFICATION

| | | |
|---------------------------|------------|-------------------|
| Governance | 1.0 | Governance |
| Sub classification | NA | None |

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|---------------------------------------|--|
| Title | Advertising Signage Policy |
| File Number | 10/2/1/P |
| Related Policies or Procedures | Outdoor Advertising by-law |
| Responsible Officer | Advertising Signage Controller (Mr Mbewu Mbolekwa): Development Planning |
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