



APPLICATION PROCESS

All applicants must apply and fill in an application form, which can be obtained from the Outdoor Advertising Officer at the Customer Care Centre, City of Windhoek (CoW) Head Office. No applications will be processed without all the required documentation as outlined in the Outdoor Advertising Policy and payment of gazetted application fees. Applicants to follow the below procedure:

- 1. Secure application form:**
 - a. download from the CoW website: www.windhoekcc.org.na; or
 - b. collected from Counter 4 at the Customer Care Centre (Town House); or
 - c. upon written request to the CoW Outdoor Advertising Unit email: OutdoorAdvertising@windhoekcc.org.na. The Unit will email an application form.
- 2. Duly completed application form and accompanying documents to be:**
 - a. scanned and emailed to email: OutdoorAdvertising@windhoekcc.org.na; or
 - b. be delivered to Counter 4 at the Customer Care Centre (Town House).
- 3. The Outdoor Advertising Unit will issue a sundry invoice and email to the email address provided.**
- 4. Cash or card payments can be made at:**
 - a. any of the CoW cash halls by providing the sundry invoice to the cashiers; or
 - b. an EFT payment can be made to account name: City of Windhoek, Bank: FNB, account no: 62012146115 (Sundry invoice number to be used as reference, for example SI0523153).
 - c. Proof of payment to be emailed to: OutdoorAdvertising@windhoekcc.org.na.

Applications submission, collection of approved licences and general enquiries can be made at the Customer Care Centre from Monday to Friday from 08:00-10:00 and 14:00-15:00.



For Enquiries:

Department of Economic Development and Community Services

Economic Development Division
Business Development Section

Outdoor Advertising Unit

Officer: Outdoor Advertising

Tel: +264 61 290 3002/3198

Coordinator: Outdoor Advertising

Tel: +264 61 290 2576

OutdoorAdvertising@windhoekcc.org.na

City of Windhoek

Vision: To be a Sustainable and Caring City by 2027



OUTDOOR ADVERTISING

IN THE CITY OF WINDHOEK



INTRODUCTION

The City of Windhoek has in place an Outdoor Advertising Policy and Regulations which provides a set of principles governing the use of land and buildings for outdoor advertising and signage purposes in order to manage outdoor advertising activities within the jurisdiction of the city of Windhoek.

The Outdoor Advertising Policy has set out the specific criteria and requirements applicable to when and under what circumstances different types of Outdoor Advertising signage may be erected. Council through this regulations, seeks to strike a balance between outdoor advertising opportunities and economic development on the one hand, and the impact on tourism, traffic safety, environmental concerns and heritage preservation on the other hand.

WHAT IS OUTDOOR ADVERTISING?

An act or process of notifying, warning, making known or any other act of transferring information in a visible manner and which takes place outdoors.

Management of the Outdoor Advertising in the jurisdiction of the City of Windhoek

- The Outdoor Advertising Unit within the Department of Economic Development and Community Services operates in conjunction with internal stakeholders to evaluate and analyse proposed Outdoor Advertising activities.
- The Inter-departmental Outdoor Advertising Technical Committee consists of officials representing the following Departments:
 - Economic Development and Community Services
 - Urban and Transport Planning
 - City Police (Traffic Division) and
 - Electricity.



DIFFERENT TYPES OF OUTDOOR ADVERTISING ACTIVITIES (EXAMPLES):

- Billboards (categorised by different sizes)
- LED structures/boards
- Posters on street lamp poles
- Banner across Independence Avenue
- Illuminated street name signs
- Suburb name signs
- Estate agents' boards
- A-Frame trailers
- Construction project boards
- Bridge and pylon advertising

Areas of Restriction

| Area of Control | Description of Area | Coverage |
|--------------------------|--|--|
| Areas of minimum control | means: but are not limited to areas seen as center areas and nodes of concentrated economic activity | includes: the action dominant motivation is to conduct business and to sell products and services, city centers (CBD), commercial districts, office precincts, commercial enclaves & in industrial areas & industrial parks, entertainment districts, and prominent transport nodes. |
| Areas of partial control | means: means an area that can be characterized by a greater degree of integration (mixed development) and complexity of land use | includes: 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). |
| Areas of maximum control | means: refer to areas which are deemed sensitive to visual disturbance | includes: but is 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. |

WHAT IS ILLEGAL OUTDOOR ADVERTISING?

An **ILLEGAL SIGN** refers to any sign or poster, painted, affixed, displayed, exhibited, posted or erected without approval by the Council.

Before any advertising structure, advertising sign or advertisement is erected in the jurisdiction of the City of Windhoek, Council's approval needs to be obtained.

A person or company may not display any advertisement in the Council area without the written approval of the Council and any person contravening this regulation commits an offence and can be fined as follows:

- Any movable advertising device, trailer, car, caravan, bicycle parked anywhere in the Council area N\$ 2000.00 per sign;
- The erection of large, super or mega billboards anywhere in the Council area N\$ 2000.00 per sign per day;
- The displaying of flags, banners, and posters anywhere in the Council area N\$ 500.00 per sign per day;
- The erection of signs less than 4.5 m² anywhere in the Council area N\$ 1000.00 per sign per day;
- Ongoing The erection of small billboards in the Council area N\$ 1500.00 per sign per day.