



a world class African city

City of Johannesburg
Department of Development Planning and Urban Management

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BANNERS FLAGS AND SIMILAR OBJECTS

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

DEFINITION

“Banner” means a piece of cloth or similar material on which an advertisement is displayed in such a manner that it is legible in windless conditions and is attached to one or more ropes, poles or a flagstaff that projects vertically, horizontally or at any angle from the building or structure to which it is attached or is attached to a building or other structure, but excludes a banner carried as part of a procession;

“Flag” means a piece of cloth or similar material upon which an advertisement is displayed and which is attached to a single rope, pole or flagstaff projecting vertically in such a way that its contents are normally not legible in windless conditions but excludes –

(a) a national flag which does not carry any advertisement in addition to the design of the flag or flagstaff;

(b) a flag carried as part of a procession; and

(c) a flag which is not displayed on a flagstaff.

In terms of the City of Johannesburg Outdoor Advertising By-laws published under Local Authority Notice 2007 dated 18 December 2008, Flag for in terms of Section 8 (2)(f) are **exempt** and therefore do not require approval

Section 8: Exempt Advertising Signs and Advertisements

- (2) The following advertising signs and advertisements are exempt from compliance with the provisions of Section 3 but must comply with any other applicable provision of these By-laws:

- (f) an advertising sign provided for in terms of Sections 10, 11, 12, 15(1), 18, 19, 20(1) and 23, and complying with the applicable requirements of those sections.

Section 20: Advertisements on banners, flags and similar objects

- (1) *An advertisement exempted in terms of section 8(2) on any banner, streamer, flag, paper, paper machete, plastic sheet or other similar pliable material or on calico or other woven material may only be displayed for the following purposes:*
 - (a) *Advertising a function or event conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes, or a function or event relating to an election; and*
 - (b) *the display of the name, corporate symbol and nature of any enterprise.*
- (2) *Every person to whom approval has been granted in terms of section 4(2) in respect of an advertisement contemplated in subsection (1), but not exempted in terms of Section 8(2), must comply with and ensure that the following requirements are complied with:*
 - (a) *Not more than two advertisements in respect of the same matter are permitted in an urban or rural area of maximum control or four banners or flags in respect of the same matter in an urban area of partial and minimum control as contemplated in Schedule 1;*
 - (b) *a maximum of ten banners or flags may be displayed at any shopping centre;*
 - (c) *every advertisement must be attached to a pole or suspended between poles or other supports on the property upon which the activity contemplated in subsection (1)(a) is to take place; and*
 - (d) *no advertisement may be displayed for more than seven days prior to the date of the activity advertised and must be removed within three days after the conclusion thereof.*

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
- Site plan indicating position/s on elevation)
- Artist's Impression (measurements)
- Registered Owner's Consent

PAYABLE TARIFFS OF CHARGES EFFECTIVE FROM 01 JULY 2010

In terms of Section 20 (i.e. *Banners, Flags and Similar Objects*), an application fee of R 293.00 each shall be required in respect of advertisements on banners, flags and/or similar objects, – irrespective of whether the sign is erected on Private or Council land – and if approved, approved for period of up to one week before the date of the function or event and to be removed three days thereafter.

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 APPLICATION PROCEDURE FOR ADVERTISEMENTS ON BANNERS, FLAGS AND SIMILAR OBJECTS APPLICATIONS AND COUNCIL HEREBY RESERVES ALL RIGHTS TO REQUEST FURTHER COMMENTS AND OR INFORMATION NOT MENTIONED ABOVE*