



a world class African city

City of Johannesburg
Department of Development Planning and Urban Management

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ADVERTISEMENTS ON BLIMPS

In terms of the City of Johannesburg Outdoor Advertising By-laws published under Local Authority Notice 2007 dated 18 December 2009, the following Sections shall pertain to Banners, Flags and Similar Objects

CLAUSE 1: DEFINITION

“blimp” means a gas-inflated balloon or other object, including any such object capable of carrying passengers, which is attached or anchored to the ground upon which an advertisement is displayed;

SECTION 21: ADVERTISEMENTS ON BLIMPS

- (1) A blimp containing an advertisement may, subject to the approval of the Council in terms of section 4(2), be used for a period not exceeding 30 days and may be airborne during daylight hours only.*
- (2) The Council must, for the purposes of considering an application for approval in terms of section 3 of an advertisement to be displayed on a blimp, have regard to –*
 - (a) the period during which the blimp will be used;*
 - (b) the size of the blimp;*
 - (c) the strength of the anchorage and the anchoring cable;*
 - (d) the provision of a device by means of which the blimp will automatically so deflate as to sink slowly to the ground in the event of the failure or severance of the blimp from its anchorage or anchoring cable;*
 - (e) the possibility of interference with pedestrian or vehicular traffic;*

- (f) any requirement or condition prescribed by the Department of Civil Aviation, including the maximum height to which the blimp must be restricted; and
- (g) the location of the blimp.

THE COUNCIL MUST REFUSE TO ACCEPT APPLICATIONS FOR OUTDOOR ADVERTISING SIGNS IF – ANY REQUIREMENT AS MENTIONED BELOW HAS NOT BEEN COMPLIED WITH

All applications shall be subject to a non-refundable **pre-evaluation fee of R 227.00** for each application submitted

APPLICATION REQUIREMENTS:

- Application form (see attached)
- Application fee
- Locality plan – with measurements from intersections
- Artist's Impression (measurements)
- Registered Owner's Consent (JPC – Z Mavuso Tel: 011 339 2700 or zmavuso@jhbproperty.co.za)

PAYABLE TARIFFS OF CHARGES EFFECTIVE FROM 01 JULY 2010

In terms of Section 21 (i.e. Advertisements on *blimps*): shall be accompanied by a non refundable application fee consisting of R 3351.00 plus an amount of R 144.00 per m , and if approved, approved for a maximum period of up to 24 months only.

Other Fees to be Note:

- Any request for extension of time as contemplated in the By laws shall be accompanied by a non-refundable application fee of R 227.00 for each month or part thereof required, up to a maximum of 6 months only.
- An appeal lodged in terms of Section 37 shall be accompanied by a non-refundable amount of R 3352.00
- Any request for reason/s as contemplated in the By-laws shall be accompanied by a non-refundable application fee of R 227.00 per each application

OUTDOOR ADVERTISING CONTACT DETAILS:

FAX: 339 1244

General Enquiries

Henda Boshoff

011 407-6039

BY ORDER
MANAGEMENT: OUTDOOR ADVERTISING
DATE OF IMPLEMENTATION: 01 JULY 2010

*Please Note: THIS WILL BE A PROVISIONAL APPLICATIONS PROCEDURES FOR ADVERTISEMENTS
ON BLIMPS APPLICATIONS AND COUNCIL HEREBY RESERVES ALL RIGHTS TO REQUEST FURTHER
COMMENTS AND OR INFORMATION NOT MENTIONED ABOVE*