



## ADVERTISING AND SIGNAGE

### When do you require APPROVAL for advertising and signage?

Any advertisement or sign which is **visible from**, or **can be heard in any public place** is not permitted, **except under and in accordance with the written permission of the City Engineer.**

### Are certain advertisements and signs EXEMPT FROM APPROVAL?

1. Any advertisement or sign, which is displayed and erected **outside/over/near a registered office/door, or a place of business, for a registered company bearing only the company's name.** These advertisements or signs should be no longer than 0.3m<sup>2</sup>, or project more than 50m from the building or street line. These advertisements and signs must be neatly arranged and collectively placed.
2. Any **advertisement or sign on the interior of a building/inside surface of a display window or displayed on a vehicle** other than an advertising vehicle, book, newspaper, magazine or similar publication.
3. Any one advertisement not exceeding 2m by 1,5m in size, **advertising the sale or lease of premises which is displayed** within the curtilage of which it does not project beyond the boundary of such premises by more than 100 mm, and is parallel to the street frontage. Also, any **builder's board** not exceeding 5m<sup>2</sup> in area, which is displayed on or within the of premises where building work is in progress; provided that **not more than four** such boards are displayed simultaneously on such premises.
4. Any **advertisement relating to an election and meeting, event or function for religious, educational, cultural, charitable, social, sporting or civic purposes, unless** displayed in a street or public place or on other property of the Council whether movable or immovable.
5. Any **advertisement displayed for the purpose of a public celebration festival or festivity** either for the period commencing two weeks prior to the holding of such celebration, festival or festivity and ending on the third day following the date of the termination, or for a period of three months, whichever is the shorter; provided that such advertisement is **maintained**, in the opinion of the City Engineer, in a safe, neat and tidy condition.
6. Any **advertisement displayed on a portable board**, which does not exceed 1m by 600mm in size, and stands within the curtilage of premises, provided that the advertisement is **not displayed between the hours of 18:00 and 06:00.**
7. **Any non-illuminated notice** not exceeding 0,5m<sup>2</sup> in area over a maximum length of 2m **which does not project over a public street or place, and which serves solely to convey a warning or direction** in relation to the premises, or to identify the use for which portion of the premises is reserved, and the

only advertising content on which notice serves merely to identify the person or body for which such portion is reserved in relation to that use.

8. A flagpole used only for the display of **the national flag of a country** on a building, wholly or partly occupied by the consulate or embassy of that country.

#### Which types of advertisements and signs are PROHIBITED?

1. Any advertisement which, in the opinion of the City Engineer is of **an indecent or obscene nature, or of a nature calculated to produce a malicious or injurious effect on the public or any particular class of persons.**
2. Any advertisement that is **painted onto or attached in any manner to a tree or other plant or to any rock, cliff or other natural feature.**
3. Any advertisement or sign which **obstructs any street, fire escape, exit-way or any window or door or other opening** used as a means of entry or exit from premises or for ventilation or for fire fighting purposes, or which prevents free passage from one part of a roof to another.
4. Any advertisement or sign which is **prohibited in terms of any town planning scheme.**
5. Any advertisement **on a portable board displayed on a street pavement.**
6. Any advertisement or sign that is painted on or in any way **affixed to the inside or outside surface of any window of a residential building, other than a display window.**
7. Any advertisement **painted on a roof of a building, which is not situated in an industrial zone or an airport zone.**
8. Advertisements or **signs interfering with traffic, the control of traffic (air and road) or shipping control.**
9. Any advertisement or sign **on top of a canopy or verandah**, unless it consists solely of individual letters not exceeding 750 mm in height, to which may be added not more than two symbols.

## Construction of advertisements and signs

The person erecting or causing the erection of any sign shall ensure compliance with the following provisions:

- The sign, its supports and anchorage must be able to **sustain the dead load to which they may be subjected**, together with a wind loading equivalent to a horizontal static pressure of 1.9kN/m<sup>2</sup>.
- Adequate provision for **drainage** must be made to prevent the accumulation of water.
- Adequate provision must be made for advertisements or signs which contain **glass**, including a provision for safety glass (minimum thickness of 4mm); a provision that no pane may have an area greater than 1m<sup>2</sup>; a provision that no pane may be secured in any way where its stability is dependent on another pane; and a provision that protection must be provided to minimise the possibility of damage to the glass by falling objects.

## Maintenance of advertisements and signs

- The **owner of the premises** on which the advertisement or sign has been displayed (exempted or non-exempted), and the **applicant who was granted permission**, must maintain the advertisement or sign, together with its supports, braces and anchors, in a **state of structural and aesthetic good repair**.
- Any **alterations made to the ground level below or adjacent to the advertisement**, the person responsible for the alteration must ensure conformity with the provisions of the municipal by-laws, if applicable.
- Should any advertisement or sign become **dangerous, unsightly or in any way constitute a nuisance**, the person or persons who are liable to maintain the advertisement or sign shall remove the source of danger, the cause of the unsightliness or the nuisance and **failure to do so will constitute an offence**. Should such person fail to comply with the terms of a notice from the City Engineer requiring him to remove such source of danger, the cause of the unsightliness or nuisance, the City Engineer may remove the advertisement or sign concerned and recover the cost of doing so and no compensation shall be payable by the Council in consequence of such removal.
- The owner and any occupier of any premises upon which any advertisement or sign is displayed or erected within the public view shall permit the City Engineer or a member of his staff duly authorised by him, to **inspect** such advertisement or sign and to **execute any work in relation** thereto or to remove the same, and shall furnish the City Engineer or such member, as the case may be, with any information that may be required regarding the display, erection or maintenance of such advertisement or sign.