

GEORGE MUNICIPALITY:
OUTDOOR ADVERTISING MANAGEMENT & CONTROL POLICY

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SECTION 1: PRE-AMBLE

1. CONTEXT

The George district represents a unique eco-system, comprising a number of distinct character zones, i.e.:

A. NATURAL:

- (i) Coast line
- (ii) Beaches
- (iii) Mountain
- (iv) Forest
- (v) Agriculture
- (vi) Open spaces

B. CULTURAL:

- (vii) Business
- (viii) Industrial
- (ix) Residential (historic / modern high and low density / sub-economic / informal)
- (x) Heritage

From the above, and also from our zoning map (p.30), it is clear that 80% plus, of the district consists of natural elements, almost to the extent that you can define the George district as a 'green region'. With the increasing demand for outdoor advertising, the George Council needs a policy for outdoor advertising that will protect and respect the 'greenness', whilst striving to find a balance between the many and varied interests of communities that will be affected by it. On the one hand, allowing outdoor advertising as catalyst for economic development and interaction, whilst on the other hand protecting and enhancing the environment, cultural heritage and visual character of the district. George is therefore committed to the principle of introducing outdoor advertising on a basis, which will:

- *Respect environmental interests (natural and historic)*
- *Stimulate the local and national economies*
- *Optimize the value (financial and otherwise) to the Council and community;*
- *Recognize the importance of ecological management*
- *Acknowledge and support the establishment of a George municipal brand identity*
- *Take cognizance of the views and needs of residents and specific interest groups*
- *Enhance and stimulate creativity and innovation in the outdoor advertising*
- *Create a fair opportunity for participation by all members of the industry*
- *Protect the historic character, fibre, look and feel of core district*

The policy framework, which follows, is based on an in-depth understanding of the outdoor advertising industry's structure, make-up, history and latest trends, as well as on thorough deliberation with relevant council departments and interest groups from the broader community.

2. **PHILOSOPHY UNDERPINNING THE POLICY**

With the insights gained by way of the above process, the policy specifically sets out to effectively manage outdoor advertising as integral part of George's economic, legibility and social infrastructure. The process ensured optimum buy-in and support by residents, local business and other parties representing tourism / environmental and cultural interests amongst others.

The Policy strives to facilitate and manage Outdoor Advertising in George as:

"A creative communication process in a given (outdoor) space, with the intent to impact positively on economic and social activities, beliefs and behaviour as well as on the environment and visual identity."

The essential philosophy for George is to have respect for each of the above four elements. Hence the following **policy statements** for each element, which underpin the Policy on Outdoor Advertising in George.

- **Policy Statement on "Creative Communication"**

Outdoor Advertising should become an integral part of our visual environment by stimulating creativity in context of media type, structure and message | content and environment

- **Policy Statement on the concept of "space management"**

We regard space as a valuable asset of our district. Our philosophy is therefore to guard jealously over the utilisation of space by way of a policy of disciplined, creative management, based on the principle of eco-blending.

- **Policy Statement on "economic and social norms, beliefs and behaviour"**

George is custodian of a rich heritage endowment and a particular set of economic and social norms and values, which reflects in the character of the town and its residents as morally upright, industrious, environmentally aware and tourism friendly. Outdoor Advertising in George should therefore respect and enhance these.

- **Policy Statement on "environment and visible identity"**

George has always regarded itself as a unique entity with a very distinct identity, placing a high premium on its natural environment. Outdoor Advertising should therefore respect and contribute positively towards the town's environment and visible identity. The policy therefore makes provision, where possible, for incorporation of the local identity icon into outdoor advertising structures as a branding vehicle, recognition of the sense of place and or need for eco-blending

SECTION 2: INTRODUCTORY PROVISIONS

3. INTRODUCTION

The use of various types of outdoor advertising devices providing a wide variety of information have become a major marketing tool, and the various measures of such outdoor advertising have proliferated alarmingly in both urban and rural areas. Commerce and industry are placing ever-increasing pressure on authorities to relax controls, where these exist, on outdoor advertising and particularly to allow more advertising alongside roads, and more specific along higher order roads. This proliferation of outdoor advertising, however, is resulting in a conflict between various sectors of the population. On the one hand, commerce and industry which claim that restrictions are harmful to business, while on the other hand, many other sectors of society claim that the uncontrolled increase in outdoor advertising has an aesthetically degrading influence on the environment, as well as adversely affecting road traffic safety by distracting drivers. It is obvious that a balanced approach to the situation is needed in our urban areas.

It is therefore necessary that local authorities and road authorities have an effective policy and by-laws related to the management and control of advertising. The "South African Manual for Outdoor Advertising Control" (SAMOAC) was compiled by the Department of Environmental Affairs and Tourism (DEAT) and the National Department of Transport (NDoT), which serves as a national guideline for the control of outdoor advertising. It was used, throughout South Africa at all the levels of government, as a basis from which most of the existing regulations and by-laws were compiled. In order to effectively apply these guidelines, individual local authorities have to prepare their own policy and detailed by-laws, with the changes as they need and require for their unique situation.

4. PURPOSE OF THE POLICY

It is the policy of the Municipality to ensure effective control, management and utilisation of outdoor advertising within its area of jurisdiction. This Policy of Outdoor Advertising Control is based on the National Guidelines as set out in the South African Manual of Outdoor Advertising Control (SAMOAC).

The purpose of this Policy is:

- To provide for the assessment of all applications which are made to the Municipality for permission to proceed with various forms of outdoor advertising;
- To provide for the management and regulation (in conjunction with the Outdoor Advertising By-laws of the Municipality) of all those forms of outdoor advertising which fall under the jurisdiction of the Municipality

A fundamental approach to outdoor advertising is proposed; principal areas of concern are then identified. Policy proposals are consequently made for each of these areas of concern.

5. EXTENT OF OUTDOOR ADVERTISING

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

Outdoor advertising is furthermore not restricted to the advertisement of products and services. The information can be communicated via painted, printed, projected or incised surfaces and can be internally or externally illuminated. Advertisements can be animated, including flashing signs, tri-visions, electronics and fibre-optics. Banners, flags and bunting are also regarded as advertising. Advertising signs may be on buildings, fascias, windows, walls or roofs or on structures such as towers, pylons or bridges. Free-standing advertising signs may be on frames or poles. For the purpose of this Policy the broadest interpretation of outdoor advertising will apply.

In terms of the broad interpretation made out of outdoor advertising for the purpose of this policy, road traffic signs are considered to be a form of outdoor advertising. Since control of the use of road traffic signs is provided by legislation and the South African Road Traffic Signs Manual control of their use is not generally covered by this Policy. References are included, however, regarding *street name* and *suburb name signs* since these may be combined, in a controlled manner, with commercial outdoor advertising, and to *tourism direction signs* because by their application they may be used in place of commercial outdoor advertising.

This Policy concerns itself primarily with outdoor advertisements visible from all public roads and streets, and other public places.

6. VISION FOR OUTDOOR ADVERTISING IN THE GEORGE DISTRICT

The vision for outdoor advertising is as follows:

- the cultural sensitivity of the people of the Municipality is to be positively affirmed,
- beneficial aspects of the existing natural and man-made urban environment are to be conserved and enhanced,
- the constitutional rights of all stakeholders are to be protected and economic development is to be fostered, in the manner in which outdoor advertising is classified, evaluated, managed and controlled by George Municipality.

The vision has been formulated with the following in mind:

- the population of this metropolitan area are citizens of a truly democratic society;
- the need for transparency and accountability in the regulation of outdoor advertising at local government level;

- the need to address conservation of both the natural and man-made environment, which can be adversely affected by certain forms of outdoor advertising;
- the need to provide appropriate opportunities for outdoor advertising in the district in order to promote economic development.

The George Municipality is committed to ensure that outdoor advertising is properly managed and controlled, and thus preventing a negative impact on:

- tourism resources,
- the sense of place,
- human living environment, and
- traffic safety.

The fundamental approach, which underlies this Policy, should be based on a vision for outdoor advertising as an urban entity in its own right. The city, towns and villages, which have grown together in this district, represent layers of different cultures, as well as distinctive landmarks and heritage sites, both natural (for example, beaches, lakes, ridges and vegetation) and man-made (for example museums, dams, parks, etc.).

A positive outcome of this phenomenon is the unique diversity which is found in both the physical and cultural realms.

A proactive approach to outdoor advertising on the part of the Municipality is creating a balance between aesthetics, social and economic viability, to "make advertising work for the city".

7. MISSION FOR OUTDOOR ADVERTISING IN THE GEORGE DISTRICT

The policy is aimed at establishing within the Municipality's area of jurisdiction control systems and mechanisms to:

- contribute to the conservation of tourism resources in natural, rural and urban environments;
- contribute to the creation of more acceptable human living environments;
- promote traffic safety;
- promote sustained economic growth and sustainable development; and
- foster a balanced approach between economic development, on the one hand, traffic safety and the conservation of visual resource, on the other hand. Such an approach should recognise the individual's right to economic freedom and freedom of expression and his or her right to live in an acceptable and safe environment.

8. SCOPE OF THE POLICY

This policy shall be applicable to all the areas under the jurisdiction of the George Municipality. Any entity or person, who wants to erect any advertising sign or form of outdoor advertising that falls under this policy, should adhere to the requirements set out in the policy.

9. OBJECTIVES OF THE POLICY

The main objective with the management and control of outdoor advertising is that it is in the best interest of the George Municipality and that it will promote a sense of pride within the community, promote conservation, acknowledge and support the establishment of a George municipal brand identity, secure ecologically sustainable development while promoting economical and social development.

10. BALANCE OF INTERESTS

Council realizes to control outdoor advertising should not only imply to put restrictions in place on the display of outdoor ads, but also to provide appropriate opportunities for outdoor advertising in the metropolitan area in order to promote economic development.

Therefore the George Municipality commits itself to create opportunities for outdoor advertising within their area of jurisdiction.

Council shall therefore ensure that all opportunities and applications are fairly distributed amongst the industry.

11. PUBLIC PARTICIPATION

The following stakeholders were consulted during the compilation of this Policy:

- The George Business Chamber
- Estate Agents
- Board of Headmasters
- Consultant responsible for revised "Environmental Framework"
- Consultant responsible for "Environmental Esthetical Framework"
- The Southern Cape representative of the Dept. for Environmental Affairs
- The George Tourism Bureau

12. LEGAL FRAMEWORK

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

- South African National Roads Agency Limited and National Roads Act, 1998 (Act No. 7 of 1998);
- Road Traffic Act, 1989 (Act No. 29 of 1989);
- Local Government Affairs Act, 1998 (Act 10 of 1998), Section 7(1), 7(2)(a), 11, 12 and 13(a);

- Local Government Municipal Systems Act, 2000 (Act No. 32 of 2000), Section 7(6) / 11(3);
- Local Government Ordinance, Ordinance 17 of 1939: Section 101 / 80B(3) and (8);
- Local Government Transitional Act, Second Amendment, 1996 (Act No. 97 of 1996), Section 10G(7)(e) and
- Schools Act, 1996 (Act No. 84 of 1996).
- Amendments to Chapter 5 of the National Environmental Management Act of 1998 (Act No. 107 of 1998) as promulgated in April 2006.
- Code of conduct of The Advertising Standards Authority
- National Environmental Management Act (Act no 107 of 1998) including Regulation Notice 386 of 20 April 2006.
- Land Use Planning Ordinance, 1985 (Ordinance 15 of 1985)
- National Building Regulations and Building Standards Act, 1977 (Act 103 of 1977)

**SECTION 3: APPLICATION PROCEDURES FOR ALL ADVERTISEMENTS,
ADVERTISING SIGNS AND ADVERTISING STRUCTURES**

13. AREAS OF CONTROL

Three areas of control apply - areas of maximum control, areas of partial control, and areas of minimum control. These areas of control address the potential interaction between basic landscape sensitivity and sign impact. In addition, traffic safety is taken into consideration when it comes to the determination of an area of control.

The evaluation of the sign type versus the area of control (i.e. the degree of impact versus the degree of sensitivity) facilitates the establishment of actual advertising opportunities and constraints.

It is generally recognised, even by the advertising signage industry, that outdoor advertising can have a detrimental effect upon the urban environment in certain locations. It is, therefore, essential that areas of control and the nature of control to be exercised are defined in specific terms.

In keeping with the SAMOAC approach, and in terms of the vision for the city, it is proposed that there is no such thing as an area without any form of control: minimum standards for all forms of outdoor advertising must be adhered to in order to give effect to the vision. If an area has not been designated, for whatever reason, it will be deemed to be an area of maximum control.

Taking cognisance of those urban characteristics which are specific to the George Municipal area, the three control categories described above, namely "maximum", "partial" and "minimum" are proposed. The practical application of these control

categories to the evaluation of outdoor advertising applications is listed below. The land-use categories described in the tables are purely generic and do not refer to a specific town planning scheme. *When an assessment is evaluated, the town planning scheme applicable to the erf in question will be consulted for specific zoning details.*

14. APPLICATION PROCEDURES AND REQUIREMENTS

Procedure Guidelines have been compiled by George Municipality for the evaluation of Outdoor Advertising applications, and is outlined below.

Application forms for any type of advertising sign is attached as **Annexure A**. Rates and tariffs are outlined in **Annexure B**.

The following guidelines will apply to all signage, excluding signs in categories with deemed consent or signs deemed exempt or prohibited in the Outdoor Advertising by-law and must be read in conjunction with the provisions of this by-law:

- (1) An application shall be lodged at the Municipality at the relevant counter, accompanied by the required application fee and shall be signed by the owner of the proposed sign and by the owner of the land or building on which the sign is to be erected or displayed by his agent authorised in writing by such owner and shall be accompanied by the following documents with the following minimum criteria and requirements:
 - (a) a locality plan and block plan of the site on which the advertising sign or advertising structure is to be erected or displayed, drawn to a scale of not less than 1:500 showing every building on the site and the position with dimensions of the advertising sign or advertising structure in relation to the boundaries of the site;
 - (b) a drawing sufficient to enable the Municipality to consider the appearance of the advertising sign or advertising structure and all relevant construction detail, and elevations and sections to a scale of 1:100;
 - (c) where, in the opinion of the Municipality, a proposal cannot be adequately evaluated at a scale of 1:100, further details will be requested, and the scale of the drawings to be furnished shall be stipulated by the Council, but will not exceed a scale of 1:20;
 - (d) a drawing showing the sign or structure in relation to the area in which it will be erected;
 - (e) a full description of the materials and finishes to be employed shall be provided on the plan, elevations and sections;
 - (f) an artist's impression of the final product in its setting may be requested by the Council if the proposal is located in an area which is architecturally or environmentally sensitive;
 - (g) where the nature of the structure requires it, a registered, professional engineer shall take full written responsibility for all structural work

contemplated by the applicant and the municipality will be indemnified against any and all possible claims arising from structural failure;

- (h) a written motivation, briefly setting out the benefits of the outdoor advertising fixtures in environmental, social and economic terms is to accompany each application;
- (i) written approval of the registered owner of the property (together with copies of the applicable Title Deeds, on request) is to be submitted together with the application;
- (j) the applicant shall satisfy the Municipality that cognisance has been taken of the relevant statutory provisions regarding the environmental impact of the proposed form of outdoor advertising;

The above technical criteria for submissions are essential in order to effectively evaluate the application in question on both environmental and technical grounds. It is also intended to expedite the assessment and approval of applications on the grounds that the provision of comprehensive information is an aid to effective decision-making.

- (2) If a sign is to be attached to or displayed on the façade of a building, the Municipality may require the submission of an additional drawing showing an elevation of the building in colour, the details and position of the proposed sign and the details and the position of every existing sign on the building drawn to a scale of not less than 1:100, or the Municipality may require a coloured or other photograph of the building with the details of the proposed sign superimposed on such photograph and drawn as nearly as is practicable to the same scale as that of the photograph.
- (3) The Municipality may require the submission of additional drawings, calculations and other information and a certificate by an engineer registered in terms of the Professional Engineers Act, (Act 18 of 1968), in each case giving details to the Municipality's satisfaction, to enable it to establish the adequacy of the proposed means of securing, fixing or supporting any sign, advertising structure or screen referred to in section 13, to resist all loads and forces to which the sign, structure or screen may be exposed and the sufficiency of the margin of safety against failure, in compliance with the provisions of regulation B1 of the National Building Regulations published under Government Gazette No. 9613, dated 1 March 1985.
- (4) The following shall apply should an application submitted in terms of the by-law be approved:
 - (a) A copy of every application, plan, drawing and other document submitted in terms of this section shall on approval be retained by the Municipality.
 - (b) Any sign for which approval has been granted shall be erected and displayed in accordance with any plan, drawing or other document approved by the Municipality and any condition imposed in terms of that subsection; the Municipality shall be notified once any approved sign has been erected.

- (c) The Municipality shall register every sign or advertising structure approved by it and allocate to it a registration number which shall be displayed on the sign in a suitable, clearly visible position by the owner thereof and if necessary in the opinion of the Municipality, in another place and in a manner to the satisfaction of the Municipality.
- (d) Every approval given by the Municipality will be approved and given for a specific period as detailed in the by-law.
- (e) If the advertising sign will be visible from a provincial or national road, the approval shall be subject to the approval of the relevant road authority if applicable. Even if the approval of the Municipality was obtained, but the approval of the relevant road authority is not yet / not obtained, such a sign may not be erected, and will be deemed illegal if it is erected without both parties formal approval.
- (f) A copy of all relevant documentation regarding the application and approval of a sign or advertising structure shall be retained by the owner of the property on which such sign or advertising structure is displayed and who shall present such documentation to the Municipality upon request thereof.

ANNEXURES:

- Annexure A: Application Forms
- Annexure B: Rates and Tariffs

APPLICATION FOR PERMANENT ADVERTISING SIGN

APPLICANT

Name and address of Applicant:

.....

Tel no.: Fax no:

OWNERSHIP

Name and address of Owner:

.....

Tel no.: Fax no:

LOCALITY OF SIGN

Physical address: Street address /name of business where the sign is to be placed:

.....

Stand number..... Township name:.....

The following are attached as required by the Municipality: (please tick)

- A coloured artist impression / photo not less than 200mmX250mm with proposed sign superimposed thereon
- Block plan indicating the sign position on site (Scale not less than 1:500)
- A map showing the two nearest similar signs and distances to them
- Elevations to scale not less than 1:100 showing position in relation to existing signs
- Zoning certificate
- Locality plan of proposed site
- Detailed drawings of sign (Scale not less than 1:20)
- Drawing showing appearance of sign and all construction detail
- Drawing showing sign in relation to area in which it will be erected
- Proof of site ownership / lease agreement with site owner

OFFICE USE ONLY:

Amount payable	Application fee	Approval fee
R	R..... receipt no.	R..... receipt no.....
Building plan fee	Rental fee	
R..... Receipt no.	R..... Agreement ref no.	

SIGN INFORMATION

Class of sign in terms of SAMOAC		
Type of sign		
Ownership	Primary Rights	Third Party
	Private Property	Council Owned
Dimensions of the sign : Length	metres	
Dimensions of the sign: Width	metres	
Dimension of the sign: Height	metres	
Height above sidewalk or building (Clearance)	metres	
Distance to closest traffic signal or sign	metres	
Distance from the front / side boundaries	M	m
Distance to closest similar sign	metres	
Distance to nearest intersection	metres	
Total sq metres of sign (include all sides)		
Land use rights of property (Zoning)		
Single / double sided / three dimensional		
Illumination If Yes	Yes	No
	Top Bottom	Internally
Colour of proposed face		

SIGNATURE OF THE OWNER

DATE

Telephone : _____ Fax: _____

Notes :

- (1) All applications have a referral period of between 14 days and two months. Rezoning applications will take more than 6 months.
- (2) Usually four departments comment on signage application : Public safety, Civil engineering, Electricity, City planning
- (3) Any and all costs must be borne by the applicant.
- (4) Application and admin fees as determined and amended form time to time are payable
- (5) The usual period of approval is five years after which a new application is required.
- (6) Approval of any application above does not give automatic approval for any other application that needs to be done.
- (7) Conditions set with the approval of any application must be adhered to.

In accordance with the provisions of section 75(a) of the Local Government Municipal Systems Act 2000 (Act 32 of 2000) the following tariffs are imposed by this Municipality with effect from 1 July 2011

OUTDOOR ADVERTISING TARIFFS (SUBJECT TO VALUE ADDED TAX)

17.1	GENERAL PROVISIONS			
17.1.1	Advertising Fees for Third Party Signs	▶ Newspaper Advert and Notices		R 2000.00
		▶ Notices only	1 st 10 notices	R600.00
		▶ Additional notices	per notice	R30.00
17.1.2	Advertising Fee Waiver Application	▶ minimum control area		R100,00 per sign,
		▶ partial control area		R200,00 per sign,
		▶ maximum control area		R400,00 per sign,
17.1.3	Extension of Unexercised Rights	1 st party signs	Approved 1 st party rights expire within 12 months from date of approval.	50% of all fees applicable to the type of sign.
		3 rd party signs	Approved 3 rd party rights expire within 5 years from date of approval.	50% of all fees applicable to the type of sign.
17.1.4	Renewal / Re-application fee	All sign types		60% of fees applicable to the type of sign.
17.1.5	Encroachment Concession Fee: Signs Encroaching on Municipal Property and Road Reserves	minimum control areas		R80,00 per m ² .per sign, per annum,
		partial control areas		R100,00 per sign, per annum, per m ² .
		Maximum control areas		R120,00 per sign, per annum, per m ² .
17.1.6	Minimum Application Assessment Fee	Minimum application fee for all signs calculated on a m ² basis		R100,00

17.2	SIGNAGE APPLICATION ASSESSMENT FEES: (EXCLUDING ANY OTHER FEES INDICATED IN THE TARIFF LIST)			
	CLASS OF SIGN	AREA OF CONTROL/ SIGN TYPE	COMMENTS	FEE
17.2.1	Class 1 Signs: Billboards and High Impact Freestanding Signs – Super Billboards, Large Billboards, Small Billboards and Tower Structures	▶ 1st party minimum control area		R50,00 per m ²
▶ 1st party partial control area			R100,00 per m ²	
▶ 1st party maximum control area			R200,00 per m ²	
▶ 3rd party minimum control area			R100,00 per m ²	
▶ 3rd party partial control area			R200,00 per m ² ,	
▶ 3rd party maximum control area			R400,00 per m ²	
▶ Concession for sponsored 1st party signs on government, school, church, NGO and NPO land up to 4,5m ²			No Charge	
17.2.2	Class 2 Signs: Posters and General Signs	▶ Advertisements on Street Furniture	Excludes lease agreement	R50,00 per sign
▶ Banners and Flags		Excludes lease agreement	R50,00 per sign	
		Municipality sponsored events	No Charge	
▶ Suburban ads			R100,00 per sign	
▶ Estate Agent Boards		Up to a maximum of 50 boards	R1200,00 per annum	
		Single boards valid for 7 days	R10,00 per board per agency	
		Removal of illegally erected boards	R34,00 per board	
▶ Auction Boards			R50,00 per m ²	
▶ Posters and notices		Admin fee:	R 500,00 per event/ political party	
		Election deposit: Councillors	As per election regulations	
		Poster deposit: Political elections	R 2000,00 (refundable)	
		Poster deposit: other events	R 1000,00 (refundable)	

	CLASS OF SIGN	AREA OF CONTROL/ SIGN TYPE	COMMENTS	FEE
17.2.2	Class 2 Signs: Posters and General Signs continued	▶ Project Boards	Per consultant	R 100,00
		▶ Development Boards	Minimum and partial control area	R50,00 per m ²
			Maximum control area	R100,00 per m ²
		▶ Temporary window signs		R50,00 per sign
		▶ Street name Advertisement and lamppost signs	Excludes lease agreement	R100,00 per m ²
		▶ Neighbourhood Watch/ Security signs		R20,00 per sign
		▶ Product replica / 3D signs		R200,00 per m ²
17.2.3	Class 3 Signs: Signs on Buildings Structures and Premises – applicable to all signs falling into this category	▶ 1st party minimum control area		R50,00 per m ²
		▶ 1st party partial control area		R100,00 per m ²
		▶ 1st party maximum control area		R200,00 per m ²
		▶ 3rd party minimum control area		R100,00 per m ²
		▶ 3rd party partial control area		R200,00 per m ² ,
		▶ 3rd party maximum control area		R400,00 per m ²
		▶ Concession fee for 1st party sign up to 0,2m ²	primary right	No Charge
		▶ Concession for sponsored 1st party signs on government, school, church, NGO and NPO land up to 4,5m ²		No Charge
17.2.4	Class 4 Signs: Signs for the Tourist and Traveller	▶ Sponsored Road Traffic Projects		Minimum application assessment fee
		▶ Service Facility Signs	Minimum control area	R50,00 per m ²
			Partial control area	R100,00 per m ²
			Maximum control area	R200,00 per m ²
		▶ Functional Advertisements by Public Bodies		Minimum application assessment fee

	CLASS OF SIGN	AREA OF CONTROL/ SIGN TYPE	COMMENTS	FEE
17.2.5	Class 5 Signs: Mobile Signs	▶ Aerial Signs	▶ 1st party minimum control area	R50,00 per m ²
▶ 1st party partial control area			R100,00 per m ²	
▶ 1st party maximum control area			R200,00 per m ²	
▶ 3rd party minimum control area			R100,00 per m ²	
▶ 3rd party partial control area			R200,00 per m ² ,	
▶ 3rd party maximum control area		R400,00 per m ²		
		▶ Vehicular and Trailer advertising	All control areas	R 200,00 per m ²
17.3	ADDITIONAL SIGNAGE APPLICATION ASSESSMENT FEES FOR ILLUMINATED, FLASHING AND ELECTRONIC SIGNAGE			
	CLASS OF SIGN	AREA OF CONTROL/ SIGN TYPE	COMMENTS	FEE
17.3.1	Illuminated, Flashing and Electronic (Video) signs	▶ 1st party minimum control area		R20,00 per m ²
▶ 1st party partial control area			R30,00 per m ²	
▶ 1st party maximum control area			R50,00 per m ²	
▶ 3rd party minimum control area			R40,00 per m ²	
▶ 3rd party partial control area			R60,00 per m ² ,	
▶ 3rd party maximum control area			R100,00 per m ²	
▶ Street name Advertisement and lamppost signs			R20,00 per m ²	
17.4	FEE FOR SIGNS ERECTED WITHOUT AUTHORISATION			
17.4.1	The Department: Planning and Housing may impose a penalty fee of R100 per day to a maximum of R4000.00 on any sign erected on a property without the municipality's authorisation. Such fee shall be calculated from date of notice being issued until such date that the sign is rectified. Should the penalty fee not be paid, said fee may be charged to the municipal account of that specific property.			