

**MOHOKARE LOCAL MUNICIPALITY  
ADVERTISING BY-LAW**

**Summary of published by-law**

Published under PN 170 in *Free State Provincial Gazette* 79 of 9 December 2011 and adopted by *Free State Provincial Gazette* 57 of 23 November 2012.

**CURRENT ADVERTISING SIGNS.**

The **current advertising boards and hoardings** that are **in line** with the by-law may remain as is.

- All advertising signs erected or displayed **as at 30 June 2013** will remain valid for a minimum period of 3 years from 30 June 2013 up to 30 June 2016
- All advertising signs will need to be applied for on or before 3 months before 30 June 2016 i.e 31 March 2016.

**All signs that fall within the ambit of the by-law will be identified and the owner/beneficiary will be notified accordingly.**

**ADVERTISING SIGNS ON MUNICIPAL PROPERTIES.**

Advertising boards on municipal properties eg. Pavements, telephone and electricity poles that is **NOT in line** with the by-law, (eg. Impairs on pedestrian traffic or visually impair on motor traffic), **will have to be removed within a period of 3 months from the date as indicated in the notice and a new application will need to be made.**

All **new** advertising boards and hoardings must comply with the by-law as published and as per Council resolution.

**Compilation of Definitions in terms of advertising in these By-laws, unless the context otherwise indicates:-**

**“advertisement”** means any representation of a word, name, letter, figure or object or of

an abbreviation of a word or name, or of any sign or symbol, or any light which is not intended solely for illumination or as a warning against any danger, which is visible from any street or public place;

**“advertising hoarding”** means a screen, fence, wall or other structure in a fixed position to be used, or intended to be used, for the purpose of posting, displaying or exhibiting any advertisement;

**“advertising sign”** means any advertisement or object, structure or device which is in itself an advertisement or which is used to display an advertisement, in view of any street or public place;

**“advertising structure”** means any physical structure built to display advertising;

**“billboard”** means a large free-standing structure used or intended to be used for the purpose of posting, displaying or exhibiting any advertisement;

**“building”** means any structure whatsoever *with or without walls*, having a roof or canopy and a normal means of ingress and egress there under, *covering an area in excess of 4.6 m and having an internal height of more than 1.650 m*;

**“canopy”** means a structure in the nature of a roof projecting from the facade of a building and cantilevered from that building or anchored otherwise than by columns or posts;

**“commercial advertising”** means any words, letters, logos, figures, symbols, pictures relating to the name of a business, a trade, a partnership or an individual or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered;

**“directional sign”** means a sign indicating the way to a place, undertaking or activity for the purpose of advertising or directing public attention as contemplated in the definition of **“advertisement”**;

**“flat sign”** means any sign which is affixed to or painted directly on a main wall and which at no point projects more than 250 mm in front of the surface of such wall;

**“fly poster”** means any poster which is pasted by means of an adhesive directly onto a surface;

**ground sign”** means any sign detached from a building, other than an aerial sign, hoarding, billboard or advertising structure;

**“poster”** and notices means any placard announcing or attracting public attention to any

meeting, event, function, activity or undertaking or to the candidature of any person nominated for election to National, Provincial or Local Government or similar body or to a referendum;

**“projecting sign”** means a sign, whether stationary or actuated, attached to and protruding from the facade of a building;

**“public place”** means any road, street, thoroughfare, bridge, subway, foot pavement, footpath, sidewalk, lane, square, open space, garden, park or enclosed space vested in the Council;

**“pylon sign”** means any sign whether stationary or actuated, displayed on or forming an integral part of a pylon or mast or similar structure other than a building or advertising hoarding;

**“residential purposes”** means the use of a building as a dwelling house, two or more dwelling units, a hostel, a boarding house, and a residential club;

**“road traffic sign”** means any road traffic sign as defined in the National Road Traffic Act, 1996 (Act No. 93 of 1996), the detailed dimensions and applications of which are controlled by the regulations to this Act and the South African Road Traffic Signs Manual;

**“street”** means any street, road or thoroughfare shown on the general plan of a township, agriculture holding or any other division of land or in respect of which the public have acquired a prescriptive or other right of way and which vests in the Council;

**“temporary advertisements”** means signs and advertisements which are usually displayed to publicise a forthcoming event or to advertise a short term use of the advertisement site;

**“window signs”** are signs, which are permanently painted on, or attached to, the windowglass on a window.

**ALL NEW APPLICATIONS WILL HAVE TO BE IN LINE WITH THE ADVERTISING BY-LAW**

<b>TARIFF OF CHARGES: ADVERTISING SIGNS AND HOARDINGS</b>		
<p>The <b>approval fee is R 50.00</b> m<sup>2</sup> of advertising display or part thereof, with a <b>minimum fee of R</b></p>	<ul style="list-style-type: none"> <li>• Signs suspended under verandahs or canopies</li> <li>• Signs on verandahs and canopies over street</li> <li>• Sun-blinds</li> <li>• Advertisements on balloons</li> </ul>	<ul style="list-style-type: none"> <li>• Projecting signs</li> <li>• Pylon signs</li> <li>• Signs indicating the development of a township or property</li> <li>• Signs flat on buildings</li> </ul>

<p><b>500.00 per application</b></p>	<ul style="list-style-type: none"> <li>• Painted advertisements</li> <li>• Temporary signs and advertising</li> <li>• Signs on and over streets</li> <li>• Signs on buildings used for residential purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Requirements for sky signs</li> <li>• Screens for sky signs</li> <li>• Signs on awnings</li> </ul>
<p>Banners or similar items</p>	<p>an application fee of R 200.00 is required.</p> <p>(3) Every application for permission in terms of subsection (1) must be in terms of the tariff of charges as determined by Council in respect of each advertisement to which the application relates.</p>	
<p>Posters</p>	<p>(i) No commercial advertising and logos of sponsors will appear on posters;</p> <p>an application fee of R 1.00 per poster be paid to permit the display of posters of non-<b>profit bodies</b> only displaying the fundraising numbers of the bodies or a formal constitution has to be submitted to Council.</p> <p>(ii) An <b>application fee of R 5.00 per poster with a minimum fee of R 200.00 be paid to permit the display</b> of posters for: religious, sporting, social and cultural events, with commercial advertising and logos of sponsors. The commercial advertising must not exceed 20% of the area of the poster, not is any lettering to be larger than any other lettering.</p> <p>(iii) An <b>application fee of R 500.00 per candidate</b> (fully refundable on removal) for a National, Provincial or Municipal <b>election</b>.</p> <p>(iv) An <b>application fee of R 5 000.00 per registered political party</b> (fully refundable on removal) for a Parliamentary, Provincial or Municipal referendum;</p>	
<p>Billboards</p>	<p>billboards, spectaculars or any sign in excess of 24 m<sup>2</sup> as defined in Section 1) <b>an application fee of R500.00 is required for consideration of approval with a further amount of R100.00 per square meter of advertising display payable for a five year approval by council</b></p>	

	<p><b>irrespective of whether the sign is erected on private or Council land.</b></p> <p>1) Any billboard displayed may not:-</p> <ul style="list-style-type: none"><li>(a) be in conflict with applicable National Legislation, or local By -laws;</li><li>(b) be detrimental to the nature or the environment in which it is located by reason of abnormal size, intensity of illumination or design;</li><li>(c) be in its content objectionable, indecent or insensitive to any Section of the public or to any religious or cultural groupings or the like;</li><li>(d) unreasonably obscure partially or wholly any sign previously erected and legally displayed;</li><li>(e) constitute a danger to any person or property;</li><li>(f) encroach the boundary line of the property on which it is erected.</li></ul>
--	--

Compiled by:

---

**E.E. MEADES**  
**TOWN PLANNING DIVISION**  
**MOHOKARE**

Approved by:

---

**T.C. PANYANI**  
**MUNICIPAL MANAGER**  
**MOHOKARE**