

TSWELOPELE MUNICIPALITY

DRAFT POLICY FOR ADVERTISING WITHIN THE MUNICIPAL AREA

Outdoor advertising and information transfer fulfils an essential function in modern society. It directs, guides and informs as to locality, product, activity or service and contributes to economic growth in general.

Based on the South African Manual for Outdoor Advertising Control [SAMOAC] the following summary reflects the different sign types:

1. BILLBOARDS AND OTHER HIGH IMPACT FREE-STANDING SIGNS

- a. **Super billboards:** Massive electronic billboards between 40m² and 81m²
- b. **Custom-made billboards:** Custom made billboards between 8m² and 81m² which feature special effects such as internal illumination.
- c. **Large billboards:** Range in size from 36m² to 18m² with 3m x 6m as the most popular and are a widely used for outdoor advertising medium.
- d. **Small billboards and tower structures:** Are used for general non-bound advertisements on products, activities and services in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports.

2. POSTERS AND GENERAL SIGNS

- a. **Large posters and advertisements on street furniture:** Large posters come in various formats and are normally displayed on standardised self supporting structures which may be mounted on poles or be placed directly onto the ground.
- b. **Banners and flags:** May be attached to flagstaffs, buildings or special streetscaping structures. Banners and flags advertising promotions or commercial products are not allowed.
- c. **Suburban ads:** Pole mounted location signs at entrances to suburbs carrying and advertising sign beneath the suburb name.
- d. **Temporary advertisements:**
 - i] Estate agent's boards
 - ii] Sale of goods or livestock [Auction sales]
 - iii] Pavement posters and notices
 - iv] Project boards
 - v] Temporary window signs

These signs includes a wide variety of signs and advertisements which are usually displayed to publicise a forthcoming event, a short-term use of the advertisement site or to announce the sale or renting of real estate or the sale of commodities.

3. SIGNS ON BUILDINGS, STRUCTURES AND PREMISES

- a. **Sky signs:** Consist of very large signs on top of tall buildings.
- b. **Roof signs:** Consist of signs on the main roof of buildings which are used to some extent for commercial, industrial or entertainment purposes.
- c. **Flat signs:** which are affixed to the main walls of buildings used for commercial, industrial, office or entertainment purposes.
- d. **Project signs:** Which sign projects more than 300mm from the surface of the
- e. Signs painted on walls and roofs
- f. **Window signs:** Painted permanently on or attached to the window-glass.
- g. Signs incorporated in the fabric of a building: Any advertisement incorporated in and forming an integral part of a building, main wall and is affixed at right angles to the street line.
- h. Veranda, balcony, canopy and underawning signs
- i. Advertisement on forecourt of business premises: Notices, signs and advertisement displayed on the forecourts of businesses in order to draw attention to commercial services.
- j. Signs for residential orientated land use and community services
- k. On-premises business signs: These signs consist of locality-bound signs which are aimed at identifying and locating businesses, enterprises and industries in urban area.
- l. Advertisement on construction site boundary walls and fences: Usually consists of signs fixed flat against or on top of any fence or wall where such fence or wall forms the boundary of assite.

4. SIGNS FOR THE TOURIST AND TRAVELLER

- a. **Sponsored road traffic signs:** Relating to sponsoring of projects specifically intended for road users and involving the provision of road services.
- b. **Service facility signs:** Consists of large combination signs displayed at filling stations and roadside service areas.
- c. **Tourism signs:** Form part of the South African Road Traffic System and are provided supplementary to direction signs.
- d. **Functional advertisements by public bodies:** Advertisements needed by local authorities and other statutory undertakers such as utilities and public transport operators to give information or guidance about services they provide.

FOR THE PURPOSE OF THE POLICY THE FOLLOWING DEFINITIONS:

ADVANCE SIGN means a sign indicating the direction or distance to a facility, locality, activity, service or enterprise.

ADVERTISING means the act or process of notifying, warning, information, making known or any other act of transferring information in a visible manner.

ADVERTISEMENT means any visible representation of a word, name, letter, figure, object, mark or symbol or of an abbreviation of a word or name, or of any combination of such elements with the object of transferring information.

ADVERTISING DEVICE means any physical device which is used to display an advertisement or which is in it self an advertisement.

ADVERTISING STRUCTURE means any physical structure built to display and advertisement.

BILLBOARD means any screen or board larger than $4,5m^2$, supported by a free-standing structure, which is to be used or intend to be used for the purpose of posting, displaying or exhibiting an advertisement. The main function of a Billboard is to advertise non-locality bound products, activities or services.

BUILDING means any structure whatsoever with or without walls, with a roof or canopy and a means of ingress and egress underneath such roof or canopy.

COMBINATION SIGN means a single free-standing advertising structure for displaying information on various enterprises and services at location such as roadside service areas, urban shopping centres and other urban complexes.

CLEAR HIGHT means the vertical distance between the lowest edge of a sign and the level of the ground, footway or roadway immediately below such sign.

CONTROLLING AUTHORITY means the Tswelopele Municipality.

DISPLAY OF SIGN includes the erection of any structure if such structure is intended solely or primarily for support of such sign.

DISPLAY PERIOD means the exposure time during which the individual advertising message is on display.

FAÇADE means the principal front or fronts of a building.

FREE STANDING SIGN means any immobile sign which is not attached to a building or to any structure or object not intended to be used for the primary purpose of advertising.

HEIGHT OF SIGN means the vertical distance between the uppermost and lowest edge of the sign.

POSTER means any placard announcing or attracting public attention to any meeting, event, function, activity, or undertaking or to the candidature of any person nominated for election to parliament, local government or any similar body or any placard advertising any product or service or announcing the sale of goods.

TEMPORARY SIGN means a sign not permanently fixed and not intended to remain fixed in one position.

WINDOW SIGN means signs which are permanently painted on or attached to the window-glass of a building.

1. GENERAL CONDITIONS

- a. An annual fee of R 250 for the use of the land / space occupied.
- b. The number of advertising boards / signs to be limited to 4 per application.
- c. Poster fee to be paid as per tariff list i.e R 200 with R 150 refund if posters are removed within 7 days after date of event.
- d. Locality and advertising matter to be approved before displaying / erection.
- e. The right remains with Council to remove / relocate any advertising matter if or when it becomes necessary to perform Council duties.
- f. The above facts to be reviewed on a yearly basis.

2. DESIGN AND CONSTRUCTION OF ADVERTISING MATTER

- a. No sign to be detrimental to the environment or to the amenity of a human living environment by reason of size, shape, colour, texture, quality of design or materials or for any other reason;
- b. be in its contents objectionable, indecent or suggestive of indecency or prejudicial to the public morals;
- c. unreasonable obscure, partially or wholly, any sign owned by another person previously erected and legally displayed.
- d. No advertisement or advertising structure shall -
 - i] constitute a danger to any person or property;
 - ii] be so placed or contain an element which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;
 - iii] be illuminated to the extent that it causes discomfort to or inhibits the vision of approaching pedestrians or drivers;
 - iv] obscure a pedestrian's or driver's view of pedestrians, road or rail vehicles and features of the road, railway or pavement, junctions or bends.

- v] obstruct any fire escape or interfere with any window or opening required for ventilation purposes.
- vi] no message shall be spread across more than one sign or sign panel.

3. ANY SIGN, AS PERMITTED BY COUNCIL SHALL -

- a. be neatly and properly constructed, executed and finished in a workmanlike manner;
- b. have a neat appearance and shall consist of durable materials;
- c. have a neat appearance in terms of advertisement content and sign writing while hand written messages should be avoided;
- d. be rigidly and securely attached, supported or anchored in a safe manner so that unwanted movement in any direction is prevented;
- e. 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;
- f. When attached to buildings, be attached with the necessary expert advice in order to prevent damage to such building.

4. ANY ADVERTISER OR CONTRACTOR SHALL -

- a. not use water-soluble adhesive, adhesive tape or similar material to display or secure any sign or advertisement elsewhere than on a billboard; and
- b. have all exposed metalwork of any sign painted or otherwise treated to prevent corrosion and all timber treated to prevent decay.

5. GLASS USED IN SIGNS SHALL -

- a. be safety glass at least 3mm thick;
- b. panels used in signs must not exceed 0,900m² in area, each panel being securely fixed in the body of the sign, structure or device independently of all other panels.

6. SIGNS IN WHICH ELECTRICITY IS USED SHALL -

- a. have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly;
- b. be constructed of material which is not combustible;
- c. be provided with external switch whereby the electricity to the sign may be switched off; and
- d. be wired and constructed in accordance with the relevant electricity by-laws.

7. ANY SIGN -

- a. should where possible be located at a height that discourages vandalism;
- b. shall be services on a regular basis; and
- c. be maintained in good repair and in a safe condition and according to the highest standards as regards quality of structure, posting and sign writing.

8. TEMPORARY ADVERTISEMENTS are usually displayed to publicise a forthcoming event, sale or renting of real estate or the sale of goods and commodities and shall be classified in the following:

- a. ESTATE AGENT BOARDS - shall be placed at or fixed to the building concerned or attached to the boundary fence of the premises - signs shall not be displayed in the road reserve or on islands or medians.
- b. PAVEMENT POSTERS AND NOTICES shall -
 - i] be restricted to electric light standards or any other structure provided for express purpose of posting or affixing posters or notices;
 - ii] no posters to be placed on power line standards, road traffic signs and signals, walls, columns and posts of verandas or balconies, electricity boxes, trees or bridges.
- c. PROJECT BOARDS shall -
 - i] not exceed 1,5m² per consultant or contractor. Combined project board shall not exceed 9m² in total;
 - ii] Signs describing the type of development shall not exceed 3m² in height, and shall not exceed 4,5m² in size.
 - iii] Only one advertisement per contractor or consultant shall be permitted per street frontage of site.
 - iv] Project boards may be positioned within road reserves other than freeways, but only next to a development site if sufficient space is not available on the actual site.

9. RESTRICTIONS ON SIGNS AT STREET CORNERS

See attached sketch.

10. RESTRICTIONS ON ILLUMINATED SIGNS AT SIGNALISED STREET CORNERS

See attached sketch.