



MUNICIPAL COUNCIL OF THE CITY OF WINDHOEK

OUTDOOR ADVERTISING POLICY

**CRITERIA FOR DIFFERENT TYPES
OF ADVERTISING SIGNAGE**

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SCHEDULE OF HIGH ORDER ROADS APPLICABLE FOR THESE ANNEXURES

1. DEFINITIONS AND TERMS

Some of these definitions and terms used may not occur in this document, but are included for the sake of completeness.

ACT means the Local Authorities Act, 1992 (Act 23 of 1992).

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

ADVERTISEMENT means any visible representation of a word, logo, name, letter, figure, object, mark, symbol, abbreviation, light or any combination thereof with the object of transferring information which is visible from any street or public place, but does not include a road traffic sign.

ADVERTISEMENT FOR SALE OF GOODS OR LIVESTOCK means an advertisement announcing such a sale on land or premises not normally used for commercial purposes and may include an advertisement announcing auctions of household goods on residential properties, or livestock or game on farms. This class will also include the display of an advertisement announcing the proposed sale of property or land by means of a public auction to be advertised within the road reserve.

ADVERTISER means the person or organization, whose product or service is being advertised, or whose name or image is mentioned or promoted in an advertisement.

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

ADVERTISING IMPACT ASSESSMENT (AIA) means a report requested by the Council from the applicant wherein the impact of the advertising sign is discussed. This report should address aspects such as, but will not be limited to, the environmental impact, visual impact, illumination of the advertising sign, and road safety impact of an advertising sign.

ADVERTISING STRUCTURE means any screen, fence, wall or other physical structure or object erected to display an advertisement or which is in itself an advertisement or used to display an advertisement.

ADVERTISING SIGN OR SIGN means any advertising structure built or erected to display an advertisement, together with an advertisement displayed on the structure.

AERIAL SIGN means any sign attached to or displayed on a balloon or similar device or which is in itself an advertising sign which is suspended in the air and over any part of the area.

AFFIX means to firmly secure, which includes "painting onto" and "affixed" shall have a corresponding meaning.

ANIMATION means a process whereby an advertisement's visibility or message is enhanced by means of moving units or pictures, flashing lights or similar devices, or an advertisement containing a variable message.

APPROVED means approved by the Council and "approval" has a corresponding meaning.

ARCADE means a covered pedestrian thoroughfare not vested in the Council, whether or not located at ground level passing wholly or partly through a building and to which the public normally has regular and unrestricted access.

AREA OF ADVERTISEMENT means the total area of that which constitutes the advertisement.

AREA OF CONTROL refers to the degree of advertising control to be applied in a specific area, i.e. maximum, partial or minimum control as determined by the Council from time to time.

AREA OF JURISDICTION means the area under the control of the Council according to the legally determined and declared boundaries of the Council.

AREA OF MAXIMUM CONTROL means an area which are deemed sensitive to visual disturbance and include, but are not limited to natural open spaces in urban areas, urban conservation areas, interface of natural landscape with built-up areas, gateways, residential areas, bodies of water and rivers, ridges, open recreational area, architectural and historical sites, characteristic vistas, heritage sites and buildings, mountainous areas, special tourist areas and skylines.

AREA OF MINIMUM CONTROL include, but are not limited to areas seen as centre areas and nodes of concentrated economic activity where the dominant concern and motivation is to conduct business and to sell products and services, such as areas of concentrated economic activity, city centers, commercial districts, shopping centers, office precincts, commercial enclaves & shopping centers in industrial areas & industrial parks, entertainment districts, and prominent transport nodes.

AREA OF PARTIAL CONTROL means areas that can be characterized by a greater degree of integration and complexity of land use, includes but are not limited to a 50m strip between an area of minimum control and an area of maximum control, which will be measured from the edge of the area of maximum control into the area of minimum control, commercial enclaves in residential areas, suburban shopping centers & office parks, ribbon development, educational institutions, institutional premises, sports fields or stadiums, commercialized squares, government land, parastatal land, smallholdings of an urban nature (not used for residential).

BALCONY means a platform projecting from a wall, enclosed by a railing, balustrade or similar structure, supported by columns or cantilevered out and accessible from an upper-floor door or window.

BANNER means a piece of cloth or similar material upon which an advertisement is displayed in such a manner as to be fully legible in windless conditions, attached to one or more ropes, poles or flagstaff projecting vertically, horizontally or at an angle, or attached to buildings or to specific structures, but excludes banners carried as part of a procession.

BILLBOARD means any screen or board larger than 4.5m², supported by a structure, which is to be used or intended to be used for the purpose of posting, displaying or exhibiting a third-party advertisement and can be classified as a small, large, super or mega billboard. This can be attached to a structure manufactured specifically for advertising, or to a structure of any other form, used to attach the advertisement to, which can also include towers, bridges and pylons.

BIT OF INFORMATION refers to the basic unit for measuring the length of advertising messages and may consist of letters, digits, symbols, logos, abbreviations or graphics of any nature.

BLIND means a vertical screen attached to shop windows or verandahs in order to keep sun and rain from shop fronts and sidewalks, and which may be rolled up when not in use.

BUS SHELTER DISPLAYS means posters positioned as an integral part of a freestanding covered structure at a bus stop or mini taxi rank.

CANDELA is the standard SI unit of luminance intensity relating to the illuminating power of a light source in a given direction.

CANOPY means a structure in the nature of a roof projecting from the façade of a building and cantilevered from the building or anchored otherwise than by columns or posts.

CLEAR HEIGHT means the minimum vertical distance from the physical or natural ground level to the bottom of the advertisement and / or to the advertising sign, whichever is the smallest.

COMBINATION SIGN means an advertisement comprising a number of smaller, individual advertisements, usually displaying different products or services, placed next to each other on a single free standing advertising structure specially designed to accommodate more than one advertisement presented on an on-premises business sign.

COMMERCIAL ADVERTISING means any words, letters, object, mark, logos, figures, symbols, pictures relating to the name of a business, a trade, a partnership or an individual or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered.

COPY means the complete advertising message to be displayed on the advertising structure.

COUNCIL means the Municipal Council of Windhoek which is constituted under Section 6 of the Act and includes the members of Council or any officer or employee of the Council on whom Council has delegated or assigned any power, function or duty which is to exercised or performed under these regulations.

COUNCIL AREA means the local authority area of the Municipal Council of Windhoek as declared as such in terms of Section 3 of the Act.

COUNCIL LAND means any portion of land including road, street, thoroughfare, bridge, subway, footpath, sidewalk, land, square, open space, garden, park or enclosed place, erf, site etc. vested in the Council.

CUSTOM-MADE BILLBOARD means a billboard which could feature special effects such as internal or external illumination, special character cut-outs and three-dimensional representations, or rotating or scrolling panels that provide a number of messages in succession, excluding animation.

CUT-OUTS means letters, packages, figures or mechanical devices attached to the face of an outdoor advertising sign, which might extend beyond the rectangular area for greater attention value, can provide a three-dimensional effect and are also commonly known as add-ons or embellishments.

DEPARTMENT means the relevant department, within the Municipal Council of Windhoek responsible for road traffic.

DEVELOPMENT ADVERTISEMENT means an advertisement which could describe the type of development being carried out on a construction site, including a pictorial representation, and containing the contact details of the developer or his agent.

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

ELECTION means the National Government, Regional Government or Municipal elections and by-elections inclusive of the registration process and referendum held from time to time.

ELECTRONIC ADVERTISING SIGN means an advertising sign which has an electronically controlled, illuminated display surface, which allows all or a portion of the advertisement to be changed, animated or illuminated in different ways.

ENGINEER means an engineer registered under the Engineering Profession Act, 1986 (Act 18 of 1986).

ENTERTAINMENT AREA means an area the main purpose of which is to be used as a park, sports field, barbeque area or for other recreational purposes.

ERF means a, stand, lot, plot, agricultural holding or similar land entity registered in a deeds registry, and as defined in Section 1 of the Townships and Division of Land Ordinance 1963 (Ordinance 11 of 1963).

ESTATE AGENT'S BOARD means an advertisement that is temporarily displayed to advertise the fact that land, premises, development or other forms of fixed property are for sale, to let or on show.

EXISTING SIGN means a sign, which has been previously approved by the Council, whether erected or not.

FACADE means the principle front or fronts of a building.

FLAG means a material upon which an advertisement is displayed and which is attached to a single rope, pole or flagstaff projecting vertically, horizontally or at an angle from a building or property.

FLASHING SIGN means a sign in which a symbol, figure, message or illustration intermittently appears and/or disappears and/or illuminated with varying colour or intensity.

FLAT SIGN means any advertisement affixed to any external wall of a building used for commercial, office, industrial or entertainment purposes, but excluding a parapet wall, balustrade or railing of a verandah or balcony, which at no point projects more than 300mm from the surface of such a wall and which may consist of a panel or sheet or of individual numbers, letters or symbols.

FORE COURT means an outdoor area forming a functional part of a building housing an enterprise, and may include the area of a filling station where the pumps are situated, or a terrace in front of a restaurant, enclosing fences, walls, screens or similar structures, excluding sidewalk areas in front of business premises intended for pedestrian circulation.

FORE COURT ADVERTISEMENT means an advertisement on a forecourt of a business premises, being an advertisement displayed in such forecourt to draw attention to commercial services, goods for sale or other services available at the premises, but does not include a combination advertisement at a filling station or roadside service.

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.

GATEWAY means a prominent entrance to or exit from an urban area or a specific part of an urban area, consisting of man-made or natural features and creating a strong sense of arrival or departure.

GROUND SIGN means any sign detached from a building, other than an aerial sign, billboard or advertising structure.

HEIGHT OF AN ADVERTISING SIGN means the maximum vertical distance from the ground, or where the foundation of the sign starts or is visible above natural ground level, as the case may be, to the top of the advertisement and / or the advertising sign, whichever is the highest.

HE/HIM refers to any person/body, being it a male or female.

ILLEGAL SIGN means any sign or poster, painted, affixed, displayed, exhibited, posted or erected without approval by the Council.

ILLUMINATED in relation to an advertisement means the installation of electrical equipment or other power for the purpose of illuminating the copy message at night, either continuously or intermittently.

ILLUMINATED ADVERTISING SIGN means an advertising sign which has been installed with electrical or other power for the purpose of external or internal illumination, either continuously or intermittently of the advertisement displayed on such a sign.

LARGE BILLBOARD means any billboard larger than 24m² and smaller but including 40m² in area of advertisement.

LARGE POSTER means an advertisement on a self-supporting structure of between 1.5m² and 2.2m² in area.

LIGHT NOT INTENDED FOR ILLUMINATION means a flashing, flickering or continuous light source, beam of light or a number of such sources or beams, aimed or moved in such a manner as to attract attention, without being primarily for the purpose of illuminating an area or object.

LOCALITY-BOUND SIGN means a sign displayed on a specific site, premises or building and which refers to an activity, product, service or attraction located, rendered, sold or provided on that premises or site or inside that building.

LOCATION SIGN means a type of guidance sign provided under the Namibian Road Traffic Sign System and used to identify places or locations, which either provide reassurance during a journey or identify destinations such as towns, suburbs or streets near the end of a journey.

LUMINANCE is a measure of how bright an illuminated area appears to the human eye and is measured in candela/m².

“**M / m**” means metre.

“**mm**” means millimetre.

MAIN ROOF OF BUILDING means any roof of a building other than the roof of a verandah or balcony.

MAIN WALL OF BUILDING means any external wall of such building, but shall not include a parapet wall, balustrade or railing of a verandah or a balcony.

MAXIMUM HEIGHT means the distance from ground, or where the foundation of the sign starts or is visible above natural ground level, as the case may be, to the utmost top point of the advertisement and / or the advertising sign top of the advertisement and / or the advertising sign, whichever is the highest.

MEGA BILLBOARD means any billboard larger than 81m² up to and including 150m² in area of advertisement.

MOBILE OR TRANSIT SIGN means an advertisement attached to or displayed on a vehicle, vessel or craft on land, on water or in the air.

MOVABLE TEMPORARY SIGN means a sign not permanently fixed and not intended to remain fixed in one position, but does not include any moving part in a fixed permanent sign.

MUNICIPAL OWNED LAND see Council Land.

ON-PREMISES BUSINESS ADVERTISEMENT / ADVERTISING SIGN means an advertisement aimed at identifying and locating business enterprises and industries, and excludes a residential or community advertisement.

OUTDOOR ADVERTISING means the act or process of notifying, warning, informing, making known or any other act of transferring information in a visible manner and which takes place out of doors.

OVERHANG means the physical part of sign hanging or projecting over a boundary.

OWNER OF THE ADVERTISEMENT means the person who owns the advertisement which is displayed on the advertising sign, or any person who has a right to or shares in the ownership of the advertisement.

OWNER OF THE ADVERTISING STRUCTURE means the person who owns the advertising structure, or will own the structure once it has been erected, or any person who has a right to or share in the ownership of the advertising structure.

OWNER OF THE LAND means the person who owns the land or property on which the advertising sign is, or will be erected, or any person who has a right to or share in the ownership of the land.

PERMANENT SIGN means signs erected for a period of more than 30 days.

PERPENDICULAR means with a 90° angle to the existing building or road at the position of the advertisement or advertising sign.

PERSON means both natural and juristic persons.

POLICY means the Council's policy regarding advertising signs.

POSTER (OR NOTICE) means an advertisement displayed on an electrical street light pole standard inside the road reserve.

PRODUCT REPLICAS AND THREE-DIMENSIONAL ADVERTISEMENTS means a replica or device used for advertising that may free-standing or attached to a structure and includes an inflatable object that is not an aerial advertisement.

PROHIBITED SIGN means a sign, which does not conform to advertising by-laws and policy documentation and can thus not be approved.

PROJECT BOARD means an advertisement displaying information with regard to the relevant contractor(s) and / or consultant(s) involved in the construction project and displayed on the construction site.

PROJECTED SIGN means any sign projected by cinematography or other apparatus, but does not include a sign projected onto the audience's side of a drive-in cinema screen during a performance.

PROJECTING SIGN means any sign, whether stationary or actuated, attached to and protruding from a building which is used for commercial, office, industrial or entertainment purposes and which projects more than 300mm from the surface of the main wall and is affixed at a right angle to the street line.

PROPERTY means any piece of land registered in a deeds registry as an erf, lot, plot, farm, stand or agricultural holding, and can also include any movable or immovable structures or any improvements made on the site.

PUBLIC PLACE means any road, street, thoroughfare, bridge, subway, pavement, footpath, sidewalk, lane, square, open space, garden, park or enclosed space vested in the Council.

PUBLIC ROAD means a road which the public has the right to use, as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999).

PYLON SIGN means any sign, whether stationary or actuated, displayed on or forming an integral part of a pylon or mast of similar structure other than a building.

RESIDENTIAL PURPOSES means the use of a building as a dwelling house, two or more dwelling units, a hostel, a boarding house and a residential club.

ROAD means a public road as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999) and include the shoulder, the land on which the road consist or over which the road extends, and anything on that land forming part of, connected with, or belonging to the road.

ROAD AUTHORITY means the authority having the control and jurisdiction over a specific road, being it a national or local road.

ROAD ISLAND means an area demarcated on a roadway by means of painted lines, stones, kerbs or by other means with the intention of preventing vehicles from standing or being operated in that area.

ROAD MEDIAN means the area separating traffic lanes on a roadway.

ROAD RESERVE means the full width of a public road, including roadways, shoulders, sidewalks, the air space above it and all other areas from boundary to boundary, as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999). For this document specifically road reserve is only those under the control of the Council.

ROAD RESERVE BOUNDARY means the proclaimed boundary forming the outer edge of the road reserve.

ROADSIDE SERVICE AREA means an area with direct access from a road in which facilities and services such as petrol and diesel sales, restaurants, fast food outlets, toilets, playgrounds and picnic spots may be provided for motorists.

ROAD TRAFFIC SIGN means any road traffic sign as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999) or as amended from time to time.

ROADWAY means the portion of a road, street or thoroughfare improved, constructed or intended or vehicular traffic which is between the edges of the traveled way, as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999).

ROOF SIGN means a sign on the main roof of a building lower than fifteen floors and which building is used or partly used for commercial, office, industrial or entertainment purposes.

RURAL AREA / LANDSCAPE refers to areas of transition between developed urban areas and relatively unspoiled natural areas and includes intensive agriculture, subsistence agriculture, rural small holdings, un-proclaimed township areas and areas outside the urban edge.

SECURITY ADVERTISEMENTS means an outdoor advertisement for neighbourhood watch, security schemes and other similar schemes, and an advertisement containing the name, address and telephone number of a security company contracted to protect the premises on which the advertisements is displayed.

SERVICE FACILITY ADVERTISEMENT means an advertisement at a filling station or roadside rest and service area referring to the types of services provided at such facility.

SHELTER DISPLAY means posters positioned as an integral part of a freestanding covered structure.

SHOULDER is the outer portion of the roadway which, whether surfaced or not, does not normally constitute part of the traveled way, as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999).

SIDEWALK means that portion of a verge intended for the exclusive use of pedestrians, as defined in the Road Traffic and Transportation Act of 1999 (Act 22 of 1999).

SKYSCRAPER means a building which exceeds 10 storeys.

SKY SIGN means an advertising sign between 75m² to 300m² on top of a skyscraper in a municipal area which may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems which may form an important landmark.

SMALL BILLBOARD means a billboard smaller and including 24m² in area of advertisement.

STATIC BILLBOARD means a billboard displaying a fixed advertisement face, where the face is not changeable within seconds or minutes, but where a change of face have to be re-erected and affixed to the structure.

STOREY means the space within a building, which is situated between one floor level and the next floor level next above, or if there are no clearly defined storeys, the height of a storey shall be taken as 4,5m.

STREET means any street, road or thoroughfare shown on the general plan of a township, agricultural holding or any other division of land in respect of which the public have acquired a prescriptive or other right of way and which vests in the Council.

STREET FURNITURE means public facilities and structures which are not intended primarily for advertising and includes seating benches, planters, sidewalk litter bins, pole mounted bins, bus shelters, sidewalk clocks and drinking fountains, but excludes road signs, traffic signals, street lights or any other road-related structures.

STREET FURNITURE ADVERTISEMENT means advertisement on public facilities and structures which are not intended primarily for advertising and includes seating benches, planters, sidewalk litter bins, pole mounted bins, bus shelters, sidewalk clocks and drinking fountains, but excludes road traffic signs, traffic signals, street lights or any other road related structures.

STREET NAME SIGN consists of a pole-mounted, double sided, and internally illuminated advertisement displayed in combination with an illuminated street name sign.

STREET NUMBER SIGN means signs erected on kerbstones to indicate the street number and may include a small advertisement.

SUBURBAN NAME SIGN ADVERTISEMENT means a pole mounted advertisement at the entrance to a town or suburb that carries an advertisement beneath the road traffic sign bearing the name of the town or suburb.

SUPER BILLBOARD means a billboard larger than 40m² up to and including 81m² in area of advertisement.

TEMPORARY ADVERTISEMENT / ADVERTISING SIGN means an advertisement / advertising sign displayed for a maximum period of 30 days or less as determined by the Council.

TEMPORARY WINDOW SIGN means a sign which is temporarily painted or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from the outside.

THIRD PARTY ADVERTISEMENT means any advertisement / advertising sign displayed by an advertiser not being in physical occupation of the property on which the advertisement/ advertising sign is to be erected or to which the sign is to be affixed.

TOWER ADVERTISING SIGN means a structure used for third-party advertising in a parking area of a shopping centre and at an important transport node such as an airport, railway station or bus or taxi station with a total advertisement area which will not exceed 36m².

TOWER, BRIDGE AND PYLON ADVERTISEMENT means a billboard advertisement affixed to or painted on a tower, bridge or pylon that is not erected or used primarily for advertising purposes.

TOWN PLANNING SCHEME (OR SCHEME) means the Windhoek Town Planning Scheme prepared under Section 16 of the Town Planning Ordinance, 1954 (Ordinance 18 of 1954).

TOWNSHIP means an area divided into erven or plots, whether with or without public open spaces, and into streets bounded by the erven, plot or open spaces, and established or recognized as a township under any law.

TRAILER ADVERTISING means a sign mounted on a trailer, bicycle or vehicle, with the sole purpose of advertising.

UNDERAWNING SIGN means a sign suspended below the roof of a verandah or balcony.

URBAN AREA / LANDSCAPE means proclaimed township area, but exclude land in that area which is commonage land, or which is used or destined to be used mainly for farming or horticulture or the keeping of animals, or which consist of any other open space which has not been developed or reserved for public purposes.

VEHICULAR ADVERTISING means advertising on self-driven vehicles which are usually moving on land or water, including taxi's, buses, trains and delivery vehicles, but exclude aircraft.

VERANDAH means a structure in the nature of a roof attached to or projecting from the façade of a building and supported along its free edge by columns or posts.

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

CRITERIA FOR DIFFERENT TYPES OF ADVERTISING SIGNS

2. BILLBOARDS AND OTHER HIGH IMPACT FREE STANDING SIGNS

1. The following criteria on areas and roads where it should be located, size and height will apply for billboards and other high impact signs, as included in **Table 1**:

Table 1: Location, Size and Height

| | Mega Billboards | Super Billboards | Large Billboards | Small Billboards |
|---|-------------------------|------------------------|------------------------|-------------------|
| Area of control | Minimum | Minimum / Partial | Minimum / Partial | Minimum / Partial |
| Size of advertisement | >81 - 150m ² | >40 – 81m ² | >24 – 40m ² | ≤24m ² |
| Total Height | 25m | 15m | 12.5m | 10.5m |
| 1. The total height as specified above may not be exceeded, unless specifically approved by the Council. 2. Billboards can be allowed inside road reserve or on other Council owned land, with specific attention to: <ul style="list-style-type: none"> ○ Road Safety (Section 5.3.4 of the Policy on Outdoor Advertising), ○ Combination and clutter of advertising, ○ Environment impact, and ○ Areas of maximum control. | | | | |

2. Any billboard or high impact signs must be spaced and positioned no closer than:
 - a) 200m to other billboards and high impact signs on major roads and 150m on lower order roads – visible per direction of travel;
 - b) 50m to directional road signs, or any other high impact or necessary / important road signs;

- c) At major intersections: 100m from the nearest edge of tar of the crossroad, measured from the sign, parallel along the road where the sign is located next to, or to the centre of intersection, whichever of these is the further distance, or
At minor intersections: 50m from the nearest edge of tar of the crossroad, measured from the sign, parallel along the road where the sign is located next to, or to the centre of intersection, whichever of these is the further distance.
- d) Any two Super Billboards and Electronic Billboards should be spaced at least 500m apart from each other on any road. This spacing can be increased depending the influence on the environment and final Council consideration. An AIA may be required.
- e) Any two Mega Billboards, or Mega and Super Billboards or Mega and Electronic Billboards should be spaced as least 1km apart.

3. MEGA BILLBOARDS

1. This class consists of billboards larger than 81m² and up to (and including) 150m².
2. No mega billboard may be erected within a band of 100m from the edge of any area of maximum control.
3. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
4. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner. The advertising structure must be erected within five (5) months after approval. Extend of time may be considered by Council for another one (1) month, with good motivation and formal application for extend of time, from the applicant to the Council. The requirement for the extension of time from the applicant should reach the Council prior to the expiry of this five (5) months. If not, the approval will lapse and a new application will need to be submitted.
5. An approved structure must display an advertisement or message within two (2) months after erection.
6. The clear height of the advertising sign may not be less than 2.4m.
7. An advertising impact assessment may be required for any mega billboard.
8. Illumination is only allowed if the road along where a mega billboard is located, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance.

4. SUPER BILLBOARDS

1. This class consists of billboards larger than 40m² and up to (and including) 81m².
2. No super billboard may be erected within a band of 50m from the edge of any area of maximum control.
3. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
4. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner. The advertising structure must be erected within five (5) months after approval. Extend of time may be considered by Council for another one (1) month, with good motivation and formal application for extend of time, from the applicant to the Council. The requirement for the extension of time from the applicant should reach the Council prior to the expiry of this five (5) months. If not, the approval will lapse and a new application will need to be submitted.

5. An approved structure must display an advertisement or message within two (2) months after erection.
6. The clear height of the advertising sign may not be less than 2.4m.
7. An advertising impact assessment may be required for any super billboard.
8. 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.

5. LARGE BILLBOARDS

1. This class consists of billboards with a size larger than 24m² up to and including 40m².
2. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
3. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner. The advertising structure must be erected within five (5) months after approval. Extend of time may be considered by Council for another one (1) month, with good motivation and formal application for extend of time, from the applicant to the Council. The requirement for the extension of time from the applicant should reach the Council prior to the expiry of this five (5) months. If not, the approval will lapse and a new application will need to be submitted.
4. An approved structure must display an advertisement or message within two (2) months after erection.
5. The clear height of the advertising sign may not be less than 2.4 m.
6. Illumination is only allowed if the road along where this large billboard is located, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance.

6. SMALL BILLBOARDS

1. This class consists of billboards equal or smaller than 24m².
2. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
3. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner. The advertising structure must be erected within five (5) months after approval. Extend of time may be considered by Council for another one (1) month, with good motivation and formal application for extend of time, from the applicant to the Council. The requirement for the extension of time from the applicant should reach the Council prior to the expiry of this five (5) months. If not, the approval will lapse and a new application will need to be submitted.
4. An approved structure must display an advertisement or message within two (2) months after erection.
5. The clear height of the advertising sign may not be less than 2.4 m.
6. Illumination is only allowed if the road along where this billboard is located, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance.

7. The main function of this type of sign must not be to identify or locate specific businesses or enterprises. This function belongs to *on-premises business signs*.

7. FREE-STANDING SIGNS AT EDUCATIONAL FACILITIES AND INSTITUTIONS

1. Free-standing signs at educational facilities and at institutions require the specific consent of the Council, which will be evaluated in accordance with the approved policy as amended from time to time.
2. Criteria as included in Section 2 above, applies.
3. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
4. Free-standing signs at educational facilities and at institutions may indicate the name and nature of the facility or institution and the name of a sponsor. The name of the sponsor may not take up more than 50% of the area of the advertisement.
5. The top of free-standing signs at educational facilities and at institutions may not be higher than 7.5 m.
6. A maximum total sign area of 36m² per street frontage is allowed, if that specific street front is longer than 100m. If this advertising area is divided, it should be divided into signs of equal size, form and construction, each of which may not exceed 18m² in advertisement area.
7. Free-standing signs at educational facilities and at institutions may only be displayed on property boundaries adjacent to public roads.
8. No free-standing signs at educational facilities and at institutions may be placed on or next to property boundaries adjacent to parks, Municipal-landscaped areas, traffic circles and other areas as determined by the Council.
9. Free-standing signs and supporting structures at educational facilities and institutions must either form an aesthetic and integral part of a substantive architectural element or must harmonize with buildings, boundary walls or nearby and other structures on the premises as far as materials, color, texture, form, style and character are concerned and be placed on the street frontage boundary to the satisfaction of the Council.
10. Illumination may be considered, and an Advertising Impact Assessment may be requested.
11. Free-standing signs at educational facilities and at institutions may not, in any way detrimentally affect the residential character and amenity of the neighbourhood or any other amenities of the area and/or the surroundings.

8. ADVERTISEMENTS ON STREET FURNITURE

1. 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.
2. This class will be allowed in areas of maximum, partial and minimum control.
3. The size and height of signs allowed in this class, are as follows:

| | |
|--|--|
| Size: | ≤ 2,2m ² |
| Height: | Maximum 4m |
| Clear height: | 2.4m (if applicable) |
| <u>For Bus and Public / Pavement shelters:</u> | |
| Size: | ≤ 3m ² per advertising panel |
| Size: | ≤ 5m ² per advertising back panel |
4. The position and spacing requirements for this class of signs are as follows:

- a) Allowed inside road reserve.
 - b) Not closer than 1.8m from road edge or 0.3m of cycle path, footpath or sidewalk.
 - c) Spacing of street furniture will be decided on by Council on a case to case basis.
 - d) Not to obstruct pedestrian movement.
 - e) May not in any way interfere with the sight distances of motorists.
5. These signs may be illuminated but may not be animated.
 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
 7. Street furniture and advertising furniture higher than 3m may be used only as focal points.
 8. It provides ample opportunity for third-party advertising along roads and streets inside road reserves as well as opportunities for third-party advertising in public spaces and in other pedestrian-orientated areas at shopping centers, shopping malls and at transport nodes.
 9. Street furniture may not be used or positioned for the primary or sole purpose of advertising, but the location of street furniture will be determined by the need for the specific structure, and will be at locations as determined by or approved by the Council.
 10. This class provides opportunities for making creative and positive contributions to streetscapes.
 11. Bus Shelters may be constructed in accordance to the Council requirements and designs approved by the Council.

9. BANNERS AND FLAGS

1. 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 streetscaping structures provided for this purpose, or boundary fences / walls on approved sites.
2. This class will be allowed in areas of maximum, partial and minimum control.
3. Banners on private land may be used for commercial advertising, but then only in areas of partial and minimum control.
4. The size and height of signs allowed in this class, are as follows:
 - Size: Maximum control: Maximum size: 5m²
 Maximum total sign area per event per streetfront: 10m²
 - Partial / Minimum control: Maximum size: 6m²
 Maximum total sign area per event per streetfront: 12m²
5. The position and spacing requirements for this class of signs are as follows:
 - a) Attached to flagstaffs, buildings or special streetscaping structures.
 - b) Maximum control: Maximum of 2 banners or flags per streetfront.
 - c) Partial and Minimum control: Maximum of 10 banners or flags per streetfront.
 - d) On the site of the function / event or on boundary fences/walls of approved sites.

- e) Minimum distance from centre of intersection: 50m.
 - f) Minimum distance from road signs: 50m.
 - g) No advertisement may be displayed for more than four weeks before the date of the function or event advertised and no such advertisement may be permitted to remain in position for more than three days after the conclusion of such function or event.
 - h) No banner or flag may be affixed to a lamp post, if it was not tested and certified by a structural engineer that the lamp post will be able to carry the banner or flag and will be able to resist all loads and forces to which these signs may be exposed.
6. These signs may not be illuminated or animated.
 7. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
 8. Banners and flags on Council land may be used only for the following purposes:
 - a) Advertising functions and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purpose, or functions or events relating to municipal, regional or parliamentary elections, referenda or registration process.
 - b) Displaying the name, corporate symbol and nature of enterprises.
 - c) Streetscaping areas such as pedestrian malls, gateways and at pre-defined positions within the road reserve.
 9. Only locality-bound banners and flags may be used for advertising enterprises, except when incorporated in a streetscaping project. These banners may be displayed against boundary fences / walls following approval by Council.
 10. 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.
 11. Banners and flags carried through the streets as a part of a procession are not included in this class.
 12. Every banner or flag will 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 allowed.
 13. Banners and flags are permitted within road reserves, but banners may only be suspended across a road or street as part of a streetscaping project or if allowed by Council.
 14. Banners may only be placed in positions within the road reserve as determined by the Council.
 15. Every banner or flag has to be attached so as not to interfere with or constitute a danger to passing vehicular or pedestrian traffic.
 16. 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, regional or parliamentary elections, referenda or registration process are permitted, to be displayed against a boundary wall or fence following approval by Council.

10. SUBURB NAME SIGN ADVERTISEMENT

1. This class consists of pole mounted location signs (road traffic sign) at entrances to suburbs, carrying an advertising sign beneath the suburb name.
2. This class will be allowed in areas of maximum, partial and minimum control.
3. The size and height of signs allowed in this class, are as follows:
 - Size: Not wider than suburb sign and rectangular in shape.
Should be less conspicuous than the suburban name.
Maximum height of the advertisement: 0.8m, or the same height as the suburb name, whichever is the lesser.
4. The position and spacing requirements for this class of signs should be according to Council specifications.
5. These signs may not be illuminated or animated, unless approved by the Council.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. Suburban ads are permitted within road reserves, as determined by Council.
8. As these signs are attached to *suburb name sign*, which are road traffic signs, their positioning must be dependant on the positioning of the *suburb name sign*. However, *suburb name signs* positioned on road islands, medians and within the restricted area may not be used to carry suburban ads, except if so considered by the Council.
9. No colours that may cause confusion with road traffic signs may be used.
10. The background of the advertising sign may not be retro-reflective or fluorescent.

11. ESTATE AGENTS' BOARDS

1. This class consists 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, sold or on show.
2. This class will be allowed in all areas of control.
3. The requirements for signs allowed in this class, are as follows:
 - Non-residential vacant erf:
 - Maximum size: 6m²
 - Height: Less than 3m high
 - All other signs:
 - Maximum size: 0.3m²
 - Height: Less than 1m high, measured from the mean ground level below the sign.
 - No sign may obscure the sight lines or view of any motorist.
 - No sign may have supports which are driven through a tarred or paved surface.
4. The position and spacing requirements for this class of signs are as follows:
 - a) Placed close to a boundary fence or within boundary of the relevant erf on sale.
 - b) Maximum one sign per agent.
 - c) Maximum three signs per erf.
 - d) Non-residential vacant erf will not be permitted in the road reserve.

5. These signs may not be illuminated or animated.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. All signs in this class may contain only the words 'For Sale', 'To Let', 'Sold' or 'On Show' and the must contain at least the name of the agency and selling or letting agent.
8. The erection of 'On Show' estate agents' boards on streets reserves may be permitted from 48 hours prior to the show and should be removed no later than 48 hours after the show, and the specific date and show time must appear on the board.
9. A sign may consist of a single sign or two duplicate signs joined at an angle of 120°.
10. Any estate agents board exceeding 2,8m² may require the submission of a special application.
11. The signs may 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 minimum of 1,5 metres away from the edge of the roadway.
12. "On Show" estate agent's boards may be allowed to be displayed within the road reserve in the event of the sign being a residential sign. Signs may not be displayed on road islands or medians. "On Show" boards may be displayed from the nearest lower order road intersecting with a major road, with no less than 60m intervals between the signs, preferably only where direction changes, and no more than 5 signs being displayed at any one time. A maximum of 10 signs may be allowed, only if there are two accesses from major roads from different directions, to the same property.
13. No sign may project at any point more than 1.3m from the wall of the building or structure to which it is affixed.
14. No limitations to the colour and texture of signs.
15. All 'For Sale' and 'To Let' boards will be removed no later than 3 days after completion of the sale or granting of the tenancy.
16. 'Sold' boards may be displayed for a period not exceeding 30 days after completion of sale.
17. 'On Show' boards for new developments may be erected on the specific site for a period of 6 months where after an extension of an additional 6 months may be obtained at the discretion of the Council.

12. SALE OF GOODS OR LIVESTOCK (AUCTION SALES)

1. 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.
2. This class will be allowed in all areas of control.
3. The size and height of signs allowed in this class, are as follows:

| | | |
|---------|-----------------------------|-------------------|
| Size: | Maximum or Partial Control: | 2m ² |
| | Minimum Control: | 2.8m ² |
| Height: | Maximum height: | 3m |
4. The position and spacing requirements for this class of signs are as follows:

- a) Not on road reserve or road reserve boundary.
 - b) Maximum of one sign per sale facing a road.
 - c) Only on premises / property or attached to boundary fence of property.
 - d) May be displayed 14 days prior to the event and should be taken down within 3 days after the event.
5. These signs may not be illuminated or animated.
 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
 7. No limitations to the colour and texture of signs.

13. POSTERS AND NOTICES

1. This class will be allowed in areas of maximum, partial and minimum control.
2. This class consists of three types of posters namely:
 - a) **Event and Parliament Posters:** 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 as well as public awareness and community-based campaigns and notices of a public meeting. It also includes posters for parliamentary or municipal elections, by-elections, referenda and registration process.
 - b) **Commercial Posters:** Posters erected in this category may be used for commercial advertising on structures for which specific provision has been made for by the Council.
 - c) **Newspaper Posters:** Posters displayed in this category may display selected news headlines of a specific edition of a newspaper.
3. The size and height of signs allowed in this class are as follows:

a) **EVENT AND PARLIAMENT POSTERS:**

Size: Parliament posters: 0.9m x 0.6m (A1 size)
 One direction: $\leq 0.54\text{m}^2$
 More directions: $\leq 1.08\text{m}^2$

Event posters: 0.9m x 0.6m (A1 size)
 One direction: $\leq 0.54\text{m}^2$
 More directions: $\leq 1.08\text{m}^2$

Height: Minimum Height (Clearance): 2,4m
 At least 2m below light fixtures

b) **COMMERCIAL POSTERS:**

Size: One direction: $\leq 1.08\text{m}^2$
 More directions: $\leq 2.16\text{m}^2$
 Typical posters: 1.2m x 0.9m (A0 size)

Height: Minimum Height (Clearance): 2,4m
 At least 2m below light fixtures

c) **NEWSPAPER POSTERS:**

Size: One direction: $\leq 0.32\text{m}^2$
More directions: $\leq 0.64\text{m}^2$
Typical posters: 0.7m x 0.45m (A2 size)

Height: Minimum Height (Clearance): 2,4m
At least 2m below light fixtures

4. The position and general requirements for this class of signs are as follows:

- a) General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
- b) No poster may be affixed to a lamp post, if it was not tested and certified by a structural engineer that the lamp post will be able to carry the poster and will be able to resist all loads and forces to which these signs may be exposed.
- c) Standardized pole mounted posters will be allowed only where they will not have a negative visual impact on the streetscape and the character of an area.
- d) Only permitted on electric light standards or other structures, which are provided for the express purpose of pasting or affixing posters and notices.
- e) May not be attached to power line standard, power masts, road traffic sign or signal, traffic circle, traffic island or median, wall, column or post of a verandah or balcony, fencing, electricity box or sub-stations, tree or bridge.
- f) No sign may be mounted on a short (4,5m) streetlight pole.
- g) Not to cover municipal markings / stripes on lampposts.
- h) No limitations to the colour and texture of signs.
- i) No steel or aluminum ladders may be placed against the standards on which the posters are to be erected.
- j) These signs may not be illuminated or animated.
- k) Signs may not have any letters smaller than 50mm in height.
- l) If so required by the Council, the content is subject to the Council approval.
- m) The Council may in the absence of legislative prescriptions determine the number and display format of posters in this category.
- n) No poster or other advertisement may be placed in a street or other public place unless the appropriate sums determined by special Council resolution have been paid.
- o) Any person who, having displayed or caused to be displayed any advertisement or advertising sign, fails to remove it or cause it to be removed within the periods prescribed will be guilty of an offence and may pay a penalty imposed upon him.
- p) The Council is 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.

5. Conditions applicable to Event and Parliament Posters:
 - a) Posters may be fixed to electric light standards and fixed receptacles by means of a suitable cord and no metal clamps or wire may be used.
 - b) May not be used to advertise a commercial event or product or any third-party advertisement.
 - c) At least 50m from the centre of an intersection.
 - d) Posters may be erected only 14 days prior to the event, if relevant.
 - e) All posters, backing boards and cord or string must be removed within 3 days of the passing of the event.
 - f) A maximum of one poster per post or standard, except for parliament posts where a maximum of three posters per post or standard is allowed.
 - g) An applicant will submit a street list indicating positions of posters erected within 3 days after approval is granted.
 - h) Poster signs aimed at the road used may not be less than 120m apart.
 - i) Every poster and notice, for which permission is granted, must be marked with a municipal sticker and only signs marked with a reference number may be displayed.
 - j) No posters relating to a parliamentary or municipal election, referendum or registration process may 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.
 - k) Public awareness and community-based campaigns may also be erected on the event posters.
6. Conditions applicable to Commercial Posters:
 - a) Posters must be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.
 - b) At least 50m from the centre of an intersection, but not on the first two posts closest to the intersection.
 - c) A maximum of one per post or standard.
 - d) All signs may be double-sided, dependant on traffic flow or where such a need exists.
 - e) 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 streetscaping.
 - f) The Council will determine the number and display format of posters in this category.
7. Conditions applicable to Newspaper Posters:
 - a) Posters must be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.
 - b) May not be used to advertise a commercial event.

- c) May be displayed along specific main traffic routes with the specific consent of the Council.
- d) May be displayed for 24 hours only.
- e) A maximum of one per post or standard.
- f) The Council will determine the number and display format of posters in this category.

14. PROJECT BOARDS AND DEVELOPMENT ADVERTISEMENTS

1. 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.
2. This class will be allowed in all areas of control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Project Boards:
 - i) Maximum size: 1.5m² per consultant.
 - ii) Total Maximum size: 9m².
 - iii) Maximum height: 3m.
 - b) Development Advertisements:
 - i) Maximum size: 6m² in maximum control area.
 - ii) Maximum size: 12m² in partial and minimum control area.
 - iii) Maximum height: 3m.
4. The position and spacing requirements for this class of signs are as follows:
 - a) Project boards:
 - i) One sign per street front per site.
 - ii) Not in road reserve.
 - iii) Only road construction sign will be allowed within the road reserve.
 - b) Development advertisements:
 - i) Only one advertisement per development.
 - ii) Only while relevant development is taking place.
 - iii) Not in road reserve.
5. Project boards may not be illuminated or animated. Development advertisements may be illuminated, only if the road is illuminated, but may not be animated.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. The sign may 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.
8. 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.
9. Individual or single signs may be displayed only if no other consultants or contractors are involved or if a combined project board has already been erected.

10. Only one advertisement per contractor or consultant will be permitted per street frontage of a site, while in natural areas, only one advertisement per contractor or consultant per project may be allowed.
11. In all cases only one sign describing the type of development will be allowed per development.
12. Project boards concerning road construction may be positioned in any road reserve.
13. No limitations to the colour and texture of signs.
14. Project boards will be displayed only during the period when the construction works are actually taking place on the site.
15. No formal application need to be submitted to Council for this class of signs.

15. STREET NAME ADVERTISEMENT

1. This sign class consists of pole-mounted, double-sided, internally illuminated advertisements displayed in combination with *street name signs* in the urban environment.
2. This class will be allowed in area of maximum, partial and minimum control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Size: Maximum Area: 1m²
 - b) Height: Clear height: At least 2.1m and not more than 3.0m to the street name.
4. The position and spacing requirements for this class of signs are as follows:
 - a) Street name section below advertising section, but not closer than 200mm.
 - b) May not extend over the road surface.
 - c) Maximum of two illuminated advertising signs per intersection, preferably on diagonal corners of the intersection.
 - d) Inside road reserve but not on road medians or islands.
5. These signs may be illuminated as follows:
 - a) Static illumination, if in view of a signalized intersection, the advertisement may not contain predominantly red, amber or green colors.
 - b) Static illumination not exceeding luminance of street name section.
 - c) Internal illumination only with the proviso that the degree of illumination intensity is equal for both parts of the sign.
 - d) Illuminated portion should be higher than the standard traffic signals.
 - e) These signs may not be animated and may not flash.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. These signs will constitute an important service to both the motorist and the pedestrian in locating such facilities and functions.
8. The street name must be in black letters on a white background.

9. Any street name on the advertising space must be smaller and less conspicuous than the street name on the actual street name panel. The layout of the advertising panel must be such that there is not any confusion with the street name on the street name panel of the sign.

16. NEIGHBOURHOOD WATCH, SECURITY SIGNS AND SIMILAR SCHEMES

1. This class consists of outdoor signs for neighbourhood watch, security signs 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. 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. Signs may refer only to the existence and operation of a commercial security service, burglar alarm system or neighbourhood watch or similar system or scheme.
2. This class will be allowed in all areas of control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Size: Security signs: Maximum area: 0.35m²
Neighbourhood and farm watch: Maximum area 1.5m²
 - b) Height: Maximum height: 3m
4. The position and spacing requirements for this class of signs are as follows:
 - a) Security signs: Urban area:
 - i) In urban areas only one sign per street boundary of a stand or subdivision will be permitted and such sign must be firmly affixed to the building, boundary wall, fence or gates on the street frontage or must be displayed within the boundaries of the stand.
 - ii) Minimum spacing of one per 30m length of street boundary.
 - b) Neighbourhood watch:
A neighbourhood or farm watch sign may be erected within a road reserve, at the point where the watch area is entered. However, such signs may not be positioned on a road island or road median or inside a restricted area.
5. These signs may not be illuminated or animated.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. Not on a road island or median.
8. No limitations to colour and texture are imposed.
9. No formal application need to be submitted to Council for this class of signs.

17. PRODUCT REPLICAS AND THREE-DIMENSIONAL ADVERTISING SIGNS

1. This class consists of product replicas and other three-dimensional devices used for the purpose of advertising and may be free-standing or attached to a building. This sign type must be associated only with shopping centers or other commercial areas or with entertainment or industrial areas.
2. These signs can function as on-premises business advertisements or as third-party advertisements.
3. If it functions as an on-premises business advertisement, it must adhere to all the criteria of on-premises business advertisements.

4. If it functions as a third-party advertisement, it must adhere to the criteria as specified in Section 2 and to the criteria for Small Billboards in Section 6. No sign in this class may exceed the size of a small billboard in advertising space.
5. The size and height of signs allowed in this class, are as follows:
 - a) Size: Partial Control: Vertical Maximum: 1.5m
Diameter Maximum: 1m
Minimum Control: Vertical Maximum: 2m
Diameter Maximum: 1.3m
 - b) Height: Partial Control: 3m
Minimum Control: 4m
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. Signs attached to buildings or displayed on individual premises will be limited to one sign per enterprise.
8. Signs attached to buildings may not be displayed above the bottom edge of the second-floor window and may not extend above the level of the underside of the eaves or gutter of any building.
9. The above conditions on position do not apply to entertainment districts.
10. No limitations to colour and texture are imposed.
11. Product replicas may not dominate prominent architectural features of any building with the exception of buildings in entertainment districts.

18. SKY SIGNS

1. 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 free-standing, individual, cut-out, silhouetted letters, symbols or emblems. Sky signs can be important landmarks in larger urban centers.
2. This class will be allowed in city centre areas or in other areas as determined by the Council.
3. The size and height of signs allowed in this class, are as follows:
 - a) Size: 75m² – 300m² per building
 - b) Height: Depend on height of building, or to be considered by the Council
4. The position and spacing requirements for this class of signs are as follows:
 - a) Maximum of 5 signs / city centre, or as determined by an AIA to the satisfaction of the Council. The maximum may be increased by Council to 10 signs / city centre, after careful consideration.
 - b) May 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.
 - c) May not obstruct the view from other buildings
 - d) Sign to be set against a screen.
5. These signs may be illuminated, but not animated.

6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. No limitations to colour and texture are imposed.
8. All sky signs must be designed by a structural engineer.
9. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner. The advertising structure must be erected within five (5) months after approval. Extend of time may be considered by Council for another one (1) month, with good motivation and formal application for extend of time, from the applicant to the Council. The requirement for the extension of time from the applicant should reach the Council prior to the expiry of these five (5) months. If not, the approval will lapse and a new application will need to be submitted.
10. An approved structure must display an advertising sign or message within two (2) months after erection.

19. ROOF SIGNS

1. This class consists of signs which are fixed to the roofs of buildings lower than 10 floors and used or partly used for commercial, office, industrial or entertainment purposes.
2. This class will be allowed in areas of partial and minimum control.
3. The size of signs allowed in this class, are as follows:
 - a) Size: Maximum area for locality bound signs, if the sign is:
 - <6m above ground: 2m²
 - 6m<9m above ground: 4m²
 - 9m<12m above ground: 8m²
 - 12m<18m above ground: 12m²
 - 18m+ above ground: 18m²
 - Bottom of sign not more than 120mm above roof, or any reasonable distance, as approved by Council.
 - b) Size: Maximum area for non-locality bound signs, if the sign is:
 - <6m above ground: 6m²
 - 6m<9m above ground: 12m²
 - 9m<12m above ground: 24m²
 - 12m<18m above ground: 36m²
 - 18m+ above ground: 56m²
 - Bottom of sign not more than 120mm above roof, or any reasonable distance, as approved by Council.
4. The position, spacing and general requirements for this class of signs are as follows:
 - a) For non-locality bound signs, the criteria specified in Section 2 should be adhered to.
 - b) Maximum one sign per building.
 - c) Not project in front of a main wall of host building.
 - d) In a partial control area, it must be placed below the ridges of pitched roofs, and not be part of the skyline.
5. These signs may be illuminated, but not animated.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.

7. Signs fixed to roofs of verandas or balconies are not included in this class.
8. The main purpose of the locality bound signs in 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.
9. Roof signs may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems.
10. A roof sign must be constructed in a straight line, except in the case of a V-construction. In the case of a V-construction, the two sides forming the sides of the V must be of equal length. Furthermore, the distance between the sides at the open end (furthest from the apex of the V) must not exceed the length of the sides.
11. The sign may not exceed 300 mm in thickness, except in the case of a V-construction sign.
12. An advertising impact assessment may be required for any roof sign in excess of 40m².
13. No limitations to colour and texture are imposed.
14. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner. The advertising structure must be erected within five (5) months after approval. Extend of time may be considered by Council for another one (1) month, with good motivation and formal application for extend of time, from the applicant to the Council. The requirement for the extension of time from the applicant should reach the Council prior to the expiry of this five (5) months. If not, the approval will lapse and a new application will need to be submitted.
15. An approved structure must display an advertisement or message within two (2) months after erection.

20. FLAT SIGNS

1. 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 verandah or balcony of such a building.
2. This class will be allowed in the following areas of control:
 - a) Areas of maximum control: Only in suburban nodes, then only on commercial, office, industrial and entertainment buildings, and only locality-bound;
 - b) Areas of partial control;
 - c) Areas of minimum control.
3. The size of signs allowed in this class, are as follows:

| | |
|--------------------|--|
| a) Locality-bound: | <u>Maximum control area:</u> Size: <20% of ground floor facade. |
| | <u>Partial & Minimum control area:</u> Size: <30% of ground floor façade. |
| | <u>Shopping centers:</u> Size: < 30% of specific façade. |
| Third-party: | <u>Size:</u> Maximum of 150m ² or a maximum of 70% of the wall area, whichever is the lesser. |
4. The position and spacing requirements and some general conditions for this class of signs are as follows:

- a) Locality-bound: Front walls of buildings, or any other wall.
 - b) Third-party: Only to side and back walls of buildings with maximum one per wall.
 - c) Maximum control: One per enterprise.
 - d) Partial & minimum control: Two per enterprise.
 - e) Not to extend above top / beyond either end of wall.
 - f) Where third-party flat signs are erected, it should adhere to the criteria for billboards, as in Section 2.
5. These signs may be illuminated but not animated.
 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
 7. Such signs may at no point project more than 300 mm from the surface of the main wall.
 8. A flat sign may consist of a panel/sheet or of individual numbers, letters or symbols.
 9. A distinction can be drawn between:
 - a) Locality-bound flat signs which are attached to the front walls of buildings but which may also be attached to side and back walls.
 - b) Third-party flat signs which may be much larger and may be attached only to the side and back walls of buildings which do not fulfill the function of a building facade.
 10. This sign type is not 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.
 11. 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 must be applied with regard to third-party flat signs and flat signs above first-floor level.
 12. An advertising impact assessment may be required for any flat sign in excess of 40m².
 13. The maximum projection of any part of a flat sign over footway or ground level must 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.
 14. The above conditions on position do not apply to entertainment areas.
 15. No limitations to colour and texture are imposed.
 16. Wall units to display flat signs at shopping centers must be designed in such way as to form a structural and architectural whole with such buildings.
 17. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner.

21. PROJECTING SIGNS

1. This class consists of signs which are 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.
2. This class will be allowed in the following areas of control:
 - a) Areas of maximum control (only centers of economic activity, buildings utilized for commercial, office, industrial, entertainment, accommodation).
 - b) Areas of partial control.
 - c) Areas of minimum control.

3. The size and height of signs allowed in this class, are as follows:

| AREAS OF MAXIMUM CONTROL | | |
|---|----------------------|-------------------|
| | Clear height of sign | |
| | Below 6m | Above 6m |
| Maximum size | 1,2m ² | 4,0m ² |
| Maximum horizontal dimension | 1,0m | 1,5m |
| Maximum vertical dimension | 1,5m | 3,0m |
| AREAS OF PARTIAL AND MINIMUM CONTROL | | |
| | Clear height of sign | |
| | Below 6m | Above 6m |
| Maximum size | 2,4m ² | 8,0m ² |
| Maximum horizontal dimension | 1,5m | 2,0m |
| Maximum vertical dimension | 3,0m | 5,0m |

4. The position and spacing requirements for this class of signs are as follows:
 - a) Only one per enterprise façade.
 - b) Right angles to street line.
 - c) Vertical distance between sidewalk and sign must be more than 0.46m from vertically projected kerblines.
5. These signs may be illuminated.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. This sign type is not 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.
8. Only locality-bound projecting signs will be allowed in all areas with the exception of entertainment areas.
9. A projecting sign may not be fixed at a clear height of less than 2.4m nor exceed 300mm in thickness.
10. 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.

11. Necessary control will be applied with regard to signs above the lower edge of visible second-floor windows.
12. A projecting sign may 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.
13. Projecting signs may be suspended above sidewalks and therefore above road reserves.
14. A sign with a clear height of less than 6m may 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.
15. The sign may not be fixed in any way other than the top and the bottom of the sign being in the same vertical plane.
16. No limitations to colour and texture are imposed.
17. Signs supports must, be neatly constructed as an integral part of the design of the sign or otherwise it must be concealed from view.
18. Structural drawings must be submitted for all projecting signs with a clear height of more than 6m.

22. VERANDAH, BALCONY, CANOPY AND UNDERAWNING SIGNS

1. This class consists of:
 - a) Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a verandah or balcony.
 - b) Signs affixed flat onto or painted on the fascia of a verandah or beam over verandah columns.
 - c) 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.
 - d) Signs suspended below the roof of a verandah or balcony (underawning signs).
 - e) Signs placed on top of the roof of a verandah.
 - f) Signs affixed to or painted on a pillar, column or post supporting a verandah, balcony or a roof structure without walls.
 - g) Signs painted or printed on the fabric of a canopy or blind.
2. This class will be allowed in the following areas of control:
 - a) Areas of maximum control (only centers of economic activity).
 - b) Areas of partial control.
 - c) Areas of minimum control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Maximum vertical dimensions: 0.75m
 - b) Maximum horizontal dimensions: 2.4m

- c) Projection: 100mm from surface
 - d) Underawning signs:
Clear height: Min 2.4m
Maximum horizontal dimensions: 2m
Maximum sign area: 1m² per face
Maximum total area: 2m²
 - e) Signs on top of verandah roofs:
Maximum area: 1m²
 - f) Signs on pillar / column / post:
At filling station:
Maximum sign area: 1m² per face
Maximum total area: 2m²
Projecting: < 50mm
 - g) Under verandahs, canopy OR on verandahs, canopy over street:
Clear height: Min 2.4m
Top of sign: <1m below top of canopy / verandah
Maximum horizontal dimensions: 1m
 - h) Verandahs and canopies over street:
Maximum horizontal dimensions: 0.6m
4. The position and spacing requirements for this class of signs are as follows:
- a) Only on commercial, office, industrial or entertainment premises.
 - b) Not to extend beyond any extremity of wall, balustrade, railing, beam, fascia.
 - c) One sign per enterprise.
 - d) For an enterprise with a facade exceeding 20m in length, more than one sign may be allowed but such signs must be spaced at a minimum of 6m intervals and the sign length (horizontal dimension) per enterprise facade must be limited to 4m.
 - e) May be suspended above sidewalks.
 - f) Balcony signs: Not above lower edge of 2nd floor window.
 - g) Underawning signs: Aimed at pedestrians.
 - h) Signs on top of verandah roofs: Aligned with signs on adjacent buildings, parallel to end of verandah, not cover window / obstruct view
 - i) Under verandahs, canopy OR on verandahs, canopy over street: Not to extend beyond outer edge of verandah or canopy.
5. These signs may be illuminated as follows:
- a) Illuminated only if the clear height at street intersection is > 6m
 - b) Verandahs and canopies over street: No illumination at intersections for canopies over street
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.

7. 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 will be of relevance to this class.
8. The following will be relevant with regard to signs affixed flat onto or painted on a parapet wall, balustrade or railing of a verandah or balcony; affixed flat onto or painted on the fascia of a verandah or beam over verandah columns or affixed flat onto or painted on a fascia of a roof structure without walls.
9. No sign may extend above or below or beyond any of the extremities of a parapet wall, balustrade, railing, beam or fascia.
10. No more than one sign per enterprise facade will be allowed.
11. Signs on balconies must not be displayed above the lower edge of any visible second-floor window.
12. The following is applicable with regard to signs on top of verandah roofs:
 - a) Signs may be placed on top of verandah roofs only where such a verandah does not have an appropriate parapet wall, balustrade, railing, fascia or beam on which a sign may be affixed.
 - b) Signs on adjacent buildings must be aligned with each other in order to form a straight line.
 - c) Signs must be set parallel to the end of the verandah that faces the street or as near thereto as the configuration of the verandah roof will permit.
 - d) Signs must not exceed beyond the extremities of the verandah roof nor project beyond the rear of any verandah roof gutter.
 - e) A sign may not cover any window or obstruct the view from any such window.
 - f) Only one sign per enterprise facade will be allowed.
13. The following is applicable with regard to supporting columns, pillars or posts:
 - a) All signs must be painted on or affixed flat onto the supporting column, pillar or post. Projecting signs may be affixed only to columns, pillars or posts supporting a roof over fuel pumps at a filling station or roadside service area.
 - b) No sign affixed flat onto a supporting column, pillar or post may project more than 50mm from the surface to which it is affixed.
 - c) No sign affixed flat onto a supporting column, pillar or post may extend beyond any of the extremities of such column, pillar or post. Signs affixed flat onto non-rectangular supporting structures must be curved to fit the form of such a structure.
 - d) Only one sign per pillar, post or column will be allowed, including signs projecting from pillars, posts or columns supporting a roof at fuel pumps.
 - e) No posters or placards may be pasted onto any supporting column, pillar or post.
14. The following is applicable with regard to canopy signs:
 - a) The advertisement must form an integral part of the canopy or blind without domination of the canopy structure or blind.

- b) Any canopy must complement the architecture and visual appearance of the building to which it is affixed and must not dominate such building.
- 15. Signs may be suspended above sidewalks and therefore above road reserves.
- 16. No limitations to colour and texture are imposed.
- 17. No illuminated sign or sign designed to reflect light may be attached to or displayed on any splayed or rounded corner of a verandah, canopy or balcony at a street intersection, unless the bottom of such sign is a minimum of 6m above the street immediately below.

23. ADVERTISEMENTS PAINTED ON WALLS, ROOFS AND MURALS

- 1. This class consists of signs painted directly on the main walls or roofs of a building used for commercial, office, industrial or entertainment purposes.
- 2. This class will be allowed only in areas of minimum and partial control.
- 3. The size of signs allowed in this class, are as follows:
 - a) < 20 % of ground floor façade of the enterprise
 - b) On side or back walls: < 36 m²
- 4. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - a) Painted on walls of building used for commercial, office, industrial or entertainment purposes and only on roofs of industrial buildings.

Locality bound:

One sign per enterprise.

Allowed on facade walls, roofs, side and back walls.

On facade: Below lower edge of second floor window.

Third-party sign:

One per wall.

Only on side or back walls.

- 5. These signs may not be illuminated or animated.
- 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
- 7. Mural advertisements (artistic designed figures) may be considered by the Council 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.
- 8. 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.
- 9. No more than one sign per enterprise will be allowed while no more than one non-locality-bound sign per wall must be allowed.
- 10. Third-party signs will be limited to the side or back walls of buildings which do not fulfill the function of building facades. Third-party signs must adhere to the criteria for billboards as in Section 2.
- 11. No limitations to the colour and texture are imposed.

12. In areas of maximum control no internally illuminated sign inside a building may be visible from outside the building.

24. WINDOW SIGNS

1. 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 meters of any window or other external opening through which it can be seen from outside such a building. These signs are used mainly for sales promotions and other advertisements which are aimed at attracting the attention of both road users and pedestrians. Non locality bound products, activities and services may also be included in this class. Price tickets on items inside such buildings which are smaller than 0,01m² must be excluded from this class.
2. This class will be allowed in the following areas of control:
 - a) Areas of maximum control (only centers of economic activity, only on ground floor windows);
 - b) Areas of partial control;
 - c) Areas of minimum control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Natural and maximum control:
Area: <10% of ground floor window area.
 - b) Rural and Partial control:
Area: <25% of ground floor window area.
 - c) Minimum control:
Area: <50% of ground floor window area.
4. The position and spacing requirements for this class of signs are as follows:
 - a) The building should be used for commercial, entertainment, office, or industrial purposes.
 - b) No signs allowed above ground-floor level.
5. In areas of maximum control, no internally illuminated signs inside the building should be visible from outside the building.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. Colours must be in harmony with the rest of the building and the general streetscape in areas of maximum control.

25. SIGNS INCORPORATED IN THE FABRIC OF A BUILDING

1. This class consists of advertisement incorporated in and forming an integral part of the fabric of a building.
2. This class will be allowed in all areas of control.
3. These signs may be illuminated if allowed by the Council, but not animated.
4. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.

5. Some general conditions for this class of signs are as follows:
 - a) Mostly historical buildings, but may also apply to modern buildings.
 - b) Building, structure / external face of building should not be used principally for display of signage.
6. An advertisement fixed to or painted on a building is not included in this class.
7. This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.
8. 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.
9. Such advertisements must also be in balance with the scale of the building and must be visually and architecturally integrated in the building or structure.
10. No sign displayed may, in the opinion of the Council, distract the attention of a driver in a manner likely to lead to unsafe driving conditions.
11. No sign may, in the opinion of the Council, 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.
12. All signs must be maintained properly.

26. ADVERTISING SIGNS ON FORECOURTS OF BUSINESS PREMISES AND ON SIDEWALKS DIRECTLY IN FRONT OF BUSINESS PREMISES

1. 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.
2. This class will be allowed in the following areas of control:
 - a) Areas of maximum control (only centers of economic activity);
 - b) Areas of partial control;
 - c) Areas of minimum control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Size:
 - Maximum area: Single sided: 0.75m²
 - Double sided: 1.5m²
 - Maximum total area per forecourt frontage / premises: 3m²
 - Filling stations & roadside service areas:
 - Maximum total area per forecourt frontage / premises: 8m²
4. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - a) In forecourts (outdoor area as functional part of a building) of businesses.
 - b) Free-standing.

- c) A forecourt sign may, in the opinion of the Council, not be positioned in such a way as to interfere with pedestrian circulation.
 - d) Forecourt signs must be aimed at passing pedestrians and the users of the forecourt space concerned and must not be aimed at passing motorists.
5. These signs may be illuminated but not animated.
 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
 7. 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.
 8. Any enclosing fence, wall, screen or similar structure will form part of a forecourt.
 9. Signs complying with the guidelines given below may be displayed on forecourts in urban areas and on forecourts in centers of economic activity in natural and rural areas and on sidewalks directly in front of business.
 10. Provision may also be made for additional non-free-standing signs at filling stations and service areas attached to fuel pumps, vending machines and similar non-advertising structures which must have a maximum size of 0,15 m² per sign.
 11. A maximum of one sidewalk sign is permitted per business during business hours only and complies with the same specifications of that of a forecourt sign.
 12. As this class permits advertisement on the forecourts of business premises and sidewalks, signs or advertisements must be free-standing with the exception of additional signs at filling stations and roadside service areas attached to fuel pumps and similar non-advertising structures.
 13. No limitations to the colour and texture are imposed.
 14. Hand-written messages are allowed on boards provided for this purpose.

27. MISCELLANEOUS SIGNS FOR RESIDENTIAL ORIENTED LAND USE AND COMMUNITY SERVICES

1. 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.
2. This class will be allowed in all areas of control for home undertakings and community institutions.
3. The size and height of signs allowed in this class, are as follows:
 - a) Size:
 - i) Direction/warning sign:
Area: 0.5m²
More entrances to premises: Area: 0.5m² per frontage
Max area: 1m²
 - ii) Name of enterprise/practice/ accommodation / partner:
Area: 1.5m²
More entrances:

Max area: 1.5m² for 2 ads

- iii) Solid structure for above 2 types:
Area: 3m², 50% usage of area
- iv) Combination ad:
Area: 1m² per farm/enterprise
- v) Name of institution & other community facilities:
Max area: 3m²/ enterprise
More entrances:
Max area: 3m² for 2 ads
- vi) Solid structure for above type:
Area: 6m², 50% usage of area
Combination ad:
Area: 2m² per institution
- vii) Street numbers:
Letter size: > 150mm < 350mm
- viii) Free standing signs:
Max height: 3m
Max height: Combination sign: 4m
- ix) Name / logo of Sponsor:
Only on name of farm/ smallholding: < 1/3 of area

- 4. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - a) Only on premises referred to, on boundary wall, fence, and gates.
 - b) Small holdings signs: Next to entrance of access road or on gate of entrance.
 - c) Freestanding only when not possible to fix to building / wall / boundary fence.
 - d) Not in road reserve.
 - e) One per street frontage.
 - f) Home undertakings:
 - i) Must form integral part of architecture of wall on street frontage.
 - ii) Sign mainly to indicate name.
 - iii) <30% to indicate nature of undertaking.
 - g) Community Institutions / facilities:
 - i) No product ads / sales ads.
 - ii) <20% name / logo of sponsor.
 - iii) Not painted on boundary walls.
- 5. These signs may not be illuminated in natural and rural areas of control. These signs may not be animated.
- 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
- 7. This class will be limited to the following:
 - a) Identification, direction and warning with regard to place or residence, e.g.:
 - i) Street numbers and names of houses, flat complexes, farms and smallholdings.

- ii) Notices and signs such as “Beware of the dog”, “No parking please”, “Close the gate”, and “No entrance”.
 - iii) Nature of farms/smallholding and main activity on farm smallholdings.
 - b) 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 or enterprise. The name(s) of the owner, practitioner or partners.
 - c) 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.
 - d) Community services and institutions such as religious, educational; cultural, recreational and certain medical and similar institutions.
 - i) Name and nature of institution.
 - ii) Name(s) of practitioner(s).
 - iii) Nature and extent of service, opening times, etc.
8. A variety of signs, which differ in appearance and character, may be used in this class, such as:
- a) Signs affixed flat onto or painted on a building and other existing structures such as boundary walls, gates and gate structures.
 - b) Pole-mounted signs.
 - c) Signs which include more solid and elaborate supporting structures that form a visual border around the sign panel.
9. It may be necessary to have building plans approved for certain supporting structures.
10. Direction and warning signs and notices such as “Beware of the dog” and “Close the gate” may not exceed a total area of 0,5m² per premises, but if there is more than one entrance to the premises on different road frontages, a total sign area of 1 m² may be displayed (with not more than 0,5m² per frontage).
11. Name and nature of enterprise, practice, accommodation facility and place of residence as well as name of proprietor, partner or practitioner.
12. 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 may be provided which will allow for 1 m² per farm, smallholding or enterprise.
13. Where several smallholdings are sharing the same access road a smaller sign indicating the property numbers in question only may be considered instead of a larger combination sign indicating property names and names of owners.
14. Signs on buildings used for residential purposes other than dwelling-houses.
15. A sign containing the name only of any building used for residential purposes other than a dwelling-house, 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.

16. 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.
17. The name or logo of the sponsor of a sign will be allowed only on the name signs of farms and smallholdings and must not occupy more than one third of the total area of the sign.
18. All signs in this class will be allowed only on the premises to which they specifically refer or on the boundary wall or fence or gate of such premises.
19. Farm or smallholding name signs may be displayed next to the entrance of the access road to the homestead or alternatively it must be affixed to the gate at the entrance of such access road.
20. 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 will be allowed.
21. Free standing signs in this class will 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.
22. No animation is allowed in natural and rural areas.
23. Signs and, especially, supporting structures should harmonize with the buildings and other structures on the premises as to materials, colour, texture, form, style and character, wherever possible.
24. 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.
25. No formal application needs to be submitted to Council for this class of signs.

28. ON PREMISES BUSINESS SIGNS

1. 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 centers of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.
2. This class will be allowed in all areas of control.
3. The size and height of signs allowed in this class, are as follows:

| | | |
|-----------------------|----------------------------|---|
| a) Size: | Maximum control: | Maximum area: 6m ² |
| | Partial / Minimum control: | Maximum area: 12m ² |
| b) Height: | Maximum control: | Maximum height: 7m |
| | Partial / Minimum control: | Maximum height: 7.5m (may be increased to 10m if allowed in town planning scheme) |
| c) Sponsor name/logo: | | Maximum of 50% of total sign area |
4. The position and spacing requirements for this class of signs are as follows:
 - a) Only locality bound ads.
 - b) Individual free-standing on business premises only for specific conditions.
 - c) One sign / one panel per enterprise, or one per entrance (max two).

- d) Placed close to enterprise or if not close or visible from road, then at the entrance road to the relevant property.
5. Preference will be given to combination signs.
6. These signs may be illuminated but not animated.
7. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
8. This sign type will include only the following:
 - a) Individual free-standing signs on specific business premises.
 - b) Signs on appropriate structures on specific premises, such as boundary walls, gates and gate structures.
 - c) Combination signs which indicate several businesses or enterprises and which are provided at shopping centers, industrial areas and parking areas shared by several enterprises. In this case the concept of locality-bound is broadened so that premises include the shopping centre or industrial estate as a whole for a communal parking area, together with related enterprises.
9. This class will not include small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes.
10. This class does not cater for all business, but will only be provided in the following instances.
 - a) 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.
 - b) In cases where it is not structurally possible or visually feasible to affix appropriate signs.
 - c) Where such a sign is needed to locate the entrance to business premises or the private access road to a business.
 - d) Where a free-standing combination sign may prevent the proliferation of signs.
11. Only one sign or advertising panel on a combination sign will be allowed per enterprise.
12. 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.
13. No sign may extend above or beyond any of the extremities of the structure to which it is affixed.
14. Signs may 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.
15. A sign permitted by this class may not serve as an advance sign and must be displayed only on the premises where the business is conducted.
16. Where a business or enterprise such as a stall or guest house is situated on a large property such as a farm the sign must 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 must be placed at the entrance of the private access road to the enterprise.

17. Signs indicating roadside enterprises such as farm stalls or roadside cafés may not be closer than 5m from the road reserve fence. Such enterprises must have direct access to the public road.
18. Combination signs at shopping centers and industrial areas which contains large amount of information, must be designed and located so as not to create a traffic safety hazard resulting from an information overload in the opinion of the Council.
19. No sign may obstruct the view from any adjacent building.
20. No limitations to the colour and texture are imposed.
21. Internal and external illuminations are permitted in areas of minimum and partial control, while only external illumination is permitted in areas of maximum control.
22. Signs in this class may refer only to the name and nature of the business or enterprise on the premises; the brand name and nature of the goods for sale or goods produced; the nature of services provided; and the name of the person(s) or firm who own(s) the business or provide(s) the goods or services at the premises.
23. In order to prevent the proliferation of signs at shopping centers or at other premises or access roads housing or leading to several enterprises, individual on-premises business signs must be incorporated in combination signs. The design of such combination signs must be of a high standard and must, in the opinion of the Council, harmonize 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 must be as concise and legible as possible.
24. On-premises business signs at access roads to farms or smallholdings must be co-ordinated with signs indicating farm/smallholding names in order to form a single combination sign. The necessary harmony must be obtained by using the same form, letter type and colour for the various parts of the combination sign.
25. No formal application needs to be submitted to Council for this class of signs.

29. ADVERTISING ON TOWERS, BRIDGES AND PYLONS

1. 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.
2. This class will be allowed in areas of partial and minimum control.
3. The size and height of signs allowed in this class, are as follows:

Size: Maximum total area: 100% of the face of the structure may be used, but may not be painted directly on the structure and a separate advertising structure have to be affixed to the existing structure, if the structure is strong enough to carry a separate structure.

 - a) Height:
 - i) Pylon sign: Wholly within a notional vertical cylindrical figure; Diametre: 6m, Height: 12m
 - ii) Clear height: 2.4m (if sign is protruding from pylon)
 - iii) Clear height: Bridge sign: 5.2m
4. Some general conditions for this class of signs are as follows:
 - a) May not extend beyond top of tower, or above, below or beyond extremities of bridge.

- b) Not projecting more than 0.3m from main wall of tower / bridge.
 - c) Also included: cellular telephone base stations, water towers, radio towers, silos, pylons, masts.
 - d) No sign will be allowed on any electrical transmission pylon.
 - e) Illumination is only allowed if the road along where this large billboard is located or focused on, is illuminated, and only if it does not constitute a road safety hazard or cause undue disturbance.
5. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply. Third-party signs must adhere to the criteria for billboards as in Section 2.
 6. An AIA may be required for an advertisement of 40m² or larger.
 7. No limitations to the colour and texture are imposed.
 8. Any sign permitted by this class must be affixed to the tower, pylon or bridge in a manner which has been designed and erected to the satisfaction of the Council. The Council may require an Engineering Certificate and building plans.
 9. Every pylon must 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.
 10. No sign must be affixed to any electrical transmission pylon.
 11. Approval for display will not be granted for an indefinite period. Approval can be granted for a period of three (3) years. After this three (3) years have expired, a request for the extension of the approval period for a maximum of another two (2) years can be submitted to the Council, with the first right of refusal to the existing structure owner.

12. An approved structure must display an advertisement or message within two (2) months after erection.

30. ADVERTISEMENTS ON CONSTRUCTION SITE BOUNDARY WALLS, FENCES AND CONSTRUCTION BUILDINGS

1. 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.
2. This class will be allowed in areas of partial and minimum control.
3. The size and height of signs allowed in this class will be considered by the Council, depending on the type of construction taking place, surrounding environment and the type of sign to be erected. If such sign reaches the size and have the same impact as a billboard, it should be considered under the same criteria as for billboards.
4. The position and spacing requirements and some general conditions for this class of signs are as follows:
 - a) Not on top of fence or wall.
 - b) Not project more than 0.1m to front of wall or fence.
 - c) Only for duration of construction.

- d) May not be painted / pasted directly on-site boundary wall.
- 5. These signs may not be illuminated or animated.
- 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
- 7. 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 must be making a positive contribution to the visual environment.
- 8. The sign may not be placed on the top of a fence or wall if it is not positioned to rest directly thereon.
- 9. No limitations to the colour and texture are imposed.
- 10. Poster signs in this class must be enclosed with definite panels, which must be uniform in size and level.
- 11. Signs and fence or wall must be treated as a visual unity. Wherever possible, project boards should also be incorporated in this unified design.
- 12. Construction site signs should always make a positive contribution to a particular streetscape.
- 13. These signs may be erected only for the duration of the construction work.

31. SERVICE FACILITY SIGNS

- 1. 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.
- 2. This class will be allowed in all areas of control.
- 3. The size, height and specifications of signs allowed in this class, are as follows:
 - a) Maximum width of total sign: 2m,
 - b) Maximum height of total sign: 7m,
 - c) A maximum of 8 panels/combination sign will be allowed,
 - d) One business or enterprise per panel will be allowed.
- 4. The position and spacing requirements for this class of signs are as follows:
 - a) Only at service facilities adjacent and directly accessible from the road where sign is.
 - b) One combination sign per site.
 - c) **Located according to requirements of Council.**
 - d) Only one per direction of traffic flow.
 - e) Not in road median or on island.
 - f) If the sign **cannot** be located on the site and has to be located in the road reserve, specific approval has to be obtained from the Council. It must then be located as close as possible to the access and in front of the service facility site.
- 5. These signs may be illuminated, but no animation is allowed.
- 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.

7. Advertisements on such combination signs must refer only to the name or logo of a business, company or person providing a service or must indicate the type of service provided. Only signs for locality-bound services must be allowed.
8. Signs in this class must be limited to service facilities adjacent to and directly accessible from the public road at which such a sign is directed.
9. Signs in this class must be positioned in strict accordance with the requirements of the Council.
10. No limitations to the colour and texture are imposed.
11. Supplementary signs at roadside service areas, which do not form part of a combination sign permitted under this class, must be used for internal direction and orientation only and must not be aimed at passing motorists.
12. Internal rest and service “totem” signs, could play an important role with regard to internal direction and orientation at such roadside service areas.
13. No sky canons may be displayed without the approvals from the Council.

32. FUNCTIONAL ADVERTISEMENTS BY PUBLIC BODIES

1. This class consists of functional signs of the 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.
2. This class will be allowed in all areas of control.
3. The size and height of signs allowed in this class, are as follows:
 - a) Size: Maximum area: < 0.55m²
Larger signs may be allowed by the Council
Letter sizes: > 0.2m in height
4. These signs will be allowed inside all road reserves other than national roads.
5. These signs may be illuminated if needed to be read after dark.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. These signs may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity substation, and the display of by-laws for recreation grounds or open space.
8. Signs in this class may not be misused for the purpose of commercial and competitive advertising.
9. No limitations to the colour and texture are imposed.

33. AERIAL SIGNS

1. 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.
2. This class will be allowed in areas of partial and minimum control.
 3. The size and height of signs allowed in this class, are as follows:
 - a) Size: No shape or size restrictions.
 - b) Height: ≤45m (except if approved by Civil Aviation Authority).
 4. The position and spacing requirements for this class of signs are as follows:
 - a) Not closer than 5 nautical miles from the aerodrome reference point of an aerodrome.
 - b) Not above a public road (except if towed behind a vehicle).
 - c) Displayed in daylight hours only.
 - d) Display period not exceeding two weeks.
 5. These signs may not be illuminated or animated. A moored airship may be illuminated.
 6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
 7. Except with the written permission of the Civil Aviation Authority, 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 must be flown:
 - a) closer than the distance as specified by the Civil Aviation Authority from the aerodrome reference point of an aerodrome;
 - b) above a public road and in the case of an aircraft towed behind a vehicle or vessel such aircraft must not take off from or land on a public road.
 8. No colour or texture limitations are imposed for aerial signs.
 9. With the exception of moored airships, aerial signs may be displayed in daylight hours only.
 10. No captive or unmanned free balloon must be flown without the special written permission of the Civil Aviation Authority.
 11. Approval for flying a captive balloon will be considered by the Civil Aviation Authority only after permission by the Council including the safety and security department has been granted.
 12. Manned free balloons have to meet certain conditions before they may be flown within controlled airspace.
 13. Airplanes and airships must not be flown below a certain minimum height, as stipulated by aviation regulations, without special permission.
 14. No formal application needs to be submitted to Council for this class of signs.

34. VEHICULAR ADVERTISING

1. This class consists of advertisements on self-driven vehicles normally including taxis, buses, trains and delivery vehicles, but excluding aircraft.

2. This class will be allowed in all areas of control.
3. These signs may not extend from the edges of the vehicle.
4. The position requirements and some general conditions for this class of signs are as follows:
 - a) Vehicle may not be used for sole purpose of advertising.
 - b) The advertisement should be affixed in proper ways which have to be approved by Council.
 - c) Should be mobile at all times.
 - d) May not be parked for third party advertising.
5. These signs may be illuminated internally. No animation is allowed. Retro-reflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle will also be allowed.
6. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
7. No formal application needs to be submitted to Council for this class of signs, except if it is third-party advertising, an application have to be launched at Council.

35. TRAILER ADVERTISING

1. This class consists of advertisements displayed on trailers.
2. This class will only be allowed on Council property and on sites designated by the Council in advance.
3. The size of signs allowed in this class, are as follows:
 - a) Maximum vertical dimensions: 3m
 - b) Maximum horizontal dimensions: 6m
4. Only one trailer per site will be allowed, as indicated by Council. It must be properly secured at both ends in order to withstand strong winds.
5. It may not be towed with the primary purpose to display the advertisement, except to and from the designated site (and then only before 07:00 or after 18:00).
6. The name and phone number of the owner, and an identity number or disc as provided by Council, must be displayed on all advertisement trailers.
7. These signs may be illuminated but limited to retroreflective signs (red at back, yellow to side, white to front of trailer. No animation allowed.
8. General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
9. 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.
10. 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.
11. Advertisements displayed on *trailers used for the transportation* of goods must be limited to heavier trailers, which are able to resist cross winds of up to 30m per second.

12. Advertisements displayed on a *transport trailer* must be painted or attached to the sides of the trailer in a permanent manner.
13. No *transport trailer* may be used for the sole purpose of advertising.

SCHEDULE OF HIGH ORDER ROADS APPLICABLE FOR THESE ANNEXURES:
(NB: This schedule may be updated by Council from time to time, as and when needed)

| |
|---|
| Moses Garoëb (former name: Auswarts Str) |
| Dr Frans Indongo (former name: Bülow Street) – Florence Nightingale Street - Abraham Mashego Street |
| Dortmund Street |
| Frankie Fredericks Drive |
| Hendrik Witbooi Drive – Harvey Street |
| Hochland Road |
| Hosea Kutako Drive – Auas Road |
| Independence Avenue |
| Krupp Street |
| Mahatma Gandhi Street |
| Mandume Ndemufayo Avenue |
| Michelle McLean Street |
| Monte Christo Road |
| Nelson Mandela Drive |
| Jan Jonker Road |
| Lazarette Street |
| Bach Street |
| Bismark Street |
| Otjomuise Road |
| Robert Mugabe Avenue |
| Sam Nujoma Drive |
| Omuramba Road |
| Sean McBride Road |
| John Meinert Street |