

Advertising Policy for EMFULENI LOCAL MUNICIPALITY

Draft

November 2009

**EMFULENI LOCAL MUNICIPALITY
ADVERTISING POLICY**

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1 SECTION A

1.1 Introduction

- a. In an effort to contribute towards local economic development, EMFULENI LOCAL MUNICIPALITY has developed an outdoor advertising policy. It is envisaged that through this policy, ELM, Business and other relevant stakeholders will be able to enter into clear and mutual advertising agreements that should benefit both Business and ELM.
- b. Furthermore, the policy should be guided by the guidelines contained in the South African Manual for Outdoor Advertising Control (SAMOAC) developed by the Department of Environmental Affairs and Tourism (DEAT). Since the SAMOAC document presents only a framework, EMFULENI LOCAL MUNICIPALITY will therefore need to adapt this manual to suit its present requirements
- c. The policy may be and could be amended from time to time as the need arises.

1.2 Purpose of the Policy

The purpose of this policy is to regulate outdoor advertisement,

- a. By providing for the uniform assessment of all applications which are made to the Municipality for permission to proceed with various forms of outdoor advertising;
- b. By providing for the management of all those forms of outdoor advertising which fall under the jurisdiction of the Municipality;
- c. To assist in preparing guidelines for decision making with regard to outdoor advertising.

1.3 Applicability

This policy shall be applicable to all the areas under the jurisdiction of the EMFULENI LOCAL MUNICIPALITY, and any entity or person who wants to erect any sign or form of outdoor advertising within Emfuleni should adhere to the requirements set out in the policy.

1.4 Definition of Outdoor Advertising

- a. Advertising is defined as the act or process of notifying, warning, informing or generally making known. In other words, the term refers to information transfer in a visible manner. Outdoor advertising is traditionally associated with large billboards and posters advertising products and services. However, in its broadest interpretation, outdoor advertising includes all advertising signs erected and displayed out of doors for the purpose of providing information from smaller beware of the dog signs on garden gates

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to the more familiar giant billboards that advertise commercial products.

- b. Outdoor advertising is furthermore not restricted to the advertising of products and services. The information can be communicated via painted, printed, projected or incised surfaces and can be internally or externally illuminated. Advertisements can be animated, including flashing signs, tri-visions, electronics and fibre optics. Banners, flags and bunting are also regarded as advertising. Advertising signs may be on buildings, fascias, windows, walls or roofs or on structures such as towers, pylons or bridges. Freestanding advertising signs may be on frames or poles. For the purpose of this Policy the broadest interpretation of outdoor advertising will apply
- c. The SAMOAC interpretation of the term “outdoor advertising” is appropriate for the purposes of this Policy and Code of Practice: “Outdoor advertising can therefore be referred to as any sign, model, placard, board, notice, billboard, poster, flag, banner, bunting, light display, device, structure or representation employed outdoors wholly or partially to –
- d. Advertise a facility, business, service or product that is available to the public (information on products and services); or
- e. Make known an organisation’s or individual’s opinion, grievance or protest; or
- f. Provide information on localities and activities”
- g. All signs, varying in size from large billboards to small placards and poster, which are erected or displayed out-of-doors for the purpose of providing information, are included in the scope of the definition

1.5 Scope of the Policy

- a. This policy shall be applicable to all the areas under the jurisdiction of the EMFULENI LOCAL MUNICIPALITY. Any entity or person who wants to erect any advertising sign or form of outdoor advertising that falls under this policy should adhere to the requirements set out in the policy.
- b. The policy is restricted to advertising signs visible from any street, road or public place and does not apply to advertising signs erected inside premises and not visible from the outside; i.e. inside sports stadia or in a shopping arcade and neither visible from the outside nor aimed at road users. Other exemptions are dealt with under the classifications for the various types of signs

1.6 Objective of the Policy

The objective of the policy is to promote a sense of pride within the community, promote conservation, secure ecologically sustainable development while promoting economical and social development locally.

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1.7 Vision of Outdoor Advertising

The vision of EMFULENI LOCAL MUNICIPALITY is to become a developmental municipality that continuously improves the quality of life of its residents. In contributing towards this vision, EMFULENI LOCAL MUNICIPALITY has proposed the following as the vision for outdoor advertising:

- a. That the beneficial aspects of the existing natural and man-made urban environment are conserved;
- b. That the constitutional rights of all stakeholders are protected and economic development is fostered
- c. Ensure transparency and accountability in the regulation of outdoor advertising at local government level
- d. Provide opportunities for outdoor advertising in the municipal area in order to promote local economic development.
- e. Minimise and/or limit any negative impact on:
 - i. tourism resources,
 - ii. human living environment
 - iii. natural environment and
 - iv. traffic safety.

1.8 The SAMOAC Model

The organizing framework of this policy is based on the SAMOAC model which synthesizes the process of advertising by means of:

- a. Classification;
- b. Evaluation; and
- c. Control.

1.8.1 Classification

Classification is broken down into three areas namely type of landscape, type of sign and area of control. The basic character of the landscape will affect the degree of control for that area which in turn will give an indication of the type of sign that will be permitted.

1.8.1.1 Type of Landscape

This classification gives a basic indication of the landscape sensitivity and forms the broad framework for spatial classification of natural, rural or urban landscapes.

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1.8.1.2 Type of Sign

- a. SAMOAC provides an extensive list of all outdoor advertising sign types indicating the appropriate opportunity for each sign type based on its visual impact, proposed function and basic necessity and it also attaches specific conditions to such opportunities. The sign types are classified in five groups namely.
 - i. Billboards and other high impact free-standing signs;
 - ii. Posters, general signs and temporary advertisements;
 - iii. Signs on buildings, structures and premises;
 - iv. Signs for the tourist and traveller; and
 - v. Mobile signs.

- b. These classifications together with their descriptions, performance standards and other conditions and principles for control, are to be used as a guideline and are to be supported by the Advertising Signage Bylaws. In cases where signs do not fit into one of these specific classifications, the Council may have to adapt these guidelines and use discretion to accommodate such signs.

1.8.1.3 Area of Control

The area of control reflects the degree of control to be applied to a certain landscape or part thereof which is a refinement of the basic sensitivity of a landscape. Traffic safety conditions are also a criterion for sensitivity rating of areas of control. There are three basic areas of control namely,

- a. Areas of maximum control;
- b. Areas of partial control; and
- c. Areas of minimum control.

1.8.2 Evaluation

- a. The potential for outdoor advertising is determined by linking areas of control (degree of sensitivity and control) with landscape type (sensitivity) and sign type (impact).
- b. This process facilitates the establishment of actual advertising opportunities and constraints that in turn facilitates the implementation of specific control measures within these boundaries.

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1.8.3 Control

The different sign types will require varied permission in terms of specific or deemed consent and this will be imposed by means of general and specific conditions & requirements. The principles that are to be established in this document, as “Guidelines for Control” should be applied in terms of the Advertising Signage Policy.

1.9 Legislative Requirement

The following legislation is relevant for the application of this policy:

- a. South African National Roads Agency Limited and National Roads Act, 1998 (Act No. 7 of 1998);
- b. Road Traffic Act, 1989 (Act No. 29 of 1989);
- c. Gauteng Transport Infrastructure Act, 2001 (Act No. 8 of 2001);
- d. Gauteng Removal of Restrictions Act, 1998 (Act No. 3 of 1996);
- e. Local Government Affairs Act, 1998 (Act 10 of 1998), Section 7(1), 7(2)(a), 11, 12 and 13(a);
- f. Local Government Municipal Systems Act, 2000 (Act No. 32 of 2000), Section 7(6) / 11(3);
- g. Local Government Ordinance, Ordinance 17 of 1939: Section 101 / 80B(3) and (8);
- h. Local Government Transitional Act, Second Amendment, 1996 (Act No. 97 of 1996), Section 10G(7)(e) and
- i. Schools Act, 1996 (Act No. 84 of 1996).

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2 SECTION B: GENERAL CONDITIONS AND PRINCIPLES OF CONTROL

2.1 Definitions and Terms

The clear interpretation of the by-laws and the policy, as well as decisions made by the Council when evaluating proposals for outdoor advertising, will require concise and unambiguous definitions of all words and expressions contained therein. The following words and expressions shall have the meanings respectively assigned to them hereunder:

“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 Policy” means the Policy on Outdoor Advertising as adopted by the Council of the EMFULENI LOCAL MUNICIPALITY, 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

“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”(For the purpose of Locality Bound Advertising) 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.

“Applicant” (For the purpose of Non Locality Bound Advertising) means the registered owner of the property.

“Application” in relation to advertising sign/s may include all proposed advertising signs

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“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 Emfuleni Local Municipality 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 and set out as maximum, partial or minimum control in the Council’s Policy on Outdoor Advertising, in accordance with the visual sensitivity of the area and traffic safety conditions

“Billboard” means any screen, board, hoarding, fence, wall or free standing structures used or intended to be used for the purpose of posting, displaying or exhibiting any remote advertisement

“Bill-sticking” means any advertisement including 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 Council of the EMFULENI LOCAL MUNICIPALITY as reflected in current legislation, or its legal successor, or any officer employed by the Council, or any committee designated by the Council, acting by virtue of a delegated authority vested in him/her or it by the Council in connection with this Policy

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

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“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 in the policy for the display of various types of advertising signs as amended from time to time

“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 or portion of a sign which extends over Council property

“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 that land, premises, development or other fixed properties are for sale or to let

“Flag” means an advertisement or sign displayed on a cloth, canvas, PVC or like material which is attached to a staff with no rigid fixings

“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 structure

“Gore” means the point at which the left edge of the main road meets with the right edge of an on-ramp or off-ramp at an interchange.

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

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“Illuminated Advertisement” means an advertisement which is illuminated, by any means whatsoever with electrical current or is otherwise made luminous

“Locality-Bound Sign” means a sign displayed on a specific premises or site, which refers to an activity, product or service located on the premises or site

“Non Locality-Bound Sign” means that the content of such advertisement is unrelated to any activity, product or service being undertaken on the premises or site on which such advertisement is displayed

“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, which has obtained the relevant certificate from National Government

“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

“Overall height” in relation to a sign, means the vertical distance between the uppermost edge of the sign and the natural ground level

“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” means any placard intended to be temporarily displayed in a street or public place as an announcement of a meeting, function or event

“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

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

“Public Place” includes all property, whether movable or immovable, which is owned by, vests in or is under the control of the Municipality, Local or National Government and to which 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

“Roof sign” means a sign on the roof of a building lower than fifteen floors and which building is used for commercial, office, industrial or entertainment purposes

“SAMOAC” is the South African Manual for Outdoor Advertising Control, a national guideline document compiled and published in 1998 by the Department of Environmental Affairs and Tourism, and as amended from time to time

“Sign” means any signboard, structure, device or anything 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 on top of a skyscraper building higher than fifteen floors located within the city and which forms an important landmark

“Specific consent” means the written approval of the Council and any other relevant Provincial or National Government which requires a submission of a formal application

“Street furniture” means public facilities and structures which are not intended primarily for but can accommodate 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

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“Street name signs” means any sign or advertisement displayed in combination with street naming

“Temporary sign” means any sign or advertisement displayed for a temporary period at the discretion of the Municipality

“Tri-vision” means a display, which through the use of a triangular or 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 verandah

“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

“Yellow line break point” means the point at which the yellow left edge line on the main road meets with the continuity line at an on-ramp or off-ramp at an interchange

“Zone” means the land use zone as defined in the EMFULENI LOCAL MUNICIPALITY’s Town Planning division in course of preparation

2.2 Design & Construction, Position of Site

a. Any sign;

- i. shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY be neatly and properly constructed and executed and finished in a workmanlike manner in accordance to the National Building Regulations and Building Standards Act 103 of 1977;
- ii. shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY not be detrimental to or have a negative aesthetic impact on the urban design, streetscapes or the character of the surrounding area by way of the design of the structure or device;
- iii. must be displayed in places or in such a manner that it could, in the opinion of the EMFULENI LOCAL MUNICIPALITY, not be detrimental to the amenity of the neighbourhood or disfigure the surroundings;
- iv. shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY have a neat appearance and shall consist of durable materials in accordance with the function, nature and permanence of the advertisement, sign or structure and

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materials such as cloth, canvas, cardboard, paper or synthetic cardboard should be used only when essential to the nature and function of a particular sign;

- v. shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY not deface building facades with electrical services provisions and other accessories;
 - vi. shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY be rigidly and securely attached, supported or anchored in a safe manner and so that unwanted movement in any direction is prevented;
 - vii. shall be capable of effectively securing, supporting and maintaining not less than twice its mass with the addition of any force to which the sign may be subjected, including wind pressure,
 - viii. shall wherever necessary in accordance with the nature of the sign and when attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in such brickwork, masonry or concrete or passing through the same and secured on the opposite side;
 - ix. shall, when attached to conserved buildings, be attached with the necessary expert advice in order to prevent damage to such buildings; and
 - x. be constructed and located at a height that discourage vandalism.
- b. Any advertiser or contractor
- i. shall not use water-soluble adhesive, adhesive tape or similar material to display or secure any sign or advertisement elsewhere than on a billboard, board or any structure provided for this purpose shall have all exposed metalwork of any sign painted or otherwise treated to prevent corrosion and all timber treated to prevent decay; and
 - ii. shall have measures taken to prevent the entry of water into and the accumulation of water or moisture on or in any advertising sign or any part of its supporting framework, brackets or other members.
- c. No person shall, in the course of erecting or removing any advertising sign, advertisement structure or device, cause damage to any tree, electrical standard or service or other public installation or property.
- d. If an advertising sign contains glass, it should adhere to the following:
- i. all glass used in advertising signs (other than glass tubing in neon and similar advertising signs) shall be safety glass at least 3 mm thick; and
 - ii. glass panels used in advertising signs shall not exceed 0,900 m² in area, each panel being securely fixed in the body of the advertising sign, structure or device independently of all other panel.
- e. Before any advertising structure is erected, it must be considered by the EMFULENI LOCAL MUNICIPALITY, whether the advertisement is suitably positioned and orientated.

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- f. No advertisement may—
- i. obstruct any window or opening provided for the ventilation of a building or obstruct any stairway or doorway or other means of exit from a building or prevent the movement of persons from one part of a roof to another part; or obstruct any fire escape or the means of egress to a fire escape;
 - ii. be painted on any fence or boundary wall in an area of maximum or partial control;
 - iii. be higher than the height restriction in terms of the relevant Town Planning Scheme as amended from time to time unless a relaxation has been obtained in terms of such Town Planning Scheme;
 - iv. encroach on the building restriction area unless a relaxation has been obtained in terms of the relevant Town Planning Scheme as amended from time to time;
 - v. exceed the minimum clearance with regard to overhead power lines as prescribed in regulations 15 of the Electrical Machinery Regulations (No R1593 in GG11458 of 12 August 1988). (Permission must be obtained from the relevant supply authority before any advertising structure may be erected in a power line servitude); and
 - vi. unreasonably obscure, partially or wholly, any sign owned by another person previously legally erected and legally displayed.
- g. On specific higher order roads, as identified by the EMFULENI LOCAL MUNICIPALITY, no advertisement may be situated closer than:
- i. five metres from a road reserve boundary;
 - ii. if the advertisement exceeds five metres in height, a distance from the road reserve boundary equal to the height of the advertisement; and
 - iii. or at a position as indicated by the EMFULENI LOCAL MUNICIPALITY.
 - iv. If required by the EMFULENI LOCAL MUNICIPALITY, the structural design of an advertising structure shall be certified by a professional structural engineer with relevant experience

2.3 Maintenance

- a. The owner and/or applicant shall jointly execute, finish and maintain such advertisement or sign and its supporting framework in a state of good repair, both structurally and aesthetically
- b. Should any advertisement or sign become dangerous, unsightly or a nuisance, the person/s referred to in section 8.1 shall remove the source of danger, unsightliness or

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nuisance within the time frame specified by Council and failure to do so will constitute an offence and render such person liable for prosecution.

- c. The delegated officials of Council shall be entitled to enter upon any premises for the purpose of carrying out inspections in terms of the Bylaws and the owner/s and/or applicant/s shall act in a co-operative manner with the said officials of Council in this regard.
- d. Every sign and its supporting structure shall be painted, treated against corrosion and cleaned regularly to prevent them from becoming unsightly.
- e. 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.

2.4 Content, Amenity and Decency

- a. Advertising signs shall not be detrimental to the environment or to the amenity of a human living environment by reason of size, shape, colour, texture, intensity of illumination, quality of design or materials or for any other reason;
- b. Advertisements positioned along roads and specifically targeting the road user shall be concise and legible and shall comply with the following requirements:
- c. Bit values shall be calculated as follows per element of an advertisement:

Words of up to eight letters, inclusive	1,0 bit
Words of more than eight letters	2,0 bits
Words such as “a, the, than, and, an”	0,25 bits
Numbers of up to four digits, inclusive	0,5 bits
Numbers of five to ten digits	1,5 bits
Symbol, logo or graphic < 9m ²	0,5 bit
Symbol, logo or graphic between 9m ² and 18m ²	1,0 bit
Symbol, logo or graphic between 18m ² and 27m ²	1,5 bits
Symbol, logo or graphic >27m ²	2,0 bits

- d. Class 1 (Billboard) signs, as well as any other sign where the same criteria as for billboards will be applicable, e.g. such as for large tower, bridge and pylon signs, the number of bits and size of the text should adhere to the following:

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Speed of the road	Bits allowable	Minimum size and height of letters
0≤60	15	150mm
61 – 80	12	250mm
>80	10	350mm

- e. For all other type of advertisement signs, the text size should be a minimum of 50mm high, and should be considered by the EMFULENI LOCAL MUNICIPALITY for readability before it can be approved. Street numbers indicating specific premises shall have a minimum size of 150 mm and a maximum size of 350 mm.
- f. A sign shall have a neat appearance in terms of advertisement content and sign writing, and shall not contain untidy handwritten messages.
- g. No message may be spread across more than one advertisement, sign or sign panel.
- h. Numbers longer than ten digits are not allowed.
- i. No advertisement shall:
 - i. in the opinion of the roads authority contain an element which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;
 - ii. be erected in view of signalised intersections which display the colours red, yellow or green if such colours will constitute a road safety hazard;
 - iii. refer to a price or change in price of merchandise except in a shop window or on the article itself;
- j. No advertisement shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY be in its content objectionable, indecent or suggestive of indecency or prejudicial to the public morals; or be in conflict with the guidelines or standards laid down from time to time by the Advertising Standards Authority (ASA), or any similar body recognised as representing the industry.
- k. Before any advertisement is erected, it must be considered by the EMFULENI LOCAL MUNICIPALITY, whether:
 - i. the size of the advertisement, or any portion thereof by way of its colour, letter size, symbol, logo, graphics or illumination, will result in the advertisement having a distracting effect on the attention of drivers of vehicles to the task of driving and lead to unsafe driving conditions;
 - ii. the colour, or combination of colours, contained in the advertisement correspond with the colours or combinations of colours specified for road traffic signs in the regulations promulgated under the National Road Traffic Act

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- iii. the portrayal of a road traffic sign in the content of an advertisement will constitute a road safety hazard and could be mistaken to represent a road traffic sign;
- iv. the amount of information contained in the advertisement, measured in bits, is within prescribed limits.

2.5 Safety

- a. Position of signs shall conform with the Regulations and requirements of the Road Traffic Ordinance and the Road Traffic Act, as amended or legally succeeded, and the Advertising Signage Bylaws/Policy as amended and with any other law or safety requirement to ensure that signs do not constitute a traffic hazard in any way or obscure or interfere with any road traffic sign or signal;
- b. Advertising signs shall not to be placed or contain an element which constitutes a danger or nuisance to any person/s or property whether by way of distraction, obstruction, interference with- or obscure any traffic signs or signals, inhibit or obstruct a pedestrian or drivers' visibility, light nuisances or otherwise;
- c. Extent of illumination of advertising signs shall not cause discomfort to or inhibit the vision of approaching pedestrians or drivers;
- d. Signs or advertisements positioned along roads and specifically targeting the roads user shall be concise and legible, contain minimal text and shall comply with the safety principles and guidelines for control of "bits" and size of information in terms of SAMOAC.
- e. Advertising signs shall conform to SAMOAC's safety conditions and principles.

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2.6 Position and Traffic Considerations

- a. Advertising signs shall comply with SAMOAC in terms of their position.
- b. Advertising signs shall not to be positioned on a road island or road median – with the exception of street name advertisements - class 2(e).
- c. Advertising signs shall not be suspended across a road with the exception of signs permitted on bridges across certain urban roads other than freeways/highways – exception of advertising on towers, bridges and pylons - class 3(l) as well as banners suspended across urban roads other than freeways and as part of a street scaping project - banners and flags - class 2(b);
- d. Advertising signs shall not be erected within or suspended above a road reserve or within the limited use area outside the road reserve boundary or freeways, see Figure 7, with the following exceptions:
 - i. Sponsored road traffic projects - class 4(a), tourism signs - class 4(c) and vehicular advertising - class 5(b) may be allowed within all roads reserves;
 - ii. Temporary advertisements (project boards) - class 2(d)(iv) signs that concern road construction may be allowed within all roads reserves;
 - iii. Large posters and advertisements on street furniture - class 2(a), banners and flags - class 2(b), suburban ads - class 2(c), projecting signs - class 3(d), veranda, balcony, canopy and underawning signs - class 3(e) and functional advertisements by public bodies - class 4(d) may be allowed within all urban road reserves other than freeways;
 - iv. Temporary advertisements (pavement posters and notices) - class 2(d)(iii) and street name advertisements - class 2(e) as well as signs on bridges - class 3(l) may be allowed within urban road reserves other than freeways but only in urban areas of minimum and partial control;
 - v. Neighbourhood watch and similar schemes - class 2(f) signs may be allowed within road reserves other than freeways in urban, rural, and natural environments;
 - vi. Flat signs - class 3(c), projecting signs - class 3(d) and veranda, balcony and underawning signs - class 3(e) may be allowed within the limited use area along freeways if the main building housing an enterprise is within 50m from road reserve boundary of a freeway and if there is no other appropriate means of indicating that particular enterprise facing another public road carrying through passing traffic;
- e. Advertising Restrictions on Urban Freeways – Within visual zones the Council may, after an EIA process, identify areas in which relaxation may be allowed to change the area of control of such visual zone, and in such instances, the Council may also stipulate any terms and conditions it deems fit.

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- f. Advertising signs shall not be permitted within a restricted area at urban street corners, see Figure 8, with the exception of sign types temporary window signs - class 2(d)(v), street name advertisements - class 2(e), flat signs - class 3(c), projecting signs - class 3(d), veranda, balcony and underawning signs - class 3(e), window signs - class 3(g) and signs incorporated in the fabric of a building - class 3(h), and illuminated signs within restricted areas at signalised street corners, see Figure 9 shall have a clear height of at least 6m if such signs contain the colours red, green or amber.
- g. Advertising signs shall comply with SAMOAC in terms of their position.

2.7 Electrical, Fire Requirements and Illumination

- a. 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 Bylaws and the Code of Practice for the wiring of premises in accordance with the SABS or applicable legislation / regulations and shall comply with SABS 0400-1990(TT 15.2).
- b. Every electronic and illuminated advertising sign in which electricity is used shall have power cables and conduits containing electrical conductors positioned and fixed so that they are not unsightly and must be provided with an external fireman's switch in an accessible position and at a height of at least 3m from the ground whereby the electricity supply to the advertisement may be switched off.
- c. Premises having flammable liquids shall comply with SABS 0108.

2.8 Environmental

- a. Position, size, design, construction and content of signs shall take cognisance of high quality, historically and environmentally sensitive, greenbelt and open space areas;
- b. Advertising signs shall be satisfactorily integrated into the environment to ensure that its tourism and development potential is characterized by a high standard of user-friendly signage.

2.9 Aesthetic

- a. Position, size, design, construction and content of signs shall comply with the Advertising Signage Policy as amended;
- b. Advertising signs shall not be detrimental to the built or natural environment or to visually impair amenities, detract from buildings, natural features or areas and shall be harmonious with existing areas; Specific attention will be given to the proper development of advertising for historical sites and conservation-worthy sites and buildings;

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- c. Signs shall not be detrimental to or have a negative aesthetic impact on the urban design, streetscape or the character of the surrounding area by way of the design of any structure;
- d. Advertising signs displayed in the environment shall be aesthetically pleasing and suitably placed at appropriate sites with an uncluttered effect;
- e. Advertising signs shall be constructed, executed and finished in an appropriate manner to have a neat appearance in terms of the structure and content; and which sign shall consist of durable materials suitable for the function, nature and permanence of the advertisement, sign or structure;
- f. Advertising signs shall conform to SAMOAC's conditions and principles in terms of position, design and construction requirements.

2.10 Areas of Control

- a. The policy differentiates between degrees of control according to the sensitivity of the environment. Natural and rural landscapes are defined as areas of maximum control due to their sensitivity and visual impact. Urban landscapes are defined in terms of all three areas of control owing to the varying nature and degree of sensitivity of the urban landscape and to the considerable demand for advertising in urban areas. The table shows the relationship between areas of maximum, partial and minimum control and the basic landscape types.

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MAXIMUM			PARTIAL	MINIMUM
Natural landscape	Rural landscape	Urban landscape	Urban landscape	Urban landscape
National Parks Nature reserves	Municipal Parks Horticultural areas	Metropolitan Open Space Systems	Central Business Districts	Central commercial districts linked to railway/industrial zones
Forestry areas Natural environments	Private Open Spaces Public Open Spaces	Private Open Spaces Public Open Spaces Pedestrian malls Pedestrian squares Community facilities	Commercial & office components of residential amenities Commercial enclaves in residential areas Commercial nodes & ribbon development	Industrial areas Industrial zones Transport nodes Traffic corridors
Marine Reserves Beaches and Sea shores Oceans				
Extensive agriculture	Rural small holdings Intensive agriculture	Urban small holdings All Residential zones	Municipal / government Entertainment districts or complexes Educational institutions Sports fields & stadia Mixed use & interface areas	Transportation terminals
Scenic corridors Scenic landscape	Scenic drives Scenic routes Scenic features	Scenic features Scenic drives Gateways River corridors Wetlands		
River corridors Wetlands Open Spaces	Peri-urban and Traditional areas	Conservation Areas Heritage & Battlefield sites Historic or graded buildings and areas Visual zones along urban freeways	Visual zones along urban roads	

b. Further considerations inherent to these policy directives are that:-

- i. Each section of road requires careful consideration as to whether it lends itself as being appropriate for advertising;
- ii. All intersections are regarded as interface areas having regard to the safety considerations; and
- iii. Interface areas and signs adjacent to one route and aimed at another will be considered by means of two levels of assessment.

2.10.1 Areas of Maximum Control

- a. This area of control comprises all sensitive areas of the urban landscape including natural- and conservation areas and historical sites; scenic routes, parks, reserves and open space areas; gateways and high profile tourist areas; ocean, beaches and rivers; agricultural, peri-urban and traditional areas; and most of the residential environment.
- b. All signs will be strictly controlled in these designated areas to ensure that advertising signage does not intrude into, dominate or derogate in any way from the character or quality of the environment. High impact signage will therefore not be negotiated in areas of maximum control.

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2.10.2 Areas of Partial Control

This area of control comprises certain areas of the urban landscape to include most commercial and business districts; commercial nodes within suburban centres and traditional areas; educational, institutional, sports fields on institutional properties and stadia; arterial routes; mixed use and interface areas. Advertising will only be permitted after careful evaluation of the environmental impact and limitation on the size, position and the number of signs permissible will be regulated.

2.10.3 Areas of Minimum Control

This area of control comprises areas of the urban landscape that include transport nodes, traffic corridors and spines; transportation terminals, parts of the CBD and entertainment nodes; industrial areas. Third party and high impact advertising signage will be permitted in this area subject to compliance with the conditions and principles for control.

3 SECTION C: CRITERIA FOR DIFFERENT TYPES OF SIGNS

3.1 Class One: Billboards and Other High Impact Free Standing Signs

This class comprises sign types that are permanent freestanding advertising structures of a remote nature, which have a high visual impact due to their size. They include super billboards, custom-made billboards and large billboards permitted in areas of minimum control and smaller billboards and tower structures permitted in minimum and partial control areas. All class 1 signs are subject to specific consent and are subject to an EIA for all signs in excess of 40m².

NOTE: Council may exercise discretion to permit certain landscape and portrait-style signs not accommodated in SAMOAC's guideline document.

3.1.1 Class 1A: Super Billboards

- a. Criteria as included in Table 1 and 2, refer to Annexures, applies.
- b. This class consists of billboards larger than 40m² and up to 81m² with a maximum total height of 12,5m.
- c. An advertising sign consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic as indicated in **Figure 1**, refer to Annexures. In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of the oncoming traffic as indicated in **Figure 1**
- d. General requirements as in Section D apply.
- e. General design, construction and position on the site conditions as in Section D apply.
- f. General maintenance conditions as in Section D apply.
- g. General electrical and illumination conditions as in Section D apply.
- h. General content, amenity and decency conditions as in Section D apply.
- i. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- j. Approval for display shall not be granted for an indefinite period. Approval can be granted for a period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.
- k. An approved structure shall display an advertisement or message within six (6) months after erection.
- l. The clear height of the advertising structure shall not be less than 2.4m.
- m. An environmental impact assessment (EIA) where applicable shall be required for any super billboard.

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- n. Illumination is only allowed if the road along where a super billboard is located, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance

3.1.2 Class 1B: Large Billboards

- a. Criteria as included in **Table 1 and 2**, refer to Annexures, applies.
- b. This class consists of billboards with a size from 18m² to 40m² and a maximum height of 7,5m.
- c. An advertising sign consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic as indicated in **Figure 1**, refer to Annexures. In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of the oncoming traffic as indicated in **Figure 1**.
- d. General requirements as in Section D apply.
- e. General design, construction and position on the site conditions as in Section D apply.
- f. General maintenance conditions as in Section D apply.
- g. General electrical and illumination conditions as in Section D apply.
- h. General content, amenity and decency conditions as in Section D apply.
- i. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- j. Approval for display shall not be granted for an indefinite period. Approval can be granted for a period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.
- k. An approved structure shall display an advertisement or message within six (6) months after erection.
- l. The clear height of the advertising structure shall not be less than 2.4m.
- m. An environmental impact assessment (EIA) where applicable shall be required for any super billboard.
- n. Illumination is only allowed if the road along where a super billboard is located, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance

3.1.3 Class 1C: Small Billboards and Tower Structures

- a. Criteria as included in **Table 1 and 2**, refer to Annexures, applies.
- b. This class consists of billboards and tower structures with a size smaller than 18m², which shall be used only for general and non-locality bound advertisements on products, activities and services and in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports

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- c. An advertising sign consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic as indicated in **Figure 1**, refer to Annexures. In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of the oncoming traffic as indicated in **Figure 1**.
- d. General requirements as in Section D apply.
- e. General design, construction and position on the site conditions as in Section D apply.
- f. General maintenance conditions as in Section D apply.
- g. General electrical and illumination conditions as in Section D apply.
- h. General content, amenity and decency conditions as in Section D apply.
- i. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- j. Approval for display shall not be granted for an indefinite period. Approval can be granted for a period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.
- k. An approved structure shall display an advertisement or message within six (6) months after erection.
- l. The clear height of the advertising structure shall not be less than 2.4m.
- m. An environmental impact assessment (EIA) where applicable shall be required for any super billboard.
- n. Illumination is only allowed if the road along where a super billboard is located, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance
- o. Tower structures may also be used as focal points in larger pedestrian areas.
- p. Small Billboard in this class shall not be erected within a distance of 250m from any Class 1 billboard except for Super Billboards on all roads with any speed limit.
- q. Although small billboards and tower structures may refer indirectly to products, activities or services available at a particular shopping centre or transport node, the main function of this type of sign shall not be to identify or locate specific enterprises at such centers or nodes. This function belongs to *onpremise business signs* [class 3(k)].
- r. Popular brand names for small billboards include *shopper twelves, station twelves, and junior posters*. Tower structures include brand names such as *guard towers and super trilaterals*.
- s. Guard towers are tower shaped advertising structures comprising four 2,5m x 1,5 m, 3m x 1,5m or 4m x 1m panels.
- t. "Super trilaterals" are pole mounted, three sided units carrying three 4m x 1m panels.
- u. No panel or board on a tower structure shall exceed a maximum size of 4,5 m².
- v. Tower structures provided in larger pedestrian areas shall be used only as focal point.

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- w. Such tower structures shall be of a high visual standard and shall harmonize with the surrounding buildings and streetscape.
- x. Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of conditions laid down by the EMFULENI LOCAL MUNICIPALITY

3.2 Class Two: Posters, General Signs and Temporary Advertisement

This class comprises sign types that are permanent or temporary advertising signs of a remote nature on Council property that have a lower impact due to their smaller size but are significant due to their ease of display. They include large posters or street light pole advertising, advertisements on street furniture, banners and flags; suburban and community advertisements. Most Class 2 signs are permitted in all areas of control but are subject to specific consent and to Council's tender procedure on Council property.

NOTE: National flags and processional flags/banners are excluded and do not require consent.

3.2.1 Class 2A: Advertisements on Street Furniture

- a. This class will be allowed in urban areas of maximum, partial and minimum control.
- b. The size and height of signs allowed in this class are as follows:
 - i. Size: $\leq 2,2m^2$
 - ii. Height: Maximum 4m
 - iii. Clear height: 2.4m (if applicable)
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Allowed inside urban road reserve (except freeways).
 - ii. Not closer than 1.8m from road edge or 0.3m of cycle path, footpath or sidewalk.
 - iii. Minimum of 120m apart.
 - iv. Not to obstruct pedestrian movement.
 - v. May not in any way interfere with the sight distances of motorists.
- d. These signs may only be illuminated if the street or road is illuminated and may not be animated.
- e. This class consists of advertising on public facilities and structures which are not intended primarily for advertising but which are provided for pedestrians and commuters and may include seating benches, planters, pavement litter bins, pole mounted bins, bus shelters, pavement clocks and drinking fountains.
- f. General requirements as in Section D apply.

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- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Street furniture and advertising furniture higher than 3m shall be used only as focal points
- m. It provides ample opportunity for non-locality bound advertising along urban roads and streets inside road reserves as well as opportunities for non-locality bound advertising in public spaces and in other pedestrian orientated areas at shopping centers, shopping malls and at transport nodes.
- n. Street furniture shall not be used or positioned for the primary or sole purpose of advertising.
- o. This class provides opportunities for making creative and positive contributions to streetscapes.
- p. Bus Shelters shall be constructed in accordance to Council specifications or designs approved by Council.
- q. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.2.2 Class 2B: Banners and Flags

- a. This class will be allowed in rural areas of control, urban areas of maximum, partial and minimum control.
- b. The size and height of signs allowed in this class are as follows:
 - i. Maximum control: Maximum size: 5m²
 - ii. Maximum total sign area per event per street front: 10m²
 - iii. Partial / Minimum control: Maximum size: 6m²
 - iv. Maximum total sign area per event per street front: 12m²
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Attached to flag staffs, buildings or special street scaping structures.
 - ii. Maximum control: Maximum of 2 banners or flags per event per street front.

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- iii. Partial and Minimum control: Maximum of 10 banners or flags per event per street front.
 - iv. On the site of the function / event or on boundary fences/walls of approved sites.
 - v. Minimum distance from centre of intersection: 50m.
 - vi. Minimum distance from road signs: 50m.
 - vii. No advertisement shall be displayed for more than two weeks before the date of the function or event advertised and no such advertisement shall be permitted to remain in position for more than three days after the conclusion of such function or event.
- d. These signs may not be illuminated or animated.
- e. This class consists of advertisements in the form of banners and flags. Flags are attached to a single flagstaff projecting vertically from a premises or projecting vertically, horizontally or at an angle from a building. Banners may be attached to buildings or to special street scaping structures provided for this purpose, or boundary fences / walls on approved sites.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Banners and flags shall be used only for the following purposes:
- i. Advertising functions and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purpose, or functions or events relating to municipal, provincial or parliamentary elections, referenda or registration process b) Displaying the name, corporate symbol and nature of enterprises.
 - ii. Street scaping urban areas such as pedestrian malls, gateways and at predefined positions within the road reserve.
- m. Only locality bound banners and flags shall be used for advertising enterprises, except when incorporated in a street scaping project. These banners may be displayed against boundary fences / walls following approval by EMFULENI LOCAL MUNICIPALITY.
- n. Banners and flags shall not be used for advertising sales promotions or commercial products or events.
- o. National flags of any country are excluded from this class and may therefore be displayed in all areas of control provided they do not carry any advertisement or subject matter additional to the design of the flag or flagstaff.

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- p. Banners and flags carried through the streets as a part of a procession are not included in this class.
- q. Every banner or flag shall be attached to or suspended between poles or other supports on the site or against the building where the function or event is to be held or where the enterprise is located or on such other site as may allowed.
- r. Banners and flags are permitted within all urban road reserves other than freeways, but banners shall only be suspended across a road or street as part of an urban street scaping project.
- s. Banner shall be placed in positions within the road reserve as determined by the EMFULENI LOCAL MUNICIPALITY.
- t. Banners attached to buildings in urban areas of maximum control shall blend with such buildings.
- u. Every banner or flag shall be attached so as not to interfere with or constitute a danger to passing vehicular or pedestrian traffic.
- v. Banners and flags used for street scaping shall form a harmonious and well designed part of the total streetscape.
- w. Banners advertising a function and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes, or functions or event relating to municipal, provincial or parliamentary elections, referenda or registration process are permitted, to be displayed against a boundary wall or fence following approval by EMFULENI LOCAL MUNICIPALITY.
- x. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.2.3 Class 2C: Suburban Ads

- a. This class will be allowed in urban areas of maximum, partial and minimum control.
- b. The size and height of signs allowed in this class are as follows:
- c. According to SADC RTSM
 - i. Not wider than suburb sign and rectangular in shape.
 - ii. Should be less conspicuous than the suburban name.
 - iii. Maximum height of the advertisement: 0.4m.
- d. The position and spacing requirements for this class of signs should be according to SADC RSTM.
- e. These signs may not be illuminated or animated.

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- f. This class consists of pole mounted location signs (road traffic signs GL 2) at entrances to suburbs, carrying an advertising sign beneath the suburb name.
- g. General requirements as in Section D apply.
- h. General design, construction and position on the site conditions as in Section D apply.
- i. General maintenance conditions as in Section D apply.
- j. General electrical and illumination conditions as in Section D apply.
- k. General content, amenity and decency conditions as in Section D apply.
- l. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- m. Suburban ads are permitted within all urban road reserves other than freeways.
- n. As these signs are attached to *suburb name sign*, which are road traffic signs, their positioning shall be dependant on the positioning of the *suburb name sign*. However *suburb name signs* positioned on road islands, medians and within the restricted area shall not be used to carry suburban ads.
- o. No colours that may cause confusion with road traffic signs shall be used.
- p. The background of the advertising sign shall not be retro reflective or fluorescent.
- q. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.2.4 Class 2D: Temporary Advertisements

3.2.4.1 Class 2D (I): Estate Agents's Boards

- a. This class will be allowed in all areas of control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Maximum size: Non-residential vacant erf: 6m²
 - ii. Size: All other boards: 0.6m x 0.45m
 - iii. Height: Less than 3m high
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Placed parallel to a boundary fences or within boundary of erf.
 - ii. Maximum one sign per agent.
 - iii. Maximum three signs per erf.

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- d. These signs may not be illuminated or animated.
- e. This class consist of signs which are temporarily displayed to advertise the fact that land, premises, development or any other form of real estate is for sale, to let or on show.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. All signs in this class shall contain only the words 'For Sale', 'To Let', 'Sold' or 'On Show' and the name, logo, address and telephone number of the selling agent or letting agent.
- m. The erection of 'On Show' estate agents' boards on streets reserves shall be permitted after 12:00 on Fridays on condition that they be removed before 12:00 on the following Monday.
- n. A sign may consist of a single board or two duplicate boards joined at an angle of 120°.
- o. Any estate agents board exceeding 2,8m² shall require the submission of a special application.
- p. The signs shall be placed at or fixed to the building concerned, or attached to the boundary fence of the premises concerned, or displayed within the boundaries of such premises, or displayed on the sidewalks to a maximum of 1 metre away from the boundaries of such premises.
- q. These signs shall be allowed to be displayed within the road reserve in the event of the sign being a residential sign. Signs shall not be displayed on road islands or medians. In the event of a new development 'On Show' boards may be displayed from the nearest class C road with no less than 60m intervals between the boards, and no more than 5 boards being displayed at any one time. (Other general location conditions under Section D also apply).
- r. No sign shall project at any point more than 1.3m from the wall of the building or structure to which it is affixed.
- s. No limitations to the colour and texture of signs.
- t. All 'For Sale' and 'To Let' boards shall be removed no later than 3 days after completion of the sale or granting of the tenancy.
- u. 'Sold' boards may be displayed for a period not exceeding 30 days after completion of sale.
- v. 'On Show' boards for new developments may be erected for a period of 6 months where after an extension of an additional 6 months may be obtained at the discretion of the relevant EMFULENI LOCAL MUNICIPALITY.

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- w. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.2.4.2 Class 2D (II): Sale of Goods or Livestock (Auction Sales)

- a. This class will be allowed in all areas of control.
- b. The size and height of signs allowed in this class, are as follows:
- i. Size: Maximum or Partial Control: 2m 2
 - ii. Minimum Control: 2.8m 2
 - iii. Height: Maximum height: 3m
- c. The position and spacing requirements for this class of signs are as follows:
- i. Not on road reserve or road reserve boundary of freeways.
 - ii. Maximum of one sign per sale facing a road.
 - iii. Only on premises / property or attached to boundary fence of property.
 - iv. May be displayed 14 days prior to the event and should be taken down within 3 days after the event.
- d. These signs may not be illuminated or animated.
- e. This class consists of signs announcing the sale of goods or livestock on land or on premises not normally used for commercial purposes. It may include auction sales of furniture and other household goods on residential premises or an auction of livestock or game on a farm.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. No limitations to the colour and texture of signs.
- m. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

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3.2.4.3 Class 2D (III): Poster and Notices

- a. This class will be allowed in urban areas of maximum, partial and minimum control.
- b. This class consists of five categories of posters namely:
 - i. Category One: Posters erected to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature. This category includes posters erected to advertise an auction.
 - ii. Category Two: Posters erected in this category may be used for commercial advertising on structures for which specific provision has been made for by Council.
 - iii. Category Three: Posters displayed in this category shall display selected news headlines of a specific edition of a newspaper.
 - iv. Category Four: Posters for public awareness and community based campaigns, notices of a public meeting.
 - v. Category Five: Posters for parliamentary or municipal elections, by-elections, referenda and registration process.
- c. The size and height of signs allowed in this class are as follows:
 - i. **CATEGORY ONE AND FIVE:**
 - 1) Size:
 - a) One direction: $\leq 0.54m^2$
 - b) More directions: $\leq 1.08m^2$
 - c) Typical posters: 0.9m x 0.6m
 - 2) Height –
 - a) Minimum Height (Clearance): 2,1m
 - b) At least 2m below light fixtures
 - ii. **CATEGORY TWO:**
 - 1) Size:
 - a) One direction: $\leq 1.08m^2$
 - b) More directions: $\leq 2.16m^2$
 - c) Typical posters: 1.2m x 0.9m
 - 2) Height:

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a) Minimum Height (Clearance): 2,4m

b) At least 2m below light fixtures

iii. CATEGORY THREE:

1) Size:

a) One direction: $\leq 0.32m^2$

b) More directions: $\leq 0.64m^2$

c) Typical posters: 0.7m x 0.45m

2) Height:

a) Minimum Height (Clearance): 2,4m

b) At least 2m below light fixtures

iv. CATEGORY FOUR:

1) One direction:

a) One direction: $\leq 1.08m^2$

b) More directions: $\leq 2.16m^2$

c) Typical posters: 1.2m x 0.9m

2) Height:

a) Minimum Height (Clearance): 2,4m

b) At least 2m below light fixtures

d. The position and general requirements for this class of signs is as follows:

- i. General requirements as in Section D apply.
- ii. General design, construction and position on the site conditions as in Section D apply.
- iii. General maintenance conditions as in Section D apply.
- iv. General electrical and illumination conditions as in Section D apply.
- v. General content, amenity and decency conditions as in Section D apply.
- vi. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- vii. Standardized pole mounted posters shall be allowed only where they will not have a negative visual impact on the streetscape and the character of an area.

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- viii. Only permitted on electric light standards or other structure, which is provided for the express purpose of pasting or affixing posters and notices.
 - ix. May not be attached to power line standard, power masts, road traffic sign or signal, traffic circle, traffic island, wall, column or post of a veranda or balcony, fencing, electricity box or substations, tree or bridge.
 - x. No sign shall be mounted on a short (4,5m) streetlight pole
 - xi. Not to cover municipal markings / stripes on lampposts
 - xii. No limitations to the colour and texture of signs.
 - xiii. No steel or aluminium ladders shall be placed against the standards on which the posters are to be erected.
 - xiv. These signs may not be illuminated or animated.
 - xv. Posters and notices shall not be displayed on the road reserve boundaries of freeways.
 - xvi. Signs may not have any letters smaller than 50mm in height.
 - xvii. Any person who, having displayed caused to be displayed any advertisement, fails to remove it or cause it to be removed within the periods prescribed shall be guilty of an offence and shall, in addition to any penalty imposed upon him, forfeit the deposit relating to it or such proportionate part of that deposit as the Council shall access having regard to the number of posters of advertisements not removed
 - xviii. The Council 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 of 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 Council the cost to be assessed and deducted by the Council from the deposit made, of the said removal and destruction and in addition shall be guilty of an offence.
 - xix. This class of advertisements is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.
- e. Conditions applicable to category one posters
- i. A maximum of 100 posters permitted per customer care centre.
 - ii. Posters shall be fixed to electric light standards and fixed receptacles by means of a suitable cord and no metal clamps or wire shall be used
 - iii. Temporary posters shall be fixed to electric light standards and fixed receptacles by means of a suitable cord and no metal clamps or wire shall be used
 - iv. Shall not be used to advertise a commercial event.

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- v. At least 50m from the centre of an intersection
 - vi. Posters shall be erected only 14 days prior to the event
 - vii. All posters, backing boards and cord or string shall be removed within 3 days of the passing of the event.
 - viii. A maximum of two per post or standard.
 - ix. The content is subject to EMFULENI LOCAL MUNICIPALITY approval. The name of the relevant responsible organization, and the date and place of the occasion or event must be clearly displayed on the poster.
 - x. An applicant will submit a street list indicating positions of posters erected within 3 days after approval is granted.
 - xi. Poster signs aimed at the road used shall not be less than 120m apart.
 - xii. Every poster and notice for which permission is granted shall be marked with a municipal sticker and only signs marked with a reference number shall be displayed.
 - xiii. No poster or other advertisement shall be placed in a street or other public place unless the appropriate sums determined by special resolution in terms of Section 80 B of the Local Government Ordinance, 1939 has been paid to the Council.
 - xiv. Every deposit paid shall be refunded when all the posters or other advertisements to which the deposit relates, have been removed to the satisfaction of the Council.
- f. Conditions applicable to category two posters
- i. Posters shall be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.
 - ii. At least 50m from the centre of an intersection
 - iii. A maximum of one per post or standard.
 - iv. All signboards may be double sided (dependant on traffic flow or where such a need exists.
 - v. More creative and visually pleasant structures should be used for displaying large posters than standardized pole mounted structures in order to make a positive contribution to street scaping.
 - vi. EMFULENI LOCAL MUNICIPALITY shall determine the number and display format of posters in this category.
 - vii. Posters aimed at the road user shall not be less than 120m apart.
- g. Conditions applicable to category three posters
- i. Posters shall be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.

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- ii. Shall not be used to advertise a commercial event.
- iii. May be displayed along specific main traffic routes with the specific consent of the EMFULENI LOCAL MUNICIPALITY.
- iv. Shall be displayed for 24 hours only.
- v. A maximum of one per post or standard.
- vi. EMFULENI LOCAL MUNICIPALITY shall determine the number and display format of posters in this category.

h. Conditions applicable to category four posters

- i. Posters shall be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.
- ii. Shall not be used to advertise a commercial event.
- iii. At least 50m from the centre of an intersection
- iv. A maximum of one per post or standard.
- v. All posters, backing boards and cord or string shall be removed within 3 days of the passing of the event
- vi. Poster signs aimed at the road used shall not be less than 120m apart.
- vii. No poster or other advertisement shall be placed in a street or other public place unless the appropriate sums determined by special resolution in terms of Section 80 B of the Local Government Ordinance, 1939 has been paid to the Council.
- viii. Public awareness and community based campaigns are to be directed at the residents within a specific community aimed at indicating crime statistics and reporting of incidents.
- ix. EMFULENI LOCAL MUNICIPALITY shall determine the number and display format of posters in this category.

i. Conditions applicable to category five posters

- i. Posters shall be fixed to electric light standards and fixed receptacles by means of a suitable cord and no metal clamps or wire shall be used
- ii. Shall not be used to advertise a commercial event.
- iii. At least 50m from the centre of an intersection
- iv. A maximum of three per post or standard.
- v. EMFULENI LOCAL MUNICIPALITY shall in the absence of legislative prescriptions determine the number and display format of posters in this category.

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- vi. 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.
- vii. No poster or other advertisement shall be placed in a street or other public place unless the appropriate sums determined by special resolution in terms of Section 80 B of the Local Government Ordinance, 1939 has been paid to the Council.
- viii. Every deposit paid shall be refunded when all the posters or other advertisements to which the deposit relates, have been removed to the satisfaction of the Council.

3.2.4.4 Class 2D (IV): Project Boards and Development Advertisements

- a. This class will be allowed in all areas of control.
- b. The size and height of signs allowed in this class are as follows:
 - i. Project Boards:
 - 1) Maximum size: 1.5m² per consultant.
 - 2) Total Maximum size: 9m² .
 - 3) Maximum height: 3m.
 - ii. Development Advertisements:
 - 1) Maximum size: 6m² in maximum control area.
 - 2) Maximum size: 12m² in partial and minimum control area.
 - 3) Maximum height: 3m.
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Project boards:
 - ii. One board per street front per site.
 - iii. Not in road reserve.
 - iv. Only road construction board will be allowed within the road reserve.
 - v. Not next to a freeway.
- d. Development advertisements:
 - i. Only one advertisement per development.

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- ii. Only while relevant development is taking place.
- e. Project boards may not be illuminated or animated. Development advertisements may be illuminated, only if the road is illuminated, but may not be animated.
- f. Project boards consists of signs displaying the involvement of contractors and consultants in minor or major construction projects or alterations to existing structures or facilities and the development advertisements describes the type of development.
- g. General requirements as in Section D apply.
- h. General design, construction and position on the site conditions as in Section D apply.
- i. General maintenance conditions as in Section D apply.
- j. General electrical and illumination conditions as in Section D apply.
- k. General content, amenity and decency conditions as in Section D apply.
- l. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- m. The sign shall describe only the building or structure being erected or other work or activity being carried out during the duration of the project, and the names of the contractors or consultants concerned in such work or activity. The branches of the industry or the professions of the contractors or consultants may be listed.
- n. Also included are signs describing the type of development being carried out on a site and giving details such as the type of accommodation being provided, floor space available and the name, address and telephone number of the developer or his agent.
- o. Individual or single boards shall be displayed only if no other consultants or contractors are involved or if a combined project board has already been erected.
- p. Only one advertisement per contractor or consultant shall be permitted per street frontage of a site, while in natural areas, only one advertisement per contractor or consultant per project shall be allowed.
- q. In all cases only one sign describing the type of development shall be allowed per development.
- r. Project boards concerning road construction may be positioned in any road reserve, including a freeway (General conditions under Section D).
- s. No limitations to the colour and texture of signs.
- t. Project boards shall be displayed only during the period when the construction works are actually taking place on the site.
- u. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

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3.2.4.5 Class 2D (V): Temporary Window Signs

- a. This class will be allowed in all areas of control, but shall be displayed only on ground floor windows.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size: Natural areas and urban areas of maximum control: Total area of all temporary signs painted shall not exceed 10% of the total ground floor window area; shall not exceed 25% in a rural area of maximum control and an urban area of partial control; and 50% in an urban area of minimum control.
 - ii. Height: Shall only be allowed on ground floor windows.
- c. The position and spacing requirements for this class of signs are not specified.
- d. In urban and natural areas of maximum control no internally illuminated signs inside a building shall be visible from outside the building.
- e. This class consist of signs which are temporarily painted on or attached to the window glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. These signs are used mainly for sales promotions and other advertisements which are aimed at attracting the attention of both road users and pedestrians.
- m. Non locality bound products, activities and services may also be included in this class.
- n. Price tickets on items inside such buildings which are smaller than 0,01m² shall be excluded from this class.
- o. No limitations to the colour and texture of signs.
- p. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

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3.2.5 Class 2 E: Street Name Advertisement

- a. This class will be allowed in urban area of maximum, partial and minimum control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) According to SARTSM.
 - 2) Maximum Area: 1m^2
 - 3) Horizontal: 0.8m – 1m
 - 4) Vertical: 1m – 1.2m
 - ii. Height: Clear height: 2.1m (to the street name)
- c. The position and spacing requirements for this class of signs are as follows (should also adhere to SARTSM):
 - i. Street name section below advertising section, but not closer than 200mm.
 - ii. May not extend over the road surface.
 - iii. Maximum two illuminated advertisements per intersection.
 - iv. Inside urban road reserve but not on freeways or road medians.
- d. These signs may be illuminated as follows:
 - i. Static illumination (red / amber / green not allowed if in view of a signalized intersections).
 - ii. Static illumination not exceeding luminance of street name section.
 - iii. Internal illumination only with the proviso that the degree of illumination intensity shall be equal for both parts of the sign.
 - iv. Illuminated portion should be higher than the standard traffic lights.
 - v. These signs may not be animated and may not flash.
- e. This sign class consists of pole mounted, double sided, internally illuminated advertisements displayed in combination with *street name signs* in the urban environment.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.

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- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. These signs will constitute an important service to both the motorist and the pedestrian in locating such facilities and functions.
- m. The street name shall be in black letters on a white background.
- n. Any street name on the advertising space shall be smaller and less conspicuous than the street name on the actual street name panel. The layout of the advertising panel shall be such that there shall not be any confusion with the street name on the street name panel of the sign.
- o. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.2.6 Class 2F: Neighbourhood Watch, Security Signs and Similar Schemes

- a. This class will be allowed in all areas of control.
- b. The size and height of signs allowed in this class are as follows:
 - i. Size:
 - 1) Security signs: Maximum area: 0.35m²
 - 2) Neighbourhood and farm watch: Maximum area 1.5m²
 - ii. Height: Maximum height: 3m
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Security signs: Urban area:
 - 1) In urban areas only one sign per street boundary of a stand or subdivision shall be permitted and such sign shall be firmly affixed to the building, boundary wall, fence or gates on the street frontage or shall be displayed within the boundaries of the stand.
 - 2) Minimum spacing of one per 30m length of street boundary.
 - ii. Farm watch: Farm watch signs may be displayed at the junction or intersection of a public road and private access road or at the entrance to an individual farm. Only one sign per farm shall be allowed.
 - iii. Neighbourhood watch: A neighbourhood or farm watch sign may be erected within a road reserve other than national road, provincial road or any freeways, at the point where the watch area is entered. However, such signs shall not be positioned on a road island or road median or inside a restricted area. Not on road island or median.

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- d. These signs may not be illuminated or animated.
- e. This class consists of outdoor signs for neighbourhood watch, security signs, farm watch and similar watch schemes indicating that a watch scheme / security company is in operation in the area or responsible for the security of that specific site.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. It also makes provision for signs containing the name, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.
- m. No limitations to colour and texture are imposed.
- n. Signs shall refer only to the existence and operation of a commercial security service, burglar alarm system or neighbourhood watch or similar system or scheme.
- o. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.2.7 Class 2G: Product Replicas and Three – dimensional Signs

- a. If it function as a third part advertisement, it should adhere to the criteria of small billboards (Class 1(d)) as in **Table 1** above.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Partial Control:
 - a) Vertical Maximum: 1.5m
 - b) Diameter Maximum: 1m
 - 2) Minimum Control:
 - a) Vertical Maximum: 2m
 - b) Diameter Maximum: 1.3m

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3) Height:

- a) Partial Control: 3m
- b) Minimum Control: 4m
- c. The position and spacing requirements for this class of signs should also adhere to the criteria for small billboards (Class 1(d)), as in **Table 2** above.
- d. These signs may only be illuminated if the road is illuminated, animation may be allowed.
- e. This class consists of product replicas and other three-dimensional devices used for the purpose of advertising and may be freestanding or attached to a building. This sign type shall be associated only with shopping centres or other commercial areas or with entertainment or industrial areas.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. These signs can function as on premises business advertisements or as third party advertisements.
- m. If it function as an on premises business advertisement, is should adhere to all the criteria of on premises business advertisements (Class 3k).
- n. Signs attached to buildings or displayed on individual premises shall be limited to one sign per enterprise.
- o. Signs attached to buildings shall not be displayed above the bottom edge of the second floor window and shall not extend above the level of the underside of the eaves or gutter of any building.
- p. No signs shall be placed in front of or obstruct the view from any window or any other external opening of any building.
- q. The above conditions on position do not apply to entertainment districts.
- r. No limitations to colour and texture are imposed.
- s. Product replicas shall not dominate prominent architectural features of any building with the exception of buildings in entertainment districts.

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- t. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3 Class Three: Signs on Buildings, Structures and Premises

This class of functional signs that are permanent, mostly locality bound and limited to urban centres of economic activity, have a high necessity value in locating services. They include high impact non-locality bound sky signs, roof signs and tower signs permitted only in areas of minimum and partial control; and low impact locality bound flat signs, wall signs, window signs, business & construction signs, projecting signs and under-awning signs in all areas of control. Class 3 signs are subject to specific consent and are subject to an EIA for signs in excess of 36m².

3.3.1 Class 3A: Sky Signs

- a. This class will be allowed in CBD areas or in other areas as determined by EMFULENI LOCAL MUNICIPALITY
- b. The size and height of signs allowed in this class are as follows:
 - i. Size: 75m² – 300m²
 - ii. Height: Depend on height of building, or to be considered by Council
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Maximum of 1 to 5 signs / CBD, or to be determined by an environmental impact assessment (EIA) to the satisfaction of Council.
 - ii. Should not project in front of a main wall of host building, so as to extend beyond the roof of such a building in any direction.
 - iii. Should not obstruct the view from other buildings
 - iv. Sign to be set against a screen.
- d. These signs may be illuminated, but not animated.
- e. This class consists of very large signs between 75m² and 300 m² on top of sky scrapers in metropolitan areas. It may also include any sign consisting of a single line of freestanding, individual, cutout, silhouetted letters, symbols or emblems. Sky signs can be important landmarks in larger urban centres.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.

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- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Content change is subject to EMFULENI LOCAL MUNICIPALITY approval.
- m. No limitations to colour and texture are imposed.
- n. All sky signs shall be designed by a structural engineer.
- o. Approval for display shall not be granted for an indefinite period. Approval can be granted for a period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.
- p. An approved structure shall display an advertisement or message within six (6) months after erection.
- q. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.3.2 Class 3B: Roof Signs

- a. This class will be allowed in urban areas of partial and minimum control.
- b. The size of signs allowed in this class, are as follows:
 - i. Size: Maximum area if the sign is:
 - 1) <6m above ground: 2m²
 - 2) 6m<9m above ground: 4m²
 - 3) 9m<12m above ground: 8m²
 - 4) 12m<18m above ground: 12m²
 - 5) 18m+ above ground: 18m²
 - 6) Bottom of sign not more than 120mm above roof
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Only locality bound signs.
 - ii. Max one sign per building.
 - iii. Not project in front of a main wall of host building.
 - iv. In a partial control area, it should be placed below the ridges of pitched roofs, and not be part of the skyline.

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- d. These signs may be illuminated, but not animated.
- e. This class consists of signs which are fixed to the roofs of buildings lower than 15 floors and used or partly used for commercial, office, industrial or entertainment purposes.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply
- l. Signs fixed to roofs of verandas or balconies shall not be included in this class.
- m. The main purpose of this class is to provide an opportunity for indicating important commercial, office, industrial or entertainment functions in a more prominent manner or for indicating commercial, office, industrial or entertainment functions or enterprises where the structure of a building hinders or prohibits the application of any other appropriate sign type.
- n. Roof signs may also include any sign consisting of a single line of freestanding, individual, cutout, silhouetted letters, symbols or emblems.
- o. A roof sign shall be constructed in a straight line, except in the case of a V- construction. In the case of a V - construction, the two sides forming the sides of the V shall be of equal length. Furthermore, the distance between the sides at the open end (furthest from the apex of the V) shall not exceed the length of the sides.
- p. The sign shall not exceed 300 mm in thickness, except in the case of a V - construction sign.
- q. No limitations to colour and texture are imposed.
- r. Approval for display shall not be granted for an indefinite period. Approval can be granted for a period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.
- s. An approved structure shall display an advertisement or message within six (6) months after erection.
- t. An environmental impact assessment (EIA) shall be required for any roof sign.
- u. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

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3.3.3 Class 3C: Flat Signs

- a. This class will be allowed in the following areas of control:
 - i. Natural and rural: Only centers of economic activity, then only on commercial, office, industrial and entertainment buildings, only localitybound;
 - ii. Urban area of maximum control;
 - iii. Urban area of partial control;
 - iv. Urban area of minimum control.
- b. The size and height of signs allowed in this class are as follows:
 - i. Size:
 - 1) Locality bound:
 - a) Maximum control: Area: <20% of ground floor facade.
 - b) Partial & Minimum control: Area: <30% of ground floor façade.
 - c) Shopping centres: Area: < 30% of specific façade.
 - 2) Non locality bound: Area: < 72m²
- c. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - i. Locality bound: Front walls of buildings, or any other wall.
 - ii. Non locality bound: Only to side and back walls of buildings with maximum one per wall, not above lower edge of a visible second floor window.
 - iii. Maximum control: One per enterprise.
 - iv. Partial & minimum control: Two per enterprise.
 - v. Not to obstruct window / view.
 - vi. Not to extend above top / beyond either end of wall.
 - vii. Where locality bound and non locality bound flat signs are combined on one premises/building, it should adhere to the position and spacing criteria for Class 1 signs, as in Table 2 above.
- d. These signs may be illuminated but not animated.
- e. This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such a building.

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- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Such signs shall at no point project more than 300 mm from the surface of the main wall.
- m. A flat sign may consist of a panel/sheet or of individual numbers, letters or symbols.
- n. A distinction can be drawn between:
 - i. Locality bound flat signs which are attached to the front walls of buildings but which may also be attached to side and back walls.
 - ii. Non locality bound flat signs which may be much larger and shall be attached only to the side and back walls of buildings which do not fulfil the function of a building facade.
- o. This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential oriented accommodation.
- p. In areas of minimum and partial control flat signs may be allowed rather freely at ground and first floor level in accordance with the commercial, industrial or entertainment character of such areas. Necessary control shall be applied with regard to non locality bound flat signs and flat signs above first floor level.
- q. An advertising impact assessment may be required for any flat sign in excess of 36m².
- r. The maximum projection of any part of a flat sign over footway or ground level shall be 75mm where such sign is less than 2,4m above the sidewalk or ground level immediately below such sign and 300mm where such sign is more than 2,4m above such footway or ground level.
- s. The above conditions on position do not apply to entertainment areas.
- t. No limitations to colour and texture are imposed.
- u. Wall units to display flat signs at shopping centres shall, be designed in such way as to form a structural and architectural whole with such buildings.
- v. Approval for display shall not be granted for an indefinite period. Approval can be granted for a period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.

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- w. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3.4 Class 3D: Projecting Signs

- a. This class will be allowed in the following areas of control:
- i. Natural and Rural (only centers of economic activity, buildings utilized for commercial, office, industrial, entertainment, accommodation).
 - ii. Urban areas of maximum control.
 - iii. Urban areas of partial control.
 - iv. Urban areas of minimum control.
- b. The size and height of signs allowed in this class are as follows:
[Diagram] <moved to the annexure>
- c. The position and spacing requirements for this class of signs are as follows:
- i. Only one per enterprise façade.
 - ii. Right angles to street line.
 - iii. Vertical distance between sidewalk and sign should be more than 0.46m from vertically projected kerbline.
- d. These signs may be illuminated.
- e. This class consists of signs which is affixed to an external or main wall of a building used for commercial, office, industrial or entertainment purposes and which projects more than 300mm from the surface of the main wall and which is affixed at right angles to the street line.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. This sign type shall not be applicable to buildings used for residential purposes or for community services of community institutions, small enterprises and practices on residential premises, or small scale residential oriented accommodation.

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- m. Only locality bound projecting signs shall be allowed in all areas with the exception of entertainment areas.
- n. A projecting sign shall not be fixed at a clear height of less than 2.4m nor exceed 300mm in thickness.
- o. In areas of minimum and partial control projecting signs may be allowed rather freely below the lower edge of visible second floor windows in accordance with the commercial, industrial or entertainment character of such areas.
- p. Necessary control shall be applied with regard to signs above the lower edge of visible second floor windows.
- q. Projecting signs above the lower edge of visible second floor windows shall be limited to the following functions.
 - i. banks and financial institutions,
 - ii. larger apartment stores,
 - iii. larger hotels,
 - iv. larger industries,
 - v. government institutions,
 - vi. building names, and
 - vii. shopping centers.
- r. Entertainment areas are exempt from this rule.
- s. A projecting sign shall not extend beyond the top of the main wall to which it is affixed or above the level of the top of any parapet wall, or above the level of the underside of the eaves or gutter of a building from which the sign projects.
- t. Projecting signs may be suspended above sidewalks and therefore above urban road reserves.
- u. A sign with a clear height of less than 6m shall not project at any point more than 1 800mm from the surface of the main wall to which it is affixed, or more than one half of the width of the sidewalk immediately below such sign, whichever is the smaller dimension.
- v. The sign shall not be fixed in any way other than the top and the bottom of the sign being in the same vertical plane.
- w. No limitations to colour and texture are imposed.
- x. Signs supports shall, be neatly constructed as an integral part of the design of the sign or otherwise it shall be concealed from view.
- y. Structural drawings shall be submitted for all projecting signs with a clear height of more than 6m.

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- z. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.3.5 Class: 3E: Veranda, Balcony, Canopy and Underawning Signs

- a. This class will be allowed in the following areas of control:
- i. Natural and Rural (only centers of economic activity).
 - ii. Urban areas of maximum control.
 - iii. Urban areas of partial control.
 - iv. Urban areas of minimum control.
- b. The size and height of signs allowed in this class, are as follows:
- i. Maximum vertical dimensions: 0.75m
 - ii. Maximum horizontal dimensions: 2.4m
 - iii. Projection: 100mm from surface
 - iv. Underawning signs:
 - 1) Clear height: Min 2.4m
 - 2) Maximum horizontal dimensions: 2m
 - 3) Maximum sign area: 1m² per face
 - 4) Maximum total area: 2m²
 - v. Signs on top of veranda roofs: Maximum area: 1m²
 - vi. Signs on pillar / column / post:
 - 1) At filling station:
 - 2) Maximum sign area: 1m² per face
 - 3) Maximum total area: 2m²
 - 4) Projecting: < 50mm
 - vii. Under verandahs, canopy OR on verandahs, canopy over street:
 - 1) Clear height: Min 2.4m
 - 2) Top of sign: <1m below top of canopy / veranda
 - 3) Maximum horizontal dimensions: 1m

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- viii. Verandas and canopies over street: Maximum horizontal dimensions: 0.6m
- c. The position and spacing requirements for this class of signs are as follows:
- i. Only on commercial, office, industrial or entertainment premises.
 - ii. Not to extend beyond any extremity of wall, balustrade, railing, beam, fascia.
 - iii. One sign per enterprise.
 - iv. For an enterprise with a facade exceeding 20m in length, more than one sign may be allowed but such signs shall be spaced at a minimum of 6m intervals and the sign length (horizontal dimension) per enterprise facade shall be limited to 4m.
 - v. May be suspended above sidewalks.
 - vi. Balcony signs: Not above lower edge of 2nd floor window.
 - vii. Underawning signs: Aimed at pedestrians.
 - viii. Signs on top of veranda roofs: Aligned with signs on adjacent buildings, parallel to end of veranda, not cover window / obstruct view
 - ix. Under verandahs, canopy OR on verandahs, canopy over street: Not to extend beyond outer edge of veranda or canopy.
- d. These signs may be illuminated as follows:
- i. Illuminated only if the clear height at street intersection is > 6m
 - ii. Verandahs and canopies over street: No illumination at intersections for canopies over street
- e. This class consists of:
- i. Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony.
 - ii. Signs affixed flat onto or painted on the fascia of a veranda or beam over veranda columns.
 - iii. Signs affixed flat onto or painted on the fascia of a roof structure without walls such as a roof covering petrol pumps at a filling station.
 - iv. Signs suspended below the roof of a veranda or balcony (underawning signs).
 - v. Signs placed on top of the roof of a veranda.
 - vi. Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or a roof structure without walls.
 - vii. Signs painted or printed on the fabric of a canopy or blind.

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- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Only verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or roofed structures without walls which are situated on premises used for such purpose shall be of relevance to this class.
- m. The following shall be relevant with regard to signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony; affixed flat onto or painted on the fascia of a veranda or beam over veranda columns or affixed flat onto or painted on a fascia of a roof structure without walls.
- n. No sign shall extend above or below or beyond any of the extremities of a parapet wall, balustrade, railing, beam or fascia.
- o. No more than one sign per enterprise facade shall be allowed.
- p. Signs on balconies shall not be displayed above the lower edge of any visible second floor window.
- q. The following shall be applicable with regard to signs on top of veranda roofs:
 - i. Signs shall be placed on top of veranda roofs only where such a veranda does not have an appropriate parapet wall, balustrade, railing, fascia or beam on which a sign may be affixed.
 - ii. Signs on adjacent buildings shall be aligned with each other in order to form a straight line.
 - iii. Signs shall be set parallel to the end of the veranda that faces the street or as near thereto as the configuration of the veranda roof will permit.
 - iv. Signs shall not exceed beyond the extremities of the veranda roof nor project beyond the rear of any veranda roof gutter.
 - v. A sign shall not cover any window or obstruct the view from any such window.
 - vi. Only one sign per enterprise facade shall be allowed.
- r. The following shall be applicable with regard to supporting columns, pillars or posts:

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- i. All signs shall be painted on or affixed flat onto the supporting column, pillar or post. Projecting signs shall be affixed only to columns, pillars or posts supporting a roof over fuel pumps at a filling station or roadside service area.
 - ii. No sign affixed flat onto a supporting column, pillar or post shall project more than 50mm from the surface to which it is affixed.
 - iii. No sign affixed flat onto a supporting column, pillar or post shall extend beyond any of the extremities of such column, pillar or post. Signs affixed flat onto nonrectangular supporting structures shall be curved to fit the form of such a structure.
 - iv. Only one sign per pillar, post or column shall be allowed, including signs projecting from pillars, posts or columns supporting a roof at fuel pumps.
 - v. No posters or placards shall be pasted onto any supporting column, pillar or post.
- s. The following shall be applicable with regard to canopy signs:
- i. The advertisement shall form an integral part of the canopy or blind without domination of the canopy structure or blind.
 - ii. Any canopy shall complement the architecture and visual appearance of the building to which it is affixed and shall not dominate such building.
- t. Signs may be suspended above sidewalks and therefore above urban road reserves.
- u. No limitations to colour and texture are imposed.
- v. No illuminated sign or sign designed to reflect light shall be attached to or displayed on any splayed or rounded corner of a veranda, canopy or balcony at a street intersection, unless the bottom of such sign is a minimum of 6m above the street immediately below.
- w. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.3.6 Class 3F: Signs Painted On Walls and Roofs and Mural Advertisements

- a. This class will be allowed in urban areas of partial and minimum control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Area: < 20 % of ground floor façade of the enterprise
 - 2) Area: On side or back walls: < 36 m²
- c. The position and spacing requirements and some general conditions for this class of signs are as follows:

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- i. Painted on walls of building used for commercial, office, industrial or entertainment purposes and only on roofs of industrial buildings.
 - 1) Locality bound:
 - a) One sign per enterprise.
 - b) Allowed on facade walls, roofs, side and back walls.
 - c) On facade: Below lower edge of second floor window.
 - ii. Non locality bound sign:
 - 1) One per wall.
 - 2) Only on side or back walls.
- d. These signs may not be illuminated or animated.
- e. This class consists of signs painted directly on the main walls or roofs (only of industrial buildings) of a building used for commercial, office, industrial or entertainment purposes.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Mural advertisements (artistic designed figures) can be considered by the Municipality on a merit basis and can at the most include a logo of a third party, of which the size should be limited to no more than 20% of the total area of the advertisement. No illumination or animation will be allowed for mural advertising.
- m. The actual size of such sign will depend on the size of the side or back wall concerned and on factors such as the character and appearance of the building and the streetscape as a whole.
- n. No more than one sign per enterprise shall be allowed while no more than one non locality bound sign per wall shall be allowed
- o. Non locality bound signs shall be limited to the side or back walls of buildings which do not fulfil the function of building facades.
- p. No limitations to the colour and texture are imposed.

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- q. In urban and natural areas of maximum control no internally illuminated sign inside a building shall be visible from outside the building.
- r. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3.7 Class 3G: Windows Signs

- a. This class will be allowed in the following areas of control:
 - i. Natural and Rural (only centers of economic activity, only on ground floor windows);
 - ii. Urban areas of maximum control;
 - iii. Urban areas of partial control;
 - iv. Urban areas of minimum control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Natural and maximum control: Area: <10% of ground floor window area.
 - ii. Rural and Partial control: Area: <25% of ground floor window area.
 - iii. Minimum control: Area: <50% of ground floor window area.
- c. The position and spacing requirements for this class of signs are as follows:
 - i. The building should be used for commercial, entertainment, office, or industrial purposes.
 - ii. No signs allowed above ground floor level.
- d. In natural areas and urban areas of maximum control, no internally illuminated signs inside the building should be visible from outside the building.
- e. This class consists of signs which are permanently painted on or attached to the window glass of a building used for commercial, entertainment, office or industrial purposes or any other permanent sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.

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- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Signs in this class shall not be allowed above ground floor level.
- m. Colours shall, be in harmony with the rest of the building and the general streetscape in urban areas of maximum control.
- n. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3.8 Class 3H: Signs Incorporated in the Fabric of a Building

- a. This class will be allowed in all areas of control.
- b. These signs may be illuminated if allowed by the EMFULENI LOCAL MUNICIPALITY, but not animated.
- c. This class consists of advertisement incorporated in and forming an integral part of the fabric of a building.
- d. General requirements as in Section D apply.
- e. General design, construction and position on the site conditions as in Section D apply.
- f. General maintenance conditions as in Section D apply.
- g. General electrical and illumination conditions as in Section D apply.
- h. General content, amenity and decency conditions as in Section D apply.
- i. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- j. Some general conditions for this class of signs are as follows:
 - i. Mostly historical buildings, but may also apply to modern buildings.
 - ii. Building, structure / external face of building should not be used principally for display of signage.
- k. An advertisement fixed to or painted on a building is not included in this class.
- l. This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.
- m. No specific limitations are set provided the building or structure or any external face of it is not used principally for the display of advertisements.
- n. Such advertisements shall also be in balance with the scale of the building and shall be visually and architecturally integrated in the building or structure.

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- o. No sign displayed shall, in the opinion of the roads authority, distract the attention of a driver in a manner likely to lead to unsafe driving conditions.
- p. No sign shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY, be displayed in such a manner as to be detrimental or have a negative aesthetic impact on the urban design, streetscape or character of the environment.
- q. All signs shall be maintained properly.
- r. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3.9 Class 3I: Advertisement on Forecourts of Business Premises and on Sidewalks Directly in Front Business Premises

- a. This class will be allowed in the following areas of control:
 - i. Natural and Rural (only centers of economic activity);
 - ii. Urban areas of maximum control;
 - iii. Urban areas of partial control;
 - iv. Urban areas of minimum control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size: Maximum area:
 - 1) Single sided: 0.75m²
 - 2) Double sided: 1.5m²
 - ii. Maximum total area per forecourt frontage / premises: 3m²
 - iii. Filling stations & roadside service areas:
 - iv. Maximum total area per forecourt frontage / premises: 8m²
- c. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - i. In forecourts (outdoor area as functional part of a building) of businesses.
 - ii. Freestanding.
 - iii. Not in road reserve.
 - iv. A forecourt sign shall, in the opinion of the EMFULENI LOCAL MUNICIPALITY, not be positioned in such a way as to interfere with pedestrian circulation.

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- v. Forecourt signs shall be aimed at passing pedestrians and the users of the forecourt space concerned and shall not be aimed at passing motorists.
- d. These signs may be illuminated but not animated.
- e. This class consists of notices, signs and advertisements displayed in forecourts of business and on sidewalks in front of business premises to draw attention to any commercial services, goods for sale, or other services available at the premises.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. A forecourt is an outdoor area which forms a functional part of a building, housing an enterprise and may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or café, a sidewalk café, etc.
- m. Any enclosing fence, wall, screen or similar structure will form part of a forecourt.
- n. Signs complying with the guidelines given below may be displayed on forecourts in urban areas and on forecourts in centres of economic activity in natural and rural areas and on sidewalks directly in front of business.
- o. Provision may also be made for additional non freestanding signs at filling stations and service areas attached to fuel pumps, vending machines and similar non advertising structures which shall have a maximum size of 0,15 m² per sign.
- p. A maximum of one sidewalk sign is permitted per business and complies to the same specifications of that of a forecourt sign.
- q. As this class permits advertisement on the forecourts of business premises and sidewalks, signs or advertisements shall be freestanding with the exception of additional signs at filling stations and roadside service areas attached to fuel pumps and similar non advertising structures.
- r. No limitations to the colour and texture are imposed.
- s. Handwritten messages are allowed on boards provided for this purpose.
- t. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

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3.3.10 Class 3J: Miscellaneous Signs for Residential Oriented Land Use and Community Services

- a. This class will be allowed in all areas of control for home undertakings and community institutions.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Direction/warning sign:
 - a) Area: 0.5m²
 - b) More entrances to premises: Area: 0.5m² per frontage
 - c) Max area: 1m²
 - 2) Name of enterprise/practice/ accommodation / partner:
 - a) Area: 1.5m²
 - b) More entrances:
 - c) Max area: 1.5m² for 2 ads
 - 3) Solid structure for above 2 types: Area: 3m² , 50% usage of area
 - 4) Combination ad: Area: 1m² per farm/enterprise
 - 5) Name of institution & other community facilities:
 - a) Max area: 3m² / enterprise
 - b) More entrances:
 - c) Max area: 3m² for 2 ads
 - 6) Solid structure for above type:
 - a) Area: 6m² , 50% usage of area
 - b) Combination ad: Area: 2m² per institution
 - 7) Street numbers: Letter size: > 150mm < 350mm
 - 8) Free standing signs:
 - a) Max height: 3m
 - b) Max height: Combination sign: 4m
 - 9) Name / logo of Sponsor: Only on name of farm/ smallholding: < 1/3 of area

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- 10) Schools, churches and private properties
- a) Area: 4 x 12 m
 - b) Only one gantry per promise
- c. The position and spacing requirements and some general conditions for this class of signs are as follows:
- i. Only on premises referred to, on boundary wall, fence, gates.
 - ii. Farm/small holdings signs: Next to entrance of access road or on gate of entrance.
 - iii. Freestanding only when not possible to fix to building / wall / boundary fence.
 - iv. Not in road reserve.
 - v. One per street frontage.
 - vi. Home undertakings:
 - 1) Must form integral part of architecture of wall on street frontage.
 - 2) Sign mainly to indicate name.
 - 3) <30% to indicate nature of undertaking.
 - i. Community Institutions / facilities:
 - 1) No product ads / sales ads.
 - 2) <20% name / logo of sponsor.
 - 3) Not painted on boundary walls.
- d. These signs may not be illuminated in natural and rural areas of control. These signs may not be animated.
- e. This class consists of a variety of smaller notices and signs to be displayed on buildings or premises utilised for residential oriented purposes and community services. This class is aimed primarily at urban residential areas and community services but it includes places of residence in natural and rural environments such as farms and smallholdings and community services such as farm schools.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.

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- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. This class shall be limited to the following:
- i. Identification, direction and warning with regard to place or residence, e.g.:
 - 1) Street numbers and names of houses, flat complexes, farms and smallholdings.
 - 2) Notices and signs such as “Beware of the dog”, “No parking please”, “Close the gate”, and “No entrance”.
 - 3) Nature of farms/smallholding and main activity on farm smallholdings.
 - ii. Small business, enterprises and practices on urban residential premises (including urban smallholdings but excluding rural smallholdings) or in buildings that were originally constructed and used for residential purposes or for community services (i.e. residential areas where office and commercial encroachment has taken place.) The name and nature of the business, practice of enterprise. The name(s) of the owner, practitioner or partners.
 - iii. Small scale urban accommodation facilities with a residential and neighbourhood character such as guest houses, bed and breakfast facilities, boarding houses and smaller hotels. Name and nature of the facility/enterprise. Name(s) of the proprietor or partners.
 - iv. Community services and institutions such as religious, educational; cultural, recreational and certain medical and similar institutions.
 - 1) Name and nature of institution.
 - 2) Name(s) of practitioner(s).
 - 3) Nature and extent of service, opening times, etc.
 - 4) Only one sign allowing for multiple advertising shall be allowed.
- m. A variety of signs, which differ in appearance and character, may be used in this class, such as:
- i. Signs affixed flat onto or painted on a building and other existing structures such as boundary walls, gates and gate structures.
 - ii. Pole mounted signs.
 - iii. Signs which include more solid and elaborate supporting structures that form a visual border around the sign panel.
- n. It may be necessary to have building plans approved for certain supporting structures.
- o. Direction and warning signs and notices such as “Beware of the dog” and “Close the gate” shall not exceed a total area of 0,5m² per premises, but if there is more than one entrance to

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the premises on different road frontages, a total sign area of 1 m² may be displayed (with not more than 0,5m² per frontage).

- p. Name and nature of enterprise, practice, accommodation facility and place of residence as well as name of proprietor, partner or practitioner.
- q. In cases where more than one farm or smallholding share the same unnumbered or private access route or more than one enterprise share the same premises, a combination sign or collective board shall be provided which will allow for 1 m² per farm, smallholding or enterprise.
- r. Signs on buildings used for residential purposes other than dwelling houses.
- s. A sign containing the name only of any building used for residential purposes other than a dwellinghouse, and a sign consisting of a 600mm x 400mm brass or other metal plate displaying the name of the company owning or managing such building, its logo and telephone number, may be displayed.
- t. Name and nature of institutions and other community facilities.
- u. Street numbers: One sign per road frontage of each premise is allowed with a minimum letter size of 150mm and a maximum letter size of 350mm.
- v. The name or logo of the sponsor of a sign shall be allowed only on the name signs of farms and smallholdings and shall not occupy more than one third of the total area of the sign.
- w. All signs in this class shall be allowed only on the premises to which they specifically refer or on the boundary wall or fence or gate of such premises.
- x. Farm or smallholding name signs shall be displayed next to the entrance of the access road to the homestead or alternatively it shall be affixed to the gate at the entrance of such access road.
- y. In the case of several farms/smallholdings sharing an unnumbered or private access road, a collective advertisement board or combination sign shall be required at the entrance to the access road.
- z. If any official traffic sign bearing a destination or route number is displayed at the entrance to such access road, no farm/smallholding name signs shall be allowed.
- aa. Free standing signs in this class shall be allowed only when it is not practical or visually acceptable to attach a sign to a building, boundary wall, boundary fence, gate or gate structure.
- bb. Should harmonise with the building on the premises, wherever possible.
- cc. No animation shall be allowed in natural and rural areas.
- dd. Signs and, especially, supporting structures should harmonise with the buildings and other structures on the premises as to materials, colour, texture, form, style and character, wherever possible.

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- ee. A standardized name sign (colour, form and letter type) for all smallholdings in a specific area, indicating, the name of the smallholding, the name of the owner as well as the property number, is preferable.
- ff. Where several smallholdings are sharing the same access road a smaller sign indicating the property numbers in question only should be considered instead of a larger combination sign indicating property names and names of owners.
- gg. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3.11 Class 3K: On Premises Business Sign

- a. This class will be allowed in all areas of control. These signs will be allowed with limited information, namely the name and nature of business/enterprise, brand name of items for sale, nature of service provided, name of owner. The letter sizes are also controlled.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Maximum control: Maximum area: 6m²
 - 2) Partial / Minimum control: Maximum area: 12m²
 - ii. Height:
 - 1) Maximum control: Maximum height: 7m
 - 2) Partial / Minimum control: Maximum height: 7.5m (may be increased to 10m if allowed in town planning scheme)
 - iii. Sponsor name/logo: Maximum of 1/3 of total sign area
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Only locality bound ads.
 - ii. Individual freestanding on business premises only for specific conditions.
 - iii. One sign / one panel per enterprise, or one per entrance (max two).
 - iv. Road side enterprises: > 5m from road reserve.
 - v. Placed close to enterprise or if not close or visible from road, then at entrance road.
- d. Preference will be given to combination signs.
- e. These signs may be illuminated but not animated.

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- f. This class consists of locality bound signs which are aimed at identifying and locating businesses, enterprises and industries in urban areas, businesses and enterprises at centres of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.
- g. General requirements as in Section D apply.
- h. General design, construction and position on the site conditions as in Section D apply.
- i. General maintenance conditions as in Section D apply.
- j. General electrical and illumination conditions as in Section D apply.
- k. General content, amenity and decency conditions as in Section D apply.
- l. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- m. On premises business signs shall provide only information on the name and nature of the enterprise, the nature of goods sold or services provided and the name of the proprietor, partner or practitioner.
- n. This sign type shall include only the following:
 - i. Individual freestanding signs on specific business premises.
 - ii. Signs on appropriate structures on specific premises, such as boundary walls, gates and gate structures.
 - iii. Combination signs which indicate several businesses or enterprises and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises. In this case the concept of locality bound is broadened so that premises includes the shopping centre or industrial estate as a whole for a communal parking area, together with related enterprises.
- o. This class shall not include small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes.
- p. This class shall not cater for all business, but shall only be provided in the following instances.
 - i. Where the building housing an enterprise is situated relatively far back from the road or street onto which it faces and passing motorists or pedestrians may have difficulty in noticing any signs affixed to such a building.
 - ii. In cases where it is not structurally possible or visually feasible to affix appropriate signs.
 - iii. Where such a sign is needed to locate the entrance to business premises or the private access road to a business.
 - iv. Where a freestanding combination sign may prevent the proliferation of signs.

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- q. In rural and natural areas the need for on premises business signs may be reduced by making use of brown tourism signs.
- r. Only one sign or advertising panel on a combination sign shall be allowed per enterprise.
- s. If there is more than one entrance to premises on different road frontages, two signs or advertising panels may be allowed per enterprise, each on a different road frontage.
- t. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed.
- u. Signs shall not have in their design any letters, figure, symbols or similar features over 0,75m in height in areas of partial and minimum control, and over 0,35m in areas of maximum control.
- v. A sign permitted by this class shall not serve as an advance sign and shall be displayed only on the premises where the business is conducted.
- w. Where a business or enterprise such as a stall or guest house is situated on a large property such as a farm the sign shall be placed in the immediate vicinity of the enterprise where such an enterprise is adjacent to or visible from a public road; if the enterprise is not adjacent to or visible from a public road the sign shall be placed at the entrance of the private access road to the enterprise.
- x. Signs indicating roadside enterprises such as farm stalls or roadside cafés shall not be closer than 5m from the road reserve fence. Such enterprises shall have direct access to the public road.
- y. Combination signs at shopping centres and industrial estates which contains large amount of information, shall be designed and located so as not to create a traffic safety hazard resulting from an information overload in the opinion of the roads authority.
- z. No sign shall obstruct the view from any adjacent building.
- aa. No limitations to the colour and texture are imposed.
- bb. Internal and external illumination are permitted in areas of minimum and partial control, while only external illumination shall be permitted in areas of maximum control.
- cc. Signs in this class shall refer only to the name and nature of the business or enterprise on the premises; the brandname and nature of the goods for sale or goods produced; the nature of services provided; and the name of the person(s) or firm who own(s) the business or provide(s) the goods or services at the premises.
- dd. In order to prevent the proliferation of signs at shopping centres or at other premises or access roads housing or leading to several enterprises, individual on premises business signs shall be incorporated in combination signs. The design of such combination signs shall be of a high standard and shall, in the opinion of the Council, harmonise with the architecture of the shopping centre or other buildings or structures such as entrance gates. Messages on the individual panels or boards of combination signs shall be as concise and legible as possible.

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- ee. On premises business signs at access roads to farms or smallholdings shall be coordinated with signs indicating farm/smallholding names in order to form a single combination sign. The necessary harmony shall be obtained by using the same form, letter type and colour for the various parts of the combination sign.
- ff. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.
- gg. Consideration might be given for third party advertising on private property e.g business centres, schools, private medical centers and churches.

3.3.12 Class 3L: Advertising on Towers, Bridges and Pylons

- a. This class will be allowed in urban areas of partial and minimum control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size: Maximum total area: 36m² per structure
 - ii. Height:
 - 1) Pylon sign: Wholly within a notional vertical cylindrical figure; Diameter: 6m, Height: 12m
 - 2) Clear height: 2,4m (if sign is protruding from pylon)
 - 3) Clear height: Bridge sign: 5,2m
- c. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - i. The same position and spacing criteria applies as specified in **Table 2** above, for Class 1 signs.
 - ii. Not on bridges across any freeway.
 - iii. Not over any provincial road.
 - iv. A maximum of 2 signs / tower, bridge, pylon shall be permitted.
 - v. May not extend beyond top of tower, or above, below or beyond extremities of bridge.
 - vi. Not projecting more than 0.3m from main wall of tower / bridge.
 - vii. Also included: cellular telephone base stations, water towers, radio towers, silos, pylons, masts.
 - viii. No sign will be allowed on any electrical transmission pylon.
- d. These signs may be illuminated as follows:

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- i. Along urban freeways: Only if freeway is illuminated.
 - ii. If visible from National or Provincial road: Only if road is illuminated.
 - iii. Partial control: No illumination or animation.
 - iv. Minimum control: Illumination and animation allowed.
- e. Illumination and animation will only be allowed if it is not a safety hazard, will not cause undue disturbance and if the source of illumination is concealed from oncoming traffic.
- f. This class consists of signs affixed to or painted on towers and bridges not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos, pylons and similar structures.
- g. General requirements as in Section D to 17 apply.
- h. No limitations to the colour and texture are imposed.
- i. Any sign permitted by this class shall be affixed to the tower, pylon or bridge in a manner which has been designed and erected to the satisfaction of the Council.
- j. Every pylon shall be independently supported and, for this purpose, properly secured to an adequate foundation in the ground and entirely self supporting without the aid of guys, stays, brackets or other restraining devices.
- k. No sign shall be affixed to any electrical transmission pylon.
- l. Approval for display shall not be granted for an indefinite period. Approval will be granted for a limited period of five (5) years. The advertising structure shall be erected within three (3) months after approval. One further extension of three (3) months can be granted in writing.
- m. An approved structure shall display an advertisement or message within six (6) months after erection.
- n. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.3.13 Class 3M: Advertisements on Construction Site Boundary Walls. Fences and Construction Buildings

- a. This class will be allowed in urban areas of partial and minimum control. If along a national road and if the sign is smaller than 6 m², approval is only needed from the EMFULENI LOCAL MUNICIPALITY and not from the South African National Road Agency.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size: Maximum area: 18 m²
 - ii. Height: Maximum height: 3 m

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- c. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - i. Not on top of fence or wall.
 - ii. Not project more than 0.1m to front of wall or fence.
 - iii. Only for duration of construction.
 - iv. Not allowed along or on freeways.
 - v. May not be painted/pasted directly on site boundary wall.
- d. These signs may not be illuminated or animated.
- e. The class consists of signs fixed flat against or on top of any fence or wall where such fence or wall forms the boundary of a site where construction work is being carried out. Walls of buildings are excluded from this class.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. These signs can be erected on condition that such signs will conceal an unsightly condition arising out of the use to which the property is lawfully being put, and on condition that such signs shall be making a positive contribution to the visual environment.
- m. The sign shall not be placed on the top of a fence or wall if it is not positioned to rest directly thereon.
- n. No limitations to the colour and texture are imposed.
- o. Poster signs in this class shall be enclosed with definite panels, which shall be uniform in size and level.
- p. Signs and fence or wall shall be treated as a visual unity. Wherever possible, project boards should also be incorporated in this unified design.
- q. Construction site signs should always make a positive contribution to a particular streetscape.
- r. These signs shall be erected only for the duration of the construction work.
- s. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

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3.4 Class Four: Signs for Tourist and Traveller

This class of service signs that are permanent and mostly non-locality bound, are mostly on Council property and have a high necessity value. They include both high and low impact signage for road traffic projects, service facility signs, tourism signs and functional signs and are permitted in all areas of control subject to Council's specific or deemed consent.

3.4.1 Class 4A: Sponsored Road Traffic Projects

- a. This class will be allowed in all areas of control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Natural, rural, urban areas of maximum control: Maximum area: 0,5m²
 - 2) Urban areas of partial and minimum control: Maximum area: 4.5 m²
 - a) Height: Maximum height: 3 m
 - b) Name / logo of sponsor: < 1/3 of total sign area.
 - c) SOS call boxes: < 0.04m² on each side.
 - d) Content: Name of project, name or logo of sponsor.
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Inside all metropolitan road reserves (not in national or provincial road reserves), but not on road island or median.
 - ii. Spacing if on same side of road: 1km.
 - iii. Not combined with or attached to road traffic sign.
 - iv. No road traffic sign or symbol used in any road traffic sign may be used.
- d. These signs may not be illuminated or animated.
- e. This class consists of signs relating to the sponsoring of projects specifically intended for road users aimed at the provision of road services, the promotion of road safety or the management and conservation of road side environments.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.

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- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. This class also includes logos or brand names to be displayed on the sides of SOS telephones by sponsors.
- m. Signs shall refer only to the name of the project and the name or logo of the sponsor.
- n. In the case of advertisements on SOS call boxes, duplicate advertisements can be attached to each side of the call box. Sizes shall be limited to 0,04m² on each side of the call box.
- o. Advertisements permitted by this class may be displayed inside the road reserve of all roads but not on road islands or medians.
- p. The minimum distance between signs on the same side of the road shall be 1 km.
- q. No limitations to the colour and texture are imposed.
- r. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.4.2 Class 4B: Service Facility Signs

- a. This class will be allowed in all areas of control.
- b. The size and height of signs allowed in this class, are as follows:

[Diagram]

- i. Maximum: 8 panels/combination sign
- ii. One business or enterprise per panel will be allowed.
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Only at service facilities adjacent and directly accessible from road where sign is.
 - ii. One combination sign per site.
 - iii. Located according to requirements of roads authority.
 - iv. Only one per direction of traffic flow.
 - v. Not in road median or on island.
 - vi. If the sign cannot be located on the site and have to be located in the road reserve, specific approval should be obtained both from EMFULENI LOCAL MUNICIPALITY and the relevant roads authority. It should then be located as close as possible to the access and in front of the service facility site.

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- d. These signs may be illuminated only if the facility is open 24 hours or during business hours of the specific service. No animation is allowed.
- e. This class consists of combination signs displayed at filling stations and roadside service areas (rest and service areas) which may provide a variety of services such as fuel pumps, workshops, restrooms, car washes, shops, accommodation facilities, restaurants, fast food outlets and auto tellers.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Advertisements on such combination signs shall refer only to the name or logo of a business, company or person providing a service or shall indicate the type of service provided. Only signs for locality bound services shall be allowed.
- m. Signs in this class shall be limited to service facilities adjacent to and directly accessible from the public road at which such a sign is directed.
- n. Signs in this class shall be positioned in strict accordance with the requirements of the EMFULENI LOCAL MUNICIPALITY or roads authority responsible for the road adjacent to the service facility.
- o. No limitations to the colour and texture are imposed
- p. Supplementary signs at roadside service areas, which do not form part of a combination sign permitted under this class, shall be used for internal direction and orientation only and shall not be aimed at passing motorists.
- q. Sufficient landscaping shall be undertaken to screen rest and service areas from freeways.
- r. Internal rest and service “totem” signs, which form part of tourism signs under the South African Road Traffic Signing System, could play an important role with regard to internal direction and orientation at such roadside service areas.
- s. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.4.3 Class 4C: Functional Advertisements by Public Bodies

- a. This class will be allowed in all areas of control.

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- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Maximum area: < 0.55m 2. Larger signs may be allowed by the EMFULENI LOCAL MUNICIPALITY
 - 2) Letter sizes: > 0.2m in height
- c. These signs will be allowed inside all road reserves other than freeways or provincial roads.
- d. These signs may be illuminated if needed to be read after dark.
- e. This class consists of functional signs of local authorities and other statutory undertakers such as utilities and public transport operators, displayed wholly for the purpose of announcement or direction in relation to any of the functions of the Council or to the operation of a statutory undertaking which is reasonably required to be displayed for the safe or efficient performance of those functions or operation of that undertaking, and cannot be displayed under any other class.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. These signs may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity substation, and the display of bylaws for recreation grounds or open space.
- m. Signs in this class shall not be misused for the purpose of commercial and competitive advertising.
- n. No limitations to the colour and texture are imposed.
- o. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

3.5 Class Five: Mobile Signs

This class of sign is temporary and remote, has a low necessity value and a high impact in terms of safety and aesthetics. It includes aerial signs and advertising vehicles and are all subject to specific consent for temporary periods only.

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3.5.1 Class 5A: Aerial Signs

- a. This class will be allowed in urban areas of partial and minimum control.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size: No shape or size restrictions.
 - ii. Height: ≤ 45m (except if approved by Commissioner of Civil Aviation).
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Not closer than 5 nautical miles from the aerodrome reference point of an aerodrome.
 - ii. Not above a public road (except if towed behind a vehicle).
 - iii. Advertisements on captive balloon or other captive craft may not be displayed within visual zone along freeway.
 - iv. Displayed in daylight hours only.
 - v. Display period not exceeding two weeks.
- d. These signs may not be illuminated or animated. A moored airship may be illuminated.
- e. This class consists of aerial signs painted on, attached to or produced by an aircraft, such as a captive balloon, a kite, an unmanned free balloon, a manned free balloon, an airship (moored), an airplane (banner towing or smoke signals), a craft for parasailing, a hang-glider, a model – or radio controlled aircraft, and a aircraft towed behind a vehicle or vessel for the purpose of flight.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Except with the written permission of the Commissioner of Civil Aviation, no captive balloon, craft for parasailing, kite, hang-glider, model or radio-controlled aircraft or any aircraft towed behind a vehicle or vessel for the purpose of flight shall be flown:
 - i. closer than the distance as specified by the Commissioner of Civil Aviation from the aerodrome reference point of an aerodrome;
 - ii. above a public road and in the case of an aircraft towed behind a vehicle or vessel such aircraft shall not take off from or land on a public road.

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- m. No colour or texture limitations are imposed for aerial signs.
- n. With the exception of moored airships, aerial signs shall be displayed in daylight hours only.
- o. No sign shall be displayed for a period exceeding two weeks in any calendar year.
- p. No captive or unmanned free balloon shall be flown without the special written permission of the Commissioner of Civil Aviation.
- q. Approval for flying a captive balloon will be considered by the Commissioner only after permission by the Council including the safety and security department has been granted.
- r. Manned free balloons have to meet certain conditions before they may be flown within controlled airspace.
- s. Airplanes and airships shall not be flown below a certain minimum height, as stipulated by aviation regulations, without special permission.

3.5.2 Class 5B: Vehicular Advertising

- a. This class will be allowed in all areas of control.
- b. These signs may not extend from the edges of the vehicle.
- c. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - i. Vehicle may not be used for sole purpose of advertising.
 - ii. Should be mobile at all times.
 - iii. May not be parked for third party advertising.
 - iv. If parked, may not be visible from a street.
- d. These signs may be illuminated internally. No animation is allowed. Illumination of advertisements shall be limited to the following:
 - i. An internally illuminated sign which indicate that a taxi is for hire.
 - ii. Retro reflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle.
 - iii. No other specific performance requirements are prescribed.
- e. This class consists of advertisements on self-driven vehicles which are normally moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.
- f. General requirements as in Section D apply.
- g. General design, construction and position on the site conditions as in Section D apply.

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- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.5.3 Class 5C: Trailer Advertising

- a. This class will be allowed in urban areas of partial and minimum control and only on sites designated by the relevant municipality in advance.
- b. The size and height of signs allowed in this class, are as follows:
 - i. Size:
 - 1) Maximum vertical dimensions: 3m
 - 2) Maximum horizontal dimensions: 6m
- c. The position and spacing requirements for this class of signs are as follows:
 - i. Only on sites designated by the EMFULENI LOCAL MUNICIPALITY on Council property.
 - ii. May not be towed, except to and from site (and then only before 07:00 or after 18:00 and ads must be covered).
 - iii. Not being towed on any freeway.
 - iv. Not inside national or provincial road reserve.
 - v. Only one trailer per site.
 - vi. If authority does not have capacity to control trailer ads, it should not be allowed.
 - vii. Not inside or within a distance of 50m from any Provincial or National road reserve boundary
- d. These signs may be illuminated but limited to retro reflective signs (red at back, yellow to side, white to front of trailer. No animation allowed.
- e. This class consists of advertisements displayed on trailers. A clear distinction must be made between stationary advertisements and advertisements in motion and therefore between two types of trailers.
- f. General requirements as in Section D apply.

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- g. General design, construction and position on the site conditions as in Section D apply.
- h. General maintenance conditions as in Section D apply.
- i. General electrical and illumination conditions as in Section D apply.
- j. General content, amenity and decency conditions as in Section D apply.
- k. General positioning and size concerning road safety and traffic considerations conditions as in Section D apply.
- l. Advertisement trailers are of a relatively light construction, carry double sided "billboard type" advertisements and are parked at strategic locations for the sole purpose of advertising.
- m. Advertisements may also be displayed on heavier *transport trailers* used for the primary purpose of transporting goods and towed by trucks, vans or similar vehicles. Transport trailers are not used for the primary purpose of advertising.
- n. An advertisement trailer may also be parked on any other site in an urban area of partial or minimum control for the purpose of public display as long as it is not visible from any public road and as long as it does not interfere with pedestrian movement.
- o. Advertisement trailers shall not be towed for the primary purpose of advertising.
- p. Advertisement trailers shall not display any advertisements while being towed on a freeway.
- q. Advertisements displayed on trailers used for the transportation of goods shall be limited to heavier trailers, which are able to resist cross winds of up to 30m per second.
- r. Advertisements displayed on a transport trailer shall be painted or attached to the sides of the trailer in a permanent manner.
- s. No transport trailer shall be used for the sole purpose of advertising.
- t. An advertisement trailer shall only be parked at a position demarcated by the EMFULENI LOCAL MUNICIPALITY on a designated trailer site and shall be properly secured at both ends in order to withstand strong winds.
- u. No person shall tow an advertisement trailer through any public street if, in the opinion of the roads authority, such trailer hinders or obstructs traffic in such a street or is likely to do so.
- v. The name and phone number of the operator together with a disc issued by the EMFULENI LOCAL MUNICIPALITY shall be displayed on all advertisement trailers.
- w. The design and construction of both advertisement trailers and transport trailers shall comply with the relevant sections of the Road Traffic Act, 1989 (Act No. 29 of 1989) and SABS standards for trailers.
- x. This class of advertisement is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.

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3.6 Class Six: Miscellaneous Advertising Signs

CLASS 6A: GANTRY ADVERTISING SIGNS

- a. Description: A portal gantry is a structure which is mounted on both sides of a road surface within the road reserve or on private property adjacent to the road reserve. A cantilever gantry is a structure mounted with an overhang onto a road, erected within the road reserve only on the median of a divided dual carriageway. An advertisement is affixed to the structure so as to be visible for traffic passing underneath the structure.
- a. This class will only be allowed in urban areas of minimum control and not adjacent to areas of maximum control.
- b. This class consists of a billboard with a size from 36m² to 81m² and a maximum height of
- c. 12,5m.
- d. An advertising sign consists of a single board with a maximum size of 81m², comprising of two advertising areas back to back. Alternatively the advertising sign may comprise of two advertising signs with a maximum size of 81m² each, comprising of one advertising area each, facing the direction of the respective traffic flow.
- e. On a road with two way traffic flow, with at least two lanes per direction of traffic flow, two advertising signs with a maximum size of 81m² each comprising of one advertising area each, facing the direction of the respective traffic flow will be permitted.
- f. On a road with two way traffic flow, with only one lane per direction of traffic flow, only one advertising sign with a maximum size of 81m² comprising of two advertising areas back to back will be permitted.
- g. On dual carriageways, back to back advertisements are not permitted and the back display area is to be cladded for aesthetical purposes, to the satisfaction of the EMFULENI LOCAL MUNICIPALITY.
- h. The clear height of the advertising structure shall not be less than 5,7m.
- i. The overall height of the structure as well as the clear height is to be measured from the highest point of the road surface.
- j. The horizontal clearance of the advertising structure shall be 5m from the shoulder breakpoint of the road. In the event of a kerbed road, 4,5m will be permitted. If protected by guard rails, the horizontal clearance may be reduced to 2,5m.
- k. Illumination of the sign is only allowed if the road along where a gantry is located is illuminated and only if it does not constitute a road safety hazard or cause undue disturbance.
- l. The following criteria on the position and minimum spacing will apply:

Speed	To other Class 1 advertisements	To road signs	To centre of intersection / point where lanes merge or diverge
0≤60	250m	50m	100m

Subject-to-Contract

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61 - 80	250m	100m	100m
>80	250m	200m	200m

- m. In addition to the above: Gantries should be spaced at least 1km apart on roads with a speed limit of ≤ 80 kph if visible from each other or any super billboard. Gantries should be spaced at least 250m apart on roads with a speed limit of > 80 kph if visible from each other.
- n. A gantry will be permitted inside a metropolitan road reserve, subject to acceptable compliance with the following criteria:
 - i. Road Safety (Section D)
 - ii. Combination and clutter of advertising
 - iii. Environment impact.
- o. The design of the advertising structure is subject to the approval of the EMFULENI LOCAL MUNICIPALITY.
- p. Approval for display shall not be granted for an indefinite period. Approval may be granted for a period of five (5) years.
- q. The advertising structure shall be erected within three (3) months after approval of the relevant building plan. A further extension of three (3) months can be granted in writing.
- r. A structure as approved in terms of the National Building Regulations and Building Standards Act, shall display an advertisement or message within six (6) months after erection.
- s. The structure is to display an advertisement/s on display panels of the advertising structures at all times for aesthetical purposes.
- t. Advertising signs within the road reserve shall not display variable messages.
- u. General requirements as in Section D to 17 apply.
- v. An advertising impact assessment may be required for any gantry.
- w. The applicant will be required to enter into a lease agreement with the EMFULENI LOCAL MUNICIPALITY if erected on Council property.
- x. This class of advertising sign is subject to the approval of the EMFULENI LOCAL MUNICIPALITY

3.7 Exempted and Prohibited Signs

3.7.1 Exempted Signs

- a. The following signs are exempt from the provisions of this policy:

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- b. Any sign displayed inside a sports stadium, which is not visible from outside the stadium;
- c. Any sign which is displayed inside a building at a distance of more than two metres from any window or other external opening through which it may be seen from outside the building and which is not aimed primarily at attracting the attention of the road user:
- d. Any national flag hoisted on a suitable flagpole as long as nothing is added to the design of the flag and no advertising material is added to the flagpole;
- e. A sign which is displayed by the Municipality:
- f. Any sign displayed on an approved advertising hoarding, which complies with other relevant requirements of this policy; and
- g. Any banner or flag carried through the streets as part of a procession.
- h. A price ticket smaller than 0,01sq.m. on an item displayed in a shop window

3.7.2 Prohibited Signs

- a. Any sign type not covered by the policy and by-laws shall be regarded as an illegal sign unless the specific consent of the municipality has been obtained.
- b. No person shall erect or display any of the following signs or cause or allow any such sign to be erected or displayed or such action to be carried out:
- c. Any sign painted on, attached to, or fixed between the columns or posts of a veranda.
- d. Any sign, which will obscure a road traffic sign or signal, or which may be mistaken for, or cause confusion with or interfere with the functioning of a road traffic sign or signal.
- e. Any sign, which will obstruct any window or opening provided for the ventilation of a building or which obstructs any stairway or doorway or other means of exit from a building or which will prevent the movement of persons from one part of a roof to another part thereof.
- f. Any animated or flashing sign, the frequency or the animations or flashes or other intermittent alterations of which disturbs the residents or occupants of any building or is a source of nuisance to the public.
- g. Any illuminated sign, the illumination of which disturbs the residents or occupants of any building or is a source of nuisance to the public.
- h. Any swinging sign, which is a sign not rigidly and permanently fixed.
- i. Any sign displayed on land not in accordance with the relevant zoning or approved consent use as per applicable Town-planning Scheme.
- j. Any advertisement or sign other than an exempted sign, for which neither a permit nor approval has been obtained.
- k. Any sign painted on a boundary wall or fence in a residential and rural area.

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- l. Any advertising sign, which, in the opinion of EMFULENI LOCAL MUNICIPALITY, is suggestive of anything indecent or may prejudice the public morals. NB reference is made to the definitions of the Broadcasting Complaints Commission of South Africa - BCCSA in this regard.
- m. Any sign, which relates to a business, which is conducted on an erf, or land, which is not zoned for that specific purpose.
- n. Any advertisement, which relates to cigarettes or other tobacco products on Municipality property.
- o. Any poster pasted onto supporting columns, walls, pillars or any poster pasted otherwise than on a hoarding legally erected for the purpose of accommodating such poster.
- p. The distribution of pamphlets at road intersections.
- q. Any permanent sign of which the maximum display period has expired.
- r. Advertisements that cannot be classified in full into one of the recognised advertising classes
- s. Any advertisement inside a road reserve, which contains or does not contain retro-reflective material unless approval has been obtained.

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4 SECTION D: ADMINISTRATIVE PROCEDURES

4.1 Application for Council's Approval

- a. No person shall display or erect any sign or use any sign or use any structure or device as a sign without first having obtained the written approval of the Council (Is the responsibility for district municipalities the same as the local municipalities). The provisions of this section shall not apply to signs deemed *exempt or prohibited*.
- b. No sign displayed with the approval of the Council shall in any way be altered, moved, re - erected nor shall any alteration be made to the electrical wiring system of such sign except for the purposes of maintenance, without the further approval of the Council.
- c. It should be ensured by the applicant that the correct site information according to the applicable town planning scheme, is provided as part of the application. A Title Deed of Transfer of all properties should accompany the application, as well as the land owners or any other duly delegated party's consent, if on private property. The application shall be circulated to all adjacent land owners for a Class One sign being erected in the road reserve, or at locations as deemed necessary by Council.
- d. In order to apply, an application, consisting of a copy and one original, shall be launched at the Council at the relevant counter, accompanied by the required application fee and shall be signed by the owner of the proposed sign and by the owner of the land or building on which the sign is to be erected or displayed by his agent authorised in writing by such owner and shall be accompanied by the following documents with the following minimum criteria and requirements:
 - i. a locality plan and block plan of the site on which the advertising sign or advertising structure is to be erected or displayed, drawn to a scale of not less than 1:500 showing every building on the site and the position with dimensions of the advertising sign or advertising structure in relation to the boundaries of the site;
 - ii. a drawing sufficient to enable the Council to consider the appearance of the advertising sign or advertising structure and all relevant construction detail, and elevations and sections to a scale of 1:100;
 - iii. where, in the opinion of the Council, a proposal cannot be adequately evaluated at a scale of 1:100, further details will be requested, and the scale of the drawings to be furnished shall be stipulated by the Council, but will not exceed a scale of 1:20;
 - iv. a drawing showing the sign or structure in relation to the area in which it will be erected;
 - v. a full description of the materials and finishes to be employed shall be provided on the plan, elevations and sections;
 - vi. an artist's impression of the final product in its setting may be requested by the Council if the proposal is located in an area which is architecturally or environmentally sensitive;

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- vii. a registered professional engineer shall take full written responsibility for all structural work contemplated by the applicant;
 - viii. a written motivation, briefly setting out the benefits of the outdoor advertising fixtures in environmental, social and economic terms is to accompany each application;
 - ix. written approval of the registered owner of the property (together with copies of the applicable Title Deeds, on request) is to be submitted together with the application;
 - x. the applicant shall satisfy the Council that cognisance has been taken of the relevant statutory provisions regarding the environmental impact of the proposed form of outdoor advertising;
- e. Every such plan and drawing shall be clearly reproduced on cloth or other approved material in sheet form not less than A3 size (420mm x 297mm).
- f. The above technical criteria for submissions are essential in order to effectively evaluate the application in question on both environmental and technical grounds. It is also intended to expedite the assessment and approval of applications on the grounds that the provision of comprehensive information is an aid to effective decision making.
- g. All applications received shall be circulated to other relevant departments and / or stakeholders including the following:
- i. Land Use Management
 - ii. Traffic Department
 - iii. Health & Environment
 - iv. Building Control
 - v. Roads
 - vi. Water and Sanitation
 - vii. Electricity
 - viii. Property
 - ix. Ward Councillor and other.
- h. The criteria do not apply to applications for approval of posters, or any form of advertising described in Class 2 (4) "Temporary advertisements" where appropriate criteria for submission of applications can be determined administratively.
- i. If a sign is to be attached to or displayed on the façade of a building, the Council may require the submission of an additional drawing showing an elevation of the building in colour, the details and position of the proposed sign and the details and the position of every existing sign on the building drawn to a scale of not less than 1:100, or the Council may require a coloured or other photograph of the building with the details of the proposed sign superimposed on such photograph and drawn as nearly as is practicable to the same scale as that of the photograph.
- j. The Council may require the submission of additional drawings, calculations and other information and a certificate by an engineer registered in terms of the Professional Engineers Act, (Act 18 of 1968), in each case giving details to the Council's satisfaction, to enable it to establish the adequacy of the proposed means of securing, fixing or supporting any sign, advertising structure or screen referred to in Section D, to resist all loads and forces to which the sign, structure or screen may be exposed and the sufficiency of the margin of safety

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against failure, in compliance with the provisions of regulation B1 of the National Building Regulations published under Government Gazette No. 9613, dated 1 March 1985.

- k. A copy of every application, plan, drawing and other documents submitted in terms of this section shall on approval be retained by the Council.
- l. Any sign for which approval has been granted shall be erected and displayed in accordance with any plan, drawing or other document approved by the Council and any condition imposed in terms of that subsection; the Council shall be notified once any approved sign has been erected.
- m. The Advertising Section shall register all applications received and signs or advertising structures approved by it and allocate to it a registration number. Such number shall be displayed on the sign in a suitable, clearly visible position by the owner thereof and if necessary in the opinion of the Council, in another place and in a manner to the satisfaction of the Council.
- n. Every approval given by Council will be approved and given for a specific period and such period shall be specified in the legal agreement between EMFULENI LOCAL MUNICIPALITY and Advertising Agency.
- o. If the advertising sign will be visible from a provincial or national road, the approval shall be subject to the approval of the relevant road authority. Even if the approval of the Council was obtained, but the approval of the relevant road authority is not yet / not obtained, such a sign may not be erected, and will be deemed illegal if it is erected without both parties formal approval.
- p. All relevant documentation regarding the application and approval of a sign or advertising structure shall be retained by the owner of the property on which such sign or advertising structure is displayed and shall present such documentation to the Council upon request thereof.
- q. Each and every change in the advertisement face (content of the advertisement) shall be applied for at the Council, in order for Council to determine if it adheres to the criteria for amenity and decency and to the maximum number of "bits" of information allowable on the sign.
- r. Specific signs cannot be applied for, but will be put out on tender by the Council (Advertising Section), on Council specifications, namely:
 - i. Large posters and advertisements on street furniture e.g. pavement litterbins, pole mounted bins and bus shelters;
 - ii. Suburban ads e.g. township name boards;
 - iii. Street name advertisements e.g. illuminated street name boards; and
 - iv. Street pole advertising (mounting ad boards on street light poles).

4.2 Withdrawal or Amendment of Council's Approval

- a. The Council may refuse, withdraw or amend any condition or impose a further condition in respect of such approval at any time if in the opinion of the Council:

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- i. It will be or becomes detrimental to the environment or the amenity of the neighbourhood by reason of size, intensity of illumination, quality of design or materials or for any other reason;
 - ii. It will constitute or become a danger to any persons or property;
 - iii. If the sign is in a state of disrepair or does not comply with this Policy;
 - iv. It will obliterate other signs, natural features, architectural features or visual lines of civic or historical interest;
 - v. The advertisement does not comply with this policy; or does not conform to the initial approved application;
 - vi. It will be in its content objectionable, indecent, or suggestive of indecency or prejudicial to the public morals (objectivity will be required – “indecent” according to which norms?);
 - vii. It becomes necessary to implement traffic signage or traffic control measures that will be in competition with the advertisement, or where the removal of the advertisement is necessitated by road improvements;
 - viii. It becomes clear that approval of an application is invalidated.
- b. If Council refuse, withdraw or amend any condition or impose a further condition in respect of such approval, the reasons should be provided. If the refusal is based on legal grounds the appropriate reference should be made.

4.3 Appeal Procedure

- a. Any person may appeal to the Deputy Municipal Manager/Municipal Manager of the Council against disapproval of an application in terms of this policy by an official of the Council within 30 days of receipt of notice of such decision;
- b. Such appeal shall be made by lodging a notice setting out the nature and grounds of the appeal within the period contemplated above with the Deputy Municipal Manager/Municipal Manager of the EMFULENI LOCAL MUNICIPALITY;
- c. The Deputy Municipal Manager/Municipal Manager referred to in subsection above or his/her delegated official, shall hear the appeal including any oral or written submission from either party, and inform the applicant.

4.4 Delegation of its decision, which shall be final and the reasons therefore

- a. In view of the well-defined Policy, which is to be applied to applications for outdoor advertising, Council has granted the authority to approve applications for Outdoor Advertising boards, and sign such contracts on behalf of EMFULENI LOCAL MUNICIPALITY, to the Head Of Department of LED and Tourism and to any other persons that may be further delegated by Council.

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- b. This delegation is granted specifically in order to expedite the evaluation and approval of applications for outdoor advertising.

4.5 Erection and Maintenance of Advertising Signs and Structures

- a. If, in the opinion of the Council, any sign is in a dangerous or unsafe condition or has been allowed to fall into a state of disrepair or interferes with the functioning of any road traffic sign, the Council (Advertising Section) serve a notice on an owner requiring him at his own cost, to remove the sign or do other work specified in the notice within a period so specified.
- b. The Council (Advertising Section) may, if in its opinion an emergency exists, instead of serving notice, or if such notice has been complied with within the period specified therein, itself carry out the removal of a sign or do other work which it may deem.

4.6 Removal of Signs or Advertising Hoardings

- a. If any sign or advertising board is displayed so that in the opinion of the municipality it is detrimental to the environment or to the amenities of the neighbourhood, or otherwise in contravention of the By-laws, the municipality may serve a notice on or may instruct the owner of the sign or advertising hoarding to remove such sign or advertising board or carry out such alteration thereto or do such other work as may be specified by the relevant official of the Municipality within a specified time;
- b. If a person fails to comply with a request as stated in the preceding paragraph the municipality may remove such a sign or advertising board;
- c. Temporary advertising signs that have been approved for a limited period must be removed within 3 days after approval has lapsed. In the case of trailer advertisements, the trailer must be removed on the last day of the approved period;
- d. The municipality shall in removing a sign or board not be required to compensate any person in respect of such sign or advertising hoarding, in any way for loss or damage resulting from this removal;
- e. Any costs incurred by the municipality in removing a sign or advertising board, or in doing alterations or other works in terms of this policy will be recovered from the owner and if a deposit has been paid in respect of such sign or board the costs may be deducted from the deposit;
- f. Notwithstanding the above-stated provisions, the municipality itself shall, without serving any notice, carry out the removal of such sign or advertising board;
- g. The municipality shall charge a poundage fee for such signs that were removed in terms of this section as determined by EMFULENI LOCAL MUNICIPALITY; (as stated in the By-laws)
- h. A poundage fee mentioned above shall be payable to the municipality per sign per working week (Monday to Friday) or part of the week;

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- i. The municipality shall destroy such signs that were removed in terms of this section, within one week after such removal, should the owner of such sign fail to claim such sign or pay the poundage fee as stated.
- j. Actual expenses incurred by the municipality during the removal of signs in terms of this section shall be payable by the owner of such signs to the municipality.

4.7 Serving Notices

Where any notice or other document is required by these by-laws to be served on any person, it shall be deemed to have been properly served personally on him or on any member of his household apparently over the age of sixteen years or at his 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 municipality, or if such person is a company, if served on an officer of that company at its registered office or sent by registered mail to such office.
Ensure input from municipal courts.

4.8 Damage to Council Property

No person shall intentionally or negligently, in the course of erecting or removing any sign, advertising hoarding, poster or banner cause damage to any tree, electric standard or service or other Council installation or property. In the event that damage has not been repaired to the satisfaction of the Council, the person who caused the damage shall be liable and shall be charged in terms of the Criminal Procedure Act.

4.9 Entry and Inspection

The Council shall be entitled, through its duly authorised and clearly identified officers, to enter into and upon any premises, at any reasonable time for the purpose of carrying out any inspection necessary for the proper administration and enforcement of this Policy.

4.10 Offences

- a. Any person who:
 - i. Contravenes or fails to comply with any provision of the policy;
 - ii. Contravenes or fails to comply with any requirement set out in a notice issued and served on a person in terms of the policy;
 - iii. Contravenes or fails to comply with any conditions imposed in terms of the policy;
 - iv. Knowingly makes a false statement in respect of any application in terms of the policy;
 - v. Shall be guilty of an offence and shall on conviction be liable to a fine not exceeding R5000,00 or in default of payment, to imprisonment for a period not exceeding twelve months, and in the case of a continuing offence to a fine not exceeding R 500,00 for every day during the continuation of such offence, and for a second or subsequent offence shall be liable on conviction to a fine not exceeding R 1500,00 per day or in

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default of payment, to imprisonment for a period not exceeding three months; (fines should be in by-laws – not policy); and

- vi. Shall be fined / convicted in accordance with the relevant by-laws.
- b. Penalties for offences will be updated from time to time to ensure that it stays in line with income that can be generated from illegal advertisements.

4.11 Indemnity

The Council may refuse any application submitted or grant its approval to any condition which it may deem expedient, including a condition that the owner of any sign or the owner of the land or building on which such sign is to be erected and displayed, or both such owners, indemnify the Council to its satisfaction against any consequence flowing from the erection, display or mere presence of such sign.

4.12 Responsible Person

- a. If any person is charged with an offence, relating to any sign, advertising board or poster:
- b. It shall be deemed that such person either displayed such sign, advertising hoarding or poster or caused or allowed it to be displayed;
- c. The owner of any land or building on which any sign, advertising hoarding or poster was displayed, shall be deemed to have displayed such sign, advertising hoarding or poster, or caused or allowed it to be displayed;
- d. Any person who was either alone or jointly, with any other person responsible for organising, or was in control of any meeting, function or event which a sign or poster relates, it shall be deemed to have displayed every sign or poster displayed in connection with such meeting, function or event to have caused or allowed it to be displayed;
- e. Any person whose name appears on a sign, advertising hoarding or poster shall be deemed to have displayed such sign, advertising hoarding or poster or to have displayed, unless the contrary is proved;
- f. If various persons, companies or institutions are found to be guilty of an offence in terms of this policy, council can prosecute them jointly or separately as if every one of them has committed the offence individually.

4.13 Transitional Provisions

- a. Any advertisement that was erected or displayed on the date of promulgation of the policy, and is not an advertisement for which the municipality may grant approval, must be removed within 90 days of such date of commencement;
- b. Where an advertisement has been erected or displayed on the date of promulgation of the policy, which, in terms of the policy, may not be so erected or displayed without the approval of the Municipality or another authority, the owner of the advertisement must apply to the municipality or the other authority, as the case may be, for such approval, within 90 days of such date of commencement, failing which the advertisement must be removed forthwith. No

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such application may be made in respect of an advertisement contemplated in the paragraph a;

- c. If approval for an advertisement contemplated in paragraph b has been refused, the owner must remove it within 30 days of receipt of notification of such refusal. Where such a notification has been posted by registered post, the owner will be deemed to have received it eight days after posting thereof;
- d. All approved signs already in existence on the publication of this policy shall within a period of six months (6) after such promulgation, be removed or corrected to comply with the said policy.

4.14 Tariffs

Every person who applies in the Council for its approval or permission shall on making the application pay to the Council the charge determined therefore and no application shall be considered until such charge has been paid. The set of rates as drawn up by Council and revised from time to time, as appropriate, shall apply.

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5 ANNEXURES

Figure 1 - Positioning of Advertisements in relation to Traffic Flow

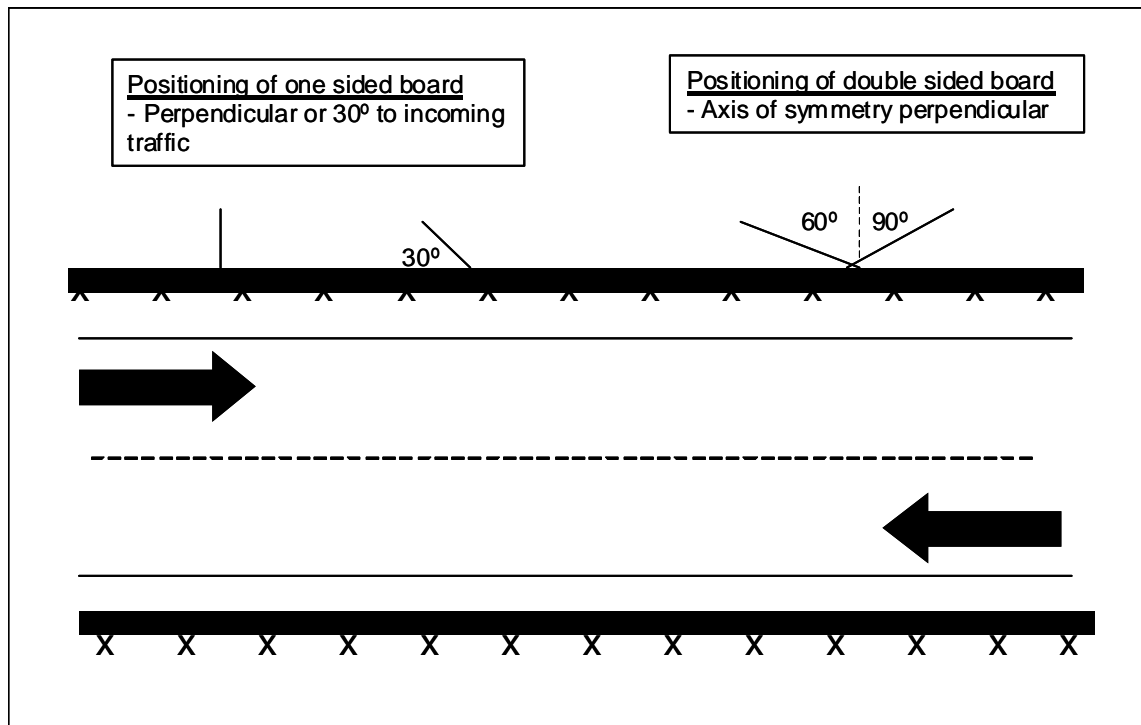


Table 1 Class 1 Advertisements – Size and Height

	Super Billboards	Large Billboards	Small Billboards
Area of control	Minimum/Partial	Minimum/Partial	Minimum/Partial
Size	> 40 - 80 m ²	18 – 40 m ²	< 18 m ²
Speed – where allowed	Any speed	Only on roads wit speed limit ≤ 80km per hour	Only on roads wit speed limit ≤ 80km per hour
Total Height	12,5m	7,5m	5m

Billboards can be allowed inside metropolitan road reserve, with specific attention to road safety (section 17), combination and clutter of advertising, environment impact, but no adjacent to areas of maximum control.

Table 2 Class 1 Advertisement - Position and Spacing

Speed	To other Class 1 Advertisements	To Road Signs	To Centre of Intersection/Point where lanes merge or diverge
0 ≤ 60	250 m	50 m	100 m
61 – 80	250 m	100 m	100 m
> 80	250 m	200 m	200 m

1. Super Billboards should be spaced at least 1 km apart on roads with speed limit ≤ 80 km per hour

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if visible from each other.

2. Super Billboards should be spaced at least 250 m apart on roads with a speed limit > 80 km per hour if visible from each other.

3. Large Electronic Billboards (> 18 m²) should be spaced at least 5 km apart on any road.

4. Electronic Billboards of 18 m² or smaller in area should be spaced at least 1,5 km apart on any road.